



**SCENTS IN HOTEL INTERIOR DESIGN
AND INFLUENCES ON BRAND IDENTITY**

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Master's Thesis

Graduate School


Izmir University of Economics

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The Graduate School of Izmir University of Economics
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ABSTRACT

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Master's Program in Design Studies

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The purpose of this study is to investigate the effects of scents in interiors as a part of the brand identity especially in hotels areas. Although, several studies exist regarding psychology behind brand marketing, the studies on focus solely on scents are next to none. Therefore, this study aims to analyse how fragrances can contribute to brand and brand identity with a design based on senses, with the effect of scents on human psychology by using scents and their properties as an element of interior space by using, the case study model in terms of method. In this way, the aim is to contribute to the existing literature on scents as part of brand identity. The study findings show that in interiors, sensorial and experiential marketing is important to reflect the brand identity to customers. In addition, the relation between brand identity and scents was found to have an impact on consumers, shopping trends of consumers and left some traces on people's memory to come back ones again. Sensorial and experimental design help to understand how to design interiors with considering brand strategy. Integrating interior space with scents, is a new and effective approach in understanding experience of the space and consumers. These

findings may be utilized by interior architects, architects, designers and scents companies to enhance quality memories in hotel interiors. Further studies may be carried out to create new atmosphere and design languages in hotel interior or interiors and more memorable brand in the future and enable a more comprehensive understanding about scents and their relationship with interior design.

Keywords: Interior architecture, scents, senses, memory, brand identity, sensorial design, interior design, hotel interiors, sensory marketing



ÖZET

OTEL İÇ MEKAN TASARIMINDA KOKU KULLANIMI VE MARKA KİMLİĞİNE OLAN ETKİLERİ

Sezen, Ezgi

Tasarım Çalışmaları Yüksek Lisans Programı

Tez Danışmanı: Prof. Dr. Deniz HASIRCI

Ağustos, 2021

Bu çalışmanın amacı, özellikle otel alanlarında marka kimliğinin bir parçası olarak iç mekanlarda kokuların etkilerini araştırmaktır. Her ne kadar marka pazarlamasının arkasındaki psikoloji ile ilgili çeşitli çalışmalar olsa da, sadece kokulara odaklanma çalışmaları neredeyse hiç yoktur. Bu nedenle bu çalışma, kokuların, yöntem açısından örnek olay modeli olan kokuları ve özelliklerini iç mekanın bir unsuru olarak kullanarak insan psikolojisi üzerindeki etkisi ile, duylara dayalı bir tasarımla marka ve marka kimliğine nasıl katkıda bulunabileceğini analiz etmeyi amaçlamaktadır. Bu sayede marka kimliğinin bir parçası olarak kokular üzerine mevcut literatüre katkı sağlamak amaçlanıyor. Çalışma bulguları, iç mekanlarda, marka kimliğini müşterilere yansıtmak için duysal ve deneysel pazarlamanın önemli olduğunu göstermektedir. Buna ek olarak, marka kimliği ve kokular arasındaki ilişkinin tüketiciler, tüketicilerin alışveriş eğilimleri üzerinde etkili olduğu ve insanların hafızalarında tekrar geri gelmek için bazı izler bıraktığı bulunmuştur. Duyusal ve deneysel tasarım, marka stratejisini göz önünde bulundurarak iç mekanların nasıl tasarlanır anlamaya yardımcı olur. İç mekanı kokularla

bütünleřtirmek, mekanın ve tüketicilerin deneyimlerini anlamada yeni ve etkili bir yaklařımdır. Bu bulgular, otel iç mekanlarında kaliteli deneyimleri geliřtirmek için iç mimarlar, mimarlar, tasarımcılar ve koku řirketleri tarafından kullanılabilir. Otel içi tasarımlarda veya çeřitli iç mekanlarda yeni atmosfer ve tasarım dilleri oluřturmak ve gelecekte daha unutulmaz bir marka oluřturmak ve kokular ve iç tasarımla iliřkileri hakkında daha kapsamlı bir anlayıř saęlamak için daha fazla çalıřma yapılabilir.

Anahtar kelimeler: İçmimarlık, kokular, duyular, marka kimlięi, duyuşal tasarım, otel tasarımı, duyuşal pazarlama



This work is dedicated to my beloved family,
who support me in all circumstances
and respect my thoughts.



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TERMINOLOGY

Multi-sensorial experience: Çoklu duyuşal deneyim

Tangible: somut

Intangible: soyut

Visceral: İçgüdüşel

Fragrance: Koku

Oldfactory: Kokusal

Cognitive-intellectual: Bilişşel entellektüel



CHAPTER 1: INTRODUCTION

1.1. Aim and Scope of the Thesis

In this thesis, the impacts of the use of scents as an interior design element on the brand and the identity of the brand are discussed with a focus on hotels. Scents play an important role on human beings and the perception of interior space. Psychophysiological and psychological research showed impacts of fragrances like perfumes and fresheners of rooms. Research showed that, according to human electroencephalograph (EEG) and fragrance responses, scents have a significant power on the human brain (Kim and Sowndhararajan, 2016). An EEG is a system of collecting fluctuating electrical waveforms from scalp of human brain. Diagnostic practices of EEG contain disturbances of consciousness, brain death, dementia, epilepsy, cerebrovascular or structural brain disease, and other psychological disorders. Practical applications about EEG holds big hopes and expectations for analysing and understanding to human central nervous system activity in link to impacts of fragrances on functions of brain (Lorig, 1989). Psychology can affect human behaviours and cognition. Several studies supported this idea and they showed a connection between social perception and behaviours (Dijksterhuis and Bargh, 2001; Ferguson and Bargh, 2004).

The brain defines the sense of smell as the most effective sense, which is linked with brain in the most direct way (Cahill et al., 1995). Moreover, there are ten different scents that are detectable by nose and they have own characteristic such as effect on brain and psychology, so how we can use scents as a part of interior design? Scent is the most significant factor for brand adherence of clients and making purchase decision because of it has influences on limbic cortex system in the brain (Jayakrishnan, 2013). The brain gets sensory information, but it needs to build this information into long-term memory. A recent study about rats showed that rats can have also an episodic system like a recall to memory for what, where and when, as well as also having a capacity to collect memory. For this test, 14 rats and 24 spicy scents were used and in standard choice test, questions of what, when and were expected to answer by rats with their tendency in a test platform. In this platform, scents were located on different sides of platforms (A – D). As each scent was presented to rats and after many repetitions, over time, the rats began to move

directly to the edge as soon as they could smell a scent. After this study, scent and memory were investigated on hippocampus with rats, hippocampus is a small and curved area in brain and acts significant role in limbic system to collect memory, emotion and knowledge, after the experiment with scents, rats and their limbic system measurement, in rats' memory, information of when, where and what were obtained in hippocampus area (Ergorul and Eichenbaum, 2004).

Smells have influences of increasing the remembrance about brands and their product (Krishna et al., 2010). Furthermore, today, scents are used in many interiors such as; hotels, restaurants, stores, airports and offices. If the brands such as hotels, banks, fitness centers and shopping centers use scents as a part of interior design, clients can memorize something good and come again because it affects their satisfaction and loyalty, also they can buy more because scents can be effective on sales (Butler, 2017). For instance, in 1990, Stefan Floridian Waters created a special scent with floral and citrus tones that was used for the cabin, towels, and cabin crew's dresses for Singapore Airlines. This scent was spread to users and passengers to get rid of the stale air in the cabins and to deliver fresh air for a relaxed atmosphere, decrease fear of flight and anxiety. Scents are used in hospitals to make cancer patients relaxed in during medical procedures (Owen, 1994). An overseas company use scents to make office workers awake and also these scents give energy to them, the company measured their performance after exposure to smell (Baron and Thomley, 1994). Furthermore, a brand that has stores in many countries in Japan, besides having its own special fragrance, does not hide the diffusers of the scent in the background and offers the customer the opportunity to purchase the fragrance with special oils (Orvis, 2016). British Airways designed an airport with fresh grass scents. In New York, Samsung put sweet melon scents in a shop and other selling spots. Four Seasons in Buenos Aires uses a special Brand of Bayo and its scents in lobby area of hotel to mirror variety of Argentinean ecosystems. It becomes a signature scent for this hotel and we can say many hotels, which use scents to effectuate timeless sensory experience to clients (Jayakrishnan, 2013). These designs have an influence on marketing. This system is a new on the world and called 'scents marketing' (Harputluoğlu, 2011). The concept of brand can be created more emotional, sensory and self-expressive atmosphere (Anselm and Kosteljik, 2008). When scents are to be used for ambiance, interiors or products, the brand should

consider the main attitude of products, for example, the book should be read by people, its main attitude is being readable, scents can be used for secondary attitude by producers and it can be more attractive and people can make many applications on this perspective and get information about brand, memory, products, feelings and interior (Figure 1). Moreover, for the perfume rooms or deodorizers, applications are limited, because main attitude is being scented and it is a narrow scale to make applications and learn different aspects about brand (Schmitt and Schultz, 1995). In addition, ambiance scents help to remember interior rather than remember to a single object in an interior because scents effects can spread all objects and atmosphere. As a result of the study of Morrin and Ratneshwar (2003), participants who were trying to remember 42 brands from visuals in the test, the recall rate increased from 13% to 15% in the scented environment compared to the unscented environment. The trends towards to sensorial marketing and design are increasing especially in areas of smell and touch which are disregarded before (Peck and Childers, 2008). Moreover, day by day environmental and ambiance fragrance industry is about \$1 billion in annual sales (Goldstein, 1996). Legally, if the brand uses scents to identify to origin of brand and name, even it is not their functional target, scents may be accepted as a trademarked in USA (Krishna, Lwin and Morrin, 2010). Moreover, it is so obvious, if the brand has sensorial strategies, cognitive and sensorial needs can be fulfilled.

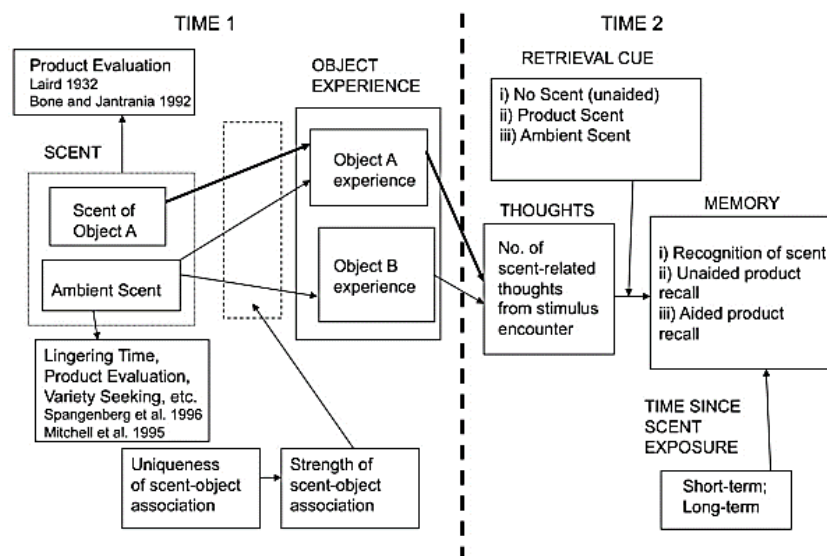


Figure 1. Conceptual framework for scent memory research (Source: Krishna, Lwin and Morrin, 2010)

In addition, most brands do not design scents as a marketing strategy. Today's hotels use scents just for decoration, they do not focus on experience side (Onem, 2019). Furthermore, the use of fragrances in only one area in hotels or the use of scents on objects such as candles or towels are lacking in terms of experience. These applications are insufficient in terms of the effect on the user's psychology and brand identity.

On the other hand, English artist and researcher Kate created the Sensory Maps project with her studies on Edinburgh, which she started in 2010 based on sensory grids, and as a result, she created maps (Figure 2), because the areas that are passed or used every day have various and noticeable scents according to the artist. These scents may vary according to the direction of the wind, temperature and weather events (Traverso, 2017).

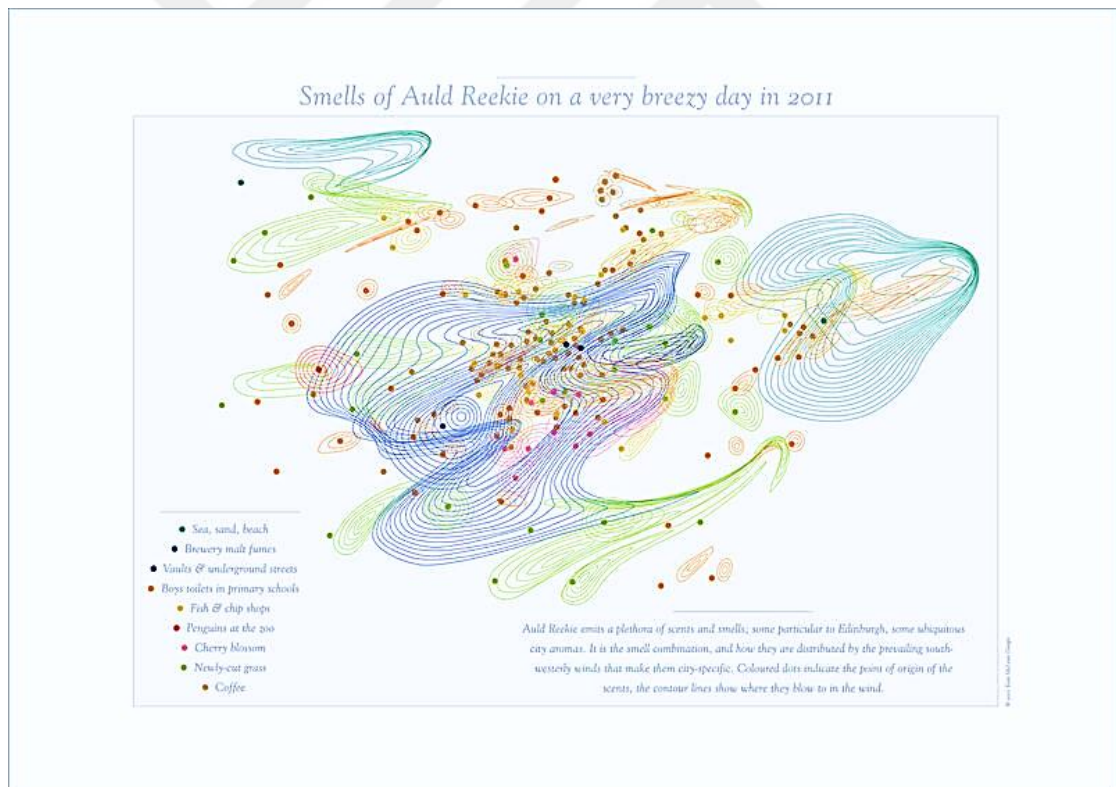


Figure 2. A map that captured Edinburgh's smells on a very breezy day in 2011. Mapping smells is often linked to changes in weather conditions. (Source: Traverso, 2017)

Moreover, in 2015, 12 groups of design studies students walked in 12 different sectors in Marseille, and they smelled the areas, identified and recorded. After they

made a model of it and created experiential sensorial maps (Figure 3-4). According to the maps, students showed range of interpretations; from illustrative to conceptual, from multisensorial to interactive (McLean, 2015).

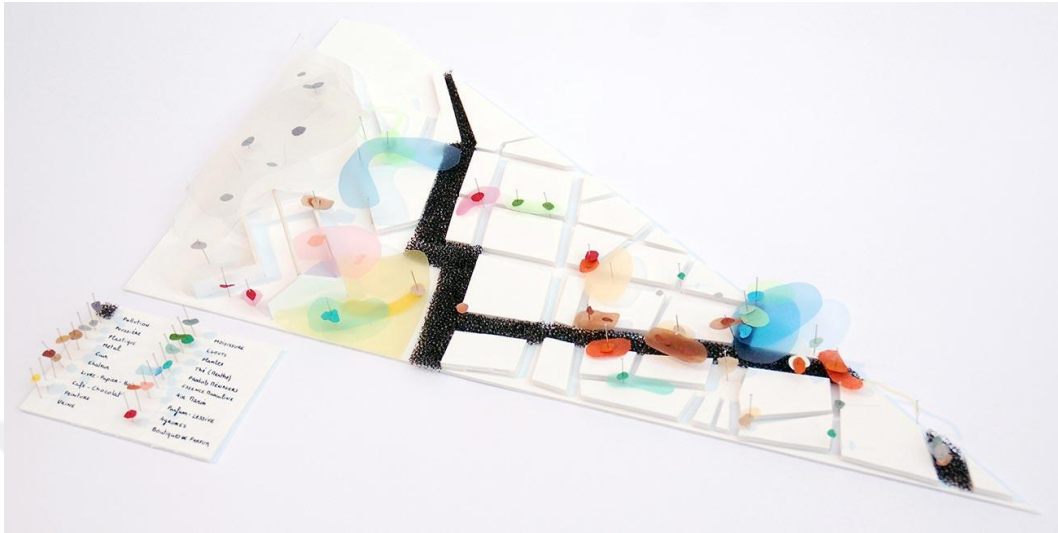


Figure 3. Smellscape Mapping Workshop in Marseille. (Source: McLean, 2015)



Figure.4. Smellscape Mapping Workshop in Marseille. (Source: McLean, 2015)

“The Proustian Moment”, which is a sensorial experiment that trigger to remember people to old memories or forgotten moment (Proust, 1913- 1927). According to

Vankatesh Murthy, Raymond Leo Erikson Life Science Professor and chair of the Department of Molecular and Cellular Biology, scents and memory are related to each other in human brain anatomy and neuroscience. In a front part of brain anatomy, in scent bulb, scents are collected by it and the bulb send necessary information for all body. Limbic system directly works with scents. The amygdala and the hippocampus work together in a part of human brain and they are centers of emotions and memory. Murthy said, the signals of scents access to limbic system easily because of neuroscience (Walsh, 2020). In another study, neuroscientists, Jane Plailly, Chantal Delon-Martin, and Jean-Pierre Royet (2011), claimed that while analyzing, trying to perceive, and imagining certain smells, similar areas of the brain reacted. Their participants were professional perfume experts and students from the perfume education college. Participants who were connected to the MRI system were asked to imagine the scent given to them after sniffing them. It has been determined that perfumers have less brain activity than students. Experience has caused the brain to work less in imagining the olfactory image in this experiment. Furthermore, in a field of psychology, many tests about the link between memory and scent showed that people have ability to notice scents rather than ability to remember scents and their information (Engen, Ross and Zucco, 2003). In scent recognition studies, it turns out that the scent recognition ability does not change much over time and does not show a negative tendency. After immediately inhaling a scent, people remembered 65% of this scent, after a year, with a visual representations people remember 70% of this scent. Neurological and physiological reasons can be very effective for these percentages (Buck and Axel, 1991).

Smell is the antecedent of our five senses, which is the most basic and primitive way to collect information from our environment (Atak, 2018). Different scents have different effects and characteristics in interior spaces such as hotels, banks, and restaurants. Gemma Hopkins, a fragrance expert and founder of Design in Scent claimed that the scent to be used must be suitable for the environment and the user's mood (Edwards, 2014). For instance, fresh and clean odours are good choices for kitchen areas such as; scent of a zesty lemon, warm odours have relaxing effects and it is a good option for bedrooms such as; lavender, heavy floral scents such as; are good choices for powder areas in home, odours of thyme, pine, and sweet marjoram have been found to facilitate socialization and they are good options to use in living

room (Angeli, 2016). Moreover, scents contributed to the brand identity creating useful information for interior architects, architects, designers and scents companies, who want to create new atmosphere and design languages in hotel interior or interiors in the future. In their projects, they could see how scents have an impact on brand, brand identity and customers. Thus, they could shape their research and build the opportunities to create new interior designs. Furthermore, Pallasmaa has an idea which is called “Seven Senses” and it shows how senses affect to architecture and interior. Pallasmaa claimed that a particular scent can make us recall and re-enter an interior or space, even though people can forget specific details or memory (Pallasmaa, 2005).

For this study, Schmitt (1999), Norman, (2002) and their approaches and methods were used in this research. Schmitt’s modules, the five types of experiences approaches are about experience marketing such as; sensorial experiences (SENSE), expressive experiences (FEEL), the result of experience is linking with culture or reference group (RELATE), somatic experiences, habits of people or behaviors (ACT) and cognitive experiences (THINK) and he called them ‘strategic experimental modules (SEMs). The “experience providers” (ExPros) is created by these five modules and ExPros contains visual and verbal identity, communications, environment, people, product, co-branding and media. Also, Norman’s three levels of design such as; visceral, behavioural and reflective are used in this research. According to these approaches, opened and closed questions are prepared to participants who are interior architects, architects, business people who is staying at hotels because of their jobs and also psychologists and liker scale (1-5) is used to on questions collect data from participants. Interview method is chosen to understand better participants’ opinions and comments. And a survey with three sections is applied during interview.

The core of this study is to show of the importance of scents on brands and branding of interiors. This study will show how to use scents in an effective way, and this makes it easier to experience the space and give spatial experience and meaning to the customer.

1.2. Research Questions

Research Questions (RQ)

This study seeks to contribute to existing knowledge of scents and their effects on brand identity. The key research questions are:

Main RQ1.

What is the relationship between scents and memory of space within the hotel interior context?

- RQ1.1. How is brand identity related to the memory of hotel interiors?
- RQ1. 2. Which scents stand out in relation to memory of brands?
- RQ1. 3. Which scents stand out in relation to memory of interior space?

Main RQ2.

How can Schmitt's (1999) model and Don Norman's level of designs approaches be utilized to define and strengthen brand identity within the hotel interior context?

