



The Impact of Perfumes on Interpersonal Relationships : Consumer awareness and Strategic Marketing. The Case of Alyssa Ashley

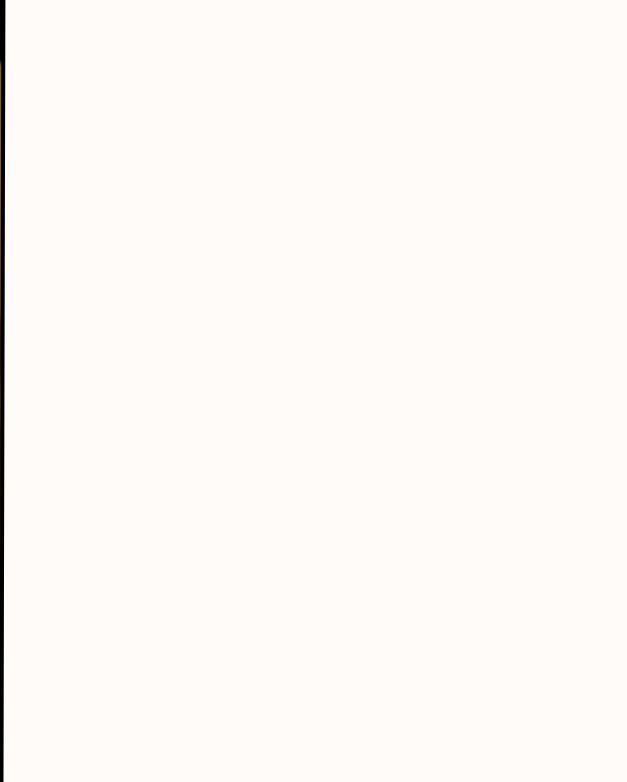
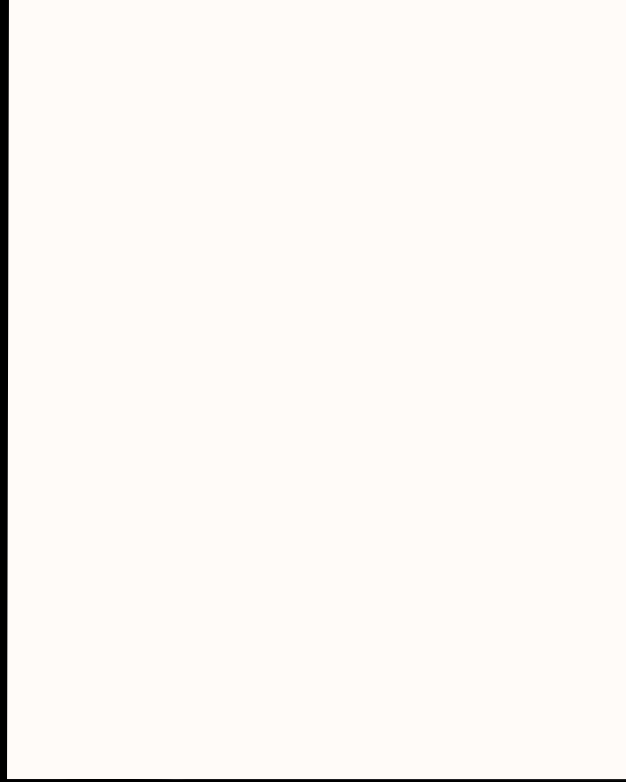
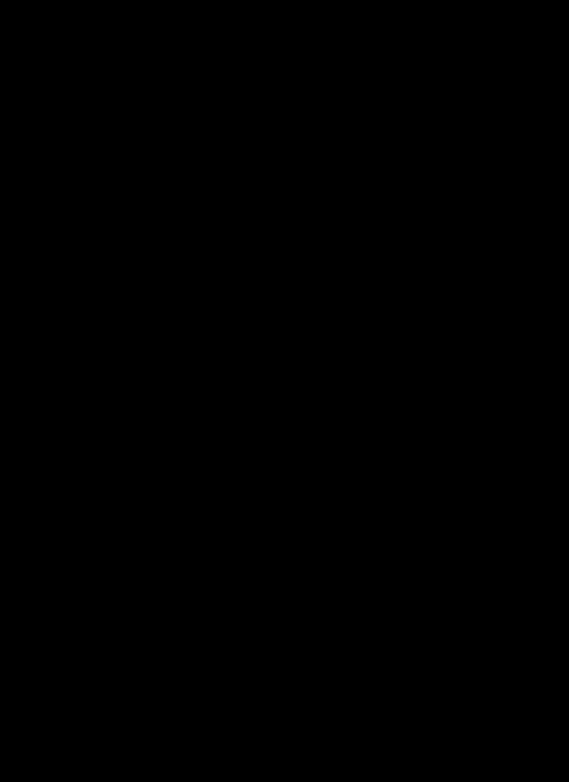
GAP 2 - Project Work - A.A 2023 - 2024

