Aroma Marketing Concept and the Level of Awareness Among Bosnia and Herzegovina population

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Abstract: Smell certainly arouses emotions and memory. In marketing, however, scent is proven to be very effective in helping contrast one brand from another. It triggers a desire that strongly influences our buying behavior and purchase decision. The right aroma can help to recall some pleasant association, people or events, whether it is great memory from childhood, or an enjoyable time spent in friend's home. This is the reason why so many companies use scents as marketing tool to attract customers and distinguish themselves from competition. After theoretical part of the study, the interviews showed that level of awareness of scent or aroma marketing concept among Bosnia and Herzegovina population is high and they perceive scents to have substantial influence on consumer behavior and purchase decisions.

Keywords: *scent marketing, emotions, memory, marketing tool, behavior*

Introduction

Online environment is steadily replacing brick-and-mortar marketing world which happens to be more appealing to consumers. It is very important for company to keep and maintain its customers in traditional stores, while, at the same time, serving their online presence. A one tool that can be used to attract customers is the use of scent marketing. It is more than just spreading pleasant fragrance in the air. It is actually the art of blending the firm's brand image and identity, target market and all marketing communications and link them with a scent that amplify these branding features. The result is happier customer who remembers your brand. Businesses are constantly seeking innovative ways to differentiate themselves from competition, attract new customers and retain the loyal ones. The point of scent marketing is the control of aromas, where many industries such as hospitality, retail, financial services and many others embraced this tactic of using smells as a way to better present their brand and communicate to their target audience.

Car industry recognized long time ago how important is to cover up the smell of a new car and many of them sprayed their own aromas into the new automobiles- for example, Cadillac had custom made scent Nuance which they spread in car interior. Westin Hotels also use this marketing strategy, pouring their lobbies with a white tea fragrance, because of its ability to both relax and energize. Singapore Airlines introduced scented towels in their services, where Sony poured mandarin and vanilla odors into their showrooms.

When planning your marketing strategy, managers consider number of factors such as strong communication, target market, distribution channels, but also, they should consider to include aromas as additional part. Awareness for this successful marketing tool is becoming even higher today, where many companies and retail stores use scents and odors to increase sales and build their brand identity.

In this paper, we are going to explain the most important aspects of research methodology and the data we collected will be processed with SPSS. The one-sample t test is used, along with independent t test, ANOVA, MANOVA and Chi- square test.

Research methodology

Research Design

According to Burns and Bush (2014), research design or research plan encompasses advanced decisions that create the master plan specifying the methods and procedures for collecting and analysing the needed information. I decided to conduct a primary research, with quantitative nature and focus on gathering enough information from a large number of respondents. Further, survey was being used, which involves interviews with a large number of people answering on a predesigned questionnaire, as a method of data collection. Given the fact that the survey is online, which implies that computer technology plays an important role in conducting the interview, research took place in an online environment, or more precisely, in an online setting.

Research Objectives

Defining the problem is of major importance as it is the starting point of any scientific research. That being said, the research was conducted to have an insight of the level of awareness of scent marketing concept among Bosnia and Herzegovina's population, as it is the latest trend recorded in marketing and it was very appealing to know whether is it represented among B&H society. The next thing we should consider is research objectives which are aimed to:

1. Determine what is the level of awareness of scent marketing concept in Bosnia and Herzegovina;
2. What is opinion about importance of using scents as marketing tool?

In regard to that, primary research was conducted and focused on gathering and analyzing primary data. The sample ranging from 100 to 170 respondents was chosen and I employed a quantitative approach by using online questionnaire as a main method of data collection. Therefore, the setting of this research is an online environment, or more precisely Facebook pages and e-mails. This particular setting was chosen in regard to extensive internet presence of young and adults and high response rate as one of the main features of online questionnaires. Furthermore, ethical dilemmas that I stumbled upon during this research process were lack of monitoring due to computer-administered survey and the possibility of respondents to answer in an untruthful manner. Moreover, 168 respondents took part in questionnaire. Taking into consideration that research was organized as online survey, lack of monitoring as one of the significant disadvantage has made it difficult to recognize the ones who were not interested, even though they have said they would willingly fill out the survey. Further, online questionnaire was created by *Google Forms* (free, online tool for survey collection and analysis) and gathered data was analyzed by SPSS program. Questions are made to be as simple as possible, so respondents would easily give their answers. It is also important to mention that some responses were partial or inconsistent, despite the fact that respondents were given certain instructions and explanations, such as that the data gathered by this research will be used specifically for the purpose of a research project and that respondents' response anonymity is assured. The survey was created in English and was accepting responses from December 19th to December

