

GENDER AND SCENTS

An Empirical study on the purchase behavior of Men and Women of Dubai and Sharjah regions, U.A.E, towards Colognes and Perfumes

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Abstract

From ancient times until date, fragrances have always been a part of man's history. People have used perfumes, oils and unguents on their bodies for thousands of years in lesser or greater amounts dependant on fashion whims. To gain an insight into the purchase behavior of both men and women of Dubai and Sharjah regions, UAE towards colognes/perfumes, a survey was carried out in Dubai and Sharjah regions of the UAE, averages, percentages, factor analysis, and Student's t- test were used for analyzing the data. The study revealed some similarities in the frequency of purchase and reason for usage of colognes/perfumes, preferences for branded products and differences in the attributes considered, shop loyalty, time spent on purchase. Based on the analysis of the results and conclusions the author suggests use of Newspaper, Television and Magazine as media and stress on uniqueness of scent and quality of products in all promotional activities.

Key Terms: Perfume, Cologne, Purchase behavior, Women, Men

INTRODUCTION

To stir our senses and moods, nothing in the world has the ability better than the power of fragrance. From ancient times until date, fragrances have always been part of man's history. People have used perfume, oils and unguents on their bodies for thousands of years in lesser or greater amounts dependant on fashion whims (www.fashionera.com).

During the middle ages, plants were used to protect against epidemics whereas perfumes from the Orient whispered of carnal pleasures. The Renaissance period (1490-1600 A.D) queens and courtesans fought over the secret formulae created by the first Italian chemists and discovered fragrance ingredients imported from Asia and America. Then emerged the Classic era where the fragrance makers developed their trade. The perfume trade developed well during the Napoleonic period (1789-1860) until the concept of Modern perfumery came by (www.osmoz.com). Towards the end of the 19th century, the fragrance industry increasingly targeted women belonging to the middle class. Perfumes were turned into a product of luxury with a prestigious name and a beautiful bottle. Character fragrances began to emerge between 1930 and 1950 to suit each individual's style and personality. One wore a designer fragrance to stand out. The seventies woman claimed her individuality and proudly wore a "lifestyle" scent. Perfumes were manufactured to suit number of different lifestyles - feminism, back to nature, punk, and neo-romanticism.

Both in the US and in France new fragrance concepts wooed a woman that was sophisticated and provocative or, at other times, softly natural and romantic. The eighties were marked by strong sensations. Men and women were engaged in a grueling marathon to achieve professional success. New fruity notes, which originated in the US, added a novel twist to men's and women's fragrances. The last decade saw materialism fading into the past. Men and women were yearning for a purer world. They were sharing fragrances that reflected the search for a new freshness. Perfumes were manufactured to quench their desire for purity. Fragrances evoked the sea, water, plants and flowers, creating a natural feel, eventually refocusing on the basics – Air, Earth, Fire, Water and Wind (www.osmoz.com).

Today, perfume is being viewed and understood as a fashion accessory, an enticement tool and much more. The general belief

is that perfumery is not an artistic way of expression, but an extension of fashion and advertising.

The study has been divided into four sections. The present section I covers the introduction, review of relevant literature, need and scope of the study, objectives of the study, methodology, sample size, and major findings of the survey. Section II deals with the results of factor analysis and its major outcomes. Section III covers the hypotheses and their interpretations. Section IV gives the conclusion, suggestions and recommendations based on the study.

Literature Review

A woman's first experience with perfumes was probably at her mother's dressing table. She grows up watching her mother try different fragrances for various occasions to create different effects. For a woman, perfume is just not only about fragrance, it is believed to have deeper associations with her identity, personality, style and emotions. Whatever be the reason, perfumes are always priced possessions that women are willing to spend a fortune on for something as intangible as smell.

