# CONSUMERS OPINION TOWARDS FRAGRANCES -GENDER INFLUENCE PERSPECTIVE

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*Abstract*
*Consumer preferences for fragrances in perfumes are explored in this study. In addition to analyzing the factors that influence consumer choices of fragrances, the study examines gender, age, lifestyle, occasion, and cultural background. Using a mixed-methods approach, which includes qualitative and quantitative data collection methods, the study provides a comprehensive understanding of consumer preferences. Several factors are involved in influencing consumer fragrance preferences, according to the findings. The total sample size 311 respondents.by using SPSS software the analysis is done. From the findings There are several factors that affect fragrance preference, including mood, personality, and occasion. Natural ingredients and ethical production methods are also important to consumers when selecting fragrances. In addition to providing insight into the fragrance industry, the study can assist in developing fragrance products that align with consumer preferences and values.*

## Introduction

In deodorant products, fragrances are often used to increase consumer acceptance and increase competitiveness (Rosa Schleenbecker, 2013). In addition to masking deodorant odours, such fragrances are also used to mask unpleasant smell. The current study examines the preference for perfumes from the middle of the gender-dimension when applied to human skin. Blindfolded participants indicated whether they wanted to use the fragrance and whether they wanted their partner to use it, and they then tried to guess the gender of the person to whom each perfume was applied. Human gender did not affect preference, according to the results. (Lindqvist, 2012)A product's fragrance is used along with its design and packaging to market and promote it. As a result, fragrance is used in product development teams as part of the product brief and is an important component of the overall product specification. Our olfactory system detects odours using a complex mechanism. Perspiration is broken down by bacteria and produces body odor. (Crentsil Kofi Agyekum, 2015)Deodorants mask this odor and reduce it. As a result, they contain perfumes and antimicrobials that decrease bacteria numbers and, therefore, the unpleasant smell of microbial secretions (Klaschka, 2012).Olfactory receptors in the nasal cavity are activated when odour-bearing molecules are breathed, chewed, or swallowed. Gustation and olfaction are closely related and play a significant role in the marketing and development of food, beverages, cosmetics, deodorants, soaps, and various deodorant products including airfresheners, cleaning products, and polishes. In our entire journey through life, the sense of fragrance guides us constantly on which objects to approach and which ones to avoid (Shuvam Chatterjee, 2022).According to McPherson and Moran (1994), olfactory discrimination appears the most mysterious of all the senses in

the human body. Although it isn't yet clear how odour molecules interact with receptors, there is certainly some chemical interaction with molecular shape that influences smell perception. The comment, "Products are different, and it's impossible to think of them in the same way," is accurate. (FENNELL, 1978)There is a significant role played by fragrances in the composition of consumer deodorant products and in their acceptance by consumers. Certainly, air freshening products, of whatever type, are purchased with fragrance in mind. Fragrances are an essential component of perfumes, providing the unique and appealing scent that makes each perfume distinct. Consumers routinely have to decide what brand to buy and in what quantity. In addition to temporary price reductions for different brands, the size of the price reductions varies across deals, complicating the decision. Common sense and formal economic analysis (Aradhna Krishna, 1991) Fragrances are typically made up of a blend of natural and synthetic aromatic ingredients, carefully crafted by master perfumers to create a harmonious and memorable aroma. A discussion of the fragrance industry is also included, along with the impact of atmospherics and the environment on the consumer. Changing the product fragrance or packaging can have a significant impact on the purchase decision of bar soaps, according to a case study (Milotic, 1838).The right fragrance can evoke a range of emotions and moods, from soft and subtle to bold and powerful. Perfumers use a wide range of botanicals, spices, woods, and other natural materials to create fragrances that can stimulate the senses and enhance our overall well-being. (Hansen, 2005) Through the art of fragrance creation, we are able to experience the transformative power of scent and tap into the profound connection between our sense of smell and emotions. Millions of dollars are spent on marketing new fragrances by beauty companies. As a result, naming a fragrance is one of the biggest decisions a brand makes when creating one. In this study, we examine the impact of a new luxury fragrance's brand and sub-brand on consumers' willingness to smell the fragrance and compare their effects across well-known and lesser-known brands (Mark DeFanti, 2012). These parameters are crucial for evaluating fragrance performance on the skin, but substantivity is the most important attribute to be evaluated. Thus, the sensory scale selected should be able to assess perception, discriminate between intensities, and determine substantivity (Givaudan do Brasil Ltda, 2009), Specific influences of visual input from the Fragrant Garden, such as colours and shapes of flowering plants, are controlled(Heuberger, 2009), Usually, they contain perfume and antimicrobials, which decrease the number of bacteria and the unpleasant smell associated with microbial secretions(Hansen, 2005), Consumer behaviour literature considers several perspectives on decision-making, including 'value perspective', 'information processing perspective', 'emotional perspective' and 'cue utilisation theory'. (Pauline Burger, 2019) , In an age of rapid technological change and product innovation, it can be difficult to predict consumer choices. Even if odours and the sense of smell remained mysteries for centuries, the

