



THE IMPACT OF CUSTOMER PERCEPTION TOWARD THE SPA'S SCENT TO BRAND
RECOGNITION AND CONSEQUENT RESULT TO BRAND EXTENSION ON RELATED
OLFACTORY PRODUCTS IN SPAS : A CASE STUDY OF ELEMIS SPA BANGKOK



By
Mr. Rattanapong Kongcharoen

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration Program in Hotel and Tourism Management

International Program

Graduate School, Silpakorn University

Academic Year 2015

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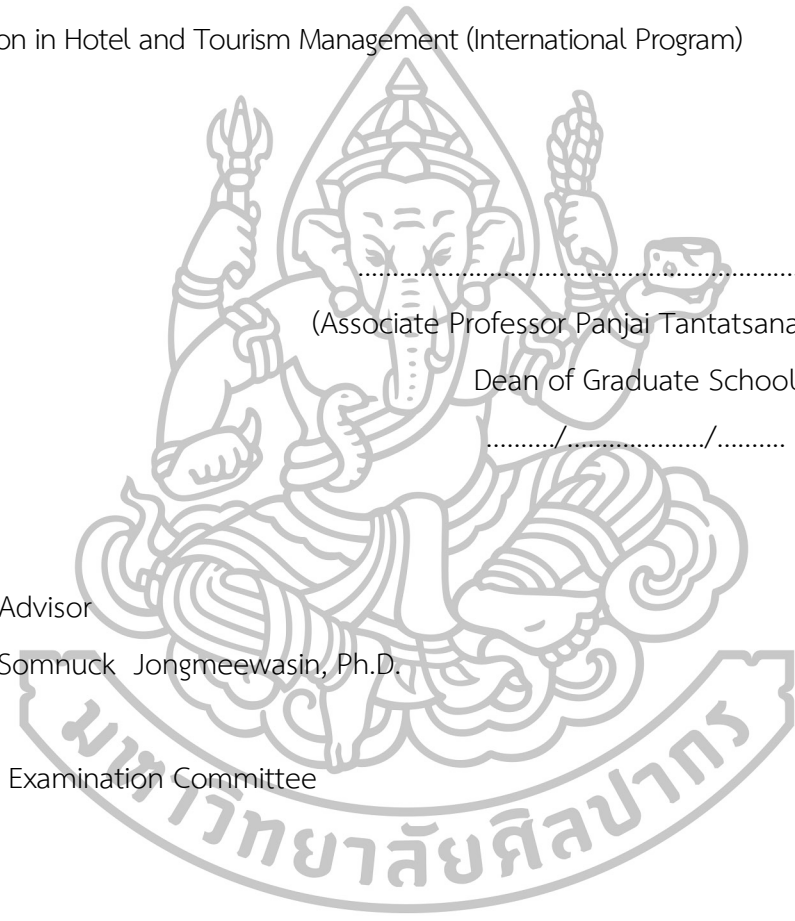
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The Graduate School, Silpakorn University has approved and accredited the Thesis title of “The Impact of Customer Perception Toward the Spa’s Scent to Brand Recognition and Consequent Result to Brand Extension on Related Olfactory Products in Spas: a Case Study of Elemis Spa Bangkok” submitted by Mr. Rattanapong Kongcharoen as a partial fulfillment of the requirements for the degree of Master of Business Administration in Hotel and Tourism Management (International Program)



.....
 (Associate Professor Panjai Tantatsanawong, Ph.D.)

Dean of Graduate School
/...../.....

The Thesis Advisor

Somnuck Jongmeewasin, Ph.D.

The Thesis Examination Committee

.....Chairman

(Sippanan Nuanla-ong, Ph.D.)

...../...../.....

.....Member

(Phukrirk Buasorn, Ph.D.)

...../...../.....

.....Member

(Pichet Teeranuson, Ph.D.)

...../...../.....

.....Member

(Somnuck Jongmeewasin, Ph.D.)

...../...../.....

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Human is a specific creature that significantly controls his own physicality and mentality via intellectual brain, which is inextricably linked with nerve fiber and neurotransmitters to generate sensory system and external behavioral expression. Since the knowledge of conjoint neurocirculatory was published, many scientists and psychologists tend to find out a linkage of neuro system and human behavior.

The purpose of this research is to find out the difference or similarity between genders on customer perception toward the spa's scent, and identify the brand recognition affected by the spa's scent based on Proust's Phenomenon and the relationship between customer perception toward the spa's scent to brand extension. This research has been preceded with the cooperation of the Elemis Spa Bangkok in the company of 300 participations spa's customers, separated by gender classifications in order to answer the questionnaires and respond the direct feedback to the researcher.

The research begins with reviews of the literatures to conceptualize the dependent and independent factors affected by scent, and estimate the form of hypothesis based on quantitative methods. The result of this research strengthens the importance of physical environment concerning for the service industry, particularly in the sense of smell toward customer perception and brand recognition. In addition, the customers are widened their own perspective on scenting products in relevant to multiply products line on the same brand or brand extension concepts.

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This research is symbolized my affection for the fragrances which I am passionate about the sense of smell since I was in grade 16. Luckily, the destiny led me to discovery the world of perfume in France where I guarantee myself of perpendiculating into the olfactory knowledges as the notable perfumers have done before.

I cannot find any particular words to express my sincere gratitude to my mother and father who always take care of me during my difficult period of completing the research, and of course your financial support to fulfil my passion of study.

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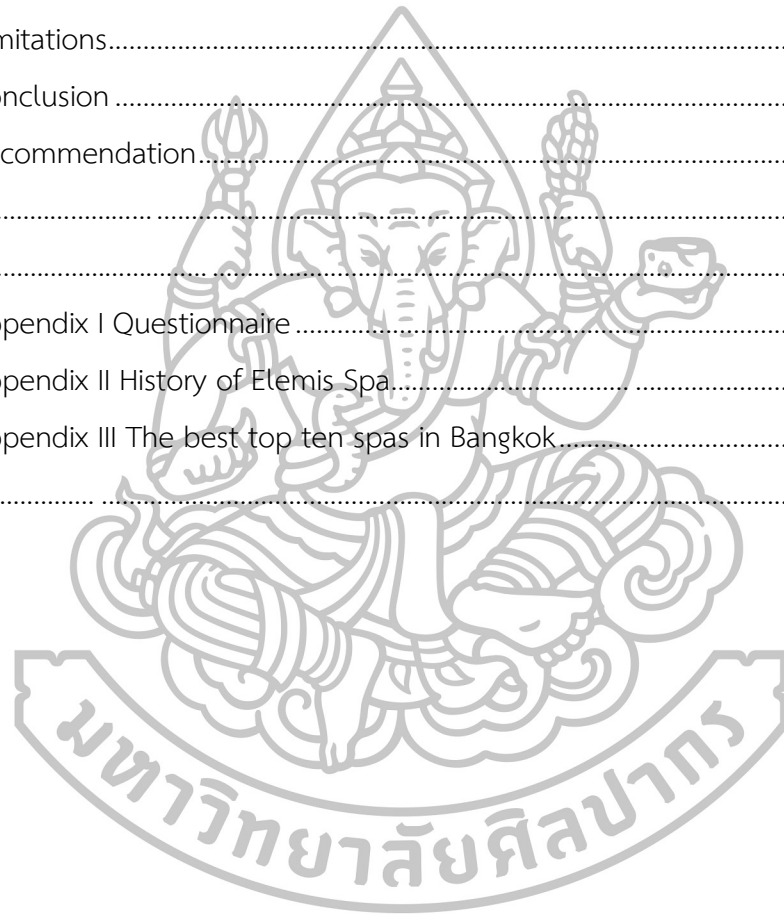
Rattanapong Kongcharoen

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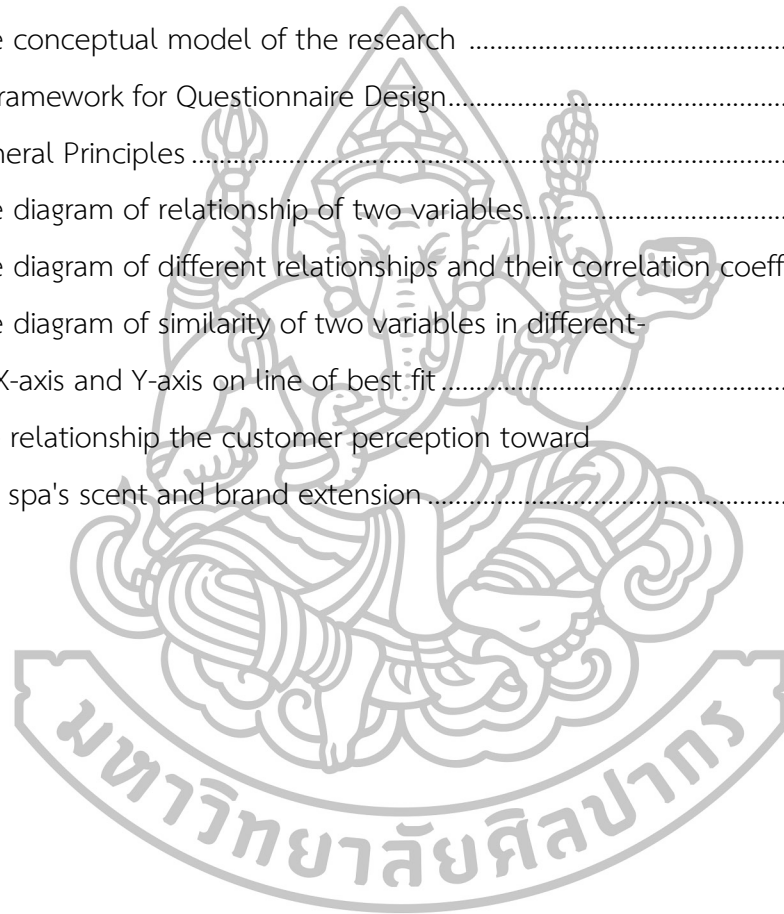
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CHAPTER 1

INTRODUCTION

Context

Background

The perception and interpretation of odors is a complex phenomenon that involves a mixture of biological responses, psychology and memory. Apart from the physical environment through the sensory aspects (visual, aural, olfactory, tactile, and gustatory), smell is considered to be the most closely attached to emotional reactions since the olfactory bulb is directly connected to the limbic system in the brain, which is the seat for immediate emotion in humans (Wilkie 1995). Compared to prior management study, scent can be processed and produce an effect in a person's mind without him or her even paying attention to it, smell is "something that the customer cannot ignore" (Ward, Davies & Kooijman 2003, p. 295). Also, Mattila and Wirtz (2001) found in their research that when ambient scent is presented in terms of arousing qualities, consumers rate the environment significantly more positive, exhibit higher levels of approach and impulse buying behaviors, and experience enhanced satisfaction.

The study of Morrin and Ratneshwar (2003) confirmed that scent can connect to enhance brand memory; meaning that scent can improve both recall and recognition of familiar and unfamiliar brands. However, many researches tended to observe the scented products to consumer memorization (Krishna, Win & Morrin 2010; Grohmann & Thomas 2010). Yet, former researchers explained ambient scent on customer behaviors and purchasing rate where mostly performed in retailing store (Mattila & Wirtz 2001; Spangenberg et al. 2006; Pearsons 2009). The consequence of scent in hotel industry is rarely performed and contributed. This is a reason of this study to detail the impact of scent that influences customer perception on brand recognition.

Another anecdotal source was recorded from Proust (1927) who is the person to whom the claim that odors are particularly powerful and evocative cues is most often attributed. This anecdote is based on a single literary called “Remembrance of Things Past” in which the author described how he was vividly reminded of childhood experiences by dipping a madeleine cake into tea, the taste of which causes long forgotten memories of his childhood to resurface. The thing which many researchers learn from Proust is odors are able to spontaneously cue autobiographical memories which are highly vivid, effectively toned, and very old (Chu & Downes 2000a; Chu & Downes 2000b). However, the past researches never explain or apply the Proust phenomenon to describe the memory of customer in term of brand recognition toward the scent as environmental stimuli. That’s why the researcher penetrates this psychological discovery of Proust to be fundamental concern of hypothesis examination.

Moreover, the relation of product and its strength was recognized by marketers as a potential benefits (Lee, L, Frederick, S & Ariely, D 2006). This point referred to brand in terms of the value of a brand which is not only determined by its current status, but also by its potential in the future and in new currently untapped markets (Eusebio, R, Andreu, JL & Belbeze, MPL 2006; Srivastava, RK & Shocker, AD 1991). This potential can be realized by making use of brand extension as a growth strategy (Broniarczyk, SM, & Alba, JW 1994). Besides, Lee, L, Frederick, S and Ariely, D (2006) proposed the common approach to leveraging brand equity by launching line extensions which is the use of an established brand for a new offering in the same product category. The theory of brand extension is also applied to this research to see relationship on customer perception and brand extension to create an opportunity on olfactory products extension in service industry.

Significance of the study

The researcher intends to amplify the understanding of applied psychological theory of Proust phenomenon on memory recall to service industry’s customers which classified as crucial customers who contribute a lot of incomes for economical profits of Thailand. Also, the recall of scent from service industry can refer to concept of brand recognition which the researcher needs to prove the

hypothesis and link this proof with the spa scented-products to understand the possibility of scented market expanding on spa products extension.

Goals and Objectives

1. This research aims to find out if there is the difference between gender and customer perception toward the spa's scent.
2. This research aims to identify if the brand recognition is affected by the spa's scent.
3. This research aims to find out if there is the relationship between customer perception toward the spa's scent to brand extension.

Study Boundaries

1. The study of customer perception toward the spa's scent to brand recognition will focus on the psychology research of scent and memory by Marcel Proust who was described "The Proust Effect" theory via Chu and Downes (2000b) as the odor associated with experience and a smell can recall the memory; smell is better at this memory cue effect than other senses. Also, the study of brand extension based on the study of Lee, JK and Morrison, A (2013) who exemplified the successful of unique bedding products from The Westin Hotel, called the "Heavenly Bed" and seek the possibility to extent the scent products which are linked to spa's scent.

2. The study will concentrate on the ambient scent which is presented in the target spa as a signature scent. However to deeply understand the customer's recognition, the researcher choose firstly the target spa where is located on the downtown area in Bangkok and essentially ranked as a top ten world's best upscale places to get pampered and treatment from the criticism of "10 best of USA Today by Dave Stambulis" (USA TODAY 2015). Next, researcher randomly chooses target group from spa's customers about 300 participants to spread out the questionnaire from population size 3,600 persons (this referred to the number of customers both Thai and foreigners who are gotten therapized yearly from the Elemis Spa; the data was claimed by the Elemis Spa Bangkok Manager).

3. The variables in this research consist of;

Independent variables: demographic data and customer perception toward the spa's scent.

Dependent variables: customer perception toward the spa's scent, brand recognition, and brand extension.

Research Methodology

1. Documentary Research

Basically, the researcher investigated for database journal to understand the fundamental theory of brand recognition and brand extension toward the spa's scent as followings;

1.1 The concept of customer perception.

1.2 The concept of consciousness and memory which is aroused by scent.

1.3 The concept of physical environment (especially scent) toward the customer's emotion.

1.4 The concept of brand recognition.

1.5 The concept of brand extension.

2. Expected Output

The researcher expects to understand the customer perception toward the spa's scent among gender whether or not it is related and that result will concern to guide the spa to prioritize the physical environment to be part of spa environment concerns. Furthermore, the result of customer perception toward the spa's scent can assume the possibility of brand recognition in customer consciousness and experience. Lastly, the spa scent may create the chance to extent scented products categories with spa branded to the market needs.

3. Content Analysis and Summarizing

Analysis of the data is processed by the result from research instruments (questionnaire) to understand the customer perception toward the spa's scent in each gender and human consciousness of the scent which are developed among the theory of brand recognition and brand extension.

By summarizing of the data followed by the result of data analysis to gain the physical environment concerning about spa nowadays in order to differentiate itself from the others via stimuli source of sensation, the service industry sector will consider the human truth depending on psychological aspects to be one of hotel concerns and follow the step of this result to develop spa facilities properly for people in further generations.

Synopsis of Chapters

Chapter 2: this chapter represented the literature review which provided the reader about the background and history of the perfume since the past several years until nowadays. It provided the understanding of customer perception, brand recognition and brand extension in terms of definitions, and how all these factors linking with each other. In addition, the literature review provided advantage and barrier of the previous study to conclude the solution and deviate in the proper way.

Chapter 3: this chapter represented the researcher methodology which the researcher used for collage information. Here, both theoretical framework and conceptual framework were combined together, and the questionnaire design was also enlightened how the researcher proceeded each step before performing the questionnaire. Moreover, the population and sample was examined in this chapter with the measurement design to reply the hypothesis.

Chapter 4: for this chapter, the results of the data analysis were presented. The data were collected and then processed in response to the problems posed in chapter 1. All the target groups were tested with questionnaire and have been analyzed using the embedded tool from SPSS Software to classify the outset of demographic details, followed by the findings of other variables to continue the summary and conclusion.

Chapter 5: this chapter essentially summarized the thesis research and suggested research and policy recommendations for further analysis. The first section of the chapter discussed about the objectives of the research and the methodology used to accomplish the analysis. A summary of the major results was described. The second part of the chapter discussed about policy implications of the research and proposed recommendations for further research.

CHAPTER 2

LITERATURE REVIEW

This chapter is shown the related data on independent variables and dependent variables which are reviewed from the trustworthy various sources since international business and psychological journal till historical textbook and academic website. The review of literature in this chapter consists of the concept of history of perfume, Sensory marketing via scent, consciousness and memory which is aroused by scent, physical environment (especially scent) toward the customer's perception, scent perception in service marketing, and brand extension.

History of perfume



Perfume is considered as precious resources that relatively remain to human life since before era. Everyone can detect the effect of perfume mainly through our activities since wake up time until alleviation of sole sleepiness.

