

## THE RELATIONSHIP BETWEEN SCENT MARKETING AND PURCHASE INTENTION: THE CASE OF STARBUCKS CONSUMER OF METRO MANILA

Lanz Jerome A. Calamba<sup>#1</sup>, Nicole Anne Latina<sup>#2</sup>, Fatima Hannah P. Sordan<sup>#3</sup>, Francis Lawrence B. De Jesus, Ph.D<sup>#4</sup>

*College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines*

<sup>1</sup>lanzjerome.calamba.comm@ust.edu.ph

<sup>2</sup>nicoleanne.latina.comm@ust.edu.ph

<sup>3</sup>fatimahannah.sordan.comm@ust.edu.ph

<sup>4</sup>fbdejesus@ust.edu.ph

*Abstract – It has come to our attention that there is a strategic niche in marketing, which is taking advantage of the olfactory stimuli in the market. The food industry is known for using scent marketing as a technique to attract consumers. This industry employs this strategy in the form of developing unique ambient scents that consumers will fondly recall. Moreover, this paper discusses more on the effects of how the food industry takes advantage of the olfactory stimuli of the market and how it increases the consumers' willingness to purchase the product. A combination of questionnaires with randomly selected Starbucks consumers will give answers to the objectives of this study. The findings of this study will be a significant contribution not only to the food industry but also to the consumer behavior literature, incorporating the most up-to-date research and concentrating on all key thematic topics connected to scent and purchase intention. The study discovered the following findings: Although the respondents already had a high purchasing intention to the coffee chain, it was revealed that brand recall had little effect on purchase intent. In contrast, emotions had the highest impact on purchase intent. This implies that for each unit increase in emotion, expected purchasing intention increases by 0.333, and for desire, it increases by 0.189.*

*Keywords – Olfactory Stimuli, Scent Marketing, Purchase Intention, Ambient Scent*

### I. INTRODUCTION

The five (5) senses of the human anatomy portray several roles that are vital in the decision-making of man. Each sense can trigger emotional reactions that affect human behavior and its emotional response towards the triggering catalyst. The ability to engage the senses in attracting customers and selling products is called sensory marketing (Hussain, 2019). It is a strategy that is being used to reach the senses of the target customers and influence their buying behavior by allowing them to develop their own perceptions and feelings toward a specific brand. This is why brands invest enough time and money to discover

what specific sensory cues can create an effective message that would reach their target customers. Particularly, the sense of smell is known to be one of the most powerful tools to be taken advantage of on the subject of capturing an individual's interests. Capitalizing on the ability of the olfactory sense to initiate certain memories and create vivid experiences is an innovative marketing strategy that can stimulate the connection and the relationship of the customers towards a specific brand (Guillet et al., 2017). In line with this, the utmost understanding of the factors that influence a customer's purchasing decision through sensory triggers can give the brand the ability to orchestrate the scent their products exude and increase the customers' purchasing drive. Scent marketing is a strategic niche in building profitable relationships with customers that are often ignored due to its intangible nature. Hence, its effectiveness in attracting and bringing forth impulsive purchasing decisions to the customers at a point of sale scenario has proven its effectiveness (Šliburyte et al., 2019).

Aside from the restaurant industry, coffee shops are also known for utilizing scent marketing to increase their revenue. When it comes to sensational aroma, Starbucks is known to be one of the most successful companies to incorporate scent into their branding (Heasman, 2019). It is as easy as walking towards a Starbucks coffee shop then a sudden whiff of their coffee aroma will lure its customers in. Even if one is not a coffee fan, it is easy to be familiar with the scent of coffee that Starbucks brings. However, Starbucks has yet to see how it influences the customer's desire to purchase the product, such as if there will be an instant or delayed response. Furthermore, this study differs from others because it focuses on Starbucks' scent marketing and its link with Starbucks' consumers' purchasing intentions.

### ***Narrative Sequence***

The study's first aim is to discover and investigate the distinct factors (Brand Recall, Emotions, Desire) that influence Starbucks customers' purchasing intentions by the use of scent marketing. The main objective of the study is to identify how the food and beverage industry, specifically the ever-famous Starbucks coffee chain, takes advantage of the olfactory stimuli of the market as well as associating the olfactory stimuli of the market and how it affects the consumers' willingness to purchase the product. It is followed by the significance of the study and the scope of limitation to explain the importance of the paper as well as its potential benefits. Following is a literature review that validates preconceived views that support the study as well as other aspects to consider when contrasting perspectives. The methodology that will be employed in the study's primary data collection is discussed next, preceded by the findings. The conclusion and recommendation will end the discussion of the paper.

