

Perfume Consumer Preference

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ABSTRACT

This study explores various aspects that contribute to the success of a product, enhancing standards and efficiency for businesses. It focuses on understanding customer preferences for brands and designers, highlighting competitiveness in the market. The results reveal consumer choices regarding bottle designs and shapes, shedding light on their attention during perfume selection. The importance of brand image and individual fragrance preferences plays a crucial role in understanding consumer buying behaviour, forming a key strategy to cater to their preferences and build brand loyalty.

KEYWORD: Fragrance, perfume, consumers, brand image, product design, purchase decision

INTRODUCTION

Perfume is a fragrant liquid made from essential oils, aroma compounds, solvents, and water, used on humans, animals, and objects to emit a pleasant scent. It contains chemicals and oils created by humans. Early scientific chemistry, particularly in organic chemistry, contributed significantly to the development and classification of perfumes. Archaeological evidence shows that ancient civilizations used perfumes. Modern perfume usage began in the 19th century, incorporating natural aroma compounds like vanillin and coumarin. The word "perfume" originates from Latin, and the art of perfumery traces back to Mesopotamia. Tapputi, an ancient chemist, is credited as the first recorded person to distil flowers, oils, and aromatics, refining them through multiple filtrations.

Perfume has been a timeless symbol of style, worn by people for centuries. The attention to the composition and ingredients, along with the design of the bottle, is crucial. Researchers have studied consumer buying behaviour, noting preferences for bottle designs that meet various requirements and contribute to business success. This design not only meets standards but also fulfils the needs and wants of customers, making it a significant aspect of product design. Brand choice reflects customer loyalty and competition among brands. Using perfume is a way for both men and women to enhance their personality and standards. The complexity lies in customers' buying decisions, influenced by social and psychological factors.

For many years, fragrance has played a significant role in influencing mood and sexual attraction, boasting a rich history. Industries are now paying more attention to fragrance and flavor, resulting in a growing market. When consumers make purchases, they often prioritize the value offered by the brand. The opinions customers hold about a brand's product quality play a crucial role in their purchasing decisions. Customers typically research products, evaluating them based on their specific needs and preferences. While consumer purchase decisions carry inherent risks, relying on product information can help mitigate these risks. Factors such as composition, price, and brand are interconnected with the design and features of a product. Product knowledge and brand image are vital considerations for customers when making

purchasing decisions. Cultural factors can also influence products and services, leading to differences in customer preferences based on geography, natural resources, business types, and time.

Brands play a crucial role in the competitive market and are considered a valuable asset for companies. Brand investment provides a distinct advantage. According to Kotler in 2000, elements like brand name, symbol, term, bottle design, and packaging are essential for distinguishing products and services. The name of the perfume stands out as a primary product attribute. Using the same bottle design may be perceived as indicative of a lower-quality product. A memorable brand image contributes to the market positioning of a perfume. For many consumers, the package and bottle design represent the most tangible aspects of a perfume, creating a lasting impression. Bottles that are easy to handle and display enhance the overall experience. Personal experiences and product reviews significantly influence consumers' purchase intentions.

- In this paper, it talks about the different decisions in assumptions of consumer behaviour. According to the intension of purchase, the consumer will by a product which has a good brand image and quality with some uniqueness. Companies try to boost the sales to get high margin profits. To have good place in the market it is very important to know the customer needs and wants to be met. Luxury brands show the deviated market with increase in demand which shows the standards of a person. (Chitra Krishnan, 2022)
- In this paper, the author talks about the cosmetic substance which is used in preparation and the human body which uses perfumes from ancient times in Egypt which is also daily wear cosmetic which also has a high-income market in the Africa with the increase in population. The industry of perfume deals with the oil, alcoholic production. (Alshaddadi, 2021)
- The authors talk about the significance of a product in the market which is highlighted with 4P's which is of the tangible and intangible objects. Packaging is one the significant factor to measure a product and also the strategy to have the design and communication tool which is used to communicate the customers. The elements like the colour, material, and the fragrance of the product affects the buying behaviour of the customers. (Prof .Rashad Al Saed, 2022)
- In this paper the author reviewed about the brand choice and the models which has the branches and the logic structure. The fundamental principles are been mentioned which shows the maximization and the assumptions on the consumer buying process. The author talks about how the consumer buys a product which is not on the present but on the previous information about the product or the brand. (Tien-You, 2012)
- The authors are talking about the action in the consumer behaviour which determines the factor for the purchase of perfumes and the involvement of the product or brand by the reasons of inclination in the personal interest of the consumer and the value product which is closely seen. The attitudinal or the behavioural point with the demographic or the psychological differences which shows the motivation and combination of both intrinsic and extrinsic characters. People might also see the luxury of the product and look for the situation and potential of their buying behaviour. (Hamid Ali Raza, 2013)
- Here the paper talks about the influencer of perfume with the fragrance enhances the identity and characters of the person. Perfume is also sometimes the niche, which have a great fragranced product. Author also talks about the difficulty of smell which might also be confusing. And also, to market the product the marketers have to use different graphics of display and emotional descriptions. (Yunita Dwijayanty, 2022)

