A STUDY ON CONSUMER BEHAVIOUR OF MALE PERFUME PRODUCTS

(With Special Reference to Government School Teachers in Tiruchirapalli District)

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ABSTRACT

India has very long history of perfume dating back to 300 yearsFragreance are becoming increasingly popular and Indians are no longer averse to spend on them.Earlier men used razor/blade and shaving foam or gel. Rapidly evolving tastes, preference and rising aspirations aids the evolution of men's care product in India. The Latest trend shows that future market growth for Men care products are grooming. To find hidden opportunities researcher aims to find consumer behavior on male perfume products. Opinions regarding reason for usage of Perfume and reason for Brand Preference are studies in this research work. Validity is proved with the application of tools. Pleasure is the Reason for usage and personal liking towards the brand is the reason for brand preference was extracted from the study as a result.

A compound mixture of fragrant essential oils or aroma compounds, fixatives and solvents, used to give the human body an agreeable scent is called as Perfume It is always and usually in liquid form and used to give a pleasant scent to a hyman body. Ancient texts and archeological excavations reveal the use of perfumes in some of the earliest human civilizations. Modern In 19th century Perfumery began in the with the commercial synthesis of aroma compounds like vanillin or coumarin, which paved the way for the composition of perfumes with smells previously unattainable solely from natural aromatics alone.

REVIEW OF LITERATURE

According to the (Childers & Rao, 1992, pp. 198 - 211) study, People who had high trustworthiness and better awareness of a particular .According to the (Soman, 2001, pp. 460 - 474) study, Budget was one of the main factors for making purchase decision. According to the (Scheer, Shehryar, & Wood, 2010, pp. 225-232) study, the knowledge of budget gives a better understanding of an individual's purchase decision.Khraims (2011), study titled "The Influence of Brand Loyalty on Cosmetics Buying Behavior of female consumers of UAE, mentioned that for the average consumers, price could be the most significant factor they consider when making a purchasePezoldt and Michaelis (2012) said that the perfume industry needs to analyze how men make their perfume decisions to be able to customize perfume, to get the attention of opposite gender and to develop an exceptional brand position in the future. According to Lindqvist's book 'preference and gentle associations of perfumes applied on human skin'(2012) perfumes are a normal part of the daily life where men are using perfume products.

According to Boykin's article 'The effect of brand on consumer behaviour' the concept of a brand is the sum of consumers' experiences with the brand. It also added that consumers help in defining the brand. According to Leighton and Bird, (2012) brands that are recognised more quickly and easily are preferred more and more likely chosen. According to Kaplan and Zarrilli in their study 'The role of fragrance in the brand personality of consumer products', the fragrance influences that consumers' buying behaviour. Kaplan and Zarrilli also said that fragrances for directly and unconsciously linked to memory moods and feelings which effect the subconscious purchase behaviour of consumers. According to Milotic(2012) the customers categorize the perfume products according to the way it fits with their walk of own personal life. Kotler and Keller(2012)

said that consumer satisfaction is highly concerned with their perception of the product value. According to 'Musyoki,(2012) due to various reasons the perceived quality is different from the actual quality. The factors that helped consumers in selecting which perfume to buy, were depended on the recommendation of reference people and sample smelling test. (Yoh, 2006, pp. 396 - 406). In a study by Lautiainen (2015), it was particularly stated that Kotler and Armstrong argued that a consumer's buying behavior is influenced by cultural, social, personal and psychological factors. According to an article by Rudolph (2015) titled "To what extent does branding affect consumers purchasing decisions?", around 59 percentage of the consumers prefer to buy new products from brands they already know. 21 percentage of consumers said that they purchased the new perfume because of it was from a brand they like. It also added that 77 percentage of consumers change their brand due to advice from friends and information from social media consumer response. Suppose if the brand does this with one product the consumers would choose other products with the same brand. A brand works as a signal.

RESEARCH METHODOLOGY

This study will investigate the reason for using perfume among men particularly Government School Teacher, the duration of usage, Type of fragrance they like, Brand usage, reason for usage, and purchase place of perfumes were aimed to study. Various factors that induces male to buy perfume, reason for brand preference and place of purchase is given importance in this study.

