



11. A Study On Consumers Brand Preference Towards Perfume in Kanchipuram

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ABSTRACT

This paper is based on a study of perfume consumers in Kanchipuram's brand preferences. The primary objective of this paper is to ascertain the perfume user demographic profile and brand preference in Kanchipuram. An organized poll finished by 80 clients of scent. The analyst utilized the accommodation testing strategy to choose the respondents utilizing aroma.

Kanchipuram is the location of the study. The data are analyzed using a straightforward percentage and ranking system. It was noticed that both male and female clients utilized different Brand utilization of fragrance with a little similitude. Brand is used more frequently by "Z," Fogg, Axe, Yardley, and Eva. The variety of flavors primarily entice consumers to prefer the perfume brand.

KEYWORDS

Perfume, Flavors, Preference.

Introduction:

One of the fastest-moving consumer goods is perfume. Many factors influence consumers' decisions to purchase a particular perfume brand. Price, scent, packaging, and brand name are some of these factors.

I was compelled to conduct research in this area due to the ever-shifting user behavior of various brands in the market.

The primary objective of my research is to investigate how various factors influence users' purchasing decisions.

Objectives of The Study:

Important objective of the present study is:

- To study the habit of perfume users based on demographic features like age, gender, qualification, etc.,
- To study the factors influencing consumer to purchase the perfume.
- To study the level of satisfaction of the perfume users.

Scope of The Study:

The present study is an attempt to analyses the consumers brand preference towards perfume in Kanchipuram.

Sample Design:

The study is based on convenience sampling technique; simple random technique is used to collect the data from the respondents in Kanchipuram. So respondents have been selected.

Methods of Data Collection:

The proposed study will be based on both primary and secondary data. Secondary data have been collected from various journals, published reports, books, websites, etc. Primary data have benn collected through a well-structured interview schedule questionnaire.

Analysis and Interpretation of Data:

The following are the Analysis and Interpretation of Data:

Table 1: Age of Respondents

Sr. No	Age	No. of Respondents	Percentage
1	Below 20	6	7
2	20 – 30 Years	50	63
3	30 – 40 Years	16	20
4	Above 40 Years	8	10
	Total	80	100

Source: Primary Data

The Table:1 shows that out of 80 respondents, 63 percent of the respondents belongs to the age group between 20 and 30 years, 20 percent of the respondents belongs to the age group between 30 and 40 years, 10 and 7 percent of the respondents belongs to the age group above 40 years and below 20 years respectively.

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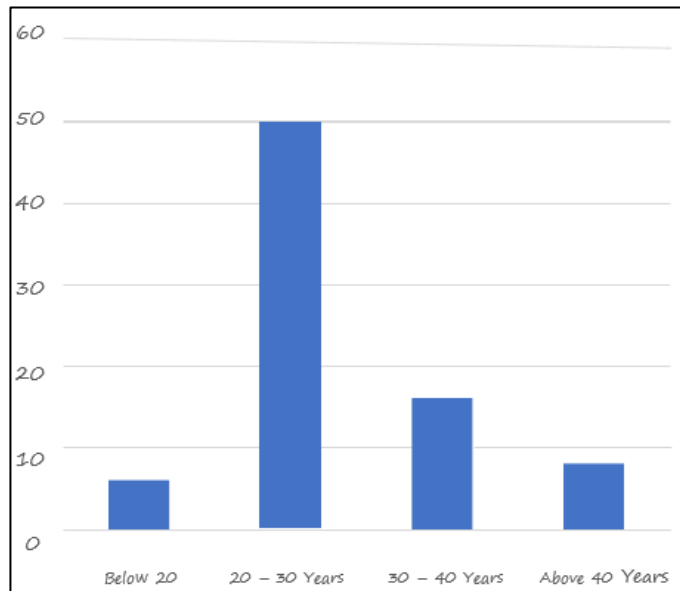


Table 2: Gender Wise Classification

Sr. No	Gender	No. of Respondents	Percentage
1	Male	18	23
2	Female	62	77
	Total	80	100

Source: Primary Data

The Table 2 reveals that out of 80 respondents 77 percent of the respondents were female and 23 percent of the respondents are male.

