

## Smells as an Infogramming Tool

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**Abstract.** Increasing competition forces us to concentrate on creating competitive advantages for our individuality. More and more attention is paid to various types of marketing communications related to the impact on consumer solutions. The authors of this article explore and describe the principles of olfactory communication and analyse its influence on decision-making process and its improvement.

### 1. Introduction

By analogy with the existing concept of "visual communications", olfactory communication (OK) can be defined as an empirical component of the Integrated Marketing Communication (IMC) complex, with which the initiator of the communication process influences consumer decisions, using an informative channel of marketing communications in order to stimulate a certain choice, provision profitability of participants in the value chain, as well as maintaining the attention of decision-makers.

The information that the dominant communication process sends to the recipient (from Latin recipients - receiving, receiving) in accordance with the objectives of the communication process through the olfactory communication channel, is encoded in the odor formula. The purpose, principles, functions, methods, and procedures, as constituent elements of the olfactory communication technique, can be reflected as pyramid.

The above scheme of the olfactory communication technique is in accordance with the previously discussed, effective marketing concepts, which have been recognized by specialists professionally engaged in the theory and practice of marketing communications. We consider it advisable to use the interpretation of the definition of "olfactory communication" and the application of the methodology in the practical activities of planning and implementing marketing communications in client areas.

The goal of olfactory communication is to activate the response of customers through the olfactory component of a complex of integrated marketing communications with respect to promoted goods (commodity ma-rock, lines, commodity items, image client zones). To achieve this goal, it is necessary to solve a set of practical problems of olfactory communication:

- Ensuring high profitability of trade offers in client areas, taking into account the interests of participants in the sales process (customers, sellers);
- Coordination of types, forms, methods, terms of the application of marketing communications of participants in the chain of commodity circulation (commodity producers,

suppliers, customers, payers, customers) for their integration into the effective olfactory component of the IMC;

- Ensuring the adaptation of olfactory communications to the technical capabilities and image of the sales enterprise, as well as to meeting the needs of the target client audience, taking into account the current requirements of legal, technological, aesthetic and social ethical standards;
- Consolidating the responsibility of all participants in olfactory communication to the target client audience and monitoring its compliance.

## **2. Olfactory communication approach and principles**

The principles of olfactory communication largely coincide with the principles of other sensory communication channels, many of which are common both for marketing in general and for communications: aiming at the end result, targeting, ensuring the priority of interests of the target client audience, the focus on the maintenance and development of diverse needs for the target client audience, integration along the chain of relations, normative forecasting, progressiveness, manufacturability, synergy, process approach, eclecticism. At the same time, it is advisable to formulate principles that are specific to olfactory communication:

1. The directivity of response: the use of odorous substances with known properties to obtain a specific and effective response of customers and/or personnel of the trading enterprise.
2. Safety of odor effects: avoiding the use of inguinal substances that create conditions for the risk of injury to clients and the personnel of the trading enterprise.
3. Ethicality: it assumes that the smell used to impact customers will not harm both the physical condition of the clients and the mental state - it will not deprive the willful attitude, and will not be a means of manipulation.
4. Complementarity: it involves joining together in a single aggregate (mixture) several mono-smells that combine, complement and reinforce each other, creating a deep multi-dimensional effect of the CPA effect.

Hypothetically specified specific principles may be acceptable for other sensory communication channels, but previously they have not been described and for this reason, in the context of this study, are formulated as specific.

Functions of olfactory communication are more specific than common for all sensory marketing communications:

An examination of the infogrammes suggests that the decision-makers has a certain emotional reaction, for example, control or rising of the senses. These feelings can affect how much time a person will spend while reviewing an infogramme and how much attention he will pay to this process. When exposed to incense/fetid odors, the client has various emotional states that increase/decrease stay in the place of sale in accordance with the purpose of the message encoded in the smell.

The expediency of this function can be illustrated by examples from the practice of communications, when by means of special smells emotional states of happiness, joy, care, inspiration, the curiosity that increases the time spent at the place of sale are created, and fear, disgust, sadness, diminishing. At the same time, the emotional states of vivacity, swiftness, anxiety initiated by the smell, cause a state of haste and a desire to stop the process of examining the infogramme, contributes to inattention.

The atmosphere of the research process, firstly, helps to shape the course of human thought and concentrate its attention in the right direction, thereby increasing the chances of attention; otherwise, it simply remains without attention. Using special smells, it is possible to categorize the necessary infogrammes, adapting it for a specific purpose.

Unlike visual stimuli, smells have a large zone of action (department or the entire room), and also help create additional attention by increasing concentration. For example, at the working place, it can smell simply of tea, or maybe tea with lime-colored or berg-mote. Under the influence of such smells, decision-makers have a desire to diversify its choice of visual elements, take care of health. The

benefit is obvious: the time for examining the infogramme increases and the more careful selection of visual elements that are the goal of complex communication.