OBJECTIVES OF THE STUDY

1. To understand the reason for usage of perfume among male respondents
2. To know the duration of usage of perfume by male perfume users.
3. To access the type of fragrance liked by the respondents
4. To find the Reason for brand preference .
5. To identify the place of perfume purchase
6. To explore the expectation of perfume male users.

HYPOTHESES

- There is no association between usage of perfume and income
- There is no association between brand preference of perfume and income
- There is no association between place of purchase and and income

AREA OF THE STUDY

The location selected is at Tiruchirapalli in Tamilnadu. There are eleven taluks in Tiruchirapalli district. The researcher has randomly selected Srirangam Trichy West, Trichy East, Manachanallur, Thuraiyur and Musiri for collection of data.

SAMPLING DESING AND SIZE

Questionnaire had a high level of content validity. The respondents were asked to rate the statement on a 5 point scale. 90 valid responses for the questionnaire were received. After the pre-test, the sample elements were selected as per convenience and were asked to return the filled questionnaires within one month.

RESEARCH DESIGN

To study the duration, reason for purchase of specific brand, place of purchase and idea to change the brand. the Researcher used convenience Descriptive Research Design to study.Random sampling method is used and its validity is tested through Run Test.

DATA COLLECTION

The study is based on primary data collection from the field survey using pre-tested questionnaire. Secondary data were collected from various sources such as journals, magazines, publications and various websites. The published research reports and market studies also helped the researcher to probe into the problem.

STATISTICAL TOOLS USED

The collected data have been consolidated, tabulated and analyzed by using relevant statistical tools like, Chronbach's Alpha Run Test,Chi square, Kaisero-Meyer-Olkin Measure of sampling adequacy, Factor Analysis, Eigen Value, Descriptive statistics, Scree plot and Component plot in Rotated space. Primary data is base for this study.

3.13 LIMITATIONS OF THE STUDY

1. Limited time of the research
2. Coverage of certain places in Tiruchirappalli district
3. Limited number of respondents with 90
4. Possibility of respondents giving misleading information.

FINDINGS BASED ON COLLECTION OF DATA

➢ Majority of the respondents that is 47.8 percent of the respondents fall under the age of 41-50.

➢ Large number of respondents 58.9 percent of the respondents belong to 45,000 and more income group.

➢ Majority of the respondents, 50 percent respondents use perfume for more than three years.

➢ 65.5% percent of the respondents agree with the reason that perfume was used to get pleasure.

➢ 67.8 percent of the respondents agree with the reason that perfume was used to get manly feel.

➢ 55.6 percent of the respondents agree with the reason that perfume was used to get relief from odour.

➢ 52.2 percent of the respondents agree with the reason that perfume was used to get prestige

➢ 56.7 percent of the respondents disagree with the reason that perfume was used to get confidence

➢ 51.7 percent of the respondents sagree with the reason that perfume was used to get personality

➢ Jasmine flavor and Sandal Flavor stands first in the preference of respondents. 21.1percent opted for Jasmine and 21.1 opted for Sandal. 12.2 percent said that they prefer lavender. 8.9 percent said rose, 6.7 said citrus, 2.2 percent honey sucle, another 2 .2 percent opted for Frooti and 15 members said they use other brands apart from the above mentioned fragrance.

➢ 22.2 percent prefer Axe brand in perfume. 21.1 percent each preferred Fogg and Yardley each. 18.9 percent like Park Avenue. 5.6 percent opted Adidas, 1.1 percent preferred eagle and 10 percent purchase unbranded perfume products.

➢ 60 percent of the respondents agree that brand preference depends on their personal liking.

➢ 51.1 percent of the respondents agree that brand preference depends on the gender beleif.

➢ 54.4 percent of the respondents agree that brand preference depends on satisfaction they derive from product behaviour.

➢ 41.1 percent can change the brand at any time. 58.9 percent have brand loyalty and they are not ready to change their brand.

➢ 73.3percent purchase perfume in shopping mall.10 percent buy in grocery shop. 6.7 percent buy from petty shops. 5.6 percent from online purchase. 4 .4 percent from other places

ANALYSIS BASED ON STATISTICAL TOOLS

CRONBACH ALPHA

Reliability statistics in Cronbach's Alpha

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.807	10

➢ The Cronbach's alpha score for the above data is 0.807 which is nearer to 1. Thus the internal internal consistency of the questionnaire is good enough to proceed for further data collection and analysis.

