Aroma in the Business Environment of Selected Global South and Global North Country and its Potential in Sustainable Development

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Abstract
The aim of this paper is to examine and compare the use of aroma in the business environment, in particular agribusiness, of one African country, which belongs to the so-called Global South, and one European country, which is part of the Global North. African countries are still known as developing countries with weaker economies and many problems compared to European countries. However, people also in this part of the world want to obtain a standard of living comparable to the developed part of the world. In these countries there are also large companies that promote their products and use various modern tools to attract customers. Therefore, this paper pays attention to analysing, describing, and identifying the basics and importance of aroma marketing as a part of consumer neuroscience. Subsequently, we map, examine, and identify differences between the use of this modern marketing phenomenon in selected countries – South Africa and Slovakia – and compare the data we have collected. This study is primarily of theoretical interest and shows whether there is a significant difference between the use of aroma in marketing of the selected Global South and Global North country to influence consumer decision-making during the shopping and also the potential of aroma marketing in supporting sustainable development.

Keywords: aroma, aroma marketing, business environment, South Africa, Slovakia, sustainable development

JEL classification: M21, M31, O31, Q01

1. Introduction
If we want to understand what guide consumers’ steps and behaviour during the shopping, we need to use not only traditional research methods and tools (surveys, focus groups, etc.) but also new neuromarketing tools as most people’s thoughts are in the subconscious mind. We can say that consumers do not choose products mostly rationally. Neuromarketing as still developing science uses neuroscience to reveal subconscious consumer decision-making processes. Thus, neuromarketers study human brain (its biometric responses and human behaviour) to understand how consumers feel, think and act (NMSBA, n. d.).

Neuromarketing is used in business environment to measure buyer’s preferences, with focusing also on human senses. The knowledge acquired through these methods helps marketers create marketing campaigns more effectively, and design products and services focused more on the brain’s response (Neuroscience marketing, 2019). Our smell and aromas play important role here and we agree that there are many new challenges hidden under the development of neuromarketing branch known as aroma marketing (or scent marketing, olfactory marketing) – a part of sensory marketing field. We can say that it is still not fully discovered area, however, it can play an enormous role in supporting shopping processes and behaviour of people, as the smell has an advantage over other senses, that it is able to stimulate human emotions immediately. Using aromas, marketers can comprise the connection with customers at a deeper
emotional level, which will bring them a memorable experience. By this, they are also able to support sustainable products and services, and therefore aroma marketing can have its important potential in supporting sustainable development across the business environment too.

In the world overfilled with advertisements, traditional marketing tools seem to be still less effective, and the current trend is the communication simultaneously oriented on several human senses, which is also represented by this modern developing phenomenon – aroma marketing (more in Berčík, et al. 2018). However, we can see that neuromarketing and especially sensory marketing tools and methods – including aroma marketing – are often covered by pessimistic views of many researchers as they are quite expensive, and they promote increasing the consumption in the world threatened by number of environmental, economic, and social problems. We can say that mainly because of their cost, these methods have not been used so widely up to now. All people in a civilized world, without the distinction whether they belong to the global North or South part of the world, have similar needs and desires. Everywhere, there are big companies promoting their products with utilization of various modern tools and are actively fighting for consumers. This study pays attention to the importance and utilization of aroma marketing in the business environment generally, where we analyse, describe, and identify its basis. After this, we map, examine, and determine the difference among its utilization in selected countries and compare our collected data. For our research, we chose South Africa as the country of global South, belonging among the stronger ones in this group and Slovakia as the global North country, belonging to the weaker ones in this group. Although, there is not such a big difference among the development level of selected countries, we assume that these marketing tools are more common for the examined European country as we assume that there are much more opportunities and willingness for utilization of this modern marketing tool in the countries of global North which usually do not have to daily fight with most of the problems that people in developing part of the world must live with, that in our opinion makes the interest in these marketing tool lower. However, we are going to point out also the new potential of aroma marketing in supporting and achieving sustainable development.

