



Adolescents' Preferences and attitudes towards Perfumes in India

Sachin Borgave* and Chaudhari J.S.

*Commerce & Management Research Unit, Shivaji University, Kolhapur, MS, India
sachinborgave@gmail.com, jayawantchaudhari@gmail.com

Abstract- Perfumes have traditional importance and cultural values worldwide. It also has a significant presence in the corridors of fashion and styles with respect to individual use in India. The preference and usage of perfumes vary with demographical parameters as well as the situations, moods and buying motives. The present paper focuses on understanding the buying preferences and attitudes of adolescents towards perfumes. The adolescents considered are inclusive of males and females in similar age group of 20 to 25 years. It was found that males and females in the targeted age group have similar buying pattern. Price and celebrity brand are two major factors influencing the buyers preferences. Brand loyalty is not found significant.

Keywords- Perfumes, Fragrances, Attitude, Buying Motives, Consumption Pattern, Product Attributes

1. 1 Introduction

The globalization and liberalization led to high standard of living in urban and suburban India. It resulted into increased demand for fashionable products especially among the younger generation. The adolescents adapt new fashion, style and trends with an inclination towards body perfumes to present their unique image. Perfumes influence the mood and behavior of individuals and form a major part of fragrances which constitute essence, flavors odors in all edibles and non edible products. The aroma therapy is the best example of fragrance persuasion. The young population of India between the ages of 15 to 30 is highest population in the world which is claimed to be a high potential market to use perfumes, toilet water, cologne and other cosmetic products. [7]Irina Barbalova (GCI November 2008) stated that the young people living in urban India are increasingly brand conscious and are key to the future India. The total value of cosmetics sales is likely to rise to \$6 billion by 2012, making India a safer bet for investors. Indian fragrance market is worth \$ 30 million out of which 50 percent is accounted for alcoholic and attar perfumes and is growing at the rate of 8.5 percent .It has reached to 2 million units in 2008. [10]The 'Datamonitor' (October 2009) has forecasted the fragrance market in 2013 assessing its worth at US \$40 million and 2.7 million units, a growth of 41.1 percent and 35 percent respectively by 2013 ,though India accounts for just 1.2 percent of Asia pacific market. On the other side the Indian market researcher RNOS (May 2009) predicted the growth of cosmetic market at 7 percent between 2009 and 2012. This indicates that there is a lot of potential stuff in the crust. Since last two decades the cottage industry of attar and perfumes in India has emerged with new vistas of manufacturing and became a singular industry. while a traditionally managed household business of making attar & perfume at Kannauj located on the bank of Ganga had flavored the world with its uniqueness in attar and perfumes and is called the perfume city of India .The official statistics shows more than

250 registered manufacturers in kannauj, out of which 30 units are large scale manufacturers and 12 units are leading exporters with approximately Rs. 30 crores of annual turnover. The new multinational entrants from France, Spain, Italy and China have also developed the strategies and cached the buying motives of Indian market. Perfumes are an element of cosmetics and the cosmetic market is flourishing at a fast pace. Cosmetics today have become a part of life in all age groups of men and women while perfumes are traditionally used all over the world. [9]Prof. Philip M Parker at ICON Group International Inc. reported in the "world outlook for perfume, toilet water, and cologne across more than 200 countries" and reported that the market latent demand for perfume, toilet water, and cologne in India for the year 2010 would be US \$ 830.90 million and for the year 2011 it would be US \$ 860.36 million. Maharashtra and Uttar Pradesh, the two most populous states of India, are at 16th and 25th position in world ranking

1.2 Manufacturing and supply of raw material

The perfumes and attars are traditionally manufactured using raw materials like herbs, flowers, barks of the tree etc especially nagar motha, sandal wood, jasmine and other essential oils of fragrances. While perfumes are made with alcohol bases, the Indian attars are made in sandal wood base. In advanced techniques even synthetic chemicals are used and the blending plays a vital role in making perfumes and attar. The constraint of making attars in India include inadequate supply of sandal wood and the manufacturing process involves collection and extraction, blending and aging of scent taking too much time.