RUN TEST

Runs Test

	Idea of Changing Brand
Test Value[a]	1.59
Cases < Test Value	37
Cases >= Test Value	53
Total Cases	90
Number of Runs	41
Z	-.784
Asymp. Sig. (2-tailed)	.433

> The run test analyses the occurrence of similar events that are separated by events that are separated by events that are different. Since the calculated value is more than 0.05 the data selected are random.

Kaisero-Meyer-Olkin Measure of sampling adequacy

KMO and Bartlett's Test[a]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	145.181
	df	21
	Sig.	.000

> Since the value is above .70 the data collected fit the adequacy. Hence factor analysis can be calculated from the above data.

CHI SQUARE TEST

Value	df	Asymp. Sig. (2-sided)
19.843[a]	6	.003
18.625	6	.005
90		

> There is association between income and usage of perfume for the reason it gives manly feel. Respondents with income group 35000,- 45,000 uses perfume for the above said reason. More than 60 % of the respondents irrespective of their income accepts the reason that they are using perfume for the above said reason.
> There is association between income and Brand Preference due to personal liking. Respondents with income group 35000,- 45,000 uses perfume for the above said reason. More than 55 % of the respondents irrespective of their income accepts the reason that they are using particular brand of perfume for the above said reason.
> There is association between income and Brand Preference with gender belief.. Respondents with income group above 45,000 uses perfume for the above said reason. More than 55 % of the respondents irrespective of their income accepts the reason that they are using particular brand of perfume for the above said reason.

- There is association between income and Brand Preference due to the reason the product behavior gives satisfaction. Respondents with income group above 45,000 uses perfume for the above said reason. More than 55 % of the respondents irrespective of their income accepts the reason
- There is association between income and place of purchase Respondents with income group above 15,000-35,000 buy perfumes in shopping mall. Apart from that majority of 60% prefer buying in shopping mall irrespective of income.

FACTOR ANALYSIS

- As per the Factor analysis the reason for purchase is strongly influenced by the variable Pleasure, with the mean score of 3.91,Recognition with the mean score of 3.90, Manly feel with the mean score 3.72 . variables like prestige, confidence, relief from odour , and personality have a moderate influence on the usage of perfume.
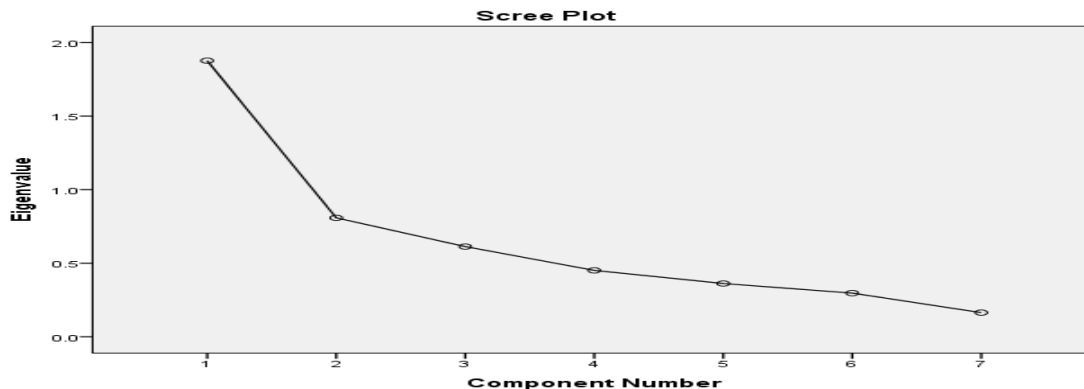
EIGEEN VALUE

Total Variance Explained

Component		Initial Eigenvalues[a]			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Raw	1	1.877	41.049	41.049	1.877	41.049	41.049	1.187	25.966	25.966
	2	.808	17.679	58.728	.808	17.679	58.728	1.498	32.762	58.728
	3	.613	13.409	72.137						
	4	.451	9.868	82.005						
	5	.362	7.914	89.919						
	6	.297	6.491	96.410						
	7	.164	3.590	100.000						
Rescaled	1	1.877	41.049	41.049	2.745	39.216	39.216	1.966	28.090	28.090
	2	.808	17.679	58.728	1.172	16.742	55.958	1.951	27.868	55.958
	3	.613	13.409	72.137						
	4	.451	9.868	82.005						
	5	.362	7.914	89.919						
	6	.297	6.491	96.410						
	7	.164	3.590	100.000						

Extraction Method: Principal Component Analysis.
  a. When analyzing a covariance matrix, the initial eigenvalues are the same across the raw and rescaled solution.

