

ANTECEDENTS TO THE ADOPTION OF OLFACTIVE DEVICES

Jean-Michel SAHUT

IDRAC Business School

Patricia Baudier

EM Normandie Business School, Métis Lab

Najoua MANITA

Ecole de Management Léonard De Vinci

Marie HAIKEL-ELSABEH

Ecole de Management Léonard De Vinci

Eric Braune

Omnes Education

Cite as:

SAHUT Jean-Michel, Baudier Patricia, MANITA Najoua, HAIKEL-ELSABEH Marie, Braune Eric (2022), ANTECEDENTS TO THE ADOPTION OF OLFACTIVE DEVICES. *Proceedings of the European Marketing Academy*, 51st, (107166)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



ANTECEDENTS TO THE ADOPTION OF OLFACTIVE DEVICES

Abstract

Scent technologies are at the cross-roads of sensory marketing and smart objects. These technologies trigger the sense of smell and are compatible with computers, tablets, smartphones, even headsets. Our research focuses on olfactive devices attached to smartphones releasing scents when an action is undergoing. There has been very little research about these devices, although smell is considered an important sense impacting individuals' behavior. The UTAUT 2 model was adapted and sensory marketing scales were mobilized to better understand the intentions to adopt olfactive devices and the performance expectancies. The findings show the influence of Hedonic-Motivations, Habit, Performance-Expectancy and Price-Value on the intention to adopt the technology. Findings also demonstrate the direct impact on Performance Expectancy of Sensations felt and Compatibility and the importance of fragrances generating a pleasant and refreshment feelings.

Keywords: *olfactive; sensory; adoption*

Track: Innovation Management & New Product Development