link between humans and scent was always direct, sensorial and emotional. The use of perfume in human culture has a very long history Traces of scented substances used to make oneself more attractive, to mask unpleasant and offensive odours, or to make offering to gods, have been recorded in almost all ancient civilization. (Shuvam Chatterjee, 2022)Consumers use different variables to determine the quality of a product. These quality lies in the eyes of the consumers in question. What may be seemed to be of high quality to one consumer may be inferior to another. Even though many consumers uses price as an indicator of product quality (Rosa Schleenbecker, 2013), (Anne Churchill, 2010) The demand for organic products is growing alongside a diversification of the supply. Market participants need to understand consumers' perceptions of organic products in order to serve their actual needs and wants. (Mary Sheu, 2006). The emotional characteristics of consumer products are increasingly important in differentiating products on the market as technical performance and quality have become more similar. In order to ensure successful fragrance performance on the market, it is crucial to establish a sensitive and reproducible technique for measuring emotions evoked by fragrance(Costa, 2018). As a result of bacterial breakdown of perspiration, deodorants mask and reduce body odor. Usually, they contain perfume and antimicrobials, which decrease the number of bacteria and the unpleasant smell associated with microbial secretions. The biocidal activity of some fragrances allows them to serve both purposes at the same time. (Sanchez & Francisco, 2021).

LITERATURE SURVEA synthetic fragrance is often used in deodorants to mask sweat odors. (FENNELL, 1978) Since manufacturers are not required to specify what's in their fragrances, you won't know what you're putting on your skin. There are hundreds of chemicals in synthetic fragrances that can cause allergic reactions to the skin, respiratory system, and even anaphylaxis in severe cases. (Mary Sheu, 2006) Deodorant reactions are often caused exclusively by fragrances. It is possible to experience problems with fragrances even when they are naturally derived, such as essential oils. Deodorants that are listed as "unscented" may still contain fragrances. There are a few different types of natural deodorants, and each has its own application method. (Pauline Burger, 2019)Most deodorants come in the form of sticks or roll-ons. Deodorants in stick form are usually packaged in oval containers and swabbed beneath your arms. (Pauline Burger, 2019)Deodorants with roll-on applicators are dispensed with liquid by a rollerball. The round shape makes it easy to apply under the arms. In addition to natural deodorants, you can also purchase them in plastic or glass jars. Using your fingers or a beauty spatula, scoop out a small amount and rub it on your armpits. A small amount goes a long way with this type of deodorant. Several natural deodorants come in spray bottles with nozzles that make it easy to apply them under your arms. Clothing is less likely to be stained by spray formulas since they dry quickly. (Anne Churchill, 2010)To give natural deodorants a pleasant scent, essential oils are typically used. There are many scents of deodorant available, such as lavender, sage, lemongrass, cedarwood, sandalwood, and patchouli. If you're sensitive to scents, you may also want to consider fragrance-free natural deodorants. (Sanchez & Francisco, 2021)In household cleaning products and personal care products, synthetic fragrance compounds are ubiquitous. The use of fragrances is intended to enhance aesthetics, but current research has revealed adverse effects associated with these odorous compounds. (Sanchez & Francisco, 2021)Synthetic fragrances and musk, which are produced in