21ˢᵗ in 2015.
Data Collection

Regarding this research study, quantitative research was conducted, that is, online questionnaire, as it is perceived to be the most convenient for this type of the research. The main advantage to use questionnaire is that they are quick and cheap to administer. It enables us to collect data from a large number of respondents and to get certain reliability and suitability. Moreover, questionnaires avoid influences on the respondents' answers where they fill the questionnaire by themselves. The questionnaire consists of 16 questions designed in English. Questions are made as short and clear as possible, so they can be easily understood and answered. It will be provided in the appendix at the end of the paper.

First five questions deal with demographic aspects of each respondent. Questions five to eleven deal with individual respondents, their income level and preference for scents in retail stores. The last five question deal with the Aroma marketing concept. This task was approached with great preparation and detailed research on all available secondary data to get better insight about this topic in Bosnia and Herzegovina. Well-structured questions, substantial sample group and having proper perspective and clarity in judgments lead to better decisions in every step of the research process. As it was stated, respondents were noticed about the purpose of the questionnaire, so they feel confident and provide us with valuable information, hence there is no space for useless data. To avoid biases and negative impacts on outcome, steps were taken to ensure the reliability of research. So, in respect to that, research was carried out in the following manner:

1. Preparation took place before designing the questionnaire, that is, the basic objectives of the study were reviewed and relevant information visualized,
2. Each respondent was given with information and intent of the online questionnaire,
3. Each respondent was informed of his/her anonymity,
4. Questions are delivered in appropriate type and sequence that is best suited to answer the question,
5. Cautions for time length to fill the questionnaire were considered.

It is also important to mention ethical behavior because it is a requirement in conducting marketing research, such as fairness, respect, openness, honesty and responsibility.

Results

One sample t-test

One sample t- test is used to determine whether a sample comes from a population with a specific mean. Here we asked respondents whether they think scents influence buying behavior. They were offered with the rate response depending on the intensity of agreement and disagreement. Scale was between 1 (strongly disagree) and 10 (strong agree). Hence, we assume that level of agreement regarding scent's influence on buying behavior is more than six.

So, we can state null and alternative hypothesis:

Ho: there is no evidence that the level of agreement among respondents is more than 6;

Ha: there is evidence that the level of agreement among respondents is more than 6

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Agreement level	167	5.1437	2.36255	18282.

One-Sample Test

	Test Value = 6					
	t	df	Sig. ((2-tailed	Mean Difference	Confidence Interval of 95% the Difference	
					Lower	Upper
Agreement level	-4.684	166	000.	85629.-	-1.2172	4953.-

The first table "One- sample statistics" gives descriptive statistics for the variable "Agreement level". We can see that number of respondents N is 167 and it has Mean of 5.1437. The second table, labeled "One- sample test" gives the result of the t- test analysis. The first column represents the value of the t- statistics which is -4.684 and the next one is degrees of freedom of 166. In the column Sig. (2- tailed), we can see the corresponding two- tailed p value of 0.000. Here we took the significance level of 5%, so it can be seen that $p < 0.05$. Therefore, we reject the null hypothesis (Ho) at a = 0.05, which means that sample mean is not significantly different than hypothesized value. Hence, we say that there is no enough evidence to accept null hypothesis which states that the level of agreement among respondents is less than 6.

