Fragrance Sampling Market Survey

Perfume brands include samples in their investment budget... ...what impact does it have on consumer behavior?
Fragrance sampling is an important driver for the promotion of your brand and you allocate an important part of your marketing budget for sampling...

Have you ever measured its impact on consumers?

You repeatedly launch sampling operations in the distribution and in the press...

Do you know how your competitors operate in the market and what strategies they implement?
Why such a survey?

The **Fragrance Sampling Invescomm Survey** suggests:

- to compare via 2 different questionnaires, the consumer viewpoints and those of the professionals,
- to benchmark the strong points and weak points of each brand in comparison to its competitors,
- to optimize the efficiency and control of the marketing investment of samples.

### Consumers’ viewpoint

**Objectives/targets**

- Measure and understand the rituals and expectations from fragrance consumers: most liked samples, most-efficient distribution methods, influence of the tested sample on purchase decision...

**Methodology**

- **Target Population:** 300,000 fragrance consumers registered on the osmoz.com portal.
- **The Sample:** 3,866 respondents, representative of the perfume consumers.
- **Research method:** self-administered web questionnaires.
- **Field work:** April-May 2010

### Professionals’ viewpoint

**Objectives/targets**

- To measure the perception of major international brands by the fragrance industry professionals on press and distribution sampling in France and in the USA.

**Methodology**

- **Target Population:** Marketing professionals of the fragrance industry (product managers, group product managers, marketing directors...).
- **The Sample:** 50 respondents among the major fragrance brands.
- **Research method:** semi-directive phone interviews.
- **Field work:** April-May 2010
The **Fragrance Sampling Survey** was carried out on two consumer panels and one professional panel.

**Consumer Panels**
Two panels included 3,866 consumers from France and the United States who replied to a web questionnaire on their preferences regarding fragrance samples in perfume stores and in the press.

**France and French-speaking countries Panel**
- 2939 responses

**Panel USA/Canada**
- 927 responses

**Professional Panel**
This panel brought together 50 professionals from varied functions within the perfume industry who replied to the survey, in France, Europe and North America.

**Brands Surveyed**
- Chanel
- Dior
- Lancôme
- Givenchy
- Guerlain
- Yves Saint Laurent
- Hermès
- Kenzo
- Thierry Mugler
- Cartier
- Jean-Paul Gaultier
- Prada
- Nina Ricci
- Issey Miyaké
- Cacharel
- Paco Rabanne
- Giorgio Armani
- Viktor&Rolf
- Diesel
- Azzaro
- Lacoste
- Hugo Boss
- Dolce & Gabbana
- Chloé
- Cerruti
- Martin Margiela
- Prada
- Lalique
- Bulgari
- Estée Lauder
- David Beckham
- Parfums Berdoues
- Caron
- Kaloo parfums
- Bogart
- Bottega Veneta
- Stella Mc Cartney
- Elizabeth Arden
- Liz Claiborne
- Yves Rocher
- The Body Shop
- Adidas
- Designer parfums
- Oriflame
- Avon

Five interviews, based along the same guidelines, were carried out with the marketing managers from the trade (Sephora, Marionnaud, Le Printemps…).
1. **Analyze the receiving of the sample by the consumer**
   - Distribution places of samples by channel (perfumeries, networks, department stores…)
   - Context of sample receiving
   - Sample receiving mode
   - Number of samples received on each occasion

2. **Usage and behavior of consumers**
   - Use of press samples
   - Use of trade samples
   - The need, or not, to smell the sample prior to the purchase
   - Number of perfumes tested before deciding if a perfume is liked
   - Part of the body on which the perfume is tested
   - Reading of information on the inside wrapping

3. **Perceptions and expectations of consumers**
   - Correlation with commonly purchased brands of perfume
   - Preference for the type of perfume application (spray, applicator)
   - Preference for the distribution channels of samples
   - Preference for the outer packaging
   - Preference for prestige packaging
   - Preference for the inner packaging
   - Global satisfaction regarding the manner in which brand names test their perfume
   - Recognition of a brand of which you have already had a sample

4. **Brand awareness and impact on the decision to purchase**
   - Relative factors that encourage the consumer to want to purchase the perfume
   - Association of the sample with brand and product name
   - Impression associated with the name and brand upon receiving the sample (pleasure, banality, commonness)
   - Comparative importance of all promotional aides on the actual purchasing (samples, gifts etc…)
   - Intent to purchase after sampling
   - Purchase after testing a press sample
   - Purchase after testing a sample from the retail trade