1.3. Structure of the Thesis

This thesis includes six chapters. The first chapter examines scents, the use of scents and some examples in introduction parts after research questions are ordered then structure of thesis is analysed with six chapters. Chapter 2 examines the scents and cultural meaning of them, analysing scents as a design element in interior and environment, scent-color associations, scents in art pieces, effects of scents on human psychology and types of scents are analysed such as; floral, spicy, foliage, fruit and woody scents. Scents' impact on human psychology and they can change people mood, they can elevate mood, increase alertness, reduce stress and anxiety, recharge the brain and improve concentration are discussed in this chapter. Chapter 3 considers effects of scents in interior, hotel areas, and new approaches about hotel design with scents and marketing and scents effects on users. How to create pleasurable and memorable experiences can be understood by experience marketers because recommendations, returns and experiences of guests can cause to pay a premium for a hotel and transform loyal to brand. Chapter 4 focuses specifically scents and brand identity. Historical aspects, brand identity, experiential marketing and sensorial branding are analysed. Chapter 5 contains the case study of this thesis;

results and implications found from this thesis study involve attitudinal, emotional and behavioural responses of the hotel guest. Finally, Chapter 6 is the conclusion part and discusses all chapters of this thesis, along with the limitations and implications for future research. Thus, this thesis sets the stage for and opens the door to further research on the use of scent as part design element in interior and in the hotel industry.



CHAPTER 2: MEANING OF SCENTS FOR HUMAN BEINGS

2.1. Scents and Cultural Meanings

According to research about the effects of fragrances such as fresheners and perfumes on psychophysiological activities of humans, people can distinguish more than one million scents (Kim and Viernstein, 2016) but, the twelve different scents were categorized with their characteristic such as; vanilla, musk, sandalwood, citrus, grass, lavender, peppermint, almond, freesia, patchouli, red fruit and they were given messages to people differently. They change the mood of people. Vanilla might comfort to people or grass might make happy to people (Schwartz, 2017). They can elevate mood, increase alertness, reduce stress and anxiety, recharge the brain and improve concentration. Because of their effects, results of experiments show that after being influenced by nice scents are healing on people mood. Moreover, they had an importance on brand identity (Schmitt, 1999). Several brands use scents to create an identity. Their reminder and trace effects helped to brand because it helps to have a unique scent. According to a brand management executive, scents gave to people sense of arrival and affinity. Nowadays, consumers have been impacted by scents, as marketers get more aware of the potential of this sense. The aim of interior design is making connection between clients and their experience in interior such as; hotels, banks, restaurants are investing in the hope that special, carefully taking notice smells will assist to advance consumer spending, magnetize consumers (Sachdeva and Goel, 2015).

Research on designing with emotional and sensory values, has shown that the concept of sensory marketing and brand-experience. Branding and experiences, as well as the emotional connection between brands and users has been recommended as significant in building strong brands (Hulten, 2011). According to Pullman and Gross (2007), in academic discussions on sensorial branding, there is a conflict between tangible and intangible brands so, like product branding and services branding, generally tangible branding is more preferable in this field. On the other hand, emotional branding appears more personal and closes to consumers' feelings and these make it interrelated with consumers (Pullman and Gross, 2004). In marketing and service world, these relations are ignored by most of marketers

(Morrison and Crane, 2007). In the marketing world, to increase of consumers' loyalty, marketers focus their services with sensorial perspective and provide effective experiences (Pullman and Gross, 2004). Hulten (2011) showed that the multi-sensory brand-experience involved with the five human senses, constantly disregarded in the marketing literature, in despite of their significance in creating customer value, sensory experiences, and the brand as an image (Figure 5). Several personal interviews with experts and managers and some studies which were built on primary and secondary data sources were used for this approach and at the end SM-model (sensory marketing) was developed (Hulten, 2011). After the first research about concept of multi-sensory branding and effects of five senses on it, in the explorative part, some sources are used for secondary data such as; articles, books, business magazines, reports and other sources from libraries, databases or web sites. A questionnaire is applied before the interviews to some brands, companies and organizations such as; Apollo, Gina Tricot, ICA Ahold, Ice Hotel, Lindex, Saab Automobile, Scandinavian Airlines (SAS), Starbucks, Volvo Car, Whole Foods, and Culinary Arts and Meal Science at Orebro University and answers were collected and according to results, a SM (sensory marketing) model developed by Hulten (Figure 6). In this model, which is formed by the combination of different researchers such as Holbrook, Hirschmann (1982) and Schmitt (2010) and research from different origins such as; experiential consumption concept, consumer value and the multi-sensory brand-experience hypothesis suggestions in sensory marketing. Moreover, it has been verified in this research that users expect and get sensual experiences what has been bought and no longer buy products and outfits alone (Brembeck and Ekström, 2004; Ratneshwar and Mick, 2005). Main conclusion was about that the SM model emphasized importance of the multi-sensory brand-experience in differentiating, distinguishing and positioning a brand in the human consciousness as an image. Furthermore, the main outcome of a value-generating phase is in relation between supplier and customer about the multi-sensory brand-experience is the significant theoretical implication and clients create value and loyalty in their mind about brand as a result of these relations (Grönroos, 2006).

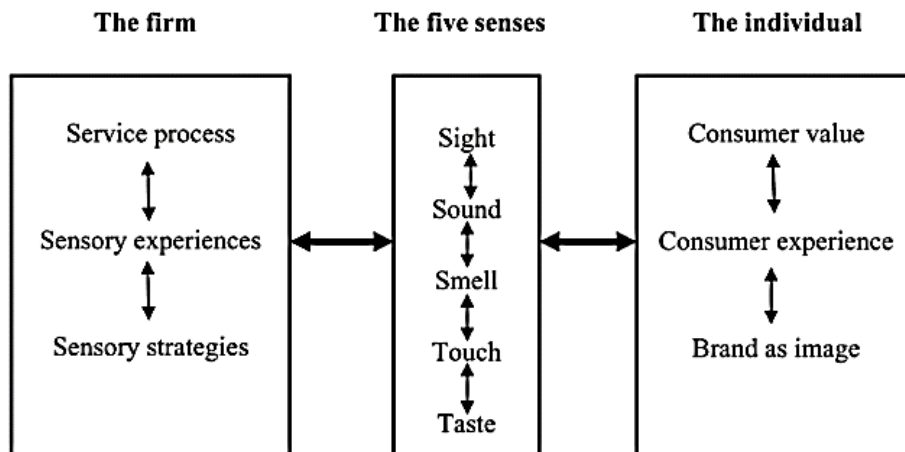


Figure 5. The firm, the five senses and the individual (Source: Hulten, 2015)

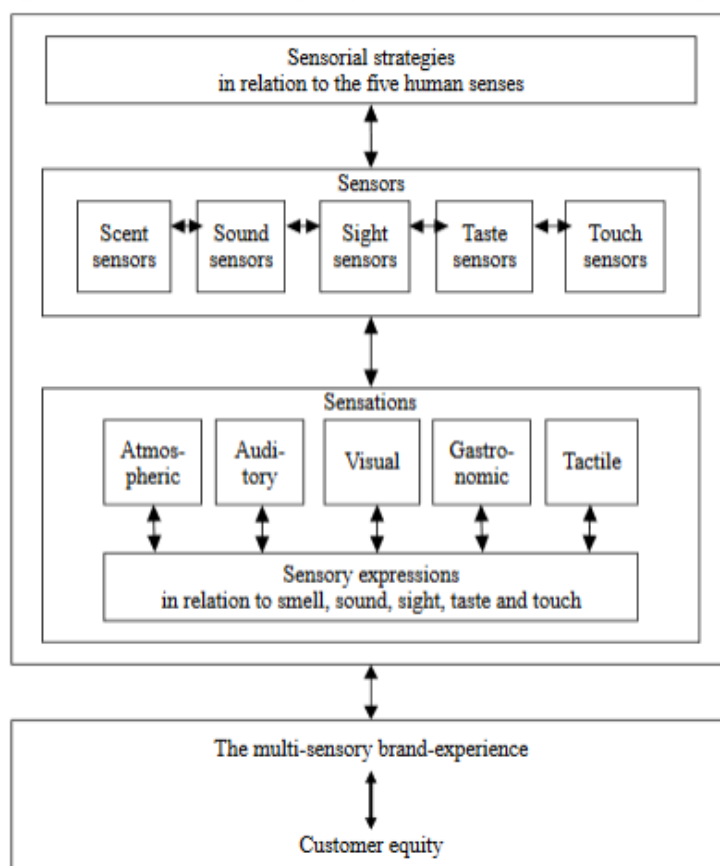


Figure 6. A SM Model (Source: Hulten, 2009)

2.2. Scents as an Interior Design Element

Interior designs need to include as several our senses possible such as; smell, colours, visuals, temperature, hearing (Figure 7). These senses affect interior and satisfaction of people. On the other hand, scents are more effective sense in each of them because scents have connection of emotions (Larkin, 1999). Scents in interior, they have an impact on people mood and psychology. Scents also change our perceptions of interior. For example, apple and cucumber scents make a room feel larger and fresh, barbecue smoke changes a room air and makes room smaller (Atay, 2018). According to these effects, new trend appeared and it called scent design. With this trend, rooms can be separated by scents by scented candles, incense, essential oils, diffusers, and potpourri. Modern spaces and pleasant atmospheres can be created this way (Angeli, 2016).

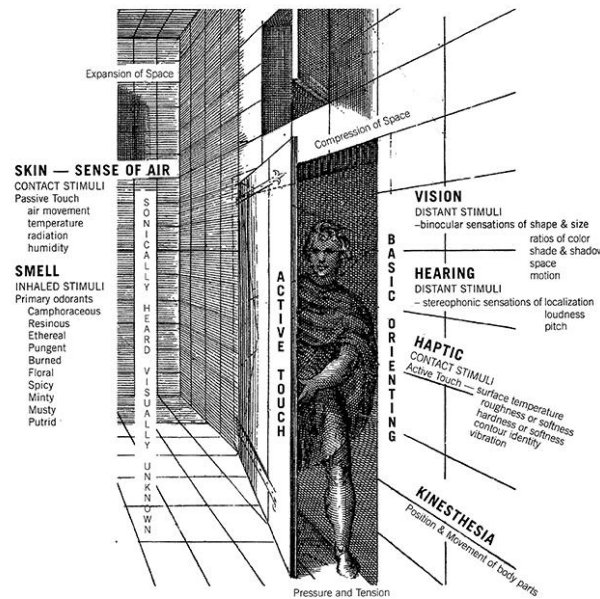


Figure 7. Ranges of the Senses (Source: Malnar and Vodvarka, 2004)

2.3. Scent-Color Associations

Scent marketing also has some subliminal advertising messages. Heinrich Frieling who is a color psychologist and expert for color associations, describes the relation between scents and colors in consumerism and how people are affected by sensory

stimuli. According to his research and tables, food producers can use scent with color for packaging and advertising, because tasting and smelling have a connection in human body and with the color, products can be more preferable by people. These associations are reproduced by natural experiences and they are hanging in our genes (Emsenhuber, 2009). For example, pink packages have a perception in human brain like sweet scent or green packages have a perception like fresh or fragrant scent. They have an impact on marketing. Moreover, Coca Cola also needs a color to contact with its consumers, its shiny red color affects on consumers' memory (Harvey, 2019).

2.4. 'Art Scents': *Scent Design and Scents*

Larry Shiner (2018) who is a Professor Emeritus of Philosophy at the University of Illinois and researcher about the aesthetics of smell, the relation of art to craft and design and the history of the concept of art claimed that, recently, scents have a significant place in the field of art, because some art museums display perfumes under the title of art of scents. People improve perfumes with aesthetic ways and nowadays they are using them to make art and now the art of scents has a place in fine art. In 2013, after the perfume exhibition, which is called 'The Art of Scent: 1889–2012' at New York's Museum of Arts and Design, an issue is discussed in this exhibition. Namely, from past to now, most of people and philosophers thought, perfume is a part of luxury and they do not think that perfumes can not be an art because smelling is not the most important sense (Shiner, 2018). After this discussion, several artworks are analyzed. Some artists use scents and essences in their artworks. For example, Ernesto Neto used pieces of aromatic spices in his sculpture that is called Wonderland (2000). Moreover, some artists used bodily odours such as, vaginal and sperm scents in their self-portraits such as; Self Portrait of Scent (1993) and Bill (1998). Moreover, some actual perfumes are used in paintings such as; Revolution Pipe Bomb (2008).

On the other hand, there are some exhibitions about art of scents. It is a new trend in the world and now people believe that perfumes really part of art and they have an impact on art works beautifully and aesthetically like as architecture, paintings, music, sculpture (Shiner, 2018). According to Shiner's (2018) works, she analysed perfumes in philosophical aspects to classify them as fine arts in three broad type

such as; aesthetic, historical or, institutional. She also benefited from recent works of Dominic Lopez who is a perfume explorer working on perfumes, design arts, scents and scents as fine arts. In the case of aesthetic for perfumes as fine arts, perfumes or scents are not found aesthetic object, this idea is appeared by lack of formal complexity of them. Nevertheless, Monroe Beardsley claimed that balance, summit, improvement, and pattern are not enough to build aesthetic features (Beardsley, 1958). On the other hand, scents and perfumes compose with different notes, elements, and processes. They also need to create a composition when explorers compose new scents or perfumes. The compositions and feeling that is coming from the perfume can be a clue to count them as fine art. Also, brain, memory, skills and sense of smell are main elements to create new scents (Calkin and Jellinek, 1997). Furthermore, scents and olfactory senses are affected by history, because history that shared, normative assumptions which compose pattern of activities.

2.5. Effects of Scents on Human Psychology

According to research linking with scents and nostalgia showed scents have significant power on human psychology (Ferdenzi et al., 2013) Psychology can affect human behavior and cognition. Several studies supported to this idea and they showed a connection between social perception and behavior (Dijksterhuis and Bargh, 2001; Ferguson and Bargh, 2004). Sometimes, if people do not use some of their senses, other senses can come out. Moreover, in another study, scents have reminded of positive autobiographical memories to influence on raising mood and decreasing stress level of people. Leanna Serras, a perfume expert at FragranceX in USA stated that, concentration, memory, cognitive function and sustained attention are areas of influence of scents. For instance, scents of rosemary, coffee, and vetiver have an impact on problem solving mechanism in our brain, they can increase alertness, improve memory, brain function, enhance analytical reasoning, promotes attentiveness. Scents of lemon, jasmine and citrus appear to improve performance. They can decrease errors, give energy, increase the mood, increase alertness and arouse the response time. In addition, scents of cinnamon, peppermint, and ginger influence on sustaining attention. They can increase motor response, enhance memory accuracy, fight fatigue and decrease pain. Lastly, scents of pine, lemongrass and lavender have an impact on recharging mechanism (Serras, 2019). According to a study in the USA, some special scents spread in casino and they recognized

population of clients and their incomes increased gradually (Hirsch, 1995). For this experiment, a map was prepared for the locations of scents with numbers of gambling area, locations of unfragranced spaces and slot machines in casino. Hirsch (1995) applied different scents on each machines and areas, system of odorizations started at Friday midnight until Sunday midnight and this system repeated for three weeks and also, he reported effects and observations. As a result of this experiment, as a result of the scents applied in the first week, more people went to the area where the No: 1 scent was present and there was an increase in the winning rate. Odorless areas were mostly preferred as a result of excessive scents secretion in the second week. It has been observed that the demand for rooms where No: 2 scent is released is always low and the rate of loss is high. From this experiment, we can infer that some smells positively affect psychology and increase performance, but scents that were above certain amount, direct people's choices to more neutral environments. In 1989, experts put scents in jewellery shop and after spreading clients spent more time in shop (Knasko, 1989). Our cognitions can change our way of remembering experiences. According to Harvard Business School, in research, it was found that pencils using tea tree oil in their making were 65% higher than normal pencils in recall (Harvey, 2019). In addition, in a business center, when people were in break with lavender scents, after the break their performance was influenced in a positive way. In a university in Austria, Alzheimer's, Huntington's and Parkinson's diseases are diagnosed by using scents (University of Melbourne, 2006). In Japan, doctors are searching for effects of scents on Alzheimer to prevent it (Miyazawa, 2006). Several examples exist on the world the results showed to scents have power on human psychology. Scented products have an important role in the growing area of the marketplace and all these products can strengthen the basis for producing stress- relief claims in these products (Warrenburg, 1999).

2.5.1. Classification of Fragrances

The Fragrance Wheel Method, which describes classification of fragrances with specific names was invented in 1983 by Michael Edward who is a British perfume expert. According to Edward, notes of fragrance are the components to simplify a perfume. They categorized the fragrances into three parts and the fragrances that they can be perceived in different period of time after spread and can be top, middle and base notes (History of Perfume, 2020) (Figure 8).

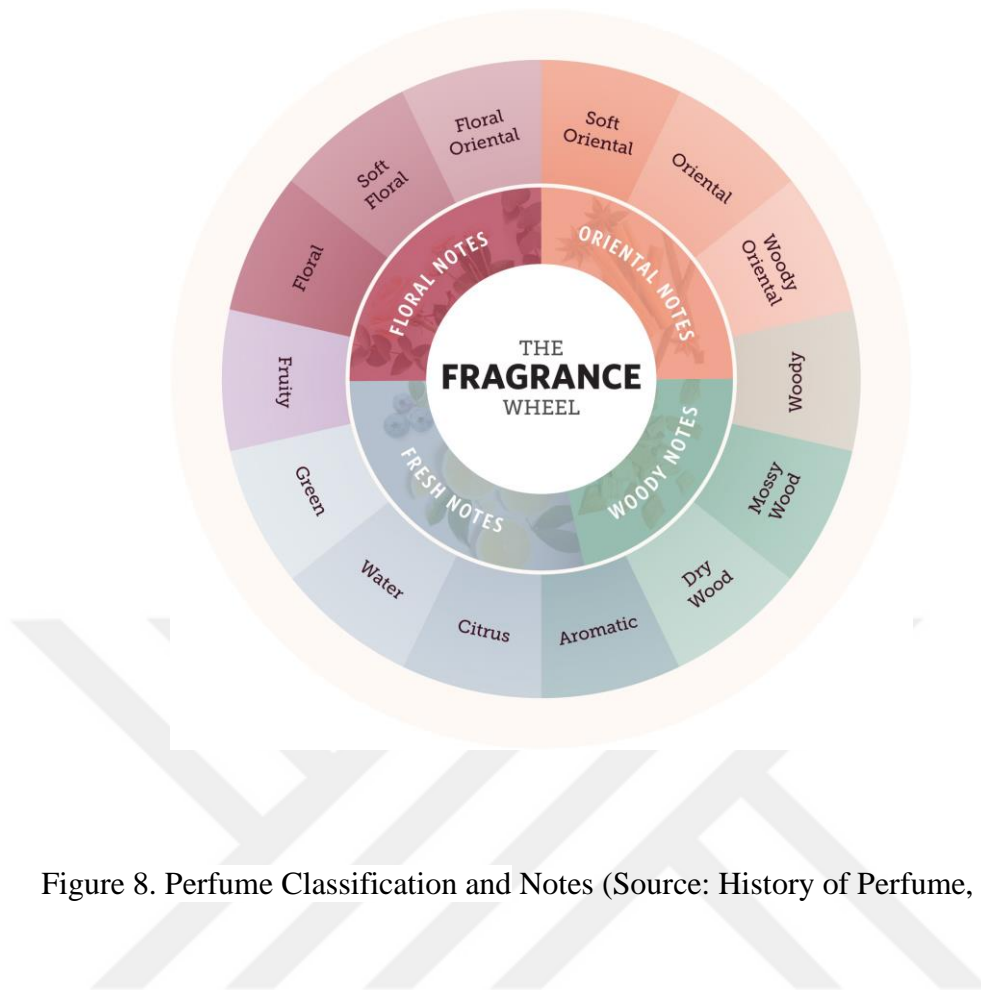


Figure 8. Perfume Classification and Notes (Source: History of Perfume, 2020)

Top notes of smells can be distinguished directly and faster than other scents. Basil, eucalyptus, bergamot, cajeput, cinnamon, clary sage, grapefruit, lemon, tangerine, coriander, spearmint are used for top notes in perfumes. They are so effective for selling because, they are the first notes to access users' sense. Pine, cardamom, lavender, rosemary, juniper, chamomile, marjoram, nutmeg and even black pepper are used in perfumes as middle tones. When they are applied on skin, notes can access users between two minutes to one hour. Moreover, base notes create depth and solidity to perfume and their effects are rich, strong and the longest. Myrrh, frankincense, rose, vanilla, ginger, clove, and cedar wood are used for base notes in perfumes. The perfumes are classified in two parts; these are traditional perfumes and modern perfumes. Woody, floral bouquet, oriental, amber, leather, single floral, chypre and fougère are in traditional group and they appeared at beginning of 20th century. Bright floral, citrus, green, gourmand, oceanic, ozonic, and aquatic scents are in the modern perfumes group, after 1945 with inventions in techniques and systems they are created (History of Perfume, 2020).

In 1916, in a research of Hans Henning who is a German psychologist, he worked on scents and categorized scents like as flowery, foul, fruity, spicy, burnt, and resinous and he called this model the ‘odor prism’ (Figure 9) for this classification and he selected scents to symbolize these four categories; Flowery – Rose, Fruity – Lemon, Spicy – Cloves, Resinous – Eucalyptus (Henning, 1916).

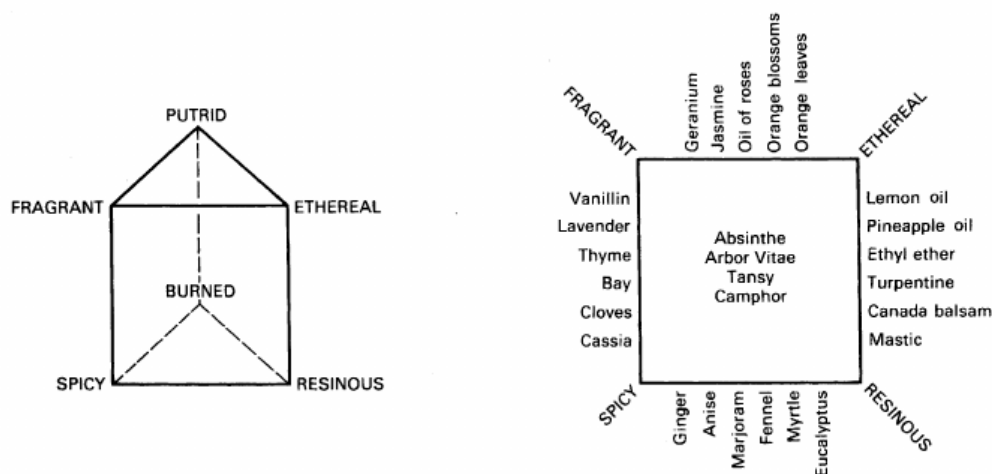


Figure 9. Henning’s odor prism Triangular prism proposed by Henning as an olfactory model (Source: Henning, 1916)

On the other hand, biologists Jason Castro, Arvind Ramanathan, and Chakra Chennubhotla analyzed 144 different scents to define stable scent profiles. They obtained these 144 scents from an olfactory book, which created at 1985 at Institute of Olfactory Sciences in Park Forest, Illinois. They developed a mathematical system, they called it the non-negative matrix factorization (NMF) system. This system helped to make a useful list and understand their classifications and the research showed that fragrance space is exactly 10 dimensions. These are minty and peppermint, woody and resinous, fragrant, fruity, citrus, chemical, sweet, toasted and nutty, pungent and decayed (Castro, Ramanathan and Chennubhotla, 2013).