According to Mogelonsky, Marcia, about two-thirds of the perfumes and fragrances business come from female consumers and hence rightly describes it the lioness's share. (American Demographics; 1997)

A survey conducted by Conde Nast Beauty Lab and published in Drug Store News in 1999 pointed out that 91% of the observed women choose a perfume primarily for its scent/ fragrance. Lebhar Friedman (the author) also reveals that 64% of the women get influenced by product samples, 49% by scent strips and 43% get influenced by special promotions (Friedman, 1999) A survey conducted by Vertis in 1999 indicated that 14% of the men who used cologne that year got most of their supply as gifts as compared to 22% of men who used cologne in the year 1998. (Mark Doliver, 1999).

The NPD group survey conducted in US in the year 1999 unveiled that 34% of men who wore a fragrance dabbed on twice a day. It also disclosed that increasing numbers of male fragrance users put on scent every day. Of the 1300 men that NPD surveyed in the year 2000, a majority of younger men prefer designer scents. (www.findarticles.com)

A decade ago, females were known to mark their male's scent.

Today, men are shopping for fragrances all by themselves, according to the NPD group (Brandweek, 2000).

A survey conducted by the NPD Group finds that among those who use fragrances, 49% have purchased three or more bottles for themselves within the past year. (Mark Doliver, 2000).

According to Vertis customer focus 2001 fragrance industry report, released in November 2001 revealed that 61% of all adults who sniffed a scent strip in a magazine in the past three months said they find them somewhat or very helpful when choosing a fragrance to buy (American Demographics, Feb 1, 2002).

In a study conducted in US between April and May 2001, almost eight on 10 (79%) of a nationally representative sample of 2,000 adults polled via telephone, revealed that a product's scent is the most important factor they consider when buying a fragrance. (American Demographics, Feb 1, 2002).

According to the survey conducted by Vertis customer focus 2001, about two out of three American men (66%) dab cologne, while three out of four (76%) women spritz perfume. In fact men and women purchase scents with equal frequency: 59% men and 60% women have bought perfumes in the past 12 months (American Demographics, Feb 1, 2002).

According to a survey conducted by the Global Cosmetic Industry in September 2003, about 59% of the surveyed men said they have purchased cologne in the past 12 months, compared with 47% in the year 2002. Further, the survey revealed that men are 11% more likely to allow what others think of a fragrance to influence their purchasing decision than women. About 69% of women and 71% of men indicated that scented magazine advertisements are somewhat or very helpful in deciding which fragrance to buy, an increase of 4% and 15% respectively, from 2002. (Global Cosmetic Industry, 2003)

Results of the survey conducted by Vertis in the year 2003, revealed that about 65% of the women made additions to the existing stock of perfumes compared with 60% in 2001 (Global Cosmetic Industry, 2003).

Fragrance is one of the most valuable and intangible matters in this vast beautiful universe. It elicits different emotions, memories and yearnings for every woman (Tung, 2004).

Kanika Goswami's study on perfumes purchase behavior in the Indian market, published in Business Traveller (www.businesstravellerindia.com) revealed that people choose perfumes for a number of reasons- the brand, the beauty of packaging, etc but the foremost reason is the scent itself.

As for men, it appears that they have become more comfortable with fitting a personal grooming routine into their lives, so using a fragrance is increasingly regarded as a daily ritual. Probably, their education started in the post Old Spice era after the eighties. (Kanika Goswami, 2005).

Men are more likely to purchase fragrance for themselves at mass-market drug store than women. About 58% of the men purchase fragrances from these types of stores while only 48% of women do the same. However, both genders shop equally (42%) at department stores. Among women purchasing men's cologne, department stores close the gap with mass-market, food and drug stores tying for the most popular destination. Men clearly view departmental stores as their destination choice when purchasing perfume for women. (www.npdinsights.com).

Need and Scope of the Study

A few studies have been undertaken in Dubai and Sharjah regions with regard to consumer behavior towards cosmetics, necessities and consumer goods, but not many studies have been carried out in these regions to know the purchase behavior of

both Men and Women towards colognes / perfumes, in particular hence the present study. The study is limited to both male and female residents of Dubai and Sharjah regions of the U.A.E.

