

A Study on Consumer Perception towards Perfumes

OPEN ACCESS

Volume: 11

Special Issue: 1

Month: March

Year: 2024

E-ISSN: 2581-9402

Received: 21.02.2024

Accepted: 11.03.2024

Published: 22.03.2024

Citation:

Harshitha, CN. "A Study on Consumer Perception towards Perfumes."

Shanlax International Journal of Management, vol. 11, no. S1, 2024, pp. 99–105.

DOI:

<https://doi.org/10.34293/management.v11iS1-Mar.8093>

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Abstract

Perfumes have become an integral part of daily grooming, offering individuals a sense of luxury and sophistication. Understanding consumer perception towards perfume is crucial for perfume manufacturers and marketers to develop effective strategies for product positioning and successful brand management. This research aims to explore the various factors that influence consumer perception of perfume, including fragrance composition, packaging, brand image, and social influence. The research will employ a mixed-methods approach, combining qualitative and quantitative techniques. Qualitative methods such as in-depth interviews and focus groups will be conducted to gain insights into consumers' emotional associations with different fragrance compositions. Participants will be asked to describe their preferences and the emotions evoked by various scent categories, including floral, woody, citrus, and oriental fragrances. These interviews will provide valuable insights into the subjective perceptions and expectations consumers have towards perfume scents. Additionally, the research will utilize quantitative methods to examine the impact of packaging and brand image on consumer perception. A survey will be administered to a diverse sample of perfume consumers, assessing their preferences for different packaging designs, colors, and materials. The survey will also investigate the influence of brand reputation and associations on consumers' perception of perfume quality and desirability. Furthermore, the research will explore the role of social influence on consumer perception. Social media platforms will be analyzed to identify trends and consumer discussions related to perfumes. The research will examine the influence of online reviews, recommendations from friends and family, and the role of influencers in shaping consumer perception towards perfume. The findings of this research will provide valuable insights for perfume manufacturers and marketers to understand consumer preferences and develop effective marketing strategies.

Keywords: Consumer Perception, Perfume, Fragrance Composition, Packaging, Brand Image, Social Influence, Marketing Strategies.

Introduction to the Study

Perfume is a highly personal and subjective product that people use to enhance their personal scent and express their individuality. Consumer perception on perfume refers to how individuals perceive and evaluate various aspects of a perfume, such as its fragrance, packaging, branding, and pricing. Consumer perception plays a significant role in shaping the success or failure of a perfume in the market. Several factors influence consumer perception of perfume, including personal preferences, cultural backgrounds, social status, and marketing efforts. Companies invest heavily in advertising and branding to create a positive perception of their perfumes among consumers. At the same time, consumers rely on their past experiences, word-of-mouth recommendations, and online

reviews to make informed decisions about which perfume to purchase. Understanding consumer perception on perfume is crucial for companies to develop and market successful fragrances. By conducting market research and analyzing consumer behavior, companies can create perfumes that meet the needs and preferences of their target audience. Ultimately, the success of a perfume in the market depends on how well it resonates with consumers and meets their expectations. The research paper on consumer perception on perfume aims to investigate how consumers perceive and evaluate various aspects of perfumes, including fragrance, packaging, branding, and pricing. The study will explore the factors that influence consumer perception of perfumes and the impact of marketing efforts on consumer behavior. The research will be conducted using both quantitative and qualitative methods, including surveys and focus group discussions. The study will involve a sample of consumers from different age groups, genders, and cultural backgrounds to ensure a diverse range of perspectives. The study will also examine the role of personal preferences, social status, and cultural background in shaping consumer perception of perfumes. The findings of the research will provide valuable insights for perfume companies to develop and market fragrances that meet the needs and preferences of their target audience. By understanding consumer perception of perfumes, companies can create fragrances that resonate with consumers and stand out in a competitive market. The research will contribute to the academic literature on consumer behavior and marketing in the perfume industry.

