

Chinese Consumer Selection of Perfume

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Abstract—The purposes of study were to determine Chinese consumer behavior and marketing mix influencing selection of perfume. The samplings were 385 Chinese customers, by using quantitative research method, statistics applications were percentage, mean, standard deviation, Chi-Square, and regression analysis.

The findings from the study indicated that most of respondents were females, age less than 31 years old, earned bachelor degree or equivalent, work for private industries, monthly income between 10,000-20,000 baht, family influenced the decision of perfume selection, usage perfume less than 1 year when gathering and party occasion, self-made decision when purchased perfume at counter and preferred Chanel brand. The overall picture of the opinions on marketing mix factors which influenced Chinese consumer to select perfume were at high level with the following factors, such as products quality, appropriate prices, distribution channel, and marketing promotion were not correlated at statistically significant 0.05 level.

Recommendations from the results of study were that administrative officers at place of distribute should emphasis on perfume quality with innovation, increase distribution channel at general department stores, free samples of perfume, and set price appropriately.

Keywords— buying a perfume of Chinese consumers.

I. INTRODUCTION

Significance of the study

We believed that perfume was created long time ago from the evidence of wall painting of Hatshepsut Queen Temple at the city of Thebes, in Egypt. Where was a picture of ancient Egypt young lady laid perfume onto her head which shows that there was perfume using in that era and assume that Egypt sailors were brought perfume from other land. Perfume in ancient times made from rubber wood incense or myrrh which only found in Arabia and Somalia. The word perfume is used today to describe scented mixtures and is derived from the Latin word, "per fumus," meaning through smoke. The word Perfumery refers to the art of making perfumes. Perfume was further refined by the Romans, the Persians and the Arabs. In ancient Greek, the art of making perfume was done by woman which has improved the perfume and lingering legacy of ancient Egypt. At the time of the Roman Empire, the perfume is a gum resin extracted from an Indian plant *Boswellia* which imported from Arabia and mixed with other new ingredients came from the Indian sea. The wealthy Romans used perfume for their satisfaction and spray perfume on the floor and wall.

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Even sprayed perfume for their pet animals, such as dogs and horses.

An important milestone in the history of perfume happened in the middle ages when Arabs had developed perfume distillation techniques successfully. The Persian introduced the process of extracting oils from rose flowers by means of distillation, the procedure most commonly used today.

Eventually perfume arrived to European courts through Al-Andalus in the west, and on the other side, with the crusaders in the east. For instance, eggs and floral perfumes were brought to Europe in the 11th and 12th centuries from Arabia, by returning crusaders, through trade with the Islamic world. Those who traded for these were most often also involved in trade for spices and dyestuffs. There are records of the Pepperers Guild of London, going back to 1179; which show them trading with Muslims in spices, perfume ingredients and dyes. Catharina de Medici initiated the perfume industry in Europe when she left Italy in the 16th century to marry the French crown prince.

From the information above, researcher was interested in studying of Chinese Consumer Selection of Perfume.

Purpose of the study

The purposes of study were to determine Chinese consumer behavior and marketing mix influencing selection of perfume.

The scope to the study

The study of Chinese consumer behavior and marketing mix influencing selection of perfume by relying on consumer behavior and marketing mix theoretical concepts which contains these aspects, such as products, prices, distribution channel, and marketing promotion.

Samplings of 385 Chinese customers who purchased perfume.

The study started in January until April 2559 B.E.

II. METHODOLOGY

The purposes of study were to determine Chinese consumer behavior and marketing mix influencing selection of perfume. The study results can apply to guidelines development of services of perfume industry.

III. SAMPLE SELECTION

Primary data as the data collected by questionnaire distribution.

Secondary data as the data collected from books, periodicals, documents, texts, related research, and the Internet.

The questionnaire used as a tool to collect information, there were 3 steps in constructing questionnaire as follows:

1. Personal general factors of respondents, such as gender, age, income, level of education, etc. Created nominal scale which measured and organized data into groups based on a property as defined. Processing data information which obtained from respondents by using Microsoft Excel application to create pie chart and bar chart to describe the percentage, mean from personal data that we gathered.

2. Nominal scale of questionnaire data regarding consumer behavior to separate data into different groups which depend on data property. There were 9 questions on a checklist.

3. Questions regarding marketing factors which influenced Chinese consumer to select perfume. Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement. The Likert scale were used a five-point rating scale and process with 16 statements.

