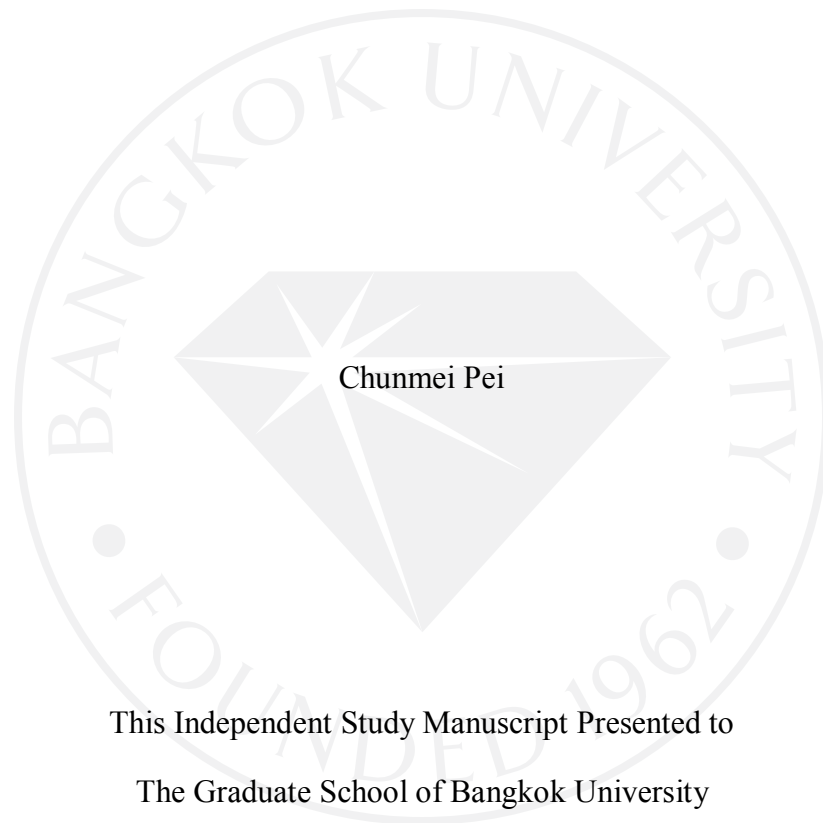THE STUDY OF PERFUME'S PURCHASE CRITERIA COMPARING BETWEEN

IRREGULAR AND REGULAR USERS OF CUSTOMERS IN BANGKOK

THE STUDY OF PERFUME'S PURCHASE CRITERIA COMPARING BETWEEN

IRREGULAR AND REGULAR USERS OF CUSTOMERS IN BANGKOK

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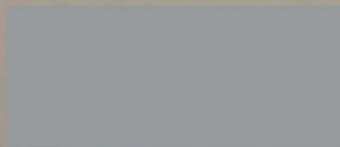Author: Miss Pei Chunmei

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The Study of Perfume's Purchase Criteria Comparing between Irregular and Regular

Users of Customers in Bangkok (62 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The study is focus on study of perfume's purchase criteria comparing between irregular and regular users of consumers in Bangkok by using a survey questionnaire to collect customer feedback. This study uses quantitative research and the result was show in Descriptive statistics to present the frequency results by percentage used to analyze the data for consumer in Bangkok area, Cross tabulation used to find the contingency to explain relationship of respondents with specific characteristic of the research, Factors that effect the purchasing decision of customer and Binary logistics regression analysis to test hypothesis.

The dependent variable is of perfume's purchase criteria, and the independent variables which include brand, scents, packaging, perfume color, price, advertising, friend's recommendation, social influence and lifestyle influence. The aim of study is to understand the perfume's purchase criteria.

Keywords: perfume, purchase criteria

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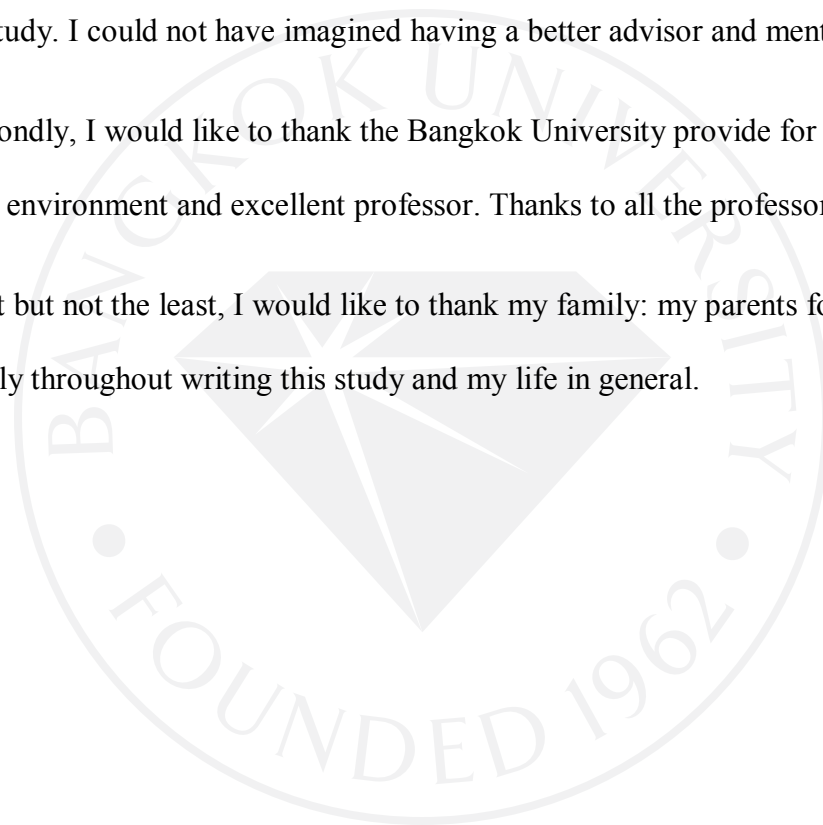
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CHAPTER 1

INTRODUCTION

The study of perfume's purchase criteria comparing between irregular and regular user of customers in Bangkok will be mainly introduced in this chapter. The entire research will be presented at first. And the statement of problem, research objective, scope of research limitation of the study, intension and reason to study, assumptions, major research questions, benefit of study will present as well.

1.1 Background

Perfume is a mixture of fragrant essential oils or aroma compounds, fixatives and solvents, used to give the human body, animals, food, objects, and living-spaces an agreeable scent. It is usually in liquid form and used to give a pleasant scent to a person's body. The word perfume derives from the Latin perfumare, meaning "to smoke through". Perfumery, as the art of making perfumes, began in ancient Mesopotamia and Egypt, and was further refined by the Romans and the Arabs.

Nowadays perfume 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 of perfume's purchase criteria of customers helps firms and organizations improve their marketing strategies by understanding various aspects about consumers. 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.

Size of the perfume market worldwide in 2016 is 37 billion U.S. dollars, and by 2022, the global perfume market is estimated to be worth about 49 billion U.S. dollars.

The output value of Thai cosmetics ranks 17th in the world. There are more than 2,000 manufacturers in the cosmetics industry in Thailand, and the proportion of small and medium-sized enterprises (SMEs) is as high as 90%. In line with the Thailand 4.0 policy, cosmetics small and medium-sized enterprises are encouraged to accelerate the

development of innovative technologies and promote industrial development. The 2018

Thai professional beauty related exhibition schedule includes the Asean Beauty

exhibition held at the Bangkok International Convention and Exhibition Center (BITEC)

from May 3rd to 5th. It will be held at the Impact Pavilion from September 20th to 22nd.

