



SUSTAINABILITY OF THE FOGG PERFUME OVER A DECADE – A COMPREHENSIVE STUDY (WITH REFERENCE TO CONSUMERS IN CHENNAI CITY)

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ABSTRACT

This study delves into the sustainability aspects of Fogg Perfume's longevity and consumer preferences over a decade in Chennai city. Through a combination of primary and secondary data sources, including structured questionnaires and targeted sampling techniques, the study investigates the preferences, perceptions, and demographic profile of 200 individuals who have been consistent users of Fogg perfume. By employing statistical analyses such as factor analysis, cluster analysis, weighted average method, one-sample T-test, independent sample t-test, ANOVA, chi-square, correlation analysis, and multiple-choice responses, the study uncovers significant insights into consumer segmentation, preference drivers, gender influence, mode of purchase, and correlations between variables. This research enhances our understanding of consumer behavior dynamics in the fragrance industry, providing valuable insights for businesses to adapt to changing consumer expectations, promote sustainable consumption patterns, and remain competitive in a rapidly evolving market.

KEYWORDS: *Fogg perfume, sustainability, consumer preference, consumer behavior*

INTRODUCTION:

Perfume is a blend of fragrant essential oils or aroma compounds, combined with solvents and fixatives. Perfume is meticulously crafted to evoke emotions, memories, and sensations. Its origins can be traced back thousands of years, with ancient civilizations like the Egyptians, Greeks, and Romans utilizing aromatic substances for religious rituals, hygiene practices, and aesthetic pleasure. The concept of customer satisfaction encompasses the overall perception and evaluation of a customer regarding a product, service, or experience provided by a business entity. Customer satisfaction indicates how well



customer expectations are met or exceeded and the resulting feelings of contentment or fulfilment. Understanding it requires examining multiple factors, such as product quality, service delivery, pricing, convenience, and customer support.

Problem Identification:

The researcher is interested in knowing the sustenance of the FOGG perfume for more than a decade in this competitive world. Additionally, examining how consumer awareness, preference, and disposal habit contribute to or mitigate the long-term impact of Fogg perfume on the fragrance market.

RESEARCH GAP:

The fragrance market has undergone extensive research which involves different brands of perfume and their consumer satisfaction. But till now, there was unexplored research on finding the reason, which made the Fogg perfume to be in the market for more than a decade. Hence the research gap was identified and the researcher made an attempt to know the strategies used by the company to retain its consumers.

STUDY OBJECTIVES:

1. To analyze the demographic profile of Fogg perfume consumers.
2. To find out the reasons for their preference towards Fogg perfume.
3. To identify the unique features of Fogg perfume that made them to sustain in the market for more than a decade and classify the consumers on the basis of their homogeneity.

REVIEW OF LITERATURE:

- ♣ **Hamid Ali Roza** (July 2013) Study was conducted on the factors influencing consumers in their purchase of perfumes and fragrances, focusing on the twin cities of Islamabad and Rawalpindi. The research aimed to identify what drives consumer choices when buying perfumes. Key findings revealed that consumers are willing to invest in high-quality fragrances, particularly those with attractive packaging and well-designed bottles. Repeat purchases and loyalty are driven by satisfactory experiences. Both genders spend Rs. 1,000 to Rs. 2,000 every month on perfume, with females showing a greater interest despite being more price-conscious. Packaging, bottle design, and brand significantly impact consumers, but fragrance and quality remain decisive factors. Availability, past experiences, and recommendations also play essential roles, while salesperson expertise varies between Islamabad and Rawalpindi. Successful marketers



should focus on delivering high-quality fragrances, coupled with appealing packaging and bottle design.

- ♣ **Ms.P. Selvi** (April2023) done research on A study on consumers purchasing behaviour towards perfume in online store or physical store: This exploratory study compares consumer purchasing behaviour for perfumes between online and physical stores in Coimbatore city. The mixed-methods approach includes a survey with 50 respondents, revealing that convenience and accessibility drive online purchases, while physical stores offer a sensory experience. Online stores provide a wider perfume selection, and physical stores offer personalized customer service. Factors influencing perfume purchases include product quality, brand reputation, cost, and personal preferences. Both online and physical stores have advantages and drawbacks, with online retailers emphasizing convenience, larger selection, and potential concerns about scent testing. Perfume businesses can leverage digital marketing for tailored online experiences, utilizing influencers, suggestions, and virtual try-ons. Successful brands should understand customer needs and utilize both online and offline channels personalized and engaging experiences.