There are various studies about scents and their effects on mood inductions. Many researchers use mood inductions methods with different way. For instance, mental arithmetic duty is used by Tanida et al., (2008), anxiety provoking duty is used by Bradley et al., (2009) in film clip. On the other hand, a “cold pressor task” (CPT) which is a cardiovascular test used to observe blood pressure and heart rate is used by Kiecolt Glaser et al., (2008). These examples affect people’s negative mood. Aromatherapy scents are used to decrease these negative moods and to heal people

with alternative ways. Each fragrance has different effects on human but the important thing is how to use and apply them to get heal in different methods (Serras, 2019). Furthermore, a lot of impacts are composed by scents such as; calming and soothing, relieves tension provides relief, provides comfort, relax muscles, relieve stress and anxiety, lighten one's mood, create an ambiance and creates a romantic atmosphere. These effects are the results of aromatherapy (Kim and Sowndhararajan, 2016).

2.5.2. Floral Scents

Most of the floral scents such as; jasmine, rose, jasmine have power on hormones and psychology (Lehrner, 2005). The memories of particular times, emotions, locations and events are memorized by floral scents (Haas and McCartney, 1996). Usually, floral scents are seen as natural remedies. The effects on memory are undeniable, and most patients with memory impairment and Alzheimer's use floral scents to reduce anxiety and fear, prevent depression and facilitate the continuation of memory activities (Brawley, 2004; Cohen-Mansfield and Werner, 1999). Floral scents, especially women use floral scents and 42 different flower perfumes showed critical results. For instance, lavender has effects to make people relax and calm. Moreover, it helps to solve the sleep problems and depression (Holmes, 2017). According to health science professors Turgut et al., (2017), lavender fragrance has an impact on patients' anxiety and pain levels during gynecological examination. In their research, 156 women volunteer patients, 15 minutes after inhaled the lavender fragrance in the waiting room, they became more relaxed and they did not feel pain a lot during examination.

2.5.3. Spicy Scents

Spicy scents are in a part of strong scents such as; vanilla, cinnamon and pepper, so their effects are also powerful on human beings. Spicy scents have an impact on human brain and mind (Holmes, 2017). Egyptians believed that cinnamon was valuable like gold because, it has beneficial healthy and medicinal conditions. Moreover, cinnamon is an important element in spicy scents because it has sweet and sharp sides. The scents of cinnamon used in many studies (Jain, 2014), worked with effects of cinnamon on rats. A finding of the study was that, cinnamon could be used

for developing cognition and increase oxidation of the brain. Moreover, in another study on mice, cinnamon was found to positively affect the motor system and dopamine production system to heal Parkinson's disease. Cinnamon can boost human brain activity (Merzenich, 2014).

2.5.4. Fruit Scents

Fruit scents are one of the most important parts of the scent family. Citrus, berries and peach are used for making scents. For instance, Citrus is not only vitamin A, it has also big power on human (Diego et al., 1998; Moss et al., 2003; Ludwigson and Rottman, 1989). According to research about Japanese citrus fruit Yuzu, this research showed that effects of fragrances on salivary chromogranin A (CgA) which is used for stress maker on human body. In this study, 20 Japanese women smelled Yuzu fruit water and unscented water and they created a table with psychological effects of them. Ten minutes after inhalation, smell of Yuzu decreased to CgA level. After 30 minutes, it affects to mood disturbances and negative emotional symptoms (Matsumoto, Asakura and Hayashi, 2014). In addition, they give energy and help to alertness (Holmes, 2017).

2.5.5. Woody Scents

From past to now, wood has always been significant for scents and a unique material to create scent. In antiquity, people used wood and its shavings and resin during their religious rituals. Woody smells, especially sandalwood made them relaxed. Each type of wood has different notes and each note can affect people feelings in different ways (La Carrement Belle, 2019). Woody scents are more cool scents in the scent family. Throughout the world, the majority of men are using wood scents such as pine, sandalwood etc. The scent of a pine tree decreases human anxiety and stress level (Holmes, 2017). In addition, it helps to feel more relaxed.

2.5.6. Foliage Scents

Family of the foliage scents such as; grass and plants have an impact on human feeling. The aromatic essential oils can be obtained from the leaves of plants when they crushed, picked or brushed (BBC Gardeners' World Magazine, 2019). For instance, fresh-cut grass helps to make people fresh and happier. These scents also

make people joyful and relaxed. Several studies have shown that foliage scents prevent mental decrease and it help get rid of effects of getting older (Holmes, 2017).



CHAPTER 3: SCENTS IN INTERIOR DESIGN

Today, scents play important roles in many interiors. For example, designers use the scents in hotels, restaurants, stores, airports, and offices. If the designers use scents in these spaces, services and experiences are memorized by customers. Effects of scents have an impact on their satisfaction and loyalty. The idea of discovering the role of smell in architecture or interior architecture is very fascinating. There are many innovative examples and experiment in the design of the buildings (Radhod and Chakradeo, 2014). (Figure 10).



Figure 10. Swiss Pavilion at the world exhibition in Hannover (Source: Peter Zumthor Swiss Pavilion, 2000)

This Pavilion built with piles of the two different timbers and timbers have some smells and intensity of smell was so high in opening ceremony (Radhod and Chakradeo, 2014).



Figure 11. Vaux la Vicomte at Paris (Source: Vaux la Vicomte, 2020)

This architectural building has big openings, 3 entrances and grand corridors and symmetrical separations. Thanks to this design, this building is intertwined with nature, the scent of flowers in the garden can be felt in every corner of the building (Radhod and Chakradeo, 2014). (Figure 11).

Different buildings, different materials and different places have different atmosphere and scents inside. Mostly, materials which used in architectural buildings, special scents and sensorial designs.

3.1. Scents in Hotels

From past to now, traditional marketing is mixture of some keywords to present itself such as; promotion, place, price and product (McCarthy, 1975; Bojanic, 2008). On the other hand, hospitality marketing focuses different points than traditional strategies. Today's world hotels need different design strategies to create new brand identity and scents help them for his goal.

The hotels' place is in then more competitive areas, so details and identity of them are so important to appeal to people and clients. The phenomenon that the atmosphere of hotels and emotional power of scents are affected by scents and these service areas need to explore to new attractive functions (Hoffman and Bateson, 2002). Recently, there are several examples of scents companies to create branded scents to hotels. The hotels of Oberoi Grand in Kolkata, Westin hotels, Ritz Carlton, Hotel Costes in Paris, Gramercy Park Hotel, Hotel Vermont, Park Hyatt Vendome and Langham have unique and special fragrances to create unforgettable atmosphere to their consumers (Jayakrishnan, 2013). Moreover, ScentAir is a one of those companies who is creating positive and experimental scents to boutique hotels. Nose Knows Design is another company who create scents for interior and hospitals in specializing in enhancing the brand experience through scent. Air Scents is also company who known its air freshener dispensers. It has an impact on clients with its scents in hospitals, fitness centers, auto showrooms and offices to confirm them (Butler, 2017). These companies communicate a powerful message, giving loyalty and memorable atmosphere and focusing on more customers and incomes.

For example, according to Orvis (2016), Starbucks has its own interior design principles and an effective coffee smell. Dark green décor, wooden furniture, soft music, chalkboard menus and fresh coffee smells in all area, because of sensorial

design. Cineplex has own popcorn scent in all corner of buildings for its consumers, when they watch the movie, they can feel like at home with full of fresh popcorn scents. Moreover, in the stores of Lowe's, American retail company, freshly cut wood is placed which triggers people to change their furniture or homes. It has kind of trigger effect to human psychology, this strategy affects to customers' intent to purchase by % 80 (Orvis, 2016). In Ireland and UK, sensory friendly hotel, spa and leisure club opened and their goal is designing rooms for children with autism that enable them to relax. In their rooms, they have a variety of sensory stimulation such as bubble tubes, fibre optic lighting, calming music, aromatherapy diffusers, tactile walls, and mood lights. In addition, in the Clayton Hotel, rooms have many positive effects on consumers and children who want to get sensory experiences. For the smelling and sight senses, each room have different scents, rooms are colourful and they have colourful lights, moving lights and paintings. For the sense of touch, the hotel has different textures, a range of fabrics and on the wall, it has sensory boards. Also, all day music is played for their psychological needs at that time. These design touches help to children and their families to assist with relaxation, stress release, stimulation and communication (GG Design, 2018).

Moreover, Hotel Indigo uses scents, updating them every season. It has signature smells too, for example, in the past, they used Cranberry apple marmalade to traveller and, but its favorite perfume is still "Noel", which has balsam fir mixed with warm spices (Butler, 2017). This element has an impact on consumers' psychology in their perception of space, according to the observations made in the hotel interiors. An effective and nice scent is a powerful and inexpensive way to improve reactions and perceptions of consumers in service environment (Chebat and Michon, 2003; Spangenberg et al., 1996). Moreover, scents marketing strategy has also a new idea about scents in hotel.

Accordingly, scents can be purchasable in hotel that reminds guest of their experiences like; candles, air fresheners, and body care products. They can be very effective to satisfy to customer. On the other hand, in luxury-hotel restaurants had some effects on user satisfaction. In this approach has showed experiential value effects on these places. Some questionnaires had important results by consumers. In luxury-hotel restaurants have ensured high quality accommodation and food experiences have taken the interests of scholars and practitioners (Davis and Vollmann, 1990; Dube et al, 1994; Jensen and Hansen, 2007). Finally, it has showed

environmental and mutual effects with good service employees and users have an impact on user experimental values and also, their satisfaction.

3.2. Scents and Their Effects on Users

Krishna (2010) found how scents affect on consumer's decision and how scents can be used as a way to give some information about products or brands in his study. There are two forms to affect consumption of scents. First one is collaborated with scented products or a salesperson because; they mirror directly evaluation of scents. The second one is the whole ambient environment. An experimental research and interview applied to applicants about scented products and ambient scents. In this research, various scented products in the world are showed and analysed their effects on consumers (Figure 12). For example, about scented products many supermarket brands use scents in their products to make them more noticeable and saleable (Bloch and Gulas, 1995). Many shops use some strategy to catch consumers' attentions and feelings. For example, bakery stores placed their cinnamon, sugar and flour sacks near to customers to attract them. Moreover, Starbucks does not sell sandwiches because of their strong smell, this smell mixes with coffee smell and power of coffee smell disappears, so they follow only their original concept (Atak, 2018). In another example, a gas station put a fresh coffee scent in its interior and sales of coffee increased by %300 (Spectrio, 2019). In the past, Laird (1932) tried to test impacts of scents on product property perception. The four scented pairs of hosiery but they are different in each other were the main element for this evaluation test. First, although the participants were not asked to smell, 50% of the participants chose daffodil scented socks and 8% preferred odorless socks. Durability, luminosity and fabric of the hoses were the important features for the scented pairs to unscented attributes. Moreover, also Baron (1983) contributed to this work from a different angle, in mock job interview, participants who are wearing scent were evaluated higher on some job connected with talents participants not wearing scent. These studies may define a users' awareness about scent-product and their usage in marketing world.

On the other hand, ambient scents have a big impact on marketing world, but environment is so important in this topic. In some researches, they helped to define sorting of environmental variables such as visual, olfactory, aural and tactile (Kotler, 1973). All elements have some features in interior. Moreover, fixed elements, semi-

fixed elements and non-fixed elements in interior such as; walls, floors, ceilings, furniture, objects, people and environment. Each contains an ambiance component that have features and elements such as; lighting, scents, sounds and temperatures (Hall, 1966) (Figure 13). Many examples can be found about ambiance scents in many interiors and their effects on consumptions. Many restaurants pump the scents from kitchen to interior areas with mechanical systems, if it does not affect efficiently, they buy food smell and put it to other areas. According to a study in University of Paderborn, scents can increase food sales by up to 300%, increase appetite by 6%, the desire to purchase by 14.8% and length of stay of consumers by 15.9% (Atak, 2018). For instance, a study showed that an area in casino, which has a scent in interior, slot machine gambling worked more than other non-scented areas in casino (Hirsch, 1992a). In another study, Kirk-Smith and Booth showed that in the full of ambient scent area, level of attractiveness of people is increased by the scent and they focused on photographs longer in exhibition.

Sensors	Sensations	Sensory expressions
Smell sensors	Atmospheric	Product congruence, intensity and sex Atmosphere, advertency and theme Scent brand and signature scent
Sound sensors	Auditory	Jingle, voice and music Atmosphere, attentiveness and theme Signature sound and sound brand
Sight sensors	Visual	Design, packaging and style
Taste sensors	Gastronomic	Color, light and theme Graphic, exterior and interior Interplay, symbiosis and synergies Name, presentation and environment Knowledge, lifestyle and delight
Touch sensors	Tactile	Material and surface Temperature and weight Form and steadiness

Figure 12. Sensors, sensations, and Sensory Expressions (Source: Hulten, 2011)

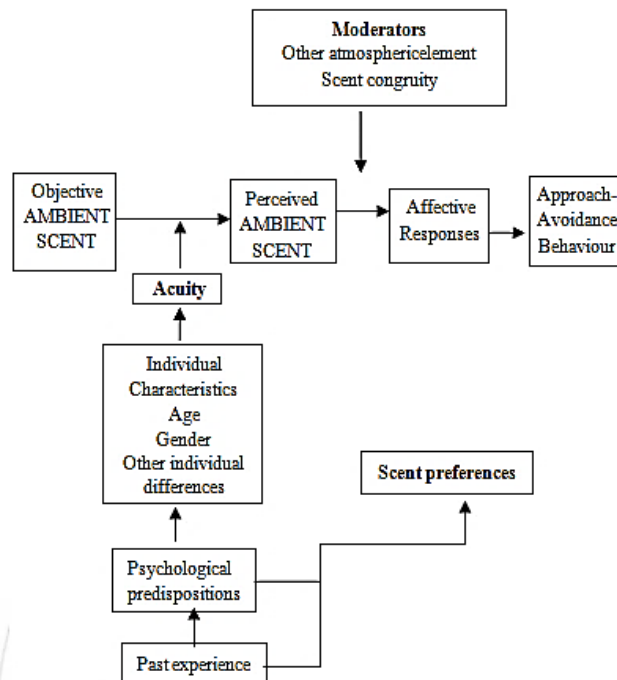


Figure 13. Proposed Model of the Influence of Ambient Scent on Consumer Responses (Source: Bloch and Gulas, 1995)

In the entertainment industry, companies concentrate on using compatible scents. For example, in Holland, visitors and tourists can feel, smell and see The Netherlands at Holland Experience 3D Movies Theatre. When the director shows the mountains to visitors, mechanism of special 3D glasses opens and produce smell of mountains and visitors can feel the atmosphere. Moreover, on a moving platform in virtual trip about Holland, when they see the famous Keukenhof Flower Garden, they send flower scent to people from 3D glasses, when people visit to port of Rotterdam and see the people while they are eating fish, smell of fish is sent to visitors. All of them provide more realistic and attractive virtual trip to people (Aggleton and Waskett, 1999). In a number of scent and memory studies, scent and their effect were tested to stimulate real world to find that scent cues can compose as specific contextual cues (Cann and Ross, 1989). In addition, The Jorvik Viking Centre (Figure 14) has an aim to create new and unforgettable memories for visitors with using scents in museum area to create Viking atmosphere such as; burnt wood or beef and other five different and intense scents (Aggleton and Waskett, 1999).



Figure 14. The Jorvik Viking Center (Source: Apsbury, 2021)

3.3. Effects of Scents in Hotel Interiors and Business of Hospitality

In the last years, the hospitality sector changed their system because they recognized that the hotel areas need some design touches and gain new experiences to their guests and worked with designers to reach these goals. They stopped to focus making profit to giving importance to properties and if brand is in maturity stages of the products life cycle, brand and hotel marketing should design carefully and assemble changes in area of marketing mix (Bojanic, 2008). There are many methods to develop these strategies. For example, brand can build memorable experiences to visitors in hotel, if the hotel creates strategic experimental branding, brand can have power to hard conditions in economy in hotel industry (LeBeI et al., 2010). In hotel design, scenting has three important goals to such as; offering great ambiance and experience for the guests, creating special and signature scents for brand and using scents to show important area, events, spa or seasonal shows (Jackson, 2019).

According to Amorntatkul and Pahome's (2011) consumer research in Thailand, there are five sensory marketing strategies to gain more sensory consumers. These are; observing consumer emotions, checking new marketing opportunities, trying to make profit maximum, providing loyalty, trying to obtain long-lasting product success (Amorntatkul and Pahome, 2011). Evan et al., (2010) has gathered consumer reactions in a hierarchical order under seven headings, these are; "exposure", "attention", "perception", "learning", "attitude", "action", and "post-purchase" and all of them are about senses of human. Today, hotels, stores, and restaurants try to catch consumers' attention with marketing strategies through senses such as; music in store, using scents in bakery, using color inside and in sign and, even texture of tools. These can impact on service like make it "unique and abstract" (McDougall

and Snetsinger, 1990). In a study completed in Thailand on sensory marketing, with 385 respondents, it was found that sensory marketing has a big impact on clients and interior design such as; color, scents, texture and sound are also effective to create peaceful atmosphere to clients in hotel and restaurants. In terms of clients, sensory marketing activities have a significant power on feelings of Thai people, and it is an important piece of service quality in hotel and restaurant.

In a field of marketing, the most important thing is demand of clients. If the brand can access to more demands, it obtains more marketing activities and the goal of these activities to understand clients' perceptions. Every details and designs are affected by clients' perceptions in today's marketing ideas in hotel. This is also a communication between brand and clients and because of it, brand can be aware of clients' behaviors and reason to choose this brand (Soars, 2009). In a study of premium scenting showed that using scents in hotel interiors is a kind of multi-sensorial experiment and every hotel tries to create a link between brand and their guests with scent experiences and use scent more in environment of hospitality (Jackson, 2019). Moreover, Dr. Andy Myers said, "The balance of all senses is so important to create unforgettable memories and brand experiences for brain".

In the research of Ultimate Hotel Experience, with over the 100 participants, researchers did six experiments using with scent, voice and virtual reality. On the skin of participants, they put a Galvanic Skin Response (GSR) tool to measure small impacts of the experiments. Experiments with scents are %38 more effective than others in emotional involvement. Scent is five seconds faster sense to access to people than other senses, it is a good advantage to create good welcome for guests and before moving on to a good visual experience, the scent prepares the orientation for this (The Ultimate Hotel Experience, 2018).

Therefore, in terms of experience, hotel interiors that will be seen, tasted, heard, felt and smelled by the clients, in the tangible services, five scents have a big power. In marketing world, "tangible" can be defined the things that are physical, so these items can be heard, seen, touched and smelled. Increasing of the consumers' loyalty and the brand publicity also is attached to the use of advertising items in tangible marketing. Using vision and sound have some limitations on endeavor of companies' tangible services. In interior design of hotels or restaurants, from very small details such as; toilet paper or glasses to ambiance or music in the space and background of

space are just some examples to companies' effort to access to concretization services. With these efforts, scents marketing has a big potential in these areas (Goldkuhl and Styvén, 2007).

When the scents use for business or service marketing purposes, four perspectives should be taken into account such as; entity of scents, using suitable scents for special part of each service, amenity of the scents and connection between scents and their effects on memory (Bone and Ellen, 1999). According to accordance with a scent, visual and aural stimulants can be more noticeable than stimulants of scents. Human brain can notice only 40-50 percent of scents. It is not a big percentage in this field. Even when people cannot describe a scent, they are aware of this scent and the fact called the "tip-of-the-nose state" (Ellen and Bone, 1998). When the human brain tries to identify a scent, color can also help to identify the scent, it can be a big clue for identification.

CHAPTER 4: SCENTS, BRANDS, AND BRAND IDENTITY

Using scents is not just putting a pleasant aroma in interior or spaces, so it is more than this in marketing area. Creating a scent as a signature can play a significant role for brands and user's feeling and psychology. As a result of this, a link is created by scents between brands and users. Its effects contributed on brand identity.

4.1. History of Brand Identity

The term of 'brand' is coming from an old Norse word and the meaning is 'to burn' and it aims at livestock 4.000 ago to the Indus Valley. This meaning changed from farming, livestock to factories, companies and products. In the twenty- first century, it has meaning of ownership of values, products, loyalty of consumers, representations of ideas, story of brand, logos, words and actions (Holland, 2017). In the 15th Century, people were using hand to copy English texts and they were using more energy and time. German businessman Johannes Gutenberg worked on printing and its methods with metal letter molds and with his new systems, texts and literatures has become widely accessible. From this development, information spread around the world and advertising became popular and effective to sell more products with brochures and printed information about goods (O'Neill, 2015). In history, initial examples existed about brand identity. According to research, in nineteenth century in America, companies only wanted to protect their identity from imitation (Strasser, 1989). In 20th Century, in the western world, branded goods and luxury items are preferred by more people with developing trade and industry. Graphic design, advertising and marketing have an impact on these preferences (O'Neill, 2015). Today, logos, labels, names and other devices are not enough to identify to brand. A brand's value proposition must be contained not only functional advantages, it must be contained psychological advantages so, and consumers can be more satisfied. It can be more attractive with this way (Aaker, 1997). These are the developments of the brands' identity.

