

# A Comparative Study on the Perfume Industry and Customer Perception in India and Dubai: An Empirical Analysis

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## ARTICLE INFO

## ABSTRACT

When determining whether to purchase scent products, consumers must go through a challenging process. Consumers' choice of smells is impacted by a number of things. Social, demographic, and psychological factors are among these factors. For instance, some consumers choose a perfume based on recommendations from family members who have used the brand or are familiar with someone who has. Demographically Age, income level, personality, routine, self-concept, in addition values of the consumer that might all have an impact on their choice of perfume. This study aims to compare the perfume industry in India and Dubai and at the same time, studies to understand the consumer preference in terms of the factors influencing buying different fragrances. For the study, a total of 150 consumers from each country, thus 300 in all are considered. The survey was conducted in the digital mode and the analysis on the respondents using statistical tools. It is notable that the Indian perfume market is overloaded with the consumer demand, however, performance of the perfume industry is better with the Dubai perfume market. Ratings of perfume are significantly impacted by perfume buying factors.

**Keywords:** Consumer, marketing, perfume, consumer behavior, purchase decision

## Introduction

Today, people of all ages, genders, and cultural backgrounds use perfume frequently; it is no longer seen as a luxury item. It became more difficult for clients to choose the perfume to buy as perfume evolved from a costly commodity to a fashionable one and more manufacturers entered the market. In addition, enterprises' high entry costs, research into the identification of target markets, as well as their preferences, play a significant influence in ranking and categorizing the price of the perfume losses (Sadegi, Tabrizi, and Norozi, 2011). The perception of psychology about consumers whereas their preference, feeling and thinking about a product is one area where understanding consumer behavior may help businesses and organizations improve their marketing efforts. Consumer behavior is the subject of numerous research that aim to better understand how consumers choose which products to buy and why they choose one over another. Because of how intimately it relates to the human mind, it is impossible to fully comprehend consumer behavior, but past purchases can be used to predict how a person will act in hypothetical purchasing circumstances (Lautiainen, 2015).

Studies on consumer purchase habits for cosmetics items abound, however there are comparatively few that look at consumer purchasing habits for scent products. The study's findings will thus enable us to better understand our customers and the elements that influence their decision to purchase cologne. Consumer purchasing behavior is complicated, dynamic, and difficult to explain simply and broadly, according to Dudovskiy (2013). Because of this, several academics have defined the idea in different ways. Dudovskiy used Michael Solomon's concept of the customer purchasing procedure, which he defined as the procedure by which a number of consumers selects, acquires, uses, and discards goods or services in order to meet their needs and desires. While Kumar pointed out that consumer purchase behavior reflects the action of the ultimate

consumer, including groups plus people, who purchase services and goods to their own use in his 2010 research "Marketing of hospitality and tourism services" (Kumar, 2010).

### **Review of Literature**

According to Pezoldt and Michaelis (2012), the perfume business must research how men and women choose fragrances in order to adapt scents, catch the attention of both sexes, and create a distinctive brand position in the future.

However, depending on the social class a consumer belongs to, the price effect varies from one consumer to the next. A buyer from a lower socioeconomic level will prioritize ranges, whereas buyers from higher socioeconomic classes will place greater importance on other elements like product quality, innovation, features, or even possible "social benefit" (Perreau, 2013).

A brand eventually regulates as an alertness. Customers can quickly determine whether a product is one they are acquainted with or like. It acts as a memory trigger to help consumers retain important information. This data survey may include previous brand interactions, brand awareness, or brand associations. Consumers' mental brand memory plays a critical role in influencing their choice of products. Brands with greater ease of recognition are preferred more to have a higher chance of being chosen. (Leighton and Bird, 2012).