thousands of tons per year, have beshown to cause several pathologies. The enzymes also convert androgens into estrogens, but excess estrogenic production affects both males and females' endocrine systems. (Klaschka, 2012) While cosmetics are increasingly being proved to have estrogenic properties, most people are unaware of the link between fragrance compounds and a variety of modern lifestyle diseases. (Sanchez & Francisco, 2021) To compare the products, one axilla was treated with glycol-based deodorant and the other axilla was treated with AP product. Controlled application procedures were used to apply product to each axilla daily.Deodorants, for example, may introduce lichen extract, a known allergen, into the body (Shuvam Chatterjee, 2022)Nowadays, cosmetics are considered indispensable in people's daily lives. As well as ensuring basic hygiene, these products also beautify the skin of their usersA deodorant is a personal care item that most of us cannot live without. (Anne Churchill, 2010)If your deodorant causes your underarms to itch or rash, you may need to stop using it. Most people aren't willing to give up deodorant altogether (Klaschka, 2012). There are now a number of brands that create sensitive skin formulas that are free of irritating ingredients.Based on a qualitative study conducted by McNroe Consumer Products, (Heuberger, The Impact of Natural Odors on Affective States in Humans, 2009) the maker of Wild Stone, the third largest deodorant brand in India, Delhi and the NCR region account for 14 percent of the total deodorant market and have the highest segment of heavy users.Musk is one of the most important and often used fragrances in perfumery. Due to the high cost and uncertainty of supply of the original natural musk, this has been replaced many decades ago by synthetic musks with fragrance and other properties similar to those of the natural substances. to study gender factor influencing consumer to purchase fragrances-based perfume and to study the overall satisfaction of the consumers towards fragrances in perfume.

## 3. RESEARCH METHODOLOGY

To determine the influence of various influencing the overall opinion of consumers on fragrance, data was collected from 311 consumers using perfume in Chennai ,Thoothukudi district of tamilnadu,india through a survey conducted with a structured questionnaire during December 2022-feburary 2023.since the research was confined to the above mentioned districts, it doesn't necessarily show a pattern applicable to the entire country .This research is to study gender factor influencing consumer to purchase fragrances-based perfume and to study the overall satisfaction of the consumers towards fragrances in perfume this research study was descriptive and the data used for this research was both primary and secondary in nature. The various item relevant to the research were identified and included in the questionnaire and were compiled from the previous research done on fragrance and on consumer satisfaction on fragrance they used day to day life listed below in table 1 along with the coding used for antecedent which is followed in further analysis. The questionnaire contained five-point Likert scale questions whose response ranged from highly satisfied and highly dissatisfied. The consumer difference in their opinion between their gender and overall satisfaction.to this end, relevant demographic questionnaire were included in questionnaire.

Table.1.antecedents for overall satisfaction on fragrances and their coding

| factors | code |
|---------|------|
| I think the scent help to change your **personality** to match the fragrances | personality |
| I think the **price** matter when buying fragrances | price |
| I will recommend fragrance me to my **friends** | friends |
| I change my brand fragrances because of the **advertisement** | advertisement |
| I usually change my fragrance for non-lasting **smells** | smell |
| I usually prefer **branded** fragrance only | brand |
| I change my fragrance when new fragrance comes into the **market** | market |
| I usually buy **reusable** traditional fragrance | reusable |
| I feel the **shape/design of the bottle** influence you when buying fragrances | packaging |

To describe the responses and to gain insights into the general purchase behaviour of the consumers towards fragrances , chi square test for cross tabulation was done.

The benefits of using regression analysis are that (a) it indicates the significant relationships between dependent variable and independent variable and (b) it indicate the strength of impact of multiple independent variable on the dependent variable

## 4. DESCRIPTION OF DATA

The consumers are classified based on the income level of the consumer, age of the consumer, educational qualification of the consumer and the occupation of the consumer is collected through the questionnaire.

Table.2.profile of the consumer

| Demographic factor | Particular | No.of. consumers |
|--------------------|------------|------------------|
| Gender | Male | 128 |
|  | **Female** | **183** |
| Marital status | Married | 20 |
|  | **Unmarried** | **291** |
| Income level of the consumers | Upto 5000 | 5 |
|  | 5000-10000 | 38 |
|  | **10000-20000** | **216** |
|  | Above 20000 | 52 |
| Age | 16 and under | 10 |
|  | **17-21** | **168** |
|  | 21-25 | 124 |
|  | Above 25 | 9 |
| Education qualification | SSLC | 10 |
|  | HSE | 5 |
|  | **UG** | **168** |
|  | PG | 124 |
| Occupation | DME | 4 |
|  | Business man | 17 |
|  | Homemaker | 19 |
|  | Private employees | 47 |
|  | **Student** | **228** |

The above table shows the demographics details of the consumers. Here we have totally collected 311 questionnaires from the consumers and asked questions like income level ,age of the consumers, education qualification of the consumers, marital status of the consumers, and occupation of the consumers .from the above table shows most of the consumer has belongs to age group of 17-21 years. The majority of the consumers are unmarried in marital status, the income level of the consumer is majority under the category 10000-20000.the majority occupation of the consumer is students and their education qualification UG(under graduate).

