

# **Factors Affecting Consumers' Choice of Perfume Products: The Case of Famagusta – North Cyprus**

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Submitted to the  
Institute of Graduate Studies and Research  
in partial fulfillment of the requirements for the degree of

Master of Arts  
in  
Marketing Management

Eastern Mediterranean University  
February, 2016  
Gazimağusa, North Cyprus

Approval of the Institute of Graduation Studies and Research

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## ABSTRACT

The decision which is made to purchase perfume products is a complicated process that consumers have to experience. Different factors affect the consumer choice for perfumes. These factors include social factors, demographic factors and psychological factors. For example, some consumers choose their perfumes depending on the recommendation they get from a family member who used the brand or know someone who is using it. In addition, consumers' age, income level, personality, self-concept, routine and values may affect their decision in choosing perfume products.

This study aims to identify the factors which affect the consumers' choice of perfume products in Famagusta, North Cyprus. The sample of the study was the residence of Famagusta. In this study, different factors were identified as factors affecting the consumers' purchase decision which are price, brand, quality, fragrance, promotions, prior experience, recommendations from the surroundings, blogs, consumer reviews and social media especially for younger consumers.

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

## ÖZ

Parfüm ürünü ile ilgili satın alma kararı tüketiciler açısından karmaşık bir süreçtir. Tüketicilerin parfüm seçimini etkileyen farklı faktörler vardır. Bu faktörler sosyal faktörler, demografik faktörler ve psikolojik faktörler olarak ifade edilebilir. Örneğin, bazı tüketiciler ürünü kullanmış aile üyelerinden birinin önerisi veya ürünü daha önce kullanmış birini tanınması sonucu parfüm seçimini yapmaktadır. Buna ek olarak tüketicinin yaşı, gelir seviyesi, kişiliği, benliği ve değerleri parfüm ürünün seçiminde etkili olmaktadır.

Bu çalışma, Gazimağusa, Kuzey Kıbrıs'taki tüketicilerin parfüm ürünleri satın alınırken seçimlerini etkileyen faktörlerin neler olduğunun ortaya çıkarılmasını amaçlamaktadır. Araştırmanın örneklemi, Gazimağusa'da ikamet eden bireylerden oluşturmaktadır. Bu çalışmada, tüketicilerin parfüm satın alma kararını etkileyen farklı unsurlar olan fiyat, marka, kalite, koku, promosyonlar, önceki deneyim, çevredekilerin önerileri, bloglar, tüketici değerlendirmeleri ve özellikle de genç tüketiciler için sosyal medya olarak ortaya konulmuştur.

**Anahtar kelimeler:** Tüketici, pazarlama, parfüm, tüketici davranışları, satın alma kararı, Gazimağusa.

## **DEDICATION**

I would like to dedicate this thesis to my family, especially my parents and Ahmad my elder brother who supported me a lot. To Shafi, Fairuz, Dr. Abdelfattah, Marwa and Hanin who helped me to be here and encouraged me to take this step in my life. Last but not least to all my new great friends that I met here in EMU, and to every single person who supported me morally or financially to reach this point.

I have a special dedication to a very special creature, my kitty “Koushi” who was a great joy in my life here in Famagusta, and stayed with me during my exams period and during the long nights when I was working on my thesis.

## **ACKNOWLEDGMENT**

I would like to thank God for everything he offered to me. Special thanks to my supervisor Asst. Prof. Dr. Doğan Ünlücan for his amazing support, notes and advices that led me in writing my thesis. Thanks to my mom's and dad's prayers, and to my family support. Thanks to Shafi, Fairuz, Dr. Abdelfattah and every single person who donated a penny for my education, Jazakom Allah Khairan. Thanks to my close friends Marwa, Hanin, Basma, Atakan, Nasser, Tareq, Omar and Nadine for being always there for me. Thanks to my colleagues at Alrowwad and big thanks to all my friends in Palestine and abroad, I love you all.

Special thanks to my friends Basmah Nada, Amal Abu-Ali and Fran Tarr for revising my thesis and proofing the English language.

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# Chapter 1

## INTRODUCTION

Nowadays perfume is not considered a luxury product, it is widely used by people from all over the world, from different ages, genders and cultures. The development of perfume from a luxurious item to a fashionable one, in addition to different brands that are launched to the market made it harder for customers to select the perfume to purchase. Moreover, the high cost of companies to enter the market, studying and identifying target groups and their preferences have an important role in positioning and decreasing the cost of perfume failure (Sadegi, Tabrizi and Norozi, 2011).

Studying consumer behavior helps firms and organizations improve their marketing strategies by understanding various aspects about consumers such as the psychology of how consumers feel or think towards a product or a brand, how they choose between them, and how they are affected by the environment surrounding them (Perner, 2015).

Many studies are done in the field of consumer behavior, trying to understand how consumers make their buying decisions, why they buy a specific product and not another. However, understanding consumer behavior completely is impossible, because of how closely it is related to the human mind, but forecasting how a human behaves in purchasing situations can be projected through previous purchasing decisions (Lautiainen, 2015).

There exist studies regarding the buying behavior of consumers in purchasing cosmetic products, but there are very few studies that investigate the buying behavior when purchasing perfume products. Therefore, the results of the study will help us understand more about our consumers and the factors that affect their decision in choosing perfume products.

According to Dudovskiy (2013) consumer buying behavior is complex, dynamic and cannot be defined easily and universally. That is why the concept has been defined in different ways by different researchers. Dudovskiy used Michael Solomon's definition regarding consumer buying process as a process of consumers choosing, buying, using and disposing products or services to satisfy their needs and wants. While Kumar in his 2010 study "Marketing of hospitality and tourism services" mentioned that consumer buying behavior refers to the behavior of final consumers, both individuals and groups, who buy goods and services for personal consumption (Kumar, 2010).

### **1.1 Aim of the Study**

In this thesis, this thesis will investigate the factors that affect a consumer's choice of perfume products. Then we will analyze whether there are differences in gender, age and income level when purchasing perfume products.

The main aim is to examine the factors that affect the consumer's decision in choosing perfume products in the region of Famagusta, North Cyprus. This study aims to answer the following research questions:

1. What are the factors that affect the consumer's choice of perfume products?
2. Do these factors affect different consumer groups in the same way?
3. How do consumers make their purchase decision in terms of perfume products?

## **1.2 Scope of the Study**

The choice of perfumes is a difficult decision making process that the consumer has to experience. Many different factors affect the consumer choice for perfumes. Some consumers choose their perfumes depending on the recommendation they get from someone in their family who used this brand or knows someone who is using it. Moreover, a consumer's age, job, economic situation, personality, self-concept, routine and values, affect his/her choice of perfume products. However, probably the most important factor that affects the consumer's choice of perfume is the personality of the consumer. Personality refers to an individual's way of living as expressed in activities, interests and opinions that often reveal unconscious motives underlying purchasing decisions (Pamelalinber, 2011).

## **1.3 Methodology of the Study**

In order to implement this study, a questionnaire has been developed to gather information from consumers in the region of Famagusta. The questionnaire questions were developed depending on previous researches and articles carried out in the field of consumer behavior and on the factors that affect the consumer's choice of products. Hypothesis have been developed and analyzed by using SPSS. The analysis will clarify the factors that affect the consumer's choice of perfume products in the region of Famagusta, North Cyprus.

## **1.4 Limitations of the Study**

1. The limited time of the research.
2. The study will take place in one city only.
3. The possibility of having improperly filled questionnaires because of probable careless respondents.

## **1.5 Structure of the Study**

Chapter 1 is made up of an introduction about consumer behavior and perfume business in general, aim of this dissertation, methodology and limitations. Chapter 2 reviews theoretical and empirical literatures on consumer behavior and the effects of price, brands, packaging, promotions etc. on the consumer choice of perfume products. Chapter 3 represents the methodology and hypotheses formulated to study the factors affecting the consumer's choice of perfume products in Famagusta. Chapter 4 provides analysis and interpretation of the empirical results. Finally, chapter 5 presents the conclusion, policy implications and recommendations for further study.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

According to what is mentioned in Lindqvist's (2012) "Preference and gender associations of perfumes applied on human skin", perfumes are a normal part of the daily life, where both women and men are using perfume products. In their study, Raza, Nas and Anwer (2013) mentioned Shaw and Laura's statement regarding what researchers should do, which is figuring out what is going in the mind of the consumer in terms of product categories, product concerns, and abstract causality that is consumers' perception whether perfume products influence others and cause attraction.

Pezoldt and Michaelis (2012) argued that the perfume industry needs to study how men and women make their perfume decisions to be able to customize perfume, to attract the attention of both genders and to develop an exceptional brand position in the future.

In a study by Lautiainen (2015), it was mentioned that Kotler and Armstrong argued that a consumer's buying behavior is affected by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, which is why when consumers make purchasing

decisions they give marketers hints that help them estimate how consumers might behave in the future.

Based on a study about the factors considered by consumers for purchase of perfumes / fragrances, price of perfume, brand of perfume, packaging, bottle design, fragrance, quality of perfume, availability of perfume, prior experience, personal care budget, advertisement promotions, special offers, deals, discounts, are different factors that affect the consumer during the purchase of perfumes.

## **2.2 The Price Effect on Consumers**

In general, consumers are highly affected by the price of a product. As price rises, the quantity that consumers demand decreases. However, this differs in terms of the importance of the purchased goods or service for the consumer. Many consumers believe that luxury products must be priced high if they are original and high quality products (Impact of price, 2015).

However, the price effect differs from one consumer to another according to which social class the consumer belongs to. A consumer from the lower class will focus more on price, whereas a consumer from the upper class will be more attracted to other elements, such as quality, novelty, features, or even the “social benefit” that could be obtained from the product (Perreau, 2013).

