

# A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS PERFUME

A.MUHAMMED USUF SUHAIL<sup>1</sup> & DR.K. SASIREKHA<sup>2</sup>

<sup>1</sup>*MBA Student, School of Management Studies,*

*Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India*

<sup>2</sup>*Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology,  
Chennai, Tamil Nadu, India*

## Introduction

Perfumes have transcended their functional purpose of providing a pleasant fragrance; they have become expressions of personal identity, luxury, and style. The fragrance industry is a dynamic and ever-evolving sector of the global market, heavily influenced by the complex behaviors and preferences of consumers. Understanding consumer buying behavior concerning perfumes is crucial for businesses in this industry to tailor their products, marketing strategies, and customer experiences effectively. This knowledge empowers perfume manufacturers and retailers to cater to the diverse needs and desires of their target audience.

## Objectives

- To Analyze consumer preferences and current market trends related to perfumes, including fragrance types, packaging, and brand associations.
- To Identify the key factors influencing consumers' purchasing decisions, such as brand reputation, scent longevity, pricing, and social media influence.
- Develop targeted marketing strategies that align with consumer preferences, utilizing insights to enhance product positioning, promotional activities, and packaging to maximize appeal and drive sales.

## SCOPE

- Investigate how different demographic factors such as age, gender, income level, and occupation influence consumer preferences in the purchase of perfumes. Analyzing these demographics can provide insights into the target market for specific types of perfumes and help marketers tailor their strategies accordingly.
- Explore the psychological aspects that influence consumer buying decisions in the perfume industry. This could include studying the impact of personal preferences, lifestyle, and cultural influences on perfume choices. Understanding the emotional and psychological connections individuals have with certain scents can aid in developing effective marketing campaigns and product positioning.
- Evaluate the effectiveness of various retail and marketing strategies in influencing consumer buying behavior. This involves examining the role of advertising, packaging, brand reputation, and the in-store experience in shaping consumer perceptions and choices. Understanding how consumers respond to different promotional tactics can guide companies in refining their marketing efforts to better connect with their target audience.

## NEED

- Consumers' perception of a perfume brand and its associated image can significantly influence their buying behavior. Positive associations with a brand, such as prestige or lifestyle, can attract consumers.
- Consumer preferences are often shaped by social circles and reference groups. Trends within a community or peer group can influence perfume choices, as individuals may seek to conform or differentiate themselves within their social environment.
- The way a perfume brand positions itself in the market, whether as luxurious, eco- friendly, or trendsetting, affects consumer perceptions. Successful branding that aligns with target audiences can create a competitive advantage.

## REVIEW OF LITERATURE

- **Kotler and Keller, 2012:** It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).
- **Acebron al (2020):** One of such studies of consumer buying behavior has been conducted by Acebron. The aim of the study was to analyze the impact of previous experience on buying behavior of fresh foods, particularly mussels.
- In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that

personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

➤ **Variawa (2020):** Another study conducted by Variawa analyzed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low- income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed.

➤ Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income consumers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

➤ **Schiffman and Kanuk, 2019:** Consumer searches information related to desired product or service Schiffman and Kanuk, Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people Rose and Samouel, 2019.

➤ **Backhaus at 2018:** Backhaus suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the consumer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2020) which will be discussed further in detail in the next chapters

➤ **Bruner (2017) and Questel (2019):** Defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.

## HYPOTHESIS - 1

- Null Hypothesis (H0): There is no significant difference between the factors influencing perfume purchase decisions outlined in the questionnaire.
- Alternate Hypothesis (H1): There is a significant difference between the factors influencing perfume purchase decisions outlined in the questionnaire.

## ANOVA

When purchasing a perfume I prioritize the brand name over the perfume

	Sum Squares	df	Mean Square	F	Sig.
Between Groups	7.301	4	1.825	1.778	.138
Within Groups	110.858	108	1.026		
Total	118.159	112			

## INTERPRETATION

The p value is 0.138 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted. And H1 is rejected

## INFERENCE

Therefore, there is a no significant difference between the brand and price for buying behavior.

## Correlations

### Correlations

		When purchasing a perfume I prioritize the brand name over the perfume	The price of a perfume is the most important factor in my decision
When purchasing a perfume I prioritize the brand name over the perfume	Pearson Correlation	1	.171
	Sig. (2-tailed)		.070
	N	113	113
The price of a perfume is the most important factor in my decision	Pearson Correlation	.171	1
	Sig. (2-tailed)	.070	
	N	113	113

## INTERPRETATION

The p value is 0.171 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between the brand and price for buying behaviour opportunities.