The majority of wise people might consider the bottle of a prominent perfume brand like Dior to be a high-end, pricey item. However, even if the fragrances were the same, The same perfume would probably be thought to be of lower quality if it were in an unmarked bottle. Remarkable brand identity offers a mark that supports each single perfume's strategy. Those brand marks imply that the perfume will work more than what is provided to improve your smell. For instance, the name of Oscar de la Renta's Because the target market for the product is young, fashionable ladies, the fragrance Ruffles was chosen; to evoke feelings of playfulness, femininity, youth, and charm. When the name was applied, a smell was chosen to go with the product's identity mark and placement.

Brand is most important in maintaining a company's market shares and developing dedicated consumers. Even with cheaper alternatives, sincere customers always repurchase the brand and suggest it to others, and they will pay more for it. Brand awareness influences a customer's choice to purchase a certain brand. Additionally, a brand's influence on a customer's buying decision is substantial. Customers' purchase decisions are significantly influenced by brand name (Mirabi, Akbariyeh, and Tahmasebifard, 2015).

By creating the brand of the product, grabbing consumer' attention, informing consumers regarding this product and its producer, and assuring protected use, packaging serves to advertise and sell the product (Adofo, 2014). According to studies, customers decide whether to buy a product based on how it looked overall prior considering its ingredients or cost. Consumers anticipate fascinating covers with an expensive and high end-product quality, According to Aidnik's (2013) study, "The Effect of Cosmetic Packaging on Consumer Perceptions". The overview of perfume covers must reflect, however be appropriate for the producers to sell the products. A consumer might dismiss the product henceforth of its "too fancy" packaging, which creates the impression that it is overpriced or that the covering itself will be paid for by the customers. They may be overlooked because of the packaging's "too cheap" appearance, which makes customers think the item is of low quality.

In their study "Factors considered by consumers for purchase of perfumes or fragrances: a case study of consumers in the twin cities of Islamabad & Rawalpindi" Raza, Nas, and Answer (2013) discovered the sales ability and techniques that does not significantly affect consumers when they are buying perfumes. According to Sujana (2010), customers prefer working with knowledgeable salespeople who are aware of their demands and hidden desires.

Customers from various geographical areas reported that they like to try things out before buying them and that Before making a purchase, people prefer to smell deodorants, perfume, soap, and shower items. According to Waitalla (2014), 34% of American men and 59% of German men prefer to sniff scented goods before making a purchase. In order to get customers to test a product and improve the likelihood that they would buy it, stores should provide free samples of it, particularly for perfumes (Angela, 2008).

### **Objectives of the study**

With the aim of understanding the Perfume Industry in India and Dubai, the crucial objectives of the present study are –

- i) To study the purchasing behavior of the perfumes by the consumers in India and Dubai
- ii) To analyze the factors influencing the buying behavior of the consumers in India and Dubai.
- iii) To highlight the pattern of the purchases by the consumers of India and Dubai in terms of perfumes.

### **Hypothesis of the Study**

### Hypothesis 1

H<sub>0</sub> - There is no significant impact of the factors influencing the buying behavior of the perfumes on the ratings of the perfume in the Indian and Dubai Perfume Market

H<sub>1</sub> - There is an significant impact of the factors influencing the buying behavior of the perfumes on the ratings of the perfume in the Indian and Dubai Perfume Market

### Hypothesis 2

H<sub>0</sub> - There is no difference in the performance of India and Dubai Perfume Markets

H<sub>1</sub> - Dubai Perfume Markets are better performing in comparison with the Indian perfume markets

### Scope of the Study

Consumers must carefully evaluate a variety of influencing elements when choosing a perfume because it is a difficult decision. Numerous factors influence consumer preferences for scent. Some people depend on recommendations from relatives or friends who have used a specific brand themselves. In addition, a consumer's preference of olfactory is influenced by a variety of characteristics, including age, employment, financial situation, personality, self-concept, daily routines, and beliefs.

The consumer's personality stands out among these elements as a key influence in the choice of a perfume. In this context, the term "personality" refers to a person's style of life, which includes their interests, hobbies, and attitudes. These characteristics frequently expose underlying motives that affect their purchase choices (Pamelalinber, 2011).