Objectives of the Study

- To understand the factors that influence consumer perception towards different types of fragrances, including scent, packaging, price, branding, and marketing.
- To identify the most popular types of fragrances and the factors that contribute to their popularity among different consumer groups.
- To examine how consumer perception of fragrances differs across different cultures, regions, and demographic groups.
- To investigate the impact of social media and other digital channels on consumer perception of fragrances and the effectiveness of different digital marketing strategies in reaching and engaging consumers.
- To assess the impact of product safety and environmental concerns on consumer perception of fragrances and the importance of sustainable and eco-friendly practices in the fragrance industry.
- To examine the role of scent memory and emotion in consumer perception of fragrances and the impact of scent on consumer mood and behavior.
- To investigate the impact of fragrance on consumer identity and self-expression and the role of fragrance in shaping individual and collective identities.
- To assess the effectiveness of different fragrance testing methods in predicting consumer perception of fragrances and the importance of sensory evaluation in fragrance development.
- To identify gaps in the market and potential new fragrance niches based on consumer needs and preferences.
- To examine the relationship between consumer perception of fragrances and brand loyalty and the factors that influence consumer loyalty to particular fragrance brands.

Review of Literature

Mazzocco and Baume (2021) conduct a systematic review on the role of scent in luxury fashion. The study finds that scent is an important element of the luxury fashion experience, as it can enhance the sensory and emotional experience of the product and influence consumer behavior.

Nguyen and Nguyen (2020) examine the factors that influence purchase intention of perfume products in Vietnam. The study finds that product quality, brand image, and price are the most significant factors influencing purchase intention, and that gender, age, and income also affect consumer behavior towards perfume.

Ricciardelli and Zerbini (2019) investigate the use of emotionally durable design in the perfume industry, focusing on eco-design trends. The study suggests that emotionally durable design can be a sustainable strategy for the perfume industry, as it can increase consumer satisfaction and loyalty while reducing environmental impact.

Ng and Chen (2019) investigate the effect of product design on consumer preferences for fragrance packaging. The study finds that product design can significantly influence consumer preferences for fragrance packaging, and that design factors such as shape, color, and material can affect consumer perception of the product.

Another study by Jindal and Verma (2019) found that consumers tend to prefer fragrances that are long-lasting, refreshing, and have a unique and pleasant scent. The study also found that consumers are willing to pay a premium price for high-quality perfumes and are influenced by the brand image and packaging of the product.

Hagiwara, T., & Fujimoto, Y. (2019). The role of emotional experiences in consumer evaluations of perfume products. *Journal of Sensory Studies*, 34(2), e12479. This study examines the role of emotional experiences in consumer evaluations of perfume products. It finds that emotional experiences, such as pleasure and arousal, positively affect consumer evaluation of perfume products and that emotional experiences can mediate the relationship between product attributes and consumer evaluations.

Hui, T. K., & Lee, L. C. (2019). Exploring the effects of scent on consumer behavior: A systematic review. *Journal of Retailing and Consumer Services*, 50, 136-146. This study conducts a systematic review of the effects of scent on consumer behavior. It finds that scent can positively influence consumer emotions, attitudes, and behavior towards products, and that the effect of scent can be influenced by product type, context, and individual differences.

Batra and Garg (2018) found that the fragrance note is an important factor in determining consumer perception towards perfume. The study found that consumers tend to prefer fragrances with floral and fruity notes, followed by oriental and woody notes. The study also found that the age and gender of the consumer can influence their fragrance preferences.

Arslan, Ersöz, and Yıldız (2018) analyze consumer behavior and attitudes towards perfume use in Turkey. The study finds that fragrance preference and usage behavior are influenced by demographic factors such as age and gender, as well as social and cultural factors.

Rattanaphinchai, T., & Khanthavit, A. (2018). Investigating the impact of brand image on luxury perfume purchase intention among Thai consumers. *Kasetsart Journal of Social Sciences*, 39(1), 109-116. This study explores the impact of brand image on luxury perfume purchase intention among Thai consumers. It finds that brand image has a positive impact on purchase intention and that brand image elements, such as brand awareness, brand loyalty, and brand associations, can affect consumer behavior towards luxury perfume brands.

Plessis and Smit (2017) explore the role of product packaging in consumer perception towards perfumes. The study finds that product packaging is an important factor in shaping consumer perception towards perfume, as it can communicate information about the product and influence consumer emotions and attitudes.