Buying process on fragrances by the consumers

| Factor | particular | No.of. Consumers |
|--------|-----------|------------------|
| do you wear natural fragrance | **yes** | **230** |
|  | no | 81 |
| how often do you wear fragrances | **everyday** | **149** |
|  | only at party | 120 |
|  | others | 42 |
| you see fragrances as a | **need** | **189** |
|  | luxury | 84 |
|  | gift | 38 |
| at which price you buy fragrances | **Rs.200-400** | **224** |
|  | Rs.401-600 | 71 |
|  | Rs.600 and above | 16 |
| which attracts you to purchase certain fragrances at first | **natural fragrances oil** | **104** |
|  | deodorant spray | 42 |
|  | fragrance powder | 9 |
|  | perfume | 156 |

Table 3.buying process on fragrances by the consumers

The below table inferences to know the buying behaviour of the consumer with collected data of 311 consumers. 230 consumers are mostly using the natural fragrances. Majority of the consumers are wearing fragrances. Majority of the consumer consider fragrances as their need. Most of the consumer the price of the fragrances in the rate from Rs.200-400.the majority of the consumers attracted to purchase natural fragrance oil because theyfeel its friendly to skin.

Type of fragrances preferred by the consumers in different notes of perfume
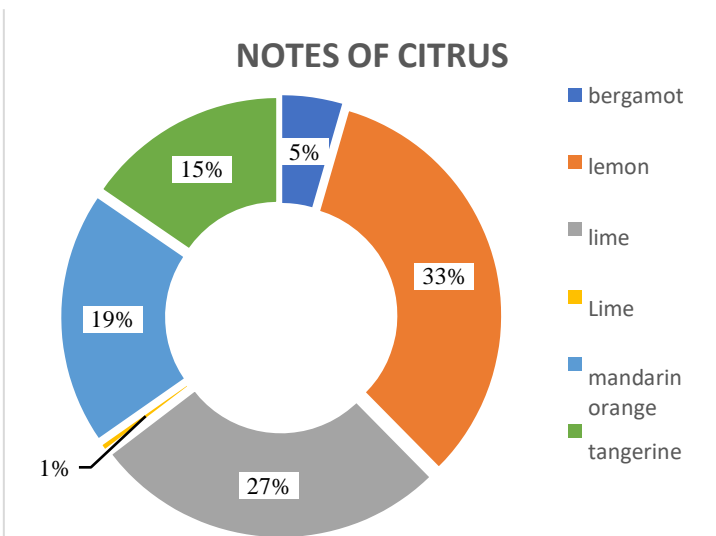
Fig.1.notes of perfume

Fig .2.(a).consumer buying behaviour towards notes of floral fragrances



Fig .2.(c).consumer buying behaviour towards notes of fruity fragrances
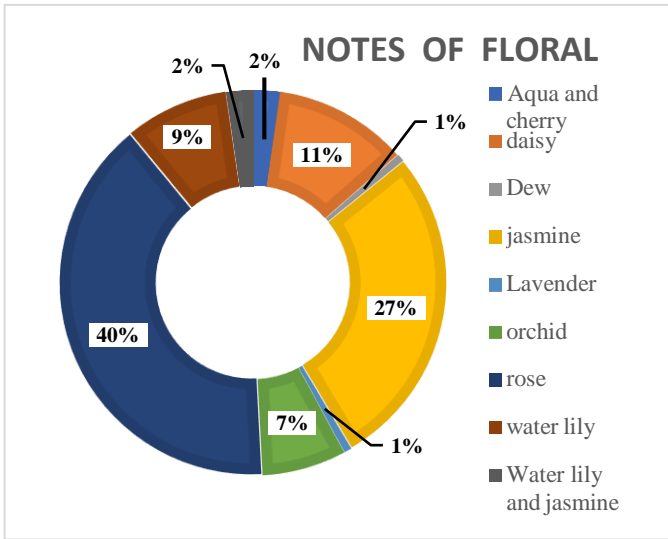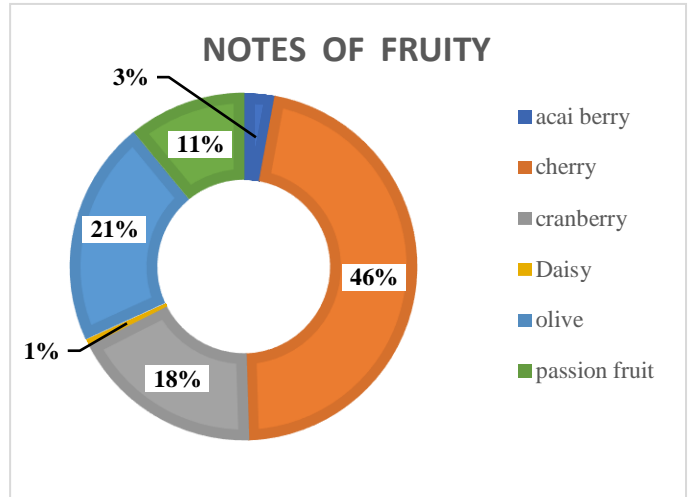