It is interesting that this study's major focus is restricted to the countries of India and Dubai, providing an all inclusive view of consumer behavior in such scope. This study tries to integrate and search into the complex dynamics of choosing a scent while acknowledging the various variables at work in these culturally and economically active settings.

### Research Methodology

*Data:* Both Primary and Secondary

*Variables:* Consumers purchase decisions, Factors influencing purchase decisions

*Sample:* 150 consumers from India and 150 consumers from Dubai

*Sampling Technique:* Random Stratified Sampling

*Period of the Study:* 15<sup>th</sup> March to 20<sup>th</sup> April 2023

*Tool of Data Collection:* Structure Questionnaire circulated using Google form

*Tool of Analysis:* ANNOVA

*Study area:* India and Dubai

### Research Findings

**Table 1. Age of Respondents**

Age (Years)	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>13-18</b>	28	18.67%	30	20.00%
<b>18-30</b>	99	66.00%	87	58.00%
<b>30-50</b>	23	15.33%	33	22.00%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>150</b>	<b>100.00%</b>

**Table 2. Occupation of Respondents**

Occupation	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>Service</b>	21	14.00%	30	20.00%
<b>Public Servant</b>	9	6.00%	7	4.67%
<b>Self Employed</b>	19	12.67%	30	20.00%
<b>Student</b>	101	67.33%	83	55.33%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>150</b>	<b>100.00%</b>

**Table 3. Gender of Respondents**

Gender	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>Male</b>	99	66.00%	102	68.00%
<b>Female</b>	51	34.00%	48	32.00%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>150</b>	<b>100.00%</b>

**Table 4. Preferred Features of Perfume**

Preference features	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>Fragrance</b>	54	36.00%	49	32.67%
<b>Packaging</b>	39	26.00%	41	27.33%
<b>Quality</b>	42	28.00%	48	32.00%
<b>Price</b>	15	10.00%	12	8.00%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>150</b>	<b>100.00%</b>

**Table 5. Factors of Perfume buying**

Factors	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>Brand</b>	48	32.00%	58	38.67%
<b>Price</b>	42	28.00%	29	19.33%
<b>Fragrance</b>	55	36.67%	60	40.00%
<b>None of the above</b>	5	3.33%	3	2.00%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>150</b>	<b>100.00%</b>

**Table 6. Suggested Improvements in Perfume**

Suggested Improvements	India		Dubai	
	Frequency	Percent	Frequency	Percent
<b>Quality</b>	63	42.00%	82	54.67%
<b>Price</b>	60	40.00%	29	19.33%
<b>Others</b>	27	18.00%	60	40.00%
<b>Total</b>	<b>150</b>	<b>100.00%</b>	<b>171</b>	<b>114.00%</b>

**Table 7. Perfume Ratings and Factors of Perfume Buying**

Anova					
Perfume ratings	Sum of Squares	Df	Mean	F	Sig.
<b>Between Groups</b>	15.917	3.00	5.306	4.338	0.009
<b>Within Groups</b>	56.263	46.00	1.223		
<b>Total</b>	72.18	49.00			

**Table 8 – T-test for brand personality of Perfumes in India and Dubai**

Features	Description	Nation	N	Mean	SD
Longevity	Cheap Short lasting – Costly Long lasting	India	150	1.41	0.493
		Dubai	150	1.22	0.415
Excitement	Trendy – Classic	India	150	1.59	0.493
		Dubai	150	1.41	0.494
Competence	Confident – Shy	India	150	1.18	0.384
		Dubai	150	1.05	0.219
Sophistication	Glamorous – Plain	India	150	1.24	0.431
		Dubai	150	1.20	0.401
Ruggedness	Masculine - Feminine	India	150	1.53	0.501
		Dubai	150	1.46	0.500

**Table 9. T-test for marketing funnel stages and brand personality dimensions for Perfumes as purchased by Customers in India and Dubai**

