

# **A STUDY OF CONSUMERS AWARENESS TOWARDS VARIOUS BRANDS OF PERFUME IN COIMBATORE CITY.**

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## **ABSTRACT:**

Perfume is a mixture of fragrant essential oils or aroma compounds fixtured and solvents used to give the human body, animals, objects, and living spaces “a pleasant scent”, they are like cherry on the cake in personal grooming. They play a very important role throughout the history. Like many other personal grooming and beauty items, the purchasing decision for perfumes is also complex comprising of budget, price brand etc.. This study is considered in Coimbatore, to understand the factors which interplay during the purchase of perfume and influential on consumers. The outcomes have confirmed that consumers are willing to spend their share of wallet if fragrance of high quality are offered with affordable price. If the experience of the consumer with any perfume is satisfactory then it will result in repeated purchases and loyalty.

## **INTRODUCTION:**

Perfumes have been known to exist in some of the earliest human civilizations, either through ancient texts or from archaeological digs. The word perfume used today derives from the Latin *perfumum*, meaning "through smoke". Modern perfumery began in the late 19th century with the commercial synthesis of aroma compounds such as vanillin, which allowed for the composition of perfumes with smells previously unattainable solely from natural aromatics alone. Perfumery, or the art of making perfumes, began in ancient Mesopotamia and Egypt and was further refined by the Romans and Persians. The world's first recorded chemist is considered to be

a woman named Tapputi, a perfume maker who was mentioned in a cuneiform tablet from the 2nd millennium BC in Mesopotamia. She distilled flowers, oil, and calamus with other aromatics then filtered and put them back in the still several times. In 2005, archaeologists uncovered what are believed to be the world's oldest perfumes in pyrgos, Cyprus.

The art of perfumery was known in Western Europe ever since 1221. Hungarians produced in 1370 a perfume made of scented oils blended in an alcohol solution at the command of Queen Elizabeth of Hungary, best known as Hungary Water. France quickly became one of the European centers of perfume and cosmetic manufacture. Cultivation of flowers for their perfume essence, which had begun in the 14th century, grew into a major industry in the south of France. Between the 16th and 17th century, perfumes were used primarily by the wealthy to mask body odors resulting from infrequent bathing. Partly due to this patronage, the perfumery industry was created. In Germany, Italian barber Giovanni Paolo Feminis created a perfume water called Aqua Admirable, today best known as eau de cologne, and his nephew Johann Maria Farina (Giovanni Maria Farina) in 1732 took over the business. By the 18th century, aromatic plants were being grown in the Grasse region of France, in Sicily, and in Calabria, Italy to provide the growing perfume industry with raw materials. Even today, Italy and France remain the center of the European perfume design and trade.

## **PERFUME INDUSTRY IN INDIA**

The story of Indian perfumes is as old as the civilization itself. Archaeological evidence shows the earliest inhabitants of the Indian subcontinent held plants in great reverence. With the passage of time, scented oils were extracted by pressing, pulverizing or distilling aromatic vegetable and animal produce. Early indications of this activity are available from the perfume jars and terracotta containers of the Indus Valley civilization, where archeological work has revealed round copper stills, used for the distillation process that are at least five-thousand years old. These stills are called degas. Following the seasons of the flowers, traditional it tar-makers, with their degas, traveled all over India to make their fresh it tars on-the-spot. A large number of references to cosmetics and perfumes in Sanskrit literature were found like in the Brhatsamhita is a 6th century Sanskrit encyclopedia by Varahamihira (505 AD-587 AD). Cosmetics and perfumes making were mainly practiced for the purpose of worship, sale and sensual enjoyment India.

India produces one of the world oldest perfumes named Ittar or Attar perfume in traditional ways even today in Assam. Kannauj in Uttar Pradesh is a major producing city of Ittar. So the city is even known as the 'Attar City' or the perfume city of India. Rose with Hina is one of the famous flavor in Ittar. The price of the perfumes ranges from Rs.295.

## **HIGHLY PREFERRED BRANDS IN INDIA**

### **GUCCI**

Gucci was introduced to the world at 1921 in Florence, Italy by Guccio Gucci, but the perfumes and colognes were introduced after reorganization in 1990s that the sale of Gucci perfume began to take off. The brand offers perfume for both men and women. Popular perfumes include Envy, Envy me, and Envy me 2. In terms of cologne there is Gucci for men. Like everything else Gucci Fragrance line is of exceptional quality and is popular choice among discerning consumers around the world. Gucci total revenue as of May 2016 is 12 billion. The price of Gucci perfume starts from Rs 3500.