4.2. Brand Identity

Brand strategists do not give an importance only to products' functional features because, brand also related to its name, symbol, and brand equity (Aaker, 1991). According to Bernd (1999), a brand has rich sources such as; sensory, affective and cognitive features that result in easy to remember and rewarding brand experiences (Schmitt, 1999) (Figure 15). On the other hand, Orth and Malkewitz (2008), studied packaging and product design. They especially studied on wine and fragrances and they created five design types which were; contrasting, massive, natural, delicate, and nondescript designs. All these are about personality of brands. Attractive names, colors of packaging, attractive sentences of brands, atmosphere of stores are elements of personality of brands. Also, Henderson, Giese and Cote, (2004) studied on typeface design and Henderson emphasized six dimensions of type design such as; flourish, natural, weight, elaborate, harmony and compressed. Moreover, previous study of Henderson and Cote (1998) focused on 195 logos and their characteristics. According to them, multiple dimensions and decision have an impact on logos.

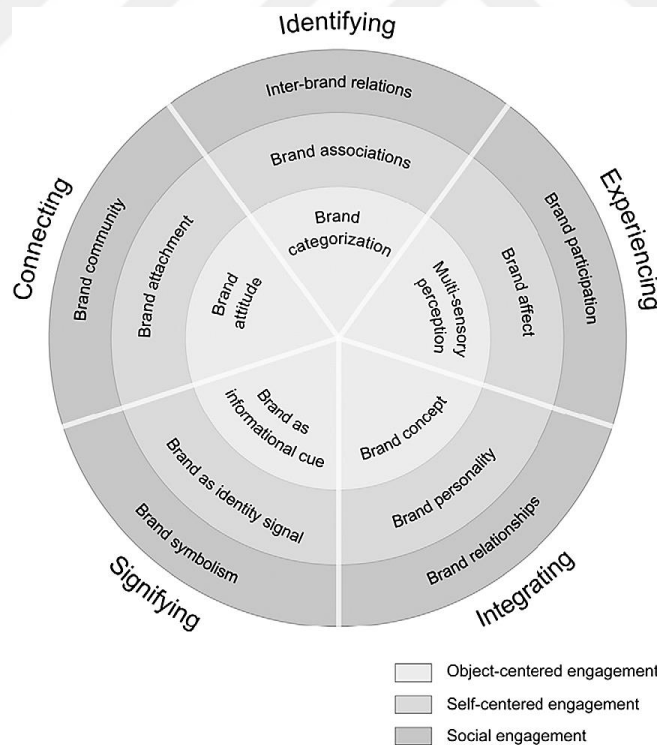


Figure 15. Consumer psychology model of brands (Schmitt, 2012)

4.3. Scents in Brand Memory

Generally, seeing and hearing among the senses are seen as more effective and important than other senses, but we see in Lindström's and Brown's studies that the sense of smell is in the second place during the effect (Figure 16) (Lindström, 2005). Limbic system is one of our brain systems and it includes the perception of smell and emotions (Ozan, 2016). Limbic system is a center of anger, liking, love, sense of pleasure, affection, and sexuality. Moreover, only sense of smell has a direct communication with limbic system and it causes to make a link with memory. From the human's birth to death, this relation (scent, memory, emotion) continues under normal conditions powerfully. The first scent memory has some features to shape human future behavior (Arslan and İşler, 2020). This system has also effects on brand and memory. According to Conran (1996) and the research of The Body Shop contributed the first approach about sensory branding. The goal of this research was to analyze the part of design in branding The Body Shop with a specific identity. Corporate vision and values were related with company's mission and brand. Nevertheless, 'store as design' totally combining the design of both interiors and exteriors transformed and integral part of successful retail brand tips (Conran, 1996). The main point was about this research, design had acted main role in The Body Shop's brand and through its aids of the moral business of the company. According to Maureen, Morrin, and Ratneshwar (2003), effective and pleasant scents have an impact on users' memory and branded products. They did experiments with two studies about fragrances and their effects on familiar and unfamiliar brands to memorize them. At the beginning of both studies, participants are asked to evaluate the images of the brands as they pass through the computer screen, while the effect of the stimulus is also measured in a covert way. In the second stage after 24 hours, the subjects are asked to evaluate again under the effect of ambient scent and their recall rates are compared. As a result of this experiment, the ambient scent significantly increased the recall rate. Participants establish a relationship on the brand and its scent, and they responded to the brand images on the screen in a shorter time. Attention mechanism shows that ambient scents help to make it shorter to memorizing time (Maureen, Morrin, and Ratneshwar (2003).

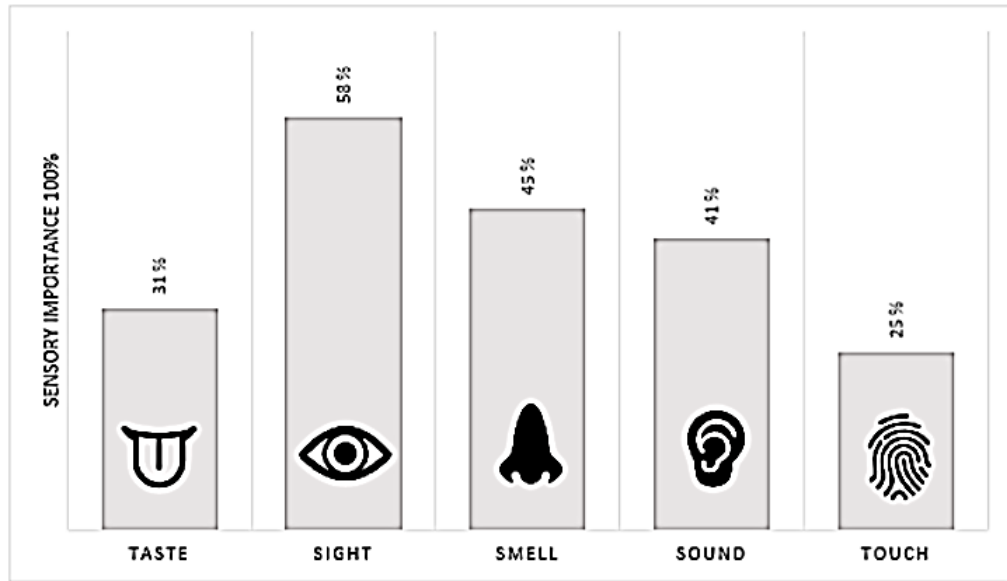


Figure 16. Sensitivity to senses (Source: Linström, 2005)

4.4. Sensory Branding

Multi-sensory experience is in every architectural experience. Space, perceptions, matter and scale is linked with eye, ear, each of skin, nose, tongue, skeleton and muscles. Senses, culture, time, place can display different perceptions and feelings (Pallasmaa, 2011). When the brand uses a scent as a signature, it must follow some steps. First, the brand needs to understand and should determine the basic factors that create it such as; brand personality, tone of voice, values and overall emotions like linked with brand experience. Secondly, the brand needs to work with a scent-branding firm because improvement of scent for a brand is a combination of art and science. In this process, important thing is about choosing of a scent must have trigger effects on human feelings and emotions. In a research, creating a scent for boutique hotel, the message to send to clients must be simplicity, luxury, transparency, and ease. Organic living and respecting for the natural resources are important factors for this goal. Then a scent is created with earthy moss, herbal greens, and sultry woods. Moreover, after this step, brand needs to test the reactions of clients. Testing it in other spaces is also important, doing questionnaires and interviews can help to its development. Lastly, location of diffusion is also so important in interior or objects. In addition, how the scents will be used is also an important question. Scents can act like greeting to people, using it in highly crowded

places or scents can be temporary or permanent in some places in a day (Fabrigas, Fahey and Minsky, 2018) (Figure 17). The combination of needs of interiors and locations of scents can make powerful impression of people. Moreover, Hyatt Place which is a famous hotel brand in the world have been using scents in interior since 2007, it has special scents which is called ‘seamless scent’, it includes blueberry, vanilla and musk touches and it is a good way to welcome to guests. Today, Hyatt Place’s signature scent is used in almost 300 hotels in USA, and according to guests and their result of questionnaires, they remember its effects and experience in hotel (Fabrigas, Fahey and Minsky, 2018).

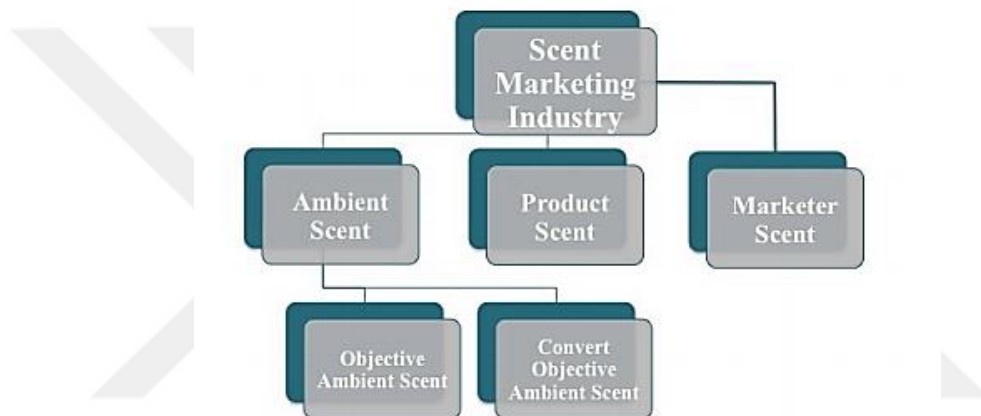


Figure 17. Framework for using scent in marketing (Source: Bradford and Desrochers, 2009)

4.5. Experiential Marketing

According to The Theory of Gestalt Psychology which can describes that the laws are based on our senses and in a chaotic world, the human mind and senses arrange their own seeing things as a whole (Tuck, 2010). The aim of experiential marketing is to create holistic atmospheres and environments according to individual experiences and gestalts. Today’s world, experimental marketing is used in everywhere such as; industry, companies, stores create unforgettable experiences to their clients except using traditional methods which is features and benefits (Schmitt, 1999) (Figure 18). These changes caused three results improvements in the broader business environment and they can be analyzed in three main topic such as; the omnipresence of information technology, the supremacy of the brand and the ubiquity of communications and entertainment. Moreover, experiential marketing

has four key characteristics. These are; focus on consumer experiences, a focus on consumption as a holistic experience, customers are rational and emotional animals and methods and tools are eclectic. There is a technique to identify experiential values, which is called the Laddering technique. It is a method with corresponding interview with consumers and their level of importance about products or service. After, many questions with ‘why’, the aim of this method is to learn benefits and values related with products or design by these questions (Vriens and Hofstede, 2000). For example, although some people can expect spa or gym saloon from hotels, some people can expect only peaceful ambiance and good service. Schmitt (1999), showed five types of experiences approaches about experience marketing such as; sensorial experiences (SENSE), expressive experiences (FEEL), the result of experience is linking with culture or reference group (RELATE), somatic experiences, habits of people or behaviors (ACT) and cognitive experiences (THINK) and he called them ‘strategic experimental modules (SEMs). The “experience providers” (ExPros) is created by these five modules and ExPros contains visual and verbal identity, communications, environment, people, product, co-branding and media. He claimed that sense marketing is so importing for consumers and it should appeal on their senses, emotions and thinking.

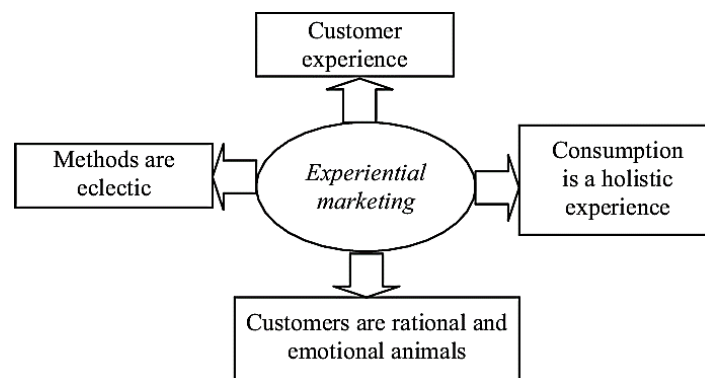


Figure 18. Characteristics of Experiential Marketing. (Source: Schmitt, 1999)

In the literature of experiences, this Figure 19 is useful to identify differences between consumer and to profile them and with it, consumer can be categorized such as; hedonistic consumers, action-oriented consumers, holistic consumers, inner-directed consumers and utilitarian consumers. All these categorizations can help to analyse experiences along multiple experience dimensions (Zarantonello and Schmitt, 2010).

<i>SENSORY</i>	This brand makes a strong impression on my visual sense or other senses. I find this brand interesting in a sensory way.
<i>AFFECTIVE</i>	This brand does not appeal to my sense. This brand induces feelings and sentiments. I do not have strong emotions for this brand. This brand is an emotional brand.
<i>BEHAVIORAL</i>	I engage in physical actions and behaviors when I use this brand. This brand results in bodily experiences. This brand is not action oriented.
<i>INTELLECTUAL</i>	I engage in a lot of thinking when I encounter this brand. This brand does not make me think. This brand stimulates my curiosity and problem solving.

Figure 19. Brand Experience Scale (Source: Brakus, Schmitt and Zarantonello, 2009)

All brand experiences consist of getting information, decisions and consumption levels. Discover, evaluate, acquire, integrate and extend levels can play an important role in consumer marketing area. On the other hand, Orth and Malkewitz (2008), studied on packaging and product design. They especially studied on wine and fragrances and they created five design types such as; contrasting, massive, natural, delicate, and nondescript designs. All these are about personality of brands. Attractive names, colors of packaging, attractive sentences of brands, atmosphere of stores are elements of identity of brands.

4.6. Experiential Marketing Model by Schmitt

Traditional marketing includes principles, concepts and methodologies that can help define the origin of products, all activities in marketplace and actions and motions of clients (Schmitt, 1999). In today's world, marketing systems and brands need more spirits, experiences and attractive changes. According to Schmitt (1999), cognitive, sensory and affective connections are so important with individual experiences in experiential marketing (Schmitt, 1999). Moreover, two concepts of strategic experiential modules are composed by Bernd Schmitt such as; strategic experiential modules (SEMs) and experience providers (ExPros). Furthermore, the experiential modules include features such as; "sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviors and lifestyles (ACT), and social identity experiences that result from

relating to a reference group or culture (RELATE)” (Schmitt, 1999). These modules provide to communication, visual identity, co-branding, spatial environment about marketing (Schmitt, 1999).

4.7. Strategic Experiential Modules

SENSE: Sense module helps create sensory experiences and adding value to products by using sight, sound, touch, taste, and smell. It also allows to include different variety in brand, company, and products. This is the most significant principle of SENSE modules (Schmitt, 1999). Brakus (2009) focused on Schmitt’s study about brand experiences in his research. In his study, he observed that Schmitt's modules were not only strategically addressed, but also the identity of the brand as subjective, behavioral and reactive, and that these features were in communication with the factors that make up the brand. While observing these, they developed a scale to analyze 4 different experiences. These; sensory, affective, intellectual, and behavioural experience (Figure.4.5.).

FEEL: Feel module helps to trigger clients’ emotions, moods, feelings, and also conceives affective experiences about brand, company or products. In addition, this module can change culture to culture that can only critical scale of it (Schmitt, 1999).

THINK: Think module conceives to cognitive and problem- solving experiences. Moreover, new technology products can be good examples for this module (Schmitt, 1999).

ACT: Act module is generally appealing to consumer’s physical experiences. It can helps to behaviour change. Atmosphere of interiors have an impact on consumers’ emotion, behaviour and, also lifestyle. For example, Nike’s “just do it” is an example of ACT marketing (Schmitt, 1999).

RELATE: Relate module includes all modules such as; sense, feel, act and think. Moreover, it helps to understand desires of individuals and personal and private feelings (Schmitt, 1999).

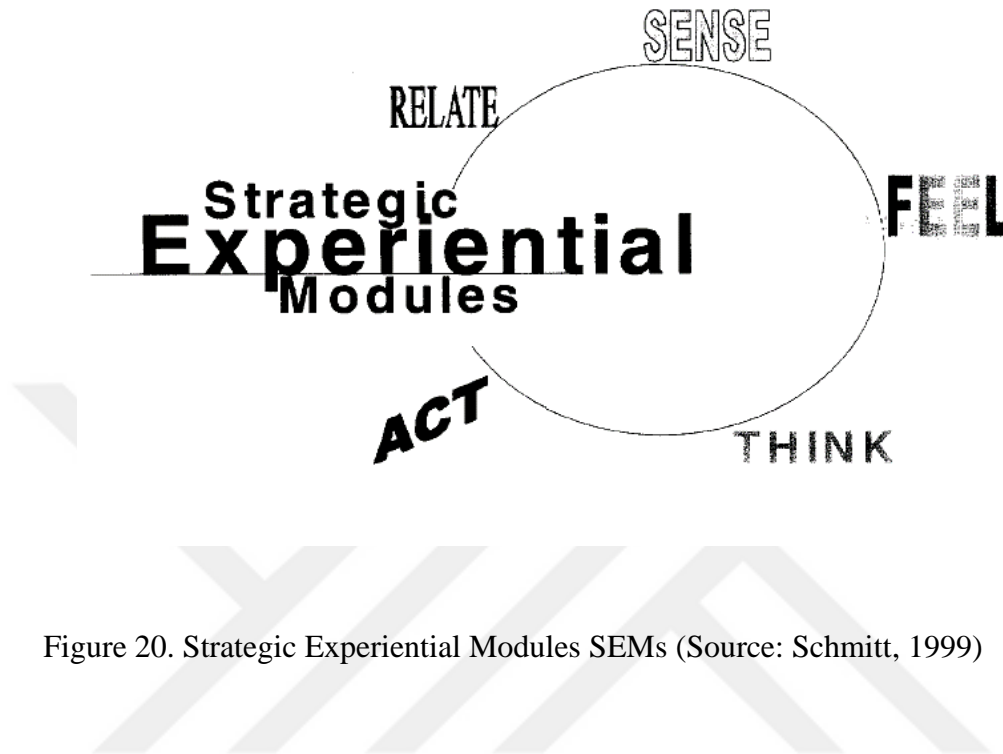


Figure 20. Strategic Experiential Modules SEMs (Source: Schmitt, 1999)

As a result of all studies, strategies on brand and branding have generally been market-oriented. The spatial effect in the branding process is among the factors that can constitute an important part of this process. In many studies, it has been observed that there is an important relationship between space and the senses and that the experiences of the person in the space have a significant effect on memory and psychology. In Schmitt's (1999) model (SEMs) (Figure 20) and the modules he uses, he reveals the effect of individuals' experiences about the market. The aforementioned model constitutes the structure of this research and aims to investigate the effect of the senses (especially the sense of smell) on the brand identity and brand recall in the space. The model created by Schmitt has not been mentioned enough to have a sociological and psychological effect on the branding process, as well as the importance of the spatial effect (Figure 21). The model is more product and sales oriented, and the atmosphere of the space, the relationship between individual and space, and the effect of scents on memory are not mentioned (Schmitt, 1999).

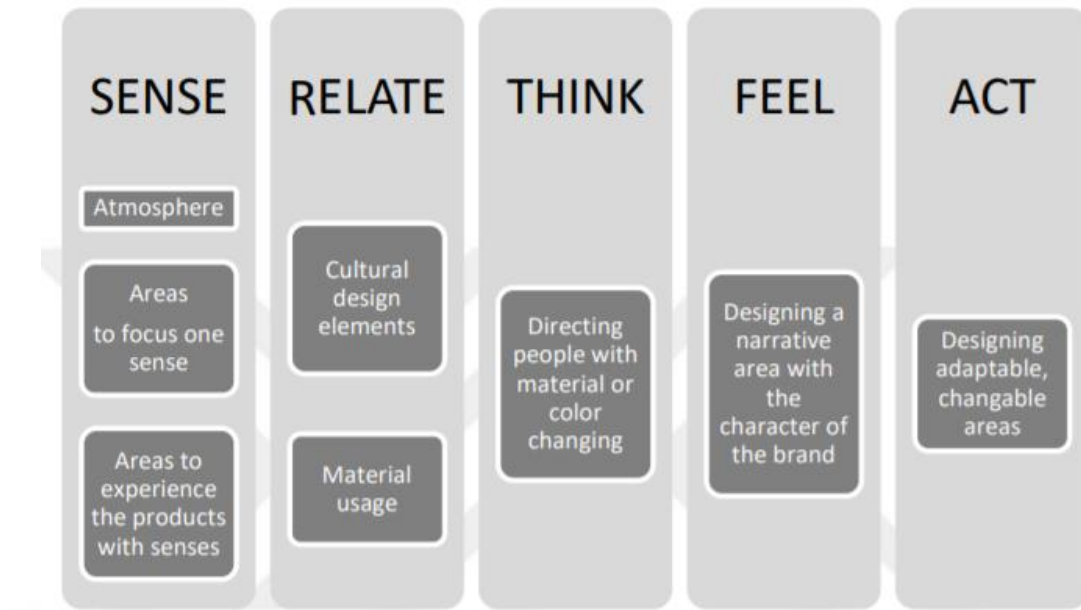


Figure 21. Key design elements to create experience in brand identity based interior design (Source: Onem and Hasirci, 2019)

The sensorial atmosphere of interiors or especially stores and hotels affects people with these ways. Firstly, using colours, sounds, scents, sights and movements can be a trigger effects to people and consumers and each of them effects can diversify each other (Soars, 2009). Secondly, interiors have some messages about their characteristics such as location strategy, environment, growth and responses of marketing (González-Benito, Muñoz-Gallego, and Kopalle, 2005). Lastly, environment of interiors can establish trigger effects and effective states (Groepel-Klein, 2005). On the other hand, some questions can be prepared for guests and consumers to evaluate their feelings about environment and internal reactions such as; Who is the target audience? What is one looking for in terms of shopping experience? Which atmospheric variables can strengthen the beliefs and emotional reactions that buyers are looking for? These questions can be contributed on value of the brand and also people's experiences in space (Babin and Attaway, 2000)

The effect of the scents effect on branding has not been observed sufficiently due to the reason of choosing places where people from various backgrounds and cultures offer accommodation, such as hotels. This study has been created using Schmitt's SEMs model for the effect of fragrance use in hotel interiors on brand and brand identity.

CHAPTER 5: CASE STUDY

Today, the concept of the hotel is not only a place where accommodation is provided, but it is rapidly developing with the design and experiences it offers to people. Hotel brands deliver a set of promises to welcome their guests and shapes its strategy to use consumers' desires to create brand identity. In hotel areas, sense of smell also has a big impact to guests' evaluation about hotels' performances, their functions and, also effects on their guests' psychology (Yasin et al., 2017).