Khraim (2011), in his study titled “The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers”, argued that for the average consumers, price could be the most important factor they consider when making a purchase. However, he also mentioned that consumers who are highly loyal to



certain brands are willing to pay high prices for the brand they prefer since their purchase decision is not easily affected by price. Khraim (2011) added that loyal customers would pay even if the price of the product has increased, because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change. Moreover, long-term relationships of service loyalty make loyal customers more accepting of the price rising, because loyalty discourages customers from making price comparison with other products while they are shopping.

### **2.3 The Brand and Purchase Decision**

Over the years consumer behavior in buying have been dramatically changing. Nowadays, consumers are more educated, have more access to information, and they are less patient, this change has decreased the marketers' opportunity to influence their decision. As a result, many businesses employ different aspiring strategies to try to attract customers and one of them is branding.

One of the brand's definitions is that it is the relationship with the customer, the relationship that forms the sum of their experiences with the brand. Boykin (2015), mentioned in his article titled "The Effect of a Brand on Consumer Behavior", that the concept of a brand is the sum of a consumer's experiences with the brand; and according to the Advertising Educational Foundation that is what makes the consumer "own" the brand. Boykin also added that as business owners, they might own the trademark, which identifies the brand, but consumers help in defining the brand.

According to Rudolph's article (2015) titled "To What Extent Does Branding Affect Consumers' Purchasing Decisions? [Infographics]", around 59% of consumers prefer

to buy new products from brands they already know. While 21% of consumers said that they purchased a new product because it was from a brand they like. Rudolph added that 77% of brand conversations on social media are from people who are seeking advice, information or help. In term of brands, she stated that brands that make a higher emotional intensity receive three times as much word-of-mouth as less emotionally-connected brands do.

Brands help motivate customer loyalty. When a product's brand is built, it also creates an identity that differentiates that product from other products. A brand could be in different forms, like a logo, a name or a business model. Consumers search for characteristics in a brand that satisfy their needs and desires, and if they find satisfaction in that brand it will receive a positive consumer response, and if a brand does this with one product, in the future, consumers would choose other products with the same brand ("How does branding", n.d.).

Eventually a brand works as a signal. It allows consumers to quickly recognize a product as one they are familiar with or one they like. It is a memory cue that allows consumers to retrieve relevant information from memory. This information may include past experience of the brand, brand awareness or brand associations. The information that is stored about brands in consumers' minds is essential to guiding their purchasing decisions. Brands that are recognized more quickly and easily are favored more and are more likely chosen (Leighton and Bird, 2012). As for perfumes, results of a research that was done in Pakistan showed that brand clearly has high positive influence on the consumers. It was ranked among factors that have high influence on customers purchasing decisions (Raza, Nas and Anwer, 2013).

Most consumers would perceive a bottle of a well-known perfume brand such as Dior as a high-quality, expensive product. But the same perfume in an unmarked bottle would probably be viewed as lower in quality, even if the fragrances were the same. Strong brand names form an image that support each perfume's positioning. These names (brands) suggest that the perfume will do something more than just make you smell better. For example, Oscar de la Renta's Ruffles perfume started as a name chosen because it created images of whimsy, youth, charm and femininity, all those characteristics are well-matched to the target market of young, fashionable women. After putting the name a scent was selected to go with the product's name and positioning (Sadeghi, Tabrizi and Noroozi, 2011).

Brand has a very important role in creating loyal customers and keeping companies' market share. Loyal customers always repurchase and recommend the brand to others, and they pay more money for the brand they prefer even if there are alternative products that are cheaper. Brand awareness increases the customer decision to buy a specific brand. Moreover, brand has a significant impact on the customer's purchase decision. Brand name has a major impact on the purchase decision of customers (Mirabi, Akbariyeh and Tahmasebifard, 2015).

Results by Tifferet and Herstein's (2012), in their study titled "Gender differences in brand commitment, impulse buying, and hedonic consumption", showed that when comparing between genders, women exhibit higher levels of brand commitment than men. Women are more likely loyal to certain brands in beauty/personal grooming items, titled "Trailing a Scent: Does Age Affect Perfume Brand Loyalty?" Laurent (2010) stated that as women grow older, they keep loyalty to their perfumes for a

longer time; however, younger women are a less stable clientele because of their continuous search for novelty.

## **2.4 Packaging Effect on Consumers**

Love at first sight is not only about people, but this could also happen between consumers and products. A well-designed packaging would attract consumers while a bad one would push them away especially if they are new users without any preconceived preferences.

Packaging is used to promote and sell the product by defining the product's identity, getting consumer attention, providing information about the product and the producer, and ensuring safe use (Adofo, 2014). Studies show that consumers make decisions about the product based on its overall appearance before looking at the ingredients or the price tag. Aidnik (2013), in her study titled "The Effect of Cosmetic Packaging on Consumer Perceptions", stated that consumers expect stunning packaging from an expensive and high quality product. However, packaging should be fitting with the environment in which the product will be sold. Products may be disregarded by a consumer because of the "too fancy" packaging look, which leads to the perception that the product is too expensive or that the consumer will be paying for the packaging itself. They might also be disregarded because of the "too cheap" packaging look, which leads consumers to view the product as low quality.

Breetz (2013), in his study "The impact of product packaging on consumers' value perception" argued that some of the factors in consumer choice that might be communicated by the product packaging in order to influence price include hedonic and sensory elements such as perception of the product's quality, safety, distinction,

affordability, convenience, or artistic beauty. That is why it is very important to give the new customer a positive impression about the brand's quality through its packaging in order to justify its price. He also mentioned that studies generally showed that the choice of wording, images and colors on product packaging set sensory and other expectations of the product.

Consumers often make impulsive decisions when making purchases. How a product is packaged may be the determining factor of whether they make the purchase or not. Packaging has various elements; one vital element of successful packaging is an icon. Jarski (2014), stated in her article "How Product Packaging Affects Buying Decisions [Infographic]" that "Emotions are often also connected to brand icons as memories and feelings can be brought up on sight, leading to long-term relationships between the brand and the consumer." In addition, color and design have great influences on purchasing decisions. Design is capable of not only motivating a purchase from the targeted consumer but also attracting new consumers. Consumers are likely to be more attracted to a brand and spend their money if fragrances of high quality are offered with eye-catching packaging and beautifully designed perfume bottles (Raza, Nas and Anwer, 32013).

Daniel Milotic (2001), in his paper "The impact of fragrance on consumer choice", mentioned that the use of colors in products and their packaging is a strong visual tool; consumers connect certain colors with certain concepts. Milotic added that there are studies that indicate that consumers perceive green and blue as clean and fresh colors, while they perceive honey and brown as warm colors. He concludes that a

fragrance will have a much stronger message and consistent delivery when color and fragrance concepts are coherent.

Smart packaging helps its targeted consumers feel an emotional attachment to a brand. It is important to know that the influence of packaging is subconscious. Furthermore, there are many studies argued that due to the type of influence the packaging has on consumers, females are more affected by the packaging than males.

## **2.5 Bottle Design Effect on Consumers**

Packaging and bottle design are related to each other, as much as the packaging affects the consumer's purchasing behavior, the design of the perfume bottle affects it. Pezoldt (2012), in her paper "Gender differences in consumer decision making for perfume", stated that the design of the perfume bottle is highly important because it serves as an eye-catcher and a decision criterion for both genders.

In order to make a successful launch, marketers are emphasizing more on one element of the marketing mix, which is "packaging", to differentiate fragrances and brands for the consumer. In the past consumers had to do choose between bottle No. 5 and bottle No. 17, since the bottles were almost the same. However, today, the number of brands of perfumes and colognes is over 700, and searching through a market for a new successful fragrance launching is not an easy task, that is why marketers are emphasizing more on differentiating their packaging and bottle design (Murphy, L. 1994).

Consumers do not focus only on perfume packaging but also on the bottle design; its shape, color and size. Those features are also important to the customers (Raza, Nas and Anwer, 2013). Perfume bottles must feel comfortable, be easy to hold and look

remarkable and exciting when displayed in stores. It is very important that the perfume bottle supports the perfume's concept and image (Sadeghi, Tabrizi and Noroozi, 2011). Only 40% of perfume users can recognize their favorite fragrance without the bottle (Wellmann, Bruder and Oltersdorf, 2004).

The bottle of a perfume can largely affect how well it sells. If we mention the name of a very famous scent such as Chanel No. 5, or Angel by Thierry Mugler, the bottle will spring to our mind before the scent itself. Perfume bottles are described as a scent's "silent salesman." As many consumers will judge a fragrance from its bottle, bottles should be the physical personification of the fragrance (Something We Like, n.d. para1).

Lots of consumers keep the bottle of the perfume after they used it, especially women, either for memory or decoration. Women are attracted to certain bottle designs more than men, since women give more attention to bottle designs than men (Xue and Yen, 2007). Chamlou (2013) mentioned in her article "Product Attraction in Fine Fragrance" that packaging, especially the bottle, provides a visual and tangible experience that is relevant to a consumer's total experience with the product.

## **2.6 Fragrance Effect on Consumers**

Fragrance is a recognizable ingredient in perfumes, colognes, and deodorants; it is used in nearly every kind of personal care product. As for perfumes, fragrance is the brand's DNA, which is delivered through generations and cannot be changed. Fragrance is a main motivator for consumers when choosing which personal care product to purchase. However, it sometimes gets unnoticed or neglected when budgetary decisions are made. Consumers explain their addiction to certain

fragrances because they have been around for some important time and remind them of good times, such as holidays and childhood memories. As a purchase motivator in toiletries, fragrance was rated as one of the most important attributes, more than performance or efficacy. In research conducted in 2012, fragrance was shown as the second most important factor after moisturizing in shower gels for both European and the US. In addition, in the US, consumers rated the pleasant fragrance in shampoos or conditioners more highly than product benefits (Matthews, 2013).

