



Determining the elements that impact the decision to buy perfume

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Abstract

The buying habits of consumers about perfumes are a complicated and diverse phenomenon that is influenced by numerous aspects. Consumer behaviour is influenced by a mix of individual tastes, social norms, and market factors whether they are purchasing perfumes online or in person. The current research examined the effects of the purchase decision of perfume. In today's highly competitive market number of availabilities and alternatives influence customers' purchase intentions. The study aims to evaluate the reasons behind perfume purchase decisions and the influence of factors on purchase decisions. The data were collected from 300 perfume users interviewed in Salem district, Tamil Nadu with the help of a questionnaire.

Keywords: Perfume, consumer behavior, purchase decision, influence, individual taste

Introduction

The buying habits of consumers concerning perfumes are a complicated and diverse phenomenon that is influenced by numerous aspects. Consumer behaviour is influenced by a mix of individual tastes, social norms, and market factors whether they are purchasing perfumes online or in person^[6]. India is a land blessed with diverse flora and fauna. The abundance of flowers and plant life has made it possible for Indians to create many products that bring peace to our minds and transform our surroundings. Since ancient times, fragrances have been associated with places, people, and memory^[1].

Statement of the Problem

In the present, very focused markets, businesses are more challenged to increment, or even keep up a piece of the pie with globalization and consistent innovation advancements, shoppers have more prominent access and more buy options and chances to be less store and item steadfast. From the customer's perspective, they hope to acquire in assessing, getting, utilizing and arranging fiscal, time, vitality and mental expenses. To encourage the advertisers to give more focus on apparent incentives for customers to foresee and repurchase the item.

Review of the Literature

Selvi and Pragadeeswari (2023)^[6] analyzed the differences in consumer purchasing habits when it comes to buying perfume online versus buying from physical stores. The research utilized a combination of methods, involving an online survey that was administered to individuals who had bought fragrance products from both online and physical stores. The findings showed that convenience and easy access were the main factors that led consumers to choose online stores. On the other hand, physical shops offered a sensory encounter that was deemed necessary for evaluating the quality of a scent. Furthermore, online stores provided a greater variety of fragrances, whereas physical stores were perceived to provide a more individualized approach to customer assistance. The research can assist retailers and marketers in comprehending the elements that impact

consumer buying patterns in the fragrance industry and enhancing their sales approaches in both online and physical store settings.

Noor Azeema., *et al*, (2016)^[3] found that the act of using perfume plays a role in connecting the way a message is presented and how people perceive the quality of perfumes when making a purchase decision. Surprisingly, there was no significant distinction between perfumes that had a brand name and those that did not, as long as the perfume's quality was properly preserved. Furthermore, there was no notable distinction observed in the frequency of perfume usage between both genders and among the ethnic groups of Malays and Chinese. The present study has a practical significance as it explores the role of "habit" as a mediating factor that directly and indirectly affects the buying decision of perfumes. The discoveries made have numerous implications for businesses and consumers in the perfume industry.

OuA and Chuang (2023) investigated the relationship between personality traits, conformity, perception of perfume's usefulness and purchase intention. With the rapid growth of economic development, consumers' awareness of perfume is gradually increasing. Numerous customers are beginning to have an interest in perfume products and are willing to purchase them. This study explored consumers who have an interest in perfume products as research objects and collected 176 valid questionnaires by surveying. Through statistical analysis, these results suggested that consumer's personality traits directly affect the perception of perfume's usefulness, as well as their purchase intention. This study concluded that conformity has a significant influence on purchase intention.

Kerstin Pezoldt and Anne Michaelis (2012)^[8] identified which factors influence consumers' purchase decisions crucial for a company's success. This paper reviewed the theoretical and empirical research in the field of gender-specific decision-making and broadened the understanding of how scent and flacon influence men's and women's perfume purchase intentions. The experimental survey consisted of 160 male and female students rating their purchase preferences on a seven-point scale by evaluating

unisex perfumes. The findings revealed that scent dominates men's and women's choice of perfume. Gender-related differences are shown in design preferences as women attach more importance to the flacon design. The results implied that the design of the flacon should not be neglected because it serves as an eye-catcher and a decision criterion for both genders.