Independent sample t-test

The independent t- test is used for testing the difference between the means of two independent groups. Here we compare variables obtained from two independent samples. This test assumes that two groups are independent of one another, the dependent variable is normally distributed, and the distribution of the dependent variable for one of the groups being compared has the same variance as the distribution for the other group being compared.

In this example two groups of respondents regarding their age categories were asked the question: "Are you aware of Aroma or Scent Marketing concept?". The first group belongs to age category of 18-25 and the second one belongs to age category of 26-45. Based on this, we wanted to determine is there a difference in knowledge about Aroma Marketing between these two groups. So, we can state null and alternative hypothesis:

Ho: There is no difference between two groups of respondents' knowledge about Aroma Marketing concept;

Ha: There is a difference between two groups of respondents' knowledge about Aroma Marketing concept.

Independent Samples Test

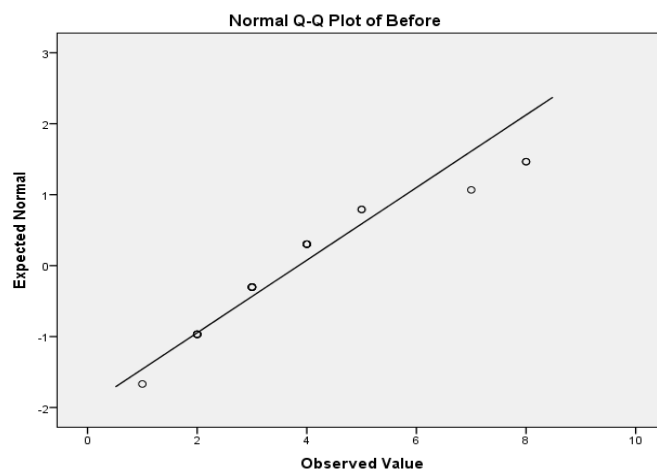|		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Response	Equal variances assumed	.020	.889	.067	154	.946	.00615	.09135	-.17430	.18660
	Equal variances not assumed			.067	70.023	.947	.00615	.09166	-.17666	.18896

The assumption of variance homogeneity has not been disturbed, since the Levene statistic is F = 0.020 and the corresponding significance level is low (p < 0.05), and we can use the row *equal variances assumed* t test statistic for evaluating of null hypothesis of equality of means. T statistic shows value of 0.067 with 154 degrees of freedom. We can say that there is no difference between two age groups regarding the knowledge about Aroma Marketing concept due to the fact that corresponding p value is greater than significance level of 5%, that is p > 0.05. However, the mean values indicate that age group of 18-25 recorded more positive answers (M = 1.4696) than second age group of 26-45 (M = 1.4694).
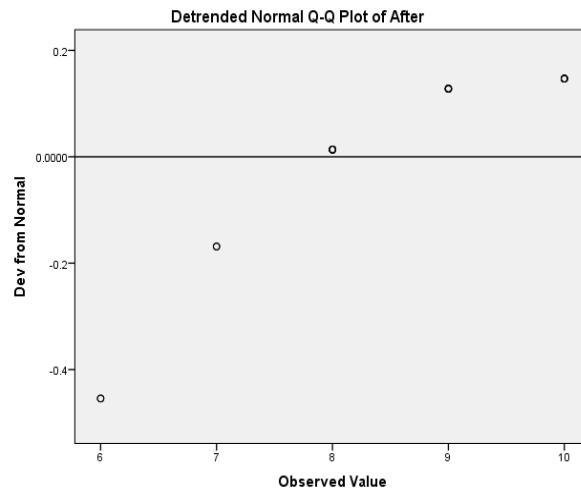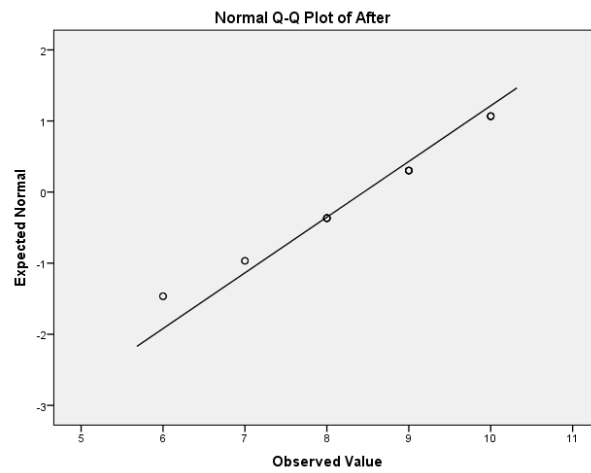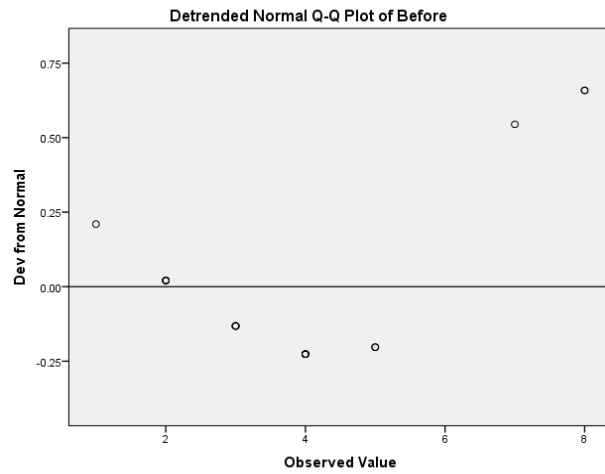
Paired sample t-test