Back to the ancestral existed of human being, the Bible noted about luscious garden in paradise where full of scenting flowers were remarked. Fischer-Rizzi (1998) referred his study on the creation of incenses; including frankincense and myrrh by symbolized the Paradise garden (Garden of Eden) in which overwhelming sweet and voluptuous odors were presented.

Perfume was introduced to human life since prehistoric era. That period the historians have no literal record, however the historians trusted that perfume were being used to conciliate the gods (The Parfums Raffy 1988, para. 1). Rüegg (2012) gave a detail of the etymology of “perfume” that this word derived from the Latin word “per fumum”, which means “through smoke”, and evokes odoriferous substances burnt in fumigations during sacred, medicinal or ritual traditions (incense, woods, resins and other vegetal materials). This word also links to the human's discovery since the Stone Age as human found by chance the way to fire from natural rock and scraps of wood. This was remarkable point to confirm the beginning part of human's knowledge to understand the scent of burning wood.

Until the historic era, the Egyptians were the first who used perfume for personal aspect, however the production of perfume was reserved for the priests. Therefore, a special lab had been arranged only in temples. Much later, also queens and emperors were allowed to make use of the perfumes. As concerned, “Alexandria” had important factories, as well as renowned perfumers and alchemists guilds. They master techniques to capture scents on fats (especially flowers and resins, like blue lotus, iris, sweet marjoram, turpentine, benzoin and myrrh) or also cold soaking and hot decoctions. But they still ignore everything about distillation. Egyptian perfumes exist in various forms; salve, balm, ointment, incense, aromatic water and scented oil. The artisanal art of Egyptian perfumery is still secretly kept and exclusively reserved to sacred rituals, however a savoir-faire originated from this oriental tradition will persist in certain Mediterranean regions and serve a new blossoming to perfumes during the first millennium (Rüegg 2012, para. 3).

The Egyptians used to mummify and embalm their dead bodies with myrrh and cassia (a kind of cinnamon). Only the high-hierarchy placed persons received scented water in their graves for the hereafter. This was discovered in 1992 by the archaeologists. When they opened the grave of Tutankhamen, he was embalmed and mummified, and they found several oil jugs in his grave. Moreover, as recorded since 40 years BC, under the supervision of Cleopatra, the use of perfumes in Egypt reached a climax. When she threatened to lose her power, she called for the assistance of the Roman emperor Julius Caesar while tempted him with her beauty and large amounts of concupiscent perfume dosage (‘Perfume: Essence of Seduction’ 2015, para. 2).

The perfume arrived in Greece via the Phoenicians. This was the nation that after the Egyptians dominated the trade in the Mediterranean. The female perfumers of the Ancient Greek improved the Egyptian techniques. The Greek used an extraordinary amount of perfume, and for each part of the body a different fragrance (‘Perfume: Essence of Seduction’ 2015, para. 3). Also, the Ancient Greek admired the “Violet” as the symbol of the city of Athens (Wells 2015, para. 9).

Under the influence of the Middle East and Greece, the Romans became also committed to perfume. In the beginning of the Roman Empire perfume was only

used at religious worship and funerals of high-hierarchy placed persons. The Romans were also very ingenious in creating new fragrances. They indulged, even sprinkled perfume on floors and walls. They rubbed horses and dogs with it, and during parties with highly placed persons, they spouted fountains of perfumed water ('Perfume: Essence of Seduction' 2015, para. 4).

Arabian Era

Until the rise of the Christianity and barbaric invasions, Christian Middle Ages do not use much perfume on a daily basis and was seen as useless, except for flower crowns and pomanders which brought a discontinuance of perfume usage in the Middle East. However, the Arabs did preserve it. The followers of Mohammed mostly loved musk, but also roses and amber. They used to blend the substance even with the cement of which mosques were built. One of the largest discoveries originates from the 10th century, when the still was invented, as a consequence of which the distill techniques improved ('Perfume: Essence of Seduction' 2015, para. 5). Through the Spaniards and the crusaders the perfume arrived in Europe again. Catharina de Medici initiated the perfume industry when she left Italy in the 16th century and married the French crown prince. Suddenly everyone wanted gloves of perfumed leather. The best glove perfumers came from Grasse in France. Grasse developed in such a way that this became a leading perfume city, and still is important today ('Perfume: Essence of Seduction' 2015, para. 8).

Because of the fall of the Roman Empire, the invasion of the barbarians and the endless wars did the Western world subside in a dark period for which perfume was hardly a place. In the 12th century this changed: the trade emerged. The knowledge of the perfume production could develop thanks to the increase of the universities in large cities, the competence of alchemists and the use of the distillation techniques develop and spread with the diffusion and improvement of still (cooling system facilitating distillation) ('Perfume: Essence of Seduction' 2015, para. 6).

Alchemy knowledges were introduced by the Arabs treaties which were translated by physicians of the Salerno School (Italy). Alchemy propagates in Andalusia in the 13th century. Liquid Perfumes slowly replace solid ones; "scented

waters, or toilet water (eau de toilette)” are sought-after for their medicinal values. Ethyl alcohol, discovered in Salerno, but has a strictly medical use until the 15th century. Its usage for perfume fabrication spreads only in the 16th century, and gives perfume another support than oils or fats. The first perfume made out of it was in Hungary, under demand of the Queen: “L’Eau de la Reine de Hongrie” (14th century), a synthesis of rosemary and turpentine essences (Rüegg 2012, para. 6).

This legend of L’Eau de la Reine de Hongrie is about the queen Elisabeth of Hungary who received this perfume from the hand of a monk. The health of the 70 years old queen was poor, but from the moment that she took the extract, she completely recovered. She rejuvenated so much, that the king of Poland proposed to her (‘Perfume: Essence of Seduction’ 2015, para. 7).



Soon, Venice became the perfume capital. Within the city walls, several spices originated from the Far East were traded. A traveler named Marco Polo, took pepper, nutmeg and clove from his journeys. The Arabic seaman brought spices from the Dutch East Indies and Ceylon. They also brought spices which were taken from China and Malaysia for Asian traders (‘Perfume: Essence of Seduction’ 2015, para. 7).

Back to the period of discovery of America in the 15th century, Venice lost its prominent position. The Portuguese and Spaniards extended their trade. In the 16th century, the Dutchman played an important role in this area. Contrary to their predecessors, only occupied with trade, they also guarded the local production and improved the agricultural techniques. The amount of toilet waters increased, not only the single, containing only one ingredient, but the compound waters, containing flowers, herbs, musk and amber, as well. They were used for their medical effect, as well as blurring body odors, because despite the attention to hygiene in the Middle Ages, the opposite concerned the Renaissance, in which water was seen as a carrier of pestilence and other diseases (‘Perfume: Essence of Seduction’ 2015, para. 8).

Perfume was preserved in phials, ampoules or blown glass. Next to this there was Venetian glass, crystal and white milk glass, reminding of old Eastern china. There were many kinds of pear-shaped metal bottles, made of simple or precious materials. The pomander had meanwhile got small compartments in the shape of

orange parts, all filled with a different scent ('Perfume: Essence of Seduction' 2015, para. 9).

In the 17th century perfume became a tremendous success. People were so obsessed by perfume that hygiene was out of the question. In 1656, "de glove perfumer" which means "scented glove maker" appeared. Since several years the aristocracy showed no interest anymore in leather gloves, leaving a nauseating odor of paint on the skin. It was decided to sprinkle the gloves with dominating smells. The glove industry, under the direction of Louis XIII and subsequently Louis XIV took the opportunity of taking a monopoly position in the field of perfume, which was at the expense of the pharmacists, the distiller, the alchemists and the chemists ('Perfume: Essence of Seduction' 2015, para. 10).

Moreover, in this century the ingredients for perfume were extended with jasmine, bulbous plants and roses. Also the bottles varied more and more. The pomander became common practice and would remain fashionable till the end of the 18th century. Many pear-shaped little bottles of transparent glass and crystal existed. In the baroque period perfume cases and bottle holders with exotic illustrations appeared ('Perfume: Essence of Seduction' 2015, para. 11).

The Enlightenment Era

The Enlightenment Era is concerned as the age of the French revolution period which is also the age of the philosophers and perfume. The court of Louis XV got the nickname the perfumed court, because every day toilet water was sprinkled on fans, furniture and clothing. Toilet water was still used a lot, however, had quite a competition with toilet vinegar, which had an incomparable disinfecting effect. The most famous is the "vinaigre des quatre voleurs"; this conjured miracles during the terrible pestilence epidemic of 1720 ('Perfume: Essence of Seduction' 2015, para. 12).

Yet, the real revolution came in the 18th century. The improvement in the world of perfume was caused by the introduction of eau de Cologne. This refreshing water was used in bath, wine, at a little bit of sugar, as mouth spray, enema, injection or as bandage ('Perfume: Essence of Seduction' 2015, para. 14).

The origin of eau de Cologne is very debatable. The most accepted anecdote is the one of Giovanni Paolo Feminis. This man was pharmacist in Cologne

and he wanted to trade his discovery of secret water as soon as possible. First, the scent appeared under the name of “eau admirable”, which later was changed into “eau de Cologne”. Feminis asked his cousin from Italy to come over in order to develop his business till 1766. Besides, in Cologne in the year 1865 39 boutiques with a sign named “eau de Cologne” could be found (‘Perfume: Essence of Seduction’ 2015, para. 15).

Another anecdote from 1792 leads us to the establishment of the Muelhens bank in Cologne, where Wilhelm, son of the banker, married. One of the guests, a monk, gave the young couple a parchment with the recipe of the healing water ‘l’acqua marabilis’. The just married couple introduced the water on the market under the name 4711, La veritable eau de cologne. Two centuries later, it was still traded by Ferdinand Mulhens, as an heir of the family (‘Perfume: Essence of Seduction’ 2015, para. 15).

The 20th century

At the end of the 19th century nearly 2,000 people were working in the French perfume industry, and with 1/3 of the export profit was made (‘Perfume: Essence of Seduction’ 2015, para. 17). The world exhibition of Paris in 1900 became the crown at this success. The perfume pavilion was magnificently decorated with in the middle a fountain connecting the different exhibitors. These exhibitors had asked famous art nouveau artists to decorate the spaces. Hector Guimard, a famous designer, had designed bottles for perfumer Mailot, and the graphic designer Alfons Mucha distinguished himself at Houbigant (‘Perfume: Essence of Seduction’ 2015, para. 20).

Gradually a new perception of perfume existed. Besides the scent, other elements became important, such as the bottles, the wrapping and the advertising. Perfumers started to cooperate with famous glass manufacturers such as Lalique and Baccarat, designers and the world of advertising. The cooperation between the perfumer Francois Coty and Rene Lalique became one of the most fruitful (‘Perfume: Essence of Seduction’ 2015, para. 20).

The crystal manufacturer Lalique had the possibility to improve his techniques and produced, next to perfume bottles for Coty, also bottles for other

perfumers, like Guerlain and Molinard. Other glass manufacturers contributed to the development of the industrial era, for example Baccarat who produced many bottles for Guerlain, and glass manufacturer Brosse, who broke through in the Twenties with the austere and pure bottle for ‘Chanel no. 5’ as well as the famous black ball of arpege for Jean Lanvin (‘Perfume: Essence of Seduction’ 2015, para. 21).

Perfumes developed more and more, and got increasingly on solid ground. Francois Coty was the first perfumer who mixed natural and synthetic scents. His “L’Origan” from 1905 is the first famous modern perfume (‘Perfume: Essence of Seduction’ 2015, para. 21).

In 1917, he created a type of new perfume to the world called “chypre”. This perfume was at the head of a whole perfume family with the same name and with a touch of oak moss, laudanum, patchouli and bergamot, and with so-called oriental scents, also called amber, they developed and had a pervasive, soft spicy, vanilla or sensual aroma. These we can still smell in “L’Heure bleue” and “Shalimar of Guerlain”, as at the end of the 19th century the synthetic products caused a revolution in the composition of perfumes (‘Perfume: Essence of Seduction’ 2015, para. 21).

A new generation of perfumers would radically change the perfumery. In 1911 Paul Poiret, a couturier, became already famous by liberating the woman from the corset. He was the first who got the idea to create a perfume as supplement to a fashion line. He called his first perfume “Les parfums de Rosine” in honour of his elders daughter, but his commercial approach was not so good. Gabrielle Chanel did much better when she introduced the perfume “Chanel no. 5” at the market, developed by Ernest Beaux (‘Perfume: Essence of Seduction’ 2015, para. 22).

In the 1930, scents appeared with the indication cuir (leather). This indication referred to the scent of leather and floury scents (i.e. “Scandel of Lavin”, or “cuir de russie of Chanel”). Furthermore, the flower scents expressed in perfumes like “Je reviens of Worth” (1932), “Joy of Jean Patou” (1935) (‘Perfume: Essence of Seduction’ 2015, para. 23).

After the World War II, chypre-like perfumes such as “Femme of Rochas” (1944) and “L’Air du temps of Nina Ricci” (1947) caused a new dimension in flower

scents. In 1950, the French perfumery reached the climax of its glory. After Poiret, Chanel, Worth, Lanvin and Patou all big fashion names were engaged with perfume and the world was introduced by a lot of famous perfume designer in France ('Perfume: Essence of Seduction' 2015, para. 23).

Among the others, Edmond Roudnitska, who caused a small revolution in the perfumery, by using hedione (or methyl dihydrojasmonate; is an aroma chemical which is often used in composition in substitution for jasmine absolute) in his beautiful creation for men: "Eau sauvage". In this period the perfumes for men grew rapidly very popular, and the competition increased by the introduction of overseas fragrances ('Perfume: Essence of Seduction' 2015, para. 23).

Today the perfume is a luxury industry as never before, which like other economic sectors goes into financial decline. This industry doesn't count for anything if it doesn't use marketing strategies. A much larger and an every demanding client have to be appealed to, as the perfume of the 21st century has been improved. As a consequence of the progress in the chemistry, the perfume industry will easily face the fashion fads of the 21st century, and will have to develop revolutionary technologies, such as in the field of genetics ('Perfume: Essence of Seduction' 2015, para. 24).

Sensory marketing via scent

Nowadays many service industry encourage sensory aspects to be a part of indulge temptation. As we know that scent is a part of olfactory sensation which is concerned the most effective motivation in terms of arousing pleasure and recognition. Many service companies combine this olfactory opportunity in their own flagship store.

Caldwell (2015) proposed a narrative discussion of airline members and passengers based on the data received by bizjournals. Beginning in 1924, Delta Airline was introduced as a major American airline. Its reputation is one of the trustworthiness up to now, however the only good service is not the main clue to defeat rival airline company. Mike Henny, director of customer service of Delta Airline vibrates the world which accidentally phenomenon. He mentioned during the

interview with Atlanta Business Chronicle that “Delta fragrance was launched in Delta Airline because easily we were trying to improve the smell of our lavatories, to be honest,” (Caldwell 2015, para. 8). However, this was successful in customer’s review. Delta Airline captivate this strategy to be a profitable idea by offering “Calm or eau d’aéroport” a lavender-and-chamomile mixture, which also is diffused when passengers use the lavatory soap dispensers and sprayed in airplane cabin, including infuses in the hot towels. It has been spreading Calm for about two years, joining a handful of other carriers vying for olfactory distinction by developing their own individualized odors. The fragrant fliers include United Continental Holdings, Turkish Airlines and Air Canada’s low-cost rouge operation. Spain’s Iberia is close to launching its own aroma, and Alaska Airlines is working on one (Carey 2015, para. 2).

The companies don’t plan to bottle their scents for retail, but they do see a commercial value in them. United marketing manager Mark Krolick says its new fragrance, provisionally called “Landing,” in concern with improvements like new lighting and redesigned gates, “will create a more relaxing environment. A good experience engenders brand preference, which probably will result in more booking,” he says. Airlines also say they aim for subtlety, so passengers who are sensitive to scents won’t recoil (Carey 2015, para. 3).

Phil Nickinson, a Pensacola, Fla., website editor who flew 75,000 miles on Delta in 2014, says he hasn’t noticed a thing, even though “I have a wife and a daughter, and I’m good at smelling sweet things.” He gives Delta credit for trying something small to make travel nicer, “even though they’re packing us in like sardines. But me, as a guy, I don’t base my conscious buying decisions on smell.” Mr. Henny said the airline wants its customers to be “as comfortable on board as possible, and have a positive association with their experience on Delta” (Carey 2015, para. 6).

Fragrances increasingly have been in vogue among hotels and retail chains in recent years. Studies have shown that the sense of smell is closely linked to the brain’s limbic system, which is responsible for emotion, memory and motivation. Proponents say a scent can elevate shoppers’ impressions of a store and cause them to stay longer and spend more money. A scent also can conjure up positive

memories of being in a Ritz-Carlton lobby, thus helping to increase bookings (Carey 2015, para. 7).

Rachel Herz, a Brown University experimental psychologist and author of “The Scent of Desire,” says there isn’t a lot of research on aviation aroma. The airline rationale—calming people down is a little uncertain, she says. “You could introduce a scent to elevate my mood and possibly distract me from all the hassles I’m going through,” she says. “But I don’t think it’s going to make people feel in control, because the scent is being imposed on them” (Carey 2015, para. 8).

Indeed, flying fragrances risk a backlash from people with asthma and allergies, also, sufferers of what is known as multiple chemical sensitivity, says Aileen Gagney, an environmental program manager at the American Lung Association in Seattle. Ms. Gagney says “she gets migraines and has breathing problems if subjected to someone else’s perfume, lotion, or hair spray”. “I can’t even imagine a signature scent in an airport,” she says. “I’d put a cloth over my face” (Carey 2015, para. 9).

Airlines say they are proceeding cautiously and eliciting passenger feedback. “We’re not going to lay it on thick,” says Halle Hutchison, Alaska’s director of brand and marketing, of her airline’s testing. “We’re not selling clothes or a lifestyle here.” Putting atomized diffusion machines on aircraft seems to be a no-fly zone, carriers say, because it raises licensing and inspection issues with safety regulators (Carey 2015, para. 10).