Objectives of the Study

- To evaluate the reasons behind consumer purchase decisions.
- To identify the factors that influence on purchase decision process.
- To know the influence of attributes on the purchase decision of perfume.

Methodology

The study is purely quantitative and descriptive. This approach was chosen to select the respondent. The respondents were considering who purchases the perfume product regularly. The data were collected from 300 samples of perfume users in Salem district, Tamil Nadu. Simple random sampling techniques were used to select the

respondent and the questionnaire was administered through structured interviews and self-administration. The secondary data were collected from various published journals, theses, books, websites and magazines.

Statistical Tools

The collected data were verified in the SPSS 16.0. The independent sample T-test was used to know the overall opinion on customers' purchase decision of perfumes through attributes and also testing the factors influencing the purchase decision of perfumes.

Socio Economic Factor

The socio-economic details of the customers are the most essential and dynamic basis of differentiating customer groups. With the purpose of it essential to study the demographic details such as place of residence, gender, age, marital status, educational qualification, occupation, monthly income, family size, family structure and place of purchase, frequency of purchase, purchase decision and influencing of purchase. The following table describes the socio-economic factors of the respondents:

Table 1: Socio-Economic Factor

	Particulars	Frequency	Percent
Place	Rural	110	36.67
	Semi-Urban	115	38.33
	Urban	75	25.00
	Total	300	100.00
Gender	Male	169	56.33
	Female	131	43.67
	Total	300	100.00
Age	Less than 20 years	60	20.00
	21-25 years	70	23.33
	26-30 years	64	21.33
	31-35 years	44	14.67
	Above 36 years	62	20.67
Total	300	100.00	
Marital Status	Married	120	40.00
	Single	180	60.00
	Total	300	100.00
Educational Qualification	Illiterate	20	6.67
	Preliminary Study	69	23.00
	Higher Study	87	29.00
	Graduate	86	28.67
	Professional	38	12.67
Total	300	100.00	
Occupation	Government Employee	94	31.33
	Private Employee	83	27.67
	Homemaker	49	16.33
	Student	54	18.00
	Others	20	6.67
Total	300	100.00	
Family Monthly Income	Below ₹.10,000	80	26.67
	₹.10,000 to ₹.15,000	80	26.67
	₹.15,001 to ₹.20,000	75	25.00
	₹.20,001 to ₹.25,000	38	12.67
	₹.25,001 and Above	27	9.00
Total	300	100.00	
Family Structure	Joint family	94	31.33
	Nuclear family	206	68.67
	Total	300	100.00
Family Size	3 members	61	20.33
	4 members	98	32.67
	5 members	79	26.33
	6 members & Above	62	20.67

	Total	300	100.00
Place of Purchase	Grocery shops	114	38.00
	Petty shops	13	4.33
	Supermarket	98	32.67
	From a particular shop	75	25.00
	Total	300	100.00
Frequency of Purchase	Once in a month	150	50.00
	Twice a month	90	30.00
	Weekly/Frequently	60	20.00
	Total	300	100.00
Purchase Decision	Spouse	78	26.00
	Parents	63	21.00
	Children's	11	3.67
	Self	148	49.33
	Total	300	100.00
Influencing of Purchase	Friends	70	23.33
	Family Members	58	19.33
	Retailers	36	12.00
	Promotional Activities	136	45.33
	Total	300	100.00

(Source: Primary Data)

The above table reveals that a maximum of 38% of the respondents are from the semi-urban area and a minimum of 25% of the respondents are from urban areas. It debits 56% of respondents are male and 44% of the respondents are female. The sample consists of 23% of the respondents aged 21 to 25 years old and 15% of respondents aged 31 to 35 years. A maximum of 60% of the respondents are unmarried and 40% of the respondents are married. The table emphasized that 29% of the respondents are from higher study and a minimum of 7% of respondents are illiterate. A maximum of 31% of the respondents are Government employees and a minimum of 6% of the respondents are in another category like they doing business, analyst, politicians etc.