	Recognition		Consideration		Purchase		Loyalty		WOM	
	No (Other ) N=75	Yes (Emirates ) N=75	No (Other ) N=72	Yes (Emirates ) N=78	No (Other ) N=80	Yes (Emirates ) N=70	No (Other ) N=92	Yes (Emirates ) N=58	No (Other ) N=95	Yes (Emirates ) N=55
Short lasting- Long lasting	Sig. (t) 0.175 (-1364)		Sig. (t) 0.086 (1.726)		Sig. (t) 0.019 (-2.371)		Sig. (t) (-3.995)		Sig. (t) 0.027 (-2.227)	
Trendy – Classic	0.984 (-0.020)		0.750 (0.319)		0.214 (1.248)		0.063 (1.870)		0.471 (-0.722)	
Confident – Shy	0.194 (-1.306)		1.000 (0.000)		0.004 (-2.951)		0.494 (0.685)		0.059 (-1.904)	
Glamorous – Plain	0.694 (-0.394)		0.238 (1.184)		0.063 (-1.870)		0.027 (-2.282)		0.081 (-1.757)	

Masculine – Feminine	0.380 (-0.881)		0.875 (0.158)		0.019 (-2.362)		0.007 (-2.841)		0.319 (-1.000)	
	No (Other ) N=75	Yes (Emirates ) N=75	No (Other ) N=72	Yes (Emirates ) N=78	No (Other ) N=80	Yes (Emirates ) N=70	No (Other ) N=92	Yes (Emirates ) N=58	No (Other ) N=95	Yes (Emirates ) N=55
Short lasting – Long lasting	Sig. (t) 0.301(-1.038)		Sig. (t) 0.018(-2.416)		Sig. (t) 0.139(-1.499)		Sig. (t) 0.001(-3.835)		Sig. (t) 0.000 (-5.296)	
Trendy – Classic	0.530(0.630)		0.794 (0.262)		0.087(-1.723)		0.865(0.171)		0.676 (0.419)	
Confident – Shy	0.653(0.451)		0.004 (-2.918)		0.004 (-2.918)		0.000 (-5.471)		0.003 (-3.003)	
Glamorous – Plain	0.311(1.022)		0.056(-1.943)		0.001(-3.336)		0.086 (-1.778)		0.000 (-3.003)	
Masculine – Feminine	0.874(-0.159)		0.215(-1.246)		0.486(-0.698)		0.074 (-1.872)		0.738(- 3.003)	

### Discussion

Ratings of perfume are significantly influenced by purchasing variables. More people in the 18 to 30 age range use perfume. According to the respondent's comments, fragrance is the most significant factor. The null hypothesis is rejected due to the significant value of 0.009, 0.05, and as a result, factors do have an impact on customers' overall ratings of perfume purchase behavior in the Indian market. The 18–30 age group is more knowledgeable about perfumes. The respondent's improvement recommendation focuses on the ranges of perfumes' quality.

The Indian perfume market is overloaded with the consumer demand, however, performance of the perfume industry is better with the Dubai perfume market. Thus, the null hypothesis is rejected and an alternative hypothesis stating that ***Dubai Perfume Markets are better performing in comparison with the Indian perfume markets*** is accepted.

### Conclusion

According to the study's findings, customers of all income levels are equally impacted by perfume prices. This means that the impact of price on consumer purchasing decisions is consistent across income levels. As for the brand's impact, it also doesn't differ based on gender; the perfume brand has an equal impact on both men and women. Additionally, it was discovered that the packaging's impact on both sexes is the same, having an impact on both men and women equally. Additionally, the findings demonstrated that both sexes are influenced by the perfume's aroma while making a purchasing decision, as well as by the style of the bottle. The study's findings also demonstrated that consumers of all income levels are affected similarly by perfume quality. The study's findings indicate that perfume commercials have an impact on consumers of all income levels, with no distinctions across levels. of the findings of the impact of promotions on gender, they corroborated certain findings from prior research that suggested that there is no difference in the consequences of promotions for men and women if we ignore all other aspects, such as cost and quality, etc. in 2005, Ndubisi.

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