And some carriers have shelved their perfume plans. Qantas Airways had a scent in some of its airport lounges but snuffed it out in favor of the food smells generated by its chefs whipping up fresh meals in the clubs. British Airways entertained the notion, and then thought better of it (Carey 2015, para. 11).

Still other carriers say it’s just what they need. Turkish Airlines in 2013 came out with “TK 1933,” a nod to its airline code and the year it was founded. The scent, whose 29 ingredients include lemon grass, ylang-ylang oil and bergamot, was created by a Turkish fragrance house. The airline says quantitative research showed TK 1933 produced feelings of “trust, peace, happiness, serenity and pleasure” (Carey 2015, para. 12).

Fatma Yuceler, Turkish Airlines' general manager in Los Angeles, says the idea isn't to entice passengers to buy more tickets. "Turkish Airlines is really aiming to be a big brand, but all the big brands have a perfume," she says. "The point was to address all of the five senses in a brand. We were missing smell" (Carey 2015, para. 13).

Singapore Airlines was a pioneer of jet scent. It started spraying its signature "Stefan Floridian Waters," a mélange of rose, lavender and citrus, on its hot towels more than 30 years ago. The company recently tried applications of the same perfume in a Singapore ticket office. But it didn't proceed, worried that a terrestrial scent machine might not be able to replicate the onboard experience, a spokesman said (Carey 2015, para. 14).

Michael Gore, managing director of an engine business near Manchester, England, and a Singapore elite flier, says he's a fan. "If I was blindfolded, I'd instantly know it's SQ," he says, using the airline's code. But can he describe the aroma? "I honestly can't tell you what it is," he says (Carey 2015, para. 15).

Rune Raunow, a Danish IT sales director and Turkish Airlines frequent flier, says he can recognize that airline's aroma, particularly in its lounges, and likes the whole "multisensory idea." But he, too, says it's hard to say what it smells like, and would "never, never pick an airline based on the scents" (Carey 2015, para. 16).

United is just beginning to introduce its fragrance, a medley of orange peel, sandalwood, cedar and leather, developed by a Charlotte, N.C. scent marketing firm called "ScentAir". Landing has landed at a few locations at United's O'Hare Airport hub in Chicago, including airplane boarding bridges. On a recent morning, a diffuser machine had just been installed on the wall near a potted plant in the lobby of one of its four United Club lounges. Marlene Tolbert, a supervisor in the club, says she thought it was "a pine smell for the holidays." But her colleague Linda Chrobak disagreed. "I can smell the orange," she says (Carey 2015, para. 17).

Jim Curry, a Chicago police officer walking his beat in the terminal, popped in to greet the women. "I like it," he says of the scent. "It's not bold. You're not walking into a lemon tree. When you have lemon, you know they're trying to hide something" (Carey 2015, para. 18).

The concept of consciousness and memory which is aroused by scent

Chu and Downes (2000) discovered, from his study about the autobiographical memories (AMs) via using the odor cue compared to previous study via label cue, that the proportion of AMs retrieved in response to odor cues was significantly greater than that for the label cues. Among all types of stimuli, odors are known to be especially evocative reminders, the best illustration of this phenomenon being the Proust's Madeleine story (Proust 1927). Experimental studies have later shown that odor-evoked memories are more emotional, more associated with subjective experience, and more vivid than those recalled by other sensory cues (Goddard, Pring & Felmingham 2005; Herz & Cupchik 1992; Herz et al., 2004; Larsson & Willander 2009; Miles & Berntsen 2011). This strong connection between olfaction, emotion and memory makes olfaction a privileged sense for accessing memories. Another clinical study of olfactory linkage between scent and memory was shown in psychiatry research of Naudin et al. (2014). They found that unipolar major depression patients displayed an impairment of olfactory memory for both familiar and unfamiliar odors, whereas Alzheimer's disease subjects were impaired only in the recognition of unfamiliar odors, with respect to healthy subjects. This result confirmed the importance of relationship between memory and olfactory in terms of empirical study and laboratory study.

Again, back to the novel of Marcel Proust (Proust 1927); In Search of Lost Time, Proust narrated that "The sight of the little madeleine had recalled nothing to my mind before I tasted it; perhaps because I had so often seen such things in the interval, without tasting them, on the trays in pastry-cook's windows, that their image had dissociated itself from those Combray days to take its place among others more recent; perhaps because of those memories, so long abandoned and put out of mind, nothing now survived, everything was scattered; the forms of things, including that of the little scallop-shell of pastry, so richly sensual under its severe, religious folds, were either obliterated or had been so long dormant as to have lost the power of expansion which would have allowed them to resume their place in my consciousness. But when from a long-distant past nothing subsists, after the people are dead, after the things are broken and scattered, still, alone, more fragile, but with

more vitality, more unsubstantial, more persistent, more faithful, the smell and taste of things remain poised for a long time, like souls, ready to remind us, waiting and hoping for their moment, amid the ruins of all the rest; and bear unfaltering, in the tiny and almost impalpable drop of their essence, the vast structure of recollection.”

Lavery (2014, para. 2) explained through the Memory Network Research that the ‘Madeleine’ episode; the starting point of Proust’s seven-volume novel of memory and of time, has been understood since its appearance as a major innovation not only in the field of modernist literature but in our understanding of the mind, and of the way in which the workings of the human sensory system can affect our knowledge of ourselves and our own past. The incongruous force of a moment of perfect recall granted by a cake dipped in tea, and of the power of the senses to erase distances across time and space without prompting, gave rise to the concept of the ‘involuntary memory’, and to an accompanying sense of pathos summed up in the novel’s title. This novel, and the literature that took up this theme, explored a certain gap between how we think we perceive the world and ourselves, and how unconscious processes within the body and mind actually define this perception. Recently, neurogastronomer Gordon Shepherd has disputed Proust’s and many a literary critics’ claim that this episode is driven purely by involuntary memories. Actually these memories are not involuntary but the result of metonymic expansion drawing also on voluntary memory: ‘the olfactory cortex (the part of the brain that is the home of our smell) is designed specifically to recall a whole from a small part. What does this knowledge do to our understanding of this particular passage and our reading of Proust work in general? Can neuroscience really reveal higher truths about the workings of the human sensory system than Proust’s remarkable art of memory?’

The first public event held by the Memory Network was ‘the Proust Phenomenon’, held on the 15th November 2012 at the Institut Francais in London, which addressed itself to these questions. The speakers- Kirsten Shepherd-Barr (Modern Drama, Oxford); John Downes (Neuropsychology, Liverpool John Moores); Sarah McCartney (Perfumer); Barry Smith (Philosophy, School of Advanced Study)

discussed the changing relationship between literature and science in the twenty-first century with this episode as their starting point (Lavery 2014, para. 3).

In order to investigate and contextualize the questions through these discussions, The host invited members of the general audience to take part in a series of experiments involving a comparison of different sensory responses, and the recording of the audience's autobiographical memories triggered by the "blind smelling" of laboratory-generated scents, conducted by Memory Network member Jon Silas (Psychology, University of Roehampton). In the report below he discusses what can be learned from the data gathered (Lavery 2014, para. 4).

This can make some specific observations based on the experimental data. In terms of specific smells, vanilla and cherry were identified as less familiar and less recognizable compared to cinnamon and lemon. But those few who correctly identified vanilla and cherry thought them less intense than those who couldn't identify them. This is likely a demonstration of the fact that our sensory perceptions are related to our understanding and concept of a smell (Lavery 2014, para. 5).

For most smells how emotional a smell was rated was directly related to how vivid that smell was (except for vanilla). This suggests that our emotional experience of a smell is closely related to our ability to form a mental image of that smell. However, recall of a smell was not related to how emotional we think that smell is except in the case of cinnamon. The better someone recalled cinnamon the less they said it evoked an emotional response. This unique emotional profile of cinnamon may be due to cinnamon being emotional as a smell but not as a concept; once identified in memory cinnamon seems to be identified as less emotional (Lavery 2014, para. 6).

Overall, the data seem to suggest a close relationship between human's mental image of a smell and its perceptual properties – both influence each other. Cinnamon seems to have a unique emotional relationship to us and is unlike other common smells (Lavery 2014, para. 7). These all concepts are led the researcher to extremely suspect that whether or not the scent can stimulate or trigger the human's recognition to relate this concept for expanding in psychosensory marketing on customer behaviors and brand management.

The concept of physical environment (especially scent) toward the customer's perception

Mattila and Wirtz (2001) extended the notion of Gestalt consumers' perceptions of retail environments and demonstrated that consumers perceive servicescapes holistically. Specifically, they suggested that the arousing quality of ambient stimuli is one dimension along which holistic evaluations occur, and that pleasant ambient stimuli are perceived more positively when their arousing qualities match rather than mismatch. This study concentrated on music and ambient scent in the retail store which they found out that when ambient scent and music are congruent with each other in terms of their arousing qualities, consumers rate the environment significantly more positive, exhibit higher levels of approach and impulse buying behaviors, and experience enhanced satisfaction than when these environmental cues were at odds with each other.

Mehrabian and Russell (1974) presented a theoretical model for studying the effects of the physical environment on human behavior. In this model, emotional states are posited as significant mediators between environmental stimuli and people's behavior. Applying the Mehrabian and Russell model to a retail environment, Donovan and Rossiter (1982) showed that two dimensions of affect, namely pleasure and arousal, could predict customer behavior in retail settings. The pleasure-displeasure dimension reflects the degree, to which a person feels happy, joyful, good or satisfied with the situation, whereas the arousal-non arousal dimension taps the degree to which a person feels alert, excited, stimulated or active in the situation. Donovan et al. (1994) found that pleasant environments contributed to extra time and unplanned shopping. The results from Wakefield and Baker's (1998) field study of shopping malls indicate that environmental factors (design, music, mall layout and decor) are positively related to excitement and/or desire to stay at the mall.

From this state, the prior data give knowledge that appropriate level of physical environment had an effect on customer's perception. Olfaction research also was done to investigated since Spangenberg, Crowley and Henderson (1996) who proposed the research on the affective quality of the scent (e.g., how pleasant it

is), its arousing nature (e.g., how likely it is to evoke a physiological response), and its intensity (e.g., how strong it is). Apart from that the researcher talked about the ambient scent, this is to be distinguished from non-ambient scent. Ambient scent refers to scent that does not originate from any particular object but is present in the environment. Research on ambient scent has been less common (Bone & Ellen 1994; Gulas & Bloch 1995), but may be of greater interest to retailers and other service providers than product-specific scents. Ambient scent could affect perceptions of the store and its products, including those products that are difficult to scent (e.g., office supplies and furniture) (Gulas & Bloch 1995).

As mentioned above research on the effects of ambient scent via Spangenberg, Crowley and Henderson (1996) has shown that the impact of ambient scents in a stimulated retail environment can motivate the subjects to have more positive evaluations and behaviors in the scented rather than the unscented environment. Other two empirical studies have examined the effects of ambient scent in a consumer behavior context. In the first study, subjects spent more time on a catalog-shopping task in scented than in unscented rooms (Bone & Ellen 1994). The second study found that gamblers spent more money on slot machines when the casino was pleasantly scented than when it was not (Hirsch 1995).

Gulas and Bloch (1995) developed a conceptual model portraying ambient scent as an environmental cue that influences emotional responses and ultimately shopping behaviors. Similar to Mehrabian and Russell's (1974) framework which study the influence of scent and consumer perceptions of pleasure and arousal in turn affect behavioral responses to the environment.

The link between odors and cognition dates back to 1932, when Laird (1932) investigated how scented hosiery influenced women's perceptions of quality. Scents that are congruent with specific product actually improved product evaluation (Bone and Jantrania, 1992). Mitchell, Kahn and Knasko (1995) conducted an experiment in computer-aided product selection in scented rooms. Product congruent odors influenced information processing. Spangenberg, Crowley and Henderson (1996) tested if an ambient, non-offensive scent affects store and product evaluations.

Odors are often associated with objects, events and persons. They stir up happy or sad memories. Again, the most famous example comes from French novelist Marcel Proust's *Remembrance of Things Past*. In this monumental work, sensory cues arouse pleasant or melancholic feelings by retrieving deeply entrenched, if not almost forgotten, memories. People's reactions to odors may be tied to evoked associations (Kirk-Smith, 1994).

Is mood a necessary mediator of cognition? Bone and Scholder (1998) report several research papers in which odor effect may occur in the absence of a mood shift: Cann & Ross (1989); Ehrlichman & Halpern (1988); Spangenberg, Crowley & Henderson (1996) and Knasko (1992). They conclude that the consumer does not experience a mood shift, but simply transfer the pleasantness or unpleasantness of the scent to the object.



The concept of scent perception in service marketing

Goldkuhl and Styven (2007) proposed their study of sensing the scent of service success that the propose s of using scent for service marketing can categorize to consider in 4 aspects: the presence of a scent, the pleasantness, the congruity or fit with the actual service, and the relationship between scent and memory.

1. Presence of a scent

As a scent can be processed and produce an effect in a person's mind without him or her even paying attention to it, many research believe that the right scent can have a positive impact on customer's behavior. Each scent can influence customer's intentions to visit and return to a store (Bone & Ellen 1999), as well as contribute a favorable perception of a shopping center and product quality (Chebat & Michon 2003). However, the service marketing has to pay attention also about scent components which it is important to make sure that they are safe for customer.

2. Pleasantness of a scent

Bone and Scholder (1998) explained that a pleasant or unpleasant scent will cause the object or service associated with it to be perceived as pleasant or unpleasant. Moreover, the general tendency of a scent is also an important issue to concern (Spangenberg, Crowley & Henderson 1996). They found that when a scent

becomes stronger, reactions to it become more negative, which means that the intensity of a scent is proper required to be considered.

3. Congruity with a scent

Goldkuhl and Styven (2007) summarized that scents are difficult to recognize one by one compared to visual and aural stimuli. Humans have the ability to identify a specific odor which is influenced by surrounding cues, such as color. Thus, even when the customers are unable to identify a certain smell, they may be able to determine that is “just not right”. For instance, consumers evaluate products with a “typical” scent, such as a suntan lotion with a coconut scent, more positively than when the smell is not typical for the product, such as a suntan lotion with a lemon scent. Also, Ward, Davies, and Kooijman (2003) pointed out that it is important to consider not only the congruity between the smell and the actual offerings, but also the totality; that is the entire composition of the service environment.

4. Memory of a scent

Halloway (1999) proposed that memories evoked by smell are more emotional than memories evoked by other stimuli. As the same result from the study of Aggleton and Waskett (1999), the phenomenon of memory, even from months, years or decades ago, often can be recalled in unusual detail in the presence of a certain smell. The following result of scenting memory was explained by Davies, Kooijman and Ward (2003) that when service providers succeed in using scents to trigger memories of pleasant emotions, it facilitates the development of a bond between the service provider and customer. Scent memory thus presents service providers with a potentially powerful tool from which to develop loyalty to a brand or service outlet.

The concept of brand extension

A brand extension strategy is defined as “the use of establish brand names to enter new product categories or classes” (Keller & Aaker 1992). Thus, brand extension refers to a new product which a firm introduces to any market via development or innovation of existing brand, called parent brand. Also, brand

extension strategies are advantageous because they reduce the costs of brand name introduction and enhance the probability of success in new category (Keller, 2002).

Brand extensions were introduced as a branding strategy in the consumer products industry. Marketers have long recognized that strong brand names that deliver higher sales and profits have the potential to pass their qualities on to other products. The value of a brand is not only determined by its current status, but also by its potential in the future and in new currently untapped markets (Eusebio, Andreu & Belbeze 2006; Srivastava & Shocker 1991). This potential can be realized by making use of brand extensions as a growth strategy (Broniarczyk & Alba 1994). The two most common approaches to leveraging brand equity are “line extensions” and “category extensions”. Line extension is the use of an established brand for a new offering in the same product category. Category extension is the stretching of the established brand to a different product category (Aaker & Keller 1990).

Summary of literature reviewed

Overall, the review of studies has focused on the multitudinous data of analysis of the concept of history of perfume, Sensory marketing via scent, consciousness and memory which is aroused by scent, physical environment (especially scent) toward the customer’s perception, scent perception in service marketing, and brand extension.

In the next chapter, researcher will explain the aspects of research methodology which are generally fulfill the comprehension of holistic thesis framework and form the research hypotheses of independent and dependent variables.

Finally, the planning of sampling collection will be analyzed before pursue the pilot test of questionnaire and evaluation of questionnaire reliability.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter is centralized the valuable data aspects of research methodology which are entirely gathered the essential components in the whole thesis. These are covered the items as following:

- Theoretical Framework
- Conceptual Framework
- Quantitative Method
- Research Instrument
- Questionnaire design
- Independent and Dependent Variable Consideration
 - Gender Difference
 - Customer Perception toward the scent
 - Brand recognition
 - Brand extension
- Research Hypothesis
- Operationalisation of Independent and Dependent Variables
- Sampling Plan
- Questionnaire Reliability

Theoretical Framework

Imenda (2014) provided the characteristic of a theoretical framework as a resource of theory that a researcher chooses to guide him/her in his/her research. Thus, a theoretical framework is the application of a theory, or a set of concepts drawn from one and the same theory, to offer an explanation of an event, or shed some light on a particular phenomenon or research problem. This could refer to, for instance, the Set theory, evolution, quantum mechanics, particulate theory of matter, or similar pre-existing generalization – such as Newton's laws of motion, gas laws, that could be applied to a given research problem, deductively

In this research, the main theoretical framework contemplated on three research model to develop and modify the conceptual framework on customer perception toward the scent (Olfactory perception), as well as cognitive memory for applied into brand recognition systematically. The first research model is from Olofsson (2014); this model simplified four stages of perception that unfold upon an olfactory input, namely Detection (DET), Object processing (OBJ), Valence (VAL), and Edibility (EDI). The second model is from Mehrabian and Russell (1974); this model was defined as Stimulus-Organism-Response (SOR) paradigm. Last research model is from Broadbent (1958); this model was provided a unified framework for discussing perception, attention, memory, learning, and various other cognitive activities.