1.1 Neuroscience usage in marketing

Neuromarketing is the application of neuroscience to the marketing. It is known as consumer neuroscience, which refers to the measurement of physiological and neural signals to gain insight into customers’ motivations, preferences, and decisions, which can help improve creative advertising, product development, pricing, and other marketing areas (HBR, 2020; see more also in Agarwal & Dutta, 2015; Plassmann, et al., 2015; Venkatraman, et al., 2012; Madzharov et al., 2015). By this, marketers learn why consumers make the decisions they do, and what parts of the brain are motivating them to do so. It can be very useful because about 95% of thoughts occurred in the unconscious mind cannot be measured by traditional research methods (Marketing-Schools.org, 2012). Neuromarketing uses brain imaging, scanning, or other brain activity measurement technologies to measure the response to specific product, pack, advertisement, etc. (Neuroscience marketing, 2019). Neuromarketing is focused on understanding thoughts and behaviour of consumers. Its aim is to study how the brain is physiologically affected by advertising and marketing strategies and how to improve their effectiveness (Miljković & Alčaković, 2010, pp.275-276).

We can say that the smell is being one of the most sensitive and emotional senses, with a great ability to associate certain aromas with specific situations. Various studies affirm that 75% of our emotions which are experienced during the day, are related to aromas and human can
recognize up to 10,000 different aromas (more in Jiménez-Marín, 2016; Erenkol, 2015). They strongly influence the buying behaviour because, while humans are only able to remember 50% of the things they have seen after three months, in the case of aromas it is up to 65% after one year (Mukherjee, 2015, p.1294; see also Herz & Cupchik, 1992). Thus, we consider significantly important to pay attention to the smell and aromas in the marketing and its utilization in the business environment.

1.1.1 Importance of aroma in the business environment

Smell is one of our most primal and deeply ingrained senses. With all other senses, a person thinks first before reacting, but with smell, their brain reacts before they think (Vlahos, 2007). Marketers are interested in the smell because it has great potential to generate direct responses to marketing stimuli, as this sense is considered to be most closely linked to emotional responses. Therefore, it is so important for the business environment which constantly requires changes that promote growth and customer satisfaction. The main importance of the smell is that it is the only sense directly linked to the limbic system, which controls memory and emotion. People react emotionally to a scent even before they can identify it. This has a subconscious effect on their behaviour and spending patterns (Spectrio, 2020; see more also in Berčík, et al. 2020). In today's business environment full of tough competition, it is important to attract customers by creating memorable experiences and emotional connections (Air/Aroma, 2020). However, the perception of scents is individual and involves many factors, such as individual preferences. Therefore, the most important thing is to find scents that appeal to as many potential consumers as possible (more in, Virkkunen, 2015). This makes aroma marketing an essential part of marketing communication (Sikela, 2015). Conick (2017) states that customers influenced by a pleasant scent stay in the store 44% of the time longer than they would without it (Conick, 2017), and this significantly increases the impact of aroma marketing on sales (see more also in Herz, 2009; Spence, 2015).

All senses trigger memories, but the smell triggers more emotions. Therefore, "customers' satisfaction can be enhanced by thoughtful manipulation of environmental stimuli (Bradford & Desrochers, 2010, p.144). An important task for marketers and store owners is therefore to find the right scent and the right intensity. Many scent companies have been established for this purpose, as scent links the aroma to the brand (see also Errajaa, et al., 2021; Hussain, 2018).

2. Data and methods

The present work is based on qualitative research that draws on a theoretical analysis of the current status of the use of aroma marketing in the business environment in South Africa and Slovakia – as selected countries of the global South and North. As far as economic characteristics are concerned, we can say that South Africa is one of the most developed and one of the richest countries in the given group with a relatively prosperous economy. On the other hand, Slovakia is one of the not so rich and most developed global North countries and has a weaker economy.