Kaplan and Zarrilli (n.d) stated in their study “The role of fragrance in the brand personality of consumer products”, that fragrance influences the consumers’ evaluation of product performance. As a result, consumer goods companies spend almost \$12 billion per year on fragrance for the manufacturing of their products; this big amount of money is an indicator of the importance of fragrance in affecting consumers’ opinion, which is important for a product’s success. Kaplan and Zarrilli added that fragrances are directly and unconsciously linked to feelings, moods, and memory, which affect consumer’s subconscious purchase behavior.

Consumers categorize perfume according to the way it fits with their own personal life, some categorizations include ‘likes’ versus ‘dislikes’, ‘summer’ and ‘winter’, ‘informal daytime’ and ‘evening’ perfume (Milotic, 2001).

## **2.7 Quality of Perfume Effect on Consumers**

Quality is defined as evaluation of excellence and supremacy of the product; it is divided into objective of quality, which is an assessment of the product based on physical characteristics and perception of quality, which is the consumer assessment of the product and judgment that is based on some characteristics. Product’s quality



is a main factor that affects the consumer purchasing behavior. For a company, creating high quality products requires an understanding of how different customer segments define or perceive quality (Nguyen and Gizaw, 2014). Perceived quality differs from actual quality for different reasons; consumers might be influenced very much by a previous experience of low quality, that is why they may not believe in the product anymore, and they may not be willing to take the time to retrying it. Thus it is very important to protect a brand from getting a reputation for low quality since it is hard and sometimes impossible to recover (Musyoki, 2012).

Kotler and Keller (2012) mentioned that Consumers' satisfaction is highly related to their perception of the product value; if it meets their expectations they will be satisfied and perceive high value of the product. However, if it doesn't meet their expectations then they will be dissatisfied and this will lead to risk perception and a negative impact on their purchase decision. Many researchers found that there is a tight relationship between price and perceived quality by consumers. Consumers often believe that high price means high quality products, in contrary low prices mean low product quality. Moreover consumers relate price and quality with self-esteem. Higher quality content and higher price has a positive relation with the consumer's self-esteem (Nguyen and Gizaw, 2014).

Consumers usually do not have all the needed information to make a rational and objective decision on quality; however, if they do have the information, they still may lack the time and motivation to process it, that is why they depend on one or two indicators that they link with quality. Therefore, it is important to understand how consumers make their judgments of quality. There are seven factors that affect

the consumers' perception of a product: product performance, features, correspondence with qualifications, reliability, permanency, and serviceability as well as fit and finish (Musyoki, 2012).

## **2.8 Availability of Perfume Effect on Consumers**

Product availability and lack of availability have the possibility to initiate the consumer's purchase decision. Lack of product availability can be perceived either positively or negatively. In the case of positive perception it affects the consumer's purchase intentions through consumer involvement. However, in the case of negative perception it affects the purchase intentions through perceived feasibility. According to many studies marketers have spent important effort and financial resources to always keeping products available in the market; they have considered product availability as a fundamental feature in causing sales (Steinhart, Mazursky, and Kamins, 2013).

Conlon and Mortimer (2010) argued that the lack of product availability might affect consumers negatively by making them switch to alternative products, which means a loss of consumers and share of profit for the producing firm. They added that consumers prefer to find the products they need easily. In a study about European shoppers, Awbi (2006) stated that "retailers and manufacturers across Europe lose out to store and brand switching as consumers substitute products which are unavailable or difficult to find".

## **2.9 Prior Experience Effect on Consumers**

Consumers' prior experiences with products could be essential in creating the product specific awareness that would lead to future purchase plans. Prior experience is perhaps a very important stage in the consumer purchasing decision process, since

it affects the consumers' decision to rebuy the same product or service again (Dudovskiy, 2015).

Consumers who have prior experience with the product engage in less searching for information about the product, and they probably know more specific facts about existing alternatives, which is why they would not search for additional information. However, consumers who are unfamiliar with the product will spend some time searching for information (Crittenden, Scott and Moriarty, 1987). Consumers who had a positive prior experience with the product will limit their research, and they will be more willing to repurchase or reuse the product. Prior experience decreases the level of consumer involvement in the purchase. Additionally, consumers start to make quick choices because they are familiar with the product and they know if it will satisfy their needs or not.

## **2.10 Personal Care Budget Effect on Consumers**

When consumers build personal budgets that lead to an increase in consumption for some goods and decrease in consumption for others (Heath and Soll, 1996). Budget-conscious consumers prefer to buy large packages, because they have a lower per-unit cost (D'Andrea, Stengel, and Goebel-Krstelj, 2004).

## **2.11 Advertisement and Promotions / Special offers / Deals / Discounts effects on consumers**

Advertising expenses is seen as an indicator of product quality for goods as consumers suppose that high-quality products are those that advertise more, while low-quality products advertise less (Chakraborty, Hossain, Azad and Islam, 2013). In the same context, Kokoi 2011 mentioned that consumers usually believe that a brand that is advertised a lot offers good value. In addition, some results of her study

about facial skin care products, found that young women focus more on the visual aspects in terms of how they experience and perceive advertisement. While, older women focus more on the proven effectiveness of the product. However, Singh (2014) mentioned that higher income consumers are more affected by advertisement than lower income consumers.

Lots of consumers are easily attracted when they see the term Sale Promotion. This encourages them to think and evaluate brand and purchase opportunities (Mughal, Mehmood, Mohi-ud-deen, and Ahmad, 2014). Kokoi, 2011 in his article titled “Female Buying Behavior Related to Facial Skin Care Products” stated that the most familiar sales promotion method used in cosmetics business is the offering of free product samples and testers. Ndubisi (2005) mentioned that sales promotions are kinds of selling motivators and practices aimed to create instant or temporary effects on sales. Sales promotion includes coupons, free samples, in-pack premiums, discounts and buy-one get-one, ext. He also added that consumers who are exposed to promotions may change the brands they use and try other brands who are offering those promotions. Ndubisi research results show that if the income level and the educational level are neglected, there is no difference between male and female shoppers in terms of their behavioral responses to promotions. However, other studies show that females are more promotion prone; especially in using coupons studies have shown that women use coupons more than men (Kown, 2007).

Price discounts could change consumers’ reactions and buying planning concerning a certain brand; discounts encourage transferring this brand or item from the hold set to consideration set (Chakraborty, Hossain, Azad and Islam, 2013). Free samples are

also one of the techniques of promotion, and for some researchers they see that free samples do not affect the consumer behavior towards a product, while others see that it affects the consumer's buying decision (Meo, Abbas, Sajjad, Rizwan, bukhari and Hameed, 2014).

### **2.12 New Launches (i.e. Fragrance, Packaging, Design)**

Helm and Landschulze (2011) stated that as age increases, consumer's choice of new products in the collection of their favorite brand increases, but it is not the same for the choice of new products within a brand they are just familiar with. In a study it was shown that 60% of the consumers are willing to buy new products launched by brands they prefer or use, in addition to 63% said they like when manufacturers launch new products (Nielsen, 2013). However, perfume industry producers are advised to slow down releasing new perfumes, because many are ignored by the consumer, since it takes time from the consumer to get used to the new shape or fragrance, and it is not easy for them to accept the new package design for example if they are emotionally attached to the previous design (Angela, 2008). However, 27% of the American consumers stated that they like to try new fragrance launches from the brand they prefer (Woitalla, 2014).

### **2.13 Shop Decoration / Display Stand / Stall**

The store's environment is considered to be one of the factors that might influence consumer's purchasing decision. Shop decoration which includes display stands or stalls, paint color, temperature, music, smell, and cleanness of the shop all of those elements affect the consumer buying behavior, and the consumer's satisfaction (Khraim, 2011).

Farias, Aguiar, and Melo (2013), argued that every customer notices only specific features of the store, due to selective attention, distortion and retention. Those

noticed features might affect the information and the affective state of the customer, which can lead to a greater potential to purchase. Many consumers link between the high quality products and with the location and decoration of the shop (Nguyen and Gizaw, 2014).

#### **2.14 Recommendations of surroundings (i.e. family members, friends, co-workers etc....) and Internet, consumer ratings and blogs**

Recommendations from the trusted surroundings are considered by the consumers at a significant level while purchasing the perfume (Raza, Nas, and Anwer, 2013). Many consumers seek recommendations and depend a lot on word-of-mouth, especially from people they highly trust, like friends or family members, in this case consumers save time and energy, they decrease their searching for information time, and the decrease the possibility of being dissatisfied with the quality or the durability of the product (Kokoi, 2011). Singh (2014) mentioned in his study that lower income consumers are more affected by their friends and family members' recommendations than higher income consumers. Laja 2012 stated that studies found that 59% of consumers refer to family and friends for recommendations for purchasing decisions.

In a study conducted in the U.S to study the influence of the surroundings recommendation vs the internet reviews, blogs and social media recommendations, it was found that the recommendations from friends and family members and other trusted persons have higher influence on consumers than the online or internet recommendations. However, both information resources are important to the consumers and affect their purchasing decisions especially for luxury products (Data 'N Charts, n.d). Sullivan 2010 mentioned that word-of-mouth recommendations from the surroundings is still the most significant resource on advice for consumers,

however, online reviews, blogs, search engines ext. are also becoming significant especially among younger consumers, more than older consumers because they are more familiar with internet.