Understanding the relationship of perception in each stage via olfactory stimulation (Olfactory perception)

An early study of Olofsson (2014) examined that the human olfactory-perceptual system is organized via the timing of olfactory behavioral decisions. Based on his cascade model (see Figure 1), the first stage starts with detecting the odor, which is followed by establishing an odor object. The odor object, in turn, triggers systems for determining odor valence and edibility. Furthermore, this model was run through the response time (RT) which he also found that odor valence and edibility assessment are predicted by the shorter RTs needed to establish the odor object.

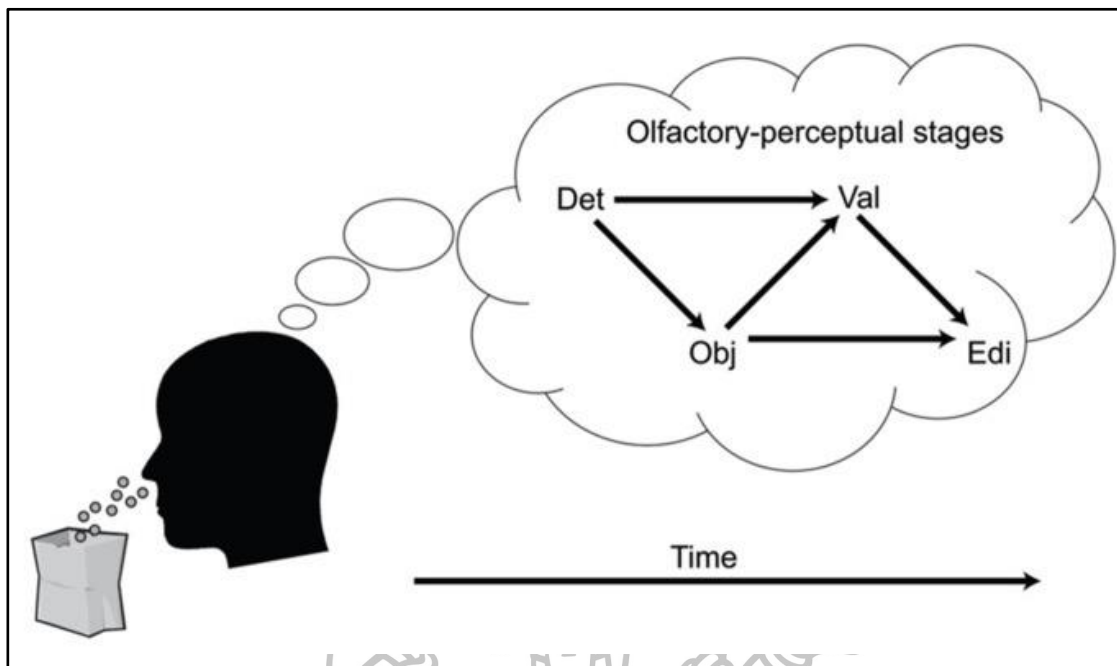


Figure 1 proposes the cascade model of olfactory perception by Olofsson (2014). It proposes four stages of perception that unfold upon an olfactory input: Detection (DET), Object processing (OBJ), Valence (VAL), and Edibility (EDI). Decisions that require processing at later processing stages are mediated by processing at earlier levels. Source: Olofsson, JK, “Time to smell: a cascade model of human olfactory perception based on response-time (RT) measurement,” *Frontiers in Psychology* 2014, vol. 33, no. 5: p. 96.

Understanding the relationship generally of physical environment affected on individual’s behavioral lineament.

Mehrabian and Russell (1974) developed such theories and experiments in order to explain how physical environments influence individuals’ internal and behavioral states. This model was called “Stimulus-organism-response (SOR) paradigm”

Each stage was shown in figure 2, the stimulus refers to attributes (e.g. product features, brand reputation, promotion, price, layout, music, services, olfactory, degustation, etc.) that are located in the environment and influence individuals’ affective and cognitive states (i.e. organism). This second stage can imply the result of individuals’ perception toward particular stimuli which also affected

sequentially on final stage and resulted in behavioral responses (e.g. approach or avoid behaviors) (Baker et al. 2002; Eroglu, Machleit & Davis 2001; Eroglu, Machleit & Davis 2003).

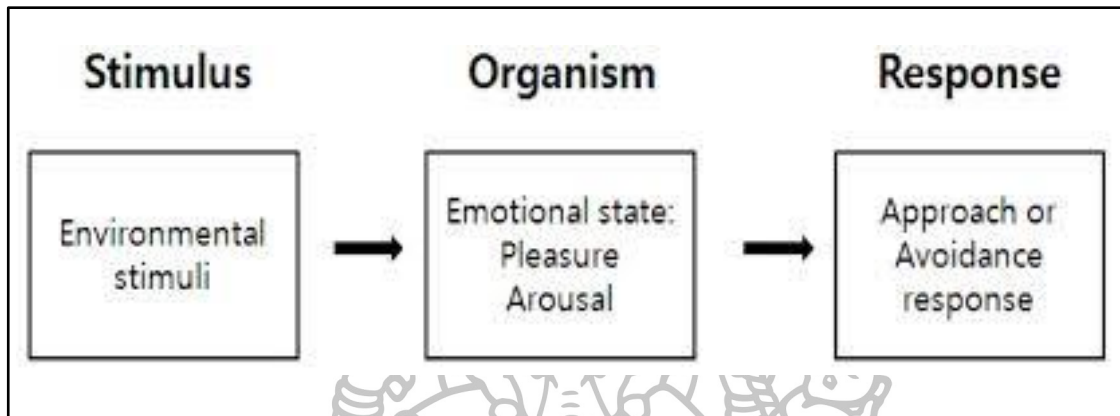


Figure 2 presents the original S-O-R model, developed by Mehrabian and Russell (1974).

Source: Mehrabian, A & Russell, AJ, *An Approach to Environmental Psychology*, Cambridge: Massachusetts Institute of Technology, 1974, p.139.

Understanding the characterization of physical environment (sensory stimulus) which evoked memory.

As mentioned above, prior study from the purely behaviourist proposed the model of individual's behavior as the stimulus-organism-response (S-O-R) model which was studied roughly via multitudinous kinds of physical research. Later, psychologists started to think of memory in term of information processing (like a computer: input & output). This proved to be useful in determining models for memory, models that could be tested in laboratory experiments.

This cited model was presented by Atkinson & Shiffrin (1968) which describes how information is encoding, stored, and retrieved from memory. The model is not the only one proposed and models have since become even more complex and specific, but this model will enable to understand some of the important processes that are part of our memory as well as introduce some of the major terms and concepts important for understanding how memory works.

Deeply detail was demonstrated in figure 3, the first part of the model involves sensory input from the environment in the form of stimuli that we encounter in our everyday lives. For example, you are having a conversation with a friend. Your senses automatically register everything in the environment in different ways. You can hear what your friend is saying to you, the cars passing by the street, and the chirps of the birds flying overhead. You can see your friend standing in front of you, the people passing behind, and building even further in the distance. You can smell the mulch in the planter, your friend's cologne, and the sawdust from a construction site. All of this information is registered in sensory stores, each is compartmentalized by mode (e.g., visual, auditory, olfactory, etc) according to Atkinson and Shiffrin (1968). These sensory stores hold the information for a very short period of time (e.g. a second or two), and then the information is either sent to short-term store or disappeared to make a space for new information when it comes in. This is necessary, because we are constantly bombarded with new information and if it (an old information) was all stored in memory for more than a few seconds, we would quickly run out of storage space.

Information that gets processed in some way (e.g. we pay particular attention to it or we rehearse it) is forwarded from the sensory stores to the short-term store. Short-term store also has a limited capacity, but the capacity can be increased by storing information in different ways (e.g. organization strategies). Short-term store can hold information for up to about a minute, but this time limit can also be increased by certain techniques (e.g. rehearsal). For example, supposing that you call to an information counter for a phone number you want, the operator gives you the phone number, but you have nothing to write it on before you redial. What do you do? Well, one obvious strategy is to repeat the number to yourself over and over. You are rehearsing the number and keeping it in short-term store until you need to dial it (calling response output from short-term store).

If you were to rehearse the number for a long time, it might get stored in a more permanent place in memory called "long-term store". According to Atkinson and Shiffrin (1968), long-term store is the place in our memory where information can be held for long periods of time (minutes up to many years). This does not mean

that information can always be accessed from long-term store. There are many factors that contribute to our ability to retrieve memories. According to the model though, to retrieve information, it must be accessed from long-term store and moved into short-term store for response output. This process can be aided or impeded, depending on the way in which we try to retrieve the memory. Because the retrieval process, however, involves moving the information back to short-term store, it can be lost there if a response is not made before it is lost from short-term store.

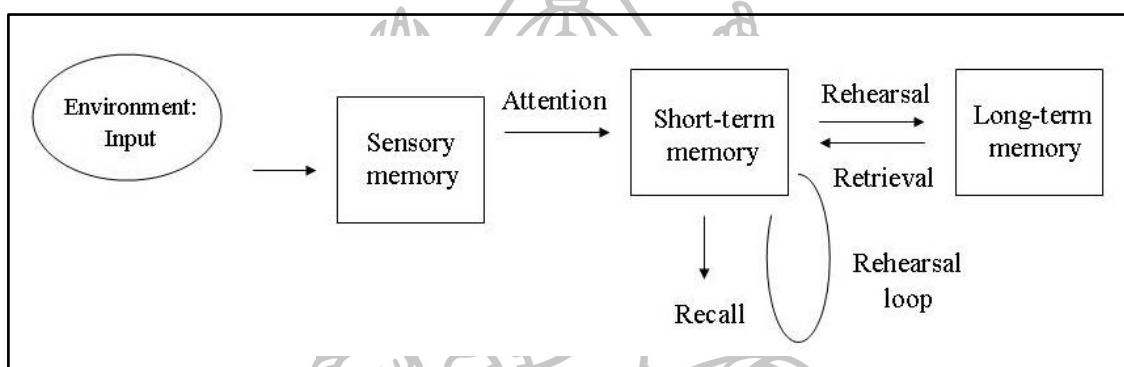


Figure 3 introduced the Multi Store Model of Memory, developed by Atkinson & Shiffrin (1968).

Source: Atkinson, RC & Shiffrin, RM, *The Psychology of Learning and Motivation*, New York: Academic Press, 1968, p. 113.

Conceptual Framework

Imenda (2014) adduced, on the other hand, that a researcher problem may not meaningfully be researched in reference to only one theory, or concepts resident within one theory. In such cases, the researcher may have to “synthesize” the existing views in the literature concerning a given situation – both theoretical and from empirical findings. The synthesis may be called “a conceptual framework”, which essentially represents an ‘integrated’ way of looking at the problem (Liehr & Smith 1999).

Such a model could then be used in place of a theoretical framework. Thus, a conceptual framework may be defined as an end result of bringing together a number of related concepts to explain or predict a given event, or give a broader

understanding of the phenomenon of interest – or simply, of a research problem. The process of arriving at a conceptual framework is akin to an inductive process whereby small individual pieces (in this case, concepts) are joined together to tell the bigger map of the possible relationships.

The researcher pursued the concepts of customer perception toward the spa's scent (olfactory perception) among the different genders, also this perception that was induced by scent which may evoke memory (brand recognition). Last, the consequent results from the short-term memory that scent was evoked may achieved the market accessibility of another scented-product line (brand extension). All the conceptual ideas above were contrived to be the conceptual model as shown in figure 4.

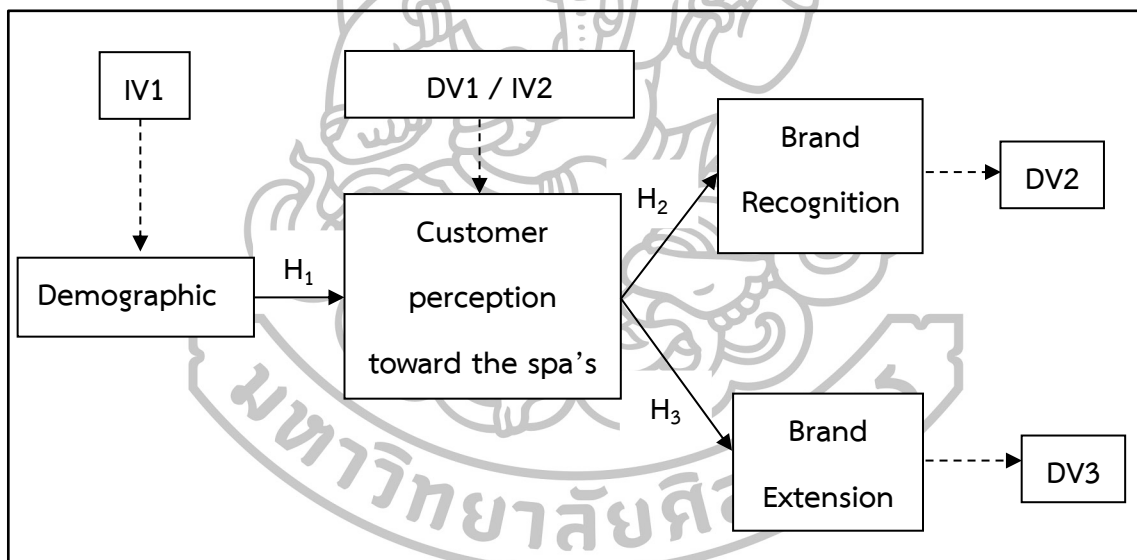


Figure 4 shows the conceptual model of the research “The Impact of Customer Perception toward the Spa's Scent to Brand Recognition and the Consequent Result to Brand Extension on Related Olfactory Products in Spas: A Case Study of Elemis Spa Bangkok”

Note: Following the above conceptual model;

IV1 refers to 1st independent variable; the demographic data (genders)

DV1 refers to 1st dependent variable; the customer perception toward the spa's scent

- H1 refers to 1st hypothesis statement; there is a significant difference in customer perception toward the spa's scent among gender
- IV2 refers to 2nd independent variable; the customer perception toward the spa's scent
- DV2 refers to 2nd dependent variable; Brand Recognition
- H2 refers to 2nd hypothesis statement; the customer perception toward the spa's scent will positively associate with brand recognition
- DV3 refers to 3rd dependent variable; Brand Extension
- H3 refers to 3rd hypothesis statement; the higher the customer perception toward the spa's scent, the greater the level of brand extension.

Qualitative Method

This research is pursued the quantitative methodology as defined by Aliaga and Gunderson (2002) that quantitative research is “Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)” which is related to Rajasekar, Philominathanet and Chinnathambi (eds. 2013). They interpreted the quantitative research as a basis of measurement of quantity or amount that aims to use statistical methods to test pre-determined hypotheses and reach generalizable or inferential results.

Research Instrument

The objective instrument of the quantitative research is to form questionnaire. According to Labow (1980) argued that the greatest weakness of questionnaire design was lack of theory, also she formed the overall framework for questionnaire design is shown in Figure 5. It is represented by a triangle, or pyramid, with general principles at the top and specific principles at the bottom. At the apex of this pyramid is the concept of respondent orientation, and at the base, specific principles of question wording and graphic design. The idea which this representation is intended to convey is that there are a small number of general principles of questionnaire design which broaden out into a larger number of specific principles.

Moreover, to understand Labaw's general principles of questionnaire design, the figure is shown in Figure 6. This figure represents the interpretation of Labaw's ideas and the logical structuring of them. If there is a single, fundamental principle of questionnaire design, it is that the respondent defines what you can do: the types of questions you can reasonably ask; the types of words you can reasonably use; the concepts you can explore; the methodology you can employ. This is why a survey of doctors, for example, can be, and should be, quite a different proposition to a survey of the general public.

To find out what is in respondents' minds, Labaw argued that you should ask them questions they can truthfully answer about their physical environment, their consciousness, their knowledge and their past behavior. This is a contentious proposition because it means that attitude and opinion questions play only a minor role in questionnaire design, if they have a role at all.

This proposition, that attitudes and opinions are relatively unimportant, is not critical to the questionnaire design framework proposed. If it were removed, the integrity of the framework remains intact. However, there is no evidence that attitudes are good predictors of behavior, and even if there is a relationship between attitudes and behavior, the direction of causation is not clear. Consequently, as a general principle, attitude questions should be replaced with questions about respondents' environment, consciousness, knowledge and behavior.

Labaw points out that a questionnaire is not simply a series of questions, nor is a question merely a series of words. A questionnaire is a structure consisting of several different layers which must be simultaneously integrated into an overall entity whose properties are greater than the sum of the properties of the individual layers (in this respect, questionnaire design can be likened to painting). The four layers of a questionnaire defined by Labaw are: objectives, questions, words and layout.

The final general principle is that the first "layer" of a questionnaire that needs to be dealt with is the questionnaire's objectives. You cannot begin to formulate questions and worry about wording unless you know what you want to accomplish with your questions and words.