Objectives of the Study

The primary objective of the study is to know the pre-purchase, purchase and post purchase behavior of both Men and Women towards colognes and perfumes.

The other objectives of the study are;

1. To find out the attributes which are considered by both Men and Women when purchasing colognes / perfumes
2. To know the motivators and influencing factors those affect the purchasing behavior of both Men and Women when they decide to buy colognes/perfumes.
3. To make a few suggestions and recommendations.

Methodology and Sample Size

The study is based on both primary and secondary data. The primary data was collected with the help of a pre-designed questionnaire and secondary data was sourced from relevant books, journals, magazines, newspapers and the internet. The survey was carried out between November, 2004 and January, 2005. The questionnaires were distributed to 500 respondents residing in and around Dubai and Sharjah Emirates. The researchers got back 392 questionnaires after repeated follow up calls and reminders. Out of these, 356 questionnaires were found to be complete in all respects and the same have been taken as the sample for this study. The breakup of the respondents on the basis of gender was 137 males and 219 females. The collected data was analyzed with the help of statistical tools such as averages, percentages, factor analysis and Student's t-test.

Major Findings of the Survey

Majority of the surveyed men and women informed that they have been using colognes/perfumes for more than a decade.

Majority of the surveyed men and women indicated that they use colognes/perfumes twice a day. However, nearly 30% of the surveyed men and about one fourth of women disclosed that they use cologne/perfume once a day.

More than 95% surveyed men and women disclosed that they used colognes/perfumes primarily to feel good. Job requirement and to keep in tune with trend and fashion respectively appear to be the next important reasons for using colognes/perfumes according to the surveyed men and women respondents.

Majority of the surveyed men and women informed that they own up to three colognes/perfumes.

It is interesting to note that about 70% of the surveyed men and women indicated they use branded colognes/perfumes.

The survey indicated that majority of the men and women preferred to buy their colognes/perfumes only from perfume retail outlets. However, it is interesting to note that about one fourth of the male respondents appear to buy from retail chains.

Majority of men inform that they do not patronize any particular shop for buying their colognes. However, the women respondents appeared to be equally divided with regards to being loyal to their place of purchase. From amongst those respondents not patronizing any particular shop for buying colognes/perfumes, irrespective of the gender majority of the surveyed respondents appear to visit anything between two and five shops.

When asked, about two-fifth of the surveyed male and about 30% of women respondents informed that they preferred to shop

alone for their colognes/perfumes. However, about 25% of the men and more than one-third of the surveyed female respondents informed that they are accompanied by their friends when they shop for colognes/perfumes. Further, more than 28% of the surveyed men and women prefer the company of their spouse when shopping for colognes/perfumes.

Majority of the surveyed men and women revealed that they do not have any particular day to go shopping for colognes/perfumes. However, more than one third of the surveyed men and one-fourth of the women respondents appear to prefer weekends for cologne/perfume shopping.

The survey revealed that majority of the men and about 49% of women respondents spend less than 10 minutes to make a purchase decision. This is probably because they are pre-decided about the brand they wish to buy. However, one fourth of men and majority of women respondents spend more than 10 minutes to make their purchase decision.

Majority of the surveyed men and women informed that they buy colognes/perfumes once in three months.

More than 95% of the surveyed men and women disclosed that they primarily buy colognes/perfumes for themselves.

Majority of the surveyed men and women respondents indicated that they spend on an average up to 200 AED (Arab Emirate Dirham) per month on colognes/ perfumes.

Quality, Uniqueness of the fragrance, and Brand image in that

order appear to be the attributes which sway the male respondents when they shop for cologne. However, Uniqueness of the fragrance, quality and brand image in that order appear to be the attributes, which entice the female respondents when buying a perfume.

Price, Budget and Packaging & Design have been indicated as other important attributes that are considered by the surveyed men and women when selecting colognes/perfumes.

The survey revealed that majority of the men and women appear to be influenced by their friends and family members in their colognes/perfumes purchases. However, product samples, special promotions and scent strips, in that order, also influence their purchase decision, divulged the respondents.

