

A STUDY ON ROLE OF SCENT BRANDING IN QUALITY PERCEPTION, STORE AMBIENCE AND EXPERIENCE ON CUSTOMERS OF BATH & BODY WORKS CO.

Project Report

Submitted by

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In partial fulfilment of the requirements for the award of the degree of

Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited at 'A+++' Level (NAAC Fourth Cycle)

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ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI – 682011



CERTIFICATE

This is to certify that the project report entitled, “A study on role of scent branding in quality perception, store ambience and experience on customers of Bath & Body Works Co.”, is a bonafide record submitted by Ms. Lereena Rose Roy, Reg. No.SB21BMS022 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2021-2024.

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CERTIFICATE

This is to certify that the project report entitled, “A study on role of scent branding in quality perception, store ambience and experience on customers of Bath & Body Works Co.”, has been successfully completed by Ms. Lereena Rose Roy, Reg. No.SB21BMS022 in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.

DATE:

DR. SHOBITHA P.S
INTERNAL FACULTY GUIDE

DECLARATION

I, Lereena Rose Roy, Reg. No.SB21BMSO22, hereby declare that this project work entitled “A Study on Role of Scent Branding in Quality Perception, Store Ambience and Experience on customers of Bath and Body Works Co.” is my original work.

I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

DATE:

LEREENA ROSE ROY

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LEREENA ROSE ROY

EXECUTIVE SUMMARY

This report examines the role of scent branding in shaping quality perception, store ambiance, and customer experience at Bath & Body Works Co. Bath & Body Works is renowned for its extensive range of fragrant products, making scent a crucial aspect of its branding strategy. When it comes to Bath & Body Works Co., the role of scent branding can't be overstated. Their array of fragrant products isn't just about smelling nice; it's a crucial part of how customers perceive the quality of what they offer. Research indicates that pleasant scents can significantly influence how people view a product's effectiveness and worth. Bath & Body Works understands this well, using their signature scents across their range to create a consistent and premium brand image that customers trust. Step into a Bath & Body Works store, and you'll immediately notice how scent transforms the shopping experience. Their stores are carefully designed to immerse customers in a delightful olfactory environment. By infusing the air with their distinctive fragrances, Bath & Body Works creates an inviting atmosphere that encourages shoppers to explore and linger. It's not just about selling products; it's about creating an ambiance that makes customers feel good and keeps them coming back for more. Beyond just creating a pleasant atmosphere, scent branding at Bath & Body Works taps into something deeper: emotions and memories. Their carefully chosen scents aren't just about smelling nice; they're about forging connections with customers on a personal level. Studies show that pleasant scents can lift moods, reduce stress, and even make people stay longer in a store. By leveraging scent in this way, Bath & Body Works enhances the overall customer experience, fostering loyalty and ensuring that each visit is memorable and enjoyable.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION TO STUDY

A combined mix of the traditional methods along with the modern techniques and styles help the current marketers to flourish the most-competitive markets in the 21st century. Branding, as a well-known and widely-used marketing concept have played a crucial role in helping a business's existence be known to the public to attract the potential customers for the brand, while increasing the brand awareness among people and establishing a differentiated stand among its competitors.

Another standout element flourishing in the marketing field is now that of Sensory Marketing. Among the studies done, it is said how 'Scent Marketing/ Olfactory Marketing have gained major stand in the market.

Scent branding transcends merely introducing a pleasant aroma into a space; it involves the scientific formulation of a distinct Signature Scent tailored to a specific brand. This association of a unique scent with a brand fosters a deep connection with consumers, effectively extending the brand's identity.

Studies in neuromarketing reveal that 75% of emotions are triggered by our sense of smell. Our olfactory bulb, responsible for scent recognition, is housed within the limbic system, the brain region governing emotion, memory, and feelings. As scent is directly processed by this emotional center, it bypasses the need for interpretation, making scent branding a potent tool for influencing consumer emotions, moods, and ultimately, purchasing behavior.

Numerous studies conducted in recent decades have consistently demonstrated a significant relationship between the sense of smell and memory. Repeatedly, research has shown that smells can evoke emotions and memories more effectively than visual stimuli. Studies have even identified over a billion distinct scent combinations that can trigger olfactory recall. Additionally,

findings indicate that the human brain retains 35% of what it smells, contrasting with only 2% for what it hears, 5% for what it sees, and 1% for what it touches.

1.2 PROBLEM STATEMENT

The issue that the researcher is attempting to address here is how the quality perception of customers are affected with respect to their willingness to pay, duration of retail stay and purchase intention of customers using bath and body works products. The research helps to work on the potential factors as to how scent branding can help establish a differentiating stand for a particular brand from their competitors. As a result, researcher would like to demonstrate how scent branding can establish a good brand image and help sell the product to the target audience.

1.3 LITERATURE REVIEW

1.3.1 SENSORY MARKETING

As defined by Tek & Engin, 2008, Sensory marketing “is to communicate with consumers through sight, hearing, smell, touch, and taste senses”.

According to the definition provided by the American Marketing Association, sensory marketing “is the marketing techniques that aim to seduce the consumer by using senses to influence the consumer’s feelings and behaviours”. Moreover, “Sensory marketing has a significant role in both creating a brand and making a difference through the brand” (Aitmer & Zhou,2011).

1.3.2 SCENT MARKETING

According to Harald Vogt, 2006, “Scent marketing is becoming more and more important and is now in real opportunity for marketers because it is a tool that is not very exploited by brands. There are about twenty scent-marketing companies in the world, collectively worth than \$80 million”.

Orth & Bourrain, 2018, have also specified as to how “smells travel directly to the brain and trigger memories. The smell evokes some nostalgic memories on the consumer behavior”. Halloway, 1999 have also refined the meaning of scent marketing and stating that “memories evoked by smell are more emotional than memories evoked by other stimuli”.

Overall, “Scent memory thus presents marketers with a potentially powerful tool from which to develop loyalty to a brand or service outlet (Davies et al., 2003)

1.3.4 QUALITY PERCEPTION

Quality perception is defined as “the perceived quality of a product/ brand according to set standards that satisfies the needs and requirements of the customers purchased for the money spent on it”.

According to researchers, the use of ambient scent has showed effects on brand recognition (Morris & Ratneshwar 2003), product information and choice (Mitchell et al. 1995), store quality and perceived quality of products (Chebat & Michon 2003), and consumer memory (Krishna 2012).

According to Aaker 1996 & Keller 1993, the quality perception is supposed to increase the perceived value of the brand, hence brand equity, by means of influencing customers brand choice, their intention to purchase, and their willingness to pay premium prices.

1.3.5 PURCHASE INTENTION

Purchase intention is defined as “the intention of the customers to buy a particular product/ brand that is driven by factors such as product satisfaction, fulfilment of needs, expected brand standards and quality, motivation and other related elements”.

According to an article published by Hua Meng, Cesar Zamudio, Robert D Jewell (2021), scent brand's name specificity can influence in lowering the purchase intention, as they generate vivid olfactory imagery and may induce a feeling of discomfort between the imagined and experienced scents.

The research done by Fishbein and Ajzen (1975) and Ajzen (1985), Morwitz et al. (2007), had found that among certain other factors, the temporal separation between the intention measurement and purchase determines the influence it has on the purchase intention (PI) on the actual purchase behavior of the customers.