### **2.15 Expertise / Sales Technique (Salespeople)**

Raza, Nas and Anwer (2013) in their study “Factors considered by consumers for purchase of perfumes / fragrances: a case study of consumers in the twin cities of Islamabad & Rawalpindi”, found that sales expertise and techniques do not have an important influence on consumers while they are purchasing perfumes. Sujana (2010) mentioned that consumers prefer dealing with an expertise salesperson, who understands their wants and unstated needs.

### **2.16 Handling and Testing the Product**

Consumers from different regions stated that they like to test the product before purchasing, and they prefer to smell the perfume, soaps, shower products and deodorants before they buy them. Woitalla, 2014 mentioned that 34% of American men and 59% of German men said that they like to smell scented products before they purchase them. Stores should offer free sample for consumers to try the product, especially for perfume products, to encourage them to try it and to increase the potential to purchase it (Angela, 2008).

### **2.17 Time spent to search information regarding the product and evaluate between alternatives**

Young and highly educated Americans usually refer to online search engines, articles, ads, email offerings and social media to find information about a brand or a product and compare between alternatives or substitute products (Sullivan, 2010). The third stage in the consumer buying decision is evaluation of alternative; they do that to discover which could offer them better value for the amount of money they

pay (Boundless.com). When consumers recognize their need, they start searching how to satisfy it, which is the best product for that, as they do more research they will certainly become aware of competing brands and products available in the market, and here they enter the alternative evaluation stage to decide on the product or brand they will purchase (Jones, 2014). Johnston (2013), argued that one factor which highly affects the customer's attitude during the evaluations stage is his involvement, the customer involvement could be high, if his attitude is positive thus he will evaluate many brands and companies, however, if the customer's involvement is low, he will evaluate one company or brand.

### **2.18 Impulse Buying**

Impulse buying (buying without previous planning), is easy to be increased by promotions, low price, low need for item, mass distribution, self-service, huge advertising, noticeable store display, short product life, the size and weight of the product, and if it is easy to store. However, price discount or reduction is the most significant factor causing the consumer's impulse buying (Hong Zhou, 2015). Tifferet and Herstein (2012) stated that many studies showed that women are more likely to make impulse buying than men, moreover, women tend to pay attention more to when products are on sale, and they have the talent of gathering things more than men, which make them more impulse buyers than men.

### **2.19 Hypotheses Development**

As result of the literature review in this chapter, twelve hypotheses were formulated. Perreau (2013) and Khraim (2011) mentioned that prices affect consumers with different income levels when they are making a purchase decision, however, it affects low income and average consumers more than high income consumers, based on that the researcher formulated the first hypothesis:



**H1: The perceived importance of price varies among income levels when making the purchase decision.**

In an article published by MarketingChart (2014) titled “Are Men or Women More Brand-Loyal” it was mentioned that women are more brand loyal than men. Moreover, the Results by Tifferet and Herstein’s (2012) also showed that women are more loyal to brands and they made their buying decisions based on which brand they prefer. The second hypothesis was formulated based on those arguments:

**H2: The perceived importance of brands varies between genders when making the purchase decision.**

Laurent (2010) also mentioned that older women are more loyal to brands than younger women, based on that the third hypothesis was formulated:

**H3: The perceived importance of brands varies among different ages when making the purchase decision.**

As a result of what was mentioned by Westen (2013) article that the people who most likely to be influenced by packaging concepts and on-pack promotions are females, the fourth hypothesis was formulated:

**H4: The perceived importance of packaging varies between genders when making the purchase decision.**

Pezoldt (2012) stated that both genders’ buying decisions are affected by bottle design, however, Xue and Yen (2007) argued that bottle design affects females more than males. Based on that the fifth hypothesis was formulated:

**H5: The perceived importance of bottle design varies between genders when making the purchase decision.**

As a result of what Kaplan and Zarrilli (n.d) mentioned that fragrance influences the consumers' evaluation of product performance, in addition to what was stated by Centeno (n.d) that females use their smell sense more which make them more affected by fragrance when they are making their purchase decisions. Based on that the sixth hypothesis was formulated:

**H6: The perceived importance of fragrance varies between genders when making the purchase decision.**

Nguyen and Gizaw (2014) argued that higher quality content and higher price has a positive relation with the consumer's self-esteem, in addition to Perreau (2013) mentioned that consumers from the upper class will be more attracted to quality and other features in the product. As a result the seventh hypothesis was formulated:

**H7: The perceived importance of quality varies among different income levels when make the purchase decision.**

Based on what was stated by Singh (2014) that high income consumers are more affected by advertisement than lower income consumers, the eighth hypothesis was formulated:

**H8: The perceived importance of advertisement varies among different income levels when make the purchase decision.**

Ndubisi (2005) argued that the effect of promotions on both genders is the same while making a purchase decision, however, Kown (2007) argues that women are

more affected by promotions methods than men especially in using coupons, based on that the ninth hypothesis was formulated:

**H9: The perceived importance of promotions varies between genders when make the purchase decision.**

In general consumers tend to ask for recommendations from their trusted surroundings (Laja, 2012). However, Singh (2014) stated that high income consumers depend more on recommendations from surroundings when making a purchase than lower income consumers. As result of this argument the tenth hypothesis was formulated:

**H10: The perceived importance of recommendations from surroundings varies among different income levels when make the purchase decision.**

Studies showed that recommendations from surroundings and recommendations from internet blogs or consumer reviews affect the consumer purchase decision; however, Sullivan 2010 stated that younger consumers are more affected by recommendations they got from internet sources like blogs, search engines and consumers reviews more than older consumers. As a result of those arguments the eleventh hypothesis was formulated:

**H11: The perceived importance of referring to online recommendation varies among different ages when make the purchase decision.**

As a result of what Tifferet and Herstein (2012) stated about women being more likely to make impulse buying than men, especially because women tend to pay attention more to products when are on sale, and they have a better gathering skill than men. The twelfth hypothesis was formulated:

**H12: The perceived importance of impulse buying varies between genders when make the purchase decision.**

## Chapter 3

### METHODOLOGY AND DATA ANALYSIS

This chapter describes the methodology used in this descriptive dissertation. The aim of this study was to clarify the factors that affect the consumer's choice of perfume products, in the region of Famagusta, Northern Cyprus.

#### 3.1 Research Design

A descriptive survey research design was conducted for this study; to clarify the factors that affect the consumer's choice of perfume products. Table 3.1 shows the twelve hypothesis conducted by the researcher as a result of the different arguments mentioned in the literature review in chapter two.

Table 3.1: Hypotheses of the study

H1	The perceived importance of price varies among income levels when making the purchase decision.
H2	The perceived importance of Brands varies between genders when making the purchase decision.
H3	The perceived importance of Brands varies among different ages when making the purchase decision.
H4	The perceived importance of packaging varies between genders when making the purchase decision.
H5	The perceived importance of bottle design varies between genders when

	making the purchase decision.
H6	The perceived importance of varies between genders when making the purchase decision.
H7	The perceived importance of quality varies among different income levels when making the purchase decision.
H8	The perceived importance of advertisement varies among different income levels when making the purchase decision.
H9	The perceived importance of promotions varies between genders when making the purchase decision.
H10	The perceived importance of recommendations from surroundings varies among different income levels when making the purchase decision.
H11	The perceived importance of referring to online recommendation varies among different ages when making the purchase decision.
H12	The perceived importance of impulse buying varies between genders when making the purchase decision.

### 3.2 Questionnaire Design

A questionnaire was created for this study based on previous studies and was translated to Turkish. The questionnaire had two parts. The first part included demographic information which contained 10 closed ended questions about gender, nationality, educational level, age, occupation, monthly income level, marital status, relationship status, and how often the respondent purchase perfume and the reason

for using perfumes. The second part was a Likert scale where 20 factors that the researcher wanted to examine were asked.

Each of the factors should be labelled by numbers from 1-5 where 5 means strongly agree and 1 mean strongly disagree, this part was based on a study done by Raza, Nas, and Anwer (2013) titled “Factors considered by consumers for purchase of perfumes / fragrances: a case study of consumers in the twin cities of Islamabad & Rawalpindi”. A copy of the questionnaire is available in the Appendix of the dissertation.

### **3.3 Population and Sample of the Study**

The population of the study is the residence of Famagusta in Northern Cyprus. A random sample of 146 persons filled the dissertation questionnaires. The sample had males and females, different nationalities, different educational levels, different age groups, different occupations but students were the majority, different monthly income levels, different marital status and different relationship status. Percentages are explained in details by the researcher in the Findings and Analysis, chapter 4. 250 questionnaires were printed out, 125 in Turkish and 125 in English. 230 questionnaires were randomly distributed on the sample of the study, in Famagusta, in the cafes, streets and the Eastern Mediterranean University. Due to the limitation of the study that I mentioned earlier in chapter 1, only 154 questionnaires were collected and 146 questionnaires were usable and were used in the analysis because there were unusable questionnaires, where the respondents either have never bought perfume, they don't use it or they didn't answer the all the questions in the questionnaire.

### **3.4 Data Analysis**

The Statistical Package for Social Sciences (SPSS) version 21.0 was used to analyze and interpret the data that have had already been collected from questionnaires, and was filled onto an Excel sheet. In order to test the hypotheses formulated previously, an Independent-samples t- test and a one-way analysis of variance (ANOVA) were used for the purpose of determining which hypotheses are accepted and which ones are rejected. The independent-samples t-test (independent t-test) is used to compare the means between two unrelated groups on the same continuous, dependent variable. The one-way analysis of variance (ANOVA) is used to compare among several means.



