

Exploring Fragrance Desires



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Background

- The home fragrance industry encompasses many methods and profiles, including electric room fragrances, sprays, cleaners, candles and even personal fragrances. Trends are indicating that these carriers and profiles are evolving exponentially. In order to determine the fragrance and carriers that meet the needs of consumers, we need to identify what consumers are using home fragrances for and what fragrance profiles meet the expectations for these needs. and gaps in products to meet these needs.
- Research was conducted with the use of a smart phone application to help understand consumer behavior by allowing consumers to share their experiences via capturing contextual pictures and videos to convey their feelings. Allowing researchers to get ethnographical type data without the intrusion of the researchers in consumer experiences. This gave us the ability to identify needs and gaps in products to meet these needs.



Key Research Findings

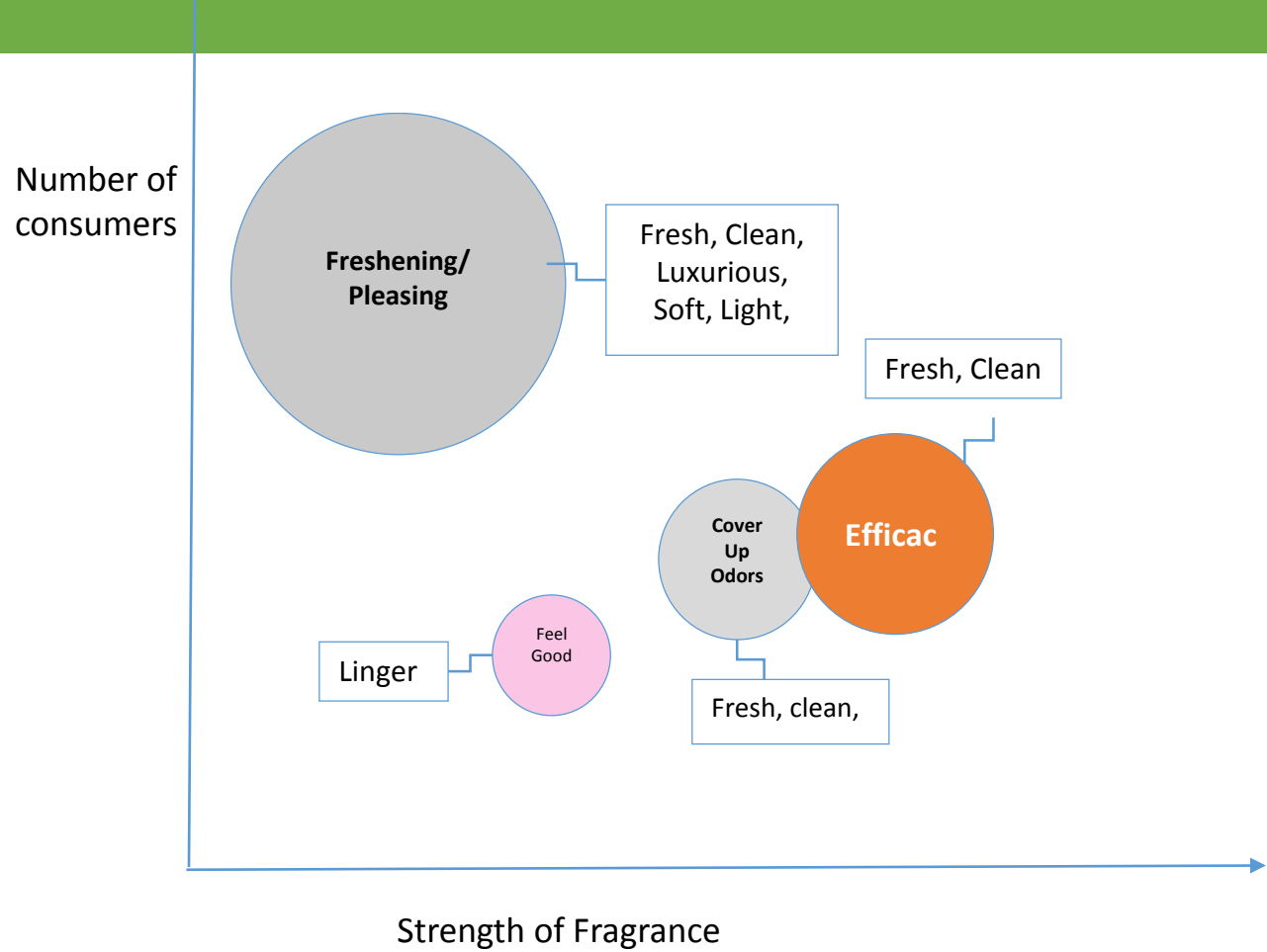
5 Themes Were Uncovered



Additional Information

Meeting Needs:

- The strength of desired fragrance, as well as some fragrance options for each segment were determined.
- Although this isn't a full profile to meet each need, it provides a starting place for additional research



Research Methodology

Research Objectives:

- To determine needs and uses of fragranced products in the home
- Identify fragrance profiles that meet these needs and uses

Methodology:

- 36 respondents were recruited that use fragrances in their home