1.3 Prevailing Market Segmentation

Customarily the perfume market is segmented demographically considering age, sex, income levels etc . [15]Daniel Yankelovich (1964) stated that the perfume market is segmented at micro level with respect to the purpose of buying and preferences of user. Aesthetic as well as

functional features of the product are also part of segmentation criteria. David Pybus, an Alchemist and Aromancer known as an Indiana Jones of perfume industry (also called as the Perfume Hunter since 'Hunter' is his middle Christian name) says a razzle-dazzle is also an important factor. He quoted that "It seems that the 'razzle-dazzle' is important now and not the juice. The fragrance world has gone celebrity crazy and it appears the thing to do whilst you have your five minutes of fame is to get a biography written and launch a perfume", He categorized the perfumes as

1. Most celebrity brand and some designer fragrances &
2. Some designer fragrances and fragrance houses.

2. Research Methodology

Descriptive research methodology has been adopted to study several variables influencing buying, and consumption of perfumes as well. The research has been conducted at a micro level to study the attitudes and preferences of adolescents towards the perfumes. The area selected for the study is Sinhgad Technical Education Society, Lonavala. Since the institute has residential campus, the students come from different cultures and demographics and have influences of group dynamics. A Primary data collected from selected sample through well structured questionnaire, while the secondary data collected through online database, periodicals and journals.

2.1 Objectives of the study

1. To understand the adolescents' awareness & consumption patterns towards perfumes.
2. To evaluate the attitudes and preferences of adolescents in buying perfumes.
3. To assess the functional & aesthetic attributes like odor, Brand, Price, packaging in perfumes.
4. To determine the consumers' preferences about suitable outlets for shopping perfumes.

2.2 Hypotheses

1. There are no differences in consumption pattern, spending nature, and shopping preferences between male and female in the group of adolescents.
2. Adolescents having higher family income levels spends more on perfumes

2.3 Scope of the study

The research enables to study the purchasing behavior, attitude & preferences and buying motives of graduate students towards body perfume. The detail analyses of gathered data through questionnaire envisage appropriate conclusions which may help in making and marketing new products of perfumes.

2.4 Sample Size

Since the universe is very large (considering Graduate Students), a purposive, non probability sampling is selected and chosen a sample size of 120 respondents out of which 109 respondents are validated the responses. Since the sample is purposive a randomly selected students are from business management courses like MBA, MPM, MMM, PGDM affiliated to University of Pune in the age group of 20 to 25 years.

3. Data Analysis:

3.1 Factor analysis is used to extract the important factors which are having impact on Consumption pattern of the consumer.

The factor analysis result shows that there are seven factors which in all contribute for the 67% variation in consumption pattern of Adolescents. Feeling is the first extracted factor which has vital role in the consumer buying pattern, its higher value indicate the higher degree of influence. The factors extracted with respect to their descending degree of influence are as follows –

1. Feelings
2. Frequency of using the perfumes
3. Readiness to switch the brands and frequency of switching the brands
4. Intensity of Interest in perfumes
5. Money spent in last one year
6. Gender
7. Age.

The seventh factor is quite obviously extracted as the study is mainly focused on definitive age group. The analysis also identifies that the involvement of adolescents in perfumes is positively increasing and there is a scope for making adolescents as a unique segment for cosmetics and perfumes.

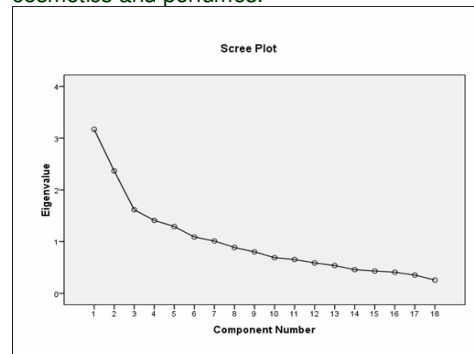


Fig. 3.1

The scree plot indicates a swift slant after the first seven factors and hence only first seven factors are considered as affecting variables on consumption and buying pattern of adolescents.