MSc in Management - Major in Luxury, Fashion and Made In Italy

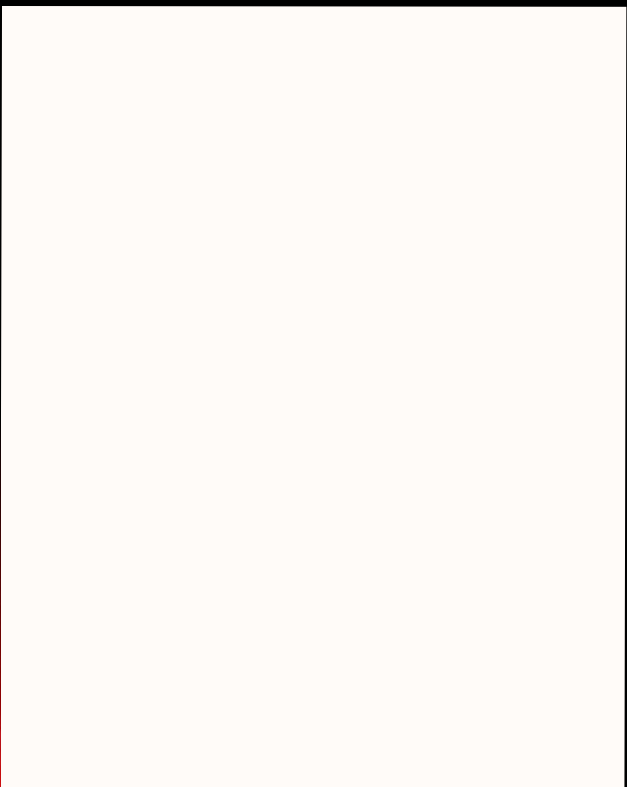
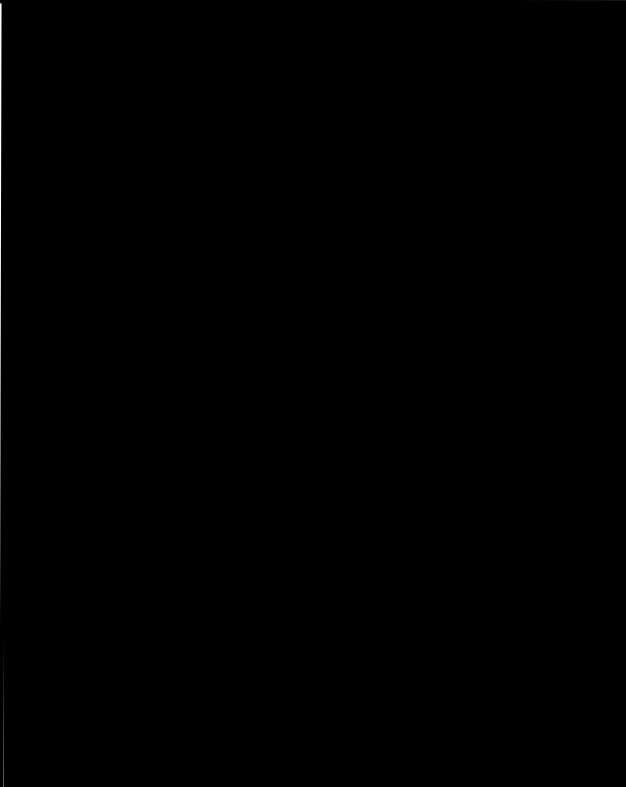
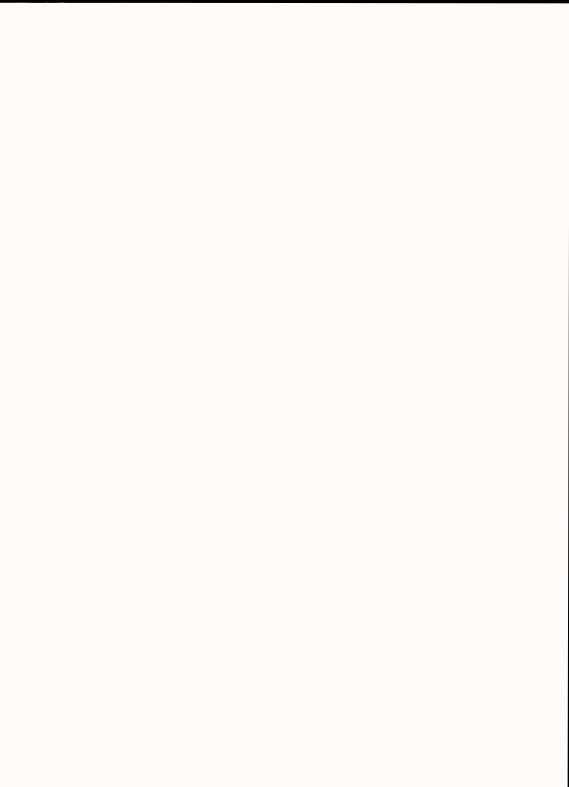
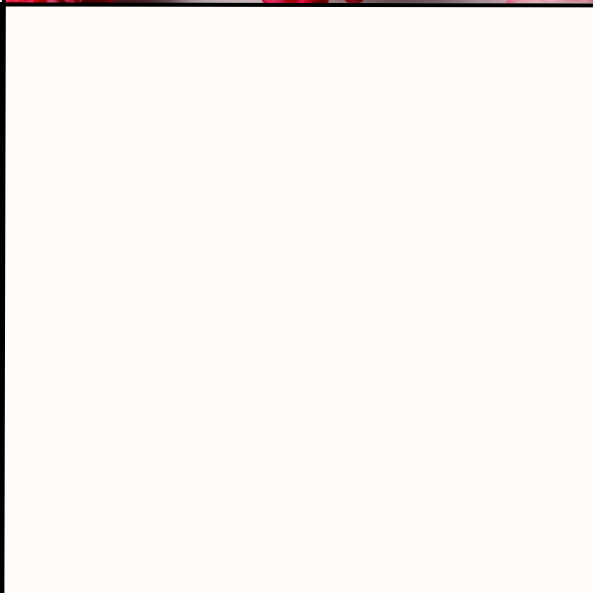
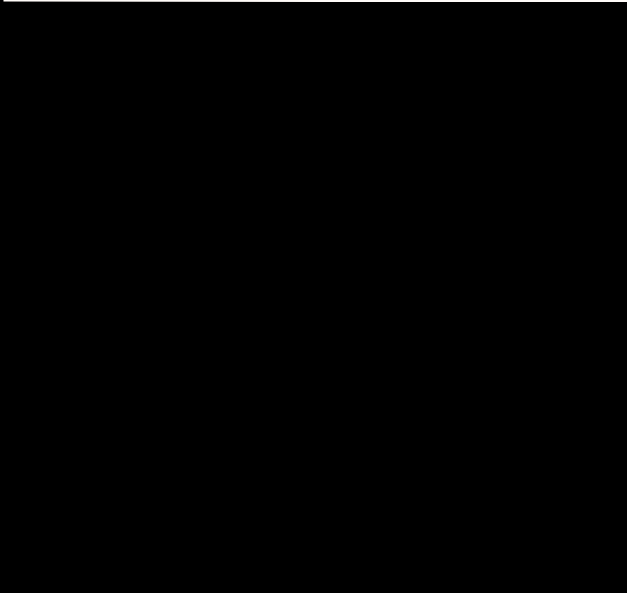
Gaia Olivieri - 778811

LUISS 

ALYSSA  ASHLEY
FEEL DIFFERENT



ALYSSA ASHLEY
FEEL DIFFERENT



Conclusion

3

Discussion of the findings

2

General overview

1



Agenda

GENERAL OVERVIEW



Perfume industry

The global perfume market is expected to grow from \$40 billion in 2016 to over \$50 billion by 2024, with significant contributions from flavors and fragrances. In Europe, the production of perfumery and hygiene products increased from €30.5 billion in 2008 to €41.5 billion in 2016, alongside a rise in the number of cosmetic companies

Fragrances and emotions

Fragrances influence relationships and consumer behavior by evoking emotions and enhancing social interactions. Marketing strategies use these effects to create a multisensory shopping experience that taps into psychological motivations and powerful olfactory memories.