1.3.6 STORE AMBIENCE

The store ambience or environment simply means, “the environment which provides a comfortable and quality character to the product being produced”.

According to Levy and Weitz (2009), store atmosphere is referred as the attribute that aims to intensify the store environment with the combination of different cues such as lighting, color, music and scent. Milliman (1986) categorized atmosphere as a term that is used to explain our feeling towards the shopping experience which cannot always be seen.

According to Turley and Milliman (2000) believed that store atmosphere contributes to business success or failure. The store's atmospherics if created rightly can prove to be a key differentiator and prove to be a competitive advantage.

1.3.7 IN-STORE EXPERIENCE

The in – store experience is simply “the experience that the customers enjoy while they purchase or shop what is needed. A good retail shop experience leads elevating the retail stay among the customers and frequent visits to offline stores.”

According to Srinivasan and Srivastava (2010), the attractive and impressive atmosphere of retail chain outlets creates an enjoyable experience among the customers, which directly affects consumer purchase intention and their decision-making process.

1.4 SIGNIFICANCE OF THE STUDY

This study on scent branding of Bath & Body Works Co. will help the marketers to understand importance of scent branding of products and how scent plays an influential role in creating a quality perception about the brand to the consumers of the product. Although, numerous studies have been released based on sensory and scent marketing, around few to new studies are based on scent branding. Thus, this study reveals more insider concepts under scent marketing to enhance and explore various marketing opportunities available.

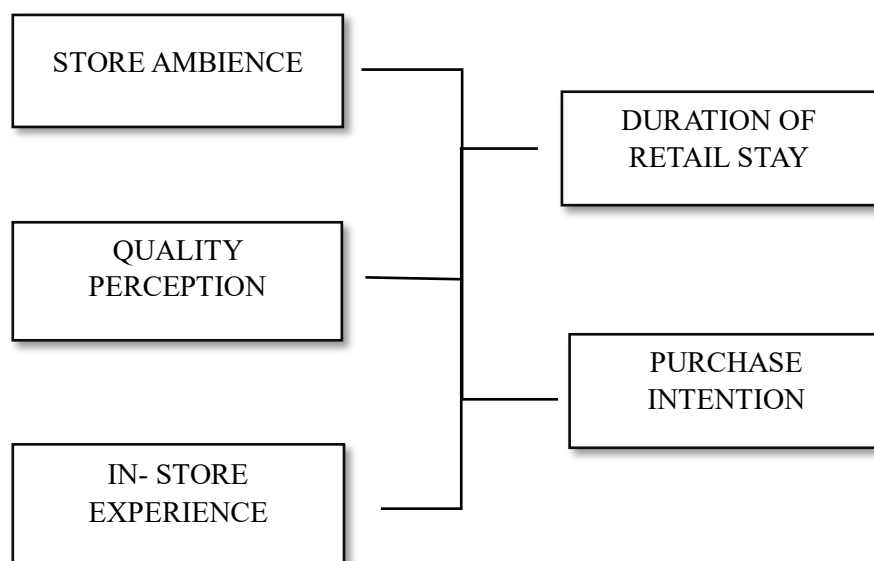
1.5 SCOPE OF THE STUDY

The goal of this study is to explore how brands all around can us influential to the potential customers through sensory marketing techniques, particularly branding through olfactory senses to evoke a brand perception and image about the quality of the brand. With multiple factors that may be influencing a customer to build a brand image to certain brands, this project on scent branding provides an insight into how the marketers of these brands can certainly associate the brand to a significant scent that can correlate to the customers which in turn, builds a close association of relation between the brand and its customers.

1.6 OBJECTIVES OF STUDY

- i. To understand the effectiveness and influence of scent branding which can be established by brands as a marketing.
- ii. To study about the quality perception of customers that chooses brands based on scent branding marketing methodology.
- iii. To evaluate if scent branding leads to creating a purchase intention among the customers towards the brand.
- iv. To evaluate the duration of retail stay of brands among customers using scent branding technique.

1.7 CONCEPTUAL MODEL



1.8 RESEARCH HYPOTHESIS

H1: There is a significant association between quality perception and purchase intention.

H2: There is a significant impact of store ambience, quality perception and experience on duration of retail stay

H3: There is a significant impact of store ambience, quality perception and experience on purchase intention

1.9 RESEARCH METHODOLOGY

1.9.1 DATA COLLECTION

Data collection or data gathering is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. The process of data collection typically involves defining the QUALITY PERCEPTION, STORE AMBIENCE, EXPERIENCE AND SCENT BRANDING posing over 18 research question or problem, selecting the appropriate data sources and methods, designing the data collection instruments, collecting the data, and organizing and analyzing the data. Effective data collection requires careful planning, attention to detail, and a clear understanding of the research objectives. It is important to ensure that the data collected is accurate, reliable, and relevant to the research question. Additionally, it is essential to follow ethical guidelines for data collection, such as obtaining informed consent from research participants and protecting their privacy and confidentiality.

When it comes to data collection, there are two methods that are commonly used by researchers. These methods are classified as primary data collection methods and secondary data collection methods. Data collection methods for primary data include observation, interviews, questionnaires, case studies, projective techniques, and schedules. Secondary data is data that already exists and can be acquired through published or unpublished sources. Published sources

include government publications, public records, bank records, and so on. Unpublished data sources encompass letters, diaries, unpublished biographies and work, and so on.

The tool used by researcher for the primary data collection to understand quality perception, store ambience and experience of scent branding in Bath & Body Works products was through questionnaires.

Secondary data in research was used to find about the industry profile. It was also used for introduction of the study and literature review. All secondary data related information has been collected from previously done research papers, related articles and credible internet websites.

1.9.2 SAMPLING

1.9.2.1 Population

A population is a group of elements that share some or all of their characteristics. The population size is determined by the number of elements in the population. In this survey, the population comprises of the customers in the retail sector or the retail customers.

1.9.2.2 Sample Size

Given the constraints of time and resources, the sample size chosen is 50 respondents. Questionnaires were distributed to respondents via social media platforms such as WhatsApp, Instagram, and LinkedIn, and enough time was allowed for them to complete them in order to reduce sampling errors. Most samples were also collected from frequent users of Bath & Body Works Inc. customers in Kochi and Bahrain.

1.9.2.3 Sampling Technique

There are two types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Probability sampling techniques include simple random, systematic, stratified random, cluster, and multi stage sampling. The non-probability sampling technique is more dependent on the researcher's ability to select sample elements. The results of this type of sampling may be accused of bias, and extrapolation to the population may be extremely difficult. Non-probability sampling techniques include convenience, purposive, quota, and snowball sampling. The researcher has used convenience sampling technique to collect data on time and to avoid low response rate.

1.9.3 TOOLS USED FOR DATA COLLECTION

The questionnaire is carefully designed by the researcher to meet the research requirements. The questionnaire contains 18 questions. The questions range from product attributes, quality perception, willingness to pay more and store experience of users of Bath & Body Works products. The questionnaire mainly consists of Likert scales ranging between 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree; semantic differential scale and comparative rating scale.

1.9.4 DATA COLLECTION TECHNIQUES

Entire data has been analyzed using SPSS (version 20) software. The tools used for analysis in SPSS for this research is Regression Analysis method.