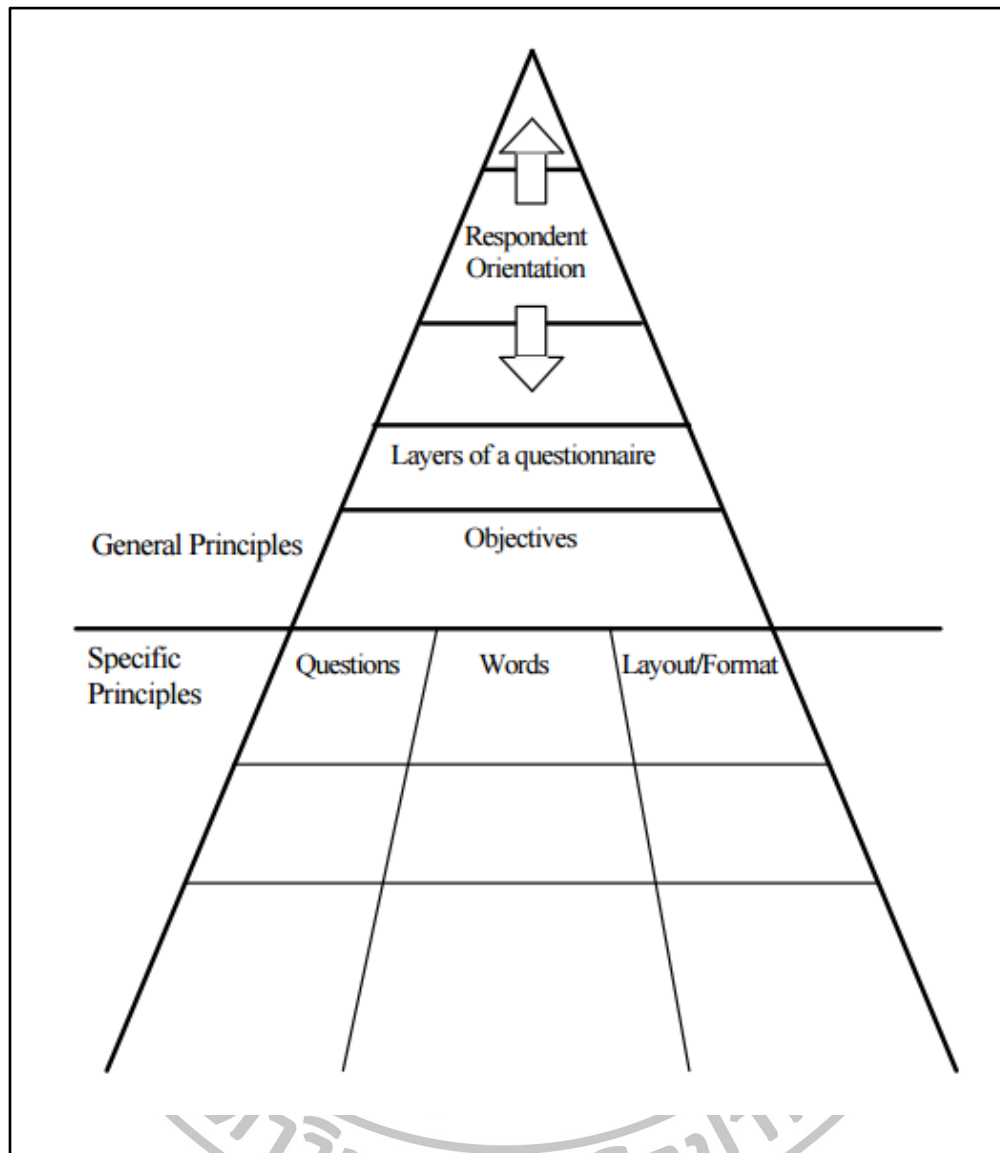


Figure 5 A Framework for Questionnaire Design

Source: Gendall, P, "A Framework for Questionnaire Design: Labaw Revisited," Marketing Bulletin 1998, vol. 1, no. 9, p. 31.

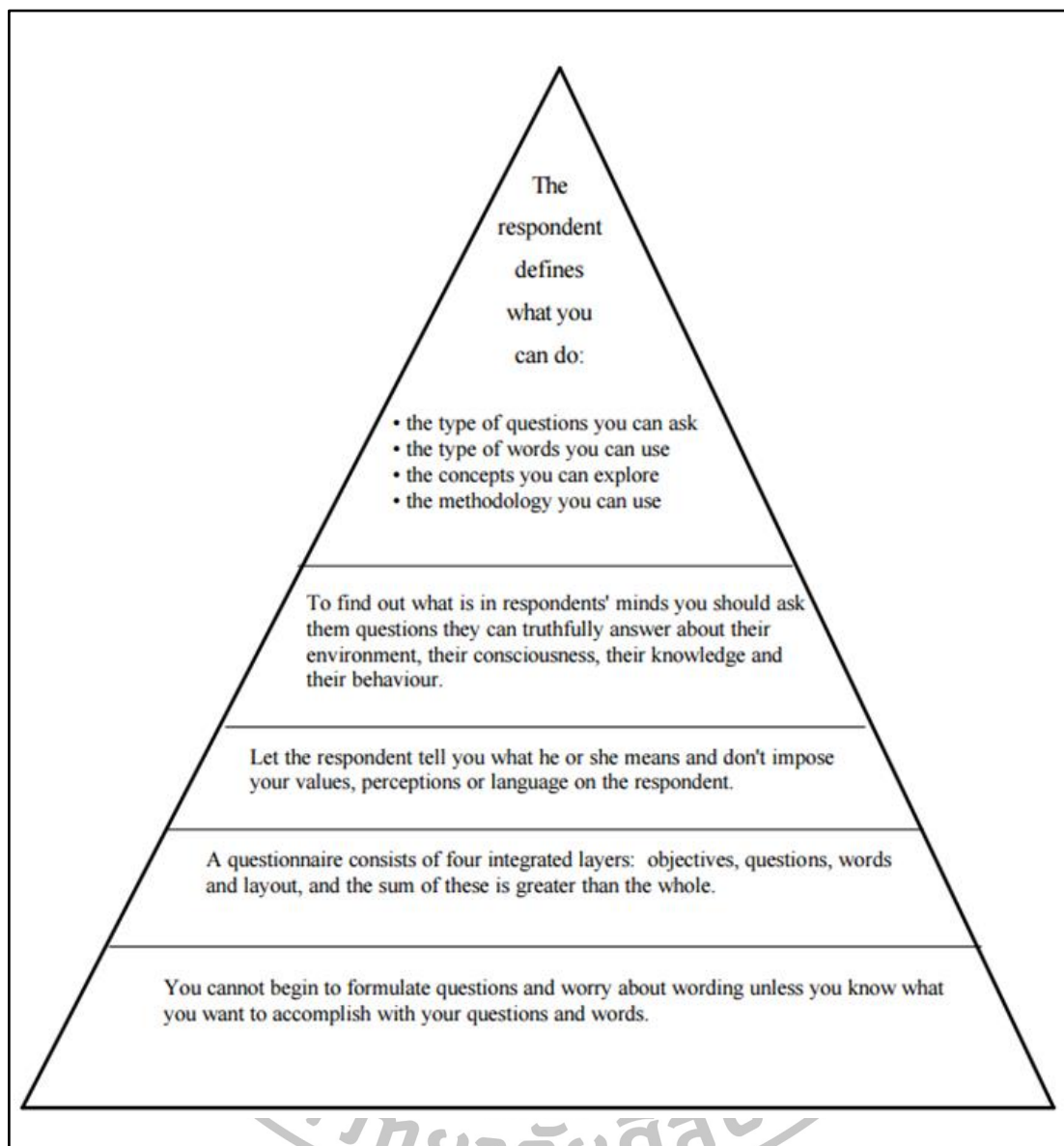


Figure 6 General Principles

Source: Gendall, P, "A Framework for Questionnaire Design: Labaw Revisited," Marketing Bulletin 1998, vol. 1, no. 9, p. 32.

Questionnaire design

Researcher segregated the form of questionnaire in 3 parts to be partially attained more details as followings:

The first part was concerned about general participant's data which combine nominal and ordinal scale. Researcher covered 2 items to be examined as gender, and age.

The second part was determined through 15 items in order to summarize the customer perception experience toward the scent of spa which related to brand recognition and opportunity to enlarge scented-products line as concerning as brand extension. These gathering 15 items were formed via multitudinous related academic research both business administrative and psychological review of literature.

Independent and Dependent Variable Consideration

Gender Difference

The prior research from Gavin et al. (2015); Kohei et al. (2014) and Spangenberg et al. (2006) showed that male brain activation differed from female brain activation, and it depended on individual cognitive processes. Especially for Spangenberg et al. (2006) who studied about gender-congruent ambient scent influences on approach and avoidance behaviors in a retail store, they exemplified that many department stores separate product offerings by gender, such that women's clothing occupies one floor of the store while men's clothing occupies another. If proven beneficial, such retailers could effectively use ambient scents to alter the retail atmosphere by infusing gender-congruent scents into each of the gender-oriented departments. Moreover, the final data of their research revealed that the ambient scents that are gender-congruent with product offerings enhance product evaluations and behavioral responses in a retail setting in comparison to gender-incongruent scents. Consumers shopping in a gender-scent-congruent environment (i.e. a store where merchandise and ambient scent are gender-consistent) exhibit approach behaviors. That's a crucial priority of concerning the gender to be verified as a correspondence to customer perception in the data analysis of researcher.

Customer Perception toward the scent (Olfactory perception)

To measure the customer perception toward the scent, researcher classified this data via the study of Goldkuhl & Styven (2007); Spangenberg, Crowley

& Henderson (1996) and Yi et al. (2000) which can be verified in this research as a scent perception.

Scent perception was proposed by the study of Goldkuhl and Styven (2007) which the propose s of using scent for service marketing can categorize to consider in 4 aspects: the presence of a scent, the pleasantness, the congruity or fit with the actual service, and the relationship between scent and memory which researcher is interested to figure out the linkage with brand recognition. Also, Spangenberg, Crowley and Henderson (1996) who proposed the research on the affective quality of the scent (e.g. how pleasant it is), its arousing nature (e.g. how likely it is to evoke a physiological response), and its intensity (e.g. how strong it is) which these appropriate level of physical environment had an effect on customer's perception. Moreover, to understand the appropriate level of scent intensity, Yi et al. (2000) explored Korean female college students' perfume consumption behaviors by comparing heavy and light users. Both heavy and light users scientifically considered the fit of fragrance to users in use of perfume while heavy users placed more emphasis on pleasure, individuality and attractiveness of fragrance.

Brand Recognition

As shown by Chu & Downes (2000); Proust (1927); Goddard & Felmingham (2005); Herz (2004); Herz & Cupchik (1995); Herz et al. (2004); Larsson & Willander (2009) and Miles & Berntsen (2011) clarified that odor-evoked memories are more emotional, more associated with subjective experience, and more vivid than those recalled by other sensory cues. Especially for Proust (1927), researcher pointed out his novel named "Remembrance of Things Past" which explained clearly about scent induced-memorization.

To clarify this point, researcher referred the critique and disputation of Gordon Shepherd, a neurogastronomer who talked about the Proust's phenomenon, which claimed that the Madeleine episode is driven purely by involuntary memories. Actually these memories are not involuntary but the result of metonymic expansion drawing also on voluntary memory: the olfactory cortex (the part of the brain that is the home of our smell) is designed specifically to recall a whole from a small part.

Brand extension

Researcher penetrated the brand extension to be the modernistic strategy of company to gain a value in the market as mentioned via Keller and Aaker (1992) that this is the use of establishes brand names to enter new product categories or classes.

Furthermore, the idea of launching scented-product lines in the service industry is extremely achievable; however the company has no any research to guarantee. The prior study of Eusebio et al. (2006) and Srivastava & Shocker (1991) showed that the value of a brand is not only determined by its current status, but also by its potential in the future and in new currently untapped markets which means that the company has to jump into the market with new initiative ideas or products to enhance the probability of success.

The third part, researcher diffused all Independent and dependent factors in scattered groups of 15 items following the interval scale of evaluation via the 5-point Likert scale that ranged from 1- strongly disagree to 5-strongly agree.

Research Hypotheses

- H₀1: There is no significant difference in customer perception toward the spa's scent among gender.
- H_a1: There is a significant difference in customer perception toward the spa's scent among gender.
- H₀2: There will be no significant prediction of brand recognition by the spa's scent perception.
- H_a2: There is will be a significant prediction of brand recognition by the spa's scent perception.
- H₀3: There is no statistically significant relationship between the customer perception toward the spa's scent and brand extension.
- H_a3: There is a statistically significant relationship between the customer perception toward the spa's scent and brand extension.

Table 1 Operationalisation of Independent and Dependent Variables

| Variable | Conceptual Definition | Operational Components | Scale of Measurement | Question Number |
|---|--|---|----------------------|--|
| Gender | Biological differentiation of individuals | <ul style="list-style-type: none"> - Male - Female | Nominal | |
| Age | Length of time one has lived | <ul style="list-style-type: none"> - Under 20 years - 20 to 30 years - 30 to 40 years - Over 40 years | Ordinal | |
| Customer perception toward the spa's scent (Olfactory perception) | <p>The sensation that results when olfactory receptors in the nose are stimulated by particular chemicals in gaseous form</p> <p>(Source: WordNet 3.0, Farlex clipart collection. © 2003-2012 Princeton University, Farlex Inc.)</p> | <ul style="list-style-type: none"> - Environmental Satisfaction of spa's scent - Time spending induced by spa's scent - Impression of scent intensity - Scent creativity and scent-congruent environmental decoration - Scent uniqueness - Concernment of spa's scent | Interval Scale | <p>Q1</p> <p>Q2</p> <p>Q3</p> <p>Q4</p> <p>Q5</p> <p>Q10</p> |

| | | | | |
|-------------------|---|---|----------------|---|
| | | <p>influenced perception</p> <ul style="list-style-type: none"> - Scent satisfaction induced a word of mouth - Scent perception induced a desirability of possession - Scent perception induced a pleasure of using scent continuation | | <p>Q11</p> <p>Q12</p> <p>Q13</p> |
| Brand recognition | <p>The ability of consumers to recognize a brand and compare it to other brands. (Source: The Cambridge Business English Dictionary © Cambridge University Press</p> | <ul style="list-style-type: none"> - Spa's scent memorization - Experience recollection induced by scent - Scent recollection - Retentive Satisfaction induced by scent | Interval Scale | <p>Q6</p> <p>Q7</p> <p>Q8</p> <p>Q9</p> |
| Brand extension | <p>1) A marketing strategy in which a firm marketing a product with a well-developed image uses the same brand name in a different product category. (Source: https://en.wikipedia.org</p> | <ul style="list-style-type: none"> - Attentiveness of various spa's scent products - Trustworthiness of spa's scent repurchasing | Interval Scale | <p>Q14</p> <p>Q15</p> |

Sampling plan

Reversely specified to the population size of the Elemis Spa Bangkok, where the research was taken place, researcher observed the spa's customer and discussed with the Spa manager about the average number of the spa's customers per month which are around 300 persons. According to Yamane (1967) who provided a simplified formula to calculate sample sizes with equation of 95% confidence level as shown below:

$$n = \frac{N}{1+N(e)^2}$$

As reviewed from the population of spa's customers, researcher decided to conduct the study in specific month from 10 July 2015 to 30 August 2015 as time limitation concerned to gain the simulation of sample sizes as actual as possible.

$$n = \frac{N}{1+N(e)^2} = \frac{3600}{1+3600(0.05)^2} \approx 360$$

Where n is the sample size, N is the population size, and e is the level of precision.

Questionnaire Reliability

The consideration of data accurateness is necessary to prioritize, researcher therefore proposed in random 40 copies of questionnaires to the spa's customer at The Elemis Spa Bangkok in order to measure the data reliability. This reliability questionnaire analysis was verified via statistical software SPSS with Cronbach's Coefficient Alpha Scale. The outcome is shown in Table 2, the Reliability Coefficients Alpha is valued at 0.829 which according to the theory of Burns and Bush (1995), an alpha of 0.7 or above 0.7 is considered acceptable.

Table 2 Reliability Statistics

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .826 | .829 | 15 |

Summary of research methodology

Specifically, this chapter provides the idea how to conceptualize the research framework since theoretical framework till conceptual framework before continue the quantitative method as designed. Besides, the research hypotheses are examined via the operationalization of independent and dependent variables, as well as the sampling plan of questionnaire reliability pilot study.

In the next chapter, researcher will focus on the analysis and findings from the data collection. The descriptive statistics is applied to illustrate relationships among variables related to the hypotheses concerning the demographic data, the customer perception toward the spa's scent, brand recognition, and brand extension.

CHAPTER 4

DATA ANALYSIS

This chapter contemplates on the results of the data analysis. The data were collected and then processed in response to the problems posed in chapter 1. All the target group were tested with questionnaire and analyzed using the embedded tool from SPSS Software to classify the outset of demographic details, followed by findings and analysis of data related to the hypotheses concerning customer perception toward the spa's scent which could have an impact on brand recognition and brand extension. The structure of this chapter is performed in details as followings:

- Descriptive Statistic
 - Screening Questions
 - Personal Information
 - Gender
 - Age
- Hypotheses Testing
 - Test of Hypothesis 1
 - Test of Hypothesis 2
 - Test of Hypothesis 3

Descriptive Statistic

The amount of 300 questionnaires were randomly disseminated to The Elemis Spa's customers, both Thai and foreigners, who visited the spa for holistically pampering the physical and mental therapy during the period from 10 July 2015 to 30 August 2015.

Screening Questions

As shown in Table 3, it represents a total number of 300 persons of The Elemis Spa’s customers aged under than 20 to over 40 years old which arrived to the Elemis Spa for mainly holistic treatments purposes.

Table 3 Screening Questions

| Screening Questions | | |
|---------------------|-----------|---------|
| | Frequency | Percent |
| Missing System | 300 | 100.0 |

Personal information

Gender

As shown in Table 4, it represents equally intentional percentage of gender in this study at 50% of each gender from the total number of 300 of the Elemis Spa’s customers. Researcher dispersed the questionnaires to 150 males and 150 females customers which were analyzed in the following table:

Table 4 Gender

| | | Frequency | Percent | Valid Percent |
|-------|--------|-----------|---------|---------------|
| Valid | Male | 150 | 50.0 | 50.0 |
| | Female | 150 | 50.0 | 50.0 |
| | Total | 300 | 100.0 | 100.0 |
| Total | | 300 | 100.0 | |

Age

The range of participants’ age is divided into four categories as shown in Table 5. The majority of spa’s customers has age range around 31-40 years old, which is 144 persons or 48% of total, followed by those 20-30 years old which is 104 persons or 34.7%, next groups are those over 40 years old which is 46 persons or 15.3%, and lastly those who has age range below 20 years old which is 6 persons or 2%.