3.2 Consumption Status and shopping Preferences

There are total 68 males and 41 females responded, altogether are below 25 ages. In the above grid, almost all the sub tables 3.2.2 to table 3.2.4 supports the null hypothesis that there is no differences in consumption pattern, frequency of using the perfumes, spending nature and shopping preferences of perfumes.

The male & females are having similar characteristic and proclivity towards the perfumes. Table 3.2.1 and 3.2.2 indicate a strong interest and frequency of using perfume with high consumption amongst both males and females. Table 2.3 & 2.4 indicate the adolescent (males & females together) have preferences to use low cost perfumes. The shopping preferences recorded are high on departmental stores and cosmetics shops and low on perfume specialty stores. The internet shopping is still in a deprived state. It indicates that the adolescents prefer a celebrity crazy or razzle-dazzle type of perfumes as stated by David Pybus. Table 2.5 does not support the hypothesis of adolescents having higher income levels spend more on perfumes, all the income group specify money spending on perfume for last one year in the range of Rs. 1000 to Rs. 3000 despite their higher family income.

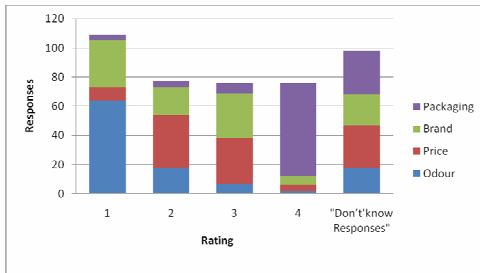


Fig 3.2 Rating of Product Attributes

The respondents preferred to rate important product attributes of perfume sequentially, the top rated is odor of perfume while price is secondary rated, brand is tertiary rated and packaging is least rated. However the price and brand attributes are overlapping and cannot be distinguished clearly. Brand conflicts with the odor attribute for top rating and price attribute is highly rated at secondary place. At the tertiary place the responses recorded for price and brand attributes are equal. It is very clear that bottle design or packaging of perfumes is a least rated attribute but may influence subconsciously for its attractiveness and convenience to handle. It is also important to note that almost 25 percent of respondents are hesitant to rate the attributes due to their unclear specter of buying influences.

3.3 Attitudes towards perfumes

The attitudes of adolescents can be analyzed through following tables and graphs.

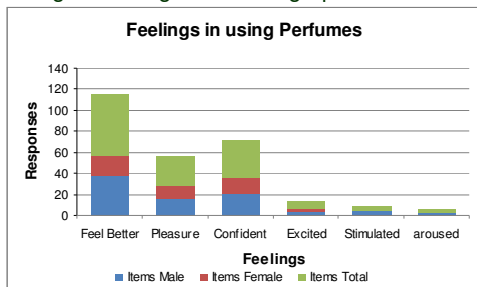


Fig 3.3

The adolescents feel better in using the perfumes while some of them feel confident and get pleasure in using perfumes. Only very few or negligible respondents respond for excitement and stimulation, rather they are stimulated to buy perfumes through the TV advertisements of stimulating perfumes.

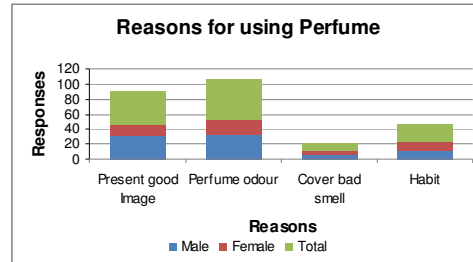


Fig 3.4

Since the respondents are residing in Pune periphery of cool weather, very few people use the perfume to cover bad smell, some of them are habitual to use, while majority of respondents use the perfume to present a good image and their attractiveness towards the pleasant odor of perfumes

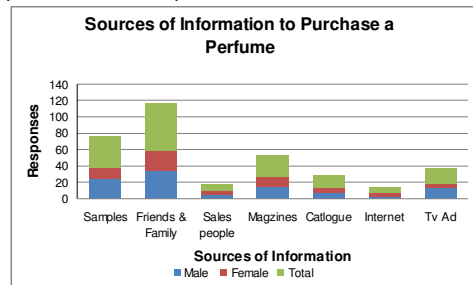


Fig 3.5

The adolescents are largely influenced through their friends and family members while buying perfumes. They also try to gain more information through using samples while buying perfumes. TV advertisements and magazines are also moderate sources of information however they are secondary sources and influence subliminally. Since the adolescents are inclined towards low cost perfumes, catalogue and internet shopping is underprivileged.