- Participants were instructed to download an application on their smart phone with the instructions and ability to capture the information.



Respondent Guided Activity Instructions:

- In this research, we asked consumers to share a photo of fragrances in use around their house and then answer a few questions about that fragrance/moment. Respondents were instructed that there are no right or wrong answers.
- They were asked to remember to complete the mission for each fragrance that they use and enjoy in their home for a specific reason.



Instructions:

Think of a fragrance you're using in the house for a particular reason. Then take a photo of that fragrance in its location. Your fragrance could be cologne because you have a date, or a candle to clear the air, or anything else. Keep in mind that the next screen will ask you to take the photo, so only accept this mission when you're ready to do that!

Question (Photo) #1 - Take or upload a photo now!

Question #2 – Please give a text description or “title” of your photo (140 char max). In a few words, tell us about the photo (who, why, etc.)

Question #3 – What type of product did you use? List brand and type. (Open end)

Question #4 – Where did you just use that product? What room(s)?

(Closed end question - Bathroom, kitchen, bedroom, dining room, living/family room, laundry area, other (specify))

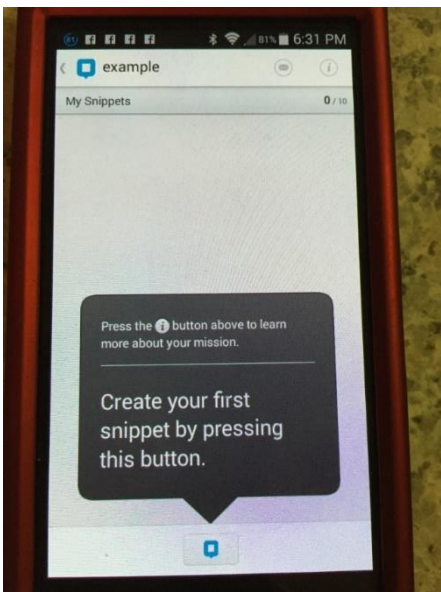
Question #5 – Why did you use that particular product/fragrance? (Open end)

Question #6 – What day is it?

(Closed end question - Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday)

Question #7 – What time is it?