### ***Research Objectives***

Observing that human senses have an influence on the purchase intention of consumers, given that the sense of sight, hearing, taste, and smell plays an important role, the research focuses on how scent has a significant impact on the purchase intention of Starbucks consumers, focusing on their perceptions on brand recall, emotions, and desire. In order to find out the answers to the research questions, the following objectives are set to elaborate on the given parameters occupied in the scope of our study.

1. To identify how the food and beverage industry, specifically the ever-famous Starbucks coffee chain, takes advantage of the olfactory stimuli of the market.
2. To determine the respondents' level of perception on how ambient scent affects:
  - A. Brand Recall
  - B. Emotions
  - C. Desire
3. To associate the olfactory stimuli of the market and how it affects the consumers' willingness to purchase the product.

## II. LITERATURE REVIEW

Sensory Marketing, specifically the sensorial strategy that uses the nose called Olfactory Marketing, is making its way into the world of advertising (Hemsley, 2016). This is because the sense of smell has a unique way to catch consumers by the nose and attract their attention for a long period of time (Kamleitner et al, 2019). According to Orvis (2016), a growing number of studies have shown that there is a strong connection between scent marketing and consumer behavior. It has proven that odors do affect the consumer's mood, perception towards a product, and purchase intention in many different ways but not because odors function like a drug on a consumer, instead consumers work on it through their experiences with a product (Gomez et al, 2020). The succeeding literature review interprets valid rationalizations and existing theories to give a better understanding of how scent marketing is beneficial to the retail industry in order to attract consumers with their purchasing intentions.

### *Olfactory Cues*

Smells stimulate certain parts of the brain that can eventually develop certain emotions and behavior. About 10,000 scents and as high as 75 percent of the emotions of an individual are created through what they smell (Latasha et al., 2016). Olfactory cues are found everywhere, but there is a narrow understanding of how this can exert influence on cognitive processes (De Luca & Botelho, 2019). Authors have concluded that the act of sniffing can bring positive effects of olfactory imagery in individuals who are sensitive to olfaction (Lin et al., 2018). The recognition of olfactory memory complements the idea that odors are a strong mnemonic of past happenings (Bender & Brujin, 2017). A study by Kivioja (2017) indicates that the presence of an olfactory cue brings a positive influence to the purchase intentions of a consumer, as this is seen through the increased sales and the demand for the product itself. However, despite being part of the many factors that consumers consider when acquiring a product, only a few studies in this field were developed compared to the studies conducted relating to the visual and auditory stimulus. The smell is an ignored sense in the world of marketing (Hussain, 2019). Research on the smells started not so long ago, leaving countless questions that are unanswered from researchers regarding this topic. Nevertheless, Most research pertaining to olfactory cues came up with a conclusion that scent to which the brain region of a consumer juggles has a positive influence in recalling brands and behavior in a market and merchandise environment (Rimkute et al., 2016).

### *Mood, Memory, and Attention*

Herz (2016) published a study in which she explained how through the uniquely emotional and redolent properties odor-evoked memories change the mood and induce the physical correlates of several emotional states, and thus that they are beneficial to improving one's psychological and physical health. Smell and memory are known to be intertwined because of the anatomy of the brain (Walsh, 2020). Furthermore, Neuroscientists have mentioned that the physical connection found between the regions of the brain associated with memory, emotion, and our sense of smell will give an explanation as to why the brain learns to interrelate certain smells with past memories (Stierwalt, 2020). This makes scent an interesting and important variable to study because fragrances are expected to increase the likelihood of developing emotions from consumers (Guillet et al., 2017). Any smell can pass through the amygdala and hippocampus that can be found in the limbic system, and these areas in the brain deal with emotions and memory (Sowndhararajan & Kim, 2016). There is little to no understanding of the information about space and time-integrated within a region of the brain vital for the sense of smell which is the anterior olfactory nucleus (AON) (Aqrabawi & Kim, 2018). A memory that would answer what-when-where is created when these elements are incorporated. Moreover, Forster and Spence (2018) led a study charge to test the attentional-blindness paradigm if olfactory awareness would depend on attention. Findings state that because of the unique characteristics of olfactory habituation, the problem that unintentional anosmia will bring will most likely continue even once attention becomes available.