The paired sample t test is used when two groups are tested twice, that is, they are subjects of repeated measures. This student t- test assumes normality of sampling means' distribution.

In this part of the paper, we chose twenty respondents and collect their answer regarding the question whether they believe that retail stores can use scents to make people enter the shop. After the study they were presented with the Aroma marketing concept and its use in marketing and management in general. After seven days, the same groups of people were asked to answer to the same questions. They were offered with the rate response ranging between 1 (Strongly Disagree) and 10 (Strongly Agree). So, we can state the null hypothesis:

Ho: The respondents' opinion is same before and after going through Aroma marketing presentation.

Normal Q-Q Plot of Before

Detrended Normal Q-Q Plot of Before

Normal Q-Q Plot of After

Detrended Normal Q-Q Plot of After

To test normality we look at figure *Normal Q-Q Plot*, that compares cumulative distribution of the observed values with the expected values derived from the normal distribution. The normal distribution forms a straight line and if a variable's distribution is normal, the data distribution will fall more or less on the diagonal, which is the case here. It shows very little departure from normality for both *Before* and *After* variables. Also, figure Detrended Normal Q-Q Plot shows little deviation from normality for both *Before* and *After* variables.

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pa ir 1	Before - After	-4.60000	1.81804	.40653	-5.45087	-3.74913	-11.315	19	.000

The result of this test shows us there is significant difference in the opinion before and after the given presentation on the topic. We see that degrees of freedom is 19 and t statistics shows value of -11.315. At significance level of 0.05 there is enough evidence to reject the null hypothesis which states that there is no difference between before and after opinion of respondents (p < 0.05).

ANOVA

The one- way analysis of variance (ANOVA) is an extension of independent sample t test and is used determining whether the means from several independent groups differ. In this case we want to find out whether difference exists among four sets of educational background (High school, Bachelor degree, Master's degree, PhD degree) on the opinion that use of scent is a good marketing tool. This test assumes again, that dependent variable is normally distributed and that groups have approximately equal variance on the dependent variable. In the online survey, respondents answered on the question "The use of scent is a good marketing tool" with the rate response ranging from 1 (Strongly disagree) to 10 (Strongly agree). Therefore, the null hypothesis states: Ho: There is no difference among four sets of educational background;

Test of Homogeneity of Variances

Opinions

Levene Statistic	df1	df2	.Sig
492.	3	162	688.