## Chapter 4

### RESEARCH FINDINGS AND DISCUSSIONS

#### 4.1 Demographic Analysis

Demographic results are given in table 4.1. The respondent sample had 146 persons, 66 females which constitute 45% of the total sample and 80 males which corresponds to 55% of the sample. The sample had different nationalities, where 41.8% were Cypriots, 6.2% were Turkish, 6.8% were Palestinians, 6.2% were Jordanians, 7.5% were Iranians, 10.3% were Nigerians and 21.2% were from other nationalities such as Moroccans, Tunis, Iraqis, Russians, Syrians, Lebanese, Senegalese, Swazi, Pakistanis, French, American, Swedish, British, Libyans, and Turkmenistan.

The sample consisted of different educational level, where Masters had the highest percentage among the sample 56.2%, Primary school 24.6%, PhD 9.6%, University (Bachelor) 7.5% and High school 2.1%.

The sample had different ages, 85 respondents' ages were between 17-25 years old, which represented 58.2% of the sample. 41 respondents represented 28.1% of the sample, and their ages ranged between 26-35 years old. Ages of 13 respondents were between 36-45 years old which represented 8.9% of the sample. In addition ages of six respondents were between 46-55 years old which represented 4.1% of the sample. And 0.7% of the sample their ages were 56 years old or more.

The research sample included people from different occupations randomly. There were 110 students which represented 75.3% of the whole sample, 9 Research Assistants which represent 6.2% of the whole sample, 5 University Lecturer which represented 3.4% of the whole sample, 4 Cleaners which represented 3.0% of the whole sample, and 18 respondents represented 12.3% of the whole sample were with different occupations that varied among Security, DJ, Designer, Coiffeur, Business man, and House wife.

Respondents of the sample had different income levels, 64 respondents had an income ranged between \$0- 499, that represented 43.8% of total sample. 59 respondents had an income ranged between \$500-999, that represented 40.4% of total sample. 17 respondents had an income ranged between \$1000-1999, which represented 11.6% of total sample. 3 respondents had an income ranged between \$2000-2999 and that represented 2.1% of total sample. In addition 2.1% had an income of \$3000 and over.

One- hundred sixteen (116) respondents were single which represented 79.4% of total sample. 26 respondents were married that represented 17.8% of total sample. And three respondents were divorced that represented 2.1% of total sample. In addition 0.7% of total sample were separated and none widowed. In the sample there were 12 engaged respondents who represented 8.2% of the sample, while 38 respondents who represented 26.0% of total sample were in a relationship. And 96 respondents who represented 65.8% of total sample chose “other” as their relationship status.

Thirty- five (35) respondents purchase perfumes on monthly basis, that represented 24.0% of total sample, and 53 respondents purchase perfumes “every 3 months” that represented 36.3% of total sample. 19 respondents purchase perfumes “every 6 months” and that represented 13.0% of total sample. 13 respondents purchase perfumes once a year and represented 9.0% of total sample, while 24 respondents purchase perfumes when they ran out and that represented 16.4% of total sample. In addition two respondents who represented 1.3% of total sample said they almost never purchase perfumes because they don’t use that much.

Sixty- seven (67) respondents said they consume perfumes as a habit that represented 45.9% of total sample, 23 respondents said they are addicted to perfumes that represented 15.7% of total sample. 22 respondents said they consume perfumes as status symbol that represented 15.1% of total sample. And 20 respondents said they consume perfumes because of the feel of belonging (when they smell better, they feel more comfortable and more attractive) and that represented 13.7% of total sample. Finally 14 respondents said they consume perfumes in special occasions only, and that represented 9.6% of total sample.

Table 4.1: Demographic Analysis

Demographic Variables		N	Percent (%)
Gender	Female	66	45.2
	Male	80	54.8
	Total	146	100.0
Nationality	KKTC	61	41.8
	Turkish	9	6.2
	Palestinian	10	6.8
	Jordanian	9	6.2
	Iranian	11	7.5
	Nigerian	15	10.3
	Other nationalities	31	21.2
	Total	146	100.0
Education Level	Primary school	3	2.1
	High school	11	7.5
	University	82	56.2
	Masters	36	24.6
	PhD	14	9.6
	Total	146	100.0
Age Groups	17-25	85	58.2
	26-35	41	28.1
	36-45	13	8.9
	46-55	6	4.1
	56+	1	0.7
	Total	146	100.0
Occupation	Student	110	75.3
	Research assistant	9	6.2
	Lecturer	5	3.4
	Cleaner	4	3.0
	Others	18	12.3
	Total	146	100.0
Monthly income level	\$0- 499	64	43.8
	\$500-999	59	40.4
	\$1000-1999	17	11.6
	\$2000-2999	3	2.1
	\$3000 and over	3	2.1
	Total	146	100.0

Marital Status	Single	116	79.4
	Married	26	17.8
	Separated	1	0.7
	Divorced	3	2.1
	Widowed	0	0
	Total	146	100.0
Relationship status	Engaged	12	8.2
	In a relationship	38	26.0
	other	96	65.8
	Total	146	100.0

## **4.2 Purchase Decision**

The second part of the questionnaire was a Likert scale on the most factors that could affect their purchase decision of perfume products. The question was: How important is each of the following factors to you while purchasing perfume products. Please mark on the number which is mostly appropriate for you in order to specify your **opinions in purchasing perfume products. (From 5 - Strongly agree to 1 - Strongly disagree)**. Respondents' answers were as the following:

### **4.2.1 Price**

Forty- six (46) respondents strongly agreed that price affects their purchase decision of perfume products that represented 31.8% of total sample, 47 respondents agreed that price affects their purchase decision that represented 32.2% of total sample. 45 respondents were neutral about the effect of price on their purchase decision that represented 31% of total sample. While three respondents disagreed on price as affecting factor on their purchase decision of perfume products that represented 2% of total sample and five respondents who represented 3% of total sample, strongly disagreed on price as an affecting factor on their purchase decision of perfume products.

### **4.2.2 Brand**

Seventy-three (73) strongly agreed on the brand as an important factor that affects their purchase decision of perfume products that represented 50% of total sample. Where 42 respondents who represented 29% of total sample agreed that brand affects their purchase decision. 23 respondents were neutral about the brand effect on their purchase decision they represented 16% of total sample. However, four respondents disagreed on the brand as a factor that affects their purchase decision of perfume products; they represented 2.5% of total sample, in addition four respondents

strongly disagreed on the brand to be a factor that affects their purchase decision of perfume products which represented 2.5% of total sample.

#### **4.2.3 Package**

Twenty-seven (27) respondents who represented 18% of total sample strongly agreed on the package as an important factor that affects their purchase decision of perfume products. 39 respondents agreed on the package as an important factor that affects their purchase decision of perfumes that represented 27% of total sample. In addition 39 respondents were neutral about the package effect on their purchase decision which represented 27% of total sample. However, 30 respondents who represented 21% of total sample disagreed on the package as an important factor that affects their purchase decision of perfumes, and 11 respondents who represented 7% of total sample strongly disagreed on that.

#### **4.2.4 Perfume Bottle Design**

Thirty-nine (39) respondents who represented 27% of total sample strongly agreed that they are affected by the perfume bottle design while they are purchasing perfume products, and 29 respondents who represented 20% of total sample agreed on the perfume bottle design as a factor affects their purchase decision of perfumes. 43 respondents who represented 29% of total sample were neutral about the effect of the perfume bottle design. While 21 respondents who represented 14% of total sample disagreed that the perfume bottle design affects their purchase decision of perfumes. Finally 14 respondents that represented 10% of total sample strongly disagreed that the perfume bottle design affects their purchase decision of perfume products.

#### **4.2.5 Fragrance**

Out of 146, 110 respondents who represented 71% of total sample strongly agreed on fragrance as an important factor that affects their purchase decision of perfume

products. This factor among the 20 other factors had the highest percentage of respondents who strongly agreed on it. 18 respondents who represented 12% of total sample agreed on the fragrance as an important factor that affects their purchase decision of perfumes. 13% of total sample that represented the percentage of 19 respondents who were neutral about the fragrance effect on their purchase decision of perfumes. However, six respondents who represented 4% of total sample disagreed on fragrance as an important factor that affects their purchase decision of perfumes, and 0% of the sample strongly disagreed on the fragrance as an important factor that affects their purchase decision of perfumes.

#### **4.2.6 Quality of Perfume**

Ninety-three (93) respondents who represented 64% of total sample strongly agreed on the quality of the perfume as an important factor that affects their purchase decision of perfume products, 36 respondents who represented 24% of total sample agreed that the quality of the perfume affects their purchase decision of perfume products. 12 respondents who represented 8% of total sample were neutral about the effect of the quality of the perfume on their purchase decision of perfumes. However, four respondents who represented 3% of total sample disagreed on the quality of the perfume as an important factor that affects their purchase decision of perfumes, in addition to 1 respondent which represented 1% of total sample strongly disagreed on the quality of perfume as a factor that affects their purchase decision of perfumes.

#### **4.2.7 Availability of Perfume**

Fifty-two (52) respondents who represented 36% of total sample strongly agreed on that the availability of perfume is an important factor that affects their purchase decision of perfume products, 49 respondents who represented 33% of total sample agreed on the availability of the perfume as an important factor that affects their



purchase of perfumes. In addition 32 respondents who represented 22% of total sample were neutral about the effect of the availability of perfume on their purchase decision. While seven respondents who represented 5% of total sample disagreed on the availability of perfume as an important factor that affects their purchase decision of perfumes, and six respondents who represented 4% of total sample strongly disagreed on the availability of perfume as an important factor that affects their purchase decision of perfumes.

#### **4.2.8 Prior Experience**

Sixty-five (65) respondents who represented 45% of total sample strongly agreed on prior experience as an important factor affects their purchase decision of perfume products, in addition 37 respondents who represented 29% of total sample agreed that prior experience affects their purchase decision of perfumes. Twenty-eight (28) respondents who represented 19% of total sample were neutral about this effect of the prior experience on their purchase decision of perfumes. However, there were nine respondents who represented 6% of total sample who disagreed on prior experience effect on their purchase decision of perfumes and two respondents who represented 1% of total sample strongly disagreed on prior experience as a factor that affects their purchase decision of perfumes.