- i. Simple Linear Regression Analysis

1.10 LIMITATIONS OF STUDY

- i. One of the major limitations was the time constraints to complete the project.
- ii. Since the survey was particularly focusing on one brand, limited respondents were only available.
- iii. Another limitation was that of obtaining certain responses from customers without disturbing their shopping experience.
- iv. Some respondents were reluctant to fill out the survey thus limiting the number of responses.
- v. All the findings and observations recorded by the researcher are solely based on the assumptions that the respondents have given, which may be true or not.

CHAPTER – 2

INDUSTRY, COMPANY,

PRODUCT PROFILE

2.1 INDUSTRY PROFILE

2.1.1 RETAIL INDUSTRY

Since the ancient times, existed the retail markets which consisted of the various archaeological evidences required for trade including the common barter system which dated to over 10,000 years ago. With the expansion and growth of civilization, the barter system was in turn replaced with the trade in retail through coinage, where selling and buying of goods emerged which created a vast space in the market.

Retail is explained as the place where the sale of various goods and services take place to the targeted customers of the product. This is acquired by a retailer of the company through steps of acquiring the goods in larger quantities directly from the manufacturer with the help of a wholesaler and in turn sell these goods in smaller or fewer quantities to the customers for a higher profit for the retailers. In the supply chain of distribution of goods through the different channels of distribution, retailers are considered as the final link to get the products through to the potential customers.

Now, in the modern era of retailing, the markets have leveled up to boundaries beyond the usual systems and have transformed over time. From vending machines to door-to-door sales, retail sales have taken steps to reach extends beyond the marketing visions for future development. These services also include that of private education and healthcare facilities, legal firms, public transport and others that have supported the retail industry and trade to flourish the economies of retail sector throughout.

Futuristic changes and trends in the ever-changing dynamic environment have made retail industries and sector to pick up the most convenient ways to market their products and services to the customers in a reliable manner. Retail industries are growing rapidly and are establishing a strong stand around the customers while extending their operations over countries for gaining more accessibility and reach to the potential customers. This requires setting up strategic plans and

optimal planning to serve the customers in the market. This helps to devise further, the retail mix of product, price, promotion, personnel, place and presentation.

Retails have been flourishing with numerous advantages of creating a rapport between the customers, providing great inventory options, providing high sales potential, less shipping cost for in-person retail that are beneficial for the consumers.

2.1.2 RETAIL INDUSTRY IN INDIA

Accounting to 10 percent of GDP, this sector stands tall as one of the pillars for the economy with the worth of \$1.3 trillion as per 2022 reports. As being one of the fast-paced industries, the retail markets of India constitutes around 1.4 billion.

The Indian retail stores have experienced limited growth. The country allows foreign direct investment in cold-chain infrastructure up to 100 percent. Various economists forecasted Indian retail growth to shoot upwards in 2020 by \$850 billion. It is also expecting to reach \$1.1 Tn by 2027, growing at a pace of 25 percent CAGR.

At present, India is the 4th largest retail market all around the world, with over 10 percent of its total contribution to the country's GDP, 8 per cent of share in employment and 12 per cent share of organized retail of the total retail market.

2.1.3 FUTURE OF RETAIL INDUSTRY IN INDIA

As technology advances and the consumers expectations tend to shift, omni-channel retailing is poised to play a more significant role in India's retail landscape. These retailers are projected to

invest further in technology, data analysis, and personalized experiences which helps to ensure a seamless and a convenient journey for the customers across different channels.

Driven by innovation, changing of preferences and pursuit of sustainability, the retailers try to adapt these emerging trends over and over again, by leveraging the data for personalization, embracing the digital payments and establishing sustainable practices. With the motive to thrive in the ever-evolving landscape of the Indian markets, the retail industry should follow up steps of digital transformation and embrace innovation into trade in retail sectors.

2.1.4 SCENT IN RETAIL INDUSTRY

It is proven along with other factors of retail industry that scent marketing techniques can boost by 11 per cent. Scent is considered as one of the oldest and most evolved senses among the rest. In today's modern world, retail businesses use this strategy as a marketing tool to delight, attract and convert the in-shop experience.

It helps in setting up the right atmosphere for the products that they wish to sell. These ambient features such as music, temperature, location, lighting and increasingly smell have notable immersive experience that can elevate the mood and can attain the certain touchpoint emotions of a consumer. These fragrances in business are carefully chosen by each retail outlet to build a powerful, long-lasting impression and association with the brand. It is said that about 75 per cent of the human emotions are generated throughout the day due to smell, which can potentially increase the sales drive of these retail stores.

Some of the purposes that scent poses is that of creating a connection with customers emotionally. Some of the core key benefits are:

- Linking the memory and emotion as memorable scents helps customers connect and remember the stores.
- It helps in communicating and creating value through scents where the customers stay back in stores and purchase these products again due to the attractive scents.
- Scent branding and marketing can help build brand loyalty and image towards the brand in association with the smell.

Deploying your own scent and using the scent branding method to attain as a unique standout scent among the rest of the competitors might seem to be an expensive score among the small businesses with a smaller budget. These businesses can use essential oils or diffusers to increase higher customer satisfaction and sales. An average of about \$100 to \$1,000 might be required to establish a scent brand based on the store size and scenting methods. In India, the revenue generated by the industry in the market is at a projected amount of US \$2.28bn in 2024. The market is said to experience an annual growth of 2.64 per cent (CAGR 2024-2028). Increasing middle class and growing urbanization in India have fueled the surge of demand for these fragrances and cosmetics.

2.1.5 SWOT ANALYSIS

SWOT Analysis stands out as a common analysis technique that is used by businesses in dissecting the retail businesses to help in making better decisions by guiding these companies towards the opportunities in the market and away from the possible threats.

Strengths possess the internal advantages that a firm gain. These go beyond the firm's products; where elements like skilled employees and efficient logistics count to the advantages that propels to help the retail businesses forward.

The internal challenges are showcased as the weaknesses of a company that can be caused by internal flaws that require attention for improvement. These weaknesses are to be quickly worked on as these may possess serious risk for the upbringing of the firm within the retail market.

The external conditions that helps and favors the business are the opportunities that help business by providing an outlet for growth. This may be an emerging market or may be a new consumer demand, these factors can help establishing strategic exploitation.

Some external condition may pose a risk or may appear to be a threat to the companies. These factors if not considered to be rectified at the earliest may cause significant damage to the company in the form of competition, economic downturns and market saturation.

The below *Table 2.1.5 (a) displays the SWOT Analysis of the retail industry* is as below:

STRENGTH	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Digital growth • Consumer spending 	<ul style="list-style-type: none"> • Labor shortage • Overhead costs 	<ul style="list-style-type: none"> • Automation • Sustainability 	<ul style="list-style-type: none"> • Organized retail crime • Internal and external theft

2.1.6 ABOUT THE COMPANY

The company Bath & Body Works is a public based company, which is headquartered in Ohio. The company stays with having notable share in the market under the Beauty, Cosmetics & Fragrance Stores in the US, where an estimated 5.4 per cent of the total industry revenue is accounted by them. This operating type company has over numerous revenue-generating products and services in this industry. These are mainly that of: Cosmetics and toiletries, fragrances, lotions,

shower gels, sanitizers, candles, room sprays, deodorant accessories, men's grooming products and soaps.