### **TOMMY GIRL**

Tommy Girl was founded by Tommy Hilfiger is a Floral Fruity fragrance for women. It was launched in 1996. Tommy Girl is a refreshing, bright, floral fragrance that is inspired by wildflowers gathered from the American landscape. An effervescent scent, Tommy Girl evokes an energetic and independent spirit. The top notes for this fragrance are, Camellia Flowers, Apple Blossoms, Blackcurrant, and Mandarin. The middle notes are comprised of, Honeysuckle, Lily, Violet, Mint, Grapefruit, Citruses, and Rose. The base notes are made up of the following: Magnolia, Sandalwood, Jasmine, Cedar, and Wild Heather. The bottle it comes in is rather minimalist. It is clear and triangular in shape, topped with a simple silver cap branded with the Tommy Hilfiger logo on top. The packaging for the perfume, in a way, reflects its scent in clean, simple, and modern. The annual revenue of Tommy Girl is 7 billion dollars as of 2016 reports Tommy Girl Perfume price in India begins from Rs.2899.

### **ROGER AND GALLET**

Roger and Gallet are a firm of French perfumers which was founded by

merchant Charles Armand Roger and banker Charles Martial Gallet in 1862. They started by buying a Parisian business which had been founded in 1806 by a member of the Farina family and then won a legal dispute over the right to use the family name. They specialized in toilet soap which was produced in a large factory near Paris. Later in the 19th century, they were successful with the newly synthesized fragrance of violet, for which they had the French rights, producing perfumes such as Vera Violet ta. The great adventure of Roger & Gallet started in 1695. Inspired by the original Eua de Cologne Jean Marie Farina, official supplier to Napoleon I, the creations of Roger & Gallet result from an authentic know how of distillation of rare natural ingredient. Roger & Gallet shares with you the secret of unique daily beauty regime. Perfumes composed natural essential oils, soaps perfumed to their 'heart' using the traditional cauldron method and body care with exceptional text. The price in India is Rs.949.

## **CALVIN KLEIN**

Calvin Klein Inc.is an American fashion brand started by Calvin Klein at the end of 1960s. The companies' first perfume, Calvin was launched in 1981.Since then they have launched a series of successful perfumes that, for many, capture the spirit of the decades in which they were introduced, including obsession (1985 for women, 1986 for men).Klein's licence for perfumes now belong to Coty. Designer Calvin Klein has 128 perfumes in fragrance base. The earliest edition was created at 1978 and the latest in 2016. The revenue of Calvin Klein fragrances as of 2016 is 108.9 million dollars. The price of Calvin Klein perfumes in India begins from Rs.2250.

## **STATEMENT OF THE PROBLEM**

Today perfumes is one of the most important cosmetics in the world. There are various brands which are entering India day to day. As Indian consumers are increasingly turning towards Online shopping such as Amazon, Flip kart, Snap deal, EBay etc. They have provided a very strong base in the Indian market. The overall size of the perfume market of India is estimated Rs.2000 crores which is of 32.21%. To capture the consumers many brands are using various tactics such as new fragrances, attractive packaging, lesser prices, advertisements, offers etc. The researcher made a survey to study about the opinion of the respondents regarding the factors that influence the consumers while purchasing perfumes in Coimbatore City.

## **OBJECTIVES OF THE STUDY**

- To identify the various factors influencing the purchase decision of perfumes.
- To analyze the various brands of perfumes used by the consumers.
- To analyze the personal factors of the consumers using perfumes.
- To study about the various substitute products for perfumes.

## **RESEARCH METHODOLOGY**

Redman et al (1923) defines the information gathered newly by a regulated attempt. The research gets information based on the collection and analysis of the data. The primary and secondary data were used in this study. The samples were selected from the population of Coimbatore city.

### **Data collection**

Primary data was collected through structured from the sample customers. Secondary data is collected by referring related books, journals, magazines, and website of the companies.

### **Sample Size**

All the items consideration in any field of inquiry constitutes a universe of population. In this research only a few items can be selected from the population for study purpose. Pilot study was conducted with 20 samples & necessary corrections have been made for final data collection. Here sample size is 100 from the total population. The samples are selected on the basis of convenient sampling.

### **Tools of Analysis**

The tool for this research study is percentage analysis, Chi-square test; the methods have been used to distribute respondents by occupational status, monthly income.

## **LIMITATIONS**

1. This study has been confined to Coimbatore City only.
2. Since the sample size has been limited to 100 samples, the findings may not applicable to other customers.

## ANALYSIS AND INTERPRETATIONS

In this chapter the analysis and interpretations of “A study of consumers attitude towards various brands of perfume in Coimbatore city” on a sample of 100 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

### PERCENTAGE ANALYSIS

<b>AGE</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
20-30	45	45
30-40	25	25
Above 40	30	30
<b>Total</b>	<b>100</b>	<b>100</b>
<b>GENDER</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
Male	34	34
Female	64	64
<b>Total</b>	<b>100</b>	<b>100</b>
<b>OCCUPATION</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
Government	12	12
Private	30	30
Student	23	23
Business	20	20
Others	15	15
<b>Total</b>	<b>100</b>	<b>100</b>
<b>EDUCATIONAL STATUS</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
Higher secondary	10	10
Graduate	36	36
Post graduate	54	54
<b>Total</b>	<b>100</b>	<b>100</b>