LITERATURE REVIEW

- In this paper, author talks about the store image which is also a factor of buying behaviour for the customers. He also talks about the message framing which is the form communication to convey the purchase intention and also the perceived quality, scheme characteristics which showed the depth of the product, habit of using the perfumes by the consumers and also the purchase decision making on the perfumes. (Noor Azeema, 2016)
- The author says that most important field for perfumes in their composition of chemicals and the experience on the perfume. The personality, odour preference contributes in the experience of an individual. Here, the researcher talks about the relation of women and fragrance with their age and men with the dominate of reasoning. The heavy and light perfume users are considered with fragrance fit and for an individual's pleasure and satisfaction. (Tooraj Sadeghi, 2011)
- In this paper, the author says about the purchase decision of the consumers which is figured out by the needs and desires of the person and the packaging design to handle and transportable the product with the colour, brand, size and image with material. And also, the packaging visual design that has a culture to convey to a group of cultured people. (Dinesh Elango, 2020)

PROBLEM STATEMENT

The market, dynamic and diverse, relies heavily on consumer preferences to shape and promote products. This research focuses on comprehending consumer preferences and buying behaviour regarding perfume, considering factors like scent, packaging, bottle design, and product usage.

Consumers often base their purchasing decisions on the brand image and the perceived quality of the product offered by the company.

The primary goal of the research is to understand how people prefer to buy products and meet their specific needs and desires.

OBJECTIVES

The objectives could be of both emotional and functional and some of the objectives below are:

Appeal of the scent

Packaging of the perfume

Lasting of the perfume projection

Specific type of perfume for desired occasion

Impact of social media and other influences

Overall perfume quality and price sensitivity

METHODOLOGY

The research is conducted using primary data and employed both factor analysis and regression with the SPSS tool.

https://docs.google.com/forms/d/14_rNUnFagh3Pg2YQ-jY-bxqMHT5yqCjH40hbV-Vg7f4/edit?pli=1

Above is the questionnaire floated and responses taken and analysis is done basis the responses Factor analysis is a valuable technique for reducing a large number of variables into a smaller set of factors, maximizing variance and deriving common scores. This method helps streamline data interpretation. Regression analysis is a powerful tool for understanding relationships among multiple variables, shedding light on how they influence each other. Your use of these statistical methods indicates a robust and comprehensive approach to analysing your questionnaire responses.

ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.627
Bartlett's Test of Sphericity	Approx. Chi-Square	468.826
	df	91
	Sig.	.000

The measure of reduction of dataset taken for factor analysis is called KMO. The KMO value obtained from this research is .627 which gives the interpretation of the adequacy of the data.

$$MO_j = \frac{\sum_{i \neq j} r_{ij}^2}{\sum_{i \neq j} r_{ij}^2 + \sum_{i \neq j} u}$$

The test that is used to detect null hypothesis that is also an identity matrix with the factor analysis ideal. The significance of the model is seen and null hypothesis is rejected.

Total Variance Explained

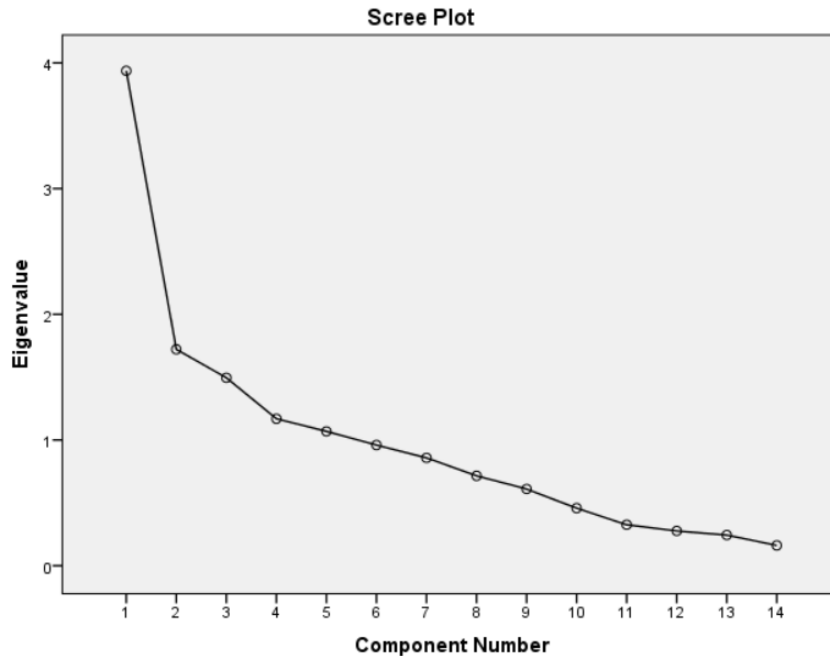
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.937	28.120	28.120	3.937	28.120	28.120	2.786	19.899	19.899
2	1.722	12.297	40.417	1.722	12.297	40.417	2.201	15.722	35.622
3	1.496	10.682	51.100	1.496	10.682	51.100	1.920	13.717	49.339
4	1.169	8.351	59.450	1.169	8.351	59.450	1.283	9.164	58.503
5	1.069	7.633	67.084	1.069	7.633	67.084	1.201	8.581	67.084
6	.960	6.856	73.940						
7	.858	6.128	80.068						
8	.715	5.109	85.177						
9	.610	4.358	89.535						
10	.458	3.270	92.805						
11	.326	2.328	95.133						
12	.276	1.974	97.107						
13	.244	1.740	98.847						
14	.161	1.153	100.000						