This company have established their strong business presence all around the world namely the US, Hong Kong, Canada, China etc. The company attains around 660 retail market data insights into the brand performance and market share, over 390 online price monitoring done with particular insights on the price dynamics spread across the different product categories in different countries and more than 120 product launch analysis stating the latest product launches for product strategies and innovation.

The industry also aims at improving the IT services contract to the public and also IT client prospector also helps in providing intelligence into the company, which is probably likely to spend on technology areas enabling to understand better about the digital strategy.

The company provides their customers with numerous fragrance options to choose from all under one roof. Ranging from sweet gourmands, fresh scents, woody fragrances, floral, green and fruity varieties, the company offers enjoyable fragrances for their customers accordingly to select as per their choice and preference.

The company offers interesting packaging which stands out from the rest of the packages, which helps induce purchase of the products. With aesthetic ambience inside the store, the customers get to enter a world of immersive fragrances passing by as the shop comes into sight. These products have gained so much attention in the market where some studies have shown how certain customers collect these products as a hobby.

Even during the hit of the Covid-19 pandemic era, the company have not only survived through the pitfalls but have also established a thriving succession in the market. Brand enthusiasts and

communities were dedicated to buy their products and review a whole shopping experience on social media channels to tell them stories about the different scents and opinions about packaging. The company offers seasonal latest packaging as per the change of seasons to immerse more customers to be driven and purchase their products to delight in the seasonal months.

Some of the major competitors for Bath & Body Works Co. are:

- i. H&M Hennes & Mauritz AB
- ii. The Gap Inc.
- iii. Nordstrom Inc.
- iv. Urban Outfitters Inc.

Provided below is *Table 2.1.6 (a) Basic competitor comparison for Bath & Body Works Inc.:*

Key Parameters	Bath & Body Works Inc.	H&M Hennes & Mauritz AB	The Gap Inc.	Nordstrom Inc.	Urban Outfitters Inc.
Headquarters	United States of America	Sweden	United States of America	United States of America	United States of America
City	Columbus	Stockholm	San Francisco	Seattle	Philadelphia
State/Province	Ohio	Stockholm	California	Washington	Pennsylvania
No. of Employees	8,800 employees	106,522 employees	95,000 employees	60,000 employees	12,220 employees
Entity Type	Public	Public	Public	Public	Public

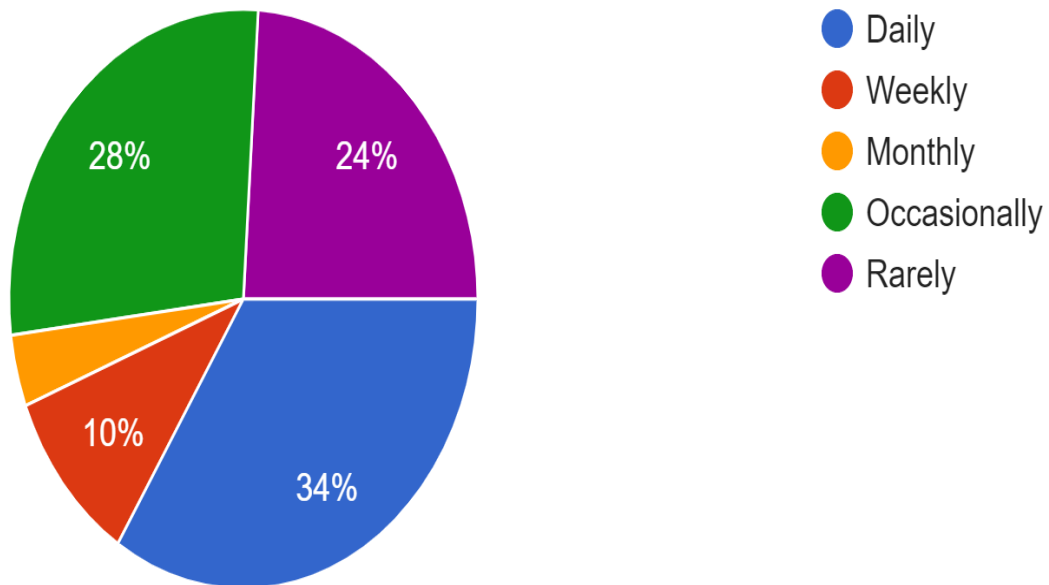
CHAPTER – 3

DATA ANALYSIS AND

INTERPRETATION

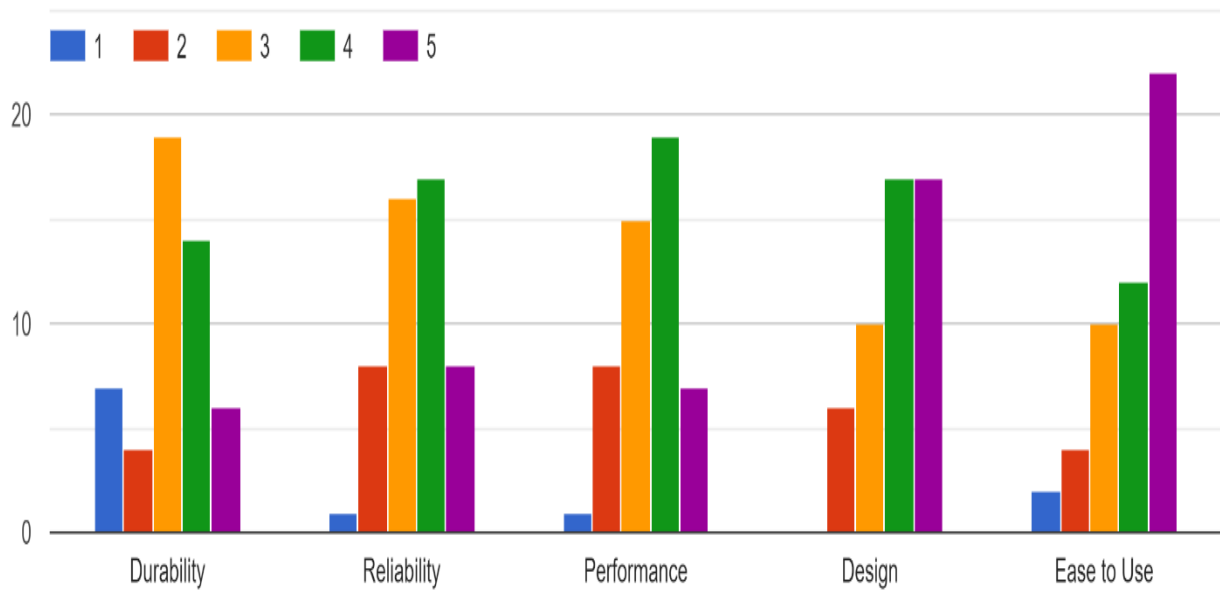
3.1 GRAPHICAL REPRESENTATIONS

Figure 3.1.1 Graphical representation of “usage of products from Bath & Body Works”



