



# Do tactile stimuli impact fragrance perception or emotion?

Danielle Dale, Tracey Hollowood, Jane Randall, Tracey Sanderson



Modifying packaging to deliver different tactile stimuli that enhance consumer acceptance provides a strong marketing tool.



## Introduction

Previously, Krishna et al. 2010 demonstrated that when a fragrance (masculine or feminine) was harmonious with a texture stimuli (rough or smooth) it lead to enhanced tactile perceptions and product evaluation.



This study explored the impact of texture on fragrance perception; specifically whether tactile stimuli influence the perceived fragrance 'gender' or resulting emotional response.

## Methodology

- In a CLT, n=106 participants assessed 9 deodorant samples split over three days (one fragrance per day).
- On each day, the three samples had the same fragrance but the cans had different textures.

Each sample was rated on 1-9 category scales for:

- Fragrance intensity
- Gender perception
- Likeability



Emotional impact was also captured via CATA and intensity scales.

Fig 1: Impact of Texture



## Results

Fig 2: Impact of Gender on Texture and Fragrance

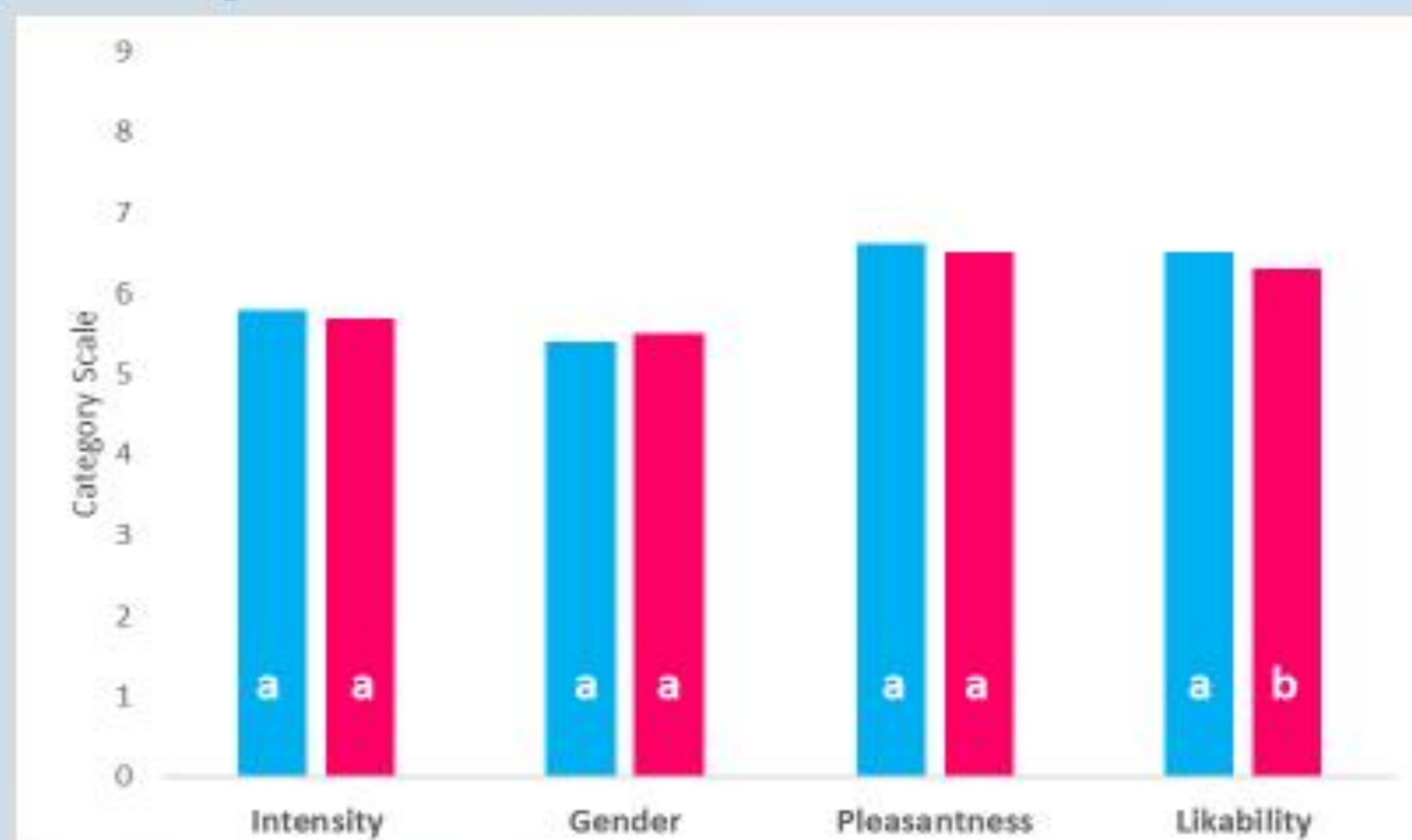
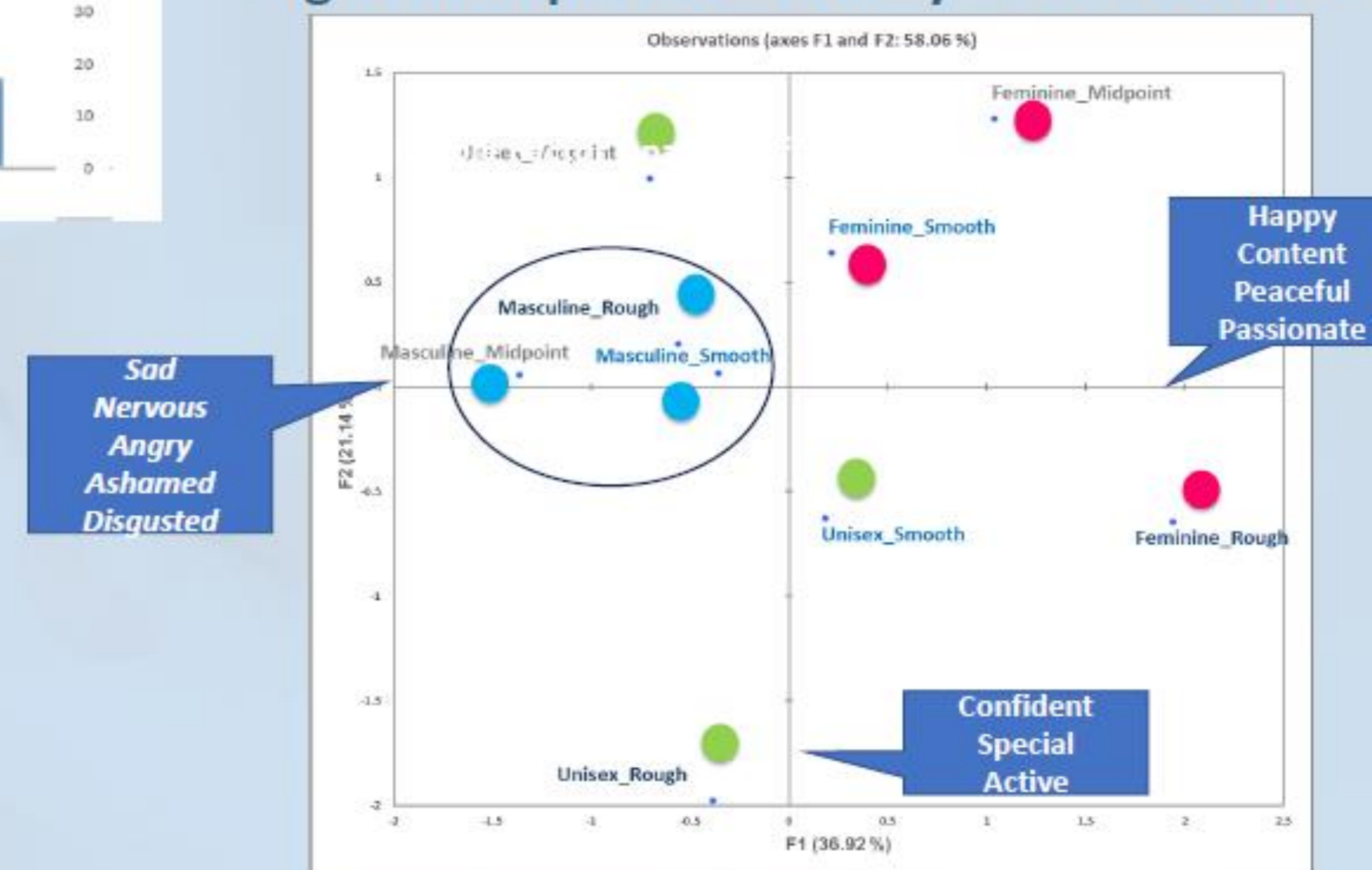


Fig 3: Multiple Factor Analysis of CATA data



Graphs showing ANOVA of impact of texture on fragrance (95% confidence interval). The same letters indicate samples are not significantly different to one another,  $p > 0.05$ .

## Key Findings

- There was no significant difference between the rough, midpoint and smooth samples in terms of their perceived fragrance intensity, gender perception, pleasantness or likeability ( $p > 0.05$ ).
- Participant gender did impact the overall liking of a fragrance ( $p = 0.016$ ), however, participant gender had no significant impact on the perceived fragrance intensity, gender perception or pleasantness of the samples ( $p > 0.05$ ).
- The relationship between texture and emotional response was not linear across all three samples (i.e. the rougher the texture, the greater the impact). However, the rougher samples did have the greatest impact on emotional response, eliciting feelings of activeness, shame and less happiness overall.
- Masculine fragrances were more associated with negative emotions (sadness, nervousness, anger, shame and disgust); whereas the feminine fragrances elicited more positive emotions (happiness, contentment, peacefulness and passion).