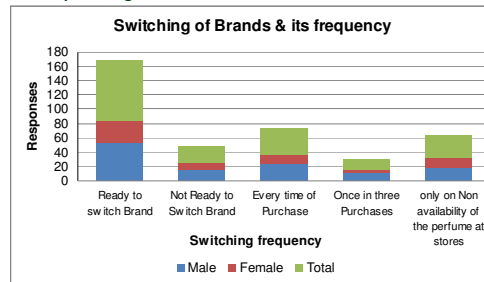


Fig 3.6

Boys and girls in the ages of 15 to 25 are trendy by nature and live in the update fashions; this is reflected in above table by

showing more responses for readiness to switch the perfume brands very quickly. Most of them try new brands every time of purchase and few try new brands in three purchases. This also indicates that adolescents are less loyal to the brands of perfumes nevertheless some responded in switching the brands only due to non availability of the brand of their choice.

4. Conclusion

The present research focuses the resemblance and differences amongst the group in buying perfumes, their attitudes and preferences towards perfumes. It is found that the adolescent segment have unique characteristics in buying pattern. The segment is largely interested in perfumes and feels better in using the product. Presenting good image and odour are major priorities for using perfumes. The males and females in the age group of 20 to 25 have similar buying pattern and possess two to three perfume bottles for daily use. The adolescents are price cautious and try celebrity brands of lower cost perfumes even though the income levels vary they are more attracted towards celebrity brands. The brand is also a foremost priority to the group. However they are less loyal to a particular brand since they have a tendency to quick switch over. The group is more influenced through their friends and families, while advertisements through television and magazines are subconsciously heartwarming.

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Table 1.1- This categorization also gels well with the 5Ps of marketing.

	Category A	Category B
5 Ps	Most celebrity brand & some designer fragrances.	Some designer fragrances and fragrance houses
Product as a Perfume	Created over 5 weeks to 5 months. Creative perfumer usually not named. A mix of synthetic, nature- identical. Not necessary to depend upon creating and blending oils extracted from the plants of millions of years.	Can take up to two to five years to create. Creative Perfumer usually named. A mix of natural, nature identical.
Place	Lower to middle retail outlets Lifespan of few months- sometimes linked to the "15 minutes of fame" Younger audience (teen to early 20's)	Middle to Prestige retail outlets Sometimes exclusive Normal life span of several years Older audience (25's plus)
Price	Rs.100 to Rs. 1000 for 50 ml	Rs. 1000 to Rs. 5000 for 50 ml
Promotion	Celebrity razzle-dazzle Organized by specialist Companies	Fashion and beauty In house management of PR/advertising
Package	Emphasis is on the packaging/promotion Does not give fragrance description. Tends to be "cheap and cheerful"	Emphasis is on the juice. Gives summarized version. Tends to be more up market