Beyond Beauty trade fair, and the Cosmetics Expo (COSMEX) held at BITEC from

October 30th to November 1st.

Most of the spending on cosmetics purchased by Bangkok people in 2017 will focus

on facial cosmetics (32%), followed by perfume (25%), cleansing products (12%), skin

care products (11%), oral care products (10 %) and hair care products (10%).

1.2 Statement of Problems

The perfume market is highly competitive and has many brands. From The PMXC

agency's 2016 report, perfume market share is Chanel 4.2%, Burberry by 4.1%, Hermes

by 2.1%, Louboutin by 1.8%, Versace by 1.7%, Dior by 1.5%, Ferragamo by 1.2%, Marc

Jacobs 1.1%, Parad by 1.1%, Saint Laurent Paris by 1.1%, Armani by 1.1%, Tom Ford

1.0%, Dolce&Gabbana by 0.9%, Jimmy Choo by 0.8% and other brands is 76.2%. There

are more than 21,000 kinds of perfumes worldwide, brand perfume over 1,900, limited

editions over 2,800. And there are also many factors affecting the purchase of consumer

perfumes. Therefore, perfume companies must understand consumer purchasing criteria

in order to survive in the perfume industry. This paper will provide reference materials

for this problem through analysis of relevant influencing factors such as brands, scents,

packaging, perfume color, price, advertising, friends recommendation, social influence and lifestyle influence.

1.3 Intention and Reason for Study

The perfume market is large, the products are updated fast, the product brands are numerous, and the market competition is fierce. The intention of study is how perfume industry to influence the customers perfume's purchase of irregular and regular users through brand, scents, packaging, perfume color, price, advertising, friends recommendation, social influence and lifestyle influence.

1.4 Research Objectives

The objective of this independent study is mainly to find out the perfume's purchase criteria of irregular and regular users of customer in Bangkok. In order to understand the consumer buying habits in Bangkok area. And how brand, scents, packaging, perfume color, price, advertising, friends recommendation, social influence and lifestyle influence to influence perfume selection. Provide effective reference materials for various perfume companies to develop the Thai market, and provide basis for relevant enterprises to develop new products or adjust market strategies.

1.5 Assumptions

This research realized to validity and reliability of research; therefore, the assumptions were made for this study as following:

1. The research assume that customers have the experiences that perfume purchase behavior.

2. All the feelings that customer perceived about the product and services are reliable.

3. And the answer of questionnaire from respondents are exactly same with their thoughts.

4. The data from questionnaires that researcher conduct is only valid for this study.

1.6 Scope of Research

The scope of this study is focus on perfume's purchase criteria comparing between irregular and regular users of customers in Bangkok. The researchers targeted the Bangkok customers having experience with perfume's purchase. This paper describes nine independent variables which are brand, scents, packaging, perfume color, price, advertising, friends recommendation, social influence and lifestyle influence.

From the fashion spot resource, the most popular perfume brand is Chanel, Dolce & Gabbana and Marc Jacobs in 2018. So this study research just 3 perfume brands (Chanel, Dolce & Gabbana and Marc Jacobs).

1.7 Benefit of the Research

The benefits of this study are to understand the perfume's purchase criteria comparing between irregular and regular users of customers in Bangkok. It provides reference information for the perfume industry, adjusts the company's strategy according to the tendency of consumer perfume purchase criteria, and makes market positioning and gains more market share. At the same time, it also provides a reference for research in this field.

1.8 Limitation of the Research

The researchers chose to emphasize on perfume's purchase criteria of customers in Bangkok. And only nine independent variables which are brand, scents, packaging, perfume color, price, advertising, friends recommendation, social influence and lifestyle influence.

CHAPTER 2

LITERATURE REVIEW

2.1 Previous Study

Amira Srour Abusrour (2016) studied that Factors Affecting Consumers' Choice of Perfume Products: The Case of Famagusta – North Cyprus. This study aims to identify the factors which affect the consumers' choice of perfume products in Famagusta, North Cyprus. 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.

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.

Benjamin Chan Yin Fah Yeoh Sok Foon and Syuhaily Osman(2011) studied that An Exploratory Study of the Relationships between Advertising Appeals, Spending Tendency, Perceived Social Status and Materialism on Perfume Purchasing Behavior. The purpose of the study was to investigate the purchasing behavior of Malaysians and its association with advertising appeals, tendency to spend, perceived social status and materialism.

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 56 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.

Zaidi Oussama Chihab and Benhabib Abderrezzak (2016) studied that Factors affecting Consumer Purchase Intention of Luxury Perfumes in Algeria: A case study of Consumers in the Twin Cities of Tlemcen and Sidi Bel Abbes. the main objective of this research is to study the influence of brand image, social and functional values as well as

past behaviour on the purchase intention of luxury perfumes in Algeria, using the theory of reasoned action. This study also aims at demonstrating the impact of social and functional values on attitude.

The study shows that attitude, subjective norm, brand image, price-quality,need for uniqueness, social value and past behavior all together explain 30.1% of purchase intention of luxury perfumes, social value, price-quality and need for uniqueness explain 15,1% of attitude. Managers should address advertising messages based on the price-quality criterion and reinforce branding in the mind of the consumers by using advertising spots. They must also improve the quality of the bottle's design and packaging of the luxury perfumes.

Hamid Ali Raza, Zekeriya Nas and Khalid Javaid Anwer(2013) studied that Factors Considered by Consumers for Purchase of Perfumes/Fragrances: A Case Stusy of Consumers in The Twin Cities of Islamabad & Rawalpindi. This research is conducted to analyze the factors considered by consumers living in Rawalpindi & Islamabad for purchase of perfumes/ fragrances.

Study has revealed that brand of the perfume, packaging, bottle design are among the important factors for consumers during the purchase of the perfume. However, the ultimate decisive elements are fragrance and quality of the perfume. Any marketer who can come up with a desirable fragrance of high quality and combines it with right type of product elements i.e. packaging and bottle design then we will be confident in guaranteeing any success. It is also noteworthy that even if the perfume has become a

success and it is up for recommendations from family, friends and colleagues and customer has positive inclinations due to past experience with perfume, even then marketers must keep on delivering on quality promise.

Surabhi Singh(2015)studied that A Study of Perfumes Buying Behavior of Consumers in India. The object of the study is to know the frequency distribution of selected sample of consumers towards perfume and to identify the important dimensions in perfume buying behavior of consumers.

The study finding that the factors of perfume buying have major impact on ratings of perfume. The usage of perfume is more in the age group of 18-30years. Fragrance is the most important factories received from respondent's responses. The age group of 18-30 years is more aware of perfumes. The improvement suggested by respondent is on the quality aspect on perfume ranges.

2.2 Definition and Theory of Factors

Brand

The American market association (AMA) defines as a —A name, symbol, design, or some combination which identifies the product differentiate them from those of competition (Keller, 2003) .