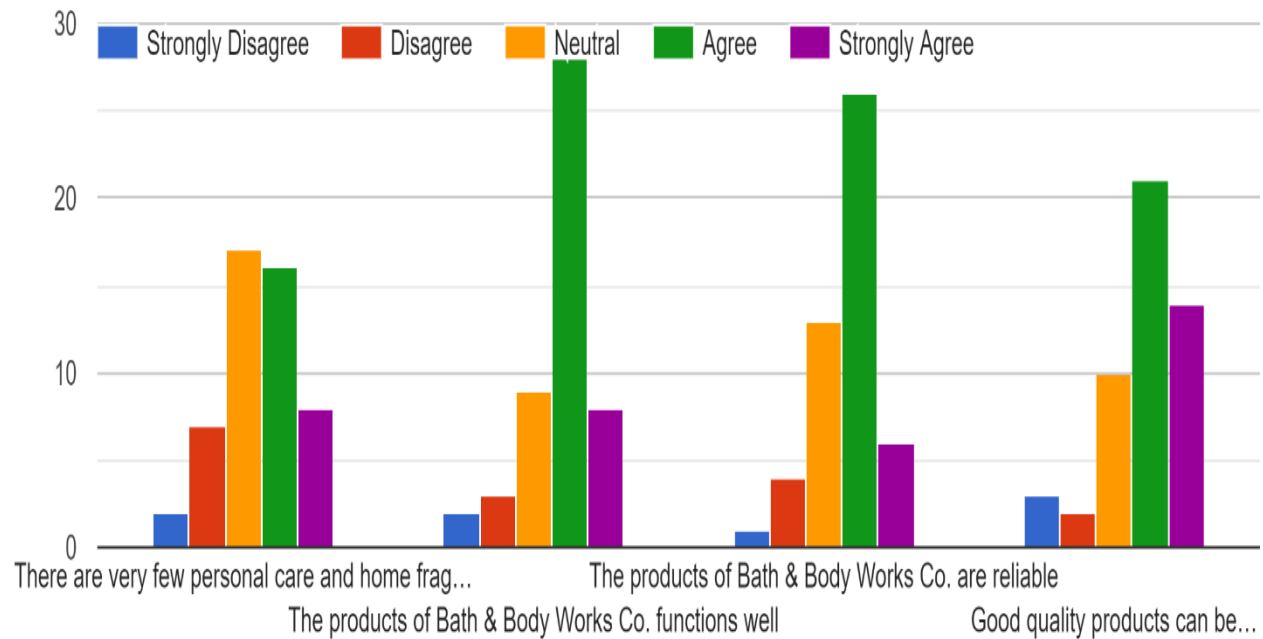
The survey of scent branding of Bath & Body Works products contain 17 respondents who are daily users, 5 respondents being weekly users, 2 respondents being monthly users, 14 respondents occasional users and 12 rarely using respondents. The interpretation of this graph shows how majority of the respondents are daily users of the products.

Figure 3.1.2 Graphical representation of “rating of product attributes of from Bath & Body Works”



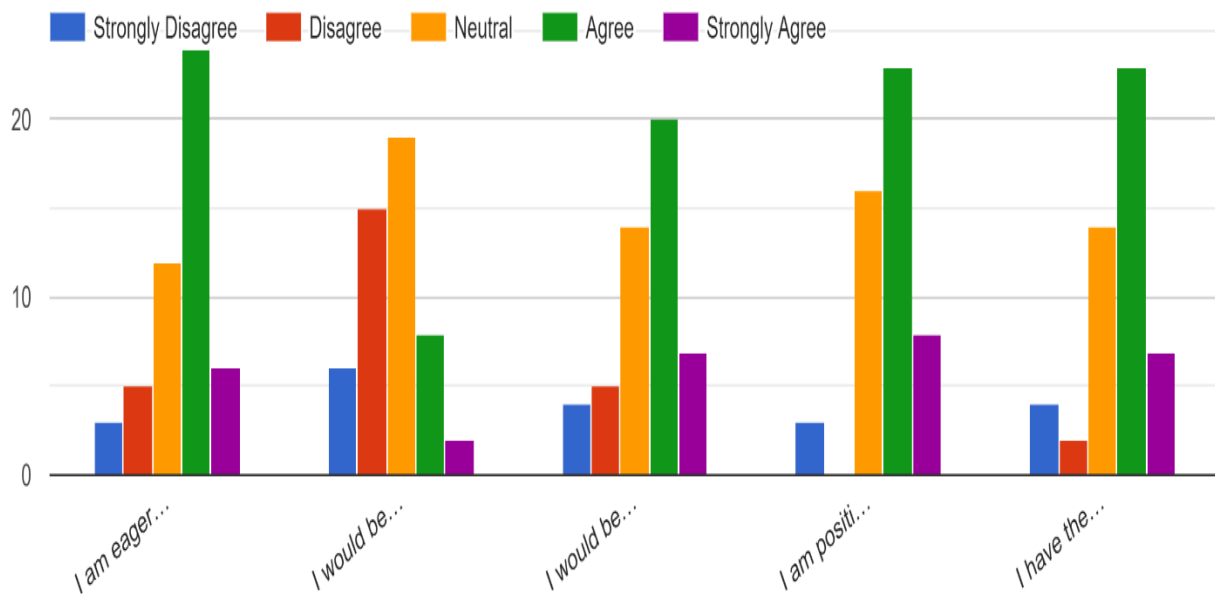
The survey of scent branding of Bath & Body Works products display the respondents responses for durability of products as the highest being 19 respondents for neutral, 17 respondents opt for moderately high reliability of products, 19 respondents opt for moderately high performance of products, 17 respondents each opted for products to have moderately high and most high design and 22 respondents opted for most high scale for ease to use of products.

Figure 3.1.3 Graphical representation of “assessing the quality perception of products from Bath & Body Works”



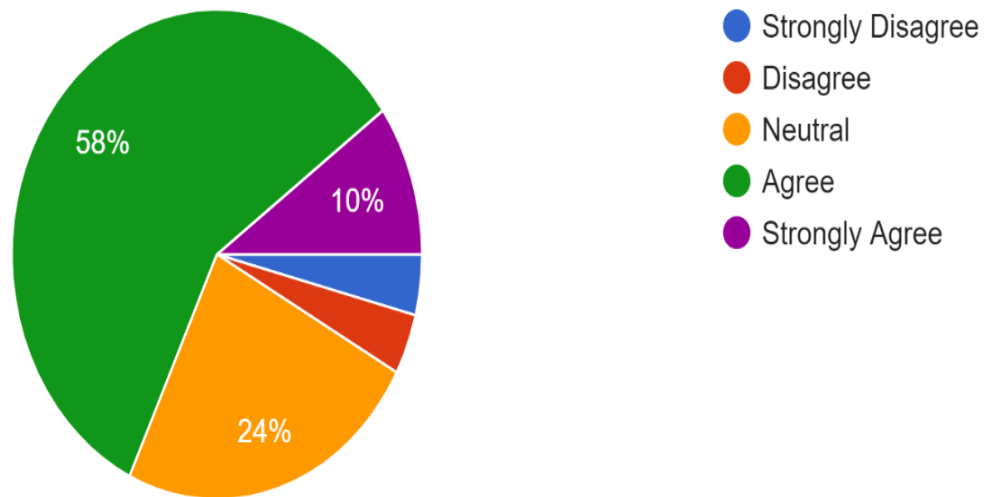
The survey of scent branding of Bath & Body Works products display the responses in terms of quality perception from respondents as: 17 respondents for neutral agreement of if there are fewer products similar to the quality of Bath & Body Works products, 28 respondents agree to well-functioning of the products, 26 respondents agree to products being reliable and 21 respondents agree to products are of trustable and good quality. The interpretation of this data concludes that the quality perception of Bath & Body Works are majorly agreed upon by the respondents.