#### **4.2.9 Personal Care Budget**

Twenty- five percent (25%) of total sample which corresponded to 36 respondents out of the 146 respondents, strongly agreed on personal care budget as an important factor that affects their purchase decision of perfume products, in addition 49 respondents who represented 33% of total sample agreed on personal care budget's effect on their purchase decision of perfume. 29% of total sample which corresponded to 42 respondents were neutral about the effect of the personal care

budget on their purchase decision of perfume products. However, 14 respondents who represented 10% of total sample disagreed on the effect of the personal care budget on their purchase decision of perfumes, and five respondents who represented 3% of total sample who strongly disagreed on personal care budget to be an important factor that affects their purchase decision of perfume products.

#### **4.2.10 Advertisement**

Thirty-one (31) respondents who represented 21% of total sample strongly agreed on advertisement to be an important factor that affects their purchase decision of perfume products, and 36 respondents who represented 25% of total sample agreed on advertisement's effect on their purchase decision of perfumes. While the majority of the sample which represented 31% of total sample (45 respondents), were neutral about this factor's effect on their purchase decision of perfumes. However, 21 respondents who represented 14% of total sample disagreed on advertisement to be an important factor that affects their purchase decision of perfumes, and 13 respondents who represented 9% of total sample strongly disagreed on advertisement's effect on their purchase decision of perfume products.

#### **4.2.11 Promotions/ Special offers/ Discounts**

Forty- four (44) respondents who represented 30% of total sample strongly agreed on promotions/ special offers/ discount to be an important factor that affects their purchase decision of perfumes. In addition 44 respondents who represented 30% of total sample agreed on this factor's effect on their purchase decision of perfume products. 36 respondents who represented 25% of total sample were neutral about the effect of promotions/ special offers/ discounts on their purchase decision of perfumes. nine respondents who represented 6% of total sample disagreed on promotions/ special offers/ discounts to be an important factor that affects their

purchase decision of perfumes, and 13 respondents who represented 9% of total sample strongly disagreed on this factor's effect on their purchase decision of perfume products.

#### **4.2.12 New Launches (i.e. Fragrance, Packaging, Design)**

Forty-one (41) respondents who represented 28% of total sample strongly agreed on new launches to be an important factor that affects their purchase decision of perfume products, and 38 respondents who represented 26% of total sample agreed on the effect on new launches on their purchase decision of perfumes. 48 respondents who represented 33% of total sample were neutral about the effect of new launches on their purchase decision of perfumes. However, 15 respondents who represented 10% of total sample disagreed on the effect of new launches on their purchase decision of perfumes and four respondents who represented 3% of total sample who strongly disagreed on the effect of new launches on their purchase decision of perfume products.

#### **4.2.13 Shop Decoration / Display Stand / Stall**

Thirty-two (32) respondents who represented 22% of total sample strongly agreed on shop decoration/ display stand/ stall as an important factor that affects their purchase decision of perfume products, and 33 respondents who represented nearly 22 % of total sample agreed on this factor to be an important factor that affects their purchase decision of perfumes. 42 respondents who represented 29% of total sample were neutral about the effect of shop decoration/ display stand/ stall on their purchase of perfume products decision. 26 respondents who represented 18% of total sample disagreed on the effect of shop decoration/ display stand/ stall on their purchase of perfumes decision. In addition 13 respondents who represented 9% of total sample strongly disagreed on the effect of this factor on their purchase of perfume decision.

#### **4.2.14 Recommendations of Surroundings (i.e. Family members, Friends, Co-workers etc.)**

There were 29 respondents who represented 20% of total sample who strongly agreed on the recommendations of surroundings to be an important factor that affects their purchase of perfume products decision, and 47 respondents who represented 32% of total sample agreed on the effect of the recommendations of surroundings on their purchase of perfume decision. 37 respondents who represented 25% of total sample were neutral about the effect of the recommendations of surroundings on their purchase of perfume decision. However, 21 respondents who represented 15% of total sample disagreed on the recommendations of surroundings to be an important factor that affects their purchase of perfume products decision, and 12 respondents who represented 8% of total sample strongly disagreed on the effect of the recommendations of surroundings on their purchase of perfumes decision.

#### **4.2.15 Internet, Consumer Ratings and Blogs**

Twenty-seven (27) respondents who represented 18.5% of total sample strongly agreed on internet, consumer ratings and blogs to be an important factor that affects their purchase of perfumes decision, and 32 respondents who represented 22.5% of total sample agreed on this factor's effect on their purchase of perfumes decision. The majority of 37 respondents who represented 25% of total sample were neutral about Internet, consumer ratings and blogs effect on their purchase of perfume decision. 28 respondents who represented 19% of total sample disagree on internet, consumer ratings and blogs to be an important factor that affects their purchase of perfume products decision. Finally 22 respondents who represented 15% of total sample strongly disagreed on the effect of this factor on their purchase of perfume decision.

#### **4.2.16 Expertise / Sales Technique (Salespeople)**

There were 33 respondents who represented 23% of total sample strongly agreed on expertise and sales technique affects their purchase of perfume products decision, and 37 respondents who represented 25% of total sample agreed on this factor's effect on their purchase of perfumes decision. 36 respondents who represented almost 25% of total sample were neutral about the effect of expertise and sales techniques on their purchase of perfumes decision. While 22 respondents who represented 15% of total sample disagreed on the effect of expertise and sales techniques on their purchase of perfume products decision. In addition 18 respondents who represented 12% of total sample strongly disagreed on the effect of this factor on their purchase of perfumes decision.

#### **4.2.17 Handling and Testing the Product**

Fifty-seven (57) respondents who represented 39% of total sample strongly agreed on handling and testing the product affects their purchase of perfumes decision, and 42 respondents who represented 29% of total sample agreed on the effect of this factor on their purchase of perfumes decision. While 31 respondents who represented 21% of total sample were neutral about the effect of handling and testing the product on their purchase of perfume decision. 14 respondents who represented 10% of total sample disagreed on the effect of handling and testing the product on their purchase of perfume decision, and two respondents who represented 1% of total sample strongly disagreed on this factor.

#### **4.2.18 Time Spent to Search Information Regarding the Product**

Thirty-three (33) respondents who represented 22.6% of total sample strongly agreed on the effect of the time they spent to search information regarding the products on their purchase of perfume decision, and 35 respondents who represented 24% of total

sample agreed on the effect of this factor as well. While 41 respondents who represented 28% of total sample were neutral about the effect of the time they spent to search information regarding the products on their purchase of perfume decision. Twenty-three (23) respondents who represented 15.8% of total sample disagreed on the effect of the time they spent to search information regarding the products on their purchase of perfume decision, and 14 respondents who represented 9.6% of total sample strongly disagreed on this factor effect.

#### **4.2.19 Time Spend to Evaluate Between Alternatives**

Thirty-four (34) respondents who represented 23.3% of total sample strongly agreed on the effect of the time they spend to evaluate between alternatives on their purchase of perfume decision, and 24.6% of total sample which corresponded to 36 respondents agreed on the effect of the time they spend to evaluate between alternatives on their purchase of perfume decision. While 38 respondents who represented 26.1% of total sample were neutral about the effect of the time they spend to evaluate between alternatives on their purchase of perfume decision. 26 respondents who represented 17.8% of total sample disagreed on the effect of the time they spend to evaluate between alternatives on their purchase of perfume decision, and 12 respondents who represented 8.2% of total sample strongly disagreed on the effect of this factor.

#### **4.2.20 Impulse Buying**

Thirty-two (32) respondents who represented 22% of total sample strongly agreed on the effect of impulse buying on their purchase of perfume products decision, and 29 respondents who represented 20% of total sample agreed on impulse buying as an important factor that affects their purchase of perfume products decision. 27 respondents who represented 18.4% of total sample were neutral about the effect of

impulse buying on their purchase of perfume products decision. However, 23 respondents who represented 15.6% of total sample disagreed on impulse buying to be an important factor that affects their purchase of perfume products decision, and 35 respondents who represented 24% of total sample strongly disagreed on impulse buying to be an important factor that affects their purchase of perfume products decision.

### 4.3 Hypothesis Testing

H1 states “the perceived importance of price varies among income levels when making the purchase decision”. Table 4.2 shows the results of the One-Way ANOVA for price and income levels, the result shows that none of the item is statistically significant  $p = 0.993$  that means that ( $p > 0.05$ ). Based on the data we got from our questionnaires and the analysis we find that the first hypothesis was rejected and is contrary to which was found in most previous studies and researches in the literature review where most of them stated that there is a relationship between price and income level and the purchase decision of the consumer. Perreau, 2013 stated that consumer from the lower class will focus more on price, whereas a consumer from the upper class will be more attracted to other elements. However, the result is parallel to some researches and studies who mentioned that there is no relationship between price and income level if they are highly loyal customers, Khraim (2012) mentioned that consumers who are highly loyal to certain brands are willing to pay high prices for the brand they prefer since their purchase decision is not easily affected by price.

Table 4.2: Result of One-Way ANOVA for price and income

		df	F	Sig.
The perceived importance of price varies among income levels when making the purchase decision	Between Groups	4	,060	,993
	Within Groups	141		
	Total	145		

H2 states “the perceived importance of Brands varies between genders when making the purchase decision.” Independent- sample t-test is used to analyze the second hypothesis. In Table 4.3, we can see that the second hypothesis which states that



there is a relationship between Brands and purchase decision varies between genders was rejected at a level of confidence 95%, with a significant confidence level of ( $p > 0.05$ ). This result is contrary to the results by Tifferet and Herstein's (2012), in their study entitled "Gender differences in brand commitment, impulse buying, and hedonic consumption", which showed that when comparison between both genders, women exhibit higher levels of brand commitment than men.