The study was carried out within the framework of the APVV project NEUROSMELL (no APVV-17-0564), which aim is to systematically examine the synergistic link between brain, physiological and psychological processes and aromachology, as well as their economic efficiency and effectiveness in selected sectors of the national economy: manufacturing, trade, and services, through innovative research solutions of aromachology and consumer neuroscience. Emphasis is placed on exploring the targeted impact of indoor aromas on the behaviour of visitors, customers, and employees, as the number of companies using
aromachology continues to increase in national and international markets. The aim of the research in this study is therefore to explore the potential of consumer neuroscience and aroma marketing in the national markets of selected countries and to highlight providers and focus on the new marketing tools using opportunities for influencing human emotions and behaviour, as well as to explore the disparities between their uses in these countries.

We use various research methods to comprehensively achieve the main objective:

First, the aim of the study is to highlight this modern marketing phenomenon – aroma marketing – a part of consumer neuroscience, as it is still relatively new and developing phenomenon.

Subsequently, we map, describe, and identify the place and importance of aroma marketing in the current world markets in general, then we deeply map, examine, and identify the differences between the use of this phenomenon in the business environment of the selected countries – South Africa and Slovakia – and compare the data obtained, as these two countries belong to differently developed parts of the world divided to the so-called global South and global North.

In the end, we determine the importance of the examined phenomenon and its potential in supporting and achieving sustainable development. The results of our research will allow us to assess the current state of the analysed area, as well as to draw our own conclusions.

For our scientific interest, we chose to work with the most commonly used worldwide scientific information databases and search engines, such as Google Scholar, SCOPUS, Web of Science and ResearchGate, as well as other available resources, especially the websites and data referring to the aroma marketing providers in selected countries. The contribution of this detailed analysis is to point out the usage of various aroma marketing tools in those countries and compare it in a wider context of national markets, their development classification and importance for achieving sustainability in development.

3. Results and discussion

3.1 Using aroma in marketing of selected countries and its potential for sustainable development

As mentioned earlier, scent can evoke emotional responses because it is first processed in the limbic system of the human brain (Doucé et al., 2014). Thus, aroma marketing uses scents to trigger mood, promote products and brands and attract customers. It can establish brand identity, create, and support customer loyalty (Schutte, 2016).

From the economic point of view, we must note that aroma marketing and aroma devices are expensive. However, from a global perspective, we can state that the use of aroma marketing tools (biometric and neuroimaging) is increasing. It is also because in many countries, especially of the Global North, it has come to be considered as a necessary standard (Berčík et al., 2017). We also assume that the investment in this research is generally higher in the Global North than in the Global South, due to opportunities, availability of funding and other resources. Aroma marketing is more than just spreading a pleasant aroma in a space. It creates a company's marketing message which can build a continuous connection with consumers (Air/Aroma, 2020). Therefore, aroma marketing has growing importance in the business environment (see more in Goldkuhl & Styvén, 2007; Berčík et al., 2016; Proserpio et al., 2017).

Given the above facts, we believe that it is spreading in the Global South as well. In doing so, we examine whether the use of aroma marketing in the Global North and the Global South differs significantly, as it is mostly about investing and spending money, increasing consumption, and maximizing profit and people's wellbeing.
3.2 South Africa

South Africa is the southernmost country in Africa. It has over 59 million inhabitants and covers an area of around 1 221 037 km². South Africa is a global South – developing – country and ranks 113th on the Human Development Index (7th highest in Africa). By the World Bank, it was marked as a newly industrialized country, with the upper-middle-income economy, the second largest economy in Africa (after Nigeria), and the 32nd largest in the world. It is also the most industrialized and diversified economy in Africa. The country represents a middle power in international relations as it has significant regional impact. It is also a member of the G20 (the only African member). But, corruption, crime, poverty and inequality are still a big issues there, along with a high unemployment. South Africa has developed banking sector rated as a strongly positive feature of its economy (Encyclopædia Britannica, 2020b).