Research Methodology

This study is descriptive in nature, with a sampling area focused on Chennai city and a sample size of 200 participants. Purposive sampling method was used for the purpose of collecting primary data through structured questionnaire with the FOGG customers. In addition to this, secondary data was gathered by consulting relevant books, journals, magazines, and company.

Tools Used

1. Reliability Analysis
2. Percentage analysis
3. Factor analysis
4. Cluster Analysis
5. Weighted average
6. One-sample analysis
7. Independent sample analysis
8. ANOVA
9. Chi-square
10. Correlation

Data Analysis:

Reliability analysis:

Cronbach's alpha coefficient was calculated to assess the internal consistency reliability of the questionnaire.

- ✓ In this case, the Cronbach's Alpha value is 0.956, which is very close to 1.



- ✓ This suggests that the items in the scale or questionnaire are highly correlated with each other, indicating strong internal consistency. With 19 items, the high Cronbach's Alpha value of 0.956 indicates that the scale or questionnaire is very reliable for measuring the construct it intends to assess.

Percentage analysis

TABLE: 1 (DEMOGRAPHIC PROFILE)

Variable	Dominant Group	Total (%)
Gender	Female	51%
Age	20-30 Years	75%
Educational qualification	Under/post graduate	69.5%
Marital Status	Unmarried	75%
Occupation	Student	40%
Monthly Family Income	Below 30000	54.0%
Type of family	Nuclear	69.0%
Number of members in the family	2 - 4	63.5%
Area of residence	Urban	58%

As per Table 1, 51% are female, majority of them fall in the age group of 20-30 years, 69.5% are graduates, majority of them belong to unmarried class, 40% of them are students, majority of their monthly income fall below Rs. 30,000, majority of them belong to nuclear family with 2-4 members and their residing area is Urban.

TABLE: 2 (FOGG PERFUME USAGE AND BUYING PREFERENCES AMONG RESPONDENTS)

Variable	Dominant Group	Total (%)
Long usage of Fogg	Less than 6 months	39.5%
Mode of buying preferences	Physical stores	61.0%
Recommending Fogg perfume to others	Occasionally	50.5%
Respondents loyalty towards Fogg	Sometimes	51.0%
Daily use of fragrance	Important	37.0%



Table 2 depicts that 37% of them opines that using fragrance is important, 39.5% of them use FOGG perfume for less than 6 months, 61% of them prefer buying Fogg perfume from physical store, 50.5% recommend occasionally to others and 51% of them agree that they are sometimes loyal towards fogg perfume.

WEIGHTED AVERAGE:

TABLE:3 Showing reasons for their preference

PARTICULARS	MEAN SCORE	RANK
Long lasting	54.46666667	1
Affordable	54.06666667	2
Packaged	52.2	6
Attractiveness	51.46666667	4
Personality	52.13333333	7
Promotes relaxation	52.53333333	3
Sense of satisfaction	52.26666667	5

The weighted average analysis of consumer preferences for Fogg perfume reveals long lasting fragrance, affordability and uplifts my mood and promotes relaxation had been the main reasons for their preference

FACTOR ANALYSIS:

What distinctive attributes and strategies of fogg perfume have contributed to sustained market position in comparison with its competitors?

TABLE: 4 SHOWING KMO AND BARLETT’S TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.955
Bartlett's Test of Sphericity	Approx. Chi-Square	2607.739
	df	171
	Sig.	.000



From the above Table 4, it is found that the KMO measure of sampling adequacy is 0.955 and the Chi-square value is 2607.739 for 171 degrees of freedom. A significant p-value (typically < 0.05) indicates that the correlations between variables are sufficiently large for factor analysis to be appropriate.

TABLE: 5 SHOWING THE NAMES OF THE FACTORS

S.NO	OVERALL SAMPLE (N=19)
FACTOR 1	STIMULATIOON FACTOR
FACTOR 2	CONTEMPORARY FACTOR
% OF TOTAL VARIANCE	61.606%

The table 5 depicts the extraction of all the 19 variables and how these are loaded in to “two factors”.