Table 4.3: Result of Independent t-test for the relationship between brand and gender

	Gender	Mean score	t- value	Sig.
Brand	Female	4.20	-0.094	0.925
	Male	4,21		

H3 states "the perceived importance of Brands varies among different ages when making the purchase decision." Table 4.4 shows the results of the One-Way ANOVA for brands and ages as brand is the dependent variable. The result of One-Way ANOVA shows that none of the items is statistically significant ( $p > 0.05$ ). This means that H3 is rejected, which is contrary to what was found by Laurent (2010) who stated that as women grow older, they keep a loyalty to their perfumes for a longer time, however, younger women are less stable clientele because of their continuous search for novelty.

Table 4.4: Result of One-Way ANOVA for brand and age

		df	F	Sig.
The perceived importance of Brands varies among different ages when making the purchase decision.	Between Groups	4	1,117	,351
	Within Groups	141		
	Total	145		

H4 states “the perceived importance of packaging varies between genders when making the purchase decision.” According to the literature review females are more affected by packaging than males as it was mentioned by Westen (2013) that the people who are most likely to be influenced by packaging concepts and on-pack promotions are females. However, the results of the independent t-test for package and gender in table 4.5 shows that none of the items is statistically significant ( $p > 0.05$ )  $p = 0.732$ . Therefore H4 is rejected.

Table 4.5: Results of Independent t-test for package and gender

	Gender	Mean score	t- value	Sig.
Package	Female	3.32	0.343	0.732
	Male	3.25		

H5 states “the perceived importance of bottle design varies between genders when making the purchase decision.” Table 4.6 shows the results of independent- sample t- test analysis for the bottle design and the gender shows that none of the items is statistically significant ( $p > 0.05$ ), where ( $p = 0.257$ ) that means that H5 was rejected. The results are contrary to what was found in other studies where women are more attracted to certain bottle designs more than men, since women give more attention to bottle designs than men (Xue and Yen, 2007).

Table 4.6: Result of Independent t-test for bottle design and gender

	Gender	Mean score	t- value	Sig.
Bottle Design	Female	3.53	1.156	0.249
	Male	3.29		

H6 states “the perceived importance of fragrance varies between genders when making the purchase decision.” In table 4.7 the results of an Independent-sample t-test for fragrance and gender shows that none of the items is statistically significant ( $p < 0.05$ ) because ( $p = 0.917 > 0.05$ ), which leads to the result that H6 is rejected. However, Centeno (n.d) mentioned that studies showed that men are visually oriented while women are smell oriented, that means that women valued olfactory cues significantly more than men.

Table 4.7: Result of Independent t-test fragrance and gender

	Gender	Mean score	t- value	Sig.
Fragrance	Female	4.48	-.105	0.917
	Male	4.50		

H7 states “the perceived importance of quality varies among different income levels when making the purchase decision.” Table 4.8 shows the results of One- Way ANOVA for quality and income levels, where none of the items is statistically significant ( $p > 0.05$ ) where ( $p = 0.583$ ) which means that H7 is rejected. While in some other studies it was found that there is a relationship between income level and quality. For example, Perreau (2013) stated that consumers from the upper class will be more attracted to elements; such as quality, novelty, features, or even the “social benefit” that could be obtained from the product.

Table 4.8: Result of One-Way ANOVA for quality and income levels

		df	F	Sig.
The perceived importance of quality	Between Groups	4	,716	,583

varies among different income levels when making the purchase decision	Within Groups	141		
	Total	145		

H8 states “the perceived importance of advertisement varies among different income levels when making the purchase decision.” Table 4.9 shows the results of One- Way ANOVA for advertisement and income level. As it is shown none of the items is statistically significant ( $p > 0.05$ ) as we see in the table ( $p = 0.232$ ) which leads to the result that H8 is rejected. However, Singh (2014) mentioned that higher income consumers are more affected by advertisement than lower income consumers.

Table 4.9: Result of One-Way ANOVA for advertisement and income levels

		df	F	Sig.
The perceived importance of advertisement varies among different income levels when making the purchase decision	Between Groups	4	1.414	.232
	Within Groups	141		
	Total	145		

H9 stated “the perceived importance of promotions varies between genders when making the purchase decision.” Independent-sample t-test is used to analyze the ninth hypothesis. In Table 4.10, the results of the t-test shows that the significance for gender and promotion is above 0.05, ( $p > 0.05$ ) which lead to the result that H9 was rejected at a level of confidence 95%, with a significant confidence level of ( $p = 0.261$ ). This result supports the results of Ndubisi research results which showed that if the income level and the educational level are neglected, there is no difference between male and female shoppers in terms of their behavioral responses to

promotions. However, Kown (2007) stated that studies showed that females are more promotion prone; especially in using coupons studies have shown that women use coupons more than men.

Table 4.10: Result of Independent t-test for the relationship between promotions and gender

	Gender	Mean score	t- value	Sig.
Promotions	Female	3.79	1.128	,261
	Male	3,56		

H10 stated “the perceived importance of recommendations from surroundings varies among different income levels when making the purchase decision.” Table 4.11 shows results of One- Way ANOVA for recommendations from surroundings and income level, results show that none of the items is statistically significant ( $p > 0.05$ ) where ( $p = 0.834$ ), thus H10 was rejected. This result is contrary to Singh (2014) study where he mentioned that lower income consumers are more affected by their friends and family members’ recommendations than higher income consumers.

Table 4.11: Result of One-Way ANOVA for Recommendations from Surroundings and Income Level

		df	F	Sig.
The perceived importance of recommendations from surroundings varies among different income levels when making the purchase decision	Between Groups	4	,363	,834
	Within Groups	141		
	Total	145		

H11 states “the perceived importance of referring to online recommendation varies among different ages when making the purchase decision.” One- Way ANOVA for online recommendations and age results are shown in table 4.12, items are statistically significant ( $p < 0.05$ ),  $p = 0.019$  therefor H11 is accepted and supports what Sullivan 2010 mentioned that online reviews, blogs, search engines ext. are becoming significant especially among younger consumers, more than older, more-mature consumers.

Table 4.12: Result of One-Way ANOVA for online recommendations and age

		df	F	Sig.
The perceived importance of referring to online recommendation varies among different ages when making the purchase decision	Between Groups	4	3.049	,019
	Within Groups	141		
	Total	145		

H12 states “the perceived importance of impulse buying varies between genders when making the purchase decision.” Table 4.13 shows the results for Independent-sample t-test for impulse buying and genders. Results show that H12 is rejected since none of the items is statistically significant ( $p > 0.05$ ),  $p = 0.580$ . This result is contrary to what Tifferet and Herstein (2012) stated about women being more likely to make impulse buying than men, tend to pay attention more to products which are on sale, and they have the talent of gathering things more than men, which make them more impulse buyers than men.

Table 4.13: Result of Independent t-test for impulse buying and genders

	Gender	Mean score	t- value	Sig.
Impulse buying	Female	2.92	-.555	0.580
	Male	3.06		

The following table 4.14 summarizes the twelve hypotheses and the result of the analysis for each of them.

Table 4.14: Hypotheses Analysis Result

	<b>Hypothesis</b>	<b>Result</b>
H1	The perceived importance of price varies among income levels when making the purchase decision.	Rejected
H2	The perceived importance of Brands varies between genders when making the purchase decision.	Rejected
H3	The perceived importance of Brands varies among different ages when making the purchase decision.	Rejected
H4	The perceived importance of packaging varies between genders when making the purchase decision.	Rejected
H5	The perceived importance of bottle design varies between genders when making the purchase decision.	Rejected
H6	The perceived importance of varies between genders when making the purchase decision.	Rejected
H7	The perceived importance of quality varies among different income levels when making the purchase decision.	Rejected
H8	The perceived importance of advertisement varies among different income levels when making the purchase decision.	Rejected
H9	The perceived importance of promotions varies between genders when making the purchase decision.	Rejected

H10	The perceived importance of recommendations from surroundings varies among different income levels when making the purchase decision.	Rejected
H11	The perceived importance of referring to online recommendation varies among different ages when making the purchase decision.	Accepted
H12	The perceived importance of impulse buying varies between genders when making the purchase decision.	Rejected



## **Chapter 5**

### **CONCLUSION AND RECOMMENDATIONS**

This chapter is a summary for the previous chapters and dissertation. The study was done to identify the factors affect consumer's choice of perfume products in Famagusta, Northern Cyprus. In general the high quality products, attractive packaging, beautiful designs, good shop locations, well designed promotions and advertisement, and strong brand names are all contributing in the selling process of luxury goods. That is why companies work hard and do extensive research to make their products highly recognizable among different brands (Perner, 2015). The methodology used in this study included a questionnaire that was created based on previous study about perfumes, there were twelve hypotheses conducted, after the analysis of the data eleven hypotheses were rejected and one hypothesis was accepted.

According to the study findings, the effect of price on consumer purchase decision doesn't vary among different income levels, lower income consumers are affected by the price of perfumes as higher income consumers are. As for the effect of brand it also doesn't vary between genders, both males and females are affected by the perfume brand in the same way. It was also found that there is no difference in the packaging effect on both genders, both males and females are affected by the perfume package. Moreover, the results showed that males and females are affected by the perfume bottle design in the same way, and both genders are affected by the

fragrance of perfume when they are making their purchase decision. The study results showed also that the quality of perfume have the same effects on consumers with different income levels. According to the results of the study consumers with different income levels are affected by the perfume advertisements, there are no differences among different levels. As for the results for the effect of promotions on gender, it supported some other results from other studies which argued that if we neglect all the other factors like price and quality, ext. we will find that there is no difference between males and females in terms of promotions effects Ndubisi (2005). The results for the recommendations from the surroundings effect on consumer purchase decision showed that there is no difference in the effect on consumer with different income levels. However, there is a difference in the effects of recommendations from the internet, blogs, consumer reviews on consumers from different ages, where it affects more the younger consumers because of their significant use of technology and internet. Finally, as for the impulse buying effect on purchase decision, it was found that there is no difference in terms of the effect on males and females.