ANOVA

Opinions

	Sum of Squares	df	Mean Square	F	.Sig
Between Groups	14.697	3	4.899	694.	557.
Within Groups	1142.749	162	7.054		
Total	1157.446	165			

The assumption of homogeneity of variance has not been violated due to the fact that Levene statistic and corresponding significance level are high. The first row named *Between groups* shows the variability between groups , second row *Within groups* shows variability due to the random error and the third row gives the total variability (Ho & Ho, n.d.)[1] The result from the One- way ANOVA test confirms that respondents' opinion is same among all three groups of educational background that is p > 0557.

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1   Ho, R. & Ho, R. Handbook of univariate and multivariate data analysis with IBM SPSS.

Factorial analysis of variance

The factorial univariate ANOVA includes the analysis of two or more independent variables. It allows us to assess the effects of each independent variable individually and joint effect of variables, also. This test assumes that samples are independently drawn from the source population and the dependent variable is normally distributed. Also, distribution of dependent variable for one of the groups being compared has the same variance as the distribution for the other group being compared. [2]

In this part, we want to determine how gender and educational background influence the opinion of using scents as efficient marketing tool. Respondents were asked the same question as in the previous example; "The use of scent is a good marketing tool" and could choose from 1 (Strongly disagree) to 10 (Strongly agree), depending on the intensity of agreement and disagreement. We wanted to do 2-way factorial analysis; hence we choose two type of educational background: high school and bachelor degree. The null hypothesis states:

Ho: The educational background and gender do not have effect on respondents' opinion that scent is good marketing tool.

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Opinion

F	df1	df2	Sig.
.415	3	128	.743

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Gender + E.B + Gender * E.B

1. Gender

Dependent Variable: Opinion

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Female	5.453	.295	4.870	6.035
Male	5.298	.360	4.585	6.011

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2   Ho, R. & Ho, R. Handbook of univariate and multivariate data analysis with IBM SPSS.

2. Educational background

Dependent Variable: Opinion

Educational background	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
High School	5.505	.349	4.814	6.196
Bachelor Degree	5.245	.308	4.636	5.855

Tests of Between-Subjects Effects

Dependent Variable: Opinion

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	11.312ª	3	3.771	.557	.644
Intercept	3608.503	1	3608.503	533.513	.000
Gender	.748	1	.748	.111	.740
E.B	2.103	1	2.103	.311	.578
Gender * E.B	8.975	1	8.975	1.327	.251
Error	865.749	128	6.764		
Total	4696.000	132			
Corrected Total	877.061	131			

a. R Squared = .013 (Adjusted R Squared = -.010)

The assumption about homogeneity of variance is again tested by *Levene's test of equality of error variances* which tests the hypothesis that the population error variances are equal. Here we can see that Levene statistic is $F = 0.415$ and the corresponding level of significance is large $p > 0.05$. Hence, assumption about homogeneity of variance has not been violated. In this example, neither gender, educational background nor combination of gender and educational background has effect on the respondents' opinion.[3] The main effect of Gender is not significant ($p > 0.05$). From the estimated marginal means, the males' opinion ($M = 5.298$) is not significantly different from the females' opinion ($M = 5.453$). Also, marginal means of educational background show that respondents with high school diploma ($M = 5.505$) and respondents with bachelor diploma ($M = 5.245$) have slightly same opinion of viewing scent as a good marketing tool. Hence, the main effect of educational background is not significant ($p > 0.05$). The interaction effect of Gender*Educational Background neither have significant effect on respondents' opinion ($p > 0.05$).

Also, we wanted to determine whether gender (In SPSS 1- Female; 2- Male) and age (In SPSS 1: 18-25; 2- 26-45) have effect on respondent's preference of scents in retail stores. The null hypothesis is that gender and age do not influence respondent's preference of scents in retail stores.

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3   Ho, R. & Ho, R. Handbook of univariate and multivariate data analysis with IBM SPSS.