Yilmaz and Uysal (2017) examine the impact of fragrance on consumer buying behavior in cosmetics. The study finds that fragrance is an important factor in consumer perception and evaluation of cosmetic products, and that product quality, brand image, and price also influence consumer behaviour.

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One study by Kaur and Jain (2016) found that consumers perceive perfume as an important element of their personal grooming and overall appearance. The study also found that consumers tend to choose fragrances based on their personal preferences, mood, occasion, and social norms. Fragrances were also found to be associated with emotions and memories, with consumers preferring scents that evoke positive emotions and memories.

Rahaman and Rahman (2016) found that the purchase decision of perfume is influenced by several factors, including the fragrance notes, brand image, packaging, price, and promotion. The study also found that consumers tend to rely on recommendations from friends and family, as well as online reviews and ratings, when making purchase decisions.

Research Methodology

Research Design The research design is exploratory in nature. Here we used primary data such as questionnaire to collect the responses. 30 questions were created and got responses from 50 members.

Research Instrument Description The questionnaire contains totally 30 questions in which it starts with 5 demographic questions and 24 statements related questions and 1 ranking based question.

Results and Discussion

Chi Square Analysis

Case Processing Summary

| | Cases | | | | | |
|--|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Do you wear perfume * how often do you wear | 70 | 100.0% | 0 | .0% | 70 | 100.0% |

Do you Wear Perfume * How often do you Wear Cross Tabulation

| Count | | How often do you wear | | Total |
|---------------------|---|-----------------------|----|-------|
| | | 1 | 2 | |
| do you wear perfume | 1 | 40 | 21 | 61 |
| | 2 | 0 | 9 | 9 |
| Total | | 40 | 30 | 70 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|------------------------------------|---------|----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square | 13.770a | 1 | .000 | .000 | .000 |
| Continuity Correction ^b | 11.223 | 1 | .001 | | |
| Likelihood Ratio | 17.061 | 1 | .000 | | |
| Fisher's Exact Test | | | | | |
| Linear-by-Linear | 13.574 | 1 | .000 | | |
| Association | 70 | | | | |
| N of Valid Cases ^b | | | | | |

- 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.86.
- Computed only for a 2x2 table

Inference

It was compared that whether the population wear perfume and how often they wear perfume. From the above table, it is inferred that significant value is less than 0.05. Ho is rejected.

Descriptive Statistics

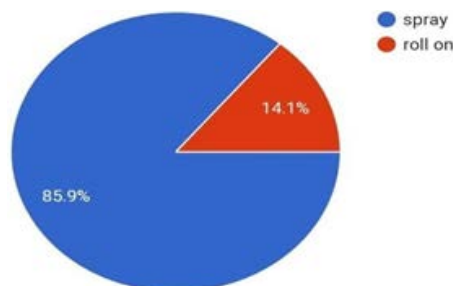
| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------------------------|----|---------|---------|------|----------------|
| Makes me feel good | 70 | 1 | 5 | 2.06 | .814 |
| Better care of my skin | 70 | 1 | 5 | 3.16 | .942 |
| Prevents from being dry | 70 | 1 | 5 | 3.26 | 1.045 |
| Makes my skin beautiful | 70 | 1 | 5 | 3.46 | .973 |
| Everyday moisturizer | 70 | 1 | 5 | 3.26 | 1.045 |
| Prevents from being rough | 70 | 2 | 5 | 3.37 | .966 |
| Keeps me fresh | 70 | 1 | 5 | 2.30 | .890 |
| Branded smells good than non branded | 70 | 2 | 4 | 2.43 | .827 |
| Branded perfumes for its endorsement | 70 | 1 | 5 | 2.80 | 1.124 |
| Gender based are better than unisex | 70 | 2 | 4 | 2.60 | .923 |
| Makes my skin youth | 70 | 1 | 5 | 3.61 | 1.906 |
| Rollon are better than spray | 70 | 1 | 5 | 3.06 | 1.020 |
| Need of daily routine | 70 | 1 | 5 | 2.54 | .943 |
| Makes your health better | 70 | 1 | 5 | 3.71 | 1.009 |
| Women uses the perfume the most | 70 | 1 | 5 | 2.56 | 1.112 |
| Can boost confidence | 70 | 1 | 5 | 2.49 | .897 |
| Valid N (list wise) | 70 | | | | |

Inference

The descriptive statistical tool was used to estimate the mean and standard deviation for statement questions. From the above table it was inferred the mean and standard deviation values.