3.2.1 Aroma marketing companies

The most popular and active companies promoting aroma marketing in South Africa you can see in Table 1. ScentAir, SOH scent marketing, Scentology, Scent Solutions, BrandScents, SAAFFI, DMX.

<table>
<thead>
<tr>
<th>Company name</th>
<th>Main business focus</th>
<th>Description of their business</th>
</tr>
</thead>
<tbody>
<tr>
<td>ScentAir</td>
<td>Aroma marketing</td>
<td>Enables businesses to create in-store experience by engaging memory and emotions through scent systems</td>
</tr>
<tr>
<td>SOH Marketing</td>
<td>Aroma marketing</td>
<td>Promises creating a sense of prestige for the business’s office or store</td>
</tr>
<tr>
<td>Scentology</td>
<td>Aroma marketing, scent solutions for businesses</td>
<td>Provides wide range of aromas and selection of scent delivery systems to find scent solution for various businesses</td>
</tr>
<tr>
<td>Scent Solutions</td>
<td>Aroma marketing</td>
<td>Declares proficiency and experience which enable its experts to create perfectly scented environment for their clients and their customers</td>
</tr>
<tr>
<td>BrandScents</td>
<td>Aroma marketing</td>
<td>Works directly with brand owners to design and blend brand aromas</td>
</tr>
<tr>
<td>Initial</td>
<td>Hygiene Services and Scenting</td>
<td>Creates and enhances customers’ experience with scenting and choosing the right aroma</td>
</tr>
<tr>
<td>DMX</td>
<td>Sensory marketing</td>
<td>Creates engaging customer environments, motivates staff and builds brands</td>
</tr>
</tbody>
</table>

*Source: Own processing using the information from the companies’ websites*

*ScentAir Technologies* is the company settled in Johannesburg. It was founded in 2000 and it seems to be the leading provider of aroma marketing solutions for brands and retailers in this country. It enables businesses to create in-store experience by engaging memory and emotions via the scent delivery systems. Their scent machines can be customised to cover every even challenging spaces and brands (Allsense, n. d.). They use three systems: ScentWave – ideal for any business environment and uses dry-air technology; ScentDirect – features advanced diffusion technology that converts liquid aroma into a dry invisible mist, then releases it into the space; ScentStream – for creating long-lasting environment aroma in the large space. This company offers wide range of technologies and solutions that can help businesses to aromatize the smallest spaces up to the largest ones (stadiums, etc.). It is a part of AllSense Group – the multinational organization which main product line is providing environmental scent services leading brands, hotels, and retailers around several countries where it operates: Australia, New Zealand, Singapore, Malaysia, and South Africa (Allsense n. d.https://allsense.co.za/).
BrandScents was created in 2005, so it also belongs among the forerunners in this field in South Africa. It works with brand owners to design and blend brand aromas, as well as to implement and install the required hardware to diffuse the aroma. Their aim is to fit physical foundations without being invasive to the structure and fit to the marketing budget without causing stress. They use scent technologies that diffuse aromas through the HVAC (heating, ventilation, and air conditioning) or ducting systems in the business (appropriate especially for aromatizing large spaces while the Plug and Play units are used for smaller spaces) (BrandScents, n. d.).

Scent Solutions – it delivers cutting-edge scent systems and provides aroma signature scents for combatting malodours, as well as provides a wide range of aromas with germ-killing properties. They state that their proficiency and experience enable them to create perfectly scented environment for their clients and their customers. Their scent systems use technology ensuring effective, longest lasting, and safe scent diffusion suitable for scenting both private and public areas. They use mainly free-standing and HVAC (aircon) and modular (wall-mounted) units. Free-standing systems are effective in aromatizing both small and larger spaces. Their HVAC systems are effective mainly in large areas. Modular units are designated for areas where free-standing or HVAC aircon units are not suitable (Scent Solutions, 2016).

