



## PRESS RELEASE

### Decoding emotional labyrinth of fragrances – commoditization to informed selection: Ipsos The Scent of an Emotion Study

**New Delhi, August 31, 2020:** Fragrances have emotional connotations and consumer choices are being defined by these implicit needs. Traditionally, marketers have crafted perfumes based on chemical properties and molecules, natural extracts, et al. But there is deep seated connection between emotions and fragrances shaped by cultural contexts, which provides a whole new meaning to these interpretations. **The Scent of an Emotion** - a syndicated study by Ipsos India, decodes this vast and complex emotional labyrinth of fragrances, providing brand mavens with a whole new prospect of propositions and imagery for product innovation and communication, tying in with emotional aspirations of consumers.

**Geeta Lobo, Head of Ipsos SIA,** said, *“Fragrances in personal care and household care products have long been used for functional purposes and to give products a distinct identity. But there is a vast and complex emotional context to fragrances. In fact, the emotional impact of fragrances and aromas are believed to be much stronger than those of visual and auditory stimulus. The emotional context of fragrances is built through associations and life experiences. There is a strong cultural influence at play. We felt, decoding the emotive meanings of fragrances would give brands the ability to use fragrances to not just mark a distinct identity, but evoke a specific emotional state. And that formed the genesis of our study. We used social data to map these emotional territories and the power of this data has once again lived up to our expectation.”*

#### **Ipsos Social Intelligence Analytics (SIA)**

Ipsos Social Intelligence Analytics (SIA) scoured tons of data on social media to understand consumer conversations around fragrances and perfumes and the emotions they evoked.

*“Social platforms are the richest source of data on consumer perceptions. These provide purest expression of consumer experiences. They are authentic and unfiltered reflection of people’s lives”* added Lobo.

#### **Relevance to marketers**

Once emotive territories of different fragrances are decoded, marketers can input these





## PRESS RELEASE

for creating variations – the report provides guidance for both product innovation and communication. The usefulness is 3-pronged: **first, for strengthening category functional benefits** (design fragrances that reflect consumer associations, by focusing on the core category function); **second, reinforce emotive territories of brands** (align fragrance to the emotive differentiation that a brand is seeking to create); **and third, variant through emotions** (consumers seek different end emotional benefits from categories. Directly cue emotions as a variant).

### Rigorous Process

Conversations which had mentions of fragrances and had words which suggested fragrances in the generic sense were included. The next step involved screening, where only conversations relevant to the topic, which cued emotions and fragrances, were retained and the rest, including duplicates were dropped. In all **771 unique conversations**, extracted across sources from the Indian market were analyzed. **116 distinct fragrances** were coded looking at fragrance descriptors which were pure consumer articulations, supplemented by product descriptions. Some descriptors were ingredient based (geranium, patchouli), some recognizable notes (sandal, rose, jasmine) and others on types of fragrances masculine, icy and herbal. **81 distinct descriptors of emotions and moods** were identified and coded. Negative emotions were excluded – given the objective of uncovering the emotive spaces – for product development and communication.

### Who should be buying this report?

***Lobo** spoke about a number of sectors that could benefit from these consumer insights: “All players in **personal care, household care products, perfumeries, hospitality sector, wellness and spa centers/ players, experiential marketing companies, luxury brands, among others.**”*

### About Ipsos

Ipsos is the world’s third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company





## PRESS RELEASE

is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)

### GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