<b>FAMILY MEMBERS USING PERFUME</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
One member	48	48
Two - Four members	37	37
More than four members	15	15
<b>Total</b>	<b>100</b>	<b>100</b>
<b>PERFUME BRAND USAGE</b>	<b>NO.OF RSEPDANTS</b>	<b>PERCENTAGE</b>
Roger and Gallet	15	<b>15</b>
Tommy Girl	10	10
Calvin Klein	45	45
Gucci	8	8
Others	32	32
<b>Total</b>	<b>100</b>	<b>100</b>
<b>USAGE PERIOD</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
Recently	18	18
1-3 years	23	23
3-5 years	45	45
More than 5 yrs.	14	14
<b>Total</b>	<b>100</b>	<b>100</b>
<b>SUBSTITUTES FOR PERFUME</b>	<b>NO OF RESPONDANTS</b>	<b>PERCENTAGE</b>
Deodorants	65	65
Talcum Powders	30	30
Attar	5	5
<b>TOTAL</b>	<b>100</b>	<b>100</b>

#### **RELATIONSHIP BETWEEN OCCUPATIONAL STATUS AND LEVEL OF SATISFACTION**

**Chi – square test is conducted to extent the relationship between the occupational status and**

level of satisfaction.

**Hypothesis:**

**HO: There is no significant relationship between occupational status and level of satisfaction**

<b>OCCUPATIONAL STATUS</b>	<b>LEVEL OF SATISFACTION</b>			<b>TOTAL</b>
	<b>HIGHLY SATISFIED</b>	<b>MEDIUM SATISFACTION</b>	<b>LOW SATISFACTION</b>	
BUSINESS	4	11	3	18
STUDENT	10	23	11	44
GOVERNMENT EMPLOYEE	8	13	5	26
PRIVATE EMPLOYEE	1	8	3	12
<b>TOTAL</b>	<b>23</b>	<b>55</b>	<b>22</b>	<b>100</b>

Degree of freedom	-	6
Calculated value	-	2.91
Table value	-	12.59

**INFERENCE:**

Since the calculated value is less than the table value. So the Null hypothesis is accepted.  
Hence, there is no significant relationship between occupational status and level of satisfaction.

**Chi – square test is conducted to extent the relationship between the monthly income and level of satisfaction**

**Hypothesis:**



**HO: There is no significant relationship between monthly income and level of satisfaction.**

MONTHLY INCOME	LEVEL OF SATISFACTION			TOTAL
	HIGHLY SATISFIED	MEDIUM SATISFACTION	LOW SATISFACTION	
HIGH INCOME	5	27	7	39
MIDDLE INCOME	15	21	6	42
LOW INCOME	3	7	9	19
<b>TOTAL</b>	<b>23</b>	<b>55</b>	<b>22</b>	<b>100</b>

Degree of freedom	-	4
Calculated value	-	8.87
Table value	-	9.49

#### **INFERENCE:**

Since the calculated value is less than the table value. So the Null hypothesis is accepted. Hence, there is no significant relationship between monthly income and level of satisfaction.

#### **FINDINGS:**

#### **PERCENTAGE ANALYSIS:**

- The study revealed that most (45%) of respondent's age are 20-30 years.
- The study revealed that majority (64%) of respondent's are female.
- The study revealed that most (30%) of respondent's are private employee.
- The study revealed that majority (54%) of respondent's are post graduate.
- The study revealed that most (48%) of the respondents are only member in a family using Perfume.

- The study revealed that most (45%) of the respondents are using Calvin Klein perfume brand.
- The study revealed that majority (54%) of respondent's are post graduate.
- The study revealed that most (45%) of the respondents are using perfumes for 3-5 yrs.
- The study revealed that majority (65%) of respondent's are using deodorants.

#### **CHI-SQUARE ANALYSIS:**

- There is no significant relationship between occupational status and level of satisfaction.
- There is no significant relationship between monthly income and level of satisfaction.

#### **SUGGESTIONS:**

- The cost of the perfumes may be reduced.
- The manufacturers may reduce the chemical combination so that allergy to skin may be avoided.
- New fragrances may be introduced other than lavender, rose, jasmine etc.
- Duplicity should be checked as per standards.
- The manufactures may conduct a survey for knowing the consumer need and preference.

#### **CONCLUSION:**

Perfumes which were first used by the Egyptians to preserve the dead bodies has become one of the most important cosmetic usage all over the world today. Annual global perfume sales revenue is 28.95 billion dollars. The overall size of fragrance industry is estimated more than 2000 crores in India. The Indian consumers increasing turning towards online shopping has increased the market share to 7%. They have also provided a strong base which enable them to introduce new brands day to day. France is the hub to Perfume Industry. **IFRA-INTERNATIONAL FRAGRANCE ASSOCIATION** controls the activities of perfumes.

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