

Abstract

The expectations of the consumer, in terms of the act of purchase, have evolved. A few years ago, the consumer bought for the sole purpose of meeting a need. From now on, individuals adopt a hedonistic consumption, with a constant search for pleasure, to live strong emotional experiences.

Sensory marketing responds to this need of individuals to experience a new point of sale through the awakening of their senses. Signs will thus be able to develop new concepts, around visual marketing, sound, olfactory, tactile and taste.

This will have the effect of influencing the behavior of the consumer at different moments of the act of purchase, that is at the point of entry into the point of sale, processing, and retention, and therefore to play on the commercial activity of the point of sale.

Sensory marketing is a new tool that allows companies to differentiate themselves through innovative concepts that will bring unique moments to consumers. However, this type of marketing has its detractors and has its limits. Signs must indeed respect important legal and ethical constraints, and they must face the many authors who put back its effects into question.

The objectives of this thesis are to disassemble the influence that the diffusion of mood scents can have on the consumer, to measure the competitive advantage of the sensory marketing for the brands and brands and to make a contribution to this theme through Examining scientific facts about the beliefs attributed to odors, trying to answer the main question: How can olfactory marketing influence consumer behavior in specialized sales outlets in Algeria?

Our research aimed to test in real-life the influence that the diffusion of mood scents can have on affective, cognitive and behavioral responses. This allowed us to dismantle under the modest conditions of ours that the presence of smell in the outlets improves the assessment of the atmosphere, that women and young people like to smell pleasant smells. Outlets in a highly competitive environment with the advent of the Internet and e-commerce must play the card of the senses to attract ever more consumer customers while remaining competitive.

The analysis of the impact of odor on the consumer includes many limitations that we have been able to cite in this thesis. The influence of store odor on consumer behavior is quite difficult to study, which leads to sometimes divergent results in the different studies that have been done. Moreover, no study has shown that the diffusion of odors influenced consumers to

consume more but it would seem that it allows to improve the atmosphere of the store. Consideration of the sign has never been tested for the moment because there could be a link between the influence of the smell and the sign or the type of store.

Keywords: sensory marketing, olfactory marketing, smell, smells, store atmosphere, attitudes, consumer behavior, shopping experience.