Majority of the surveyed men and women disclosed that when compared with last year, this year they have made additions to their stock of colognes/ perfumes.

Majority of the surveyed men and women respondents informed that they spent about the same amount of money on colognes perfumes as compared to last year. However, about 25% of the surveyed men and 30% of the women disclosed that they have spent more amount of money on colognes / perfumes this year as against last year. Majority of the surveyed men and women opined that both special promotions and advertisements should be used more effectively as marketing tools to reach the target market.

Table - 1 Summary of the survey

SL No	Particulars	Response (Percentage)	
		Women	Men
1	Period of usage		
	Last 10 years	70.7	69.3
	Last 5 years	21.5	24.1
	Last 1 year	7.8	6.6
2	Frequency of use		
	Twice a day	56.6	51.8
	Once a day	26.0	29.9
	Occasionally	11.9	13.9
	For social gatherings only	5.5	4.4
3	Reason for use *		
	To Feel good	97.7	97.8
	To impress others	39.3	42.3
	Status symbol	47.5	49.6
	To keep up with trend and fashion	63.0	49.6
	Job requirement	52.5	57.7
	No particular reason	55.3	60.5
4	Number of C/P owned		
	Between 1 and 3	43.4	51.8
	Between 3 and 5	31.0	23.4
	Above 5	25.6	24.8
5	Use of branded C/P	73.5	68.6
	Use of unbranded C/P	26.5	31.4

Sl No	Particulars	Response (Percentage)	
		Women	Men
6	Place of purchase		
	Perfume retail outlet	56.6	43.8
	Any retail outlet	19.2	18.2
	Exclusive agents	7.8	13.1
	Retail chains	15.5	24.9
	Others	0.9	—
7	Shop Loyalty		
	Yes	51.1	31.4
	No	48.9	68.6
8	In case not patronizing an outlet, number of shops visited		
	Between 2 and 5 shops	71.0	60.6
	One shop	26.2	34.0
	More than 5 shops	2.8	5.4
9	People accompanying the respondents		
	Nobody	30.2	39.4
	Friends	34.8	25.5
	Spouse	28.8	28.5
	Others (relatives, sisters, brothers)	6.2	6.6
10	Preferred day for C/P purchase		
	No particular days	71.7	59.9
	Weekends	27.8	36.5
	Public holidays	0.5	3.6
11	Time taken to make a purchase decision		
	Less than 10 minutes	49.3	72.2
	More than 10 minutes	50.7	27.8
12	Frequency of purchase		
	Once a month	16.4	25.5
	Once in 3 months	42.0	38.7
	Once in 6 months	11.9	16.8
	Once a year	3.2	1.5
	No specific time frame	26.5	17.5
13	For whom do they buy		
	Self	95.5	96.0
	Spouse	3.5	4.0

Sl No	Particulars	Response (Percentage)	
		Women	Men
14	Money spent on C/P per month		
	Less than 100 AED	29.7	27.7
	100 - 200 AED	35.2	40.9
	200 - 300 AED	18.7	18.2
	300 - 400 AED	6.8	8.8
	400 -500 AED	6.8	2.9
	Above 500	2.8	1.5
15	Attributes considered while choosing C/P *		
	Scent uniqueness	95.9	92.0
	Quality	94.6	97.1
	Brand Image	82.0	82.5
	Price	75.4	76.0
	Budget	73.5	69.3
	Packaging and design	49.3	40.8
16	Motivators *		
	Friends	72.6	66.4
	Family	68.9	54.8
17	Influencing factors *		
	Product samples	72.7	75.1
	Scent strips	55.3	55.4
	Product promotions	62.5	63.5
18	C/P added to the existing stock as compared to last year (2003)		
	Between 1 and 5	73.5	68.6
	More than 5	26.5	31.4
19	Money spent on C/P as compared to last year		
	Less than the previous year	18.3	12.4
	About the same amount	50.7	62.8
	More than the previous year	31.1	24.8

Source: Primary Data

* Multiple responses, C = Colognes, P = Perfumes

SECTION II

Results of Factor Analysis

To identify and analyze the purchase behavior towards colognes and perfumes, 18 variables were identified based on the pilot study conducted at the time of initial finalization of the questionnaire.