### ***The Aroma on Desire***

The overall aroma of the environment and products themselves in the food sector has a significant impact on the consumer's choice of food and purchasing intention. The study conducted by Proserpio et al., (2019) showed that participants who are placed in a scented condition (bread odor) increase the amount of consumption of food. If the market is exposed to an indulgent food scent (e.g. cookie) than in a non-indulgent food scent (e.g. apple) for an extended period of time (more than two (2) minutes), consumers tend to prefer to purchase healthy foods as they have no scent, thus, they are not seen as a reward, showing that the olfactory can compensate for one's cravings (gustatory) (Biswas & Szocs, 2019). A study was conducted similar to this by Almanza et al. (2017) stating that when exposed to a significant scent (e.g. basil aroma) the consumers seem to not purchase the product congruent with the scent provided (e.g. basil containing meals). Though in contrast, Zoon et al. (2016), found that participants, when exposed to a specific scent (savory and sweet scent) were more likely to indulge in food products congruent with the scent. A modern study by Tuangquin et al. (2018) identified the impact of olfactory with Virtual Reality (VR) on food cravings, the results showed that adding scent (chocolate scent) increased the cravings of the participants towards the presented food (chocolate chip cookie) which escalated, even more, when they interacted with the virtual food.

### ***The Effect of Ambient Scent on Consumers***

Scent has also been found as one of the major factors influencing a consumer's purchase decision. With the sense of smell titled as giving the most impact towards consumers as it cannot be prevented (Rathee, & Pallavi, 2017) individuals tend to respond to olfactory stimuli both

emotionally and cognitively (De Luca & Botelho, 2019). Intriguingly, a category-congruent scent in a setting gives a positive influence on the entire product range and sales (Horská, 2018) which was soon supported by Šliburytė & Vaitiekė (2019) whereas appropriate aromas give a higher possibility for consumers to engage in impulse buying. Although in outside food retail outlets, they do not intentionally use their scents to attract consumers as they were only derived from the restaurant's main activities (Nghiem-Phú, 2017). This shows that scent could not be an intention by the restaurant itself and consumers are often unaware of scent as a factor in a store setting. Though when consumers are pre-informed about the scent (marketing measure), it gives positive reactions to those who are not pre-informed, consumers prefer evident scents in a usage-oriented and pre-paid service setting (Gottschalk, 2018). From the study of Proserpio, et al. (2017), exposure to food odors that are high in energy controls the physiological and behavioral responses in eating behavior. In a coffee-like scent environment, it positively affects an individual's analytical reasoning task and is driven by people's expectations. One's physiological arousal level also increases, creating a placebo effect (Block et al., 2018). There is also a weak relationship between scent and motivation to choose a particular brand (KFC). The experienced scent at KFC is said to be highly stimulating and exciting for the consumers. (Latasha et al., 2016) In a high scent intensity setting, this positively increases the consumer's time spent in a store and high-level sales (Leenders et al., 2016). However, there seems to be a relationship between sniffing and judgment for a consumer in advertisements itself, the action of sniffing itself could potentially positively impact product and ad evaluation and even the possibility to buy. (Lin et al., 2018).

### III. METHOD

Three variables were observed to determine if it dramatically affects the consumers' purchase intention. First, if there would be any brand recall after the olfactory cue has been immersed and assimilated by the consumer, Second, if the consumer feels any emotions towards the scent, Lastly, if the ambient scent triggers the consumer's urge or desire to acquire the stimulant of the scent. The variables mentioned above are the ones that were measured to determine the level of purchase intention of consumers after their contact with the ambient scent.

This research utilized a quantitative research design. This process was executed to come up with viable answers (Wisdom & Cresswell, 2018) that determined the relationship between the ambient scent and the purchase intentions of Starbucks consumers.

