**Exploring Fragrance Desires**

**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 context/pictures and videos to convey their feelings.

**Research Methodology**

- **Objectives:**
  - To determine needs and uses of fragranced products in the home
  - To 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.

- **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 #1:** Take a photo of a product you are currently using! (Closed end question)
  - **Question #2:** Describe your daily work environment. (Open end)
  - **Question #3:** How do you work? (Open end)
  - **Question #4:** What type of product did you just use? (Open end)
  - **Question #5:** Where did you last use that product? (Open end)
  - **Question #6:** What did you use that particular product/fragrance? (Open end)
  - **Question #7:** What day is it? (Closed end)
  - **Question #8:** Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday
  - **Question #9:** What day is it? (Closed end)

**Key Research Findings**

5 Themes Were Uncovered

- **Theme #1: Fresh Clean**
- Many of these consumers were looking for fragrances to clean their home.

- **Theme #2: Feel Good**
- Many of these consumers were looking for fragrances which improved their mood.

- **Theme #3: Covers up Odor**
- Some others were looking for products that covered up an odor.

- **Theme #4: Freshening/Pleasing**
- Freshening/Pleasing: Many of these consumers were looking for products that helped to freshen up or were pleasing to them.

- **Theme #5: Meeting Needs**
- Researchers can be a “fly on the wall” to see into real lives, real situations, real decisions on product choices.

**Detailed Findings**

- **Theme #1:**
  - **Question #10:** What type of room are you in when using this fragrance? (Closed end)

- **Theme #2:**
  - **Question #11:** What type of fragrance makes me feel...? (Closed end)

- **Theme #3:**
  - **Question #12:** What type of fragrance helps me...? (Closed end)

- **Theme #4:**
  - **Question #13:** What type of fragrance looks nice in a great design? (Closed end)

**Implications**

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

**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.

**Advantages of Mobile Research**

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

- Recruitment Invitations – Videos or pictures to prove product/brand usage and enticences ensure the right participants for the research!