

THE CONSTRUCTION OF AN ODOUR BRAND FOR CHILDREN CLOTHING

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ABSTRACT

This research present the construction of an odour brand for a children clothing brand.

Therefore, this study had the goal to verify the acceptance of an odour brand by children's and based on this data's, conceive an odour brand for this specific brand.

The author's analysed the children's perception through inquiries to discover the adequate scent to apply on the children's garment, having in consideration the concept of the brand.

The results were based on inquiries realised in store environment.

The survey was conducted in two phases, with two groups of children with ages between 7 and 10 years and another group from 11 to 14 years. These groups comprised children of both genders.

The results of this research show that the garments and advertising material finished with the selected odours in the first part of this study has positive acceptance by the target audience.

We also determine an odour brand for the studied brand and it was found that they have a specific odour that differentiates them from other clothing brands.

Finally, we built a R & D procedure for the creation of an odour brand, applicable to any market segment that pretend to use a personalised odour.

KEYWORDS: Odour brand, children's clothing, perception, senses.

INTRODUCTION

The fashion industry has undergone significant transformations in the areas of textile design and technology in search of new materials, as well as invest in new communication tools with the goal of winning new customers.

Currently, the means of communication within the fashion industry have been of great importance to the dissemination of new products, giving prominence to the profit and fashion brands.

The fashion industry invests largely in persuasive communication, to conquest and to make loyal new and current consumers.

With the huge amount of similar fashion brands and products in this market, the majority are easily forgotten, because of the enormous quantity of information that the consumers are subjected every day through the several media's.

Because of behavior changes, the sensory brands are a new way of conquest the consumers, through their senses [1].

The senses vision and hearing are nowadays completely explored and massified as a communication tool. The olfactory sense on another side, isn't very explored, in a way that it can be used as an innovative communication tool in fashion branding and for products and their perception.

Nowadays, the olfactory sense can be seen in a new context of create a brand - the odour brand - with the function of communicate and identify products and brands through the use of a specific odour.

Many professionals in the design and marketing are tied to old media platforms, the so-called 2D model (two-dimensional model) - which corresponds to the senses of vision and hearing. According to The Sense of SMELL INSTITUTE [2], people remember a scent with 65% accuracy after a year, while 55% of visual images are remembered only for four months.

The sense of smell was neglected, but recent researches shows that smell is the second most important human sense. Studies in the field of neuromarketing, evidence that the olfactory sense is one that performs better the functions of identification and that the brain is primarily responsible, using an olfactory memory by memories of pleasant or unpleasant moments acquired throughout life known as cognition [3].

Today, the use of odours has been introduced in several market segments such as cosmetics, food, pharmaceutical and automotive industry in order to increase profits and attract and retain customers.

The purpose of use of the odour brands are:

- Innovation: the conventional 2D communicational tool (audiovisual) are common and widely used;

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- Differentiation of similar product brands existing on the market;
- Consumer behavior: changes in consumer behavior influenced through olfaction effect: pleasantness and emotion.

Therefore, consumers may learn an association between a particular scent and the attributes of a product through advertising or product experience.

In textiles and fashion, the use of odours has been applied on clothes and accessories, which gives new meaning to the sensory communication of fashion brands, such as the use of odours associated with brands being a communication channel of their services and products, which is beyond the traditional communication platforms.

The research on the application of odour brands in the textile and fashion industry are insignificant and preliminary studies on the subject have identified that:

- It's not well known and explored;
- The effects and use of odours as a marketing strategy is still poorly understood and studied;
- Fashion brands that use this resource are few, especially as applied to use in products such as clothing, footwear and publicity material (such as packages, labels, catalogs);
- The brands that use odour as an identification system, only makes use of odours in the store environment, and in some cases extend this experience to the consumer's home in the form of souvenir gifts or creating their personal perfume brand;
- The patenting of olfactory brands is still a topic for discussion in some countries and we found few records worldwide;
- Identified the lack of a model for creation of an odour brand and consequently a R & D model for olfactory brands, we indicate that the development follows the same process of creating visual brands [1].

According to preliminary studies, the human olfactory sense is little studied and explored as a communication channel for brands, so can be odours be a part of a new concept for the identification of fashion brands?

Based on this approach, we defined the objectives of the research:

To assess whether there is acceptance of odour branded products for the consumer of children clothing.

Check the type of product that the selected brand of this study produce and commercialise and analyse whether the olfactory brand favors all kinds of the product commercialised by this brand.

Analyse through the use of surveys of the target consumers to find the appropriate odour according to their perception.

Finally, propose an odour brand for the children clothing brand under study.