Extraction Method: Principal Component Analysis.

Eigenvalues are scalar values associated with linear equations, representing the variance in the data. They are non-zero vectors that provide insight into the importance of each principal component in a dataset. The eigenvalues for the components are as follows:

- Component 1: 3.937
- Component 2: 1.722
- Component 3: 1.496
- Component 4: 1.169
- Component 5: 1.069

These values indicate the amount of variance explained by each component. Larger eigenvalues suggest that the corresponding components contribute more significantly to the overall variance in the dataset. In your context, having relatively high eigenvalues across these components is a positive sign, indicating that the dataset is well-represented by the principal components.



The plot indicating eigenvalues is a crucial step in determining the factors for further analysis. In the context of factor analysis, eigenvalues above 1 are typically considered significant. This criterion helps in selecting the number of factors to retain for a more meaningful and interpretable analysis. It suggests that factors with eigenvalues above 1 contribute enough variance to justify their inclusion in the analysis, aiding in the extraction of meaningful patterns and reducing the dimensionality of the data.

Rotated Component Matrix^a

	Component				
	1	2	3	4	5
I consider fragrance of my perfume	.226	.022	.791	-.024	.154
I buy perfume on the basis of price range	.655	-.099	.186	.454	-.273
I consider brand image and reputation while buying a perfume	.187	.092	.142	.041	.888
I prefer light and airy perfumes over heavy and intense ones	-.020	.679	.457	-.160	-.113
I prefer gender-specific perfumes (e.g., "for men" or "for women")	.151	.225	.113	.880	.091
Celebrity endorsements impact my choice of perfumes	.203	.270	-.355	-.002	-.225
I choose perfumes based on the season (e.g., floral scents for spring)	.511	.311	.340	-.414	.049
Online reviews influence my choice of perfumes	.085	.670	.174	.061	.325
I enjoy experimenting with the perfume brands	.873	-.114	-.012	.013	.271
I choose perfumes with good packaging and unique design of bottles	.187	.802	-.122	.230	.046
The availability of different size pack perfumes impacts my purchasing decisions	.064	.184	.837	.163	-.010

I choose to buy perfumes for gifting purposes	.458	.467	-.051	.079	-.157
I buy perfumes only when there is cashback or discount offers	.655	.250	.000	.120	.187
I prefer buying perfumes on the recommendation from friends	.706	.287	.171	.012	-.002

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 a. Rotation converged in 6 iterations.

The rotated component matrix reveals five factors and 14 variables. The highlighted entries represent the connections between each factor and the corresponding variables, showcasing the maximum values associated with each relationship.

Component Transformation Matrix

Component	1	2	3	4	5
1	.715	.533	.381	.173	.172
2	-.564	.276	.722	-.251	.142
3	-.308	.788	-.455	.103	-.260
4	-.201	-.129	.254	.906	-.240
5	-.188	.047	-.248	.275	.908

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

The components are correlated to each of the given set of matrix

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.550 ^a	.303	.267	1.1823	1.903

a. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1
 b. Dependent Variable: I prefer to buy perfumes

An R-squared value of 0.303 indicates that 30.3% of the dependent variable's variance is explained by the independent variables, suggesting a moderate model effect. A Durbin-Watson value of 1.903 suggests positive autocorrelation in the regression model, indicating a systematic pattern in the residuals.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.339	5	11.668	8.348	.000 ^b
	Residual	134.181	96	1.398		
	Total	192.520	101			