Table 5 Age

| | | Age | | |
|-------|--------------|-----------|---------|---------------|
| | | Frequency | Percent | Valid Percent |
| Valid | Under 20 yrs | 6 | 2.0 | 2.0 |
| | 20-30 yrs | 104 | 34.7 | 34.7 |
| | 31-40 yrs | 144 | 48.0 | 48.0 |
| | Over 40 yrs | 46 | 15.3 | 15.3 |
| Total | Total | 300 | 100.0 | 100.0 |
| | | 300 | 100.0 | |

Hypotheses Testing

As shown in Table 6, here is the list of hypothesis testing which researcher applied for analyzing the hypothesis statements on research topic: The Impact of Customer Perception toward the Spa's Scent to Brand Recognition and the Consequent Result to Brand Extension on Related Olfactory Products in Spas: A Case Study of Elemis Spa Bangkok.

Table 6 Research's Hypothesis statements and statistical testing

| No. | Hypothesis Statements | Statistical Testing |
|----------------|--|-----------------------------------|
| H ₁ | There is a significant difference in customer perception toward the spa's scent among gender. | Independent Sample t-test |
| H ₂ | The customer perception toward the spa's scent will positively associate with brand recognition. | Simple Linear Regression Analysis |
| H ₃ | The higher the customer perception toward the spa's scent, the greater the level of brand extension. | Pearson's r Correlation |

To understand in details of each statistical testing for this study, researcher summarized and pinpointed these inferential statistics including Independent Sample t-test, Simple Linear Regression Analysis, and Pearson's r Correlation as followings;

Independent Sample T-test

The independent Sample T-test (or independent t-test) compares the means between two unrelated groups on the same continuous, dependent variable. For example, the study of the first year graduate salaries differed based on gender (here, the dependent variable would be "first year graduate salaries" and the independent variable would be "gender", which has two groups: "male" and "female"). Alternately, the study to prove that there is a difference in test anxiety based on educational level (here, the dependent variable would be "test anxiety" and the independent variable would be "educational level", which has two groups: "undergraduates" and "postgraduates").

The Unrelated groups, also called unpaired groups or independent groups, are groups in which the cases in each group are different. Often the studies are investigating differences in individuals, which means that when comparing two groups, an individual in one group cannot also be a member of the other group and vice versa. An example would be gender - an individual would have to be classified as either male or female - not both.

Source: Lund, A & Lund, M, Independent T-Test for Two Samples, accessed July 10, 2015, available from <https://statistics.laerd.com/statistical-guides/independent-t-test-statistical-guide.php>

In this research, the independent Sample T-test was chosen to test a significant difference in customer perception toward the spa's scent among gender.

Simple Linear Regression Analysis

Linear regression analysis is a technique used for predicting the unknown value of a variable from the known value of another variable.

More precisely, if X and Y are two related variables, then linear regression analysis can help to predict the value of Y for a given value of X or vice versa.

Dependent and Independent Variables

By applying linear regression, the researcher used the model with one independent and one dependent variable. The variable whose value is to be predicted is known as the dependent variable and the one whose known value is used for prediction is known as the independent variable.

Two Lines of Regression

There are two lines of regression- that of Y on X and X on Y. The line of regression of Y on X is given by $Y = a + bX$ where a and b are unknown constants known as intercept and slope of the equation. This is used to predict the unknown value of variable Y when value of variable X is known.

$$Y = a + bX$$

On the other hand, the line of regression of X on Y is given by $X = c + dY$ which is used to predict the unknown value of variable X using the known value of variable Y. Often, only one of these lines make sense. Exactly which of these will be appropriate for the analysis in hand depending on the labeling of dependent and independent variable in the problem to be analyzed.

Regression Coefficient

The coefficient of X in the line of regression of Y on X is called the regression coefficient of Y on X. It represents change in the value of dependent variable (Y) corresponding to unit change in the value of independent variable (X).

Once a line of regression has been constructed, one can check how good it is (in terms of predictive ability) by examining the coefficient of determination (R^2). R^2 always lies between 0 and 1.

R^2 - coefficient of determination

The closer R^2 is to 1, the better is the model and its prediction. A related question is whether the independent variable significantly influences the dependent variable. Statistically, it is equivalent to testing the null hypothesis that the regression coefficient is zero. This can be done using t-test.

Source: Experiment resources, Linear Regression Analysis, accessed July 10, 2015, available from <https://explorable.com/linear-regression-analysis>

In this research, the Simple Linear Regression Analysis was chosen to test whether or not the customer perception toward the spa's scent will positively associate with brand recognition.

Pearson's r Correlation

The Pearson correlation is a measure of the strength of a linear association between two variables and is denoted by r. Basically, a Pearson

correlation coefficient attempts to draw a line of best fit through the data of two variables, and indicates how far away all these data points are to this line of best fit (how well the data points fit this line of best fit).

The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0 indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases. This is shown in Figure 7 below:

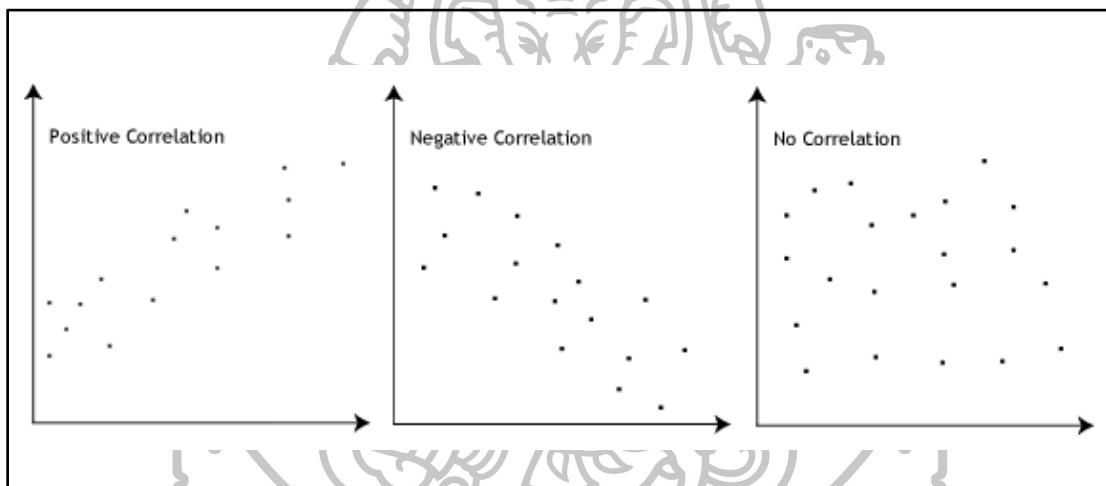


Figure 7 The diagram of relationship of two variables

Source: Lund, A & Lund, M, Pearson Product-Moment Correlation, accessed July 10, 2015, available from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>

The stronger the association of the two variables, the closer the Pearson correlation coefficient (r), it will be running from +1 to -1 depending on whether the relationship is positive or negative respectively. By achieving a value of +1 or -1 means that all of your data points are included on the line of best fit; there are no data points that show any variation away from this line.

The Values for r between +1 and -1 (for example, $r = 0.8$ or -0.4) indicate that there is variation around the line of best fit. The closer the value of r to 1 the greater the variation around the line of best fit. The different relationships and their correlation coefficients are shown in Figure 8 below:

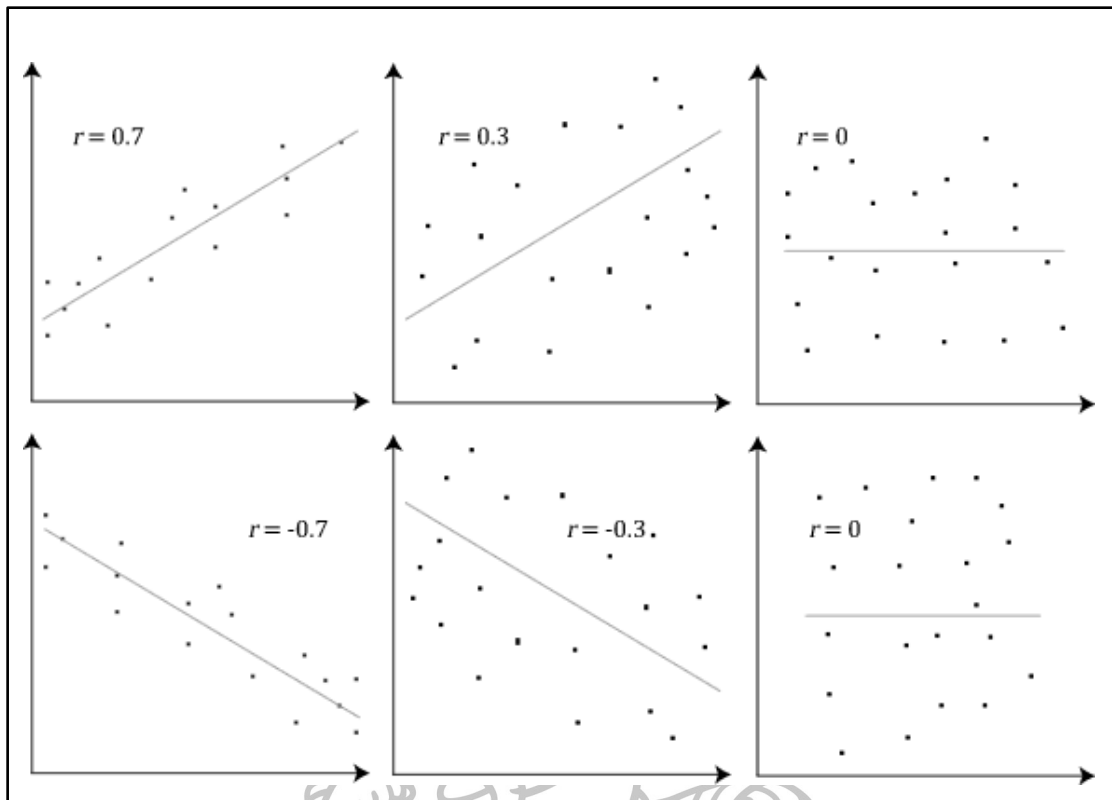


Figure 8 The diagram of different relationships and their correlation coefficients

Source: Lund, A & Lund, M, Pearson Product-Moment Correlation, accessed July 10, 2015, available from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>

Besides, the Pearson correlation does not take into consideration whether a variable has been classified as a dependent or independent variable. It treats all variables equally. For example, in order to find out whether or not basketball performance is correlated to a person's height, researcher might, therefore, plot a graph of performance against height and calculate the Pearson correlation coefficient. If the result showed that $r = 0.7$. That is, as height increases so does basketball performance. This makes sense. However, if we plotted the variables the other way around and wanted to determine whether a person's height was determined by their basketball performance (which makes no sense), we would still get $r = 0.7$. This is because the Pearson correlation coefficient makes no account of any theory behind the two variables to compare. This is illustrated in Figure 9 as following:

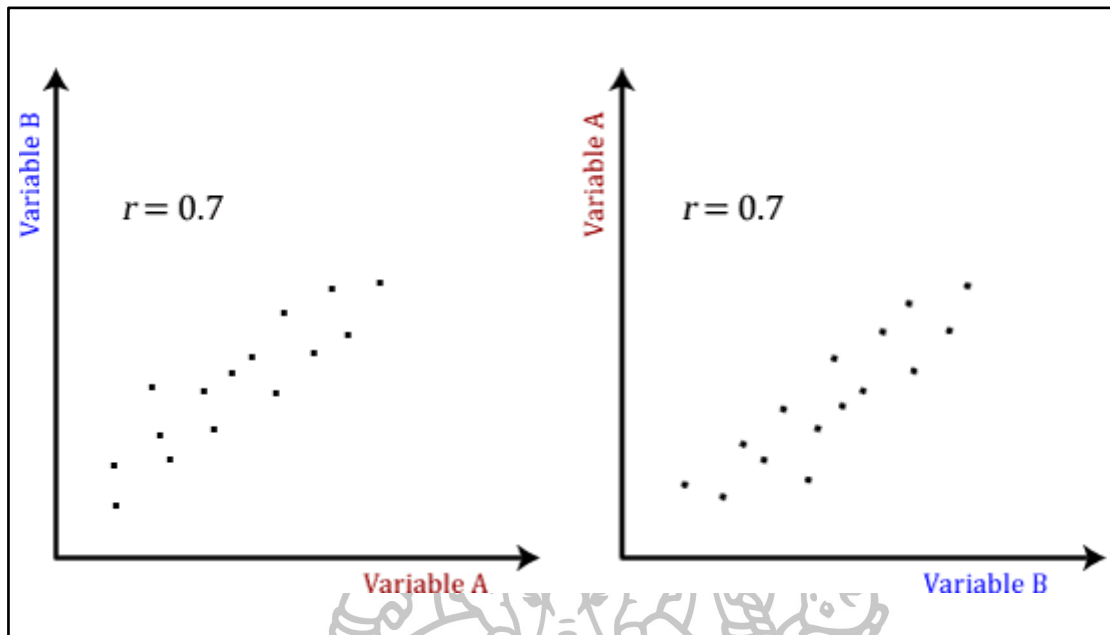


Figure 9 The diagram of similarity of two variables in different X-axis and Y-axis on line of best fit

Source: Lund, A & Lund, M, Pearson Product-Moment Correlation, accessed July 10, 2015, available from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>

Another factor to concern from the Pearson Correlation is the coefficient of determination (r^2) which is the square of the Pearson correlation coefficient r (i.e., r^2). So, for example, a Pearson correlation coefficient of 0.6 would result in a coefficient of determination of 0.36, (i.e., $r^2 = 0.36$). The coefficient of determination, with respect to correlation, is the proportion of the variance that is shared by both variables. It gives a measure of the amount of variation that can be explained by the model (the correlation is the model). It is sometimes expressed as a percentage (e.g., 36% instead of 0.36) when we discuss the proportion of variance explained by the correlation.

Source: Lund, A & Lund, M, Pearson Product-Moment Correlation, accessed July 10, 2015, available from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>

In this research, the Pearson's Correlation Analysis was chosen to test whether or not the customer perception toward the spa's scent has a statistically significant relationship with brand extension.

Test of Hypothesis 1

Table 7 Test of Hypothesis 1

| | Hypothesis 1 |
|---|--|
| Customer perception toward the spa's scent and spa customers' gender. | <p>H₀1: There is no significant difference in customer perception toward the spa's scent among gender.</p> <p>H_a1: There is a significant difference in customer perception toward the spa's scent among gender.</p> |

Researcher analyzed the hypothesis 1 by the independent Sample t-test to examine the difference in customer perception toward the spa's scent among gender. The result was shown in Table 8.

According to Table 8, the value of significance of Levene's Test for Equality of Variances of the total customer perception toward the spa's scent (sig.) is 0.590. This means what the value of t-test for Equality of Means (Sig. 2-tailed) is 0.183.

So, the value of t-test for Equality of Means (Sig. 2-tailed) is more than the value of Confidence Interval of the Difference at 0.05. As a result of this significant value, the null hypothesis is accepted.

Table 8 Independent Sample t-test for Hypothesis 1

| | | Independent Samples Test | | |
|--|-----------------------------|---|------|------------------------------|
| | | Levene's Test for Equality of Variances | | t-test for Equality of Means |
| | | F | Sig. | Sig. (2-tailed) |
| Total customer perception toward spa's scent | Equal variances assumed | .290 | .590 | .183 |
| | Equal variances not assumed | | | .183 |

Test of Hypothesis 2

Table 9 Test of Hypothesis 2

| | Hypothesis 2 |
|---|--|
| Customer perception toward the spa's scent and brand recognition. | <p>H₀2: There will be no significant prediction of brand recognition by the spa's scent perception.</p> <p>H_a2: There will be a significant prediction of brand recognition by the spa's scent perception.</p> |

The prediction of these variables linkage between spa scent's perception and brand recognition was scrutinized via Simple Linear Regression Analysis. The outcomes was shown in Table 10.

From the Regression Equation as stated below;

$$Y = a + bX + e$$

Each variable is referred to;

Y = Dependent Variable

a = Intercept (Constant)

b = Slope (Regression Coeff.)

X = Independent Variable

e = Error

This Regression Equation is fundamental element to state the null and alternative hypotheses regression in form of equation as followings;

$$H_0: b = 0$$

$$H_1: b \neq 0$$

Here, "b" refers to slope of the Regression Equation, or the value of Regression Coefficients between customer perception toward the spa's scent and brand recognition which was a representative of these variables relations.

Followed by Table 10, the R Square from Model Summary is at 0.367, which can be converted into percentages at 36.7% and it means that the customer perception toward the spa's scent accounted 36.7% of the variation in brand recognition. So, 63.3% of variation in brand recognition is explained by other factors.

Table 10 Model Summary of Simple Linear Regression Analysis of Hypothesis 2

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .606 ^a | .367 | .365 | 1.702 |

a. Predictors: (Constant), Total customer perception toward spa's scent

b. Dependent Variable: Total brand recognition

According to Table 11, it shows the constant or “a” from the Regression Equation which is 3.246 and the customer perception toward the spa’s scent which affected the brand recognition was valued at 0.426. This value shows the slope from the Regression Equation. So, for each unit of the customer perception toward the spa’s scent increases, meaning for 1 unit increase in the customer perception toward the spa’s scent, the value of brand recognition will have a predicted augmentation at 0.426 units.

Also, in Table 11, it shows the p value which is at 0.000. This p value is lower than 0.05 of standard alpha levels. Therefore, the null hypothesis is rejected and accepted the alternative hypothesis instead which defines as there is a supported relationship between brand recognition and the customer perception toward the spa’s scent, or the customer perception toward the spa’s scent does reflect the brand recognition.

