



# A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS PERFUMES IN ONLINE STORE AND OFFLINE STORE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**Abstract:** This study explores the consumer purchasing behaviour towards perfumes in both online and offline retail environments, focusing on Coimbatore City. With the rise of e-commerce, understanding the dynamics between online and offline shopping behaviours has become increasingly important for businesses. Employing statistical tools such as Karl Pearson correlation and chi-square analysis, this research aims to uncover the factors influencing consumers' choices between online and offline perfume purchases.

**Index Terms:** Consumer Purchasing Behaviour, Perfumes, Online Stores, Offline Stores.

## INDRODUCTION

### MARKETING

This study focuses on exploring consumer purchasing behavior towards perfumes in both online and offline stores, with a special emphasis on the Coimbatore city market. Coimbatore, known as the "Manchester of South India," is a major city center in Tamil Nadu with a diverse population and a growing retail sector. By observing consumer preferences and attitudes towards perfume shopping in this city, we aim to provide insights that can aid both online and offline retailers in planning targeted marketing approaches.

## CONSUMER PURCHASING BEHAVIOUR

Consumer behaviour is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioural responses. Understanding consumer behaviour is crucial for businesses to create effective marketing strategies that can influence consumers' decision-making processes. By understanding consumer behaviour, businesses can tailor their marketing efforts to target specific groups, improve brand loyalty, and identify emerging trends.

### PERFUMES

Perfume is a fragrant liquid typically composed of a mixture of essential oils, aroma compounds, solvents, and preservatives, designed to provide a pleasant and lasting scent when applied to the body or surrounding objects. It is widely used for personal grooming, enhancing one's fragrance, and often serves as a form of self-expression and cultural symbol.

#### STATEMENT OF THE PROBLEM

The factors influencing consumer purchasing behaviour in the context of perfumes, comparing online and offline retail environments. And the key concerns include the impact of sensory experiences, trust in product authenticity, perceived convenience, and the role of social influence on consumers' decision-making processes. Identifying the factors that drive consumers to choose between online and offline stores for purchasing perfumes will provide valuable insights for businesses seeking to optimize their marketing strategies.

#### OBJECTIVE

- To study demographic profile of purchase behaviour of customers buying perfumes.
- To study purchase pattern and brand preference of perfumes towards online & offline stores.
- To analyse the factors influencing on purchase behaviour towards perfumes.

#### SCOPE OF THE STUDY

This study aims to investigate and compare the factors influencing consumer choices between online and offline stores for perfume purchases, providing an exact understanding that is relevant for shaping marketing strategies in the current retail landscape. This research explores additional aspects of perfume-buying behaviour by consumers in offline and online stores. It provides valuable insights that can guide businesses in navigating the changing fragrance retail landscape and inform targeted marketing strategies.

#### REVIEW OF LITERATURE:

**Ms.S. Arunpriya, Ms.M. Shanthini Devi (2013)**<sup>1</sup> Did a study titled “User’s Satisfaction of axe brand (perfumes & deodorants) in Coimbatore city”, this study aimed to know the Axe is one of the most popular male grooming brands in the world. Unilever’s research and development teams work with a panel of ‘expert noses’ to create Axe products, and come up with fragrances that help men smell and feel their best. The sampling method adopted to collect the data were convenience sampling. The study was based on primary data which is based on well-structured questionnaire & secondary data based on collected from study related books, journals, and websites. The sample size of the study was 75 respondents. The study analysed the data using the tools of simple percentage analysis, chi-square, and rank analysis. The study concludes the ability of fragrances to make us feel like desired beings, connect us with memories, help us to escape and help us show individuality is phenomenal. This boost of positivism in our everyday life increases vitality, improves our drive to accomplish, and increases resistance to failure and this is done by the AXE brand.

**A.k.subramani, J. Manikandan and T. Dheeban (2015)**<sup>3</sup>Published a paper title “customer satisfaction towards the Fogg deodorant”, this study aimed to know the main objective of the study Is to study the customer satisfaction level towards Fogg deodorants. The Study was based on primary data & based on the structural questionnaire. The sample size of the study 7 was 50. The study analysed the data using the statistical tools of simple percentage analysis. The study concludes that this boot of positivism in our everyday life

increases strength, improves our drive to accomplish, and increases resistance to failure and this is done by the FOG Brand and it is concluded that customers are more satisfied towards fog deodorant.

## RESEARCH METHODOLOGY

Research is a systematic inquiry and analysis aimed at gaining deeper understanding or contributing new knowledge to a specific subject or field.

### SOURCES OF DATA

- Primary Data

The primary data were collected based on the structured questionnaire with the help of Google forms.

- Secondary Data

The secondary data for the study have been collected from books, journals, articles and websites.

### VIII. SAMPLE TECHNIQUES

Sample the technique used for this study is simple random sampling.

### TOOLS USED

- Percentage analysis
- Chi-square test
- Karl Pearson Coefficient of Correlation
- Anova

### LIMITATIONS

- The study was limited to 100 respondents Only.
- The study was considered by the consumers opinion.
- The area of study is restricted to Coimbatore only, so it will not applicable to other areas.

### FINDINGS OF PERCENTAGE ANALYSIS

- Majority (69%) of the respondents are between the age group from 18 to 25.
- Majority (60%) of the respondents are female.
- 44% of the respondents are Post Graduate.
- Majority (55%) of the respondents had an income Less than Rs. 20,000.
- Majority (71%) of the respondents are Unmarried.
- 44% of the respondents use the perfume every day.
- 49% of the respondents use to buy the perfume at Store (Offline).
- Majority (59%) of the respondents consider the perfume as needy one in life.

- 35% of the respondents prefer to purchasing the FOGG Brand.
- Majority (52%) of the respondents did not come across any duplicate items.
- Majority (71%) of the respondents are buying the perfume for themselves.
- Majority (81%) of the respondents are used to prefer that the perfume had low alcohol content in their perfumes.
- Majority (91%) of the respondents, prefer natural fragrance in their perfumes.
- 42% of the respondents spending Rs.100-300 while purchasing the perfume.
- Majority, (66%) of the respondents prefer fragrance as an attracting factor.
- Majority (58%) Of the Respondents Prefer to Purchase celebrity advertised Perfumes.
- 28% of the respondents prefer 51ml to 75 ml bottle size of the perfumes.
- Majority (54%) of the respondents prefer cylindrical shape.
- 33% of the respondents consider discounts and offers moderately.

#### FINDINGS OF CHI-SQUARE

- There is significant relationship between monthly income and spending money on perfume.
- There is significant relationship between age and the attractions.

#### FINDINGS OF KARL PEARSON COEFFICIENT OF CORRELATION

- \* The Karl Pearson's correlation coefficient is  $+1 (-.272)$ , indicates a negative correlation between gender and size of perfumes.
- \* The Karl Pearson's correlation coefficient is  $+1 (-.206)$ , indicates a negative correlation between age and attraction to purchase perfumes.

#### FINDINGS OF ANOVA

- There is no significant difference between monthly income and preferred size of perfume bottles.
- There is no significant difference between the gender and preferred perfume bottle shapes.

#### CONCLUSION OF THE STUDY

The choice for offline shopping is probably a result of several of factors, including the chance of smelling the product in store, the availability of the product instantly, and the possibility to obtain personalized help from sales staff. Therefore, in order for companies in the perfume industry to effectively engage with customers and increase dominance in Coimbatore city, it can be crucial to concentrate expenditures in establishing a strong physical presence and improving in-store experiences.

**REFERENCE LINKS**

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