Another definition by Kapferer (2004) says that a brand is a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive

(desirable). To many, a brand suggests the best choice, while others see a brand as something the customer knows and will react to. Despite the formal definition, the purpose of branding is essentially to build the product's image (Keller, 2003). This image will influence the perceived worth of the product and will increase the brand's value to the customer, leading to brand loyalty (Kapferer 2004). Organizations develop brands as a way to attract and keep customers by promoting value, image, prestige, or lifestyle. By using a particular brand, a consumer can cement a positive image. Brands can also reduce the risk consumers" face when buying something that they know little about. Branding is a technique to build a sustainable, differential advantage by playing on the nature of human beings. Only humans can attach meaning and feeling to inanimate objects and a random collection of symbols, which suggests the appeal of branding, is not entirely rational (Keller, 2003).

Scents

"Our relatively recent understanding of the prominence and influence of scent in our lives is rapidly changing the paradigm of how we market, sell, and deliver products and services to consumers," (Brumfield, 2008). Further experiments have been led in the marketing field.

These experiments show that pleasant odours have a positive impact on products evaluation (Laird, 1935; Cox, 1969). The smell helps the consumer to evaluate a product or a service. Odour can be seen as a physical product attribute and then can increase the

likelihood that consumers will infer some positive product attributes. Thus, consumers will evaluate the product more highly (Mitchell, 1994).

Packaging

Many packaging elements are factors that influence the buying behavior of consumers such as, packaging color, printed information, packaging material, design of wrapper, printed information, brand image, innovation and practicality.

According to Charles W. Lamb et al., (2011), in their book "Essentials of Marketing" think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company's products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales.

Perfume color

Color serves many purposes in marketing: It associates brands with broader sectors and industries, it drives emotion and creates emotional cues, it can even directly influence purchasing decisions. People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colors alone.

Colors connote specific meanings and communicate information beyond simple aesthetic appeal (Caivano &López, 2007; da Pos & Green-Armytage, 2007; Hultén et al., 2011; Marshall, 2010; Minah, 2008; Pogacar, 2012;Takahashi, 2012). Consumers have different color preferences for different product categories, and thesepreferences are formed through associative learning. As mentioned, consumers' favorite colors might not be what they believe is suitable for a certain product context. That is, colors are not perceived independently from context, and accordingly, companies cannot build their product color choice based on consumers' favorite colors (Grossman & Wisenblit, 1999).

Colors on products may attract attention and convey information; in other words, color is an influential design element (Jansson et al., 2004; Kauppinen-Räisänen & Luomala, 2010). The colors companies choose on their brands contribute to their brands standing out from other brands (Caivano & López, 2007). Consumers use color to search for and identify brands (Kauppinen-Räisänen & Luomala, 2010). That is, color is valuable in logo design and brand personality (Caivano & López, 2007; Labrecque & Milne, 2012). "Indeed, color can be an important, controllable marketing variable for managing image standardization because a product's color can function not only as an immediate identifier of its brand but also its quality and price" (Singh, 2006, p. 787).Thus, on the one hand the right color can promote recognition of, for example, logotypes and products (Hultén et al., 2011), and it can maintain consumer's attention (Kauppinen-Räisänen & Luomala, 2010). On the other hand, the wrong color choice may hamper any communication between a company and its target market. Choosing the wrong color can hurt brand awareness and any attempt to build a sustainable brand image (Hultén et al.,

2011).The importance of choosing appropriate colors may be especially salient within the store environment as colors can affect perceptions of the merchandise (cf. Crowley, 1993).

Therefore, the perfume color is the same, which has an impact on the consumer's purchase criteria.

Price

Price is the main reason in motivating consumers to purchase (Kotler & Keller,2006).

Kotler (2009), explain that many consumers use price as an indicator for quality. Image pricing is especially effective with ego (self) sensitive product such as perfumes and expensive cars. According to the chartered institute of Marketing (1997), consumers perceive price to be related to quality and it has even been shown that consumer may evaluate different price stages. People are made likely using price as an indicator of quality for relatively expensive product.

Advertising

Perfume advertising represents a significant portion of ad pages and spending, estimated to be in the billions of dollars. Print advertising of fragrances poses additional challenges compared to many other products for the following three main reasons. First, fragrances have no significant functional benefit and are very intimate purchases where preferences are personal (Busch, 2003). Since odors stimulate the part of the brain responsible for emotional responses, olfaction represents a different path to the consumer

than is afforded by other types of cues (Ellen and Bone, 1998). According to Kirk-Smith and Booth (1987), the emotional response generated by a scent depends on "the complex meaning of previous social experience with odors". The emotional aspect of odors may therefore influence a consumer's attitude and motivation to purchase through the associations it evokes.

The ad can depict a photograph of the bottle, might include a scent strip in magazine advertising, making a nebulous product a bit more substantive, or use a variety of rhetorical techniques to tap into the human capacity for multi-sensory perception and provoke the consumer to actually envision the scent based on coded images and signs embedded within the print advertisement. In this regard, much fragrance advertising can have transformational effects. Transformational advertising (Wells, 1980) is effective by "developing associations with the brand use experience that transforms that experience into something different than it would be in the absence of the advertising" … "transformational advertising creates, alters, or intensifies feelings" (Aaker and Stayman, 1992, p. 239) and attempts to move the consumer emotionally to a point of greater product acceptance (Cutler et al., 2000). In that respect, transformational advertising enhance mostly hedonic and symbolic benefits but does not appear to affect evaluations of functional benefits (Naylor et al., 2008).

Friend's recommendation

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).

Social influence

The importance of social influences in consumers' purchasing decisions is widely recognized among domestic as well as international marketers. Buying decisions are not made in a vacuum, and consumers are subject to influence from several potential sources: family, friends, associates, salespeople, and even strangers who may express an opinion. The importance of social influences has been embodied in one of the most important theories in consumer behavior: the Theory of Reasoned Action (TORA). This theory specifies that individuals' behavioral intentions (e.g., with regard to the purchase of a product or service) are predicated upon their own internal attitudes toward the contemplated act.

Yadav et al. (2013) pointed out that the social environment is often an important factor in influencing and determining perceived needs and observing others may encourage people to adopt the same products and services. Others' product evaluations are used as information sources for products, and people tend to perceive a product more favorably when they observe that others evaluate the product favorably; thus, based on

these evaluations, people infer that the product is a better product (Burnkrant & Cousineau, 1975) .

According to Richins (1983), customers repurchase products they are satisfied with and they may influence other people's perceptions of the brand by talking about particularly satisfying products.

Lifestyle influence

According to Setiadi (2008: 148) lifestyles is widely identified as a way of life that identified by how people spend their time (activity), what they consider important in their environment (interest), and what they think about themselves and the world surroundings (opinion).

Lifestyle has become an important variable in the development of marketing strategies. Each product has a different intended target market and, hence, differentiation through market segmentation is necessary to establish each cluster's preferences and tendency. Therefore, with regard to the market, lifestyle serves as an excellent segmentation variable (Li, 2009), because it is a way of living by a person or a group that includes social relationships, consumption, entertainment, and clothing patterns. Lifestyle usually reflects a person's attitudes, values or worldview, and reflects their personal taste (Hung, 2009).

2.3 Hypotheses

H1o : Brand do not influence perfume's purchase criteria of customers in Bangkok.

H1a : Brand does influence perfume's purchase criteria of customers in Bangkok.

H2o : Scents do not influence perfume's purchase criteria of customers in Bangkok.

H2a : Scents does influence perfume's purchase criteria of customers in Bangkok.

H3o : Packaging do not influence perfume's purchase criteria of customers in Bangkok.