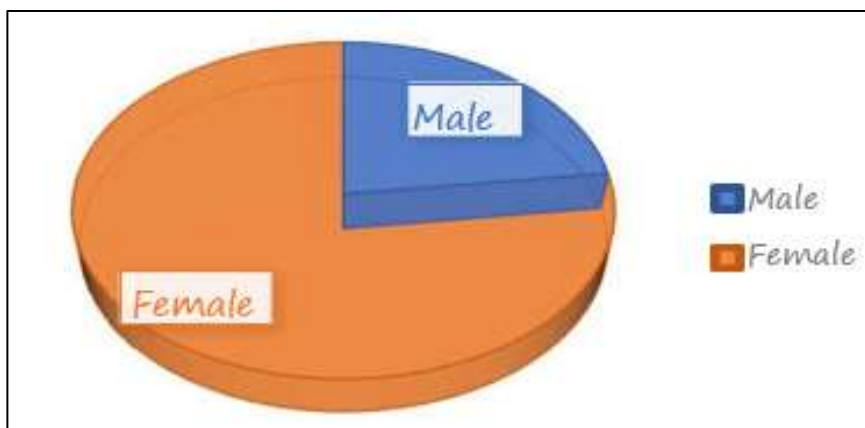


Table 11.3: Income Level Classification

Sr. No	Income Level	No. of Respondents	Percentage
1	Below Rs.5000	8	10
2	Rs.5000 – Rs.10000	22	28
3	Rs.10000 – Rs.20000	20	25
4	Above Rs.20000	30	37
	Total	80	100

Source: Primary Data

The Table 3 describes that 37 percent of the respondents belongs to the income level of above Rs.20000, 28 percent of the respondents belongs to the income level between Rs.5000 – Rs.10000, 25 percent of the respondents belongs to the income level between Rs.10000 – Rs.20000 and 10 percent of the respondents belongs to the income level of below Rs.5000.

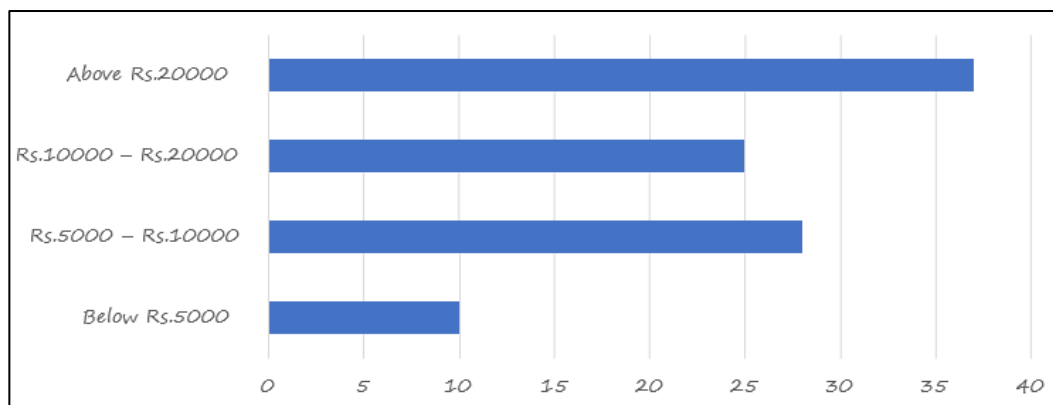


Table 4: Preferred Brands by Respondents

Sr. No	Brand	No. of Respondents	Percentage
1	Fogg	24	30
2	Axe	22	28
3	Z	28	34
4	Yardley	4	5
5	Eva	2	3
	Total	80	100

Source: Primary Data

The Table 4 describes that 34 percent of the respondents preferred using the brand Z, 30 percent of the respondents preferred using Fogg, 28 percent of the respondents preferred using Axe, 5 and 3 percent of the respondents preferred Yardley and Eva respectively.