Table 11 Coefficients of Simple Linear Regression Analysis of Hypothesis 2

Coefficients^a

| Model | | Unstandardized Coefficients | | T | Sig. |
|-------|--|-----------------------------|------------|--------|------|
| | | B | Std. Error | | |
| 1 | (Constant) | 3.246 | .949 | 3.418 | .001 |
| | Total customer perception toward spa's scent | .426 | .032 | 13.146 | .000 |

a. Dependent Variable: Total brand recognition

Regression Equation regarding the alternative hypothesis 2:

H_{a2} : There will be a significant prediction of brand recognition by the spa's scent perception. ($b \neq 0$)

$$Y = a + bX$$

Hence, the final stage of Simple Linear Regression Analysis, the study can predict the relationship between brand recognition and the customer perception toward the spa's scent as presented below:

$$\text{Brand Recognition} = 3.246 + 0.426 * \text{Customer perception toward the spa's scent}$$

Test of Hypothesis 3

Table 12 Test of Hypothesis 3

| | Hypothesis 3 |
|---|--|
| Customer perception toward the spa's scent and brand extension. | <p>H_{03}: There is no statistically significant relationship between the customer perception toward the spa's scent and brand extension.</p> <p>H_{a3}: There is a statistically significant relationship between the customer perception toward the spa's scent and brand extension.</p> |

Researcher scrutinized the statistically significant correlation between the customer perception toward the spa's scent and brand extension from Hypothesis 3 via Correlation of Bivariate Analysis. The result was shown in Table 13.

According to Table 13, the customer perception toward the spa's scent is examined by comparing with brand extension which the outcome is valued through the Pearson's Correlation Coefficients (r) at 0.139. This value explains a couple consequences as following:

1. This test has a positive correlation coefficient which means that there is a positive correlation between the customer perception toward the spa's scent

and brand extension. As the customer perception toward the spa's scent increases, the brand extension increases as well.

2. Regarding to the strength of relationship via the Rule of Thumb on a Correlation Coefficient, this test is a relatively negligible correlation because the size of Correlation is from 0.00 to 0.30. Also, the calculation of r square ($r^2 = 0.139^2$) indicates that only 1.93% of the variation in brand extension is explained by the customer perception toward the spa's scent. The Rule of Thumb for interpreting the size of a Correlation Coefficient is displayed in Table 14.

Table 13 Pearson's r Correlation of Bivariate of Hypothesis 3

| | | Total customer perception toward spa's scent | Total brand extension |
|--|---------------------|--|-----------------------|
| Total customer perception toward spa's scent | Pearson Correlation | 1 | .139 |
| | Sig. (2-tailed) | | .016 |
| | N | 300 | 300 |
| Total brand extension | Pearson Correlation | .139 | 1 |
| | Sig. (2-tailed) | .016 | |
| | N | 300 | 300 |

*. Correlation is significant at the 0.05 level (2-tailed).

Table 14 Rule of Thumb for interpreting the size of a Correlation Coefficient

| Size of Correlation | Interpretation |
|-------------------------------|---|
| 0.90 to 1.00 (-0.90 to -1.00) | Very strong positive (negative) correlation |
| 0.70 to 0.90 (-0.70 to -0.90) | Strong positive (negative) correlation |
| 0.50 to 0.70 (-0.50 to -0.70) | Moderate positive (negative) correlation |
| 0.30 to 0.50 (-0.30 to -0.50) | Weak positive (negative) correlation |
| 0.00 to 0.30 (0.00 to -0.30) | Negligible correlation |

According to the Figure 10, the graph of relationship between the customer perception toward the spa's scent and brand extension shows the continuity of these two variables scattering around from the left side to the right side. The relationship of these two variables is positive, however, the correlation is not really strong or negligibility.

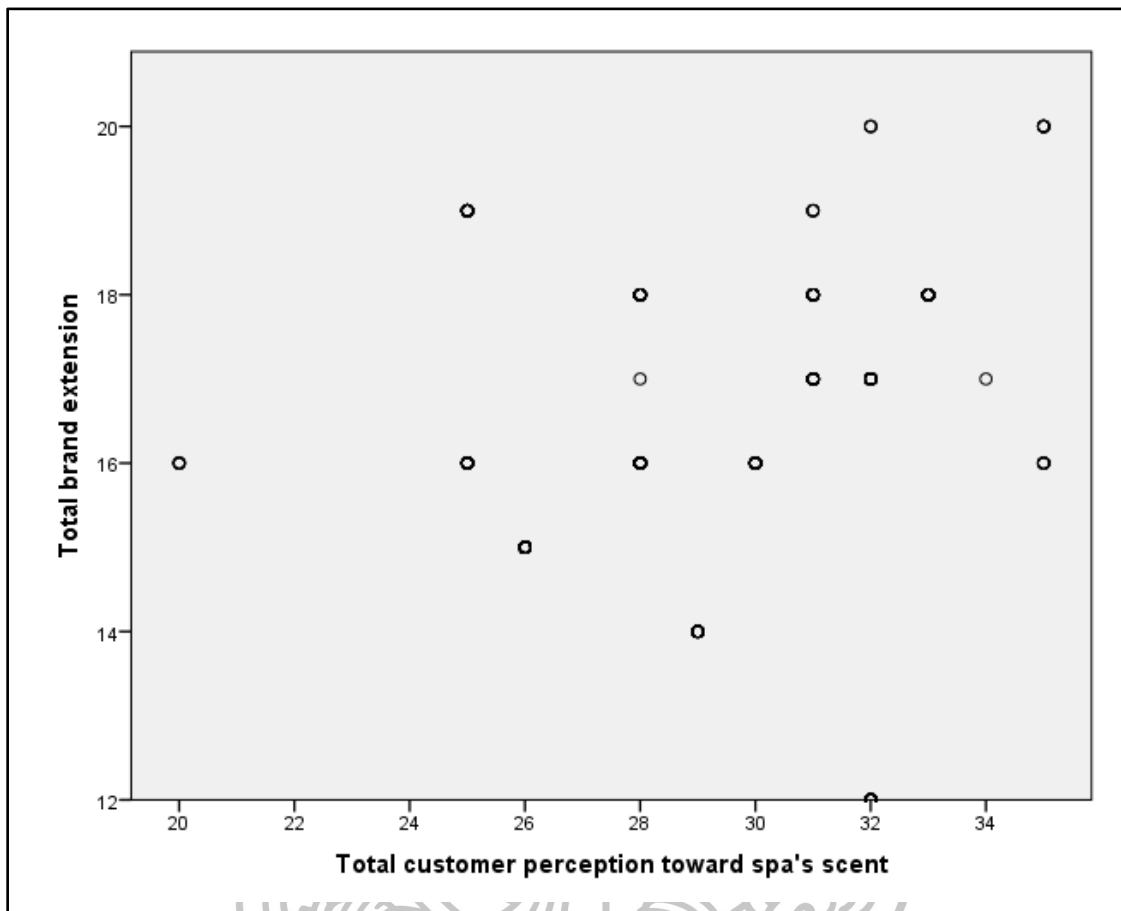


Figure 10 The relationship the customer perception toward the spa's scent and brand extension.

Again, followed by Table 13, the significant correlation (2-tailed) provides the result of p value at 0.016 which is lower than the standard alpha level at 0.05. So, this examination is rejected the null hypothesis and accepted the alternative hypothesis. Therefore, this study has valid evidence to say that there is a statistically significant relationship between the customer perception toward the spa's scent and brand extension, however this relationship between two variables is very little or rarely linked to each other.

Summary of data analysis

Researcher proposed 3 hypotheses which related to parameters of brand recognition and brand extension in terms of demographic data and customer

perception toward the spa's scent. The outcomes have been analyzed based on SPSS software and knowledge of statistical substantiation to reconfirm null hypothesis or alternative hypothesis.

In the next chapter, the final conclusion will be presented which the results of findings are explained and discussed. Secondly, conclusions and appropriate suggestions and recommendations are given based on the findings of this study. The suggestions for further research are provided in the end of the chapter.



CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATION

In this last chapter is essentially presented the summarization of the research and suggested the practical and holistic recommendations for further analysis. The first section of the chapter will discuss the results of data discovery from questionnaire which is answered the hypothesis statement. Next, the limitation of study will sort the unexpected incident and data collection which researcher cannot be controlled, as well as hardly avoidance movements in performing this research. The second part of this chapter will be described an appropriate suggestion for the company in order to tailor the service and physical environment concerned-accustomization in the spa or any service industry, as well as the recommendations for further research. The structure of this chapter is performed in details as followings:

Summary of the Findings

Discussion and Implications

Relationship between spa customers' gender and customer perception toward the spa's scent.

Relationship between customer perception toward the spa's scent and brand recognition.

Relationship between customer perception toward the spa's scent and brand extension.

Limitations

Conclusion

Recommendation

Summary of the Findings

This study has performed to find the answer of relationship between three correlatable factors, namely customer perception toward the spa's scent, brand recognition, and brand extension which potentially adjust the physical environment in spa industry by using scent as stimuli. Researcher chose the Elemis Spa Bangkok, where the quality of service and sumptuous products were ranked as one of the top notch luxurious spa in Thailand, to be an implicated area of case study in this research. There are 300 respondents to this study, equally separated each 150 male and female respondents.

Summary of Hypothesis Testing

In this study researcher proposed three hypotheses for examination; the hypothesis 1 was tested by Independent Sample T-test; Simple Linear Regression Analysis was employed to test hypothesis 2; and Pearson's r Correlation was applied to try out hypothesis 3.

The hypotheses concentrated on gender, customer perception toward the spa's scent, brand recognition, and brand extension as tested variables (independent and dependent variables) in this study. All the hypotheses were sorted out as followings;

- H₀1: There is no significant difference in customer perception toward the spa's scent among gender.
- H_a1: There is a significant difference in customer perception toward the spa's scent among gender.
- H₀2: There will be no significant prediction of brand recognition by the spa's scent perception.
- H_a2: There is will be a significant prediction of brand recognition by the spa's scent perception.
- H₀3: There is no statistically significant relationship between the customer perception toward the spa's scent and brand extension.
- H_a3: There is a statistically significant relationship between the customer perception toward the spa's scent and brand extension.

Discussion and Implications

As examined via SPSS statistical test program, the discussion and implications of results from each hypothesis to identify the relationship between independent and dependent variable are shown in subordinated items below:

Relationship between spa customers' gender and customer perception toward the spa's scent.

According to the results of testing hypothesis 1, there is no significant difference among customer perception toward the spa's scent based on their gender. Referring to the outcomes of data analysis, the scores for male (Mean = 29.35, Standard Deviation = 3.107) and the scores for female (Mean = 28.88, Standard Deviation = 2.951) are quite equivalent to each other. Also, the score of p values (Sig. 2-tailed) at is 0.183 which is higher than the value of Confidence Interval of the Difference at 0.05. That is to say the customer perceptions toward the spa's scent dose not differ based on their gender. As the study of Fox (2007) showed similarity of the perception which is triggered by scent among sex that sex-difference findings may not be entirely reliable, and that sex differences in olfactory prowess may apply to some odors but not others. As a result of this research, the global spa's scent is obviously analogous as common scent of all spas is always aromatized with lemongrass, geranium, peppermint, lavender, eucalyptus, etc. That also resembles to the research of Crouse (2010) which proposed the results on olfactory perception in hotel's scent that if guests become familiar with the scent, it could lose its power to initiate response which is a truth as the common spa's scent is pointed out this issue. Crouse (2010) also considered about the habituation as constant arousal may not be possible when the same scent is present for a long period of time. This is especially true with repeat guest which is related to the Elemis Spa Bangkok because the majority of spa customer is the royalty guests. However this study is also mentioned about the brand recognition, that's a reason to consider the frequency of scent modification and scent habituation when using scent as part of experiential branding.

Relationship between customer perception toward the spa's scent and brand recognition

Based on the results of testing hypothesis 2, the R Square from Model Summary is at 0.367 or 36.7% of brand recognition is explained by the customer perception toward the spa's scent. Also, the test of p value is at 0.000 which is lower than 0.05 of standard alpha levels. The customer perception toward the spa's scent does, therefore, decisively reflect the brand recognition. This revealed data of researcher can proof the Proust phenomenon which Proust (1927) recorded his discovery of remembrance in the childhood via the sense of smell, and the study of Chu & Downes (2000a) and Chu & Downes (2000b) which was equivalent to this research by showed that the odors are able to spontaneously cue autobiographical memories which are highly vivid, effectively toned.

Relationship between customer perception toward the spa's scent and brand extension.

With respect to the outcome of the analysis of hypothesis 3, the significant (2-tailed) gave the result of p value at 0.016 which was lower than the standard alpha level at 0.05. Therefore, this study has enough evidence to say that there is a statistically significant relationship between the customer perception toward the spa's scent and brand extension, however this relationship between two variables is very little or rarely linked to each other because the score of r square ($r^2 = 0.1392$) can say that only 1.93% of the variation in brand extension is explained by the customer perception toward the spa's scent. One study which can assure a linkage between customer satisfaction and category extension is from Yang & Yen (2008) which explained that customer satisfaction has played a key role in brand extension success, which not only contributes to brand extensions directly, but also indirectly mediates the roles of perceived quality, parent brand's experience, perceived value, and fit in success of brand extensions. It means that perceived quality of parent brand will have a stronger positive influence on brand extension if its customers like the extension brand. In the same vein, it can be stated that customers will consider the brand extension more similar in terms of fitness toward its parent brand if they are satisfied with the new product lines.

This research does also simulate to find out the same result as the study of Yang & Yen (2008) however the score of relationship on brand extension is still low. Looked backward into the data of customer perception toward the spa's scent, researcher found that the customer perception toward the spa's scent was quite high from the score of male (Mean = 29.35, Standard Deviation = 3.107) and the score for female (Mean = 28.88, Standard Deviation = 2.951). This incident can assume that there are possibly other parameters that affect the brand extension more than olfactory perception, namely scent habituation and product quality. As mentioned before, many spas are aromatized with same common restful scent. Hence, when the spas try to product scented products for extending the category line, the customers have a lot of choices to compare each other plus a quality of the product which is reasonably customers' consideration. There is a study of brand awareness which effects on customer decision from Macdonald & Sharp (2000) did an experiments on customers in the no brand awareness conditions. They found that subjects chose the quality brand on the final trial more often than those in the awareness differential conditions. This can conclude that when the spas propose the indistinguishable scent (no brand awareness conditions), the customers basically tend to should the product from its quality.

Limitations

This research was conducted with referred to the quantitative methodology on customer perception toward the spa's scent at the Elemis Spa Bangkok. As quantitative methodology needs to perform on representative subjects of all populations in the study areas, the noteworthy limitation, which this research was confronted, mostly was the lack of participation by the spa's customers to give a response to the questionnaire. In this case, the researcher found that the upscale and luxurious spa is broadly controlled the interaction between service providers and customers according to high standards setting, that is a reason why it is important to respect and do officially ask the permission from each customer before the questionnaire can start.

Secondly, the consequent impact of customer's cooperation inadequacy caused the suffer to a number of sample size which are smaller than expectation, and the diversity of sample size is quite limited in ages divergence because the majority of the spa's customers, who are eligible to afford the spa's expenses, range around 30-40 years old.

Lastly, the scent is an issue to consider as independent stimuli which influence the attitudinal, emotional and behavioral of subjects separately. Hence, felicitous time and place of questionnaire conducted is essentially required to gain the virtual customers' responsiveness.

Conclusion

Regarding to the findings of this study, the managerial level of hospitality sector will discover the vast impact of scent as an atmospheric variable on customer's experience and customer's perception which lead the spas business to build up the branding strategies for holistic service based on atmospheric concerned.

Also, the brand recognition is mostly studied and conducted under the marketer manipulation which generalizes the consistent visual or auditory learning experience techniques to customer, nonetheless the researcher tried to initiate the psychological knowledge of memorization to combine the linkage of cognitive memory and sensational index based on olfactory stimulation.

Lastly, this study was the first step in attempting to find empirical support in linking scent with variables in the spa, which there is very little research conducted before. According to the findings, it is essential to realize the value of olfactory perception as one of revolutionary variable that can significantly impact the business growth in hospitality sector.

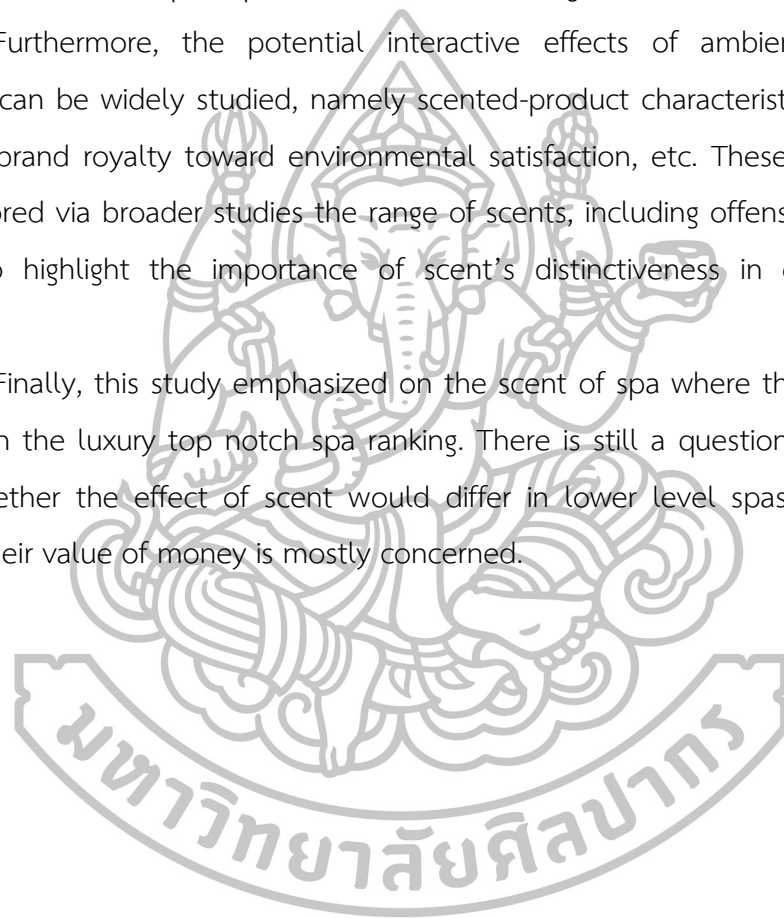
Recommendation

The knowledge on impact of scent has been known for such a long time ago by perfumers and aroma therapists, however, the existing research is rarely empirical in nature and does not determine the precise impact of scent on variables that apply within the service and hospitality context.