For this study, Schmitt's SEMs modules and Norman's level of design aspects are used to analyse and take answers from participants. An interview with participants can show new perspectives to create sensorial design in hotel areas by using scents. Hotels mostly use the traditional method where people reach to accommodation. However, this study aims to look at how people are affected scents and sensorial design during in accommodation and how is the relationship between scents and brand memory. As an addition, since it is a social and public place and research hotels it accommodates guests from different genders, ages and professions that makes it fruitful to research. In the latter sections, the scents, their effects on guests and users' experiences will be explained in detail. The qualities of the hotels and scents will be further elaborated.

5.1. Pilot Application in Key Hotel



Figure 22. An experiment at Key Hotel Lobby (2019)

To support this study, it is included in this section as another pilot study on scents. The hotel, the design of the hotel and the experiences offered to the guests in the hotel can be evaluated in many ways. In 2019, In Key Hotel, pilot application was established on a questionnaire to twenty people who are different ages and genders, a questionnaire was applied to them. Effects of scents on brand identity were investigated. Moreover, an experiment was applied on guests in lobby area in Key Hotel (Figure 22). In this experiment, in the first four questions which were general questions and suggestions about scents presented to participant before sniffing five different scents such as; flower, fruit, wood, spicy and foliage scents were presented to the participants in five different bottles after second part started with the fifth questions of the questionnaire. These nine questions had parts its inside such as; scents, psychology, and brand. On the other hand, relations between scents and memory on brand shows on results of seventh question. It displays results of scents and their effects on memory (Figure 5.2).

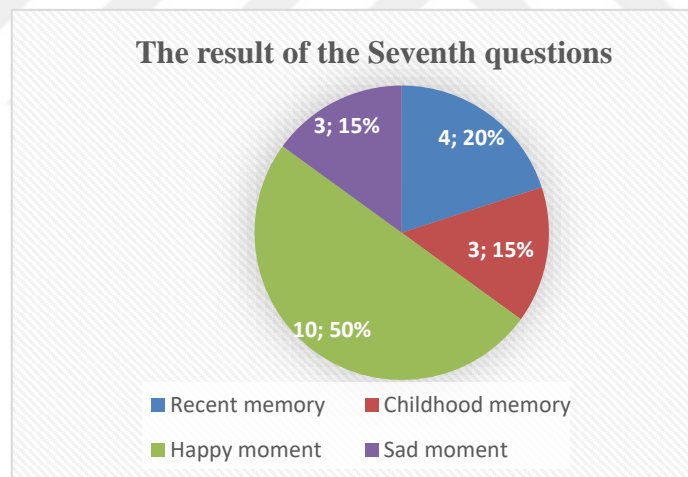


Figure 23. The Result of Question of ‘Did you remember any memory attached to the scent?’ (2019)

According to results, scents have an impact on human’s memory and can remind some moment or memory in the past, furthermore, Figure 23 shows that most of the participants remembered happy moment after sniffing the scent. Most of the women remembered a happy moment by flower scents and the majority of the men remembered a happy moment by foliage scents. On the other hand, fruit scents had an impact on childhood memory. The most important part was the last three

questions, which were about brand because its answers had a critical impact on this study. According to this experiment, many graphics were created. For example, the graphic of eighth question (Figure 24), it shows important results, which were about the effects of scents on brand identity. Scents were memorized for participants and also; they stated that scents could help create a stronger effect on brand identity. However, some people said it could be more consistent with scents in that area. Moreover, according to people, scents have emotional, different and relaxing effects. For example, some examples were given from participants about scents in brand such as; İpekyol and LCWaikiki. These brands have own scents in shopping malls. People prefer to go again and again because of scents. They remembered their scents and feelings in interior.

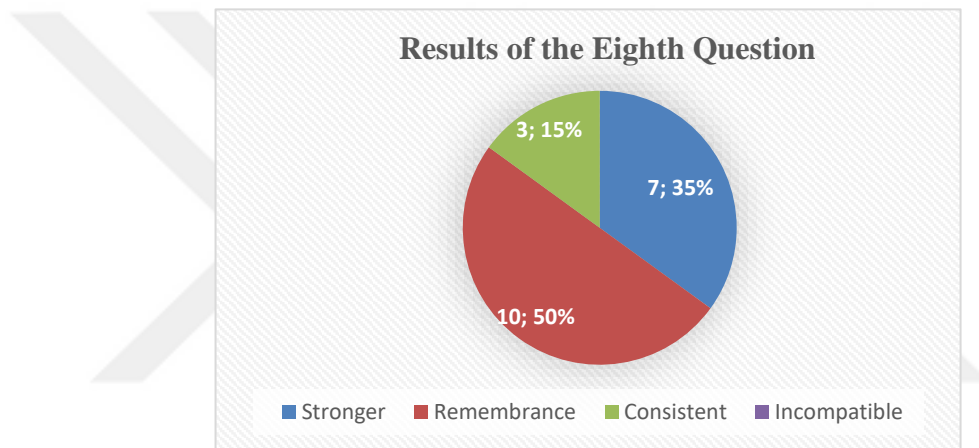


Figure 24. The Result of question of ‘‘Does scent have any effects on brand identity? How? ‘’(2019)

All results showed importance of scents on brand identity. Men and women memorise with different aspects. In addition, age was an effect on their choices. On the other hand, memorize of brand is affected by scents.

5.2. Setting

Smells play an important role in the hotel space, because people can easily notice the slightest changes or sensory effects in areas with large number of people, such as hotels. For this research about scents and effects on hotel and brand identity, an online and a face- to-face interview with some open-ended and closed questions were applied for participants in different professions, gender and ages. An image from hotel area was requested from participants to analyse its interior and sensorial conditions and questions were expected to be answered on the models of Schmitt and

approaches of Don Norman. These questions are related with SEMs model, scents and effects on brand and brand memory and Don Norman's levels of designs approaches in products, brand and marketing.

5.3. Participants

This study has been conducted with totally twenty participants, ten of them are people who frequently stay in hotels and use their facilities because of their occupations, five of them are interior architects, architects and designers, and five of them are psychologists. The participants were chosen from my university friends who usually work on designs in areas such as hotels, the people they recommend, business people who stay in different hotels and are sensitive to smells, and my psychologist friends who I take common courses and work in the field of psychology. The questions to be asked during the interview were determined during the intensive research process and formed from closed and open-ended questions to obtain better results, while the Likert scale was used in most of the questions to achieve statistically better results. By making an appointment before, the participants were interviewed online or face-to-face for approximately 45 minutes, and the questions were answered. Before starting the interview, questions were expected to be answered based on the photograph from the previously experienced hotel interior, these photos were used in the thesis with their permission. Speaking of their experiences, the effect of scent on the hotel, its moods and remembering that environment was discussed.

5.4. Interviews

Interviews are most effective for qualitative research and they help to explore participant's opinions, behaviours and experiences. Also, by this method, researchers can understand better and explain easily to the results and topics. At the same time, opened and closed questions can help to collect depth information about research from participants in interviews. Also, Likert Scale was used on questions and with this scale, participants' opinions into insight and their nuances can be collected easily. Furthermore, data can be quantitative and also it can be analysed statically easily by this scale. Today, Likert Scale is using psychological and other social science research. In this research, scale is chosen from 1 to 5 (1-5). The results in this range are expected to be better analysed and produce consistent data. Interviews were

made with twenty people who is interior architects, architects, psychologists and business people. The reason for choosing these groups as participants is that an architect, designer or interior designer has a different perspective on interiors than other people. They can see the relationships between interior elements and design elements more clearly. The group of psychologists, on the other hand, is because they have more knowledge about the effects of sensory factors on psychology. The interview method was used to explore their perspective, how they approach sensorial design in hotel areas and brand and how scents accept brand memory. The interview was based on the given questions below:

- RQ1. How is brand identity related to the memory of hotel interiors?
- RQ2. What is the relationship between scents and memory of space within the hotel interior context?
- RQ3. Which scents stand out in relation to memory of brands?
- RQ4. How can Schmitt's (1999) model and Norman's level of design aspects be utilized to define and strengthen brand identity within the hotel interior context?
- RQ5. How is brand identity related to the memory of hotel interiors?

A questionnaire was prepared to answer the research questions (Appendix pp. 88-94). It has three sections and each sections have two parts and first parts refer to Schmitt's (1999) design approaches and method. The second parts are about Norman's (2002) level of designs aspects. These questions are mostly questions that make people question the dimensions of the experience. The questions were created using Schmitt's and Norman's approaches about sensorial design. Schmitt's brand experience criteria such as; sensory-affective, cognitive-intellectual, and behaviour and action-oriented and based on Schmitt's 5 strategic experiences modules and after Norman's three levels of designs which are visceral, behavioural and reflective levels are used in questions to analyse better. Questions will contribute to this work to create a holistic experience with customers' individual experiences. Open-ended and closed-ended questions were categorized in three sections such as; visceral, behavioural and reflective and each sections have 2 parts and first parts are about Schmitt's approaches and second parts are about Norman's approaches about product and design experiences. In visceral parts, ingrained, automatic or animalistic answers

of human emotions are collected, in behavioural part, analysing the human actions about product or service in design. The last part, reflective part answers are collecting about learning new concepts, designs and reflecting with our thoughts. Furthermore, second parts have three parts such as; interior, memory and brand to analyse deeply these approaches. The interview was based on the given sections and parts with questions below that helped to understand their perspectives and ideas:

Visceral Section

1st Part and Questions – 6 questions about Schmitt's approaches

2nd Part and Questions – 6 questions about Norman's approaches

Interior Base – 2 questions

Memory Base – 2 questions

Brand Base– 2 questions

Behavioural Section

1st Part and Questions – 8 questions about Schmitt's approaches

2nd Part and Questions– 6 questions about Norman's approaches

Interior Base – 2 questions

Memory Base– 2 questions

Brand Base– 2 questions

Reflective Section

1st Part and Questions – 12 questions about Schmitt's approaches

2nd Part and Questions– 9 questions about Norman's approaches

Interior Base – 2 questions

Memory Base– 2 questions

Brand Base– 5 questions

In addition, the study, application and instruments have received an ethical approval from the Ethical Board of Izmir University of Economics. Furthermore, the responses to the interview questions were used to understand the approaches of the Schmitt's and Norman's design and product experiences aspects who are designing an environment for the brands. The goal of the questions was to investigate and simplify the stages of the designs that they are creating new environment in hotel and sensorial experiences for customers.

5.5. Model and Instruments

In this study, before the starting to the interview, this model was applied on participants to analyse and make them understand easily to main points of the study (Figure 25).

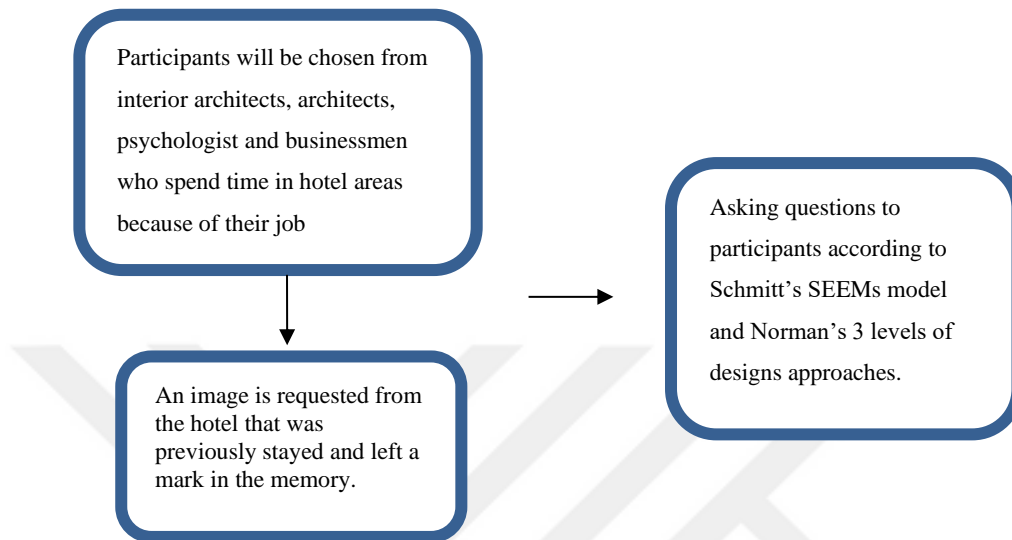


Figure 25. Model of the Scents in Hotel Interiors and Effects on Brand Identity

In addition, Figure 26 was created according to Don Norman's and Bernd Schmitt's approaches about experiential marketing and sensorial design (Figure 26).

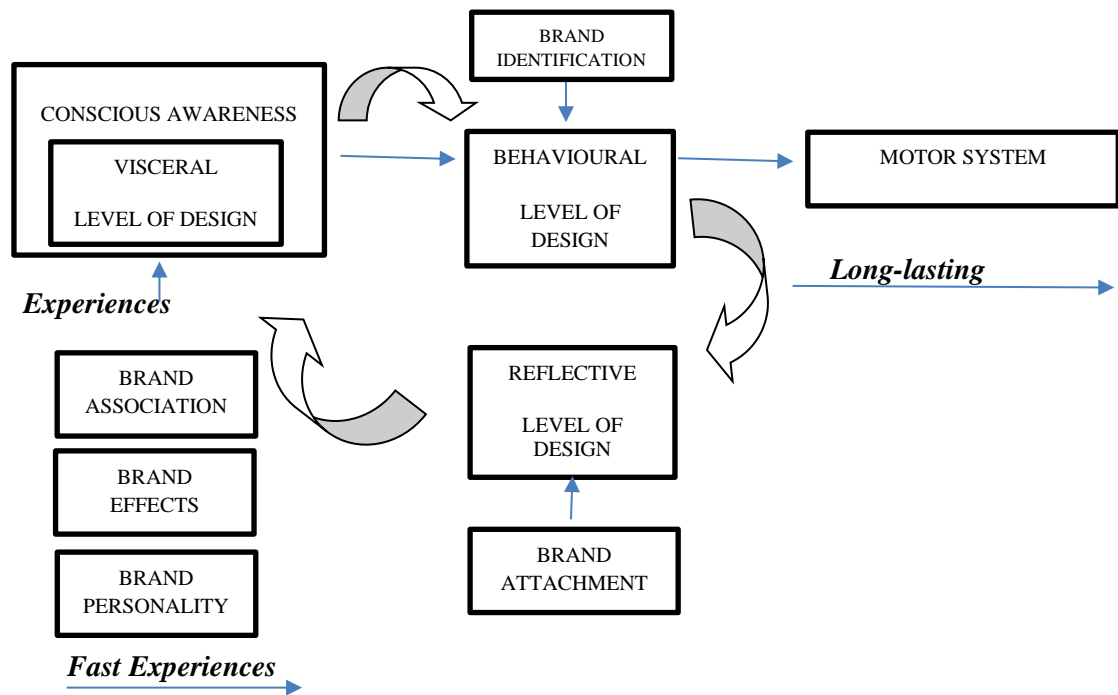


Figure 26. Model of The Touch Points of Scents Experiences

5.6. Findings and Discussion

In the interviews conducted for this research and in the questions asked during the interview, results that can contribute to multi-sensory designs, hotel designs and customer satisfaction and experience were achieved. According to findings, scents have an important role in interiors.

According to the analyses, the age ranges and genders of the participants vary. It was an interview with 11 female and 9 male participants, mostly in the 26-35 range (Figure 27).

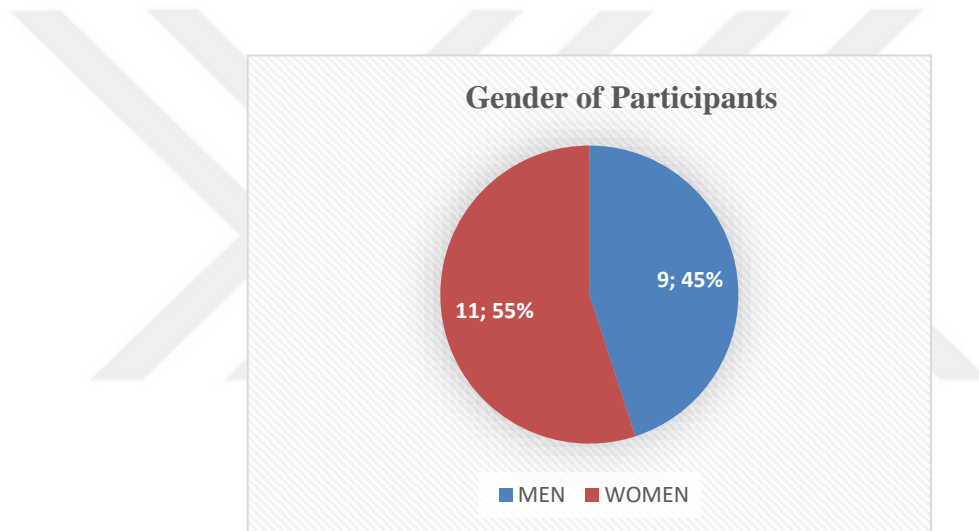


Figure 27. Chart of the gender of participants

While domestic hotels are generally preferred, examples from four foreign hotels were given during the interview. Hotels are generally important for the participants in terms of the design and sensory. The hotel images requested from the participants in the first part as follows (Figure 5.28-5.37).



Figure 28. Photos of interiors of the Fehmi Bey Boutique Hotel / Çeşme



Figure 29. Photo of interior of the Swiss Hotel / İzmir



Figure 30. Photo of the Hotel at Santorini



Figure 31. Photos of the interiors of The Titanic Hotel / Antalya



Figure 32. Photo of The Titanic Hotel / Antalya



Figure 33. Photo of interior of The Palazzo Drusko Deluxe Hotel / Kotor (Source: Palazzo Drusko, 2021)



Figure 34. Photos of the interiors of The Sibus Hotel / Çeşme



Figure 35. Photos of the interiors of The Cratos Hotel / Girne (Source: The Cratos Premium Hotel, 2021)

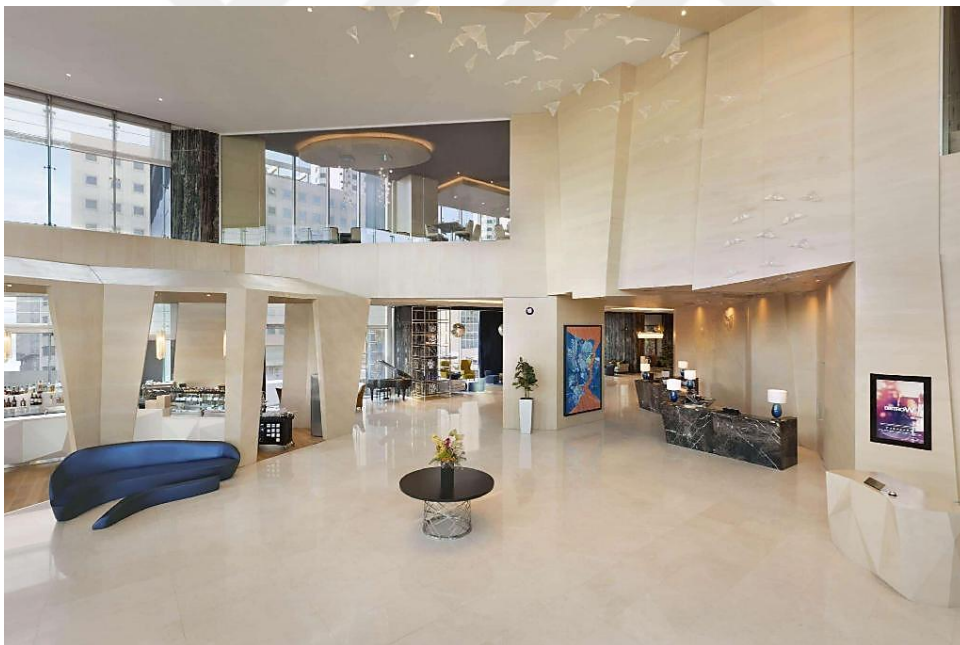


Figure 36. Photo of the interiors of The Wyndham Grand Hotel / İstanbul (Source: The Wyndham Grand Hotel, 2021)



Figure 37. Photo of the interiors of The Blacksmith Arms Hotel /UK

In addition, most of the hotel examples given by the participants are hotels found on online sites. especially those with woody scents, were hotels that were stayed with the recommendation of friends or family. If the hotels are for holiday purposes, the expectation of sensory experiences are higher, but if they are for business purposes, the experience expectation is not much according to the result obtained.

According to results, hotels are attractive for user because of their designs and sensorial touches such as; material choices, decorations, using different smells in different spaces, using plants in interior, putting natural sounds, using natural lights, locations of rooms, using objects with fragrances, using color according to the environment and harmony of the space etc (Figure 5.16.).

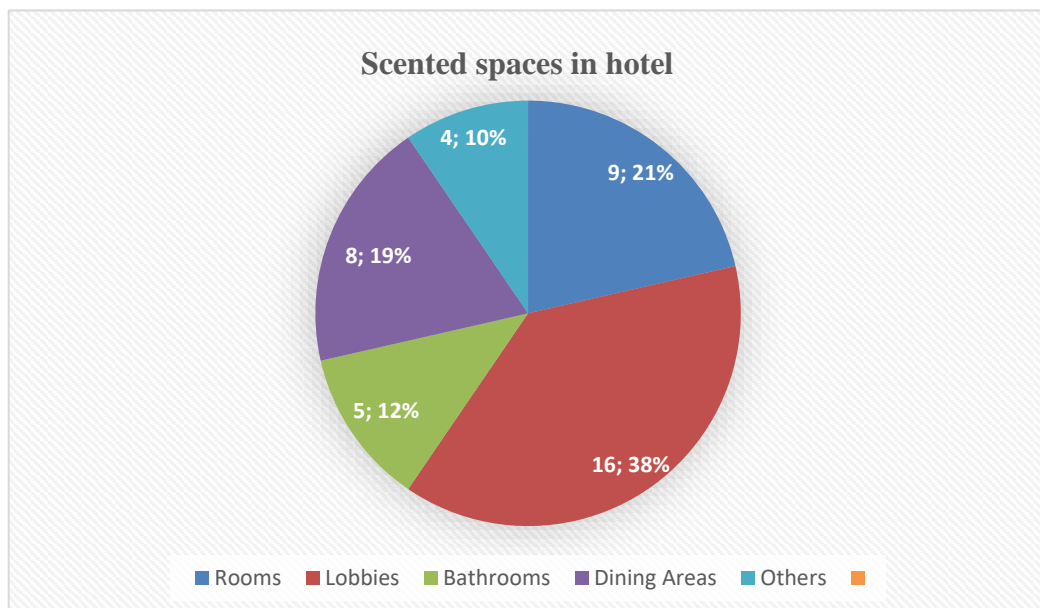


Figure 38. Scented spaces in different spaces in hotels according to results

Generally, lobby areas have a big impact on guests according to using scents. The use of scents is an option at first impression and a pleasant welcome to the customer. It is also common to use scents in rooms and hallways. Also, hotels commonly use the different tones of scents in bath and spa areas (Figure 38).