Scentology is another aroma marketing company. It provides broad range of aromas and selection of scent delivery systems to find scent solution for various businesses. It works with several tools, mainly: Aircon unit – out of sight system diffuses liquid aromas into a dry mist before it is integrated into the existing air conditioning or ventilation system. It can be modified for any space of any size. It offers also other systems – Scentology’s stand-alone diffusion system (small, quiet and efficient system); Small area battery operated systems; and also Reed diffusers, room fragrance sprays; and oil burners for smaller spaces (Scentology, 2016).

Another company is SOH Scent Marketing. It uses the power of scent to help businesses create a brand presence and increase it in the eyes of their customers. It uses cutting-edge technology to create scenting solutions in aesthetics and diffusion. It promises creating a sense of prestige for the business´s office or store. Their technology, modern designs and wide range of aromas create scent solutions for different brands and spaces. They also offer diffusing systems for any space and provide systems with programmable and innovative cold air micro-mist diffusion systems with timer and back up battery built in HVAC adaptor. Company also provides full service for businesses (SOH Scent Marketing, 2018).

Another one is Initial that offers to create and enhance customers’ experience with scenting and accents that the right scent can set the business apart from the competition, create an inspiring ambience and increase engagement with the brand. They offer help clients to select the aroma that matches their needs and best reflects the brand identity, objectives, and the customer experience that they wish to create. It offers aromatization of spaces of any size – from small rooms to whole buildings. Together with professional air-flow assessment, expert installation, and servicing, they offer to create a relaxing and inviting environment for customers who will stay longer and return more frequently, as well as for the employees (Initial, 2020).

DMX is another company dealing also with aroma marketing. It marks itself as a global leader in audio and visual branding and experiential marketing. It creates engaging customer environments, motivates staff, and builds brands. They want to create extraordinary experience through aromatizing, music, messaging, and digital signage in the businesses, and help them develop the aroma marketing and branding strategy that captures the essence of their brand (DMX, 2020). The systems for aromatization are chose based on further consultancy with their experts and their potential customers.
3.3 Slovakia

Slovakia is a Mediterranean country in Central Europe. It covers territory of about 49,000 km² and is mostly mountainous. The population is over 5.4 million. The Slovak economy is marked as developed, high-income economy. It ranks 36th on the Human Development Index and it is the 64th largest in the world. In 2020, Slovakia was ranked by the IMF as the 38th richest country in the world. The country was successfully transformed from a centrally planned economy to a market-driven economy. Major sectors and spheres are privatized and foreign investments have risen. However, the country has strong regional imbalances in wealth and employment (Encyclopædia Britannica, 2020a).

3.3.1 Aroma marketing companies

In Slovakia, the using of aroma marketing tools has starting to be popular few years ago. As most important in this field are the companies shown in the Table 2.

Table 2 Companies promoting aromas for business environment in Slovakia

<table>
<thead>
<tr>
<th>Company name</th>
<th>Main business focus</th>
<th>Description of their business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Media</td>
<td>Sensory marketing</td>
<td>Helps to aromatize clients´ space to make their stores different from the competitive ones</td>
</tr>
<tr>
<td>Aroma marketing</td>
<td>Aroma marketing</td>
<td>Engages in aroma marketing with offering complex aromatizing of places</td>
</tr>
<tr>
<td>New Aroma</td>
<td>Aroma marketing – Aroma logo creation</td>
<td>Creates Aroma logo as an effective tool that helps clients build an emotional relationship with the company or brand</td>
</tr>
<tr>
<td>Aroma One</td>
<td>Aroma marketing</td>
<td>Offers professional places aromatization</td>
</tr>
<tr>
<td>LORIKA</td>
<td>Cleanliness – hygiene – health – Scent marketing</td>
<td>Offers to present the strength and beauty of aromas that support the business</td>
</tr>
<tr>
<td>Profichemia</td>
<td>Disinfection – Scent marketing</td>
<td>Offers made-to-measure solutions of aromatizing the spaces for their clients</td>
</tr>
<tr>
<td>QEX</td>
<td>Disinfection – Scent marketing</td>
<td>Presents natural scents developed especially for the purpose of neutralizing bacteria and viruses in space and for better breathing</td>
</tr>
</tbody>
</table>