From the fig.2(a) it the inference is that the majority of the consumers are preferring rose notes in their perfume. The consumer has common feelings associated with wearing rose fragrances may include feeling feminine, romantic, sophisticated, and confident. The sweet floral scent of rose is given positive emotions such as happiness, love, and joy. so the majority of the consumer prefer rose fragrances in perfume.

From the fig.2(c) it inferences is that the majority of consumers are preferring cherry fragrances in their perfume because it gives a feeling of playful, youthful, and energetic. the sweet fruity scent of cherry is gives happiness, excitement, and joy.

Fig .2.(b).consumer buying behaviour towards notes of citrus fragrances

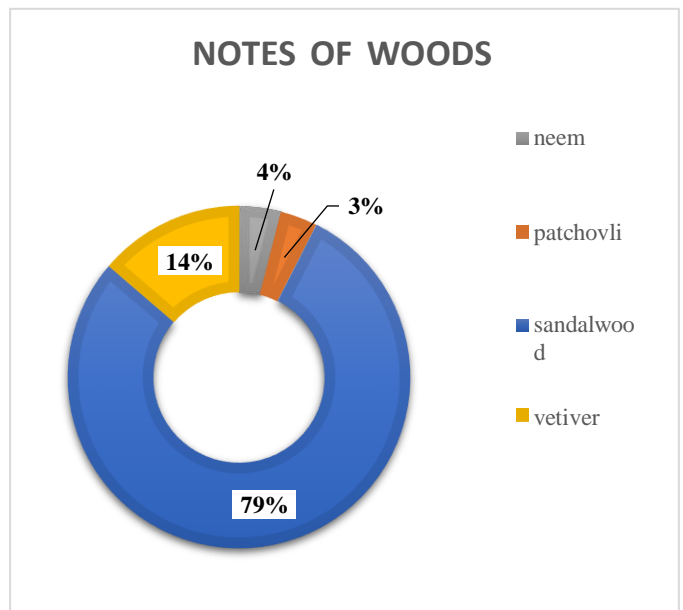Fig .2.(d).consumer buying behaviour towards notes of woodsfragrances





The fig.2(b) it inferences is that the majority of the consumers are preferring lemon notes in their perfume. The consumer feel that the citrusy scent of lemon gives them positive emotion such as happiness, positivity and clarity which has been heightened by wearing lemon perfume.

From the fig.2(d) it inference majority of the consumers prefer sandalwood fragrances .The feelings of the consumer while wearing sandalwood fragrances they feel relaxation, inner peace, and focus mindset, comforting, soothing and reduce stress and anxiety.

Fig .2. (e).consumer buying behaviour towards notes of oriental fragrances

## NOTES OF ORIENTAL

- cinnamon 15%
- cloves 7%
- nutmeg 5%
- saffron 42%
- vanilla 31%
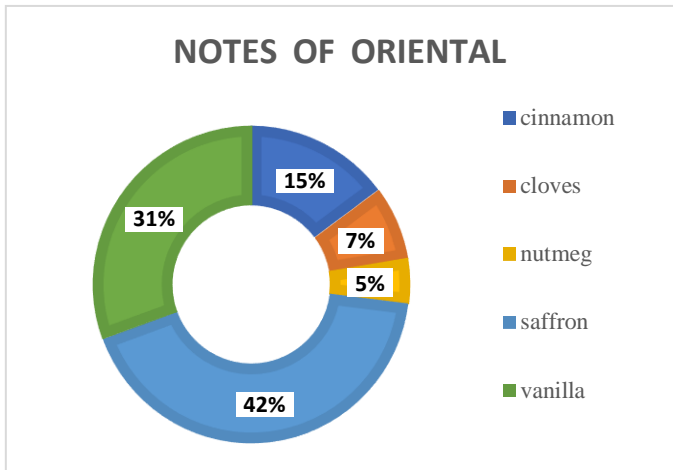
From the fig2.(e).it interference majority of the consumer prefer saffron fragrances. Saffron is a spicy and aromatic fragrance that is often used in perfumes as a top note or a heart note. It has a rich and warm scent that can be used to create an opulent and luxurious fragrance.