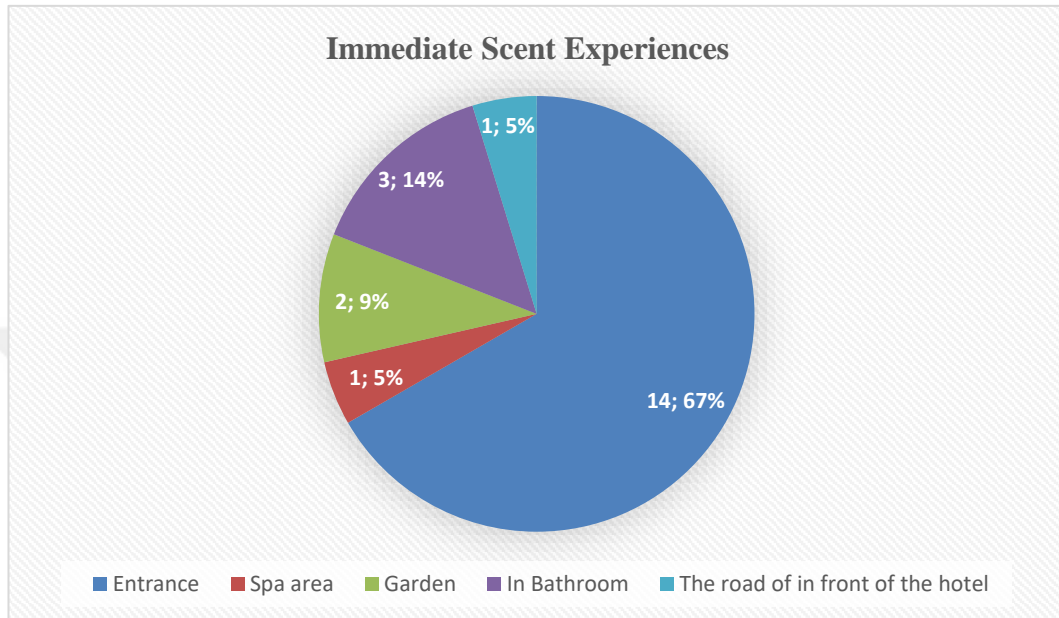


Figure 39. Immediate scent experiences in hotels according to results

Most of the users generally had their first smell experience in the hotel at the entrance area. On the other hand, some smells influenced the customer from the street and created a preliminary impression. Factors such as oil and incense used in the spa services provided by the hotel gave users an instant scent experience. The smells in objects such as towels and shampoo used in the bathrooms have created a place in the memory of the users. In the garden, the live plants and various scents used have an experience on guests (Figure 39).

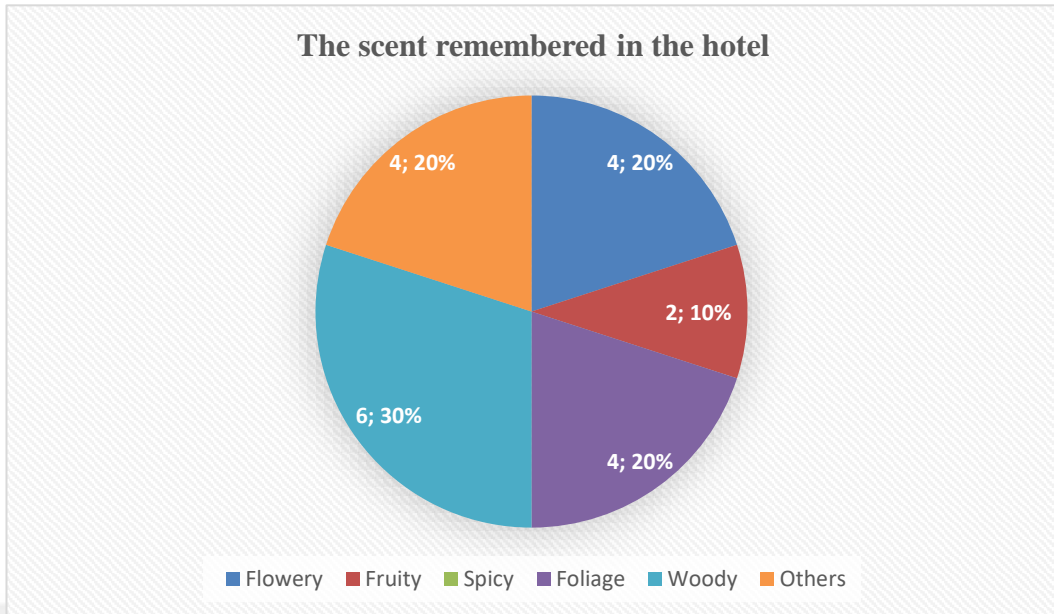


Figure 40. The scent remembered in the hotels according to results

Six different types of scents are generally used in hotel areas, and most of the guests feel woody scents the most because of the materials used. In addition, floral scents and greenery scents are also effective for customers in designs that use a large amount of natural plants and are intertwined with nature. The scented candles, soaps, shampoos and detergents used also have an effective scents experience in bathroom areas for the guests (Figure 40).

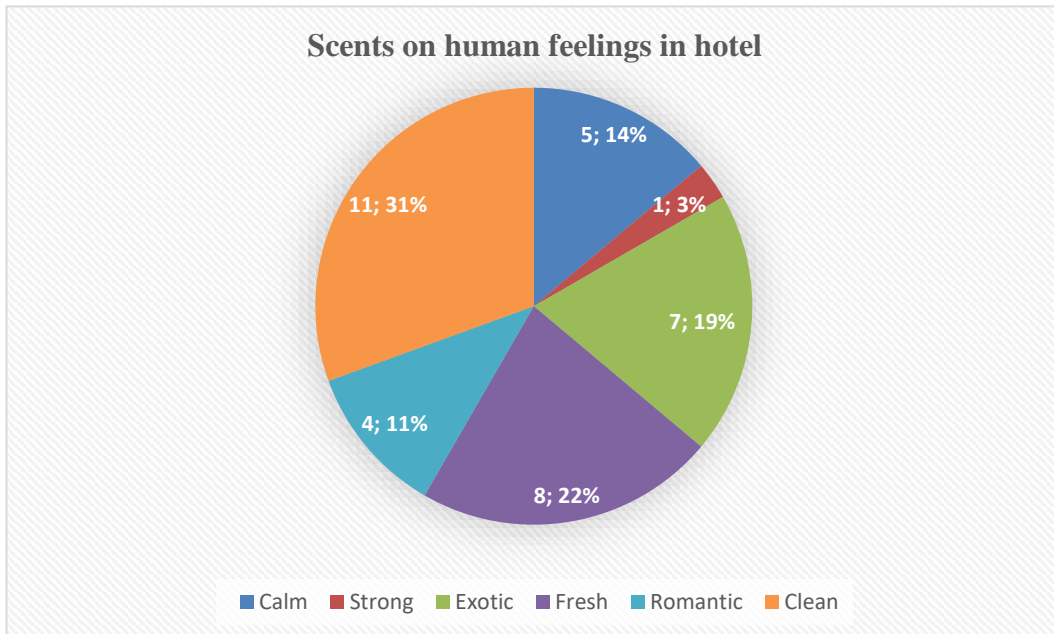


Figure 41. Scents on human feelings and moods in the hotels according to results

Fragrances have a great influence on human psychology and mood in every environment. In hotels, the situation is not much different. According to the results obtained, mostly used scents give guests a 'clean' feeling. Especially foliage scents give this feeling. The sense of calm is also often closely related to the scent of foliage. Usually fruit and flower scents give people exotic feelings. On the other hand, woody scents often have romantic and strong feelings (Figure 41).

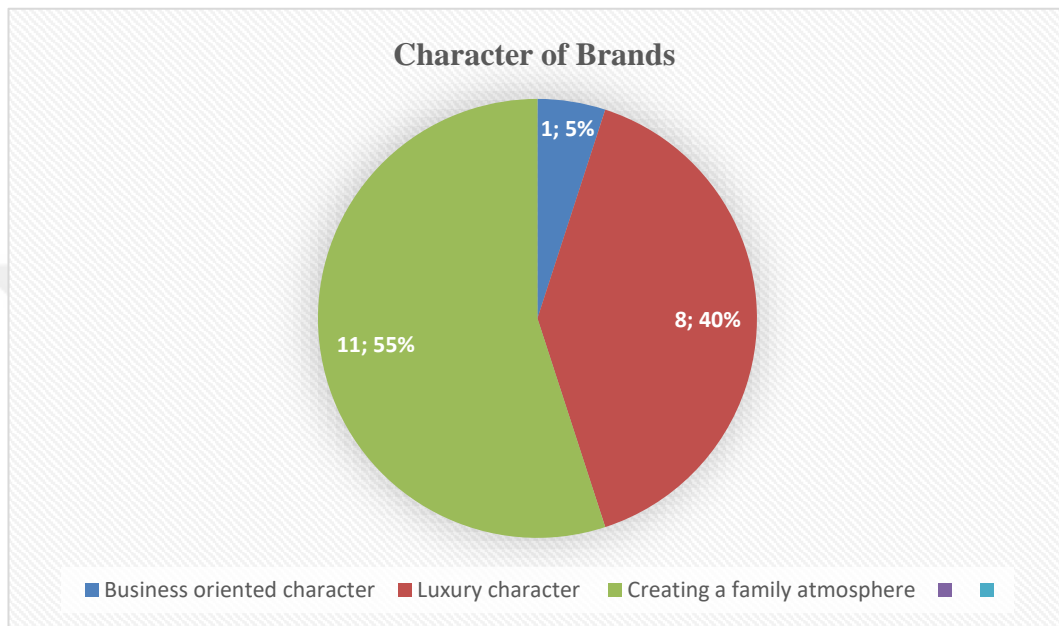


Figure 42. Character of brands according to results

Hotels also have characters and different features, just like scents. There are certain messages that hotels want to convey to people. For example, there are luxury brands, brands that create family warmth and home environment, and brands that focus only on business people and serve this direction. The materials and sensory effects used give shape to the formation of these different characters. In the research, customers generally observed sincere character traits that create a family atmosphere (Figure 42).

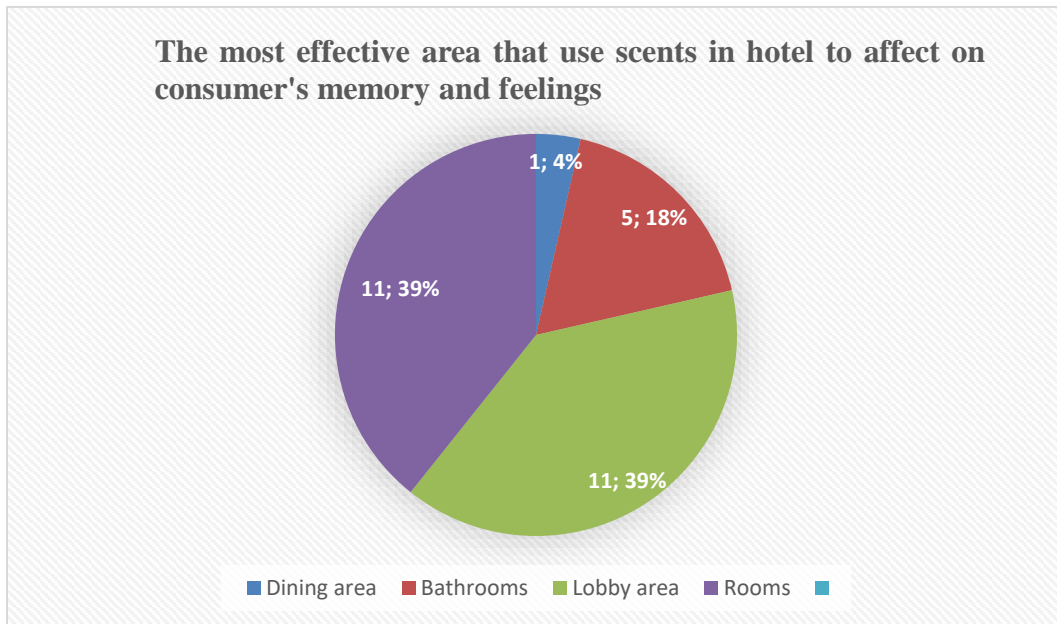


Figure 43. The most effective area that use scents in hotel to affect on consumer's memory and feeling according to results

For participants, the use of scents is often critical in large and multi-space venues such as hotels. However, it was mostly used in areas such as lobby and rooms, and it was a great choice for customers due to its effect on psychology and changing the atmosphere. In the dining areas, as little scent was preferred as possible, the customers did not want an external factor that would affect the smell of the food (Figure 43).

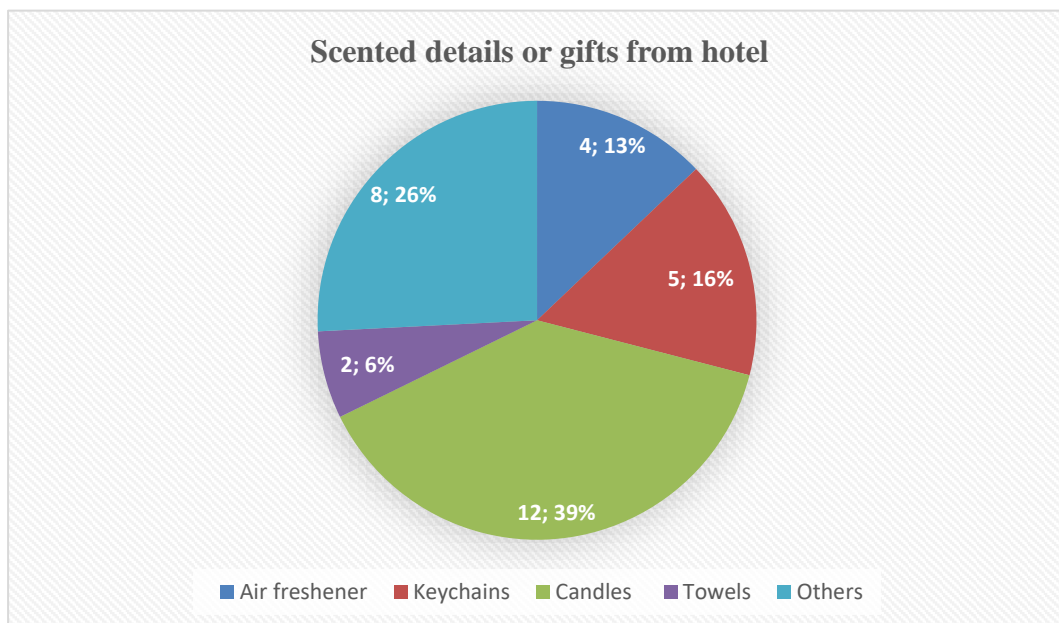


Figure 44. Scented details or gifts from hotel according to result

Answers are obtained as above when the question asked customers what they would be more satisfied with when they leave, in order to ensure customer satisfaction and remember the hotel or brand longer and prolong the impact of the experience. While the candle was the most preferred object, other objects such as magnets, openers and pens were also recommended by the customers (Figure 44).

At the same time, scents can take people to a moment and a memory in the past. For this reason, the results in the table were obtained in the questions asked. Customers said that they went to that moment and moment in part thanks to the scents and that they remembered their experiences. These results mostly belong to hotel brands that consciously use scent effects as a design element in their hotels. It has been observed that scents have great effects on customers such as repeat accommodation and on products such as marketing (Figure 45).

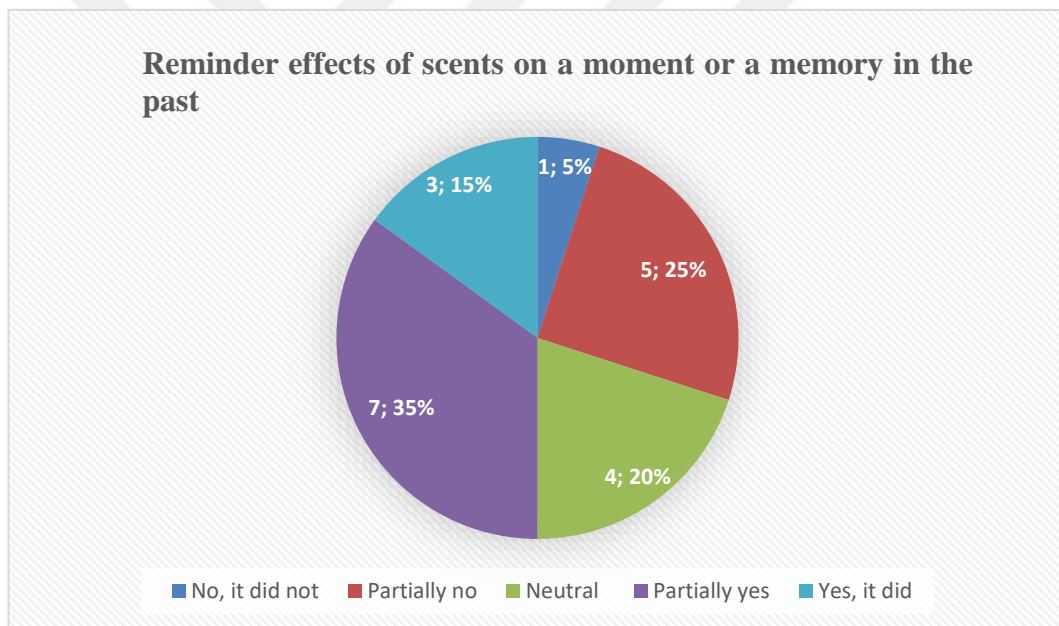


Figure 45. Reminder effects of scents on a moment or a memory in the past according to results

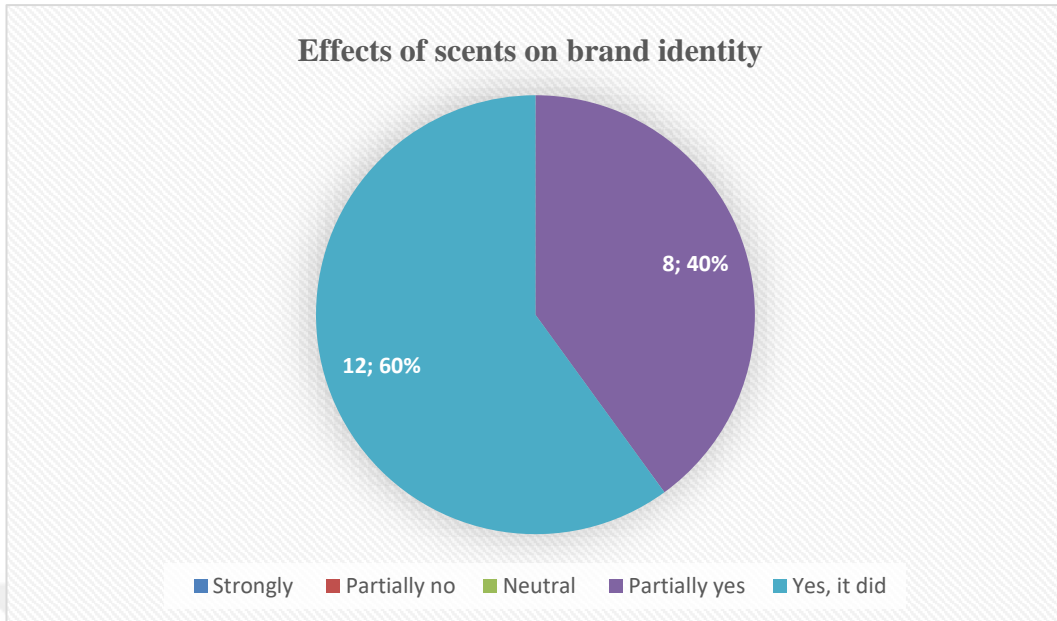


Figure 46. Effects of scents on brand identity according to results

Participants think that scent has a high impact on brand identity. If scent is used as a design element, it can have a much more positive impact on the brand and this can reflect positively on the customer base (Figure 46).

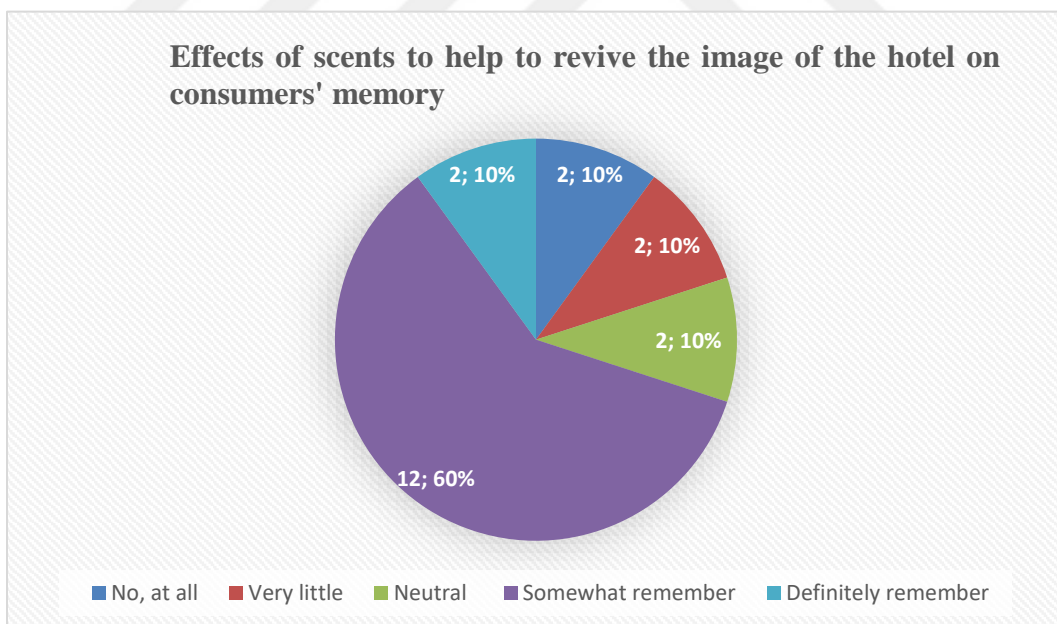


Figure 47. Effects of scents to help to revive the image of the hotel on consumers' memory according to result

According to the results, it has been observed that when faced with the same scent or scents of similar tones, it has a great effect on customers' instant recall of the hotel's visual and their experience in there (Figure 47).

