

In 1996 »AirDesign as a success factor in retail«* was examined in a German study

Questions:

Do scents influence the perception at the PoS positively ?

Do scents at the PoS influence the emotional perception positively ?

Does scent stimulation have a positive effect on portfolio perception ?

Is a good olfactorial stimulation at the PoS demanded by customers ?

Which scents are perceived positively / negatively?

Results:

Unpleasant scents inaugurate negative feelings stronger than pleasant scents do with positive feelings.

The recall of happy experiences from the personal past is increased with pleasant odourization.

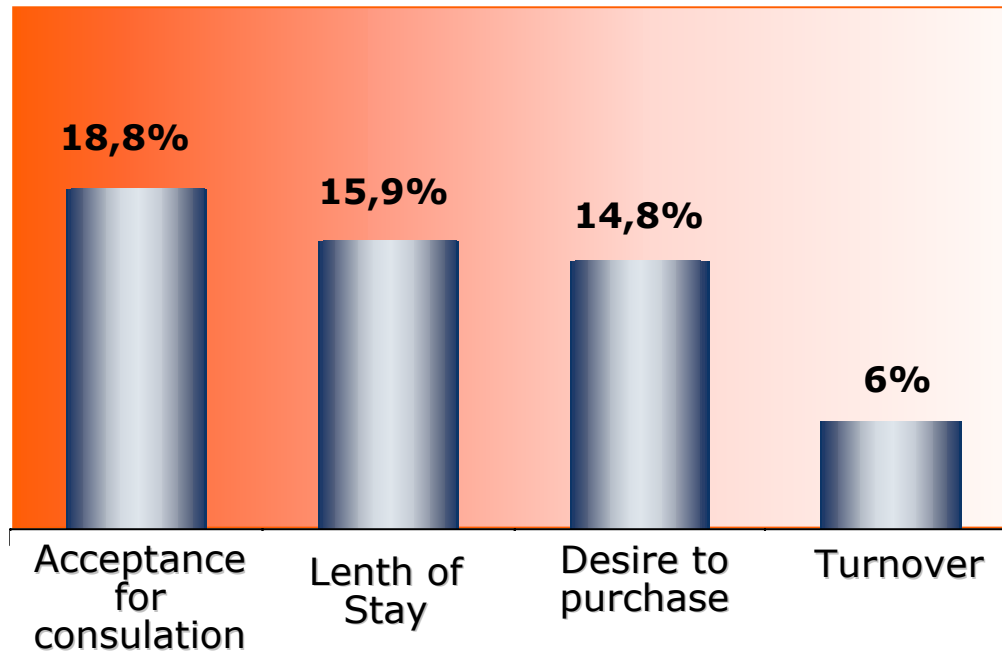
90,5% generally welcome soft odourization at the PoS.

The tendency for nature as advertising content increases the wish for authentic odourization – increasing allergies set the results into a different correlation, though.

*Anja Stöhr: Air Design als Erfolgsfaktor im Handel, Gabler 1998

Scent at the POS increases the acceptance of consultation specifically with perceptively sensible target groups

Positive effects of scents at the POS*
- Uni Paderborn 1996, Dr. A. Stöhr -



* approx. 200 athletic stores in Germany have been surveyed

What to support and what to avoid...

Top Ten of positive/negative scales



Fresh scent	10,2 %
Flower scent	8,7 %
Ocean	5,0 %
Forest	4,8 %
Gingerbread	3,1 %
Vanilla	2,8 %
Coffee	2,7 %
Citrus	2,6 %
Backeries	2,6 %



Sweat	17,0 %
Used air	10,2 %
Sanitary	10,2 %
Cold smoke	7,8 %
Petrol etc.	7,4 %
Fumes	7,2 %
Garbage	5,0 %
Over-odourization	5,9 %
Decay	3,1 %

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