Figure 3.1.4 Graphical representation of “assessing the consumers purchase intention of products from Bath & Body Works”



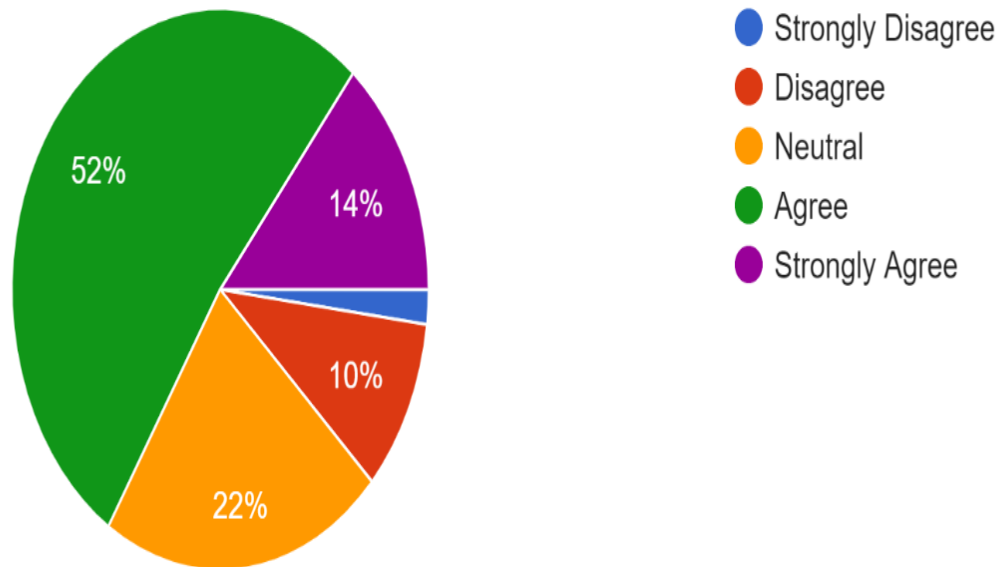
The survey of scent branding of Bath & Body Works products display the responses in terms of consumers purchase intention from respondents as: 24 respondents agree to learn more about B&BW products, 19 respondents responded neutral to willing to pay a higher price for the products, 20 respondents agreed to be willing to influence others to purchase B&BW products, 23 respondents agree to be positive buying B&BW products, 23 respondents agree that they have a purchase intention for buying B&BW products. The final interpretation is that the majority of the respondents have agreed that a purchase intention is made towards Bath & Body Works products.

Figure 3.1.5 Graphical representation of “assessing the consumers stay in Bath & Body Works store because of the aroma”



The survey of scent branding of Bath & Body Works products display the respondents in terms of consumers staying longer in stores due to the aroma: 2 respondents strongly agree, 29 respondents agree, 12 respondents voted neutral response, 2 respondents disagree and 2 respondents strongly disagree. The final interpretation of this graph is that majority of the respondents agree that the aroma makes the respondents stay longer in the Bath & Body Works stores.

Figure 3.1.6 Graphical representation of “assessing if consumers like the store aroma of Bath & Body Works more than other similar stores”



The survey of scent branding of Bath & Body Works products display the respondents in terms of consumers staying longer in stores due to the aroma more than other similar stores: 7 respondents strongly agree, 26 respondents agree, 11 respondents voted neutral response, 5 respondents disagree and 1 respondent strongly disagree. The final interpretation of this graph is that majority of the respondents agree that the aroma makes the respondents stay longer in the Bath & Body Works stores more than compared to other similar stores.

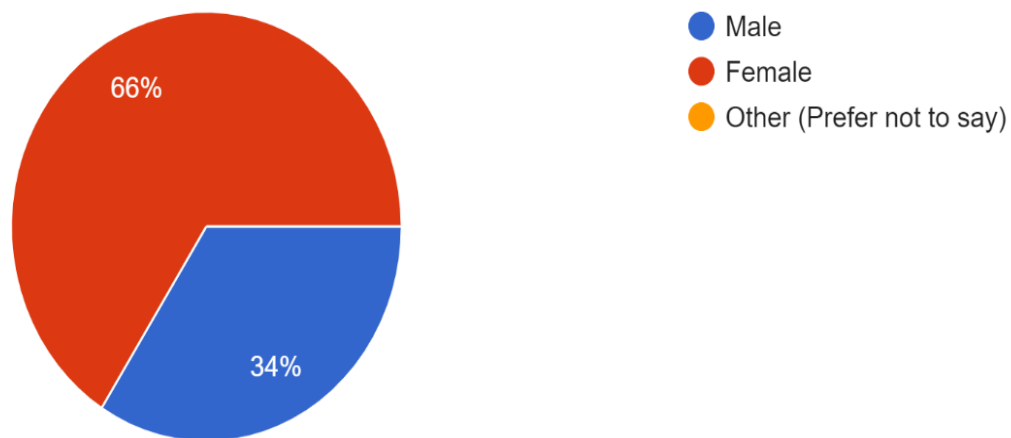
3.2 RESPONDENTS PROFILE

The researcher has tried to study the demographic variables of the respondents.

Table 3.2(a) Demographic Details of Respondents

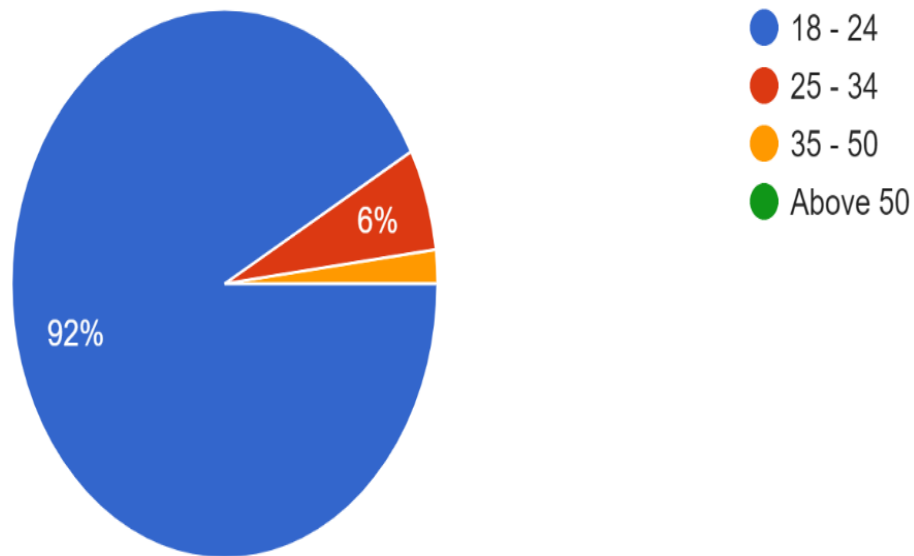
Demographic Characteristics		Number of Respondents	Percentage (%)
Gender	Male	17	34%
	Female	33	66%
Total		50	100%
Age	18-24	46	92%
	25-34	3	6%
	35-50	1	2%
Total		50	100%

Figure 3.2(b) Pie chart of gender of the respondents



The survey of scent branding of Bath & Body Works products in this study influences mostly to female than male category. Majority of the respondents belong to this gender range: 66% respondents are females whereas, 34% respondents are males.