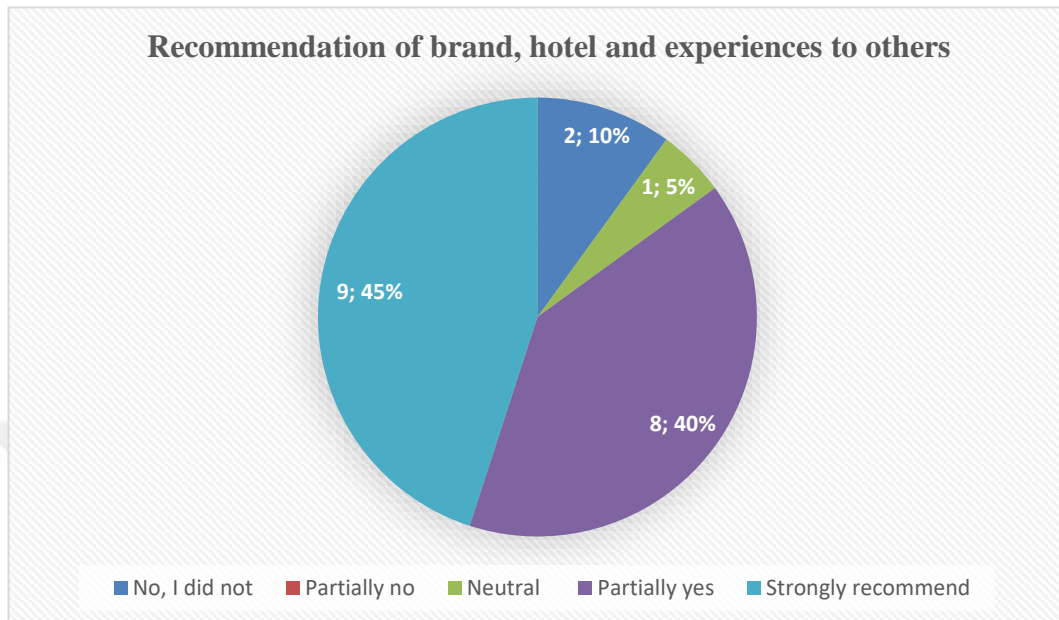


Figure 48. Recommendation of brand, hotel and experiences to others according to result

Since the participants were generally satisfied with the design and sensory experiences in the hotel, they shared this experience with others and recommended the hotel and the brand to other people (Figure 48).

According to the answers of the participants, results supporting Schmitt's 5 experience modules were obtained. Answers were given that matched the questions asked and their effects on memory, and modules such as sense, think, act, relate and feel. While Schmitt generally thinks of these as experiences on marketing and products, this research included interviews conducted indoors and responding to 5 modules.

The answers in the tables below support Schmitt's modules and they light on the parts that Schmitt did not address, namely the peak of experience, immediate experience, and permanent experience (Figure 49)

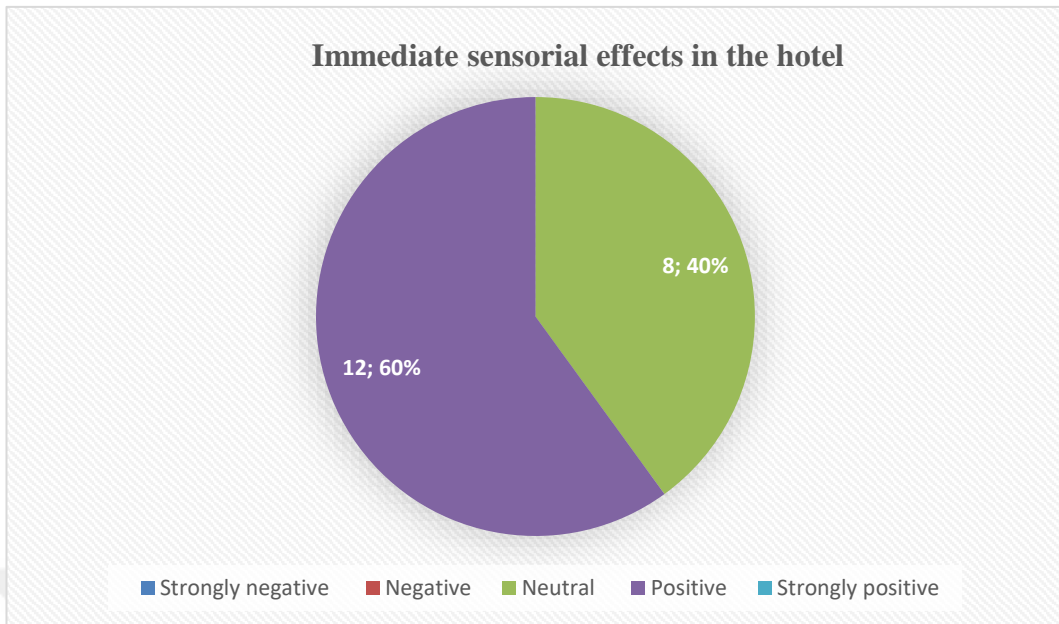


Figure 49. Immediate sensorial effects in the hotel according to result

In these experiences, when the place of smell is measured, the rate of sense of smell when 5 senses are ordered with immediate effects at the first entrance to the hotel is as follows (Figure 50).

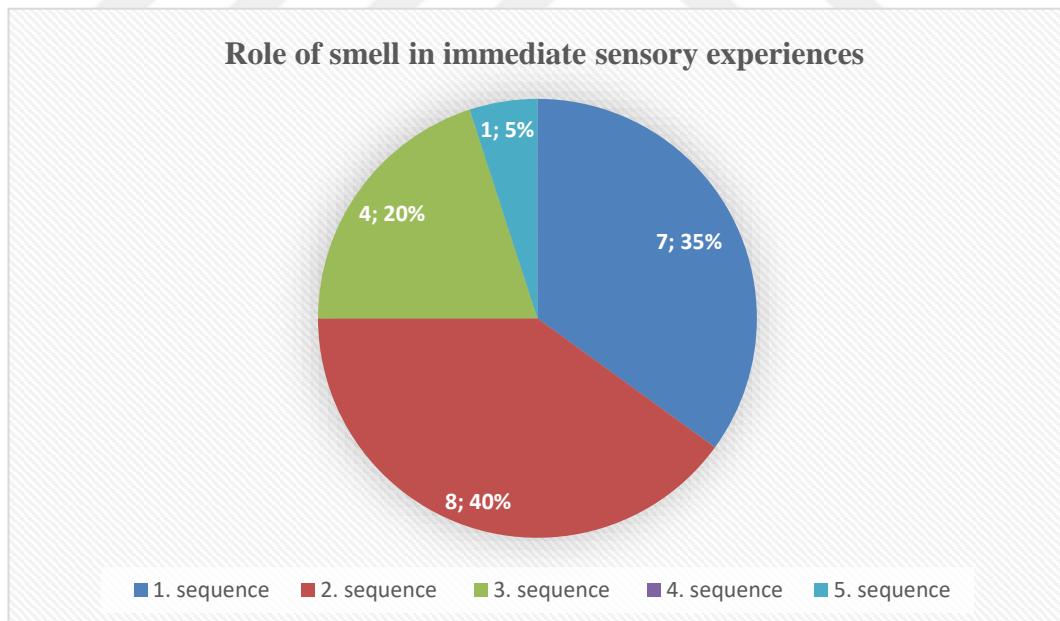


Figure 50. Role of smell in immediate sensory experiences according to result

According to the results, smell is one of the 2 most effective senses among the 5 senses, and the senses of smell and sight are very effective on human psychology in sensory experiences. The sense of hearing and the sense of touch come after them. If the hotel is a hotel in touch with nature, bird sounds, the sounds of waves or the sound of the wind could provide an experience for the participants, or some of the music listened to was effective in reminding the environment. On the other hand, touch was more effective on people with the type of material in the environment and their transition and relationship. The last place was the result of the sense of taste, because in the sense of taste, the smell of that food could be remembered before eating (Figure 50).

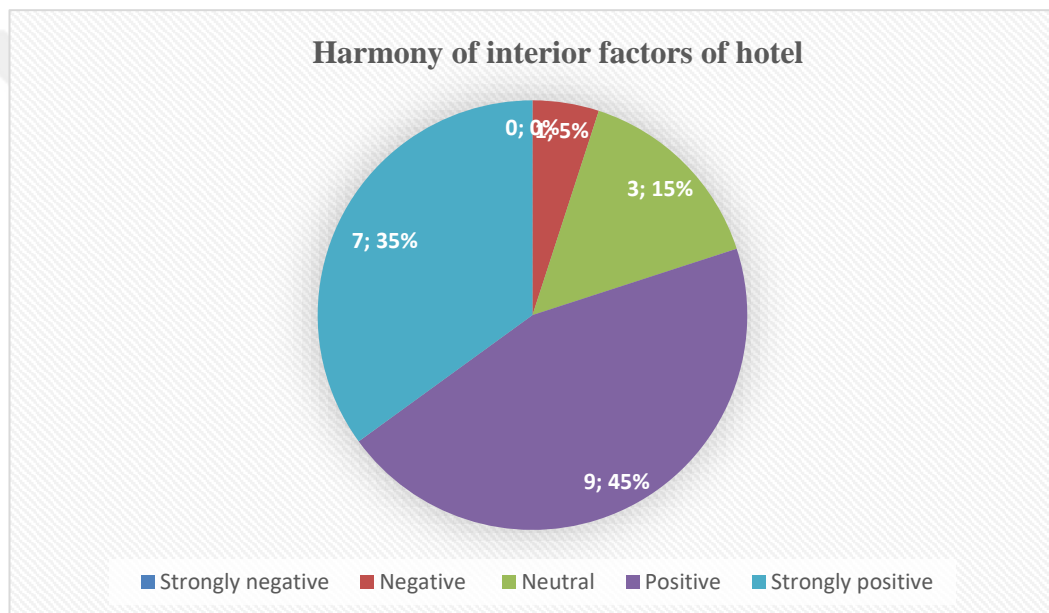


Figure 51. Harmony of interior factors of hotel according to result

The harmony of interior elements is also very important in the environment where sensory experiences take place. In the results obtained, the hotel brands were satisfied with the design, especially the scent design, and other factors that make the environment harmonious were also satisfied (Figure 51).

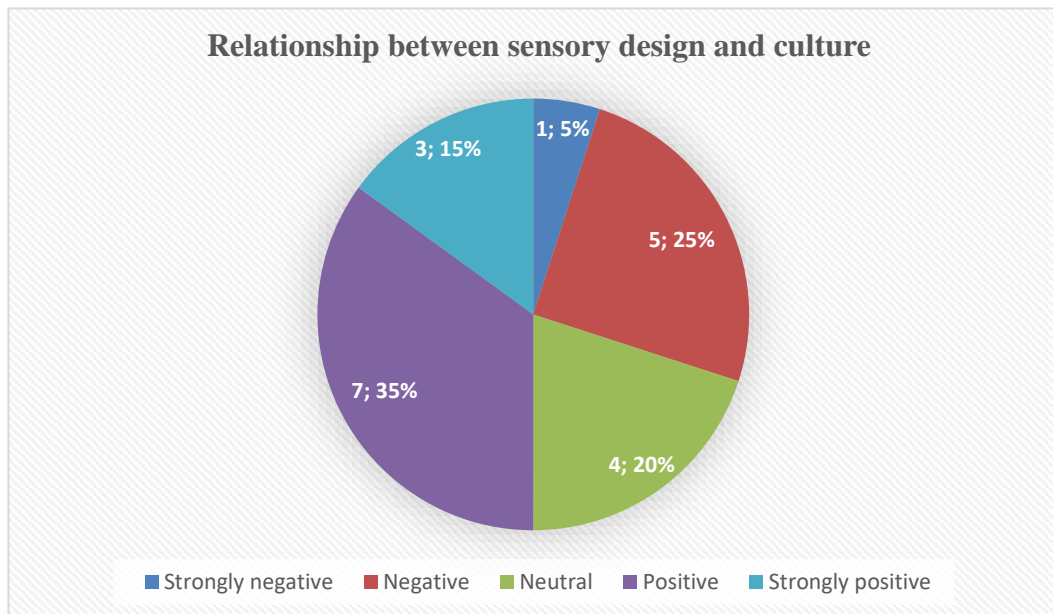


Figure 52. Relationship between sensory design and culture according to result

In experiments where the effects of sensory and social identity were observed, Schmitt mentioned that culture has a great effect on this effect in 5 sensory experience modules. In the interviews, most interior details, colours, smells, food smells, music, etc. carry traces of culture in hotel interiors, and the designer uses these elements to create a brand identity and creates a great impact on customers (Figure 52).

After all the experiences, considering the recall of the scents from hotel, the participants were asked to order again when they still thought of the hotel, and the ordering of the sense of smell among the other 5 senses in the permanent memory can be analysed in the figure below (Figure 53).

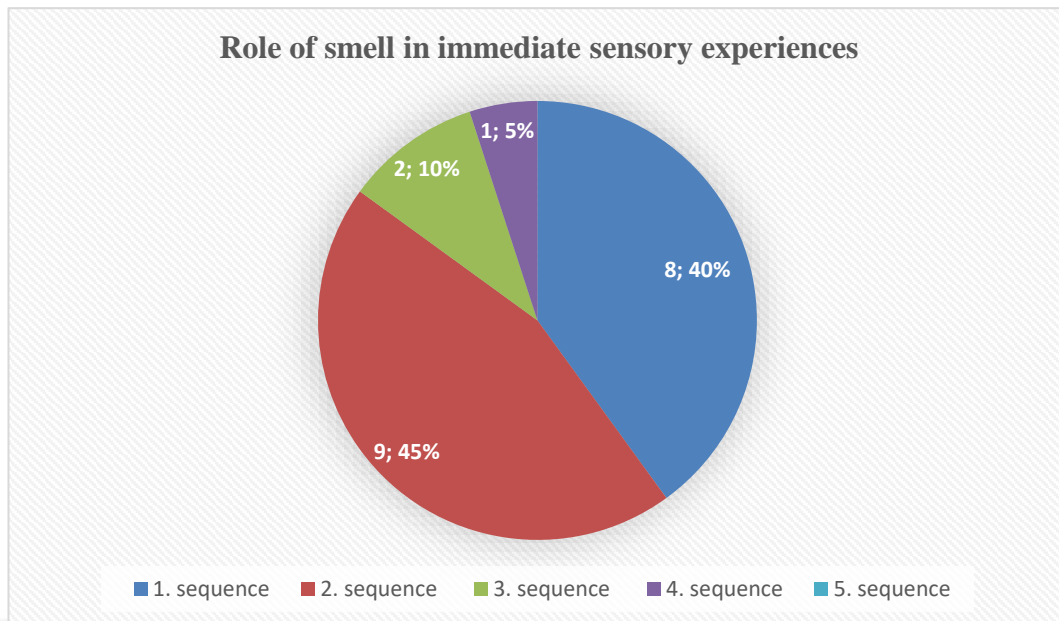


Figure 53. Role of smell in permanent sensory memory according to result

On the other hand, considering the 3 levels of designs aspects of Don Norman (2002), it has been observed that he has similar aspects with Schmitt from different angles. Although Don Norman usually talks about product-oriented design, when it comes to hotel, we can also talk about 3-stage design for hotel designs. We feel all our instinctive and animal impulses and judgments when we first see a design, we have an expectation for that design. Later, these judgments and thoughts turn into behaviours, and we try to make this product or design meaningful to ourselves with our behaviours and actions. In the last stage, we complete these stages by transferring our feelings and thoughts in this design to daily life, long-term memory or other designs.

These stages could be observed more clearly in multi-sensory designs as well. We achieved these 3 levels of designs from the results achieved, especially in areas that provide many different experiences such as hotels.

Based on Don Norman's approach in sensory and emotional design, the questions and related table asked during the interview about the sensory and emotional significance of the hotels in which the participants spent their experiences are as follows. Designs, especially experiences on fragrance, have positive effects on making sense of customer memories and emotions (Figure 54).

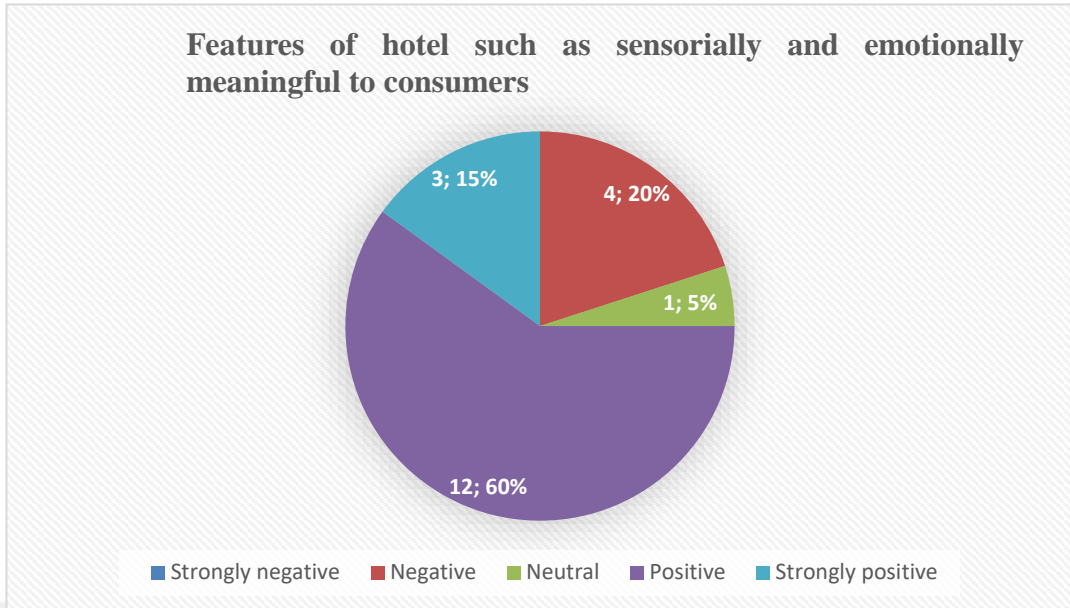


Figure 54. Emotionally, sensorially and meaningful hotel design according to result

Participants found the time they spent at the hotel and their sensory experiences meaningful in terms of their personal worlds and experiences so far. The experiences, whose design and experiences are admired and created with the brand identity in mind, especially the scent experiences, were welcomed by the participants.

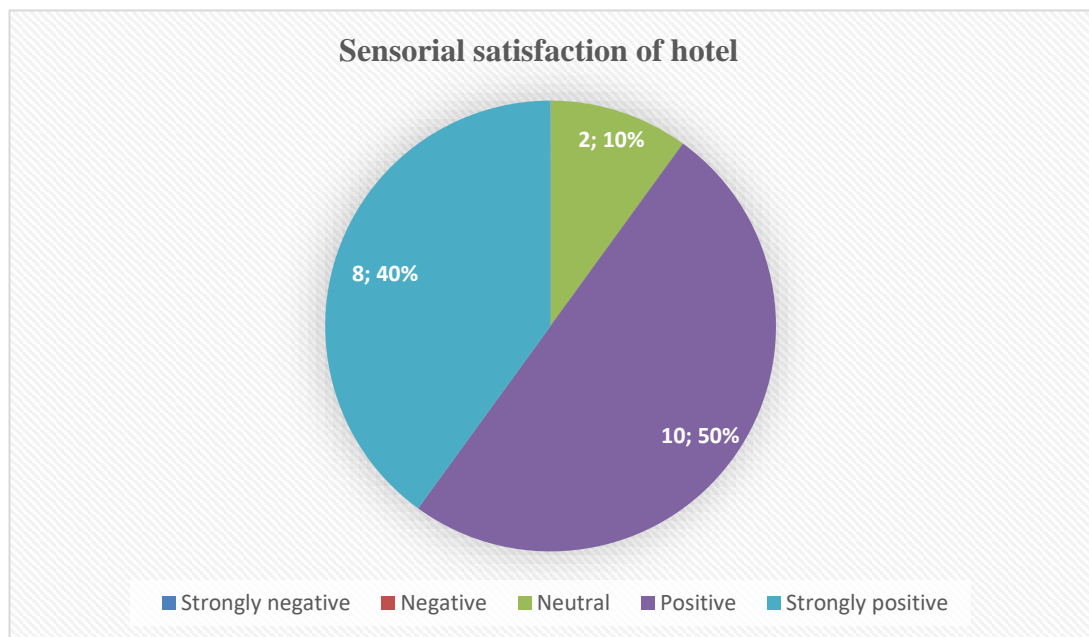


Figure 55. Sensorial satisfaction of hotel according to result

Participants found quality time spent and multi-sensory experiences at the hotel also emotionally satisfying (Figure 55).

Considering all the interviews, women remembered and told about their experiences in the hotel much earlier than men in remembering the design details of the hotel and the feelings there. In addition, in the scent analysis in the environment, women gave more detailed emotional and emotional explanations than male participants. While most women wanted floral scents in the environment, men wanted more woody scents interiors. when people think about concept, brand and interior, they want different scents from their favourite type of scents. Moreover, after the sniffing they changed their ideas about scents because scents gave some feelings and emotions.