Source: Own processing using the information from the companies´ websites

*Store Media* is company established in 2002. It offers clients to make their businesses different from the competitive ones. They highlight that the right scent perfectly separates the space of their clients and creates the desired atmosphere, brings uniqueness to the space, and gives their customers an extraordinary experience that they will want to come back and spend more time in this pleasant environment. The company looks at clients´ businesses through their eyes to know their business intention. They present the world trends and together they can choose the right scent. They present their clients the ways that aroma marketing can be applied in practice and together they choose the right technology. The type of device is chosen according to the size of the space (they offer scents for any store or service from smaller (boutiques, banks, etc.) to bigger size (shopping centres, clubs, etc.), as well as the right intensity and time when the device shall be in operation. They take care of servicing their devices and provide a test directly in the operations when potential clients want to try the aromatization (Store Media, 2020).

*Aroma Marketing* – was founded in 2013. It is an innovative company that works with laboratories and marketers to bring new and unrivalled solutions in the field of aroma marketing to the market. It offers professional advice on aroma marketing and aroma branding.
and the complex and carefree aromatization of spaces with professional facilities without entrance fees that provide an effective and long-term way to remove odours (from cigarettes, toilets, sweat, etc.). They offer 250 different scents, as well as to mix own unique scent that reflects the brand's vision – the so-called aroma logo. They also offer short-term rental of equipment for events, conferences, sales events etc. and provide cost-effective measurement and evaluation of customer satisfaction through the Aroma kiosk, as well as the possibility of designing short-term targeted campaigns to support sales, PR, etc. They provide also additional goods, such as fragrant promotional and gift items, car perfumes, car cosmetics, cleaning products, etc. Their devices are suitable for scenting small as well as large spaces (Aroma Marketing, 2020).

New Aroma is a company focused on creating aroma logo for the clients. Aroma Logo is an effective tool that helps to complete the overall image of the brand and the emotional relationship to the company or brand. The scent becomes a memorable part of the brand identity when used. New Aroma provides an analysis of the needs of their clients and their subject of business, as well as assistance in selecting a suitable aroma. It provides free sample preparation, installation of flavouring equipment and staff training. They use specialized diffusers and work with specialized team of perfumers, professionals, and designers to create the scents for perfect atmosphere for their customers’ businesses. They provide professional fully automatized scenting of any space, large selection of quality scents and the ability to create own Aroma logo according to customer requirements. They also rent their equipment (New Aroma, 2020).

Aroma One is company focused on aromatization of spaces as well as the use of aromas to neutralize odours. It aromatizes the space for various operations as well as prestigious brands and focuses on creating emotion associated with the aroma. As stated – they add more emotion to their clients’ spaces. As part of their services, they offer a variety of diverse and non-standard fragrances for various types of businesses. They have a wide selection of highly professional aromatizing equipment, which they choose for each client individually (Aroma One, n. d.).

Then we examined three companies that provide the aromatization as a side activity or in a different way. The first is Profichemia which purpose in the field of aroma marketing is to differentiate the client's operation, office, or retail space from the competition. For this purpose, it promises to mix together with the client a unique scent that will represent the company best. They provide a made-to-measure solution, choice from a wide range of scents, free aromatization test for 10 days and service for their devices (Profichemia, 2020). Another one is Lorika, focused on attracting clients to the potential of aroma marketing for the business environment. They help clients create their Aroma Logo, which they do based on the analysis of brand’s or company’s history, philosophy, vision, space characteristics, and moreover how the brand wants to communicate through the scent and what it wants to achieve with the scent in its stores – determine exactly what the scent shall say about the brand. In combination with know-how and technologies, they provide quality and professional aromatization of various spaces with the possibility of using three different devices (Lorika, n. d.). Last one is QEX. The company is slightly specifically in focus. It promotes natural scents developed for the purpose of neutralizing bacteria and viruses in the store area and for better breathing (QEX, 2020).