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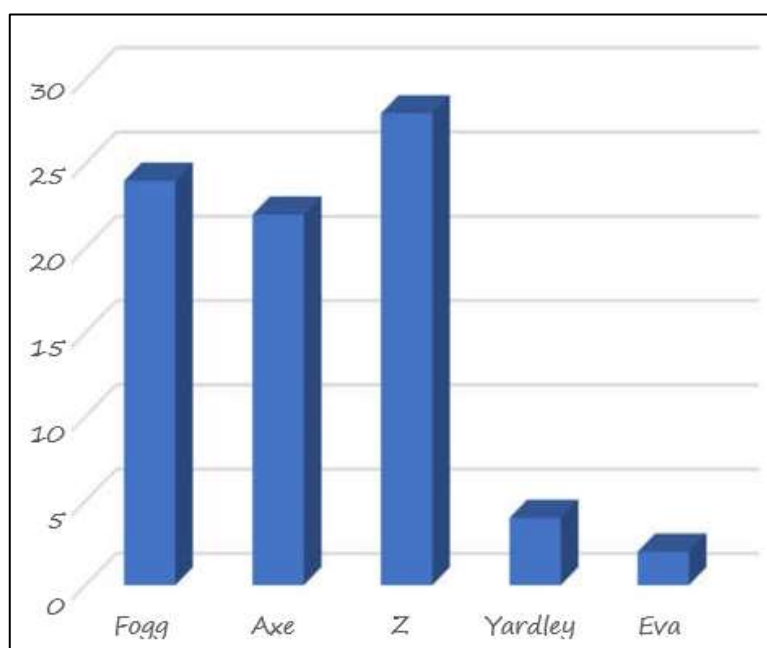


Table 5: Influencing Factors of Respondents

Sr. No	Factors Influencing	No. of Respondents	Percentage
1	Price	10	13
2	Durability	8	10
3	Brand Reputation	18	22
4	Quantity	14	18
5	Flavors	30	37
	Total	80	100

Source: Primary Data

According to data collection Table:5, 37 percent of the respondents are influenced to purchase the products through flavor, 22 and 18 percent of the respondents are influenced by Brand reputation and Quantity respectively.

Table 6: Level of Satisfaction Rank

Factors	Highly Satisfied	Satisfied	Normally	Dissatisfied	Highly Dissatisfied	Total	Rank
Quality	45	52	60	24	26	207	VI
Reasonable Price	60	40	60	50	13	223	IV
Brand Popularity	70	40	90	16	18	234	II

Factors	Highly Satisfied	Satisfied	Normally	Dissatisfied	Highly Dissatisfied	Total	Rank
Pleasant Flavors	140	40	21	26	22	249	I
Easy Availability	55	72	48	40	15	230	III
Long Lasting	30	72	30	40	26	198	VII
Pride	15	112	39	28	22	216	V

Inference:

The above table shows the level of satisfaction of respondents, gives First rank for Pleasant flavor, Second rank for Brand Popularity, Third rank for Easy Availability, Fourth rank for Reasonable Price, Fifth rank for Pride, Sixth rank for Quality and Seventh rank for Long lasting.

Findings:

- A. Out of 80 respondents, 63 percent of the respondents belongs to the age group between 20 and 30 years.
- B. Among 80 respondents, 77 percent of the respondents are female and 23 percent of the respondents are Male.
- C. 37 percent of the respondents using perfume are carrying income level of above Rs.20000.
- D. It was found that 34 percentage of the respondents are preferred using Z brand perfume.
- E. It was found that 37 percent of the respondents are influenced to purchase the brand because of flavor.
- F. In the level of satisfaction, Pleasant flavor of the perfume places the First rank.

Suggestion:

- Generally, perfumes are costly, some people not even able to buy for the price. So the manufacturer may supply or manufacture the perfume at lower price. So that all the level of customer may able to pay.
- Different types of flavors can be added to increase the sales of the perfume
- The government must facilitate more Research and Development to help in improving the quality to avoid duplicate perfume.

Conclusion:

The use of perfume goes back a long way. It comes from our ancestors' history. There is no social gathering that can be held without the use of perfumes of any kind. As a result, perfume is a way to stay close to nature. This is due to the fact that genuine notes of natural ingredients are used to make high-quality perfume oil. Top Note, Heart Note, and Base Note are the three distinct notes that comprise every perfume.

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Flowers, fruits, woods, spices, greens, and other natural ingredients are used in the production of each perfume note. • Jasmine is a representation of happiness. Even the ingredients of each note reveal something. Jasmine assists with lifting an individual's state of mind when it one is feeling down

- The aroma with flower or citrus notes will most likely add to your certainty.
- The aroma with Citrus notes will assist you with keeping you knew and will reinforce your picture.
- Using wooden notes will assist you in illustrating that image.
- Using spicy notes will help you convey your personality.

As a result, perfumes convey a person's mood and personality. Different people use and like perfumes in different ways. Nature's gift should be used.