



# **INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY**

**Volume 7, Issue 12, December 2024**



**INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA**

**Impact Factor: 7.521**



**6381 907 438**



**6381 907 438**



**ijmrset@gmail.com**



**www.ijmrset.com**



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

# Consumer Preference towards Perfumes

**Dr R S Anantharajan, Venkata Krishnan**

Assistant Professor, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai,  
Tamil Nadu, India

Scholar, Sri Sairam Institute of Management Studies, Sri Sairam Engineering College, Chennai, Tamil Nadu, India

**ABSTRACT:** This study aims to enhance the understanding of consumer perceptions regarding perfume by examining various factors that influence their preferences and purchasing decisions. It explores how individuals interpret and respond to scent characteristics, packaging, branding, and pricing through an in-depth analysis of consumer behavior, sensory perception, and marketing strategies employed within the perfume industry. Gaining insights into these consumer perceptions can assist perfume manufacturers and marketers in effectively designing and positioning their products to align with consumer preferences, thereby maintaining a competitive advantage in a saturated market. The findings of this research contribute to the existing literature on consumer behavior and provide valuable recommendations for perfume companies on how to effectively engage and market to their target audience, ultimately leading to increased sales and enhanced brand loyalty. This abstract summarizes a study focused on understanding consumer perceptions of fragrance.

## I. INTRODUCTION

Throughout history, individuals have utilized perfumes for numerous reasons, including the enhancement of their personal aroma and the establishment of a particular mood or impression. The significance of perfumes has notably increased over time, leading to the emergence of various brands and fragrances designed to satisfy consumer preferences. Today, perfumes are regarded as a vital component of personal grooming, embraced by individuals across all demographics, including different ages, genders, and cultures. Nevertheless, the perception of perfumes among consumers is influenced by a multitude of factors, including personal taste, cultural background, gender, and age. This study explores the diverse elements that shape consumer perceptions of perfumes.

Perfumes are often viewed as luxury items that can enhance an individual's appeal. However, the perception of perfumes among consumers is subject to various influences, such as scent, brand reputation, packaging design, marketing strategies, and personal experiences. The scent of a perfume stands out as the most critical factor affecting consumer perception. Depending on individual preferences, a fragrance may be perceived as either enjoyable or off-putting. Perfumes are categorized into several types, including floral, fruity, woody, spicy, and musky.

## II. SCOPE OF THE STUDY

1. Gaining insights into consumer perceptions of perfumes can significantly contribute to the creation of new scents or the enhancement of existing ones. By analyzing consumer preferences, inclinations, aversions, and sensory experiences related to fragrances, companies can develop products that are more attractive and customized to meet consumer demands.
2. The way consumers perceive perfumes plays a crucial role in their purchasing behavior. By examining these perceptions, companies can formulate effective marketing and advertising strategies that align with consumer preferences, ultimately driving sales and fostering brand loyalty.
3. The packaging and presentation of perfumes are critical elements that shape consumer perceptions. Research into consumer perception can guide businesses in designing packaging and presentation that resonate with consumer preferences, effectively communicate the intended message, and enhance the overall sensory experience associated with the fragrances.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

### III. LIMITATION OF THE STUDY

1. Sample bias: The results may be distorted due to the sample of participants not accurately reflecting the target population. For example, if the research exclusively involves individuals from a particular age group or geographic location, the conclusions drawn may not be applicable to a broader demographic.
2. Self-reported information: Data collected through surveys or interviews may be influenced by bias, as participants may not provide honest accounts of their true feelings and thoughts. Additionally, social desirability bias may lead individuals to share views they believe will be more socially acceptable rather than their authentic opinions.
3. Limited scope: A study might focus on a narrow range of variables that influence consumer perceptions of perfumes, potentially resulting in misleading or incomplete findings. For instance, an investigation that solely examines the scent of a perfume may overlook the effects of packaging, branding, or marketing strategies on consumer perception.
4. Lack of control: In a naturalistic setting, factors outside the researcher's influence could impact how consumers perceive fragrances. For instance, varying levels of fatigue or prior exposure to other scents before the study could affect the participants' responses.

### OBJECTIVES OF THE STUDY:

- The objective is to ascertain the elements that affect consumers' preferences for various perfume types, including fragrance notes, brand reputation, packaging design, pricing, and more.
- The aim is to comprehend how consumers assess and perceive the quality of different perfumes and the impact this has on their purchasing choices.
- The study seeks to analyze the correlation between consumers' demographic factors, such as age, gender, income, and education, and their preferences for particular perfume categories.