3.4 The potential of aroma marketing for supporting sustainable development

According to various research, aroma marketing can contribute to sustainability in different ways, for example sustainable consumption, better awareness of the need for environmental management or the adoption of green technologies, etc. One of these possibilities is a better understanding of how to increase people's emotional engagement through their scents and
olfactory memories in favour of sustainable choices. Aroma marketing can act as a link between people and the right decisions in favour of, for example, the use of green technologies, sustainable consumption, awareness of environmental issues such as the importance of recycling, etc. (Caldeira Oliveira, 2014). It is important to understand that environmental innovations must be linked to human aspects in order to be successful, and it is the aroma marketing that explores the factors that motivate people's behaviour and the reasons why they make certain decisions instead of others. In this respect, these marketing tools can also be used effectively because they can encourage a new perspective on how we react to different environmental campaigns and why we still often do not take into account the environmental impact of what we buy and how much waste we produce.

It can be used to promote products and services that help sustainable development, or just to promote sustainable consumption, green products, etc. These are just some of the possibilities of aroma marketing promoting sustainability. Aroma marketing tools can also contribute to various research and studies on how to promote sustainability through consumer decision-making or how to influence them through scents and emotions to buy environmentally friendly products, etc. They can help in assigning sustainable attributes that evoke positive emotions in people in favour of selected environmental products or environmental feelings, raising awareness towards sustainable choices, etc. They can make environmental products more attractive through selected aromas or intensify customers' perception of sustainable products (Caldeira Oliveira, 2014). The possibilities and potential of aroma marketing for sustainable development and consumption are much broader.

4. Conclusion

The effects of aroma on human behaviour have shown that beyond making a pleasant and memorable experience, smart use of aromas can lead to several substantial benefits for businesses but also to environment. The right aroma can make the business warm, welcoming, and memorable by associating the scent with a good experience. Some aromas can evoke reactions before the consumer even perceives their presence. This stimulation of certain behaviours is therefore a growing trend in marketing, and it is a promising industry that is experiencing growing success and innovation. There is an intensive call for more attention to this method in order to discover new opportunities and implement them into the practice.

Considering our research results we can say that in both countries the aroma marketing has raising importance and utilization in practice. Both started to practice it long time ago. South Africa belongs even among the most active in this within the African region. There are many aroma marketing companies, using sophisticated methods, covering all types of businesses and spaces. We believe that there may operate also other companies besides the analysed ones, which are in some way also offering aroma marketing solutions, but we considered the mentioned ones as the most important in both countries. We can say that the examined companies in both countries are operating highly professional and providing all modern tools of this raising phenomenon for the business environment. The possibilities of businesses for choosing among this type of services and products is comparable in both countries.

We can say that our selected countries can be characterized with quite equal economies, and both are characterized by growing popularity of this phenomenon and its raising active utilization in the business environment. From the results, it might be seen that South Africa is more active in this sphere, at least in the number of companies, but considerable differences in size and population need to be considered. Those add more to the activism of Slovakia. However, we also expected this due to a more efficient economy, division of the world and
surrounding by countries with highly professional aroma marketing companies and systems. Of course, we can see the differences in ability of using the aroma marketing potential in business environment in the different parts of the world. The affiliation to the global North or South part is quite important and sometimes maybe determining but the active and successful using of aroma marketing in business environment depends on many other factors that are important as, for example, the placement and surrounding. Here we can see many disadvantages (in surrounding countries there are not operating aroma marketing companies in such a wide extent) and worse conditions on the side of South Africa.

We assume that providing and using of these new methods and tools in the business environment is going to raise in a near future in the whole world, as it has enormous perspective and potential for marketers to rise number of customers. However, it has perspective also for national economies to promote sustainable services and products to people, as well as to support sustainable consumption patterns within the nations which is an important goal with growing urgency, identified in countries all over the world.

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