#### *Online Survey Questionnaire*

The online survey questionnaire is a cost-effective and efficient way to collect data from many respondents (West, 2019). The online survey form utilized the interval data 4-point Likert scale. This allowed the researchers to quantify the survey results by adding up the scores from each statement to calculate the total score for each respondent. Then, the researchers computed the mean or average for each information to identify the state of agreement of the respondents and find its significance that will help the researchers to come up with the answers for the research problems. The statements to be utilized in the research mentioned above will be a combination of positive and negative framing statements because if all the statements were to be

constructed in a socially desirable manner, the respondents would be biased in agreeing or disagreeing with all of the words (Bhandari, 2020).

### ***Mechanics***

The researchers targeted 387 Starbucks consumers aged 18-44 years old as the study's respondents. The population size was based on the population census of the cities and municipalities of Metro Manila in the year 2021. First, the respondents were asked for their consent to participate in the survey. If they choose yes, they will answer the demographic profiles such as age, monthly income, occupation, and location. The following questions and statements pertain to possible scenarios outside of their usual coffee buying schedule, which was described through their answer regarding the frequency of their visit to Starbucks. The following questions were grouped into three parts: Brand Recall, Inflicted Emotions, and Consumer Desire. Respondents are to answer through a Likert scale, four indicating Strongly Agree and one as Strongly Disagree. The next set of questions relates to the Purchase Intentions of the respondents, which are to be answered by Yes or No.

**Table 1. Population Census of Metro Manila in the year 2020**

<b>Name</b>	<b>Status</b>	<b>Population Census 2020-05-01</b>
<b>N.C.R., 1st District (Capital District, Manila)</b>	District	1,046,513
Manila	City	1,046,513
<b>N.C.R., 2nd District (Eastern Manila District)</b>	District	3,058,358
Mandaluyong	City	425,758
Marikina	City	443,046
Pasig	City	503,159
Quezon City	City	1,560,048
San Juan	City	126,347
<b>N.C.R., 3rd District</b>	District	2,104,627

<b>(CAMANAVA District)</b>		
Caloocan	City	1,161,584
Malabon	City	280,522
Navotas	City	247,543
Valenzuela	City	414,978
<b>N.C.R., 4th District (Southern Manila District)</b>	District	2,661,951
Las Piñas	City	106,293
Makati	City	529,616
Muntinlupa	City	443,445
Parañaque	City	589,992
Pasay	City	340,656
Pateros	Municipality	65,227
Taguig	City	586,722
Metro Manila (National Capital Region, N.C.R.)	Region	8,871,449

#### IV. RESULTS AND DISCUSSIONS

*H1. Brand recall has a significant effect on the Purchase Intention of Starbucks consumers.*

**Table 2. Respondents' Level of Perception Towards Brand Recall**

	<b>Percentile Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
<b>Brand Recall</b>			
Every time I smell someone	3.38	.8039	Strongly Agree



drinking coffee, I remember my favorite coffee brand.			
Starbucks has a distinct scent in its ambiance.	3.55	.6391	Strongly Agree
I could distinguish the ambient scent of Starbucks from other cafes.	3.48	.7350	Strongly Agree
I can sometimes smell the ambient scent of Starbucks even when there is no Starbucks chain near me (type of craving).	3.1	.9607	Agree
<b><u>Negative Framing Statement:</u></b> Whenever I smell coffee scents, it reminds me of other brands and not Starbucks.	2.25	.9565	Disagree

Brand Recall is a consumer's likelihood of recalling the name of a brand when prompted with a product or any other relationship with it. In this case, the brand recall is tested through the sense of smell. The table above shows the relationship between the ambient scent of Starbucks and the level of perception of the consumers towards Brand Recall. The results show that most of the respondents strongly agree that brand recall has an evident impact on their purchase intention.

*H2: Emotion has a significant effect on the Purchase Intention of Starbucks consumers.*

**Table 3. Respondents' Level of Perception Towards Inflicted Emotions**

	Percentile Mean	Std. Deviation	Interpretation
<b>Inflicted Emotions</b>			
Whenever I smell the aroma of Starbucks it lifts up my mood.	3.41	.6707	Strongly Agree
<b><u>Negative Framing Statement:</u></b> Whenever I am	2.17	.9568	Disagree



inside a Starbucks chain it doesn't inflict any emotional feelings.			
Drinking inside Starbucks and smelling their ambient scent satisfies my cravings for coffee.	3.47	.6760	Strongly Agree
The ambient scent of Starbucks has its calming effect on me.	3.53	.6325	Strongly Agree
I consider Starbucks coffee as one of my comfort drinks.	3.44	.7113	Strongly Agree

As reflected in table 3, respondents consider their emotions as an influential factor of their purchase intention when buying from Starbucks. With the highest percentile mean of 3.53, the majority of respondents believe that the ambient scent of Starbucks makes them calm. At the same time, the negative framing statement garnered a percentile mean of 2.17, where most respondents disagree that Starbucks does not inflict any emotional feelings towards them. The given results may imply that Starbucks consumers can be driven by unconscious urges, considering emotions as the biggest.