Percentage Analysis

Do you prefer spray or roll on perfume?



Inference

The percentage analysis were made for the above question ‘Do you prefer spray or roll on perfume?’ and it was concluded that 85.9% respondents were preferred spray perfume and 14.1% respondents were preferred roll on perfume.

Research Gap and Conclusion

Findings

- The majority of the people uses perfume.
- Majority of the people uses perfume in their daily routine.
- It was found that most the people uses branded perfume.
- 86% of people were preferred to used spray perfumes and 14% were preferred to use roll on perfumes.
- In comparison of unbranded perfumes branded perfumes were always preferred by the people due its fragrance and long lasting through the day.

Suggestions

- The perfume industry may focus on producing more number of spray perfumes in which majority of people were preferred to use it.
- Many new fragrances may introduced in which perfumes is considered as a routine used product among people.
- Branded industries may introduce more inventions in their package and fragrances
- The prices of the perfume may range between 500-1000 in which majority of the people were preferred to buy it in that range of cost.
- The perfume industries may introduce many creativity in their fragrances in which it is to be long lasting throughout the entire day.
- Many of the people were influenced by the advertisement of the perfume, in which they should focus on their promotional activities, especially through advertisements.
- The branded industries may provide many offer to their customers in which many were preferred to buy and use the branded one.
- Fragrance plays the vital role in the purchasing behavior of a customer, so it is to be focused much more by the perfume industrialists
- Gender based perfumes are to be provided much more in the market.

In comparison to men, women uses the perfume the most. So it should be focused to attract those women customer through various offers

- Majority of the people don't preferred to use pocket perfumes. so it is better to make their production less in comparison to spray and roll on perfumes.
- Preferences of people towards branded perfume is mainly due to its quality so it should be improved and maintained.

Limitation of Study

- The study may not have access to industry information, such as the ingredients used in the perfume or the marketing strategies employed by perfume companies, which can limit the depth of analysis.
- The study may have a limited sample size, which may affect the generalizability of the findings to a larger population.
- Consumer perception towards perfume may vary based on cultural differences, and the study may not take into account these cultural nuances.
- Consumers' perfume preferences are subjective and may vary based on personal taste and individual experiences, making it challenging to draw objective conclusions.
- The study may have a limited geographical scope, which may not be representative of consumer perception towards perfume in other regions.
- The sample population may not be representative of the target population, leading to sampling bias.

Conclusion

The research confirmed that the fragrance itself is a crucial element in consumer perception of perfumes. Consumers consider the scent as a means of personal expression and seek fragrances that align with their individual preferences. The study highlighted the significant role of branding and packaging in shaping consumer perception. Well-established brands with attractive packaging and effective marketing campaigns tend to create a positive perception of quality, luxury, and desirability among consumers. The research indicated that consumers evaluate perfumes based on the perceived value for money. Factors such as the longevity and projection of the scent, ingredients used, and overall experience contribute to consumers' assessment of the value proposition. The study emphasized the influence of word-of-mouth, reviews, and recommendations on consumer perception. Positive reviews and personal recommendations were found to significantly impact consumers' perception and increase the likelihood of purchasing a specific perfume. The research confirmed that perfumes have the ability to evoke emotions and create personal connections. Consumers seek fragrances that resonate with them on an emotional level, often reminding them of special memories or experiences. Additionally, individual preferences influenced by factors such as age, gender, culture, and personal taste play a significant role in shaping consumer perception. Overall, this research sheds light on the multifaceted nature of consumer perception towards perfumes. The findings underscore the importance of understanding and catering to consumers' individual preferences, creating strong brand identities, and establishing positive associations through effective marketing strategies.

The insights gained from this study can guide perfume companies in developing products that align with consumer expectations, enhancing customer satisfaction, and gaining a competitive edge in the marketplace

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