

THE EFFECTS OF FRAGRANCE AND COLOR OF THE PRODUCT ON THE ATTRACTIVENESS OF THE PURCHASE

ABSTRACT

The main task of sensory marketing is to create emotions in customers on an unconscious level using the senses. The aim of this study was to examine the role of product color and fragrance in assessing the attractiveness of the product itself and readiness to purchase. The research consisted of two parts. Based on a pre-study conducted through an online questionnaire on 200 participants, the emollient was selected as a product that is sex-neutral and does not associate with the coronavirus and was used as stimulant material in the main part of the study. The main part of the research was conducted at the Faculty of Philosophy, University of Mostar, and the participants were students aged 18 to 27 ($M = 22.62$; $sd = 2,210$). The total number of participants was 60 (22 men and 38 women) who were divided by case into four independent groups. In each group, participants evaluated a fabric softener that was presented in different colors (blue, yellow) and odorless and odorless situations. Statistically significant differences were found in the results of the assessment of product attractiveness and readiness to purchase products with regard to product color. Participants rated the blue product as more attractive and showed greater willingness to buy than the same yellow product. No significant differences were found in the assessment of product attractiveness with respect to product odor, while statistically significant differences in readiness to purchase with respect to odor were found, with participants being more willing to buy products presented with fragrance. A significant association was found between product attractiveness and willingness to purchase. In conclusion, research shows the effects of product color and fragrance that are useful for marketing strategies.

Keywords: sensory marketing; color; fragrance; shopping.