H3a : Packaging does influence perfume's purchase criteria of customers in Bangkok.

H4o : Perfume color do not influence perfume's purchase criteria of customers in Bangkok.

H4a : Perfume color does influence perfume's purchase criteria of customers in Bangkok.

H5o : Price do not influence perfume's purchase criteria of customers in Bangkok.

H5a : Price does influence perfume's purchase criteria of customers in Bangkok.

H6o : Advertising do not influence perfume's purchase criteria of customers in Bangkok.

H6a : Advertising does influence perfume's purchase criteria of customers in Bangkok.

H7o : Friend's recommendation do not influence perfume's purchase criteria of customers in Bangkok.

H7a : Friend's recommendation does influence perfume's purchase criteria of customers in Bangkok.

H8o : Social influence do not influence perfume's purchase criteria of customers in Bangkok.

H8a : Social influence does influence perfume's purchase criteria of customers in Bangkok.

H9o : Lifestyle influence do not influence perfume's purchase criteria of customers in Bangkok.

H9a : Lifestyle influence does influence perfume's purchase criteria of customers in Bangkok.

2.4 Conceptual Framework
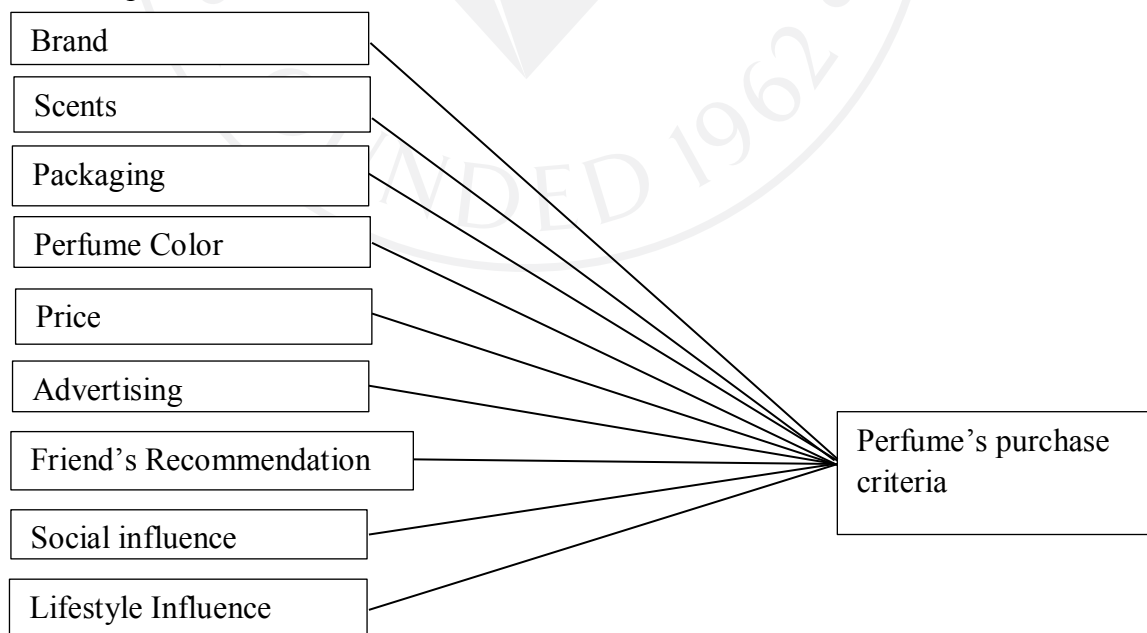
Figure 2.1: Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The study of perfume's purchase criteria comparing between irregular and regular user of customers in Bangkok. The survey was conducted to collect the data in order to investigate the purchase criteria of perfume irregular and regular users.

Respondents were asked to accomplish the cross-sectional survey of self-management. Surveys indicate that respondents' answers are completely anonymous, but other demographic information such as age, income, education. Respondents' privacy is protected. All respondents are voluntary, and agree to use the data to focus their answers. When a large number of respondents answer the questionnaires with no cost and the shortest time required.

3.2 Population and Sample Selection

The population of this study is the perfume users in Bangkok. The questionnaire survey was distributed to customers in Bangkok.

The researcher will determine sample size by applying an equation proposed by Pongwichai (2009) which is the adaptation of Yamane (1973) at confidences level of 95% and precision levels = 0.05

The total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

$$n = 384.16 \text{ samples}$$

$$\approx 385 \text{ samples}$$

In order to facilitate statistical calculations, so researchers use 400 samples to conduct the questionnaires in Bangkok.

3.3 Research Instrument

For this study, the researchers developed the questionnaire to be four parts. Part one is the preference choice. Part two is Measuring Variables, which researcher applied 7 Likert scale for the question which is 0=no effect, 1=minimum effect, 2=a little effect, 3=some effect, 4=neutral effect, 5=very effect, 6=great effect, 7=maximum effect. Part three is detail of independent variable, which researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, and 5=strongly agree. Part four is Demographic Data.

3.4 Collection of Data

Questionnaire collection is collected online and face-to-face in Bangkok. The researcher filled up the questionnaire independently and completed the survey about 10 minutes. The data collect from 23rd Dec 2018 to 2nd Jan 2019. After the 400 questionnaires were collected, the data were entered into SPSS statistical program.

3.5 Research Methodology

Descriptive Analysis

Descriptive analysis are used to describe or summarize data in ways that are meaningful and useful. The transformation of raw data into a form that will make them easy to understand and interpret; rearranging, ordering, and manipulating data to generate descriptive information.

Binary logistic regression

Logistic regression is an extension of simple linear regression.

Where the dependent variable is dichotomous or binary in nature, we cannot use simple linear regression. Logistic regression is the statistical technique used to predict the relationship between predictors (our independent variables) and a predicted variable (the dependent variable) where the dependent variable is binary (e.g., sex [male vs. female], response [yes vs. no], score [high vs. low], etc…).

There must be two or more independent variables, or predictors, for a logistic regression. The IVs, or predictors, can be continuous (interval/ratio) or categorical (ordinal/nominal).

All predictor variables are tested in one block to assess their predictive ability while controlling for the effects of other predictors in the model.

Assumptions for a Logistic regression:

1. adequate sample size (too few participants for too many predictors is bad!);

2. absence of multicollinearity (multicollinearity = high intercorrelations among the predictors);

3. no outliers

- The statistic -2LogL (minus 2 times the log of the likelihood) is a badness-of-fit indicator, that is, large numbers mean poor fit of the model to the data.

- When taken from large samples, the difference between two values of -2LogL is distributed as chi-square.

Where likelihoodRis for a restricted, or smaller, model and likelihoodFis for a full, or larger, model.

- LikelihoodFhas all the parameters of interest.

- LikelihoodRis nested in the larger model. (nested = all terms occur in the larger model; necessary condition for model comparison tests).

- A nested model cannot have as a single IV, some other categorical or continuous variable not contained in the full model. If it does, then it is no longer nested, and we cannot compare the two values of -2LogL to get a chi-square value.

- The chi-square is used to statistically test whether including a variable reduces badness-of-fit measure.

- If chi-square is significant, the variable is considered to be a significant predictor in the equation.

3.6 Content Validity

The questions from questionnaires had been review by the 3 qualified experts(Ms. Sutharatn Keawkao, Ms. Duangratn huaphetr, Ms. Phanthakant chitea, perfume&cosmetics purchasing officer of Wang Talang Jewelry and Gift Shop Co.,Ltd.).