### IV. REVIEW OF LITERATURE

Shobha Dhedia (2022): Consumer Perception Regarding Perfume Purchases in Mumbai Markets: India boasts a rich heritage of over 300 years in perfumery. The average Indian consumer is well-acquainted with intricate scents that embody strong cultural significance, giving Indian fragrances a unique identity. Although the fragrance market in India is relatively small compared to that of developed nations, it holds significant potential for growth in the coming years. The sector is ripe with opportunities, bolstered by a burgeoning middle class of 100 million individuals with increasing disposable income. Simultaneously, the fast-moving consumer goods (FMCG) sector is experiencing rapid growth due to enhanced supply chain efficiencies, innovations in products and processes, and heightened consumer aspirations. For instance, Titan Industries has ventured into the perfume market with its SKINN line, while Winnie Industries' FOGG brand has already established a strong market presence.

This study aims to explore the prevalence of perfumes within the Indian market and the factors that shape consumer purchasing behavior. Additionally, it seeks to understand the implications of fragrance usage, particularly in relation to brand extensions for luxury labels. The research also evaluates the impact of celebrity endorsements on the marketing of perfumes in Mumbai, aiming to identify the key motivations behind fragrance purchases and the primary attributes associated with their use.

Kurniawan, Devina (2021): This study aims to analyze the impact of perfume packaging design and its benefits on the purchasing decisions of young consumers in Indonesia. The research involved a total of 202 Indonesian consumers who have previously purchased authentic perfume products. The methodology employed includes descriptive statistics, regression analysis, and One Way ANOVA, all of which were conducted using SPSS software. The results of the analysis reveal the following findings: (1) both visual and verbal aspects of packaging design, along with packaging benefits, have a positive influence on consumers' purchasing decisions. (2) There are variations in consumer perceptions of visual packaging, verbal packaging, and benefits in relation to purchasing decisions, which differ by age. (3) Age also influences the purchasing decisions of consumers. (4) There is a notable difference in consumer perceptions of verbal packaging concerning purchasing decisions, as well as variations based on income levels. (5) However, no significant differences were found in consumer perceptions of visual packaging and packaging benefits in





## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

relation to purchasing decisions based on income levels. (6) Additionally, there is a distinction in consumer perceptions regarding visual packaging.

### V. RESEARCH METHODOLOGY

#### RESEARCH DESIGN:

The research design employed is fundamentally descriptive. This approach is characterized by its focus on elucidating consumer perceptions and expectations regarding perfumes. A descriptive research design can yield significant insights into how consumers perceive various perfume brands. The results obtained can assist companies in formulating effective branding and marketing strategies aimed at attracting and retaining their customer base.

#### DATA COLLECTION:

Primary data is gathered through surveys utilizing a structured questionnaire. This questionnaire comprises several questions designed to gauge consumer preferences related to brand selection, purchasing frequency, and expectation levels, among other factors. Secondary data is sourced from academic journals and other published materials.

#### RESEARCH INSTRUMENT DESCRIBED:

The questionnaire serves as the primary research instrument for data collection. It is designed to capture information regarding consumer perceptions of perfumes, their expectations, and relevant demographic details.

#### SAMPLE DESIGN:

Sampling involves the process of gaining insights about a population by examining a sample drawn from it. In this methodology, a small subset of the overall population is selected to represent the larger group, from which conclusions are derived. A statistical sample acts as a miniature representation or cross-section of the entire population from which it is drawn.

#### POPULATION:

Residents of people in Chennai are selected for the study.

**SAMPLE FRAME:**

The sample technique used in the research is convenience sampling method.

**SAMPLING TECHNIQUE:**

The sample technique used in the research is convenience sampling method.

**SAMPLE SIZE:**

The sample size selected is 73.

**Statistical tools:**

U-Test, Correlation, Chi-Square

#### STATISTICAL ANALYSIS:

##### U-TEST:

To find whether there is a significance between Age and Gender.

##### HYPOTHESIS:

**NULL HYPOTHESIS:** There is no significant difference between age and gender.

**ALTERNATIVE HYPOTHESIS:** There is a significant difference between age and gender. Table 1 showing analysis for U-test



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

### Ranks

GENDER	N	MeanRank	SumofRanks
AGE Male	46	35.70	1642.00
Female	27	39.22	1059.00
Total	73		

### TestStatistics

	AGE
Mann-WhitneyU	561.000
WilcoxonW	1.642E3
Z	-1.030
Asymp.Sig.(2-tailed)	.303

a. Grouping Variable: GENDER

**INFERENCE:** from the above table it is inferred that all the significance value is greater than alpha value 0.05, we accept null hypothesis.