***H3. Desire has a significant effect on the Purchase Intention of Starbucks consumers.***

**Table 4. Respondents' Level of Perception Towards Desire**

	<b>Percentile Mean</b>	<b>Std. Deviation</b>	<b>Interpretation</b>
<b>Desire</b>			
Whenever I smell the aroma of Starbucks, I would suddenly thirst for their coffee.	3.25	.7889	Strongly Agree
The stronger the coffee scent, the more I crave a Starbucks product.	3.21	.8320	Agree

Whenever I smell the aroma of Starbucks, I cannot stop thinking about their coffee.	3.18	.8456	Agree
<b><u>Negative Framing Statement:</u></b> Whenever I smell coffee scents, I crave other brands and not Starbucks' products.	2.13	.8769	Disagree
Once I start drinking coffee from Starbucks, I have trouble stopping.	3.02	.9588	Agree

Table 4 summarizes respondents' perceptions of Desire. With a mean percentile of 3.25, respondents indicated that anytime they smell the aroma of Starbucks, it influences their urge to drink coffee. In comparison, the lowest mean percentile of the statements implies that when respondents smell coffee-scented products, they do not crave brands other than Starbucks, with an average of 2.13. This demonstrates that the ambient aroma of a Starbucks store does affect consumers' Desire to purchase.

**Table 4.1 Respondents' Level of Perception on the Distinctive Factors of Ambient Scent**

	Mean	Std. Deviation	Interpretation
Emotions	3.21	.4168	Evident
Brand Recall	3.15	.4678	Evident
Desire	2.96	.5771	Evident

Legend:

- 1.0 - 1.74 Not Evident
- 1.75 - 2.49 Somewhat Evident
- 2.50 - 3.24 Evident
- 3.25 - 4.0 Very Evident

Table 4.1 shows that most states under the factor brand recall are interpreted as strongly agree ( $M = 3.38, 3.55, 3.48$ ), which proves that this distinctive factor is significant to the purchase intention of Starbucks consumers. Under inflicted emotions, four out of five statements are interpreted as strongly agree ( $M = 3.41, 3.47, 3.53, 3.44$ ), which garnered a higher percentile mean compared to the first factor. The results indicate that the purchase intention of Starbucks consumers gradually increases if inflicted emotions are involved. For the desire factor, only one statement is interpreted as strongly agree ( $M = 3.25$ ), while three statements are under the interpretation of agree ( $M = 3.21, 3.18, 3.02$ ). This shows that the desire factor has a lesser effect on Starbucks consumers' purchase intention than brand recall and inflicted emotions.

**H4: There is a significant difference in the various demographic profiles in terms of Brand Recall, Emotion, and Desire on their Purchase Intention.**

**Table 5. Respondents' Demographic Profile and Factor Impact**

Age Group	Frequency	Brand Recall	Emotions	Desire
18-24	193	3.27	3.24	2.95
25-34	138	<b>3.38</b>	<b>3.50</b>	<b>3.30</b>
35-44	56	3.23	3.12	2.97

Table 5 summarizes the respondents' age groups and their mean values for each factor. The age group, 25-34, has the most significant mean for Brand Recall (3.38), followed by the 18-24 age group (3.27), and the 35-44 age group (3.23). For Emotions, the age group 25-34 ranks highest with an average of (3.50), followed by the 18-24 age group with a mean of (3.24), and the 35-44 age group with a mean of (3.12). Finally, the age group with the most significant average for Desire is 25-34, with a mean of (3.30). Next are the ages 35-44 with an average of (2.97), and lastly, ages 18-24 with a mean score of (2.95).