To prove the consistency of questions, the author use Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \Sigma R/N$$

Where: IOC = Consistency between the objective and content or questions and objectives.

ΣR= Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

- +1 means the question is certainly consistent with the objective of the questionnaire.

- 0 means the question is unsure to be consistent with the objective of the questionnaire.

- -1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Index of Item - Objective Congruence (IOC) from three experts result are as

followed;

Table 3.1: Table of Content Validity

No.	Expert1			Expert2			Expert3			ΣR	IOC	Data analysis
	1	0	-1	1	0	-1	1	0	-1			
V1	Y			Y			Y			3	1	Accepted
V2	Y			Y			Y			3	1	Accepted
V3	Y			Y			Y			3	1	Accepted
E1	Y			Y			Y			3	1	Accepted
E2	Y			Y			Y			3	1	Accepted
E3	Y			Y			Y			3	1	Accepted
E4	Y			Y			Y			3	1	Accepted
E5	Y			Y			Y			3	1	Accepted
E6	Y			Y			Y			3	1	Accepted
E7	Y			Y			Y			3	1	Accepted
E8	Y			Y			Y			3	1	Accepted
E9	Y			Y			Y			3	1	Accepted
E1.1	Y			Y			Y			3	1	Accepted
E1.2	Y			Y			Y			3	1	Accepted
E1.3	Y			Y			Y			3	1	Accepted
E1.4	Y			Y			Y			3	1	Accepted
E2.1	Y			Y			Y			3	1	Accepted
E2.2	Y			Y			Y			3	1	Accepted
E2.3	Y			Y			Y			3	1	Accepted
E2.4	Y			Y			Y			3	1	Accepted
E3.1	Y			Y			Y			3	1	Accepted
E3.2	Y			Y			Y			3	1	Accepted
E3.3	Y			Y			Y			3	1	Accepted
E4.1	Y			Y			Y			3	1	Accepted
E4.2	Y			Y			Y			3	1	Accepted
E5.1	Y			Y			Y			3	1	Accepted
E5.2	Y			Y			Y			3	1	Accepted

(Continued)

Table 3.1(Continued) : Table of Content Validity

E6.1	Y			Y			Y			3	1	Accepted
E7.1	Y			Y			Y			3	1	Accepted
E8.1	Y			Y			Y			3	1	Accepted
E8.2	Y			Y			Y			3	1	Accepted
E8.3		Y		Y			Y			2	0.67	Accepted
E9.1	Y			Y			Y			3	1	Accepted
E9.2	Y			Y			Y			3	1	Accepted
E9.3	Y			Y			Y			3	1	Accepted
E9.4	Y			Y			Y			3	1	Accepted
E9.5		Y		Y			Y			2	0.67	Accepted
E9.6	Y			Y			Y			3	1	Accepted
E9.7	Y			Y			Y			3	1	Accepted
V4	Y			Y			Y			3	1	Accepted
V5	Y			Y			Y			3	1	Accepted
V6	Y			Y			Y			3	1	Accepted
V7	Y			Y			Y			3	1	Accepted
V8	Y			Y			Y			3	1	Accepted
V9	Y			Y			Y			3	1	Accepted
V10	Y			Y			Y			3	1	Accepted

The index of item objective congruence (IOC) of this questionnaire is 0.986 which is more than 0.5; it means that the questions are all acceptable.

3.7 Reliability Analysis of Research Instrument

The reliability test for this research is processed on computer program by using Cronbach's alpha coefficient.

Table 3.2 : Criteria of Reliability

Cronbach's alpha coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent

(Continued)

Table 3.2 (Continued) : Criteria of Reliability

0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.3 : The Summary of Reliability

Independent variable	Coronhach's Alpha
Brand	0.842
Scents	0.841
Packaging	0.847
Perfume Color	0.850
Price	0.836
Advertising	0.828
Friend's Recommendation	0.825
Social Influence	0.834
Lifestyle Influence	0.811

CHAPTER 4

DATA ANALYSIS

4.1 Descriptive Analysis

Descriptive analysis is to examine the variable basic information, include frequency,

total number of data, mean, and standard deviation.

Table 4.1: Perfume Users

How often do you use perfume

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	irregular user	225	56.3	56.3	56.3
	regular user	175	43.8	43.8	100.0
	Total	400	100.0	100.0	

Table 4.1 showed that perfume's irregular user is 56.3% of the total respondents, and

perfume's regular user is 43.8%.

Crosstabs is an SPSS procedure that cross-tabulates two variables, thus displaying

their relationship in tabular form. In contrast to Frequencies, which summarizes

information about one variable, Crosstabs generates information about bivariate

relationships. Through crosstabs reflect the relationship between two variables.

Table 4.2 : Perfume Brands Quantity of Users

How many perfume brands do you normally carry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	only one brand	104	26.0	26.0	26.0
	multi-brand	296	74.0	74.0	100.0
	Total	400	100.0	100.0	

Table 4.2 showed that most perfume users use multiple brands, up to 74%, and only

26% use only one brand.

Table 4.3 The Most Preferred Brand

What is your most preferred brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	chanel	233	58.3	58.3	58.3
	dolce&gab bana	54	13.5	13.5	71.8
	marc jacobs	113	28.2	28.2	100.0
	Total	400	100.0	100.0	

Table 4.3 showed that shows that among the three perfume brands Chanel,

Dolce&Gabbana and Marc Jacobs, the most preferred among consumers is Chanel

(58.3%), followed by Marc Jacobs (28.2%), and finally Dolce&Gabbana (13.5%).

Table 4.4 : Perfume Brans Quantity and Users

How many perfume brands do you normally carry * How often do you use perfume
Cross tabulation

| | | | How often do you use perfume | | |
			irregular user	regular user	Total
How many perfume brands do you normally carry	only one brand	Count	58	46	104
		% within How many perfume brands do you normally carry	55.8%	44.2%	100.0%
		% within How often do you use perfume	25.8%	26.3%	26.0%
		% of Total	14.5%	11.5%	26.0%
	multi-brand	Count	167	129	296
		% within How many perfume brands do you normally carry	56.4%	43.6%	100.0%
		% within How often do you use perfume	74.2%	73.7%	74.0%
		% of Total	41.8%	32.3%	74.0%
Total		Count	225	175	400
		% within How many perfume brands do you normally carry	56.3%	43.8%	100.0%
		% within How often do you use perfume	100.0%	100.0%	100.0%
		% of Total	56.3%	43.8%	100.0%

In brief, both regular and irregular perfume users prefer multi-brand (almost 75%).

Table 4.5 : The Most Preferred Brand and Users

What is your most preferred brand * How often do you use perfume Crosstabulation

	How often do you use perfume	Total

			irregular user	regular user	
What is your most preferred brand	chanel	Count	128	105	233
		% within What is your most preferred brand	54.9%	45.1%	100.0%
		% within How often do you use perfume	56.9%	60.0%	58.3%
		% of Total	32.0%	26.3%	58.3%
	dolce&gabbana	Count	36	18	54
		% within What is your most preferred brand	66.7%	33.3%	100.0%
		% within How often do you use perfume	16.0%	10.3%	13.5%
		% of Total	9.0%	4.5%	13.5%
	marc jacobs	Count	61	52	113
		% within What is your most preferred brand	54.0%	46.0%	100.0%
		% within How often do you use perfume	27.1%	29.7%	28.2%
		% of Total	15.3%	13.0%	28.2%
Total		Count	225	175	400
		% within What is your most preferred brand	56.3%	43.8%	100.0%
		% within How often do you use perfume	100.0%	100.0%	100.0%
		% of Total	56.3%	43.8%	100.0%

Table 4.5 showed that only Dolce&Gabbana seems to be found on irregular users more than regular users (67%), but Chanel and Marc Jacobs are not significantly differently, only the margin of 10% difference.