In order to extract the various factors which affect the purchase behavior of the buyers of Colognes and Perfumes such as the information sources which are sought by the respondents to know about the Colognes and Perfumes, the motivators and influencers that help the respondents to take their purchase decisions, initially, a Principal Component analysis was applied on all the 18 statements included in the interval scale. Retaining only such of those factors which had Eigen values greater than one (as suggested by Kaiser), we can infer that in total five factors have emerged. These five factors put together have explained 60.062% of total variance. The results are presented in table 2.

Factor Dimensions

Only such of those variables that had loadings > 0.50 have been included in the process of extracting individual factors from the analytical results. The results are presented in table 3. Thus, variables P18e, p18c, p18f, p18d, and p18g constituted factor I. A close look at all the variables in the Factor I impelled the researcher to identify a common name. The factor was then conceptualized as "Information Sources- Related Factor".

Items P17e, P17f, and P17d constituted factor II. A close look at the item in Factor II guided the researcher to conceptualize this factor as Monetary-Related Factor.

In a similar way, P18h, P18i and P18j formed factor III. This was grouped under the heading "Motivators Related Factor"

Factor IV is related to "Attributes - Related Factor" and comprised items P17c and P17d.

Finally, 17a, 18k, 17g were all grouped under the heading "Influencers - Related Factor"

The major outcomes of the factor analysis are presented below: Advertisements in Newspaper (Factor loading 0.870), Television (Factor loading 0.840) and Magazines (Factor loading 0.809) appear to be the primary sources which are sought by the buyers of colognes and perfumes for information.

Budget (Factor loading 0.895) and Price (Factor loading 0.881) seem to be the monetary factors considered by the surveyed respondents before they buy colognes/ perfumes. Family (Factor loading 0.813) and Friends

(Factor loading 0.801) are the motivators who help the surveyed respondents in their purchase decisions. Scent Uniqueness (Factor loading 0.805) and Quality (Factor loading 0.781) are the attributes of colognes and perfumes which seem to attract the buyers. Brand Image (Factor loading 0.625) and Special Promotions (Factor loading 0.572) are the influencing factors according to the surveyed respondents.

SECTION III

Hypotheses

In order to test whether the purchase behavior of the sample respondents differs according to Gender, an independent t-test was applied on all the 18 variables (of the interval scale).

Significant differences were noticed among the male and female respondents in four out of the eighteen variables on which the test was applied. The results where significant differences have been noticed are presented in the table – 4

H1: The purchase behavior of the respondents towards colognes/ perfumes quality is independent of the Gender.

Interpretation: The analytical results of the t-test on Item 17-C (purchase behavior towards Quality) shows a mean value of 1.7153 for male and 1.6119 for female respondents which signifies that there exist a difference in their opinion towards quality. Since the p-value $0.092 < 0.10$ (at 10% level of significance), hypothesis1 is rejected.

H 2: The purchase behavior of the respondents towards colognes/ perfumes quantity is independent of the Gender

Interpretation: The analytical results of the t test on Item 17-D (purchase behavior towards Quantity) shows a mean value of 0.6496 for male and 0.3516 for female respondents which signifies that there exist a difference in their opinion with regard to quantity. Since the

P-value $0.003 < 0.01$ (at 1% level of significance), hypothesis 2 is rejected.

H 3: The purchase behavior of the respondents towards colognes/ perfumes with regards to usage of Internet as a source of information is independent of the Gender.