According to the findings of this research, the scent of spas is generally quite akin for both non-uniqueness and amateurishness (unskillfulness of scent-blending) that affects the customer's degree of familiarity with the ambient scent of spas, or scent habituation phenomenon. Therefore, longitudinal study should try to find out the experimental study via spas' scent creativity to test whether or not it can trigger the customer perception based on different gender.

Furthermore, the potential interactive effects of ambient scent on perception can be widely studied, namely scented-product characteristics, purchase intentions, brand royalty toward environmental satisfaction, etc. These issues need to be explored via broader studies the range of scents, including offensive odors, as well as, to highlight the importance of scent's distinctiveness in each chosen situation.

Finally, this study emphasized on the scent of spa where the case study was done in the luxury top notch spa ranking. There is still a question to be more explicit whether the effect of scent would differ in lower level spas where their pricing or their value of money is mostly concerned.



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APPENDIX I
QUESTIONNAIRE

Research Topic: The Impact of Customer Perception toward the Spa's Scent to Brand Recognition and the Consequent Result to Brand Extension on Related Olfactory Products in Spa: Case Study of The Elemis Spa Bangkok.

Instruction: Please provide an appropriate answer in all the questions in blank that is provided.

Your privacy is important to us. Please do not write your name on this survey. Your answer will be combined with all of the others, and will never link to you individually

Personal Information

Gender Male Female

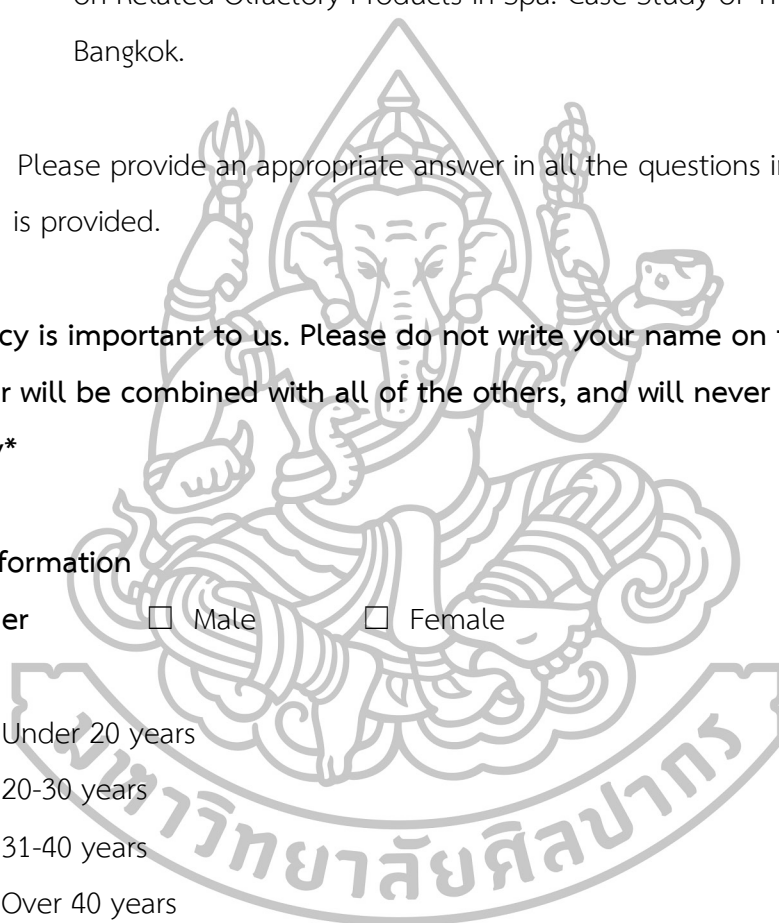
Age

Under 20 years

20-30 years

31-40 years

Over 40 years



Please indicated the extent to which you agree with each of the following

Use a 1-5 scale : (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) agree, (5) Strongly Agree

| Contributes | 1 Strongly Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Strongly Agree |
|---|---------------------------|---------------|--------------|------------|------------------------|
| 1. Since I arrive at the spa, I feel satisfied with the scent of the spa (i.e. reception area, spa room, relaxation zone) | | | | | |
| 2. I need to spend my time longer in the spa when I sense the spa's scent. | | | | | |
| 3. The appropriate level of spa's scent intensity can make me feel impression. | | | | | |
| 4. The spa's scent which I have an experience is gently created and appropriated with spa's environmental decoration. | | | | | |
| 5. The spa's scent is unique and well-blended. | | | | | |
| 6. One of my memories when I think about the spa is the spa's scent. | | | | | |
| 7. I can recall my experience in the spa while I breathe the spa's scent. | | | | | |

| Contributes | 1 Strongly Disagree | 2 Disagree | 3 Neutral | 4 Agree | 5 Strongly Agree |
|--|---------------------------|---------------|--------------|------------|------------------------|
| 8. When I think about home fragrance, the scent of the spa comes in my mind. | | | | | |
| 9. I can imagine the happy moment in the spa because of pleasure of the spa's scent. | | | | | |
| 10. I love the spa because the spa's scent is one of my concerns. | | | | | |
| 11. I will certainly recommend my friends to try the spa because of pleasure of the spa's scent. | | | | | |
| 12. I need to own the spa's scent for spray in-my house. | | | | | |
| 13. I will continuously use the spa's scent as my signature scent. | | | | | |
| 14. I am also interested in another product lines which related to the spa's scent (i.e. candle, bath amenities, body aroma oil) | | | | | |
| 15. I am trusted in product lines from the spa and certainly re-purchase as my favorite brand. | | | | | |

APPENDIX II

HISTORY OF ELEMIS SPA

Born in 1989, British brand Elemis has grown into the most successful professional spa and anti-aging skincare range available in the world today. Addressing specific skin and body conditions, the unique and potent formulations dynamically treat the skin with powerful results. The Elemis range of advanced anti-ageing formulations and professional spa therapies provide skin and life enhancing solutions for every man and woman. Regarded as the most innovative leader in advanced phyto-therapy and aroma-therapeutic spa and skincare absolutes, potent actives include medicinal herbs and clinically proven collagen boosting seaweed extracts, transferring the purest form of living energy to every type of skin.

Elemis spa therapies work in natural synergy with the skin, body and mind. Every treatment is specifically designed to respect the body's complex physiology and delivers a unique experience by reawakening the senses.

Lifestyle oriented and results driven, Elemis clients reap immediate benefits. The Elemis experience begins with a detailed consultation led by highly qualified and experienced staff. Accompanying the rejuvenating treatments and spa products, each client journey is enhanced through expert advice on health, beauty and wellness, while detailed plans setting out achievable goals generate a sophisticated, interactive relationship.

The Elemis Spa at the St. Regis Bangkok is an extraordinary setting of spa elegance that reflects the Elemis balance of tradition and innovation, offering a luxurious haven of rejuvenation from the hectic pace of Thailand's capital. As the first Elemis Spa in South East Asia and one of only four Elemis Signature Spas worldwide, Elemis Bangkok offers an experience beyond pampering. Our guests' beauty and wellness concerns are lavishly addressed with scientifically-proven treatments, lifestyle-enhancing products and well-being traditions that encourage continuing transformation.

APPENDIX III
THE BEST TOP TEN SPAS IN BANGKOK

10 of the Best Spas to Get Pampering Treatments and Massages in Bangkok
By Dave Stambolis

source: Stamboulis, 10 of the Best Spas to Get Pampering Treatments and Massages in Bangkok, accessed October 28, 2015, available from <http://www.10best.com/destinations/thailand/bangkok/attractions/spas/>



Bangkok is one of the world's best places to get pampered, and Thai massage and spa treatments are renowned worldwide. Whether it be a local Wat Pho trainee massage for just a few hundred baht or the most upscale of spas, you won't go wrong in the City of Angels as there are just so many options to choose from. At the top of the list are some of the gorgeous spas in the city's finest hotels. The Oriental Spa at the Mandarin Oriental has won accolades for years with their refined treatments in their beautiful setting on the Chao Phraya River. Also on the Chao Phraya, the Peninsula Spa is an excellent choice as is Chi, The Spa at the Shangri La, where exotic treatments such as jasmine rice body scrubs and pink caviar sheet facials are just a fraction of the pampering. For more exotic rubdowns, treat yourself to the take heated bamboo rod treatments for blood circulation at the elegant Okura Spa or perhaps an organic golden silk thread body scrub and mulberry detoxifying steam at the Divana Divine Spa. For truly elegant urban pampering, consider the Elemis Spa in the St. Regis or So Spa at Sofitel So, both of whom use very elite brands of body products and essential oils. With so many rejuvenating spots to choose from, you might end up on a longer spa tour than planned!

10 Divana Divine Spa

The Divana Divine Spa is an oasis of calm, housed in an old traditional Thai house with a beautiful garden. But it is not just the surroundings that will leave you restful and rejuvenated. The treatment list here is uber-extensive, with an incredible range of novel massages for you to choose from. The Crystal Signature treatments are the most interesting, starting with the Organic Silk Royal Pampering (organic golden silk thread body scrub and mulberry detoxifying steam, followed by a silk moisturizing mask and Korean ginseng body massage). The whole treatment takes 3.5 hours and is guaranteed to have you in a state of complete bliss by completion. Other options include the Ayurvedic Amethyst Anti Aging treatment or the Absolute Turquoise Detoxify package. There is something for everyone here. (02 712 8986)

9 Thann Sanctuary

Voted as one of the top spas in the world by Conde Nast Traveler, Thann Sanctuary is an elegant oasis of tranquility. Thann has branches around the world, including several in Bangkok, and this stylish spot on the third floor of the elite Gaysorn Mall is no exception when it comes to refined spa treatments. Try their signature massage which employs Thai and other Asian healing techniques focusing on various pressure points to relieve muscular aches and pains, and then be pampered with essential oils, a great option after any kind of strenuous activity. Other massage treatments include Swedish, aromatherapy, or the interesting Nano Shiso package, which is a top to toe pampering for those seeking a healthier complexion and to release tension. This includes a facial with purifying Moringa seeds or skin toning mushroom extracts among other exotics. There are only six treatment rooms here and the therapists are extremely professional. (02 656 1423)

8 Quan Spa

The Quan Spa, in the luxurious Renaissance Bangkok Ratchaprasong Hotel, is a great centrally located spot in which to get pampered and rejuvenated with a host of varying therapeutic massages and holistic treatments. Derived from a Chinese word that means "a source of pure water," Quan offers treatments that all revolve around being revitalized by the power of water. Options here range from honey milk or spice baths to nourish your skin and help you relax, which can then be followed by specialties like the Deep Blue Ocean Escape, a 2 hour deeply relaxing massage ritual using the restorative benefits of sea-water, using heated seaweed packs for massage, followed by a full body exfoliation under a Vichy rain shower. Other treatments include aroma fusion and Thai herbal massages, as well as a Quan exclusive anti-ageing hand treatment. You will certainly leave here smiling and dreamy. (02 125 5000)

7 So Spa

The So Spa at the chic Sofitel So offers great all around spa treatments. The location is magnificent, with treatment rooms overlooking Lumpini Park with a birds eye view. Then there are the treatments, which range from a Turkish hammam bath where you can soak on heated marble and then get scrubbed from head to toe, to getting body massages and facials using world-renowned Cinq Mondes and Ytsara brands. There are chakra balancing treatments, papaya radiance scrubs, and coffee cream slimming treatments to name just a few of the staggering array of pampering treatments available here. Try a sports massage, an Indian cream wrap, or a Moroccan massage with hot oil, or perhaps go for the self explanatory Jet Lag massage, Keyboard Mania, or Shop-a-holic Reflexology. One thing is certain, the art of spoiling is in full force here. (02 624 0000)

6 Yunomori Onsen

Enjoying a hot spring bath and massage is certainly a great way to spend a visit to Bangkok. This new Japanese bathhouse takes all the traditional love of bathing from Japanese onsen (hot spring) culture and brings it to Bangkok. At Yunomori Onsen, bamboo and finished wood surrounds several hot spring water baths where visitors can spend hours soaking and relaxing. There is a carbonated soda water pool, a jet pool, and an onsen pool with 43 degree mineral water trucked up from the famed Raksawarin hot springs in Ranong, whose water is extremely clear and without any sulfurous odor. Additionally, there is a large spa treatment area upstairs where one can have aromatherapy or traditional Thai massage treatments after relaxing in the baths. (02 2595778)

5 The Peninsula Spa at The Peninsula

When it comes to spa treatments, the elegant Peninsula Spa in the luxury Peninsula Hotel on the Thonburi side of the river is a major player. The therapists here are all very well trained professionals and they specialize in custom made treatments that can rejuvenate the soul, body, and mind. The best packages here are the half day treatments which include lunch at the Chef's Garden or else the full

day options which allow one to use the fitness center and beautiful swimming pool facilities in addition to getting bodywork. Massage options range from Thai to Balinese and feature heated treatment beds, and the ESPA oils and other spa products used here are a well known and loved brand. There are also couples rooms here for lovebirds, with Jacuzzi tubs that change water color every few minutes! (02 626 1946)

4 Elemis Spa

Coming from the elite British brand Elemis, the Elemis Spa at the luxury St. Regis Hotel offers superb anti-ageing skincare and spa treatments. Go for the all out Ultimate Package here, which gives one an ocean wrap, deep tissue massage, and an anti aging facial, or try some detox therapy or a Rassoul treatment, an Arabian cleansing ritual with herbal steaming and therapeutic mud or herbal coconut wraps. The fifteen elegant therapy suites here feature couples suites for side by side massages, a marble and mosaic wet room used for traditional body scrubs, and there is a private manicure and pedicure lounge as well. There are also beautiful relaxation rooms where suspended pods float over pools where one can hang out and rest. With the steam rooms, Jacuzzis, cold plunge pools overlooking some of the city's best views, a treatment here is like an entire holiday in and of itself! (02 207 7779)

3 Okura Spa

The amethyst, a semi-precious stone worn by ancient Greeks to prevent intoxication is the focal point of the signature massage at the swank Okura Spa in the Okura Prestige Hotel. The stone is used to balance physical, mental, and emotional energy. At the Okura, patients get a professional consultation before each treatment session, and their well trained therapists use only exclusive organic teas, oils and balms (the signature Okura Spa oil contains traces of white tea, sandalwood, jasmine and a predominance of lavender) . What sets Okura apart though are their ta-ke Japanese massage treatments, which feature the use of heated bamboo rods used to knead and roll out knots, relax tense muscles and reduce stress and fatigue, as well as increase blood circulation. (02 687 9090)

2 CHI, The Spa at Shangri-La Hotel, Bangkok

Chi, The Spa, in the famed Shangri La Hotel, is one of the premiere Bangkok spa options, and it has been ranked and awarded as one of the best and most luxurious spas in the world by numerous publications. Named after the Chinese "qi," the universal life force that governs well being, spa techniques here focus on releasing blockages that stop the chi element from flowing freely. You can start your pampering off with a hot stones treatment, where heated stones are used to warm up and relax the body. Unique treatments here include a jasmine rice body glow, in which ground black jasmine rice is blended with a mix of herbs and honey and used as a body scrub to rub away dry skin. You can follow this up with mud wraps and even pink caviar sheet facials. No blemish will be left unpampered at this elite Bangkok spa. (02 236 7777 ext 6072)

1 The Oriental Spa at Mandarin Oriental, Bangkok

Voted 'Best Spa in the World' time and time again by leading international leisure and travel publications, it is hard to go wrong with a relaxing treatment package at the prestigious Oriental Spa at the Mandarin Oriental. Getting here is just the beginning of a blissful experience, when you board the private teak shuttle boat from the hotel on the Bangkok side and float over to the traditional Thai house in Thonburi to begin your session. You can choose from over 40 traditional treatments ranging from mud wraps to Balinese and Hawaiian Lomi Lomi massages. The Oriental Signature package includes a massage with essential plant oils and the application of herbal compresses with lemongrass. A new Gentleman Essentials treatment tailored for the guys is the latest to be offered.

BIOGRAPHY

| | |
|----------------------|---|
| Name | Rattanapong Kongcharoen |
| Address | 14/1 Sukhothai Road, Suan Jitralada, Dusit, Bangkok |
| Workplace | The St.Regis Hotel Bangkok |
| Education Background | |
| 2010-2011 | Université Stendhal, Grenoble, France French and Civilization course in CUEF (Centre Universitaire d'Etudes Françaises) |
| 2004-2008 | Chulalongkorn University Bachelor of Education Program in Science, Counseling Psychology and Guidance, GPA 3.22 |
| 1999-2004 | Rajavinit Mathayom School High school education, Science-Mathematic, GPA 3.87 |
| Work Experience: | |
| Jan 2012 to present | Butler, the St.Regis Hotel Bangkok |
| Aug 2011-Oct 2011 | Guest Service Agent, the Anantara Sathorn Hotel |
| Jun 2010-May 2011 | Restaurant Host, the Thai Bangkok Restaurant at Avenue de Vizille, Grenoble, France |
| 2008-2009 | Part-time teacher in English section, Kumon (Thailand) Co.,Ltd, Samyan branch |
| 2007-2008 | Practiced teaching professional Chulalongkorn University Demonstration School |