The results of this paper were not very much parallel with previous study, and that is because consumer behaviors differ from one country to another, thus if we use the study questionnaires in other city rather than Famagusta, the researcher may get totally different results. In addition we cannot neglect the limitations of the study which were mentioned earlier in chapter one, especially the limited time of the research and the possibility of having improperly filled questionnaires because of the careless respondents.

In conclusion this study can be used beside other studies to have a clearer understanding of the consumer behaviour and purchase decision especially for perfume products and cosmetics.

## 5.1 Further Recommendations

After conducting this study and after the analysis, the researcher concluded the following recommendation for perfume business and marketers:

- Perfume consumers care a lot about the quality of the perfume they want to buy, thus perfume business are recommended to invest a lot in producing a high quality perfume that suits the high prices they put.
- Packaging and the bottle design are important for consumers; they are the first value the product share with consumers. It is the trigger for a potential purchase.
- Perfume businesses are recommended to launch new products, designs, or packages periodically, but not extensively. In order to give each launching enough time to be presented to the consumer.
- Perfume businesses are highly recommended to use the free sample technique of promotion, and the price discounts. Because consumers would be more motivated to make a purchase if they tried the sample, or if they get more value for the same price or the same value for lower prices.
- Internet and social media are the most useful ways of communication with consumers, especially young consumer, the researcher would highly recommend perfume businesses to take its share on social media, and invest in it. Social media might be stronger than the T.V advertisements.
- Expertise salespeople would be an advantage for a perfume shop especially for male consumers, when buying perfumes as gifts for females. They would appreciate an advice from an expert.

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## **APPENDICES**



## Appendix A: English Survey Questionnaire

Thank you for kindly participating in this study. The survey should take about 15 minutes to complete. Your participation in this study will help us to understand your **opinions in purchasing perfume products**. Please read all of the questions carefully and answer the questions on your perfume selection factors.

*Your responses are completely confidential.*

Please answer the following questions.

### Demographic Information

#### 1-Gender:

a-Female

b-Male

#### 2-Nationality:

\_\_\_\_\_

#### 3-Education level:

a-Primary School

b-High School

c-University

d-Masters

e-PhD

#### 4-Age group:

a-17 – 25

b-26 – 35

c-36 – 45

d-46 – 55

e-56 +

#### 5-Occupation:

\_\_\_\_\_

#### 6-Monthly income level:

a-\$0 – 499

b-\$500 – 999

c-\$1000 – 1999

d-\$2000 – 2999

e-\$3000 and Over

#### 7-Marital status:

a-Single

b-Married

c-Separated

d-Divorced

e-Widowed

#### 8-Relationship status:

a-Engaged

b-In a relationship

c-Other

#### 9-How often do you purchase perfumes?

a-Monthly

b-Once every 3 months

c-Once every 6 months

d-Once a year

e-When I run out

f-Almost never

#### 10-What is the most important reason for your perfume consumption?

a-Habit

b-Addiction

c-Status symbol

d-Feel of belonging

e-Special occasions (i.e. wedding)

### **Purchase Decision**

How important are each of the following factors to you while purchasing perfume products. Please mark on the number which is mostly appropriate for you in order to specify your **opinions in purchasing perfume products**. (-5 strongly agree to 1 strongly disagree)

		STRONGLY AGREE			STRONGLY DISAGREE	
		☺		☹		☹
1	Price	5	4	3	2	1
2	Brand (i.e. Dolce Gabbana, Givenchy, Paco Rabbane, Escada, Gucci, Prada, Dior, Avon, Chanel, Tom Ford, Lacoste, Hugo Boss etc.)	5	4	3	2	1
3	Package	5	4	3	2	1
4	Perfume bottle design	5	4	3	2	1
5	Fragrance	5	4	3	2	1
6	Quality of perfume	5	4	3	2	1
7	Availability of perfume	5	4	3	2	1
8	Prior experience	5	4	3	2	1
9	Personal care budget	5	4	3	2	1
10	Advertisement	5	4	3	2	1
11	Promotions / Special offers / Discounts	5	4	3	2	1
12	New launches (i.e. fragrance, packaging, design)	5	4	3	2	1
13	Shop decoration / Display stand / Stall / Shelves	5	4	3	2	1
14	Recommendations of surroundings (i.e. family members, friends, coworkers etc...)	5	4	3	2	1
15	Internet / Consumer reviews (comments and ratings) / Blogs	5	4	3	2	1
16	Expertise / Sales technique (salespeople)	5	4	3	2	1
17	Handling and testing the product	5	4	3	2	1
18	Time spent to search information regarding the product	5	4	3	2	1
19	Time spend to evaluate between alternatives	5	4	3	2	1
20	Impulse buying (Buying without thinking)	5	4	3	2	1

**THANK YOU FOR COMPLETING THIS SURVEY.**

## Appendix B: Turkish Survey Questionnaire

Bu çalışmaya katıldığınız için teşekkür ederiz. Anketi cevaplamak yaklaşık olarak 10-15 dakikanızı alacaktır. Çalışmaya katılımınız, parfüm ürünlerini satın alırken satın alma kararınızı etkileyen faktörlerin neler olduğunun ortaya çıkarılmasında bize yardımcı olacaktır. Tüm soruları lütfen dikkatlice okuyunuz ve parfüm seçimini etkileyen faktörlerle ilgili soruları yanıtlayınız.

*Bu ankete vereceğiniz cevaplar gizli kalacaktır.*

Aşağıdaki sorulara cevap veriniz.

### Kişisel Bilgiler:

#### 1-Cinsiyet:

a- Kadın  b- Erkek

#### 2-Milliyet:

\_\_\_\_\_

#### 3-Eğitim durumu:

a-İlkokul  b-Lise  c-Üniversite  d-Yüksek Lisans  e-Doktora

#### 4-Yaş grubu:

a-17 – 25  b-26 – 35  c-36 – 45  d-46 – 55  e-56 +

#### 5-İş:

\_\_\_\_\_

#### 6-Aylık gelir düzeyi:

a-\$0 – 499  b-\$500 – 999  c-\$1000 – 1999  d-\$2000 – 2999  e-\$3000 and Over

#### 7-Medeni hal:

a-Bekar  b-Evli  c-Ayrı  d-Boşanmış  e-Dul

#### 8-İlişki durumu:

a-Nişanlı  d-İlişkisi var  c-Diğer

#### 9-Ne kadar sıklıkta parfüm satın almaktasınız?

a-Aylık  b-3 ayda bir  c-6 ayda bir  d-Yılda bir  e-Tükendiği zaman  f- Neredeyse hiç

#### 10-Parfüm tüketmenizin en önemli nedeni nedir?

a-Alışkanlık  b-Bağımlılık  c-Statü sembolü  d-Aidiyet hissi  e-Özel durum (ör. düğün)

### **Satınalma Kararı**

Aşağıdaki faktörler parfüm ürünleri satın alırken sizin için ne kadar önemli. Parfüm ürünleri satın alırken satın alma kararına etki eden faktörlerle ilgili görüşlerinizin belirlemesi amacıyla size en uygun rakamı işaretleyiniz.

**(5-Kesinlikle katılıyorum / 1-Kesinlikle katılmıyorum)**

		KESİNLİKLE KATILYORUM			KESİNLİKLE KATILMIYORUM	
		😊		☹		☹
1	Fiyat	5	4	3	2	1
2	Marka (ör. Dolce Gabbana, Givenchy, Paco Rabanne, Escada, Gucci, Prada, Dior, Avon, Chanel, Tom Ford, Lacoste, Hugo Boss vs.)	5	4	3	2	1
3	Ambalaj	5	4	3	2	1
4	Parfüm şişesi tasarımı	5	4	3	2	1
5	Güzel koku	5	4	3	2	1
6	Parfüm kalitesi	5	4	3	2	1
7	Parfüm bulunabilirliği	5	4	3	2	1
8	Önceki deneyimler	5	4	3	2	1
9	Kişisel bakım bütçesi	5	4	3	2	1
10	Reklam	5	4	3	2	1
11	Promosyonlar / Özel fırsatlar / İndirimler	5	4	3	2	1
12	Yeni ürünler (ör. güzel koku, ambalaj, tasarım)	5	4	3	2	1
13	Mağaza dekorasyonu / Ürün standı / Tezgah / Raf	5	4	3	2	1
14	Etraftakilerin önerileri (ör. aile üyeleri, arkadaşlar, iş arkadaşları vs.)	5	4	3	2	1
15	İnternet / Tüketici değerlendirmeleri (yorumlar ve derecelendirme) / Bloglar	5	4	3	2	1
16	Uzmanlık / Satış tekniği (satış elemanı)	5	4	3	2	1
17	Ürüne dokunma ve test etme	5	4	3	2	1
18	Ürün ile ilgili bilgi edinmek için harcanan zaman	5	4	3	2	1
19	Alternatifler arasında değerlendirme yapmak için harcanan zaman	5	4	3	2	1
20	Plansız alışveriş (düşünmeden satın almak)	5	4	3	2	1

**ANKETİ DOLDURDUĞUNUZ İÇİN TEŞEKKÜRLER.**