The questions concerned marketing factors which influenced Chinese consumer to select perfume. The researcher collected all 30 questionnaires from the samplings group other than the study group to check for reliable and valid assessment data before sending the all questionnaire to the study group.

Processing the information obtained from the questionnaire with Microsoft Excel program by finding the percentage and the average (Mean) and created pie charts, and a bar chart. With a description of results obtained from charts offer to analyze the characteristics of the various variables.

IV. STATISTICS USED IN THE DATA ANALYSIS

Descriptive statistics specified and explain personal information, then applied statistical application for the percentage, mean, and standard deviation to describe the demographic data of the respondents for various variables. Inferential statistical application tests used for analysis in the Chi-square test, and Regression Analysis.

V. THE RESULTS FROM THE STUDY

Findings from the study revealed that most of 385 respondents were females, age less than 31 years old, earned bachelor degree or equivalent, work for private industries, and average monthly income between 10,000-20,000 baht. The overall picture of the opinions of marketing mix influencing Chinese consumer selection of perfume were high level consisted of issues, such as products, prices, distribution channel, and marketing promotion as following details:

Products aspect: the results from the study revealed that the overall picture of the opinions on products influencing Chinese consumer selection of perfume were at high level consisted of variety of products, color and aroma, well designed packages, well known brands, and quality of products.

Prices aspect: the results from the study revealed that the overall picture of the opinions on prices influencing Chinese consumer selection of perfume were at high level consisted of

clearly prices label, prices appropriate to products quality, and wide range of prices.

Distribution channel aspect: the results from the study revealed that the overall picture of the opinions on distribution channel influencing Chinese consumer selection of perfume were at medium level consisted of products offering in department stores, be able to purchase at convenient stores, purchase from friends, and be able to purchase through website.

Marketing promotion aspect: the results from the study revealed that the overall picture of the opinions on marketing promotion influencing Chinese consumer selection of perfume were at high level consisted of promotion at all events, discount prices when buy the package, advertising through multimedia, and free samples.

VI. THE RESULTS FROM HYPOTHESIS TESTING

Hypothesis 1: the different personal data affects Chinese consumer selection of perfume. The results from hypothesis testing revealed that the different of personal data affected Chinese consumer selection of perfume at statistical significant 0.05 level. The factor of different level of education affected Chinese consumer selection of perfume at statistical significant 0.05 level.

Hypothesis 2: the factors of marketing mix correlate with consumer behavior on selection of perfume.

The results from hypothesis testing revealed that marketing mix factors, such as quality products, appropriate prices, distribution channel, and marketing promotion which were not correlate with Chinese consumer selection of perfume at statistical significant 0.05 level.

VII. CONCLUSION AND DISCUSSION

The study of Chinese Consumer Selection of Perfume, the researcher has concluded the results as follows:

The products aspect: the results from the study revealed that the overall picture of the opinions on products influencing Chinese consumer selection of perfume were at high level which associated to the research study of Chotiros Nummisri. (2548 B.E.) who studied on the factors of consumer behavior affected on choosing perfume for working lady in Bangkok.

The prices aspect: the results from the study revealed that the overall picture of the opinions on prices influencing Chinese consumer selection of perfume were at high level which associated to the research study of Preyavee Chuakamhod. (2552 B.E.) who studied on factors of marketing mix influencing consumer behavior on selecting perfume products of private university students in Bangkok.

The distribution channel: the results from the study revealed that the overall picture of the opinions on distribution channel influencing Chinese consumer selection of perfume were at high level which associated to the research study of Preyavee Chuakamhod. (2552 B.E.) who studied on factors of marketing mix influencing consumer behavior on selecting perfume products of private university students in Bangkok.

The marketing promotion: the results from the study revealed that the overall picture of the opinions on marketing promotion influencing Chinese consumer selection of perfume

were at high level which associated to the research study of Preyavee Chuakamhod. (2552 B.E.) who studied on factors of marketing mix influencing consumer behavior on selecting perfume products of private university students in Bangkok.

Recommendations from the study

The products aspect: manufacturers to improve the quality of perfume which is in good condition.

The prices aspect: the manager should set prices appropriate to the quality of perfume and comparable to competitors.

The distribution channel aspect: administrative officers should provide perfume sale and display counter in department stores.

The marketing promotion aspect: manufacturers should offer perfume test at display of perfume sale and service counter in department stores for customers.

Suggestion for future research

The purposes of this study were to determine Chinese consumer behavior and marketing mix influencing selection of perfume. The future study should select general sampling group of perfume users with qualitative research in order to get clear picture of the study result

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