- Giving pleasure gives the Eigen value 1.877 and Giving recognition as a reason for usage of perfume gives Eigen value .808 which are the dominating factors in usage of perfume

SCREE PLOT

- Major factors indentified for the usage of perfume is that is pleasure and it is plotted in this scree plot.

DESCRIPTIVE ANALYSIS

Descriptive statistics on Reason for Brand preference

	Mean	Std Deviation	Analysis N
Brand Preference due to Personal Liking	3.56	.781	90
Brand Preference due to Gender Belief	3.51	.768	90
Brand Preference due to Product Behaviour	3.53	.950	90

➢ According to descriptive analysis reason for brand preference personal liking with the score of 3.56 and Gender belief with the score of 3.51   are srongly influenced Variable brand preference due to product behavior though it has 3.53 as mean score its deviation is more hence this variable influences the fact.

REASON FOR USAGE OF PERFUME

	Mean	Std. Deviation	Analysis N
Giving Pleasure as a reason for using Perfume	3.91	.664	90
Giving Recognition as a reason for using perfume	3.90	.688	90
Giving Manly Feel as a reason for using perfume	3.72	.719	90
Giving Presting as a reason for using Perfume	3.64	.952	90
Giving Confidence as a reason for using perfume	3.82	.894	90
Giving relief from odour as a reason of using perfume	3.73	.872	90
Giving Increased Personality as a reason for using perfume	3.77	.822	90

Descriptive analysis shown in the above table the reason for purchase is strongly influenced by the variable Pleasure, with the mean score of 3.91,Recognition with the mean score of 3.90, Manly feel with the mean score 3.72 . variables like prestige, confidence, relief from odour , and personality have a moderate influence on the usage of perfume.

COMPONENT PLOT IN ROTATED SPACE
➢ The factor gender belief gives more influence on selecting a brand. Product behavior and Personal liking plays influence on brand selection it is shown from component plot in rotated space.
SUGGESTIONS
- The data selected is random. Questionnaire set by researcher proves to be adequate proved through the statistics. Hence the suggestion give by the researcher based on the analysis will serve the society.
- Majority of the respondents irrespective of age uses perfume hence perfume manufacturers are having good market.
- Jasmine and Sandal flavor are used by majority of the respondents. Hence the manufacturer can concentrate more on these types of fragrance in their production.
- Since income has direct bearing on purchase of perfume branded companies can also produce low price product to attract more customers.
- Majority of the respondents purchase perfume to have manly feel.   Hence manufactures can differentiate the fragrance so that it gives motivation to buy the product by male.
- Since majority of the respondents buy perfume in shopping mall availability should be increased in petty shop and grocery shop to attract low income group customers.
- Majority of the respondents use perfume to get pleasure and recognition. Hence producer can concentrate on these factors and produce new products.

- Many respondents are not in a opinion to change their brand due to the personal liking as it gives them satisfaction. Hence branded companies should concentrate on these factors.
- Market is dominated by Axe Fog, Yardley and park avenue. They should try to maintain their market.
- On line purchase is made with minimum customers. Company can give offers and discounts to make them to buy in on line mode.
- Consumers expect manufacturer to extend availability of the product.
- Consumers also expect the fragrance to be lasted at least for 24 hours.

CONCLUSION

One of the largest segments in personal care industry is fragrance products and will grow faster over the forecast period of 2015-25.The global fragrance product market is largely by increasing consumer spending on personal care products. Speedily increasing demand of fragrance products by all sectors of people helps in increasing market all over the world.

To get more information regarding male perfume products, research can be done with respondents of different occupation like bankers, entrepreneurs, and others. Research can also be conducted on students, housewives. The study could also be conducted on psychological factors like status, consumer perception, life style and consumer experience on the product.

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DECLARATION

I Dr.M.Mary Anbumathy Assitant Professor and Head of Commerce and Management,

Nehru Memorial College, Puthanampatti, Tiruchirapalli, pledge you that the research work undergone on the tile "A Study on Consumer Behaviour on Male perfume Products" with special reference to Government School Teachers in Tiruchirapalli District, is original study.