Figure 3.2(c) Pie chart of age of the respondents



The survey of scent branding of Bath & Body Works products influences mostly to age groups from 18-24 age group. Majority of the respondents belong to this age range: 46 respondents belong to the majority age range, 3 respondents belong to the age range between 25-34 and 1 respondent belong to age category of 35-50 years.

3.3 HYPOTHESIS TESTING

3.3.1 Association between Quality Perception and Purchase Intention

H1: There is a significant association between quality perception and purchase intention.

Table 3.3.1(a): Model summary showing the significant association between quality perception and purchase intention.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.539	.530	.55521

a. Predictors: (Constant), Quality Perception

Table 3.3.1(b): Anova showing the significant association between quality perception and purchase intention.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.683	1	17.683	57.362	.000 ^b
	Residual	15.105	49	.308		
	Total	32.787	50			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Quality Perception

Table 3.3.1(c): Coefficients showing the significant association between quality perception and purchase intention.

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.246	.426		.578	.566

Quality Perception	.862	.114	.734	7.574	.000
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a. Dependent Variable: Purchase Intention

Simple linear regression analysis was conducted to evaluate the extent to which Quality perception could predict Purchase Intention.

A significant regression was found ($F(1, 49) = 57.362, p = .000^b$). The R^2 was .539, indicating that Quality perception explained approximately 53.9% of the variance in Purchase intention.

The regression equation is: Purchase intention = .246 + .862 (Quality perception).

That is, for each one unit increase in Quality perception, the purchase intention increased by approximately 86.2.

Thus, the above hypothesis (H1) that 'there is a significant association between quality perception and purchase intention' is accepted in this condition.

3.3.2 Significant impact of Store Ambience, Quality Perception and In-store Experience on Duration of retail stay

H2: There is a significant impact of store ambience, quality perception and experience on duration of retail stay

3.3.2.1 Association between Store Ambience and Retail Stay

Table 3.3.2.1(a): Model summary showing the significant association between store ambience and retail stay.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.407 ^a	.166	.149	.69550

Table 3.3.2.1(b): Anova showing the significant association between store ambience and retail stay.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.719	1	4.719	9.756	.003 ^b
Residual	23.703	49	.484		
Total	28.422	50			

a. Dependent Variable: Stay Longer

a. Predictors: (Constant), Store Ambience

Table 3.3.2.1(c): Coefficients showing the significant association between store ambience and retail stay.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.317	.431		5.379	.000
	Store Ambience	.370	.119	.407	3.123	.003

a. Dependent Variable: Stay Longer

Simple linear regression analysis was conducted to evaluate the extent to which Store ambience could predict Duration of retail stay.

A significant regression was found ($F_{1, 49} = 9.756, p = .003^b$). The R^2 was .166, indicating that Store ambience explained approximately 16.6% of the variance in Duration of retail stay.

The regression equation is: Duration of retail stay = 2.317 +.370 (Store ambience).

That is, for each one unit increase in Store ambience, the duration of retail stay increased by approximately 370.

Thus, the above relation in the hypothesis (H2) that ‘there is a significant association between store ambience and retail stay’ is accepted in this condition.

3.3.2.2 Association between In-Store Experience and Retail Stay

Table 3.3.2.2 (a): Model summary showing the significant association between in-store experience and retail stay.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483 ^a	.233	.218	.66686

a. Predictors: (Constant), Experience

Table 3.3.2.2 (b): Anova showing the significant association between in-store experience and retail stay.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.631	1	6.631	14.912	.000 ^b
	Residual	21.790	49	.445		
	Total	28.422	50			

a. Dependent Variable: Stay longer

b. Predictors: (Constant), Experience

Table 3.3.2.2 (c): Coefficients showing the significant association between in-store experience and retail stay.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.278	.616		2.076	.043
	Experience	.537	.139	.483	3.862	.000

a. Dependent Variable: Stay longer

Simple linear regression analysis was conducted to evaluate the extent to which In-store experience could predict Duration to stay longer.

A significant regression was found ($F(1, 49) = 14.912, p = .000^b$). The R^2 was .233, indicating that In-store experience explained approximately 23% of the variations in Duration of retail stay.

The regression equation is: Duration of retail stay = $1.278 + .537$ In-store experience. That is, for each one unit increase in In-store experience, the duration of retail stay is increased by approximately 53.7

Thus, the above relation in the hypothesis (H2) that ‘there is a significant association between in-store experience and retail stay’ is accepted in this condition.

3.3.2.3 Association between Quality Perception and Retail Stay

Table 3.3.2.3 (a): Coefficients showing the significant association between quality perception and retail stay.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.973	.879		5.660	.000
Store Ambience	.266	.115	.292	2.302	.026
Quality Perception	-.302	.158	-.277	-1.919	.061
Experience	-.955	.296	-.430	-3.223	.002

a. Dependent Variable: Stay Longer

Simple linear regression analysis was conducted to evaluate the extent to which Quality perception could predict Duration to stay longer.

Through this analysis, it was found that there is no significant relationship between quality perception and retail stay as the significance value is more than 0.05. As shown in the table above, the significance value of Quality perception is .061 which is higher than the average value.

Thus, the above relation in the hypothesis (H2) that ‘a significant association between quality perception and retail stay’ is rejected in this condition.

3.3.3 Significant impact of Store Ambience, Quality Perception and In-store Experience on Purchase intention

H3: There is a significant impact of store ambience, quality perception and experience on purchase intention

Table 3.3.3 (a): Significant impact of store ambience, quality perception and experience on purchase intention

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.486	.788		-.617	.541
Store Ambience	.122	.104	.125	1.175	.246
Quality Perception	.819	.141	.698	5.798	.000
Experience	.180	.266	.076	.679	.501

a. Dependent Variable: Purchase Intention

Multiple linear regression analysis was conducted to evaluate the extent to which Store ambience, Quality perception and In-store experience could predict Purchase intention.

3.3.3.1 Association between Store ambience and Purchase intention

Through this analysis, it was found that there is no significant relationship between store ambience and purchase intention as the significance value is more than 0.05. As shown in the table above, the significance value of Store ambience is .246 which is higher than the average value.

Thus, the above relation in the hypothesis (H3) that ‘a significant association between store ambience and purchase intention’ is rejected in this condition.

3.3.3.2 Association between Quality perception and Purchase intention

A significant regression was found ($F_{4, 46} = 14.402, p = .000^b$). The R^2 was .556, indicating that Quality perception explained approximately 55.6% of the variance in Purchase intention.

The regression equation is: Purchase intention = $-.486 + .819$ (Quality perception). That is, for each one unit increase in Quality perception, the Purchase intention increased by approximately 81.9. Thus, the above relation in the hypothesis (H3) that ‘a significant association between quality perception and purchase intention’ is accepted in this condition.

3.3.3.3 Association between In-store experience and Purchase intention

Through this analysis, it was found that there is no significant relationship between in-store experience and purchase intention as the significance value is more than 0.05. As shown in the table above, the significance value of In-store experience is .501 which is higher than the average value.

Thus, the above relation in the hypothesis (H3) that ‘a significant association between in-store experience and purchase intention’ is rejected in this condition.