Table 3.1. Factor Analysis Component Matrix

Variables	Component						
	1	2	3	4	5	6	7
Gender	.150	-.192	.149	.469	-.339	.474	-.086
Age	-.082	-.084	.317	.126	-.185	.296	.711
Family Income	.338	.110	-.472	-.001	.414	.107	.184
Interest in perfumes	-.044	.680	-.059	.359	.045	-.062	.125
Interest Intensities	-.003	.394	-.067	.540	.228	.006	-.262
Familiarity perfumes	-.377	.265	-.098	-.411	.087	.449	-.225
Commitments to use perfumes	-.198	.444	-.215	-.562	.081	.058	.068
Importance	-.156	.618	.313	.011	.153	.325	.167
No. of perfumes	.421	-.439	-.213	.158	.114	.420	-.344
frequency of use	-.068	.735	-.044	.147	-.183	.041	-.217
Money Spend in last yr	.431	-.137	-.214	.150	.617	.080	.221
shopping preference	.635	.283	-.026	-.212	-.213	.082	-.085
reasons to use	.660	.229	-.075	-.146	-.194	.247	.079
feelings	.758	.315	-.024	.046	-.070	-.068	.062
reasons of purchase	.672	-.125	-.007	-.295	-.272	.057	-.016
purchase info	.657	.170	.039	.066	-.085	-.416	.061
switch over	.217	.103	.798	-.064	.150	-.091	-.241
switching frequency	.328	-.077	.608	-.188	.509	.087	-.059
Extraction Method: Principal Component Analysis.							
a. 7 components extracted.							

Table 3.2- Chi Square Analysis

Table 3.2.1 No. of Perfumes Possessed			
No. of Perfumes Possessed	Male	Female	Total
0	0	0	0
1	3	0	3
2 to 3	60	33	93
4 or more	5	8	13
Total	68	41	109
χ^2	(Deg 2) 5.159525		

Table 3.2.2 Frequency of Using Perfumes			
Use Frequency	Male	Female	Total
Everyday	42	26	68
once in 2-3 days	16	8	24
once in a week	2	3	5
2-3 times in month	0	0	0
once in a month	3	1	4
χ^2	(Deg 2) 0.377493		

Table 3.2.3 Money Spent on Perfumes in Last OneYear			
Money Spent	Male	Female	Total
0	2	2	4
Less than 1000	41	28	69
1001 to 3000	22	8	30
3001 to 5000	3	3	6
more than 5000	0	0	0
χ^2	(Deg 3) 2.444528		

Table 3.2.4 Proffered outlets for Purchasing Perfumes			
Preferred Outlets	Male	Female	Total
Departmental stores	29	13	42
Internet Shopping	2	3	5
Cosmetics	35	23	58
Duty free	7	3	10
Perfume Specialty Stores	18	11	29
Others	2	2	4
χ^2	(Deg 5) 2.473991		

Table 3.2.5 Family Income Vs Money Spend in Last one Year

Family Income	Money Spend in last one Year			Total
	less than Rs. 1000	Rs. 1001 to Rs.3000	Rs. 3000 to Rs.5000	
Below Rs 3 lakhs	38	11	0	52
Rs.3.01 to 6 lakhs	27	8	4	39
Rs. 6.01 to 9 lakhs	3	9	2	14
above Rs.9 lakhs	1	2	0	4
χ^2	(Deg 9) 29.05018			

Table 3.3 Rating of Product Attributes

Attributes	Rating	1 st	2 nd	3 rd	4 th	'Don't Know' Responses
		Odor	64	18	7	
Price	9	36	31	4	29	
Brand	32	19	31	6	21	
Packaging	4	4	7	64	30	

Table 3.4 Adolescents' Feelings in Using Perfumes

Items	Male	Female	Total
Feel Better	38	20	58
Pleasure	16	12	28
Confident	21	15	36
Excited	4	3	7
Stimulated	5	0	5
aroused	3	0	3

Table 3.5 Reasons for Using Perfume

Reasons	Male	Female	Total
Present good Image	32	14	46
Perfume odor	33	20	53
Cover bad smell	7	4	11
Habit	12	12	24

Table 3.6 Sources of Information to Purchase Perfume

Sources	Male	Female	Total
Samples	24	14	38
Friends & Family	34	25	59
Sales people	6	3	9
Magazines	15	12	27
Catalogue	7	7	14
Internet	3	4	7
TV Ad	14	5	19

Table 3.7 Willingness & Frequency of Switching Brands

Switching of Brand	Male	Female	Total
Ready to switch Brand	52	32	84
Not Ready to Switch Brand	16	9	25
Switching frequency			
Every time of Purchase	24	13	37
Once in three Purchases	11	4	15
only on Non availability of the perfume at stores	19	13	32