

Abstract

The bachelor thesis "Olfactory marketing – The usage of natural and artificially propagated aroma in retail stores of natural cosmetic products" deals with the usage of olfactory marketing in the field of business and its influence on the customer. Thesis will be divided into two parts - theoretical and practical.

The first chapter in the theoretical part, which deals with the brief characteristics and analysis of the current situation of in-store marketing, is an introduction to the theme of the whole work.

The second chapter deals with the physiology of smell and emotional memory, which enables in-store marketing to use olfactus as a tool for effective sales promotion.

History, principles and olfactory marketing in general are discussed in the last chapter of the theoretical part of this bachelor thesis. In this chapter, the text author deals in with the differences between artificially propagated and naturally fading smells at the point of sale. Olfactory marketing is belong to neuromarketing. Sensory marketing use human senses - taste, smell, sight and hearing.

The practical part of the bachelor thesis is divided into four chapters. Each part deals with one of the examined brands and their shops. Chapters contain a brief description of selected brands - history, principles and ideas of the company, and product categories. Next parts are the outcomes of the interviews that will support or rebut hypotheses from the theoretical part.

The conclusion of the bachelor thesis summarizes the whole analysis, and describes the acquired knowledge about smells in retail marketing in examined natural cosmetics stores.