

WHY AROMA MARKETING?

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One of the latest trends in the marketing is the Aroma marketing. It is a series of events, using the potential effect of aromas to the human behaviour, stimulating the customers to purchase goods and services.

Aromas that float in the air influence the decision of the customer in favour have one or another product, thus improving the volume of sales. It is proved scientifically that the information perceived with organs of smell influences directly and immediately the decision-making.

The experience of the Aroma marketing over the last years in many countries has proved its efficiency, especially in combination with the existing sales technologies.

And still, why the Aroma marketing?

We must not underestimate the role of the smell in the perception of information from the surrounding environment. However, we see that the smell is not so widely used for the publicity purposes as is the sight and the hearing since it cannot be activated through the mass media. Therefore the Aroma marketing is something new and unusual.

Actual possibilities of the Aroma marketing application in the business are endless.

The stores, ranging from ready to wear to supermarkets and furniture and even electronics stores, use new ways of customer seduction, having recourse to aromas. The bakeries located in the supermarkets increase the volume of sales, saturating the air with the aroma of freshly baked bread and enhancing impulsive purchases.

Supermarkets with Channel Nr. 5 saturate the air at the escalators, leading to modern ready to wear stores conceived for a well-off clientele.

Furniture traders use pine and conifer tree aromas. The stores of undergarments and wedding accessories use sensual and exciting aromas to stimulate feelings of comfort and generosity.

Travel agencies offering trips to warm seas and sunny beaches saturate the atmosphere of their offices with aromas of tropical fruit or sea breeze, thus impressing the customers and stimulating their.

For instance the fuel service company TOTAL with numerous fuel stations in many countries aromatise the fuel with the aroma of vanilla. ESSO aromatises diesel fuel with strawberry smell.

The banks with the help of aromas in the automated banking centres create the ambiance of peace and wellness, and even aromatise the check books.

The maritime, air and railway transport, and even the public transport make no exception. The Paris subway, being the first in this area, for several years already has been using the Aroma technologies to create a high quality customer service and spraying the aromas in the subway trains and stations. Two goals are reached simultaneously: unpleasant odours are neutralized and a favourable ambiance eliminating the stress during the rush hours is created.

Aroma is used in the interior design of buildings, stores, public places, conference halls, hotels, movie theatres and other places, enhancing their style with an aroma corresponding to the design and image. Different aromas may be used in spaces conceived for different usage.

The aroma of lilies may reign in the hall, the smell of ripe grapes in the other rooms, the aroma of Amazonia in the lavatory. Thus three different tasks are solved simultaneously: the unpleasant odours are neutralized, the fine interior is accentuated and an auspicious environment for customers and visitors created.

The Aroma marketing along with the price, quality and the brand name becomes a means of increasing of the competitiveness of the enterprise.

NANOTECHNOLOGY AND MEDICINE

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Nanotechnology medicine is the science and technology of diagnosing, treating and preventing disease and traumatic injury, of relieving pain, and of preserving and improving human health, using molecular tools and molecular knowledge of the human body.

Nanotechnology medicine means the employment of molecular machine systems to address medical problems, using molecular knowledge to maintain and improve human health at the molecular scale.

Nanotechnology medicine is also the comprehensive monitoring, control, construction, repair, defense, and improvement of all human biological systems, working from the molecular level, using engineered nanodevices and nanostructures.