

Abstract

The Bachelor's Thesis entitled „Olfactory marketing and its sales impact“ addresses the marketing possibilities of our olfactory sense utilisation in marketing. This Thesis is divided into three parts.

The first part is supposed to put the readers in the context of the field. It tries to provide the readers with sensory marketing overview since the olfactory marketing is its subcategory. This theoretical part of Thesis includes concepts relating to human sensory perception, a definition of sensory marketing and short description of sensory marketing evolution in history and also nowadays. This chapter is concluded with description of human senses marketing utilisation.

The second part is dedicated to olfactory marketing itself. It includes a definition and also describes a human scent perception and scent impact on human emotions and memory. The olfactory marketing in history and current olfactory marketing utilisation in practice is mentioned, too. An analysis of factors impacting olfactory marketing effectivity and case studies proving positive olfactory marketing impact on sales are the pivotal points of this chapter. Olfactory marketing instruments and their approximate price are also mentioned. All the knowledge coming from the theoretical part will be used in practical part of the Thesis.

The practical part applies the theoretical knowledge taken from the previous chapters and it investigates olfactory marketing impact on coffee sales in „Pojd'te dál“ café in Neratovice. The data are retrieved from a questionnaire survey and experiment tries to answer the question: is it possible to stimulate coffee sales in a small cafeteria through the low-cost olfactory marketing instrument (a catalytic lamp)?