### CORRELATION:

To find the correlation between age and income.

Table2 showing analysis of correlation of age and income

#### Correlations

		AGE	INCOME(PER MONTH)
AGE	PearsonCorrelation	1	.388**
	Sig.(2-tailed)		.001
	N	73	73
INCOME(PER MONTH)	PearsonCorrelation	.388**	1
	Sig.(2-tailed)	.001	
	N	73	73

\*\*Correlation is significant at the 0.01level(2-tailed).



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

### CHI-SQUARETEST:

To estimate the satisfaction of the sample or trail size and gender.

**HYPOTHESIS:**

**NULL HYPOTHESIS:** There is no significant relation between satisfaction of the sample or trail and gender.

**ALTERNATIVE HYPOTHESIS:** There is a significant relation between satisfaction of the sample or trail and gender.

**Table 3** showing analysis of chi-square

### Chi-SquareTests

	Value	Df	Asymp.Sig.(2- sided)
PearsonChi-Square	2.527 <sup>a</sup>	4	.640
LikelihoodRatio	3.190	4	.526
Linear-by-LinearAssociation	1.570	1	.210
NofValid Cases	73		

a. 4cells(40.0%) have expected count less than 5. The minimum expected count is 74.

**INFERENCE:** P value of 0.640 is much higher than the commonly accepted level of 0.05.so we accept null hypothesis. So There is no significant relation between satisfaction of the sample or trail and gender.

## VI. FINDINGS

- A total of 63.0% of the participants identified as male.
- Among the respondents, 82.2% fall within the age range of 18 to 24 years.
- The majority, 79.5%, of the respondents reported being single.
- Additionally, 45.2% of the respondents are pursuing postgraduate studies.
- A significant 72.6% of the respondents indicated an income of less than 25,000.
- Furthermore, 42.5% of the respondents are classified as students.
- Approximately 31.5% of the respondents occasionally prefer to wear perfume.
- A notable 80.6% of the respondents are willing to spend less than 1,000 on perfume.
- About 45.2% of the respondents place a high importance on brand.
- A neutral stance on fragrance is held by 60.3% of the respondents.
- Similarly, 43.7% of the respondents maintain a neutral view regarding price.
- A neutral opinion on packaging is expressed by 35.6% of the respondents.
- Lastly, 64.4% of the respondents prefer to apply perfume by spraying it on their clothing.

## VII. SUGGESTIONS

- Byfocusingonquality,workmanship,andlegacy,youmaydevelopasolidandtrustworthy brand image. Consumers frequently equate trusted brands with high-quality goods.
- Create visually stunning and opulent packaging that captures the spirit of the fragrance.A stunning and professionally arranged bottle can make a good first impression and exude exclusivity.
- Create a distinct and enduring fragrance identity for your perfume. Customers value scents that stand out from the competition and provide a unique olfactory experience.



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

- To foster trust and satisfy consumers' desires for natural and sustainable products, it is important to clearly disclose the contents of the scent. Any organic or sustainably sourced substances used in the recipe should be highlighted.

### VIII. CONCLUSION

Consumer perception of perfumes is a complicated and individualised issue that is affected by numerous aspects. Although everyone has different tastes for scents, the potential of perfumes to trigger emotions, strengthen personal identification, and create a pleasant sensory experience dominates how they are generally perceived. Customers value fragrances that complement their individual tastes, lifestyles, and events. Consumer perception is significantly shaped by factors like brand reputation, packaging, price, and marketing. Additionally, customers now place a higher value on perfumes made with natural components and in accordance with ethical production standards as a result of the growing trend towards sustainability and eco-consciousness. Perfume manufacturers must adapt by focusing on innovation, personalization, and transparency to match the changing expectations of their target audience as consumer knowledge of and demand for personalised experiences rises. In the end, a favourable consumer view of perfumes depends on businesses' capacity to produce high-quality goods that speak to the needs and go also their target market.