5. **Socio-demographic information**
   - Sex
   - Age
   - Country of residence
   - Number of perfume purchases per year
   - Annual perfume purchase budget
   - Suggestion and remarks (verbatim)
<table>
<thead>
<tr>
<th>Section</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Results from brands on perfume samples</td>
</tr>
<tr>
<td></td>
<td>Main countries tested</td>
</tr>
<tr>
<td></td>
<td>Reason for not testing in certain countries</td>
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<tr>
<td></td>
<td>Internal decision levers on sampling strategy</td>
</tr>
<tr>
<td></td>
<td>Sampling typology</td>
</tr>
<tr>
<td></td>
<td>Evolution of promotional budget</td>
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<tr>
<td></td>
<td>Evolution of sampling budget</td>
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<tr>
<td></td>
<td>Share of sampling within the promotional budget</td>
</tr>
<tr>
<td></td>
<td>Decision body on sampling within each of the brands (budget, allocation of countries, choice of packaging and suppliers...)</td>
</tr>
<tr>
<td>2</td>
<td>Perception of suppliers and competitors</td>
</tr>
<tr>
<td></td>
<td>Spontaneous awareness of perfume sample suppliers</td>
</tr>
<tr>
<td></td>
<td>Spontaneous awareness of the commercial names of perfume samples</td>
</tr>
<tr>
<td></td>
<td>Perception of the most successful brands in sampling</td>
</tr>
<tr>
<td></td>
<td>Perception of the cannibalization of sales due to sampling</td>
</tr>
<tr>
<td>3</td>
<td>Satisfaction of perfume sampling</td>
</tr>
<tr>
<td></td>
<td>Global satisfaction concerning sampling</td>
</tr>
<tr>
<td></td>
<td>Satisfaction with the outer packaging</td>
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<td></td>
<td>Satisfaction with the inner packaging</td>
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<tr>
<td></td>
<td>Satisfaction of sample distribution</td>
</tr>
<tr>
<td></td>
<td>Satisfaction of advice given at distribution point</td>
</tr>
<tr>
<td>4</td>
<td>Expectation regarding perfume sampling</td>
</tr>
<tr>
<td></td>
<td>Importance of the return on investment</td>
</tr>
<tr>
<td></td>
<td>Allocation of an additional budget if the unit cost is reduced</td>
</tr>
<tr>
<td></td>
<td>Suggestions and expectations to improve the product</td>
</tr>
</tbody>
</table>
4 Options to subscribe to the survey

France Consumer Survey
- A complete summary of the overall replies of French and French-speaking consumers to each question of the survey.

USA / Canada Consumer Survey
- A complete summary of the overall replies of North American consumers to each question of the survey.

Marketing Executives Survey
- A complete summary of the overall replies of 50 Marketing professionals in Europe and North America.

Full Package
- France Consumer Survey.
- USA / Canada Consumer Survey.
- Marketing Executives Survey.

Additional Costs

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<thead>
<tr>
<th>Content</th>
<th>Unit Price (VAT excluded)</th>
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</thead>
<tbody>
<tr>
<td>Additional translation French, English</td>
<td>250 € / 325 USD</td>
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<td>Additional analysis (filter, pairwise...)</td>
<td>250 € / 325 USD</td>
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This will allow you to analyze the correlations between various variables of your choice or to compare the results between sub-populations (by residence, professional activity, age, income etc...).
Who are Invescomm?

Founded in 2007, invescomm is a marketing consultancy based in Paris, France. Invescomm has developed an expertise in measuring the opinions and satisfaction level of clients and distributors in the areas of Tourism, the Beauty industry and Health.

Overview of osMoz and of the Firmenich group

Created on the 29th March 2001, it is the first thematic site dedicated to perfume. Aimed at the general public and professionals, OsMoz offers a unique set of content on scent. It is available in 5 languages including: English, German, French, Italian, and Spanish. OsMoz was created thanks to the financial assistance from Firmenich, one of the world leaders in the creation and production of perfumes and fragrances. Firmenich also contributes to the promotion of The Art of Perfume throughout the world.