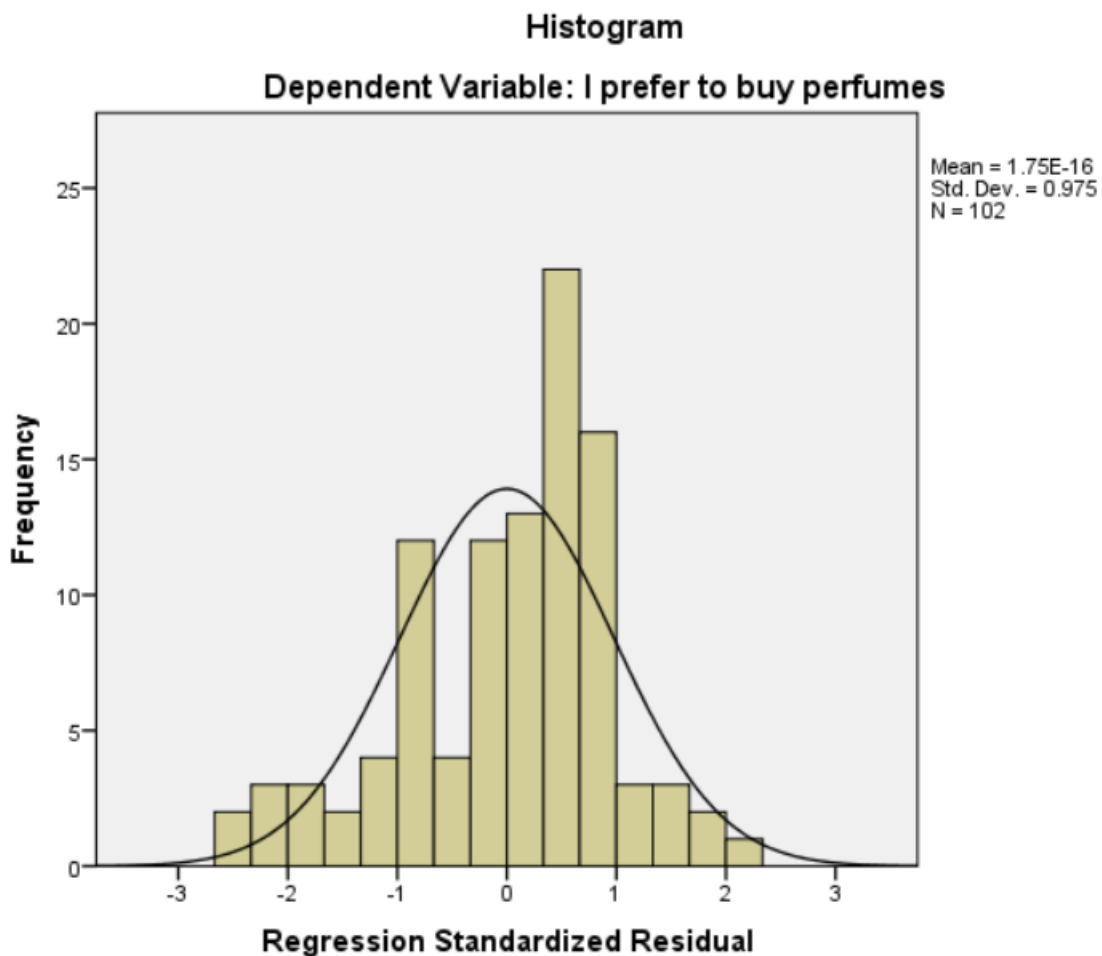
a. Dependent Variable: I prefer to buy perfumes
 b. Predictors: (Constant), REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

An ANOVA table with a significance value of 0.000 implies a significant model, leading to rejection of the null hypothesis.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.931	.117		33.584	.000	3.699	4.164
	REGR factor score 1 for analysis 1	.269	.118	.195	2.288	.024	.036	.503
	REGR factor score 2 for analysis 1	.309	.118	.224	2.626	.010	.075	.542
	REGR factor score 3 for analysis 1	.343	.118	.249	2.917	.004	.110	.577
	REGR factor score 4 for analysis 1	.152	.118	.110	1.289	.201	-.082	.385
	REGR factor score 5 for analysis 1	.519	.118	.376	4.409	.000	.285	.752

a. Dependent Variable: I prefer to buy perfumes

$$Y = 3.931 + .269 * \text{factor score1} + .309 * \text{factor score2} + .343 * \text{factor score3} + .152 * \text{factor score4} + .519 * \text{factor score5}$$



The data falls within the acceptable range, exhibiting a normal distribution

CONCLUSION

The paper focuses on consumer preferences and buying behaviour in the perfume market, exploring factors such as bottle design, image, packaging, fragrance, and quality. It highlights the significant impact of packaging on consumer decision-making. The study aims to ascertain consumer priorities, emphasizing brand influence, diversity in consumer demographics, and familiarity, indicating potential enhancements in perfume durability and manufacturing. Overall, the research aims to understand consumer opinions and preferences in the perfume market.

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