### REFERENCES

- Spence, C., & Piqueras-Fiszman, B. (2012). The ideal dining experience: An exploration of the multisensory aspects of food and dining. Wiley.
- Verlegh, P. W., Steenkamp, J. B., & Meulenberg, M. T. (2005). The impact of country-of-origin on consumer interpretation of advertising messages. *International Journal of Research in Marketing*, 22(2), 127-139.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Assessing consumers' perception of luxury value: A cross-cultural perspective. *Academy of Marketing Science Review*, 2007(9), 1-22.
- Lawless, H. T., & Heymann, H. (2010). Principles and practices of sensory evaluation in food. Springer Science & Business Media.
- O'Connor, P., & Owen, C. (2016). Utilizing the Technology Acceptance Model to investigate perfume purchasing behavior. *Journal of Fashion Marketing and Management: An International Journal*, 20(1), 5-20.
- Raman, V., Prakash, P., & Kanna, K. D. (2024). Study on impact of FII in Indian stock market. *International Journal of Research Publication and Reviews*, 3653-3659. <https://doi.org/10.55248/gengpi.5.0624.1532>
- Dr. B. Venkateswara Prasad, & Dr. Usman Mohideen K. S. (2017). An investigation of determinants of customer shopping behavior towards select hypermarkets: An empirical study with reference to South India. *International Journal of Management Studies*, 4(3), 77-84.
- Anitha, V., & Krishnan, A. R. (2022). Customer Intention Towards E-Grocery Shopping Apps Using TAM And UGT. *Special Education*, 1(43), 4955-4965. <http://www.sumc.lt/index.php/se/article/view/616>
- Venkatesh, P., et al. "A Study on The Market Characteristics, Consumer Purchasing, and Behaviour Towards Footwear With Reference to Vellore Dist., Tamilnadu." 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023). Atlantis Press, 2024.
- V Dhayalan , Karthik Srivatchan (2024) , E-Grocery Buying Behaviour .*International Journal of Research Publication and Reviews*, Volume 5 , Issue issue (6) Page – 3610-3613.
- P. Venkatesh, K. Murugan, M. Ramu, M. Manikandan, C. R. Senthilnathan and M. Krishnamoorthi, "A Comprehensive Investigation to Examine the Preferences and Satisfaction Levels of Outpatients in Relation to the Quality of Services Provided by Hospitals in the Vellore District," 2023 Intelligent Computing and Control for Engineering and Business Systems (ICCEBS), Chennai, India, 2023.
- Murugan.K., S. Helen Roselin Gracy, and P. Venkatesh. "A Study on Customer Perception Towards Mugi Ultra Liquid Detergent." *IJMPERD* 8.3 (2018): 978-984.
- Suresh, V., Maran Chitra, and K. Maran. "A study on factors determining social media on cosmetic product." *Journal of Pharmaceutical Sciences and Research* 8.1 (2016): 1.
- Maran, K., J. Badrinarayanan, and P. Kumar. "A study on branded apparels customers purchase behavior with reference to India." *International Journal of Applied Business and Economic Research* 15.21 (2017): 215-221.
- Suresh, V., Prabhakar, K., Santhanalakshmi, K., & Maran, K. (2016). Applying technology acceptance (TAM) model to determine the factors of acceptance in out-patient information system in private hospital sectors in



## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

Chennai city. Journal of Pharmaceutical Sciences and Research, 8(12), 1373.

16. Illakya, T., Keerthana, B., Murugan, K., Venkatesh, P., Manikandan, M., & Maran, K. (2024). The role of the internet of things in the telecom sector. 2022 International Conference on Communication, Computing and Internet of Things (IC3IoT), 21, 1–5. <https://doi.org/10.1109/ic3iot60841.2024.10550390>
17. Manikandan, M., Venkatesh, P., Illakya, T., Krishnamoorthi, M., Senthilnathan, C., & Maran, K. (2024). The Significance of Big Data Analytics in the Global Healthcare Market. 2022 International Conference on Communication, Computing and Internet of Things (IC3IoT). <https://doi.org/10.1109/ic3iot60841.2024.10550417>
18. Ilakkiya, T., Manikandan, M., Ch, R. K., M, K., Ramu, M., & Venkatesh, P. (2024). Neuro Computing-Based Models of Digital Marketing as a Business Strategy for Bangalore's Startup Founders. Ieee, 1–3. <https://doi.org/10.1109/incos59338.2024.10527779>
19. Venkatesh, P., Selvakumar, V., Ramu, M., Manikandan, M., & Senthilnathan, C. R. (2023). Measure of Well-Being of Freelancers in it Sector. Ieee. <https://doi.org/10.1109/iccebs58601.2023.10448738>
20. Suresh, Vetriselvi, K. Maran, and Shanmuga Priya AR. "A Study On Impact Of An Affiliate Marketing In E-Business For Consumer's Perspective." SP AR-International Journal of Engineering and Technology 10.2 (2018): 471-475.





INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | [ijmrset@gmail.com](mailto:ijmrset@gmail.com) |

[www.ijmrset.com](http://www.ijmrset.com)