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An Effective Analysis on Consumer Purchasin behaviour towards Perfumes

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1.1 INTRODUCTION

Factors which come into play when consumer is about to make the purchase. Perfume is one type of product that often has prestigious prices tied with quality to attract consumers, which (as often is seen with high-priced products) arouses the interests of counterfeiters to imitate the originals. Perfume comes in many various fragrances which are offered to many various consumers.

1.2 STATEMENT OF THE PROBLEM

The consumer is the focal point of modern marketing. In modern times people are attentive about their perfume. In general the high income group people spend more on perfume items.

1.3 OBJECTIVES OF THE STUDY

- To identify the important dimensions in perfume buying behavior of consumers.
- To understand the reason for usage of perfume among respondents

1.4 SCOPE FOR THE STUDY

To Reveal that those respondents who willing to spend money on perfume product had high level of advertising appeals, perceive social status, materialism and moderate level of tendency to spend We found the perfume industry was suffering from a lack of initiative in designing fragrances for the young Target market.

1.5 LIMITATIONS OF THE STUDY

- The survey is conducted only in selected areas in Coimbatore city.
- The reliability of the data may not be dependable

1.7. AREA OF THE STUDY

This project study is done in rural area; the data are collected from 100 respondents.

1.7.2 SAMPLE SIZE:

Sample size refers to the number of participants or observations included in a study. In this research study, Sample size of 100 people were taken

CHAPTER SCHEME

☐ Chapter 1 deals with Introduction and design of the study

☐ Chapter 2 deals with Review of literature

CHAPTER II

2. REVIEW OF LITERATURE

2.1 INTRODUCTION:

Review of literature is not a primary data of the study. It shows the past research related to this study from journals, articles, and websites. Review of literature provides different ideas, tools,and concepts to carry on this study.

2.2 REVIEWS

➢ **Borgave and Chaudhari (2010)[1],**Suggest that the preference and usage of perfumes will have to be placed in accordance with demography, situation, mood and buying motives of the consumer. Although the article focuses on preferences for perfumes of adolescents between 20-25 years, yet discovers that gender difference does not change the buying pattern of this age group.

➢ **Kotler and Keller (2012)[2]** mentioned that Consumers' satisfaction is highly related to their perception of the product value; if it meets their expectations they will be satisfied and perceive high value of the product.

➢ **Steinhart, Mazursky, and Kamins, (2013)[3]** Product availability and lack of availability have the possibility to initiate the consumer's purchase decision. Lack of product availability can be perceived either positively or negatively negative perception it affects the purchase intentions through perceived feasibility.

➢ **Jarski (2014)[4],** stated in her article "How Product Packaging Affects Buying Decisions [Infographic]" that "Emotions are often also connected to brand icons as Memories and feelings can be brought up on sight, leading to long-term relationships between the brand and the consumer.

➢ **Ling (2021)[5]** analyses consumer purchasing behavior regarding luxury goods in China, he employs the social psychological theory of planned behavior, which takes into account the inner and external dimension of behavior.

➢ **Kunes et al (2021)[6]** look at the purchasing behavior of perfume users from a gender perspective as to what really influence the different gender to either choose to purchase or otherwise. The research addresses the role of sales professionals on the behavior of male and female consumers, how effective are advertisements featuring celebrities and models, and the factors that influence male purchase intent for perfume and factors that influence female smell intent for perfume.

➢ **Borgave and Chaudhari (2021)[7]** suggest that the preference and usage of perfumes will have to be placed in accordance with demography, situation, mood and buying motives of the consumer. Although the paper focuses on adolescents between (20-25) preferences for perfumes, yet discovers that gender difference does not change the buying pattern of this age group.

➢ **Murphy, L. (1994)[8]** In order to make a successful launch, marketers are emphasizing more on one element of the marketing mix, which is "packaging", to differentiate fragrances and brands for the consumer. In the past consumers had to do choose between bottle No. 5 and bottle No. 17, since the bottles were almost the same.

➢ **Breetz (2013)[9]** in his study "The impact of product packaging on consumers' value perception" argued that some of the factors in consumer choice that might be communicated by the product packaging in order to influence price include hedonic and sensory elements such as perception of the product's quality, safety, distinction, 10affordability, convenience, or artistic beauty. That is why it is very important to give the new customer a positive impression about the brand

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> ➤ **Tifferet and Herstein's (2012)**[10]he perceived importance of price varies among income levels when making the purchase decision. In an article published by Marketing Chart (2014) titled "Are Men or Women More Brand-Loyal" it was mentioned that women are more brand loyal than men.

3. PROFILE OF THE PERFUME

3.1 INTRODUCTION

Perfume is a fragrant liquid that is prepared by combining alcohol, water, aromas, essential oils, compounds, solvents, and fixatives. The most commonly used natural ingredients that are used in the production of perfumes include woods, spices, flowers, fruits, grasses, resins, leaves, balsams, roots, animal secretions, and gums. Perfumes mainly consist of three notes, namely top, middle, and base notes. They can act as a status symbol and signify the style and personality of an individual. Apart form this, the scent of the perfume has the potential to influence behavior, mood, perception, human thoughts, and emotions of the wearer and people around them.

3.2 PROFILE OF NIVEA PRODUCT:

Nivea-company is German-based personal-care brands that's specialized in body-care and skin-care. Nivea was introduced in 1911. Owned and established by Beiersdorf. A. G. He initiated the production by producing various kinds of products like, shaving-creams, tanning-oil, facial-cleanser, shampoo and toners for different kinds of skin-types. During and because of the World war II, the trademark "NIVEA" was originated in different countries. But it was finally completed by Beiersdorf with the right trademark.

Market size

- Nivea R&D expertise and local insights has been key to our growth. We believe that this new production Centre takes to achieve the goal being emerging Indian most loved skin care brand.

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3.4 SWOT is of Nivea company.

SOWT-analysis is the strategic-planning tool, which is used-by the top-level members of Nivea in order to perform situational-analysis of organization. It is a useful technology to analyze the current Strength (S), Weaknesses (W), Opportunity (O), & Threats (T).

Strengths of Nivea.

- Nivea holds a large market share in cosmetics industry. Which makes it worlds No 1 product for skin care and Body care.

- The people working in Nivea are highly-skilled and were trained very well and they knew all their learning programs. The company focuses on training the employees foe fruitful out-comes, hence it invests more on training programs.

Weaknesses of Nivea.

- Only few products of Nivea are famous and they are making the business, apart from that they don't sustain in the market for their outside businesses.

- Nivea has to update their products investing more in technology, to be popular across the world.

Opportunity for Nivea.

- Nivea has an opportunity to differentiate its pricing strategies in the market by practicing different methods.

- Government also opens opportunity by starting the green drive for procurement of Nivea products'

Threats faced by Nivea.

- Changing customer buying behavior from offline to online-channel is a threat to organization.

- Rising cost of raw material can be a Challenge to the Nivea company.

4. ANALYSIS AND INTERPRETATION OF DATA

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

The following tools were used:

• Simple Percentage Method

• Chi-square Analysis

4.1 SIMPLE PERCENTAGE METHOD

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard from with the base equal to 150 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 150 and it is divided by the same size.

FORMULA:

No. of Respondent

Simple Percentage = -------------------------------------* 100

Total No. of Respondent

Table No 4.1.1

Table showing the age group of the respondents

Gender	Frequency	Percent
Male	17	11
Female	133	89
Total	150	100

SOURCE: Primary data

Interpretation

This table shows that 89% of the respondents are male and 11% of the respondents are female.

Chart showing the gender of the respondents

Table No 4.1.2

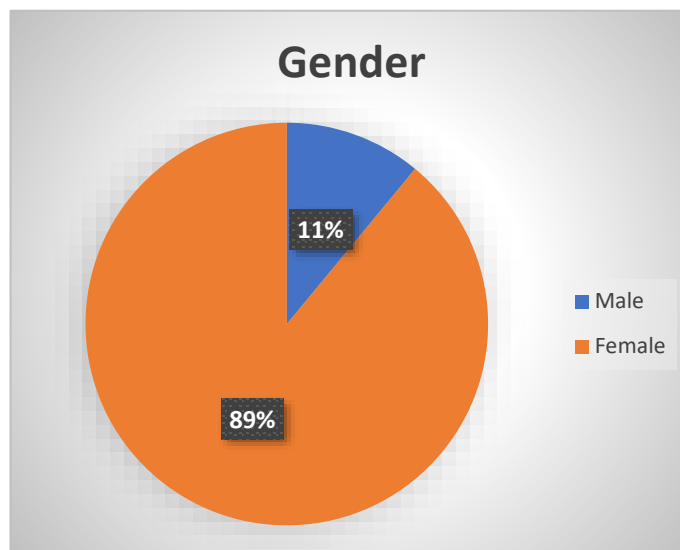**Table showing the age group of the respondents**

Age group	Frequency	Percent
21 to 30 years	125	83
31 to 40 years	17	11
Above 40 years	8	6
Total	150	100

SOURCE: Primary data

 Interpretation

The above table shows 83% of the respondents are Below 20 yearand11% of the respondents are under 21-30 years, 11% of the respondents are under 31 – 40 years and 6% of the respondents are Above 40 years.

Chart showing the age group of the respondents

4.2 CHI – SQUARE ANALYSIS

A CHI-SQUARE is a statistical tool commonly used for testing the independence and goodness of fit. Testing independence determines whether two or more observations across two population are dependent on each other. Testing for goodness of fit determines if an observed frequency distribution matches a theoretical distribution.

FORMULA:

CHI – SQUARE VALUE ($\sum$) = (OBSERVED VALUE – EXPECTED VALUE)^2

EXPECTED VALUE

EXPECTED VALUE = ROW TOTAL* GRAND TOTAL

GRAND TOTAL

Table No 4.2.1

THE RELATIONSHIP BETWEEN THE EDUCATION MONTHLY INCOME AND THE AMOUNT SPEND ON PERFUME OF THE RESPONDENTS

The respondents monthly Income and amount spend of perfume are cross tabulated from 150 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below as a table. **The Monthly Income Vs The amount spend on perfume.**

		How often do you buy fragrance product?			Total
		Frequently	Very frequently	Do not stop	
	Rs.5,001 to 15,000	47	19	7	73
Monthly Income [In thousands]	Rs.15,001 to 25,000	30	12	2	44
	4.00	23	6	4	33
Total		100	37	13	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.245[a]	4	.691
Likelihood Ratio	2.426	4	.658
Linear-by-Linear Association	.121	1	.728
N of Valid Cases	150		

H0: There is no significant relationship between the Monthly Income and Amount Spend on perfume

H1: There is a significant relationship between the Monthly Income and Amount Spend on perfume

Level of Significance = 5% or 0.05

Degree of freedom = 9

Chi- square value = 8.787

Table value = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {8.987} is less than the table value {16.919} at the level of 5% significance. Hence, null hypothesis H_0 is accepted, thus, there is no significant relationship monthly Income of the respondents and Amount Spend on perfume.

Table No 4.2.2

THE RELATIONSHIP BETWEEN THE MONTHLY INCOME AND MONEY SPENT FOR PURCHASE OF HANDLOOM PRODUCTS OF THE RESPONDENTS

The respondents' monthly income and the place where the amount spend for perfume are cross tabulated from 150 respondents. A cross tabulation of chi square is requested from SPSS a computer software. The result is shown below as a table. **THE MONTHLY INCOME Vs PLACES THE AMOUNT IS SPEND FOR PERFUME.**

		From which place you preferred to purchase the fragrance product?				Total
		Shopping mall	Permanent store	Co-operative bazaar	Internet	
Monthly Income [In thousands]	Rs.5,001 to 15,000	16	34	13	10	73
	Rs.15,001 to 25,000	9	24	8	3	44
	4.00	8	18	3	4	33
Total		33	76	24	17	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.028[a]	6	.805
Likelihood Ratio	3.310	6	.769
Linear-by-Linear Association	.696	1	.404
N of Valid Cases	150		

H0: There is no significant relationship between   The respondents' monthly income and the place where the amount spend for perfume

H1: There is a significant relationship between the monthly income and Money place where the amount Spent for Perfume

Level of Significance = 5% or 0.05

Degree of freedom = 9

Chi- square value = 28.061

Table value = 16.919

Interpretation

In the above analysis, the calculated Chi-square value {28.061} is More than the table value {16.919} at the level of 5% significance. Hence, null hypothesis H_1 is rejected, thus, there is a significant relationship between the respondents' monthly income and the place where the amount spend for perfume

5.1 Findings

5.1.1 Simple Percentage Analysis

- 88.7% of the respondents are female

- 83.3% of the respondents are 21 to 30 years

- 86.7% of the respondents are unmarried

- 54% of the respondents are UG

- 65% of the respondents are professionals

- 48.7% of the respondents monthly Income are Rs.5001 to 15000

- 66.7% of the respondents buy frequentl

5.1.2 Chi square analysis:

- The Monthly Income has no significant relationship between the perception towards perfume

- Monthly income has no significant relationship between the place preference towards perfume.

5.2 Suggestions

We must spend time, money and our scientific manpower to isolate and synthesize molecules present in our unique natural oils for making better perfume have cutting edge competition in perfume industry but innovative changes in perfume ranges can bring drastic revolution in the Indian perfume market. The perfume companies must work considerably on significant factors which influence the perfumes buying behavior of consumers.