Neuromarketing & Art

Understanding the brain's response to sensory stimuli can enhance marketing strategies, making campaigns more effective. Associating products with art, known as artification, elevates their perceived rarity and prestige, enhancing brand value and creating a sense of exclusivity.



Feel different ♀

Master in perfumery

INSIGHTS



Why

The fragrances, their (in)conscious impact on interpersonal relations and the possible usage of this link in Alyssa Ashley's marketing



Qualitative research (18 semi-structured interviews) - Gioia methodology : data reduction through : coding, data display with the support of maps and extraction of conclusions

How

Insights on different perceptions of Experience, Fragrances and Interpersonal Relations, Consciousness of Customers, Marketing and Implementation, and Art and Fragrances by potential target consumers

Who



EQ

The connection between fragrances, art, and emotions is profound, as both fragrances and art directly influence our emotions. However, there is a limited collective awareness of this impact, particularly on ourselves. Additionally, there is a significant link between consumer behavior, neuromarketing, and experiential engagement

FINDINGS

Feel different

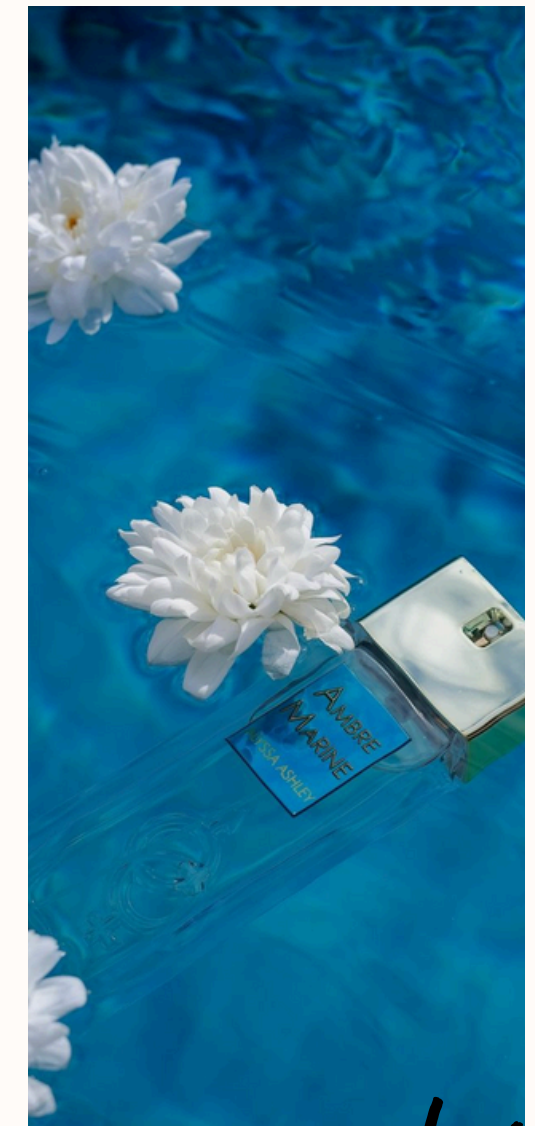
LOW (SELF)CONSCIOUSNESS

PARADOXES DUE TO BIAS

INFLUENCE OF MARKETING

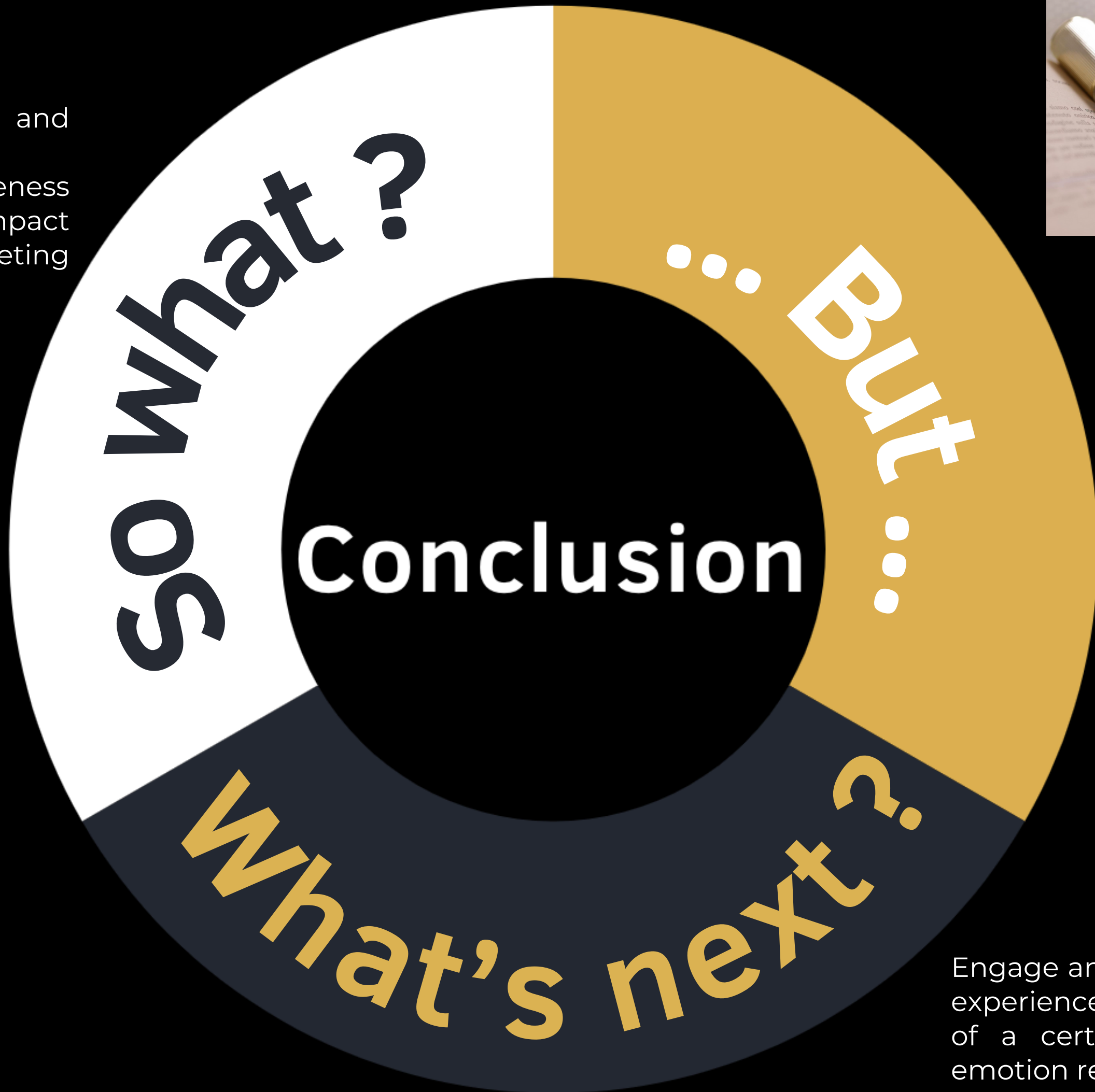
EXPERIENCE

Paradoxes emerged around bottle aesthetics and campaigns, initially seen as unimportant but later recognized as significant in marketing and personal preferences. While not universally considered art, the perfume-making process is often linked to art upon deeper reflection. There's a low awareness of one's own fragrance impact compared to the high perception of others' fragrances, indicating a lack of education on olfactory notes and marketing stimuli. First-time fragrance experiences are often influenced by unconscious marketing from renowned campaigns. Storytelling, experience, and aesthetics are key to engaging consumers and sparking curiosity.



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- Perception of fragrances and association with memories
- Little to no conscious awareness of our own fragrances impact and to some brand's marketing stimuli ie. perfume bottles



- Study limitation
- Evolving marketing trends



Engage and educate customer base via experiences to reinforce the association of a certain fragrance to a certain emotion resulting in brand loyalty