Fig .2.(f).consumer buying behaviour towards notes of musky fragrances
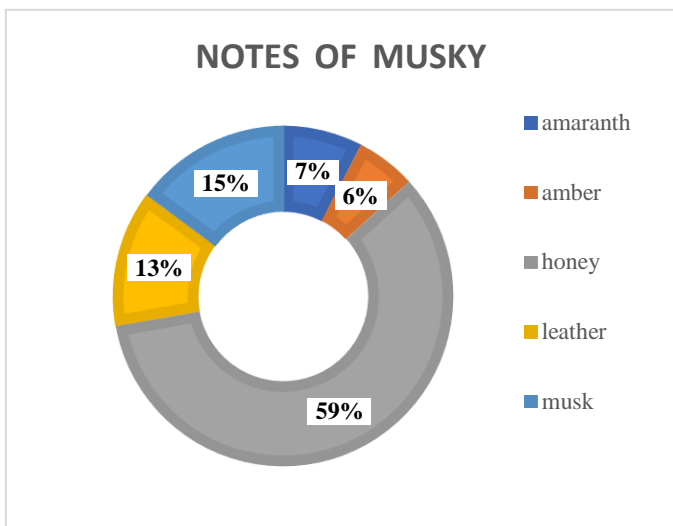
## NOTES OF MUSKY

- amaranth 7%
- amber 6%
- honey 59%
- leather 13%
- musk 15%

From the fig.2(f) it inferences is that the majority of the consumers prefer honey fragrances because it has a rich and warm scent that can be used to create on opulent and luxurious fragrances.

5. ANALYSIS

5.1 OPINION OF CONSUMERS ON VARIOUS FACTORS AFFECTING THEIR SATISFACTION ON FRAGRANCES ON PERFUME

The factor affecting the overall opinion of consumers about fragrances are compiled from table.4(a)to table.4(h). an agreement on the Likert scale indicates high opinion on a particular factor, while disagreement on a particular factor indicates low opinion. The neutral opinion about fragrances on perfume can be described as having a medium perception

Table 4(a). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Brand | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 33 | 27 | 94 | 16 | 13 |
| | Within gender % | 18% | 14.7% | 51.3% | 8.7% | 7.1% |
| | Within factor % | 67.3% | 44.2% | 77.6% | 44.4% | 28.8% |
| | Total% | 10.6% | 8.6% | 30.2% | 5.1% | 4.1% |
| Male | Count | 16 | 34 | 27 | 19 | 32 |
| | Within gender % | 12% | 27% | 22% | 14% | 25% |
| | Within factor % | 32.6% | 55.7% | 22.3% | 52.7% | 71.1% |
| | Total | 5.1% | 10.9% | 8.6% | 6.1% | 10.2% |
| Total | Count | 49 | 61 | 121 | 35 | 45 |
| | Within gender | 15.7% | 19.6% | 38.9% | 11.5% | 14.4% |

Table 4(b). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Friend recommendation | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 46 | 70 | 47 | 18 | 2 |
| | Within gender % | 25.1 | 38.2% | 25.6% | 9.8% | 1.0% |
| | Within factor % | 56.0 | 58.8% | 61.8% | 69.2% | 25% |
| | Total% | 14.7 | 22.5% | 15.1% | 5.7% | 0.6% |
| Male | Count | 36 | 49 | 29 | 8 | 6 |
| | Within gender % | 28.1 | 38.2% | 22.6% | 6.2% | 4.6% |
| | Within factor % | 43.9 | 41.1% | 38.1% | 30.7% | 75% |
| | Total | 11.5 | 15.7 | 9.3 | 2.5 | 1.9 |
| Total | Count | 82 | 119 | 76 | 26 | 8 |
| | Within gender | 26.3 | 38.2% | 24.4% | 8.3% | 2.5% |