The odor of the infogrammes helps to increase attention to the process of selecting visual elements of the infogrammes, which will manifest itself in the achievement of the goal of integrated communication. Especially valuable is the opportunity to use olfactory communication differentially for visual elements. This can be done by causing certain associations through the smell.

The target visual elements should be dominated and remembered, and not used to influence the consumer's smell, which is designed to improve the perception of decision-makers of the value of the proposed management decisions. Contribute to this can procedure for careful selection of equipment and appropriate equipment for odorization of workplaces or printing ink for printing individual visual elements. At the same time, it is important that the smell is also effective when it is so thin that the decision makers does not feel it.

Increase the loyalty of decision-makers to targeted management decisions by creating an atmosphere of the workplace. Constant selection of the same visual element is called Decision Makers loyalty. Loyalty is formed if the decision-maker is satisfied with the atmosphere of its workplace and is used to working here.

Sometimes a decision-maker becomes a permanent elector of the same type of management decision, regardless of what goals they achieve. In other cases, IDFs are true to a particular type of visual element. From the point of view of TOP-management of the company, winning the trust of DMD and creating a permanent group of target visual elements is a necessary condition for the success of the management process.

Thus, an infogramme that exudes a smell that hovers in the workplace serves as a pleasant addition to the cognitive process and acts as a special "stimulus" that excites special feelings that cause special emotions that the IDL experiences when working at a given workplace or when choosing particular type managerial decisions.

The smell can not only draw attention to the manager but also create the necessary atmosphere in the work area and become an element of design in a unified management concept of the organization.

This function contributes to two different areas of olfactory communication: inside the room (department) and beyond (at the entrance, in the corridors leading to the department).

Unpleasant odors are perceived by people much more sharply than pleasant ones, so decision-makers have a desire to leave the workplace, in which the atmosphere is not pleasant, with "douche."

Special mixtures of essential oils can serve as a tool for bacteriological air purification, for example, during the epidemic of influenza, and create a good mood.

A special approach in terms of olfactory communication requires tobacco smoke. In the office of any format, it nullifies any attempts to influence the decision-makers with the help of an "attractive" smell. Therefore, in many offices, smoking areas are separated or smoking is prohibited at all, allowing a pure smell of coffee in the air.

From the publications are known the possibility of eliminating odors with the help of special aerosols, the main component of which binds and eliminates unpleasant odors and after that fills the air with a target (attractive) odor, creating a pleasant atmosphere.

By the end of the working day, the organization's staff feels tired, sleepy, exhausted. This problem is completely solvable by means of olfactory communications, using specially selected pouches and awakening, and toning. For example, the smells of rosemary, sage, citrus, jasmine, rose, ylang-ylang, and tea plant can relieve tension, give new strength and fill with energy.

### 3. Results

It has been established that a prolonged absence of compounds of plant origin in the inhaled air causes a violation of cellular respiration, metabolic processes, impedes the synthesis of biologically active substances, and weakens protective mechanisms. In this case, odorization of office premises is an admission of an odoro-therapy, which is considered harmless and non-prescription in use. Natural essential oils do not have a negative side effect, do not cause addiction. However, the quality of oils

must comply with hygiene standards and must be confirmed by Russian certificates and the conclusions of the relevant consumer supervision authorities.

Negative experience of using essential oils by spraying them through heated filters of non-specialized dispensers for odorizing public premises reduces the quality of olfactory communication and becomes a factor that worsens the working conditions of managers, causing allergies, asthma and other diseases. This experience of the use of odors testifies to the necessity and expediency of methodical support of the process of olfactory marketing communication when making managerial decisions. The expression of the Swiss alchemist, doctor, philosopher, natural scientist, natural philosopher of the Renaissance, Paracelsus: "Everything is poison and everything is a medicine, only a measure separates one from another" is also relevant with respect to olfactory communication. And to protect the medicine from turning into poison is the methodical goal of an essential communication.

Increasing the effectiveness of management decisions is impossible without knowledge of the psychology of people, the specifics of their behavior in the cognitive process and the factors that influence their decision to choose a targeted solution. Therefore olfactory communication becomes demanded in this activity. Considering infographics LPR fall into the special atmosphere of the cognitive process. They see a lot of visual elements that they can consider and make a choice among them. In this case, the DMDs are under the influence of coded information. In this situation, it becomes necessary and worthwhile to carefully evaluate the possible managerial decisions.

Methods of olfactory communication are based on generally accepted marketing approaches to influencing people's decisions about choosing one of a variety of options. It is advisable to implement the olfactory communication process on the basis of ISO 9000-2001 "Quality Management System". In this case, it can be represented as a process - i.e. as a set of sequential actions and procedures for managing cognitive resources and cognitive activity of managers in work areas.

As it was discussed earlier, the following data are used as input data: positions and differential of visual elements, business traditions of the organization, traditions, and models of making managerial decisions, the mission of the organization.

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