CASE STUDY

The research was divided in five steps:

Step 1-Profile of the Brand: concept, history of the brand, brand products, target public, store environment and brand communication.

The brand selected for the study was TIFFOSI KIDS. The consumers of TIFFOSI KIDS loves fashion and is fashionable, with a bold profile, attitude and determination. The brand apply some elements of fashion tendencies for adults, to kids clothing. Its main product is Jeans clothing, like trousers, shirts and accessories. The target Public are children's between 2 and 16 years of both gender The brand concept has a Vintage, Jeans origin, which refers to the past 1940s and 1950s.

Step 2-First inquiry: Identification of odours by age and gender .

The second step was realised through inquiries on the children consumers (ages between 7 and 14 years) in the store environment located in a shopping mall situated in Guimarães/Portugal. Therefore, 184 children participated in the inquiry, determining the preferred scents.

The results of this inquiry showed that the children would wear clothes with a scent, especially t-shirts, jeans and dresses.

The children of both gender have a scent preference of strawberries and citric fruits with about 38% and 13% respectively of the total of inquired children's.

Step 3-Application of the selected odours from the first inquiry.

The odours applied on clothing and labelling (Figure 1) was strawberry and lemon scent. We also apply the less preferred odors: apple and peppermint to verify the reaction of the public target.



FIGURE 1. Selected garments for each gender, packaging and labelling

In the next step, step 4, the garments finished with the odours, were placed in the same store environment and

inquired 100 children's (second inquiry) about the acceptance of the applied odours on the products and finally, step 5, the proposal and grounding of the selected brand odour.

RESULTS OF THE STUDY

The results of this research show that the garments finished with the selected odours, in the first step of this study, has positive acceptance by the target audience.

The females identify easier the odours than the males, but both genders have good perception regarding acid flavors, like lemon and peppermint (Figure 2).

Also, children between 11 and 14 years have an enhanced perception and identifies better the scents perhaps because of cognitive issues, like an higher olfactory memory and experiences throughout life.

So, the olfactory memory is influenced by factors as age and gender.

It is assumed that the non-recognition of an certain odour, may result in the incapacity of retain information regarding odours by children's, because of the loss of olfaction after the 4th tested odour.

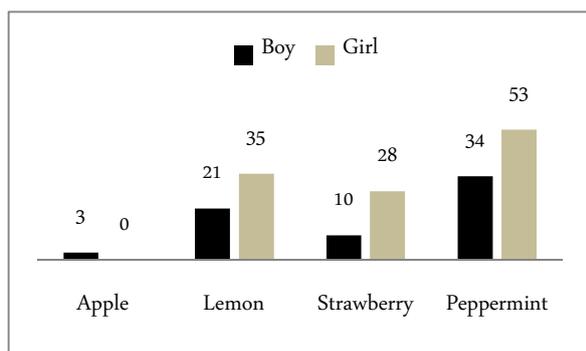


FIGURE 2. Capacity of identification of odours by gender

The girls have a higher capacity of recognition of odours, however they easily confuse the scents, identifying a different one.

The scent of strawberry has not been successful in children's preference when applied to clothing and other promotional material: **unlike the results of the first inquiry.**

The odour of peppermint is linked to the smell of chewing gum.

The odour of lemon is linked to the smell of cleaning products

The odours of strawberry and apple, despite the low rate of identification, some children cited that they have already been in contact with these odours, but can't identify them.

We also establish an odour brand for TIFFOSI KIDS and we found out that they have a specific odour that differentiates their brand.

Finally, we built a R & D procedure for the creation of an odour brand, applicable to any market segment that pretend to use an personalised odour.

CONCLUSIONS

The odour of peppermint, has better acceptance and suitability for the products of the studied brand.

The odour of peppermint chewing gum is the one that best fits to the profile of the studied brand and their products.

This specific scent highlight the decades 40 and 50 of the twentieth century and remember the arising of jeans and the chewing gum. The first flavour of chewing gum was peppermint.

So we found a specific odour that differentiates the brand.

The research reinforces the connection between the perception of odours with cognition and memory associations and this case study has shown that odours can generate an emotional state that can lead to the consumer acceptance or rejection of a brand and their products.

To conclude, the use of an odour as an identification of a brand proved to be possible, pleasant and can be very positive in children's fashion products and advertising material.

FUTURE WORK

We need to test the selected odour also in the store environment to confirm the acceptance.

So the next step will be the application/implementation of the odour brand.

Also, we want try another approach of the use of odour brands in other market segments. For example, the odour brand is favorable against imitation or counterfeit and it can be an innovative form of brand identification for the visually impaired.

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