Table 4(c). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | smell | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 32 | 61 | 60 | 5 | 25 |
| | Within gender % | 17.5% | 33.3% | 32.8% | 2.7% | 13.7% |
| | Within factor % | 78.0% | 49.6% | 75.9% | 14.7% | 73.5% |
| | Total% | 10.3% | 19.6% | 19.3% | 1.6% | 8.0% |
| Male | Count | 9 | 62 | 19 | 29 | 9 |
| | Within gender % | 7.0% | 48.4% | 14.8% | 22.7% | 7.0% |
| | Within factor % | 22.0% | 50.4% | 24.1% | 85.3% | 26.5% |
| | Total | 2.9% | 19.9% | 6.1% | 9.3% | 2.9% |
| Total | Count | 41 | 123 | 79 | 34 | 34 |
| | Within gender | 13.2% | 39.5% | 25.4% | 10.9% | 10.9% |

Table 4(d). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Reusable | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 40 | 46 | 70 | 20 | 7 |
| | Within gender % | 21.9% | 25.1% | 38.3% | .9% | 3.8% |
| | Within factor % | 65.6% | 64.8% | 60.9% | 36.4% | 77.8% |
| | Total% | 12.9% | 14.8% | 22.5% | 6.4% | 2.3% |
| Male | Count | 21 | 25 | 45 | 35 | 2 |
| | Within gender % | 16.4% | 19.5% | 35.2% | 27.3% | 1.6% |
| | Within factor % | 34.4% | 35.2% | 39.1% | 63.6% | 22.2% |
| | Total | 6.8% | 8.0% | 14.5% | 11.3% | 0.6% |
| Total | Count | 61 | 71 | 115 | 55 | 9 |
| | Within gender | 19.6% | 22.8% | 37.0% | 17.7% | 2.9% |

Table 4(g). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Shape/design of the bottle | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 15 | 35 | 61 | 28 | 44 |
| | Within gender % | 8.2% | 19.1% | 33.3% | 15.3% | 24.0% |
| | Within factor % | 37.5% | 43.8% | 63.5 | 62.2% | 88.0% |
| | Total% | 4.8% | 11.3% | 19.6% | 9.0% | 14.1% |
| Male | Count | 25 | 45 | 35 | 17 | 6 |
| | Within gender % | 19.5% | 35.2% | 27.3% | 13. 3% | 4.7% |
| | Within factor % | 62.5% | 56.3% | 36.5% | 37.8% | 12 .0% |
| | Total | 8.0% | 14.5% | 11.3% | 5.5% | 1.9% |
| Total | Count | 40 | 80 | 96 | 45 | 50 |
| | Within gender | 12.9% | 25.7% | 30.9% | 14.5% | 16.1% |

Table 4(e). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Advertisement | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 15 | 39 | 64 | 46 | 19 |
| | Within gender % | 8.2% | 21.3% | 35.0% | 25.1% | 10.4% |
| | Within factor % | 78.9% | 65.0% | 84.2% | 37.7% | 55.9% |
| | Total% | 4.8% | 12.5% | 20.6% | 14.8% | 6.1% |
| Male | Count | 4 | 21 | 12 | 76 | 15 |
| | Within gender % | 3.1% | 16.4% | 9.4% | 59.4% | 11.7% |
| | Within factor % | 21.1% | 35.0% | 15.8% | 62.3% | 44.1% |
| | Total | 1.3% | 6.8% | 3.9% | 24.4% | 4.8% |
| Total | Count | 19 | 60 | 76 | 122 | 34 |
| | Within gender | 6.1% | 19.3% | 24.4% | 39.2% | 10.9% |

Table 4(h). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | Personality | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 62 | 43 | 60 | 16 | 2 |
| | Within gender % | 33.9% | 23.5% | 32.8% | 8.7% | 1.1% |
| | Within factor % | 54.9% | 50.0% | 73.2% | 64.0% | 40.0% |
| | Total% | 19.9% | 13.8% | 19.3% | 5.1% | 0.6% |
| Male | Count | 51 | 43 | 22 | 9 | 3 |
| | Within gender % | 39.8% | 33.6% | 17.2% | 7.0% | 2.3% |
| | Within factor % | 45.1% | 50.0% | 26.8% | 36.0% | 60.0% |
| | Total | 16.4% | 13.8% | 7.1% | 2.9% | 1.0% |
| Total | Count | 113 | 86 | 82 | 25 | 5 |
| | Within gender | 36.3% | 27.7% | 26.4% | 8.0% | 1.6% |