4.2 Binary Logistic Regression (Findings of Hypotheses Testing)

To test all the hypothesis in the study, a Binary Logistic Regression has been used.

Table 4.6 : Binary Logistic Regression

Variables not in the Equation

		Score	df	Sig.
Step 0 Variables	Brand	3.095	1	.079
	Scents	4.867	1	.027
	Packaging	5.367	1	.021
	Perfume Color Could Influence My Choice	5.958	1	.015
	Price	3.933	1	.047
	Advertising	5.258	1	.022
	Friend's Recommendation	7.737	1	.005
	Social influence	4.576	1	.032
	Lifestyle Influence	2.819	1	.093
Overall Statistics		17.546	9	.041

Binary logistic regression on irregular vs. regular users show that the following variables significantly influence perfume's purchase criteria of customers in Bangkok: Scents, Packaging, Perfume Color, Price, Advertising, Friend's Recommendation, Social Influence, Lifestyle Influence. Therefore we can reject the following hypotheses:

H2o : Scents do not influence perfume's purchase criteria of customers in Bangkok.

H3o : Packaging do not influence perfume's purchase criteria of customers in Bangkok.

H4o : Perfume color do not influence perfume's purchase criteria of customers in Bangkok.

H5o : Price do not influence perfume's purchase criteria of customers in Bangkok.

H6o : Advertising do not influence perfume's purchase criteria of customers in Bangkok.

H7o : Friend's recommendation do not influence perfume's purchase criteria of customers in Bangkok.

H8o : Social influence do not influence perfume's purchase criteria of customers in Bangkok.

And accept the the following hypotheses:

H2a : Scents does influence perfume's purchase criteria of customers in Bangkok.

H3a : Packaging does influence perfume's purchase criteria of customers in Bangkok.

H4a : Perfume color does influence perfume's purchase criteria of customers in Bangkok.

H5a : Price does influence perfume's purchase criteria of customers in Bangkok.

H6a : Advertising does influence perfume's purchase criteria of customers in Bangkok.

H7a : Friend's recommendation does influence perfume's purchase criteria of customers in Bangkok.

H8a : Social influence does influence perfume's purchase criteria of customers in Bangkok.

4.3 Cross-tabulation study of customer segmentation and brand segmentation

Table 4.7 : Perfume Wear Occasion and Users

What is the occasion do you normally wear perfume * How often do you use perfume Cross tabulation

| | | | How often do you use perfume | | |
			irregular user	regular user	Total
What is the occasion do you normally wear perfume	For go to work	Count	36	27	63
		% within What is the occasion do you normally wear perfume	57.1%	42.9%	100.0%
		% within How often do you use perfume	16.0%	15.4%	15.8%

(Continued)

Table 4.7 (Continued) : Perfume Wear Occasion and Users

		% of Total	9.0%	6.8%	15.8%
For go out to meeting（meet people/friends）	Count		77	72	149
	% within What is the occasion do you normally wear perfume		51.7%	48.3%	100.0%
	% within How often do you use perfume		34.2%	41.1%	37.3%
	% of Total		19.3%	18.0%	37.3%
For special occasion（dating/annivers ary/ valentine's Day）	Count		85	57	142
	% within What is the occasion do you normally wear perfume		59.9%	40.1%	100.0%
	% within How often do you use perfume		37.8%	32.6%	35.5%
	% of Total		21.3%	14.2%	35.5%
For go out nightlife（pubs, bars, night clubs, parties, concerts, cabarets and shows）	Count		27	19	46
	% within What is the occasion do you normally wear perfume		58.7%	41.3%	100.0%
	% within How often do you use perfume		12.0%	10.9%	11.5%
	% of Total		6.8%	4.8%	11.5%
Total	Count		225	175	400
	% within What is the occasion do you normally wear perfume		56.3%	43.8%	100.0%
	% within How often do you use perfume		100.0%	100.0%	100.0%
	% of Total		56.3%	43.8%	100.0%

Table 4.7 showed that both regular and irregular users tend to wear perfume to meetings (meet people/friends) and special occasions (dating/anniversary/ valentine's Day) more than others.

Table 4.8: Perfume Price and Users

What price would you buy perfume（100ml） * How often do you use perfume Cross tabulation

			How often do you use perfume		
			irregular user	regular user	Total
What price would you buy perfume（100ml）	under 75	Count	58	16	74
		% within What price would you buy perfume（100ml）	78.4%	21.6%	100.0%
		% within How often do you use perfume	25.8%	9.1%	18.5%
		% of Total	14.5%	4.0%	18.5%
	75-100	Count	117	80	197
		% within What price would you buy perfume（100ml）	59.4%	40.6%	100.0%
		% within How often do you use perfume	52.0%	45.7%	49.3%
		% of Total	29.3%	20.0%	49.3%
	100-200	Count	46	75	121

(Continued)

Table 4.8 (Continued): Perfume Price and Users

			38.0%	62.0%	100.0%
		% within What price would you buy perfume（100ml）	38.0%	62.0%	100.0%
		% within How often do you use perfume	20.4%	42.9%	30.3%
		% of Total	11.5%	18.8%	30.3%
more than 200		Count	4	4	8
		% within What price would you buy perfume（100ml）	50.0%	50.0%	100.0%
		% within How often do you use perfume	1.8%	2.3%	2.0%
		% of Total	1.0%	1.0%	2.0%
Total		Count	225	175	400
		% within What price would you buy perfume（100ml）	56.3%	43.8%	100.0%
		% within How often do you use perfume	100.0%	100.0%	100.0%
		% of Total	56.3%	43.8%	100.0%

Table 4.8 showed that the most common price of perfume is $75-100.

Table 4.9 Gender and The Most Preferred

gender * What is your most preferred brand Crosstabulation

	What is your most preferred brand	Total

			chanel	dolce& gabban a	marc jacobs	
gender	male	Count	102	27	65	194
		% within gender	52.6%	13.9%	33.5%	100.0%
		% within What is your most preferred brand	43.8%	50.0%	57.5%	48.5%
		% of Total	25.5%	6.8%	16.3%	48.5%
	female	Count	131	27	48	206
		% within gender	63.6%	13.1%	23.3%	100.0%
		% within What is your most preferred brand	56.2%	50.0%	42.5%	51.5%
		% of Total	32.8%	6.8%	12.0%	51.5%
Total		Count	233	54	113	400
		% within gender	58.3%	13.5%	28.2%	100.0%
		% within What is your most preferred brand	100.0%	100.0%	100.0%	100.0%
		% of Total	58.3%	13.5%	28.2%	100.0%

Table 4.9 showed that for Chanel, female consumers is more than male consumers.

For Dolce&Gabbana, female consumers are the same as male consumers. For Marc

Jacobs, male consumers is more than female consumers.