CLUSTER ANALYSIS:

TABLE:6 SHOWING THE SUSTAINED MARKET POSITION OF FOGG PERFUME

Final Cluster Centre			
FACTOR NAME	Cluster		
	1	2	3
STIMULATION	STRONG	WEEK	MODERATE
CONTEMPORARY	STRONG	WEEK	MODERATE

Number of Cases in each Cluster		
Cluster	1. ROBUST CONSUMERS	81
	2. FRAIL CONSUMERS	4
	3. BALANCED CONSUMERS	115
Valid		200

Cluster 1, labelled as "Robust Consumers," comprises 81 respondents who exhibit strong preferences for both stimulation and contemporariness. These consumers likely prioritize modern and stimulating attributes in their perfume choices, indicating a preference for bold and trendy fragrances offered by Fogg. Cluster 2, identified as "Frail Consumers," consists of only 4 respondents. These individuals show weak preferences for both stimulation and contemporariness. They may not prioritize modern or stimulating attributes in their perfume choices and might opt for more subtle or traditional fragrances. Cluster 3, denoted as "Balanced Consumers," includes 115 respondents who demonstrate moderate preferences for both stimulation and contemporariness. These consumers strike a balance



between modernity and tradition in their perfume preferences, indicating a preference for fragrances that offer a blend of both stimulating and timeless qualities.

ONE-WAY ANOVA:

TABLE: 7 Significant differences among the occupation towards the stimulation & contemporary factors

PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.
STIMULATION FACTORS	Between Groups	1.022	4	.256	.617	.651
	Within Groups	80.811	195	.414		
	Total	81.834	199			
CONTEMPORARY FACTORS	Between Groups	.319	4	.080	.174	.952
	Within Groups	89.491	195	.459		
	Total	89.810	199			

Table 7 depicts the acceptance of null hypothesis. Hence, there is no significant difference among occupation towards stimulative and contemporary factor.

CHI-SQUARE ANALYSIS:

Table 8: Showing Association Between Gender and mode of purchase

PARTICULARS	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.431(a)	2	.806
Likelihood Ratio	.430	2	.806
Linear-by-Linear Association	.185	1	.667
N of Valid Cases	298		

Since the asymptotic value (.806) is greater than the significant value (0.05), so we accept null hypothesis (H0). Therefore, there is no significant association between gender and mode of buying Fogg perfume.



ONE SAMPLE T-TEST

Table 9: Significant difference among the Stimulation and Contemporary factors.

	T	Df	Sig	Mean
Stimulation	22	199	.000	1.013
Contemporary	20	199	.000	0.972

The above table depicts that P Value =0.000 is less than 0.05. Null hypothesis is rejected, Alternative hypothesis is accepted. Thus, there is a significant difference among the Stimulation and Contemporary variables

SUGGESTIONS:

- ✓ Use advanced analytics techniques to segment the consumer base further and identify key target demographics for tailored marketing efforts.
- ✓ Implement surveys, focus groups, or interviews to gather insights into the reasons behind consumers' preference for Fogg perfume. This could involve exploring factors such as fragrance preferences, brand perception, packaging appeal, pricing, and promotional activities.
- ✓ Use sentiment analysis tools to analyse social media conversations, reviews, and feedback to gain a deeper understanding of consumer sentiments and preferences.
- ✓ Conduct market research and competitor analysis to identify the unique features and selling points of Fogg perfume that have contributed to its sustained success in the market.
- ✓ Monitor consumer behaviour and preferences to identify shifts in demand or emerging opportunities for innovation.
- ✓ Anticipate future market trends and consumer needs to proactively adapt Fogg perfume offerings and marketing strategies.
- ✓ Invest in research and development to innovate and introduce new fragrance variations or product lines that cater to evolving consumer preferences.

CONCLUSION:

Consumers value aspects beyond fragrance, such as affordability, packaging, and overall experience, in their preference towards Fogg perfume. The brand's sustained success can be attributed to its ability to cater to modern and stimulating preferences while offering a blend of contemporary and timeless qualities. Future research should focus on further understanding consumer preferences and market trends, leveraging advanced analytics and segmentation techniques. Continuous improvement efforts should



prioritize innovation, sustainability, and responsiveness to evolving consumer needs and preference. The study's findings have implications for strategic business decisions, product development, and marketing strategies within the fragrance industry. Moreover, the emphasis on sustainability and responsible consumption patterns aligns with growing consumer consciousness and presents opportunities for industry stakeholders to foster positive environmental and social impacts. Overall, the study underscores the importance of understanding consumer demographics, preferences, and market dynamics in driving business success and fostering sustainable growth in the fragrance industry. By leveraging these insights and recommendations, businesses can enhance brand competitiveness, meet consumer expectations, and contribute to positive societal outcomes

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