Table 4(f). opinion of consumers on various factors affecting their satisfaction on fragrances on perfume

| Factor metrics | | price | | | | |
|---|---|---|---|---|---|---|
| | | SA | A | N | DA | SDA |
| Female | Count | 36 | 68 | 72 | 7 | 0 |
| | Within gender % | 19.7% | 37.2% | 39.3% | 3.8% | 0.0% |
| | Within factor % | 49.3% | 59.6% | 73. 5% | 26.9% | 0.0% |
| | Total% | 11.6% | 21.9% | 23.2% | 2.3% | 0.0% |
| Male | Count | 37 | 46 | 26 | 19 | 0 |
| | Within gender % | 28.9% | 35.9% | 20.3% | 14. 8% | 0.0% |
| | Within factor % | 50.7% | 40.4% | 26.5% | 73.1% | 0.0% |
| | Total | 11.9% | 14.8% | 8.4% | 6.1% | 0.0% |
| Total | Count | 73 | 114 | 98 | 26 | 0 |
| | Within gender | 23.5% | 36.7% | 31.5% | 8.4% | 0.0% |

In table.4(a)-table.4(h), both gender rank personality factor as their top priority when it comes to buying fragrances. When it comes to the factor personality, female have given it a higher priority than male, but both gender put it second after the factor friends recommendation, smell, and price. Similar trends can be seen with brand, reusable, shape/design of the perfume bottle and at last advertisement.

5.2.IMPACT OF VARIOUS FACTORS ON THE PERFERENCES OF FRAGRANCES

In order to analyze the effect of all predictors on the outcome variable, multiple regression was used in SPSS by entering all the independent variables together. A summary of the multiple regression model is presented in Table.5, and the coefficients associated with various factors are presented in Table.5. Regression models with significant F changes in the model summary table indicate that the regression model is valid and the results thereof can be interpreted.

Table .5.model summary of multiple linear regression

| Model | R | Adj R² | Std. Error of the Estimate | Change Statistics | | |
|---|---|---|---|---|---|---|
| | | | | R² | F | Sig. |
| 1 | .616ª | .253 | .486 | .380 | 23.11 | .000 |

Based on the Pearson correlation value in Table.5, the variables taken for analysis have a relatively positive and strong relationship. Moreover, it is quite significant. An estimate's standard error is the standard deviation of the error term and measures the accuracy of the prediction. In general, a smaller standard error of estimate indicates that the values of variables plotted are closer to the regression line. In this case, the correlation is perfect since there is no variation corresponding to the computed line

Table .5.coefficients of multiple linear regression

| Model | Coefficients | t | Sig. |
|---|---|---|---|
| (Constant) | 0.751 | 4.963 | .000 |
| Brand | -0.189 | -3.934 | 0.000 |
| Friends | 0.188 | 3.203 | 0.002 |
| Smell | 0.094 | 1.682 | 0.094 |
| Reusable | -0.001 | -0.017 | 0.986 |
| Advertisement | 0.078 | 1.468 | 0.143 |
| Price | 0.277 | 4.955 | 0.000 |
| Shape/design | -0.011 | -0.244 | 0.807 |
| Personality | 0.315 | 6.779 | 0.000 |

Y=0.751+3.203friends+1.682smell+6.779personality +4.955price

Observing the multiple regression when all the factors are considered together, it can be seen that only friends,smell,personality,brand and price have significant impact (at $p < 0.05$) on the overall satisfaction towards fragrances . This is in contrast to the factors considered individually. When the factors were considered individually friends, smell personality and price had a high and positive impact.

Based on the Pearson correlation value in Table.5, the variables taken for analysis have a relatively positive and strong relationship. Moreover, it is quite significant. An estimate's standard error is the standard deviation of the error term and measures the accuracy of the prediction. In general, a smaller standard error of estimate indicates that the values of variables plotted are closer to the regression line. In this case, the correlation is perfect since there is no variation corresponding to the computed line.

## DISCUSSION AND CONCLUSION

As a result, consumer preferences for fragrances are highly subjective and individual. Their tastes are influenced by factors such as gender, age, lifestyle, and culture. As consumers become more informed, they seek out high-quality products that complement their individuality and enhance their mood. Thus, fragrance companies must remain aware of these changing preferences and provide a variety of options to satisfy them. Understanding consumers' mindsets helps brands create scents that resonate with them and establish a strong brand image that keeps them coming back for more. Consumer preferences are constantly changing, so customer satisfaction is key to the success of the fragrance industry.

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