## FINDINGS

- Majority 73.5% of the respondents are male.
- Majority 94.7% of the respondents belong to the age group of 18-30 category.
- Majority 61.9 % of the respondents were students.
- Majority 31.9% of the respondents to Neutral of buying behavior endorsed by celebrity.
- Majority 46.0% of the respondents to the price of the perfume is the most important factor to the buying decision.
- Majority 32.7% of the respondents Strongly agree and Agree to enjoying different perfume scents and frequently changed the one they use.
- Majority 45.1% of the respondents Strongly agree to the packing and bottle design influence by their buying choices
- Majority 46.0% of the respondents Strongly Agree to read the online review and expert opinion before buying the perfume.
- By using anova for finding the relationship between the What is your role in the company? & Do you feel that level of stress is manageable? that the p value is 0.616 which is higher than the significant level (0.05). Hence, Ho is accepted and H1 gets rejected.
- By using the Correlation for finding the relationship between, AGE & Do you see a path for career advancement at the organization? we found that there is a Negative correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (-0.062) found between each variable.
- By using the Correlation for finding the relationship between, what is your role in the company? & Do you feel that level of stress is manageable? we found that there is a positive correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.042) found between each variable.

## SUGGESTIONS

- In order to increase the product sales the packing and design should be more attractive to the buyers and the middle age group also considered for buying using promotional activities.

## CONCLUSION

➤ This research also states the focus on the various factors which influence to product smell to buying a perfume. It has been observed that product price should be lower than the competitors company.

## References

- Arnould, Eric J., and Craig J. Thompson. 2005. 'Consumer Culture Theory (CCT): Twenty Years of Research.' *Journal of Consumer Research* 31 (4): 868–82..
- Brand America: The Making, Unmaking and Remaking of the Greatest National Image of All Time by Anholt, Simon, Hildreth, Jeremy. n.d.
- Consumer Behaviour: European Perspective. 2009. New York: Prentice Hall/Financial Times.
- East, Robert, Vanhuele, Marc, and Wright, Malcolm. 2008. *Consumer Behaviour*. London: SAGE.
- Featherstone, Mike, and ebrary, Inc. 2007. *Consumer Culture and Postmodernism*. 2nd ed. Vol. Theory, culture & society. Los Angeles: SAGE Publications.
- Gellner, Ernest. 2006. *Nations and Nationalism*. 2nd ed. Vol. New perspectives on the past. Malden, Mass: Blackwell.
- Goodman, Michael K., Goodman, David, Redclift, M. R., and ebrary, Inc. 2010. *Consuming Space: Placing Consumption in Perspective*. Burlington, Vt: Ashgate Pub. Limited.
- Holbrook, Morris B. n.d. 'The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun.' *Journal of Consumer Research* 9 Issue 2, p132-140, 9p, 1 Diagram (9 Issue 2, p132-140, 9p, 1 Diagram).
- Jansson-Boyd, Cathrine V. 2010. *Consumer Psychology* (electronic Resource). Maidenhead: Open University Press.
- Jim Blythe. n.d. *Consumer Behaviour*. Thomson Learning.
- Lewis, Alan. 2008. *The Cambridge Handbook of Psychology and Economic Behaviour* (electronic Resource). Cambridge: Cambridge University Press.
- Lewis, Tania, and Potter, Emily. 2011. *Ethical Consumption: A Critical Introduction*. London: Routledge.
- MacInnis, Deborah J., and Valerie S. Folkes. 2010. 'The Disciplinary Status of Consumer Behavior: A Sociology of Science Perspective on Key Controversies.' *Journal of Consumer Research* 36 (6): 899–914. <https://doi.org/10.1086/644610>.
- Nair, Suja R., and ebrary, Inc. 2009. *Consumer Behaviour and Marketing Research: (text and Cases)*. Rev. ed. Mumbai [India]: Himalaya Pub. House.
- Pant, Himanshu, and ebrary, Inc. 2007. *Advertising and Consumer Behaviour*. Jaipur, India: ABD Publishers.
- Parsons, Elizabeth, and Maclaran, Pauline. 2009. *Contemporary Issues in Marketing and Consumer Behaviour*. Oxford: Butterworth-Heinemann.
- Raab, Gerhard, and ebrary, Inc. 2010. *The Psychology of Marketing: Cross- Cultural Perspectives*. Burlington, VT: Gower.
- Schiffman, Leon G., Kanuk, Leslie Lazar, and Hansen, Håvard. 2012a. *Consumer Behaviour: A European Outlook*. 2nd ed. Harlow: Financial Times Prentice Hall.