Table 4.10 : Perfume Wear Occasion and The Most Preferred Brand

What is the occasion do you normally wear perfume * What is your most preferred brand Crosstabulation

			What is your most preferred brand			
			chanel	dolce &gab bana	marc jacobs	Total
What is the	For go to	Count	45	6	12	63

(Continued)

Table 4.10 (Continued) : Perfume Wear Occasion and The Most Preferred Brand

occasion do you normally wear perfume	work	% within What is the occasion do you normally wear perfume	71.4%	9.5%	19.0%	100.0%
		% within What is your most preferred brand	19.3%	11.1%	10.6%	15.8%
		% of Total	11.3%	1.5%	3.0%	15.8%
	For go out to meeting（meet people/friends）	Count	88	13	48	149
		% within What is the occasion do you normally wear perfume	59.1%	8.7%	32.2%	100.0%
		% within What is your most preferred brand	37.8%	24.1%	42.5%	37.3%
		% of Total	22.0%	3.3%	12.0%	37.3%
	For special occasion（dating/anniversary/ valentine's Day）	Count	72	28	42	142
		% within What is the occasion do you normally wear perfume	50.7%	19.7%	29.6%	100.0%
		% within What is your most preferred brand	30.9%	51.9%	37.2%	35.5%
		% of Total	18.0%	7.0%	10.5%	35.5%
	For go out nightlife（pubs, bars, night clubs,	Count	28	7	11	46
		% within What is the occasion do you normally wear perfume	60.9%	15.2%	23.9%	100.0%

(Continued)

Table 4.10 (Continued) : Perfume Wear Occasion and The Most Preferred Brand

	parties, concerts, cabarets and shows）	% within What is your most preferred brand	12.0%	13.0%	9.7%	11.5%
		% of Total	7.0%	1.8%	2.8%	11.5%
Total		Count	233	54	113	400
		% within What is the occasion do you normally wear perfume	58.3%	13.5%	28.2%	100.0%
		% within What is your most preferred brand	100.0%	100.0%	100.0%	100.0%
		% of Total	58.3%	13.5%	28.2%	100.0%

Table 4.10 showed that for all occasions, Chanel is more preferable than Marc Jacobs and Dolce&Gabbana subsequently.

Table 4.11 : Price and The Most Preferred Brand

What price would you buy perfume（100ml） * What is your most preferred brand Crosstabulation

			What is your most preferred brand			
			chanel	dolce&g abbana	marc jacobs	Total
What price would you buy perfume （100ml）	under 75	Count	24	22	28	74
		% within What price would you buy perfume（100ml）	32.4%	29.7%	37.8%	100.0%

(Continued)

Table 4.11 (Continued) : Price and The Most Preferred Brand

	% within What is your most preferred brand	10.3%	40.7%	24.8%	18.5%
	% of Total	6.0%	5.5%	7.0%	18.5%
75-100	Count	116	24	57	197
	% within What price would you buy perfume（100ml）	58.9%	12.2%	28.9%	100.0%
	% within What is your most preferred brand	49.8%	44.4%	50.4%	49.3%
	% of Total	29.0%	6.0%	14.2%	49.3%
100-200	Count	87	8	26	121
	% within What price would you buy perfume（100ml）	71.9%	6.6%	21.5%	100.0%
	% within What is your most preferred brand	37.3%	14.8%	23.0%	30.3%
	% of Total	21.8%	2.0%	6.5%	30.3%
more than 200	Count	6	0	2	8
	% within What price would you buy perfume（100ml）	75.0%	0.0%	25.0%	100.0%
	% within What is your most preferred brand	2.6%	0.0%	1.8%	2.0%
	% of Total	1.5%	0.0%	0.5%	2.0%

Table 4.11 showed that for price below $75, Marc Jacobs is most preferred, however, for price above $75, Chanel is more preferable.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study focus that perfume's purchase criteria comparing between irregular and regular users of customers in Bangkok. The dependent variable is perfume purchase criteria, and independent variable which include brand, scents, packaging, perfume color, price, advertising, friend's recommendation, social influence, lifestyle influence.

5.2 Summary Demographic Factors

The respondents personal information :gender is female by 206 respondents (51.5%), male by 194 respondents (48.5%), Age 18–24 years old by 180 respondents (45%), education level on Bachelor's degree 327 respondents (81.8%), Occupations is employee by 211 respondents (52.8%), Level of income less than 750$ by 155 respondent (38.8%) .

5.3 Discussion

According the binary logistic regression, The factor that most impact on perfume purchase criteria of consumers in Bangkok are 7 factor following; scents, packaging, perfume color, price, advertising, friends recommendation and social influence. The biggest impact factories is friends recommendation by p-value 0.005, followed by perfume color by 0.015, packaging by 0.021, scents by 0.027, social influence 0.032 and price by 0.047. Different from previous studies brands and prices have a large impact,

and friend recommendation is not a major factor. In this study, brand factors did not show an impact relationship in the binary logistic regression test. But this study shows that both regular and irregular perfume users prefer multi-brand. It shows that the brand loyalty of users is not high. It is explain that the brand still has an impact on consumer perfume purchase criteria. For the perfume brand enterprises with rich experience and occupying a large market share, it is necessary to strengthen the brand influence and enhance the consumer's brand loyalty by studying consumer brand loyalty. In addition, for new perfume brands or brands that are preparing to enter the perfume market, consumers tend to use multi-brand, willing to try other brands rather than a specific brand, which is good opportunity for the company.

Although this data survey does not reflect the correlation between brand and perfume purchase standards in the Binary Logistic Regression, but the most preferred perfume brand is Chanel and the most popular perfume brands in all occasions is Chanel also. It reflects the important position of Chanel in the perfume field, and the perfume brand has a great influence on the consumer purchase criteria.

According to the survey, most perfume users are mainly used for go to meeting and special occasions. It shows that perfume is unique to most people. According to this feature, companies can develop perfume products for various occasions to enhance their appeal.

5.4 Limitation and Suggestion for Future Study

Limitations of this study include the small sample size of 400 questionnaires this

study and just in Bangkok perfume's users. The respondents are mostly between the ages of 18 and 24, and are young consumers. Future research can focus on mature consumers or consumers of all ages.

This research has a wide range of research, have nine different aspects of the independent variables (brand, scents, packaging, perfume color, price, advertising, friend's recommendation, social influence, lifestyle influence), future research can be refined to narrow the scope, study just someone independent variable.
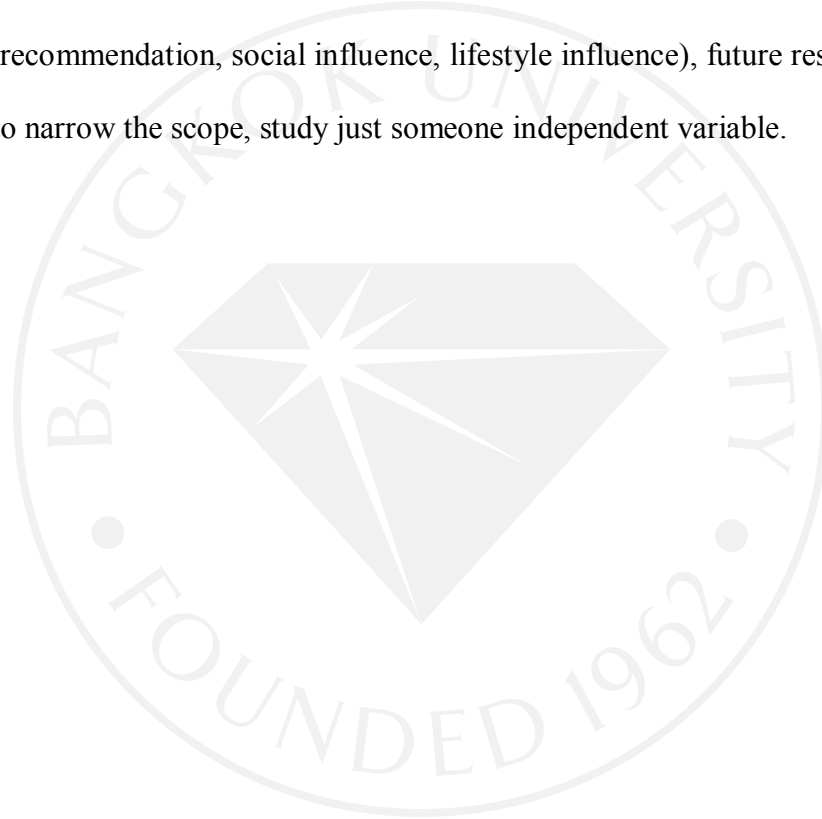
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APPENDIX