It is noticeable that a maximum of 27% of the respondents come under the monthly income category of below ₹.10,000

to 15,000 and a minimum of 9% of the respondents belong to the monthly income group of above ₹.25000. Maximum of 69% of the respondents are nuclear family and minimum 31% of the respondents are joint family. A maximum of 32.6% of the respondent's family size is 4 members and a minimum of 20% of the respondent's family size is 3 members. A maximum of 38% of the respondents purchased a grocery shop and 4% of the respondents shopped petty shop. The table shows that 50% of the respondents purchase once a month and 20% of the respondents purchase once a week. An explicit maximum of 49% of the respondents are making self-decisions on purchases and a minimum of 3.6% of respondents are making children's decisions. A maximum of 45% of the respondents are influenced by promotional activities and a minimum of 12% of the respondents are influenced by retailers.

Table 2: Factors Influencing Purchasing Perfumes

	Particulars		T	Sig.
Perceived Value	N	300	0.158	0.875
	Mean	3.75		
	SD	0.89		
	SE	0.04		
Brand Promotion	N	300	3.251	0.001
	Mean	35.85		
	SD	9.78		
	SE	0.75		
Brand Satisfaction	N	300	2.219	0.027
	Mean	3.72		
	SD	0.82		
	SE	0.04		
Post Purchase Behaviour	N	300	1.896	0.059
	Mean	3.41		
	SD	0.67		
	SE	0.03		
Brand Knowledge	N	300	1.634	0.103
	Mean	3.87		
	SD	0.85		
	SE	0.04		
Perceived Quality	N	300	2.015	0.045
	Mean	3.79		
	SD	0.83		
	SE	0.04		

Brand Attitude	N	300	2.080	0.038
	Mean	3.48		
	SD	0.68		
	SE	0.03		

(Source: Primary Data)

From the above table, it is identified that the mean value for seven factors of Perfume ranges from 3.52 to 32.71 with a consistent standard deviation of 0.63 to 12.02 for the respondents. It was found that factors such as brand promotion (t=3.251, p=0.001), brand satisfaction (t=2.219, p=0.027), post-purchase behaviour (t=1.896, p=0.059) were statistically significant at the 5% level. Perceived value (t=0.158, p=0.875), brand knowledge (t=1.634, p=0.103),

Perceived quality (t=2.015, p=0.045) and brand attitude (t=2.080, p=0.038) were not statistically significant at the 5 % level. Therefore, brand promotion, brand satisfaction, perceived quality and brand attitude play vital roles in deciding to purchase the products of the customers.

The following tables present the results of the one-sample t-test concerning perceived value:

Table 3

Attributes	N	Mean	Std. Deviation	Std. Error Mean
It gives a Good fragrance	300	4.21	0.828	0.059
It gives a Feeling pleasant and not overpowering	300	4.22	0.813	0.058
It should be unique.	300	4.17	0.861	0.061
The scent should be long-lasting	300	4.19	0.837	0.059
It reflects their tastes and desires	300	4.18	0.881	0.063

(Source: Primary Data)

From the above table, it is found that the mean values of five variables of perceived value range from 4.18 to 4.22.

The significance of the mean values of the variables one explained in the table below.

Table 4

Attributes	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
It gives a Good fragrance	20.597	297	<0.001**	1.212	1.10	1.33
It gives a Feeling pleasant and not overpowering	21.153	297	<0.001**	1.222	1.11	1.34
It should be unique.	19.141	297	<0.001**	1.172	1.05	1.29
The scent should be long-lasting	19.948	297	<0.001**	1.187	1.07	1.30
It reflects their tastes and desires	18.801	297	<0.001**	1.177	1.05	1.30

The t-test values of five variables 20.597, 21.153, 19.141, 19.948 and 18.801 are statically significant at a 5 per cent level of significance. It is found that the customers of perfume have good fragrance, feeling pleasant and not overpowering, unique, its long-lasting and reflecting their tastes and desires.

Conclusion

The purchase decision plays a major role in purchase behaviour. Since the perfume is associated with a high and fashionable product it has a larger market. The product attribute influences the people to purchase again the product. This study found that the perceived value, brand promotion, brand satisfaction and post-purchase behaviour had been identified through the attributes of the product such as good fragrance, feeling pleasant and not overpowering, unique, long-lasting and reflecting their tastes and desires. These highly influenced the consumers' purchase intention of the purchase of perfume products. Hence, the researcher concluded that consumers are more concentrated and compare the available products feature, and quality in the market.

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