On the other hand, it can be an important result to the women engaged their tastes and selections but, the men tolerated to different scents. On the other hand, age can be effective about scents.

Participants in 26-35, more than half people in this group, they preferred to feel stronger and exotic. Hormones link with age and they are affected on choices. In some researches, older people want to feel more relax and calm but younger people wanted to feel more relax and calm with scents in interior space in hotel.

All results showed the importance of scents on brand identity. According to the results, factors such as; gender and age show to change to understanding and interpreting scents and transferring them to memory. Men and women have different aspects about scents and age also has an effect on scent choices and emotional changes. On the other hand, brand recall is affected by scents.

Visceral Section

1st Part and Questions – 6 questions about Schmitt's approaches

According to results of the these 6 questions with the order were obtained from the questions asked to the participants under the visceral topic: the experience evaluations in the hotel are generally quite positive, and when asked for the immediate scent evaluation, the following answers are received; "I can talk about the scent experience when I first enter the hotel door after a long journey", "use of soap and towel in the bathroom when I wake up in the morning", " I can talk about the immediate scent experience with the intense woody scent coming from the fireplace and the night environment by the hotel", "I can talk about the instant experience with

the smells of the sea, forest and flowers coming from the garden in the hotel". All these immediate scent experiences were also generally positive. The comments of the participants about the interior were as follows: "It was a hotel with high ceilings and bright colours, using live plants in interior", "The hotel had a warm and historical atmosphere because of the wooden details are used", "it was a welcoming hotel with a large lobby with functional and modern furniture" "It was a hotel with a luxurious atmosphere, filled with colourful ceramics details". All these evaluations were generally positive, moreover, when the participants were asked to describe the character of the hotel, answers were obtained such as a hotel that felt like a family, luxury and hotel was designed for business life (Table.5.6). Furthermore, when asked about scents, participants were told that there are usually floral, foliage or woody scents in the environment of the hotel and these scents are usually used in lobby areas, rooms or bathrooms. It is also among the results that there are hotels in which scent is used in more than one area. On the other hand, it was stated by the participants that the scents generally gave a peaceful, fresh, clean or exotic feeling.

2nd Part and Questions – 6 questions about Norman's approaches

Interior Base – 2 questions

To the question of where or by whom the hotel was found, the following answers were given to the participants: "We went to that hotel with the recommendation of a friend", "We found it from online sites", "I went with the suggestion of my family", and answer of the first immediate reaction to the interior design is mostly positive.

Memory Base – 2 questions

The reaction of the guests to the immediate sensory effects asked under the title of memory was generally evaluated as neutral or positive. When the senses are asked to be ordered, the senses of sight and smell are usually in the first 2 ranks. After, hearing, followed by the sense of touch, and finally the sense of taste was included in the experiential ordering in the hotel.

Brand Base– 2 questions

Generally, positive and neutral answers were given to the questions asked under the brand title of the guests, to the questions about the aspects that distinguish the hotel's brand identity and features from others and are noticed. These features were explained as follows: "It had a calm identity outside the city", "it gave family warmth", "the natural materials used made the brand recognizable", "it offered the expected luxury comfort".

Behavioural Section

1st Part and Questions – 8 questions about Schmitt's approaches

According to the results of the these 6 questions with the order were obtained from the questions asked to the participants under the behavioural topic: The answers to the peak point in scent experiences are as follows: "It was not a very noticeable moment for me" , 'the first moment I walked through the door, this was the moment I felt the most', 'the moment I used the towels might be the peak for me', the smell I felt while walking from the garden to the hotel was the peak point for me" Then, the following answers were given to the differences between the scents of the objects and the environment: "There was no noticeable difference", "The coffee area and the furniture, they have different scents that I felt", "The lobby area was different in terms of both its design and smell experience" ' were answered. The evaluation of these experiences is generally positive and neutral. When other sensory factors in the hotel were asked, the answer was that they were generally in harmony. Generally, when asked to suggest other scents, the participants found the scent used by the hotel appropriate, while some participants suggested the type of scent that they liked. When asked about the type of scent used in the hotel and the effect of the culture, neutral or positive answers were received. It is among the results that the smell is an important factor in going to the hotel and having this experience again and has a great effect on remembering the hotel.

2nd Part and Questions– 6 questions about Norman's approaches

Interior Base – 2 questions

When the participants were asked about the place of smell in sensory satisfaction in the hotel interior, they generally gave positive and strongly positive answers. When asked about the harmony of factors such as light, sound, smell and colour in the interior of hotel are, generally positive answers were received. 5% of the participants could not find any harmony between in these factors.

Memory Base– 2 questions

When asked about their satisfaction with the scent experiences, most of the participants remembered that they were satisfied with these experiences. Most of the participants also found their experiences at the hotel to be emotionally and emotionally meaningful.

Brand Base– 2 questions

According to result, scent experiences took the participants to the experiences in the past or moment. In the interviews, some participants gave the following answers to the use of scent to create a brand identity in the interior: "The scent was not consciously chosen in the hotel and therefore, I don't think it was used effectively." "it was a standard scent", "it was a very neutral scent for me"

Reflective Section

1st Part and Questions – 12 questions about Schmitt's approaches

According to the results of these 6 questions with the order were obtained from the questions asked to the participants under the reflective topic: a large majority of participants think that scents have a great impact on brand identity. In addition, when leaving the hotel, the smell has a partial reminder effect. Despite this, it is thought that the logo used in the hotel and the colours on the logo are not in harmony with the interior design or the scents in the hotel interior. However, the participants generally suggest that the fragrances to be used should be applied in a wider areas such as; lobby areas or rooms. In the dining areas, it is thought that the use of fragrance should be minimal and the guests should focus on the smell of the food. Considering the reminder effect of scents, it is thought that if the hotel uses its own scent in souvenirs such as candles and keychains, the likelihood of guests returning to the hotel will increase, and it is recommended to use scents in objects such as magnets or pens. On the other hand, considering the sensory design, most of the participants who were satisfied with the design said that they would consider going to that hotel again in their next choice and would recommend this experience to their friends and other people. However, participants who are not satisfied with the design do not want to learn more about the hotel and do not want to share their experiences with other people.

2nd Part and Questions– 9 questions about Norman's approaches

Interior Base – 2 questions

Considering the effect of the scents in the interior, 75% of the participants still remember the small details and design in the hotel. And they interpret these experiences as positive.

Memory Base– 2 questions

Participants report that they did not experience disappointment during their sensorial experiences and generally evaluate this experience as positive and generally they evaluated their experiences that remains in their memory as positive.

Brand Base– 5 questions

Participant think that scent has a great contribution to these effects experienced and remembered on the brand. Participant also agree that they remember those moments in the hotel in scents of similar tones in daily life and that the scents have a recall effect and they shared their experiences with other people.

According to the responses obtained from the participants, the effects of scents on the interior, human psychology and brand identity are clearly evident. If scents are used consciously as a design element, positive effects can be observed in areas such as marketing, accommodation and tourism, thanks to their reminder effects.



CHAPTER 6: CONCLUSION

This research focused on the relationship between scents and interior. Scents play an important role as an element in interiors on brand identity. Brand identity does not only include logo, colour, names etc (Aaker, 1997). Emotional and sensorial elements must use in interior and to define identity of brand effectively. Using sweet melon scent in Samsung stores, flower scents in Nike shops and shoes, seasonal scents in hotels, which are the good examples to support this study. Scents can elevate mood, increase alertness, reduce stress and anxiety, recharge the brain and improve concentration. Results of scent experiments show that after being influenced by nice scents are healing on people mood. Moreover, they had an impact on brand identity (Schmitt, 1999). Especially in some space such as; hotels, the body shops, hospitals, restaurants have special scents, but they are only details of space. To design for space procreated emotional influences on human being (Franz, Heyde and Bühlhoff, 2004). As a design element scent have an influence on people psychology, memory and their emotions. According to human EEG and scent responses researches showed scents have significant power on human brain (Kim and Sowndhararajan, 2016).

In today's world, with the changing technology and new design perspectives, the expectations of the users and the customers for this study, from a product, place or design are also changing. For this reason, customers expect new experiences, new touches from a brand or product, and want to establish more emotional and sensory bonds with the product, brand or place (Schmitt, 1999). When people enter a space, our judgments about that space begin to form in the first 3 minutes and these continue to be effective in the short-term memory, but after leaving the space in effective designs, if it is a space that satisfies the person sensorially and emotionally, it takes its place in the long-term memory (Collins, 2001). Therefore, interior space, which should be done by designers and interior architects, strengthens this relationship between experience and users.

Sensorial factors can create an effective connection between space and people. According to Pallasmaa, people can forget the details about space but, scents have an impact on human memory and people can re-enter the space with the effects of scents (Pallasmaa, 2005). Moreover, Pierre Nora created a concept which is called Memory Space and it is related to collective memory about certain places, objects,

time or special significance linked to some remembrance of group (Nora, 1989). Moreover, researcher and artist Kate McLean and the group of design students walked some areas and sectors and identified their scents, according to their smellwalked, they prepared smellscape maps (Traverso, 2017). On the other hand, according to philosopher John Dewey (1922, 1925), experiences can be attached in relationship between people and space. Atwal and Williams (2009) claimed that sustained performances are linked between experiences for marketing, brands and luxury consumers using. In addition, consumer and marketing relations show that when clients search for any product and shop, they take the service and when they access them, experiences occur. Space that provides brand experiences is becoming important where clients consume and take service (Arnould, Price and Zinkhan, 2002; Holbrook 2000).

When people enter the hotel, guests want to clear representation of design, brands and character of brands (Onem, 2019). For this goal, in this study, Schmitt's (1999) experiential marketing model and Don Norman's (2002) level of designs approaches were used in the importance of scent in interior design, and the effects of the scents factor on the hotel and brand identity, which are the basic approaches of both models, were created and for this creation, the interviews with interior architects, architects and the participants who use hotels frequently for their jobs, and during the interviews, a questionnaire consisting of 3 sections and different approaches were evaluated in each part was used. Statistically positive results were obtained with the interview method, because the findings formed the intended results for the research questions on this subject, and the Likert scale and the mathematical values obtained were helpful for this. The results obtained are in the nature of answers to the research questions aimed to be reached at the beginning of the study.

According to result of the research question of “What is the relationship between scents and memory of space within the hotel interior context?” most of the participants talked about the effects of scent experiences on customer mood, psychology and memory in areas such as hotels Special scents or different scent tones used especially in the lobby areas make the environment meaningful for the customer in terms of sensorially and emotionally. In addition, the scents and the scents from the materials used can also carry traces of the culture in the environment. If the brand consciously uses fragrance as a design element, its impact on the customer and memory will increase, creating a desire to come back to that hotel and

relieve that experience. Marketing and satisfaction level can increase thanks to the portable scent experience, especially with the use of scents that give people a feeling of freshness and cleanliness in large areas such as the lobby and the room, as suggested by the participants, and then, when the customer leaves, with small objects such as magnets, pens, candles, towels or key chains that carry the hotel's signature scent can increase the feeling of recall the scent experiences of the hotel. There is also a strong relationship between the location and character of the hotel, and the location of the hotel should also be taken into account if the scent uses in interior as a design element. If it is a hotel in the city, exotic scents that will take the person out of this atmosphere can be preferred or preferably, if it is a hotel where business people are more common, foliage or floral scents that will make you feel peaceful can be preferred. But if it is a hotel close to the forest or the sea, the scents of nature should be allowed to enter as much as possible. Floral and foliage scents coming from the garden are the details that affect the participants more. According to the participants, the most liked scents in the interior are floral, woody and foliage scents. All of these give them a sense of peace, freshness, cleanliness, calmness and sometimes romantic feelings. While it was thought to prefer fruity or floral scents at the beginning of the research, with the increase in the stress factor, people now prefer calmer and peaceful scents. Participants, generally preferred hotels that felt like family and recommended them to other people thanks to these scent experiences. The participants still remember the details, the smells, the feelings, the smells of the furniture of the consciously designed hotels.

On the other hand, scents can have also negative effects on human psychology, mood and also perception of the space. Moreover, scents can have side effects too, because they have some chemical ingredients, they can cause to make headache, some allergic reactions, loss of coordination and also irritation of nose, throat and eyes (Poslusny, 2019). Furthermore, people can have negative feeling about the interiors. For example, according to result of this study, guests do not want to any scents in dining areas because they want to focus to smell that is coming from the food or drinks.

In addition, according to result of the research question of “How can Schmitt’s (1999) model and Don Norman’s level of designs approaches be utilized to define and strengthen brand identity within the hotel interior context?”, after the interviews with the participants, firstly, Schmitt's 5 experience modules, by using the scent

factor in an interior as a design element, in areas serving many people in different categories, went beyond the product and marketing dimensions of both approaches, and these modules add sensory value to the product or experience and it was predicted that it would contribute to the stimulus and then trigger emotions and thoughts. Then, using from Norman's approaches, visceral approaches to these experiences were measured and their effects on short-term memory were observed, then how the experiences reflected on memory and behaviour, and the guests' reactions was observed, and finally, how they carried these experiences in long-term memory through scent was tested with questions. Scents help to create a powerful tool to make experiences tangible, because services are generally intangible character for clients and they cannot evaluate before using the service. Services with scents can be an effective for clients in products and interior (Goldkuhl and Styvén, 2007).

The results of applying the SEEMS experiential marketing model of Schmitt (1999) and Norman's (2002) level of design aspects such as; visceral, behavioural and reflective aspects to analyse hotel interiors that considering that the scent is used as an interior design element, show that designed sensorial experiences can strongly reflect the brand and brand identity in hotel interior, especially in lobby areas and rooms. In interiors, sensorial and experiential marketing is important to reflect the brand identity to customers (Onem, 2019). This study displays that scent is one of the crucial senses and design element in reflecting brand identity in sensorial and experiential marketing.

In conclusion, scents have significant effects in interiors as a part of brand identity. It was observed that scents had positive effects on people, psychology of people and their feeling. Scents make the interior more attractive, memorable and special. According to research on human behaviour, client can stay in environment with scents %40 longer, using ambient scents can increase the evaluations of products by %25, applying scents in retail stores can increase intent of purchase by %80 and clients and evaluate the services better in scented environment (Wood, 2015). The information received from the participants showed that even if the hotel or the smells in the hotel are partially forgotten, the feeling of the smell is not forgotten. It persists in long-term memory. For the further study, hotel areas can be investigated concerning each sense especially sense of smell and to analyse relations between environment, brand, human psychology and scents effects on memory. Brand of hotels can use scents in effective ways such as; creating own scent and find some

strategy to buy it, use this scent in good locations in hotel, consumer reactions can be observed and deliver multi-sensorial experiences for consumers. Brand owners can work with a fragrance specialist to prepare special aromatic scents for hotels, especially lobby areas and rooms. Hotels that define their own scent can also include them in small souvenirs, such as candles, pens, towels, magnets, openers or key chains, and can present them to customers when they leave the hotel. Thus, the smells coming from them can affect the customer psychology and create the feeling of going back to the hotel. This will significantly increase marketing, tourism and accommodation. While talking about the scent, only perfumes or cologne should not be used, and every perfume or every type of cologne should not be used in every environment. For example, Brand of Initial, it has a new technique and application for tablets which is called Virtual Fragrance Expert (VFE) that helps to selection of scents and clarified them easily for consumer sides and ensuring they are showed with the best scent choices to represent their brand (Wood, 2015). Further research may also include, focusing on different scents and tones of scents and applying on interiors as a design element and customer journey to understand the significance on well-defined brand identity based interior designs linked with sensorial and experiential design. It is clear, there is still much to do regarding this new field, as interior spaces become redefined with customer experiential marketing. This research can contribute to designers, architects, designers, psychologists, scents, perfumes producers and scents companies, who want to create new atmosphere and design languages in hotel interior or interiors in the future.

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APPENDICES

Research Survey



RESEARCH SURVEY

SCENTS IN HOTEL INTERIOR DESIGN AND INFLUENCES ON USER EXPERIENCES

Date:

Dear participant,

This questionnaire has been prepared as a part of my master's thesis titled, "Scent in Interior Design and Influences on Brand Identity". Your answers will contribute to understanding the effects of scents in hotel interiors. Thank you for your valuable time and contribution.

Thesis Supervisor: PROF.DR. DENİZ HASIRCI
Design Studies Master Program- İzmir University of Economics- EZGİ SEZEN

Contacts: email: ezzgi_sezen@hotmail.com mobile:5064686111

Yes, I accept the use of this information for academic purposes.

Age: 16-25: 26-35: 36-45: 46-55: 56 +:

Gender: Male: Female:

SECTION 1:

Part 1: Please, upload / send by email picture of the hotel and talk about interior.

In your mind, picture a hotel you enjoyed staying in and answer the following questions accordingly.

Name of hotel:

The dates you stayed there:

Please rate the extent to which you agree/disagree with the following:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

1. Please evaluate your experiences in this hotel.(1 -5)

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

a.Please describe the immediate scent experiences in this hotel?

.....
.....

b. Can you evaluate this experience?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

c. Can you talk about interior design of this hotel?

.....
.....

VISCERAL

d. Can you evaluate this design?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

e. Can you describe the character of the brand?

.....

f. Can you evaluate the character of the brand?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

1. Do you remember any characteristic scents in the hotel interior? (1 -5)

1- Not at all 2 -Very little 3 - Neutral 4- Remember 5- Definitely remember

2. Which kind of scent was it?

Flowery Fruity Spicy Foliage Woody Other

3. Which space had this scent?

Rooms Lobby area Bathrooms Dining areas Others

4. How did this scent make you feel?

Calm Strong Exotic Fresh Romantic Clean

5. Are there different fragrances used in more than one area of the hotel? If so, which ones?

Flowery Fruity Spicy Foliage Woody Other

Part 2: Analysing interior spaces, memory and brand in visceral level of design.

INTERIOR

1. Where or from whom did you hear about this hotel?

2. Can you evaluate your immediate response to the design of the hotel?
 1- Strongly Negative 2-Negative 3 - Neutral 4- Positive 5- Strongly positive

MEMORY

3. Mark the extent to which there are immediate sensorial effects in the hotel?
 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

4. Can you order the immediately experienced senses in this hotel?
 Smell Taste Sight Hearing Touch

BRAND

5. What were features you noticed immediately that differentiated this brand from others?
 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

6. What were the features that made this brand different from others?

SECTION 2:

Part 1: Talking about scents memory

BEHAVIOURAL

1. Did this scent have any connotations to you? When was your peak point in your sensorial experience and also How is your peak point in time and over time?

2. Which areas of the hotel or objects have the scents and are there any differences between each of them. Can you describe this experience?

3. If your answer is 1 or 2, can you remember the feeling about scent on you? (1-5)
 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

BEHAVIOURAL

4. Was there a harmony between the design language of the space and the scent? (1-5)

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

5. If your answer was 1 or 2, can you recommend a kind of a scent for this hotel in terms of it design language?

Flower Fruity Spicy Foliage Woody Other scents

6. Did you think that this scent and the sensory design of the hotel bear traces of your culture?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

7. Did this smell in your memory make you feel like going to that hotel and reliving that experience when you encounter it again?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

8. How effective was the smell in remembering the hotel?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

Part 2: Analysing interior spaces, memory and brand in behavioural level of design.

1. Did the interior space provide a sensory satisfaction?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

2. Were factors such as color, smell, sound, light in the interior space in harmony?

1-Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

3. Were you satisfied with the sensory design during your stay at the hotel?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

4. Was the hotel sensorially and emotionally meaningful to you?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

INTERIOR

MEMORY

3. Did this smell in the hotel take you to a moment or memory in the past?

- 1- No, It did not 2-Partially no 3 - Neutral 4- Partially yes 5- Yes, It did
-

4. When you entered the hotel, did you think the hotel used scent effectively to create its brand identity? If so, how?

.....

SECTION 3:

Part 1: Talking about scents and their effects on brand identity

1. Do scents have any effects on brand identity? (1-5)

- 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive
-

2. Could you remember this scent, when you leave from this hotel? (1-5)

- 1- Not at all 2 -Very little 3 - Neutral 4- Swhat remember 5- Definitely remember
-

3. Did the hotel logo and the colors used in the design have a relationship with the scent?

- 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive
-

4. Scents can be a design element in an interior. Which one is more effective on your memory and feelings? Using scents.....

- Rooms Lobby area Bathrooms Dining areas
-

5. Is there any scent with you with a little detail or gift to remember the brand? Using scents.....

- on towels on candles on keychains in air freshener Others.....
-

6. These scents on the details or gifts have any effects on brand identity? (1-5)

- 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive
-

7. Did the interior colors used in the design have a relationship with the scent?

- 1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive
-

REFLECTIVE

8 When it comes to sensory design, can you order the five senses about the hotel and interior context from 1 to 5?

Smell Taste See Hear Touch

9. Does this brand have an important place in your choices to repeat your sensory experiences on your next stay?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

10. Would you recommend this hotel brand and scent experiences to your friends?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

11. Did the olfactory experience provided by the hotel make you want to know more about the hotel?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

12. Did the olfactory experience provided by the hotel make you want to share your experiences with others?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

INTERIOR

Part 2: Analysing interior spaces, memory and brand in reflective level of design.

1. Do you still remember the design and details of the hotel?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

2. Can you evaluate the design effect that remains in your memory?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

MEMORY

1. Were you disappointed in your experience during your stay?

1- No, I was not 2 -Partially no 3 - Neutral 4- Partially yes 5- Yes, I was

2. Can you evaluate the experiences that remains in your memory?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

BRAND

3. Can you evaluate the positive effects of the brand on you?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

4. Did the brand have a negative impact on you?

1- Strongly Negative 2 -Negative 3 - Neutral 4- Positive 5- Strongly positive

5. Can you evaluate the contribution of scents in this effect?

1- No Contribution 2 -Somewhat 3 - Neutral 4- Contributed 5- Strongly Contributed

6. In another place, in your daily life, does this scent or scent in similar tones revive the image of the hotel in your memory?

1- Not at all 2 -Very little 3 - Neutral 4- Somewhat remember 5- Definitely remember

7. Did you recommend the hotel to others?

1- No, I do not 2 -Partially no 3 - Neutral 4- Partially yes 5- Strongly recommend

Any concluding remarks:
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THANK YOU FOR PARTICIPATION!