CHAPTER – 4

SUMMARY, FINDINGS &

CONCLUSIONS

4.1 LIST OF FINDINGS

- i. Table 3.3.1 shows the association with Quality perception and purchase intention. As the significance value is less than 0.05, it displays the positive impact of quality perception of products does positively lead the customers to intent the purchase of Bath & Body Works products.
- ii. Table 3.3.2.1 (a), (b) and (c) shows the association with Store ambience and Duration of retail stay. As the significance value is less than 0.05, it displays a positive impact of store ambience that leads to longer duration of retail stay among the customers.
- iii. Table 3.3.2.2 (a), (b) and (c) shows the association with In-store experience and Duration of retail stay. As the significance value is negative, it displays an inversed relation that increased in-store experience does not lead to longer duration of retail stay among the customers.
- iv. Table 3.3.2.3 (a) shows the association with Quality perception and Duration of retail stay. As the significance value is more than 0.05, it displays no impact of quality perception and longer duration of retail stay among the customers.
- v. Table 3.3.3 (a) shows the association with Store ambience and Purchase intention. As the significance value is more than 0.05, it displays no impact of store ambience that leads to purchase intention among the customers.
- vi. Table 3.3.3 (a) shows the association with Quality perception and Purchase intention. As the significance value is less than 0.05, it displays a positive impact of quality perception that leads to purchase intention among the customers.

- vii. Table 3.3.3 (a) shows the association with In-store experience and Purchase intention. As the significance value is more than 0.05, it displays no impact of In-store experience that leads to purchase intention among the customers.

4.2 SUGGESTIONS

- i. It is important for businesses to identify the key aspects that are required for brand identity and value that can be translated as scents and can reach the customers. Incorporating related scents can elevate and help boost the company's overall image in the market.
- ii. Scent branding incorporation helps to develop a signature scent for the brand themselves to stand out from the crowd. Businesses can work with professional perfumers to create a unique signature scent that can help to represent their own brand.
- iii. Another way that businesses can potentially dive into scent marketing or branding are by using the scented packaging for their products in order to evoke the emotional appeal and memories associated with your brand.
- iv. Allowing the customers to customize their favorite fragrances, while mixing and matching their preferred top, middle and bottom tones engages the customers in creating and allowing them to enjoy a personalized experience
- v. Rewarding the customers with scented loyalty programs is another plus the customers can implement. This will help in repurchase of products and increase brand loyalty.
- vi. Expand beyond the traditional beauty and personal care to clothing, accessories and home décor items that can extend the brand reach.
- vii. Incorporating product labels for an interactive element where the customers are allowed to scratch-and-sniff labels before purchasing the products indulging in trusted purchase and loyalty savings for customers.

- viii. Indulge customers in fragrance workshops that can help the customers in consulting about fragrance and what suits their preference the best. With plenty of fragrance offerings, customers may tend to feel overwhelmed with the options available to them.
- ix. Adapt to feedback and change to continually improve customer experience. It is important to satisfy the target customers desires and needs. It is thus crucial to understand the depth of how customer feedback can make a huge difference in the overall performance of the business.
- x. Social media campaigns are like widespread to different places all around the world and is the most efficient ways to boost growth for any businesses. Campaigns revolving around scent can encourage the followers to share their favorite fragrance and experiences, use branded hashtag and suggest new varieties to their family and friends, thus benefitting the company's network reach beyond their followers alone.

4.3 CONCLUSION

Scent branding stands as a cornerstone of Bath & Body Work's success, weaving emotional connections and leaving enduring impressions on consumers. The company's adeptness at harnessing scents to evoke specific emotions and memories has solidified its brand loyalty and market dominance. Bath & Body Work's extensive range of fragrances not only differentiates it within the beauty and personal care industry but also resonates deeply with a diverse customer base, appealing to varied preferences.

The in-store experience offered by Bath and Body Works is an immersive sensory journey, inviting customers to explore and engage with different scents and products firsthand. Consumers often develop personal connections with specific Bath and Body Works fragrances, fostering repeat purchases and word-of-mouth recommendations.

Looking ahead, Bath and Body Works can secure future success by prioritizing innovation and staying attuned to evolving consumer preferences. This entails continuously introducing new and unique fragrances that captivate audiences and anticipate market trends. Additionally, offering personalized scent experiences and embracing an omnichannel presence are pivotal strategies for enhancing customer engagement and retention.

Community engagement and sustainability efforts are also essential components of Bath and Body Works' future success. By actively engaging with customers through social media and community events, the brand can foster a sense of belonging. Furthermore, prioritizing sustainability throughout the supply chain communicates the brand's commitment to responsible practices, resonating with environmentally conscious consumers.

In conclusion, by embracing these strategies and remaining dedicated to the power of scent branding, Bath and Body Works can sustain its competitive edge and continue to thrive in the market.

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ANNEXURE

Questionnaire

1. Name: *(optional)*

2. Gender *(please choose any one option)*

- ☐ Male
- ☐ Female
- ☐ Other (Prefer not to say)

3. Location *(please mention **country** below):*

4. Age *(please choose any one option):*

- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 50
- ☐ Above 50

5. Qualification *(please choose any one option):*

- ☐ Student
- ☐ Working professional
- ☐ Freelancer/ Self-employed
- ☐ Other: _____

6. How often do you use the products from **Bath & Body Works Co.?**
(please select any one)

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally
- ☐ Rarely

7. Please rate 'Bath & Body Works Co.' products on the following attributes
(please select one option from each row ie; **1- Low, 5 - High**):

	1	2	3	4	5
Durability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease to Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Assessing the **quality perception** of 'Bath & Body Works Co.'
(please select one option from each row):

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
There are very few personal care and home fragrance products that are equal quality to Bath & Body Works Co.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The products of Bath & Body Works Co. functions well	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The products of Bath & Body Works Co. are reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Good quality products can be trusted from Bath & Body Works	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Consumer's purchase intention
(please select one option from each row):

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am eager to learn more about Bath & Body Works Co. products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to pay a higher price for the products from Bath & Body Works Co.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to influence others to purchase products from Bath & Body Works Co.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am positive towards buying products from Bath & Body Works Co.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the purchase intention of buying products from Bath & Body Works Co.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How would you like to describe your experience inside Bath & Body Works Co. store?

(please select one option per question):

	Stimulating	Neutral	Boring
I find the 'aroma' in the store to be stimulating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the 'ambience' in the store to be stimulating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How would you like to describe your experience inside Bath & Body Works Co. store?
(please select one option per question):

	Lively	Neutral	Unlively
I find the 'aroma' in the store to be lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the 'ambience' in the store to be lively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. How would you like to describe your experience inside Bath & Body Works Co. store?
(please select one option per question):

	Bright	Neutral	Dull
I find the 'aroma' in the store to be bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the 'ambience' in the store to be bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How would you like to describe your experience inside Bath & Body Works Co. store?
(please select one option per question):

	Motivating	Neutral	Unmotivating
I find the 'aroma' in the store to be motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the 'ambience' in the store to be motivating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. How would you like to describe your experience inside Bath & Body Works Co. store?
(please select one option per question):

	Interesting	Neutral	Uninteresting
I find the 'aroma' in the store to be interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find the 'ambience' in the store to be interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. I like to stay longer in the store because of the aroma
(please choose any one option):

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

16. I like to stay longer in the store because of the ambience
(please choose any one option):

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

17. I like the store aroma at Bath & Body Works Co. more than the aroma of any other similar stores
(please choose any one option):

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

18. I like the store ambience at Bath & Body Works Co. more than the ambience of any other similar stores
(please choose any one option):

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree