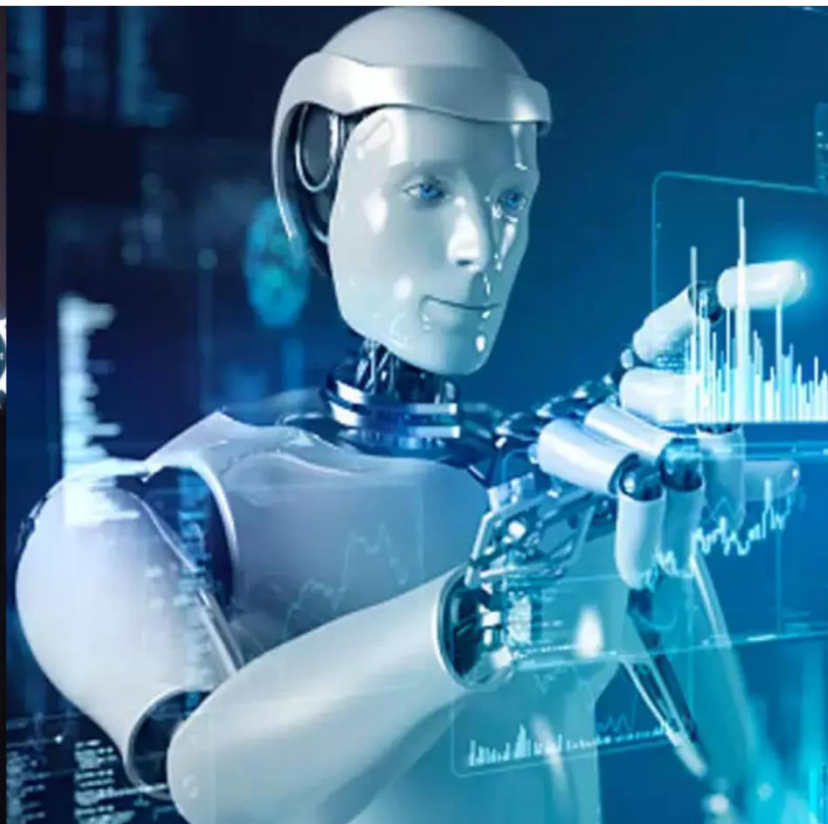




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# **A Study on Consumer Perception Towards Perfume**

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**ABSTRACT:** Perfume is not merely a cosmetic product; it is deeply rooted in personal identity, emotional well-being, and cultural expression. With an increasingly competitive market, understanding the key factors that influence consumer perception and purchasing behavior is vital. This research explores dimensions such as fragrance preference, brand image, packaging design, advertising, pricing, and social influence. The findings offer significant insights for marketers and product developers in the fragrance industry.

**KEYWORDS:** Consumer preferences, Global markets, Traditional product categories.

## **I. INTRODUCTION**

Perfume has historically been a symbol of elegance, luxury, and identity. From the early civilizations of Egypt and Mesopotamia to modern global markets, perfumes have played an integral role in both cultural rituals and personal expression. In today's era, perfumes are more than just scented products; they serve as an extension of an individual's persona, enhancing mood, confidence, and attractiveness. As a result, the fragrance industry has seen exponential growth, driven by rising income levels, increased brand awareness, global exposure, and the influence of social media. With this surge in demand, consumer behavior in the perfume industry has evolved significantly. Modern consumers are highly informed, discerning, and emotionally invested in their fragrance choices. Unlike traditional product categories, perfumes involve a deep sensory and psychological connection. People do not simply buy a fragrance—they invest in a scent that aligns with their identity, values, and aspirations. The perfume one chooses can speak volumes about their lifestyle, status, and emotional state, making consumer perception a vital area of study.

### **1.1 REVIEW OF LITERATURE:**

**Ou, C.-C., & Chuang, S.-H. (2023)** – Exploring the Factors that Influence Consumers to Purchase Perfume Products This study investigates the impact of personality traits, perceived usefulness, and conformity on consumers' perfume purchase intentions. It reveals that personality directly affects how consumers perceive the value of a perfume, which in turn influences their willingness to buy. The findings emphasize the importance of emotional alignment between the product and the user's personality, supporting the Self-Congruity Theory.

**Sahana, R., Hemalatha, S., Rohini, A., & Padma Rani, S. (2021)** – Factors Influencing Purchase Intention of Natural Perfumes. This research identifies the role of demographic characteristics (age, gender, income), perceived quality, habitual use, and social norms in shaping consumers' intentions to buy natural perfumes. The study supports the growing shift toward eco-conscious and sustainable consumer behavior, and the importance of aligning branding with environmental values.

**Singh, S. (2018)** – Perfume Buying Behavior of Indian Consumers, this paper highlights how cultural identity and tradition influence Indian consumers' scent preferences. It finds that strong, musky scents are often associated with status and masculinity, while floral and fruity tones are seen as youthful and vibrant. The study underlines how marketing messages need to be customized for regional and cultural differences.

**Jedeejit, P., & Boonreungkaow, T. (2024)** – Brand Personality of Perfumes Between Age Groups, the research compares how Generation X and Generation Y perceive the personality of various perfume brands. It concludes that

younger consumers (Gen Y) are more influenced by brand aesthetics and social media appeal, while older consumers value heritage and authenticity. This study supports the segmentation of perfume marketing strategies based on generational preferences.

**Efendioglu, I. H., & Durmaz, Y. (2022)** – The Role of Social Media in Shaping Brand Awareness and Perception, focusing on Generation Y Instagram users, this study explores how social media advertising impacts brand value and consumer association.

### **1.2 NEED FOR THE STUDY:**

The global fragrance industry is undergoing a significant transformation driven by evolving consumer preferences, technological advancements, and cultural shifts. In such a dynamic landscape, understanding consumer perception has become more crucial than ever for the sustained success of perfume brands.

### **1.4 SCOPE OF THE STUDY:**

This study is centered on analyzing the perception of consumers toward perfumes, with a particular focus on the **Indian urban youth market**. The scope encompasses the **psychological, demographic, emotional, and behavioral factors** that influence how consumers evaluate, select, and remain loyal to perfume brands.

**Consumer Preferences:** The study explores how consumers perceive different fragrance types (e.g., floral, woody, oriental), and how this affects their purchasing decisions. It also examines the role of scent longevity, intensity, and occasion-based usage in shaping consumer choices.

### **OBJECTIVE OF THE STUDY:**

- To identify key factors influencing perfume preferences.
- To analyze the emotional and psychological triggers involved in perfume selection
- To examine the impact of demographic variables.

### **1.5 RESEARCH METHODOLOGY:**

Research methodology refers to the systematic framework followed to conduct a study. It includes the design data collection methods, tools, and analytical techniques used to examine the research paper.

### **RESEARCH DESIGN:**

Descriptive research aims to systematically describe a situation, problem, or phenomenon. In this study, it is used to understand and evaluate consumer perceptions of brands based on their sustainability initiatives

### **SAMPLE DESIGN:**

A **non-probability convenience sampling** technique was adopted for this study. Participants were selected based on availability and willingness to respond to the questionnaire. This method was chosen due to time, resource, and accessibility constraints, while still providing a relevant cross-section of opinions.

### **SAMPLE SIZE**

The study gathered responses from **103 participants**. This sample size was adequate for descriptive statistical analysis and allowed meaningful comparisons across age groups, income categories, and consumer awareness levels.

### **STATISTICAL TOOLS**

To ensure robust analysis and derive valid insights from the collected data, the following statistical tools were applied.

### **H-TEST (KRUSKAL-WALLIS TEST)**

The Kruskal-Wallis test was employed to compare the brand perception across more than two independent demographic groups, such as different age brackets or income levels. This helped in identifying which groups showed more concern for sustainability when choosing brands.

### U-TEST (MANN-WHITNEY U TEST)

This test was used to compare the differences in brand perception between two independent groups, such as male and female respondents or students and working professionals. It is particularly useful for analyzing ordinal data and drawing conclusions when the data does not follow a normal distribution.