5.4 Conclusion

According to the study the effect of price on consumer purchase decision doesn't vary among different income levels, lower income consumers are affected by the price of perfumes as higher income consumers are. As for the effect of brand it also doesn't vary between genders, both males and females are affected by the perfume brand in the same way. It was also found that there is no difference in the packaging effect on both genders, both males and females are affected by the perfume package. Moreover, the results showed that males and females are affected by the perfume bottle design in the same way, and both genders are affected by the fragrance of perfume when they are making their purchase decision. The study results showed also that the quality of perfume have the same effects on consumers with different income levels. According to the results of the study consumers with different income levels are affected by the perfume advertisements, there are no differences among different levels.

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ANNEXURE

AN EFFECTIVE ANALYSIS ON CONSUMER PURCHASING BEHAVIOUR TOWARDS PERFUME

1. Name :

2. Gender

    a) Male

    b) Female

3. Age

    a) Below 20 years

    b) b) 21 to 30 years

    c) c) 31 to 40 years

    d) d) Above 40 years

4. Marital Status

    a) Married

    b) Unmarried

5. Educational Qualification

    a) SSLC

b)   HSC

c)   UG

d)   PG

6.   Occupation

    a)   Student

    b)   b) Professional

    c)   Self employed

    d)   Home Maker

7.   Monthly Income [In thousands]:

    a)   Rs.5,000 and below

    b)   Rs.5,001 to 15,000

    c)   Rs.15,001 to 25,000

    d)   Above Rs.25,000

8.   Family Annual Income [In lakhs]:

    a)   Rs.1,00,000 below

    b)   Rs.1,00,001 to 3,00,000

    c)   Rs. 3,00,001 to 5,00,000

    d)   Above Rs. 5,00,000

9.   How much you spend on fragrance product monthly?

    a)Below-500

    b) 500-1000

    c) 1000-2000

    d) above 2000

10.   How often do you buy fragrance product?

    a)   Rarely

    b)   Frequently

c) Very frequently

d) Do not stop.

11.   Which factor influences you the most while choosing your fragrance brand?

    a)   Family

    b)   Work place

    c)   Advertisement

d) Cost

12.   What kind of Perfume You prefer?

    a)   Heavy

    b)   mild

    c)   Both

13.   How long would you want your perfume to last

    a)   1 hour

    b)   2 – 3 hours

    c)   5 hours

14. According to you what kind of advertisement has long lasting impact in terms of fragrances?

    a)   T.V advertisement

    b)   Radio advertisement

    c)   Friends

15. How much do you believe in the promised effects of fragrance products?

    a)   Very much

    b)   Fairly much

    c)   Fairly little

    d)   very little

16. What motivates your purchasing process in terms of fragrances?

    a)   Discount

    b)   Latest trend

    c)   Advertisement

    d) Need for the product

17. Whether you collect information before purchasing fragrances product?

    a)   Always

    b)   Sometimes

    c)   Rarely

18. From which place you preferred to purchase the fragrance product?

    a)   Shopping mall

    b)   Permanent store

    c)   Co-operative bazaar

    d) Internet

19. What is the purpose of using fragrance products?

    a)   Young looks

    b)   Improving self image

    c)   For Impression

20. What type of fragrances products you preferred to purchase?

    a)   Ayurvedic

    b)   Chemical

    c)   Both

21. Would you like a refillable perfume?

    a)   Yes.

    b)   No

22. Since how long you been using fragrance products?

    a)   Less than 1-year

    b)   1-3 years

    c)   Above 3-years

  d) Not prefer to answer

23.   What sort of design you prefer on perfect box?

    a)   Simple and plain

    b)   Colorful and Bright

    c)   Other

24.   What size perfume do you usually buy?

    a)   100ml

    b)   50ml.

    c)   others

25.   What kind of perfumes do you prefer?

    a)   Splash.

    b)   Roll-on

    c)   Mist

26.   What type of Scent do you look in a perfume?

    a)   Fresh scent

    b)   Classic scent

    c)   Fruity scent

    d)   Floral scent

27.   Do you like to buy yourself or get it as a gift?

    a)   Buy it yourself.

    b)   Get a gift

28.   Do You prefer Indian or imported perfume?

    a)   Indian.

    b)   Imported

29.   Brand-preferences of the customers for perfume?

    a)   Nivea

    b)   Himalaya

    c)   Vaseline

    d)   Others

30.   If you have any suggestions?