Questionnaire

Q1:

1. How often do you use perfume?

a) Irregular user   b) Regular user

2. How many perfume brands do you normally carry?

a) Only one brand   b) Multi-brand

3. What is your most preferred brand?

a) Chanel   b) Dolce & Gabbana   c) Marc Jacobs

Q2:

Please rank the following influential factors on your perfume selection

(0 = no effect, 1 = minimal effect, …., 7 = maximum effect)

Rank Factors	0	1	2	3	4	5	6	7
Brand	O	O	O	O	O	O	O	O
Scents	O	O	O	O	O	O	O	O
Packaging	O	O	O	O	O	O	O	O
Perfume Color Could Influence My Choice	O	O	O	O	O	O	O	O
Price	O	O	O	O	O	O	O	O
Advertising	O	O	O	O	O	O	O	O
Friend's Recommendation	O	O	O	O	O	O	O	O
Social influence	O	O	O	O	O	O	O	O
Lifestyle Influence	O	O	O	O	O	O	O	O

Q3:

Please rank the following influential factors on your perfume selection

(1 = strongly disagree, 2 = somewhat disagree, 3 = neutral, 4 = somewhat agree, 5 = strongly agree)

Rank Factors	strongly disagree 1	somewhat disagree 2	neutral 3	somewhat agree 4	strongly agree 5
Brand					
- brand name	O	O	O	O	O
- brand awareness	O	O	O	O	O
- brand personality	O	O	O	O	O
- brand experience	O	O	O	O	O
Scents					
- matches your character/personality	O	O	O	O	O
- unique scent	O	O	O	O	O
- fresh scent	O	O	O	O	O
- long-lasting scents	O	O	O	O	O
Packaging					
- nice packaging	O	O	O	O	O
- unique packaging	O	O	O	O	O
- luxury packaging	O	O	O	O	O
Perfume Color					
- prefer color on my favorite list	O	O	O	O	O
- prefer unique color	O	O	O	O	O
Price					
- prefer affordable	O	O	O	O	O
- prefer expensive	O	O	O	O	O
Advertising					
- prefer advertising perfume	O	O	O	O	O
Friend's Recommendation					
- prefer friend's recommendation	O	O	O	O	O
Social influence					
- social pressure	O	O	O	O	O
- work pressure	O	O	O	O	O
- family pressure	O	O	O	O	O

Lifestyle Influence					
- I like to go hang out with friends	O	O	O	O	O
- I like to go to the party/bar	O	O	O	O	O
- I like to exercise	O	O	O	O	O
- I like to follow the latest trends and fashions	O	O	O	O	O
- I like to travel	O	O	O	O	O
- I like to go shopping	O	O	O	O	O
- I like to meet people	O	O	O	O	O

Q4: Demographic Variables

1.Gender

a) Male   b) Female

2. What is your age group?

a) 18-24   b) 25-34   c) 35-44   d) 45-55   e) Over 55

3.Education level

a) High school   b) Bachelor   c) Master   d) Doctor

4.What is your occupation

a) Student   b) Employee   c) Freelance   d) Employer

5.Monthly income（$）

a) Less than 750   b) 750-1,500   c) 1,501-3,500

d) 3,501-7,500   e) 7,501-15,000   f) More than 15,000

6.What is the occasion do you normally wear perfume?

a) For go to work

b) For go out to meeting（meet people/friends）

c) For special occasion（dating/anniversary/ valentine's Day）

d) For go out nightlife（pubs, bars, night clubs, parties, concerts, cabarets and shows）

7.What price would you buy perfume（100ml）

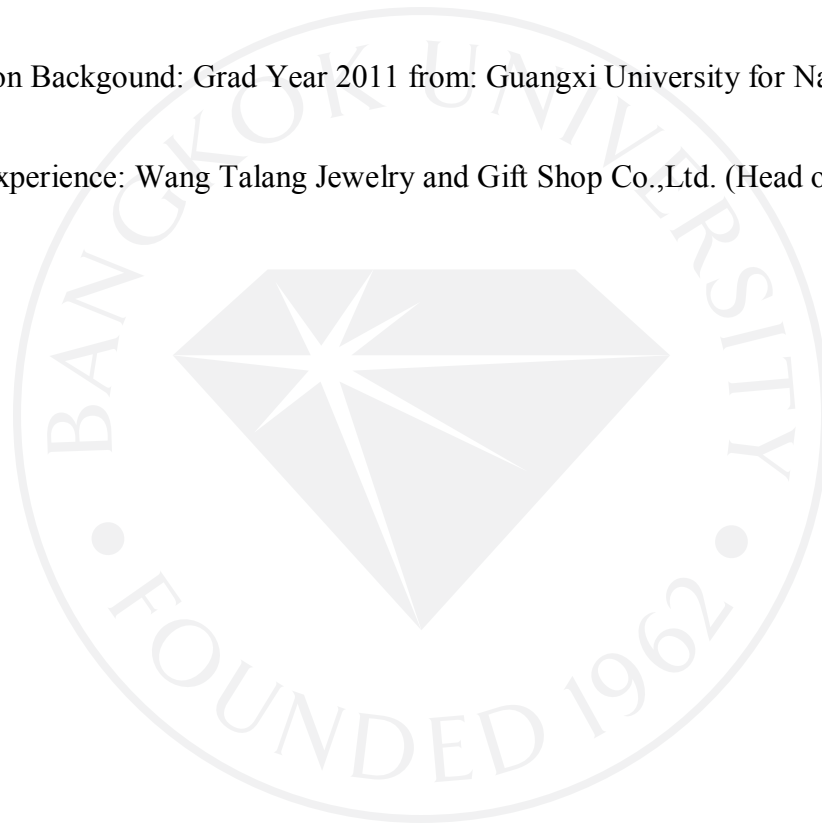a) Under $75   b) $ 75-100   c) $ 100-200   d) Above $200

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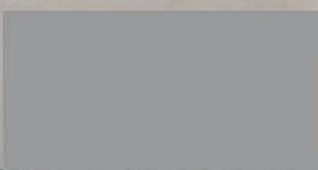
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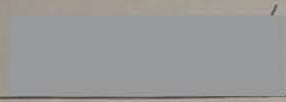
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