(Closed end question - Morning, afternoon, evening, overnight)



Detailed Findings

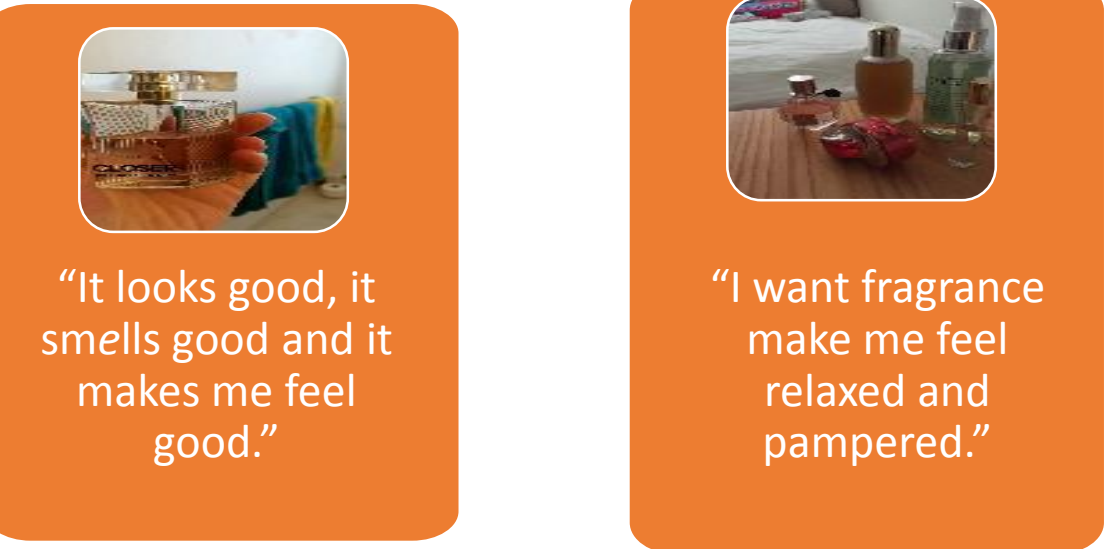
Theme #1: Comfort/Relax

Many of these consumers were looking for fragrances to help them relax.



Theme #2: Feels Good

Many of these consumers were looking for fragrances which improved their mood.



Theme #4: Efficacy

Other consumers chose their fragrance for efficacy reasons.



Theme #3: Freshening/Pleasing

Some consumers used fragrances which helped them freshen up or were pleasing to them.



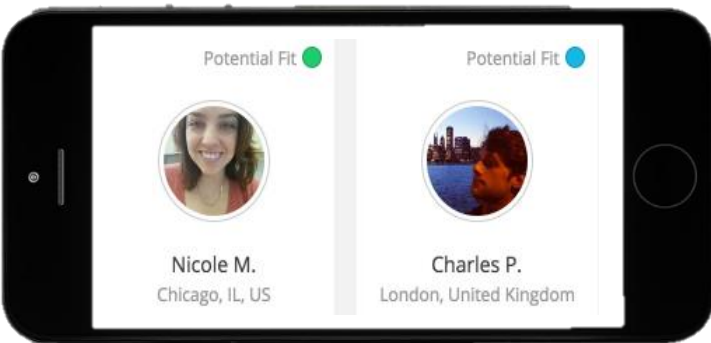
Theme #5: Covers up Odor

Some others were looking for products that covered up an odor.



Implications

Mobile Research is a technology that allows us to see the key moments of real life without the intrusion of a researcher!



Advantages of Mobile Research

Researchers can be a “fly on the wall” to see into real lives, real situations, real decisions on product choices.



Trend spotting
what are millennials eating for breakfast these days?
“Show us everything you eat this week! Take a photo of your meal or snack and answer a few questions about why you chose this.”



discovery
what do men want in a shopping experience?
“Go to your favorite store to buy clothes and take at least 5 pictures that help us understand why you choose this store over others.”

Consumers (Millennials in particular) are very eager to share their experiences via pictures/videos.



prototype testing does this concept really work?
“Show us your experience using your new travel mug on your daily commute. What works well? What would you change?”



first impressions what is your initial thought at that first moment?
“Open this package and video your initial impressions. What do you like? What do you dislike?”

Recruitment Insurance –Video’s or pictures to prove product/brand usage and articulateness ensure the right participants for the research!