**Table 5.1 Respondents' Demographic Profile and Factor Impact**

Income	Frequency	Brand Recall	Emotions	Desire
₱43,828 up	69	<b>3.41</b>	<b>3.47</b>	<b>3.33</b>
Between ₱21,194 to ₱43,828	106	3.36	3.44	3.22
Between ₱9,520 to ₱21,194	80	3.27	3.34	3.17
Lower than ₱9,520	66	3.15	3.23	2.98
N/A	66	3.00	3.13	2.76

As shown in table 5.1, 106 or most of the respondents earn between ₱21,194 to ₱43,828 every month. However, it is the respondents who earn ₱43,828 up that garnered the highest mean in terms of Brand Recall (3.41), Emotions (3.47), and Desire (3.33). This result may

imply that these individuals would often visit a Starbucks chain as they have enough income compared to other respondents. Respondents who did not indicate any pay, which means they solely rely on their allowances, accumulated the lowest mean for Brand Recall (3.00), Emotions (3.13), and Desire (2.76).

**Table 5.2 Respondents' Level of Purchase Intention**

	Mean	Std. Deviation	Interpretation
Purchase Intention	1.780	.5346	High Purchase Intention

**Table 5.3 Highest Influence on the Purchase Intention of Starbucks Consumers**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.004	.206		.019	.985
Brand Recall	.053	.067	.047	.801	.423
Emotions	.333	.075	.260	4.422	.000
Desire	.183	.056	.197	3.244	.001

Dependent Variable: Purchase Intention

Note:  $R^2 = 0.184$ , (N = 387, p = 0.00)

Multiple regression was calculated to predict purchase intention using brand recall, emotions, and desire. A significant regression equation was found ( $F(3,383) = 30.064$ ,  $p < 0.00$ ), with adjusted  $R^2$  of 0.184. The respondents' predicted purchase intention is equal to  $0.004 + 0.333E + 0.183D$ , where E is emotions, and D is desire. Brand recall was found to be insignificant to purchase intention. This means that the respondents' predicted purchase intention increases by 0.333 for every one unit increase in emotions and 0.183 for every one increase in desire.

The research conducted for this study has a substantially more extensive scope. It has considered the several factors that consumers consider to be significant in deciding their purchase decisions. The study's first three hypotheses indicate the most crucial factor influencing Starbucks consumers' Purchase Intention. According to the study's findings, Brand Recall was insignificant to the respondents' purchase intentions towards Starbucks. The result shows that just because a consumer is aware of a product does not mean they will feel compelled to purchase it. This study revealed that ambient scent's emotional triggers and desire effects have a significant impact on consumers' purchasing intentions. Thus, the other distinctive factors indicate that for every one unit rise in emotions, the respondents' anticipated purchase intention increases by 0.333. For every one-unit increase in desire, it increases by 0.183. These findings support the hypothesis that consumers' emotional responses to Starbucks'

ambient scent had the most significant impact on their purchase intentions among all the distinct factors.

The paper also revealed that the age group 25-34 has the highest mean for Brand Recall (3.38), next is the age group of 18-24 age group (3.27), and followed by the 35-44 age group (3.23). Next is Emotions, the age group of 25-34 having the highest average (3.50), followed by the 18-24 age group with a mean of (3.24), and the 35-44 age group with a mean of (3.12). Finally, the age group with the most significant average for Desire is 25-34, with a mean of (3.30). Next are the ages 35-44 with an average of (2.97), and lastly, ages 18-24 with a mean score of (2.95). As a result, Starbucks' ambient scent does have a significant effect on the said factors of the age mentioned above group, which influences their purchase decision. The age group, 25-34, has the highest mean and is the age group that is the most significant to the three variables tested in this study; this exhibits that there is a substantial variation in Purchase Intention amongst respondents' varied demographic profiles in terms of Brand Recall, Emotion, and Desire.

In terms of income, results show that respondents who earn ₱43,828 will most likely purchase from Starbucks, giving them a higher chance of experiencing the distinctive factors. Both Brand Recall and Emotions impact the respondents despite the differences in monthly income since their numerical data are relatively close.

The findings in this study bolstered the apparent impact of ambient scent on customer purchase intentions. The respondents stated that spontaneous desires and the ambient scent of Starbucks are more than enough to motivate them to break their typical coffee-buying routine and buy from Starbucks at any moment.