Tests of Between-Subjects Effects

Dependent Variable: Response

Source	Type III Sum of Squares	df	Mean Square	F	.Sig
Corrected Model	532^a.	3	177.	186.	906.
Intercept	106.093	1	106.093	111.107	000.
Gender	291.	1	291.	305.	583.
Age	005.	1	005.	005.	943.
Gender * Age	005.	1	005.	005.	943.
Error	46.788	49	955.		
Total	284.000	53			
Corrected Total	47.321	52			

(a. R Squared = .011 (Adjusted R Squared = -.049

Again, Gender does not influence respondent's preference, neither as age or combination of gender and age

Chi square test

Chi-square test is usually used for comparison of observed data with the data one's expect to acquire according to certain hypothesis. Here we wanted to determine with a significance level of a = 0.05whether relations exist between respondents' age levels (18-25; 26-45; 46-65) and knowledge (familiarity) about Aroma Marketing concept. In the table, Familiarity with Aroma Marketing concept is the row where responses are recorded with Yes and No (in SPSS it was coded like this: 1-Yes; 2-No). The Respondent's age is the column (in SPSS it was coded like this: 1: 18-25; 2: 26-45; 3: 46-65). So, we can say that null hypothesis is:

Ho: there is no relation between respondent's age and familiarity with Aroma Marketing concept.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided
Pearson Chi-Square	043^a.	2	979.
Likelihood Ratio	043.	2	979.
Linear-by-Linear Association	008.	1	930.
N of Valid Cases	166		

.a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 4.70

The table labeled *Familiarity with Aroma Marketing concept * Respondent's age Cross tabulation* shows descriptive statistics that was required in analysis. We requested for actual and expected count, which is produced for each row (Familiarity with Aroma Marketing concept) and each column (Respondent's age). Row *Count* shows actual frequencies for particular cell and *Expected Count* shows expected frequencies for each cell assuming no association. The last table represents the result of Chi-square test. In this case, the p value is 0.979 (p > 0.05) which is higher than corresponding

significance level 5%. So, we cannot reject the null hypothesis. In other words, there is no significant relationship between respondents' age and the knowledge about Aroma Marketing concept.

Discussion

Before we discuss the results of this study, we are going to recall two previously mentioned research objectives:

- Determine what is the level of awareness of scent marketing concept in Bosnia and Herzegovina;
- What is opinion about importance of using scents as marketing tool?

The independent sample t- test showed that respondents belonging to two different age groups (18-25 and 26-45) do not differ in their knowledge about Aroma marketing concept. It is important to mention that most of them are familiar with this term. However, one research from Sweden showed that large number of shops in Umea are not quite familiar with the use of aromas in their business and even dough number of stores are no aware of its implications as marketing tool, some of them use aromas empirically. Chi square test also showed that no relations exist between respondents' age levels (18-25; 26-45; 46-65) and knowledge (familiarity) about Aroma Marketing concept.

Zoladz and Raudenbush (2005) were investigating the influences of ambient aromas on magnifying cognitive performance and the results indicated improved participants' activities and tasks such as attention level, memory and visual motor response speed, by both cinnamon and peppermint fragrances. Here is important to mention that participants specified their energy and mood level higher, but their tiredness level lower when were surrounded by peppermint aroma. People working in the pleasantly scented environment reported better task execution, better efficiency and being more ambitious regarding work goals than participants who worked in non-scented environment (Herz 2002). Regarding these studies, we can say that one sample t- test in our case showed similar findings regarding respondents' opinion whether scents influence buying behavior. Most of them confirmed that they strongly believe that aromas indeed affect buying behavior.

Many previous researches proved that scents are able to affect retail performance, as well. Several studies showed there is congruence between aromas and other factors present in the ambient, such as positive influence on product evaluation, money and time spent in the shop. The paired sample t- test showed that after the respondents were presented with the Aroma marketing concept and its use in management, their responses showed strong agreement toward the fact that retail stores can use scents to make people enter the shop. The result from One- way ANOVA test confirms that respondents' opinion regarding the question whether the use of scents is a good marketing tool is same among all three groups of educational background. However, it must be highlighted that most of the respondents reflected quite strong agreement with this statement. Also, in factorial analysis of variance we want to determine how gender and educational background influence the opinion of using scents as efficient marketing tool. Respondents were asked the same question as in the previous example, and the results were quite the same as it was the case with Anova.

