

EFFECTS OF LONG-TERM EXPOSURE TO SCENTS AND ROOM FRAGRANCE ON WELLBEING: A CROSS-SECTIONAL STUDY

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ABSTRACT

Benefits of scents and room fragrance in forms like scented candles, reed or car diffusers, room and linen spray, fragrance oil, humidifier, essential oil, incense and alike have been proven true to promote well-being over the last decades. Studies suggest the vital role of olfactory stimulation or inhaling an aroma in delivering a message to the brain, changing mood, cognition, and social behavior. Scents and room fragrance businesses have blossomed over the years, which enticed consumers to purchase products proven to ease down anxiety, relax the mind and improve well-being. Despite several research about health benefits of scents and fragrance, none have investigated on the effectiveness of long-term exposure to scents and room fragrance on well-being. Growing interest of the public to use scents around the world have also been cited, from luxury hotels, spas even to our own homes. 105 household users and employees of establishments with long-term exposure to scents and room fragrance are the respondents of this study. Two surveys were used to gather data, one designed to check respondent's long-term exposure to scents, and well-being scale to measure respondent's well-being. Results revealed that long-term exposure to scents and room fragrance have a significant effect on total well-being (t statistics = 2.882539, p value = 0.047614). Findings revealed that long-term exposure to scents results to high total mean well-being score ($M= 90.76145$, $SD: 28.56249$). This research maybe useful to the following institutions: study hubs, special schools, nursing homes, rehabilitation centers, addiction home, social centers and alike. Results extend the important role of scents and room fragrance beyond consumer awareness and further taps to medical benefits, improve positive psychology in mental health institutions and rehabilitation centers, as there is a significant effect of long-term exposure to scents and room fragrance on promoting well-being.

Keywords: Scents, Room Fragrance, Well-being, Positive Psychology.