## V. CONCLUSION

To conclude, it should be emphasized that according to the respondents, scent marketing is a potent instrument that may influence consumers' purchase intentions if it stimulates emotional responses towards the ambient scent. Since scent may stimulate specific emotional responses in consumers, it is critical to be aware of the emotional responses that can be elicited through scent used in marketing. In this study, the emotional response highlighted is the positive effect of the ambient scent on the consumers' mood, feelings, and sense of comfort. Emotional and redolent attributes odor-evoked events significantly affect mood and cause physical correlations of various emotional states, implying that they can be advantageous in generating sales for businesses who have mastered the manipulation of their physical store's ambient scent.

## VI. RECOMMENDATION

- I. ***Product development strategies*** - In accordance with the result of the 3rd hypothesis wherein the statement “The ambient scent of Starbucks has its calming effect on me.” (3.53), the researchers suggest that Starbucks should therefore develop products that they can integrate into their full line of merchandise. These products will project the ambient scent of Starbucks and will be included as an extended product line of the brand to the

market. One good example of this product development is a scented candle that gives off a pleasant aroma of Starbucks' coffee.

- II. **Promotions strategies** - Based on the findings of the 4th hypothesis of the study display that desire is less effective in influencing the level of perception of Starbucks consumers, while brand recall is found to be insignificant in influencing the market's purchase intention. This implies that the factor emotions (0.333) have a consistent effect on customer purchasing intentions. This conclusion indicates that Starbucks should focus its promotions on the brand's emotional appeal in order to maintain its leadership position in the industry and increase consumer conversion.
- III. As per the study's fourth hypothesis, the factors brand recall (3.38), emotions (3.50), and desire (3.30) have the greatest influence on the age group of 25-34. As a result, the researchers recommend that Starbucks should explore targeting the aforementioned demographics, gaining an understanding of their behavior, and implementing successful marketing techniques that leverage this knowledge in order to potentially boost customer lifetime value.
- IV. The emotion factor (3.53) shows that it has a strong impact on the purchase intentions of Starbucks consumers. With this, Starbucks may develop a signature scent by blending fragrance elements that generate a specific mood or feeling associated with the company. Starbucks may collaborate with strategists or fragrance firms to produce this.
- V. **Customer Experience** - The findings elicited by the 1st, 2nd, and 3rd hypotheses of the current study discussed in table 2.2 provided a guarantee that emotions (3.21), brand recall (3.15), and desire (2.96) are all triggered in a positive manner by ambient scent.
- VI. Establishments would therefore look into how ambient scents are managed and invoked within their retail setting with periodic evaluations to increase the likelihood of customer acquisition.
- VII. For the development of Starbucks' team, a quality framework can be utilized. A quality framework goes a step further by planning and tracking each team's progress through mentoring, eLearning, and training sessions.

### ***Direction for Future Research***

The conceptual framework of the study is suggested to be utilized and expanded to include additional sensory experience elements of a retail establishment such as music and auditory or lighting and visual elements. While visual and audio are the most prevalent sensory elements employed in modern marketing, it's also a good idea to consider the whole sensory experience of the customer. Sensory marketing that appeals to the five senses, excluding the olfactory system, will assist your firm in becoming more innovative. It can expand the audience and lead to more people talking about and purchasing from the establishment. Future research

could look at the situations wherein vital olfactory imagery functions similarly well, if not better, than ambiguous olfactory imagery. One scope of study that can also be integrated in this research topic is the value of pricing, specifically price sensitivity or price tolerance that can be combined with the current research framework. This would tell whether consumers would consider ambient scent as a factor on their willingness to pay for the product. The current study focuses on the ambient scent of Starbucks alone, but other fragrances such as food or gourmand scents which are known for their scented product categories for retail establishments or home care is likely to make the fragrance personality framework more extensive by validating the current scent personal attributes or discovering new potential dimensions. The variety of scents that could display the distinction of specific emotions such as pleasantness and arousal with regards to the product to further understand the influence of scent to the purchase intentions of consumers. Also, future research should focus on how scents interact with other atmospheric elements since consumers are also exposed to multiple ambient components. Lastly, external factors such as advertising product names, product contents, and even product design, affect consumers' purchase intention on both conscious and unconscious levels. The underlying mechanism through which these external cues work has yet to be fully explored. Expectations may influence perceptions to some amount and at what level of consciousness, which could be another area of research in the future.



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