Crowely and Henderson (1996) come up with idea to make an experiment where different odor was released each day for the total 20 weeks into retail environment. Two aromas were used: neutral and pleasant. They observed and tracked participant behavior and were then asked to fill in the questionnaire. The major findings from this research were that people had more positive shop appraisal, they were more likely to visit the retail store again, they would linger longer and possibility of actually purchase something was increased.

Spangenberg, Grohmann and Sprott (2005) investigated how gender relates to scent recognition and evaluation, where male customers found rose fragrance more appealing, but women preferred vanilla scent more. Both genders evaluated the shop, employees and environment in general, more favorably, stayed much longer, and spent more money than they were intended to spend. We can notice that all these previous studies on this particular topic involve experimental study which is not the case with this research paper. However, one more Anova result showed that gender and age of respondents in this case did not have effect on respondent's preference of scents in retail stores. Furthermore, many of participants in online survey stated that they in most cases prefer fresh smells. Most of the people said that only sometimes they like scented environment.

The findings from this research give us an insight into the awareness of scent marketing concept among Bosnia and Herzegovina population and can be useful both for retailers and for upcoming researches on this particular topic.

However, using scents as a part of marketing strategy does not fit the same for every business, and mainly depends on company's' structure, culture, organization and size, its customers and many other factors. Aroma and its effects on customers' purchase behavior and decision making process is recognized just recently, and this new marketing trend can, if used precisely, create competitive advantage for the firm and boost brand identity, if we take into consideration that there are not so many businesses that are aware of this strategy and its implications. That being said, it important to highlight that it may not be sustainable in the long run, because other retail shops may use it as well.

As it was mentioned previously, aromas are used to grasp customer's emotions and memory and managers should know what kind of fragrance to use. People will enjoy and remember pleasant odor, but can also remember the bad one and be dragged away, because not all people react in the same way when exposed to scented area, so appropriate market research should be conducted to deeply investigate target markets' characteristics.

If there are future researches to come, one suggestion for researchers would be to pay attention about well explained concept of scent marketing, given the fact that there can be confusion about this term among respondents, especially if information is going to be collected from people that do not have a solid marketing knowledge. Hence, they should give an explanation about the term or provide few questions to actually test what is the true knowledge about scent or aroma marketing.

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Apendix

Aroma Marketing

What is your gender?

- ◯ Female
- ◯ Male

What is your level of education?

- ◯ High school
- ◯ Bachelor Degree
- ◯ Master's Degree
- ◯ PhD Degree

What is your age?

- ◯ 18-25
- ◯ 26-45
- ◯ 46-65
- ◯ 65 and more

What is your nationality?

○ Croatian

○ Bosnian

○ Serbian

○ Other: [＿＿＿＿＿＿＿＿]

What is your income level?

○ 500-1000

○ 1001-1500

○ 1501-2500

○ 2501 and more

How much money do you spend in a month?

○ 100-200

○ 201-500

○ 501-1000

○ 1001-1500

○ 1501-2500

○ 2501 and more

What stimulates your purchase?

○ Color

○ Shape

○ Odor/Scent

○ Price

How often do you go to market?

○ Every day

○ Once a week

○ Few times in a week

○ Once a month

○ Few times in a month

Do you prefer scents in retail stores?

○ Yes

○ Sometimes

○ Maybe

○ No

Are you willing to pay more for the product that features pleasant fragrance?

○ Yes

○ Sometimes

○ Maybe

○ No

What type of fragrance (scent, odor) you like the most?

- ○ Floral
- ○ Oriental
- ○ Woody
- ○ Fresh
- ○ Other: [_____]

Are you aware of Aroma or Scent Marketing concept?

- ○ Yes
- ○ No

I believe scents influence buying behavior:

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Retail stores can use scents to reinforce brand image:

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Retail stores can use scents to make people enter the shop:

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

The use of scent is a good marketing tool:

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

[Submit]