### 1.8 LIMITATIONS OF THE STUDY:

1. The study was based on responses from only 71 participants, which may not provide a fully representative view of the overall consumer population.
2. Convenience sampling was used, which may introduce selection bias and limit the generalizability of the findings.
3. The data collected through questionnaires depends on participants' honesty and understanding, which could lead to biased or inaccurate responses.

## II. DATA ANALYSIS AND INTERPRETATION

### 2.1 PERCENTAGE ANALYSIS

1. Table showing Gender wise classification of the respondents

GENDER	NO. OF. RESPONDANTS	PERCENTAGE
MALE	45	67%
FEMALE	24	33%
TOTAL	71	100%

INTERPRETATION: Out of total 71 respondents , 67% were male (45 individuals ) and 33% were female ( 24 individuals)

2. TABLE SHOWING INCOME WISE CLASSIFICATION OF TE RESPONDENTS:

MONTHLY INCOME	NO.OF .RESPONDANTS	PERCENTAGE
15000-25000 rs	49	69%
25000-35000 rs	11	16%
35000-50000 rs	6	8%
50000 above	5	7%
Total	71	100%

INTERPRETATION: The data reveals that the largest proportion of respondents (69%) earn between below 15000rs per month , indicating that a significant portion of the sample falls within a lower income bracket. About 16% earn 15000-25000 rs while on;ly 8 and 7% have a monthly income between 25000-35000 amd 35000-50000.

### 2.2 STATISTICAL ANALYSIS

#### 2.2.1 KRUSKAL-WALLIS H TEST

Kruskal -Wallis H Test was conducted to compare two or more variables that is whether age significantly with the varying buying behavior and preferences – specially their agreement with the statement.

**H<sub>0</sub>:** There is no significant difference in the age among the groups with different levels of agreement regarding brand preference

**H<sub>1</sub>:** There is a significant difference in the age among at least one group based on their brand preference.

**TABLE 2.2.1 SHOWING KRUSKAL-WALLIS H TEST**

TEST STATISTICS	VALUE
KRUSKAL-WALLIS H	0.335
DOG	3
ASYMP.SIG	0.935

INTERPRETATION: Since the p value  $(0.935) > 0.05$  we fail the null hypothesis there is no statistically significant difference in age among respondents based on their agreement or disagreement with the statement “ I PREFER WELL KNOWN BRANDS OVER LESSER KNOWN ONES WHEN BUYING PERFUME”.

### III. SUMMARY OF FINDINGS, SUGGESTIONS

#### FINDINGS:

- Majority of respondents were **aged between 18-24**, mostly **students** from **urban areas**.
- A significant portion had a **monthly income below ₹15,000**, indicating budget-conscious consumer behavior.
- Over **50% use perfumes daily**, showing that perfumes are now considered a **daily lifestyle product** rather than a luxury.
- Most respondents preferred **fresh and floral** scents, followed by woody fragrances.
- Respondents felt **more attractive and confident** when wearing perfume.
- Mood and emotion played a role in **fragrance selection**, with some choosing different scents based on occasions or feelings.

#### SUGGESTIONS:

1. **Emphasize Fragrance Quality:** Focus on developing perfumes with **long-lasting, pleasant scents**, as this is the top factor influencing purchases.
2. **Enhance Brand Identity:** Invest in **strong branding and storytelling** that emotionally resonates with consumers. A unique brand personality helps in building loyalty.
3. **Improve Packaging Appeal:** Attractive, eco-conscious, and well-designed **bottles and packaging** can influence initial impressions and perceived value.
4. **Offer Sampling Opportunities:** Allow customers to **try products in-store or through mini samples**, especially since many prefer testing a perfume before buying.
5. **Leverage Digital Marketing:** Utilize **influencers, social media campaigns, and interactive content** to engage younger audiences and build trust.

### IV. CONCLUSION

This research clearly demonstrates that **consumer perception towards perfumes is multifaceted**, involving both **rational and emotional elements**. While **scent remains the most powerful influencer**, factors like **brand image, emotional connection, packaging, and social media presence** also shape purchase decisions.

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