Interpretation: The analytical results of the t test on Item 18-G (Internet as a source of information) reveals that Net is not at all used as a medium to source information about colognes and perfumes by both the genders, as the mean values are negative. Since

the p-value $0.024 < 0.01$ (at 5% level of significance), hypothe-

TABLE 2: PRINCIPAL COMPONENT ANALYSIS FOR THE VARIABLES

Rotation Sums of Squared Loadings			
Factor	Eigen Value	percentage of Variance	Cumulative Variance percentage
1	4.352	24.177	24.177
2	2.172	12.068	36.245
3	1.658	9.212	45.456
4	1.396	7.754	53.211
5	1.233	6.851	60.062
6	.999	5.552	65.614
7	.976	5.422	71.036
8	.800	4.447	75.483
9	.751	4.170	79.652
10	.641	3.563	83.215
11	.578	3.213	86.429
12	.552	3.065	89.494
13	.492	2.735	92.228
14	.465	2.584	94.812
15	.336	1.865	96.677
16	.243	1.348	98.024
17	.195	1.081	99.105
18	.161	.895	100.000

TABLE3: IDENTIFICATION OF FACTORS RELATED TO COLOGNES/ PERFUMES PURCHASE BEHAVIOR

Factor name	Item number	Variables	Factor loadings
Factor I Information Sources-Related Factors	P18e	Newspaper ads	0.870
	P18c	TV ads	0.840
	P18f	Magazine ads	0.809
	P18d	Radio ads	0.736
	P18g	Internet ads	0.620
Factor II –Monetary-Related Factors	P17e	Budget	0.895
	P17f	Price	0.881
	P17d	Quantity	0.592
Factor III Motivators-Related Factors	P18h	Family	0.813
	P18i	Friends	0.801
	P18j	Peer pressure	0.658
Factor IV Attributes-Related Factors	P17b	Scent uniqueness	0.805
	P17c	Quality	0.781
Factor V Influencers-Related Factors	P17a	Brand Image	0.625
	P18k	Special promotion	0.572
	P17g	Packaging and design	0.519

sis 3 is rejected. Hence, it can be concluded that there is a significant difference among male and female respondents with regard to their non-usage of Internet as a source providing information about Cologne /Perfumes.

H 4: The purchase behavior of the respondents towards colognes/ perfumes with regards to their family acting as motivator is independent of the Gender

Interpretation: The analytical results of the t test on Item 18-H (Family as a motivator) shows a mean value of 0.5401 for male and 0.7626 for female respondents which signifies that there exist a difference in the role played by Family in influencing the purchase of Cologne and Perfumes. Since the p-value $0.036 < 0.01$ (at 5% level of significance), hypothesis 4 is rejected.

SECTION IV

Conclusion

To conclude on the basis of different analysis that was carried out, the following picture emerges: Averages and percentage analysis shows a number of similarities and some differences in the purchase behavior of the surveyed men and women. Majority of the surveyed men and women exhibit similarities in their purchase behavior with reference to period of usage, frequency of use, reason for usage, number of perfumes owned, use of branded perfume, place of purchase, preferred day for purchase, frequency of purchase, persons for whom they buy, money spent, motivators and influencing factors. However, they differ in their purchase behavior when it comes to shop loyalty, persons accompanying the respondents while shopping, and time taken for selection. Difference is also noticed in the importance attached to the attributes of the product.

Factor analysis of the data clearly grouped the statements included in the interval scale into the following five factors: Information sources – Related Factors, Monetary -Related Factors, Motivators - Related Factors, Attributes - Related Factors and Influencers -Related Factors. These five factors put together have explained 60.062% of total variance and further analysis of the five factors (based on factor loading) gave an insight about the importance attached to the variables within the factors by the respondents in the following manner:

Advertisements in Newspaper, Television and Magazines appear to be the primary sources of information for the buyers of colognes / perfumes. Budget and Price seem to be the monetary factors considered by the surveyed respondents before they buy colognes/ perfumes. Family and Friends are the motivators who help the surveyed respondents in their purchase decisions. Scent Uniqueness and Quality are the attributes of colognes/perfumes that seem to primarily attract the buyers. Brand Image and Special Promotions are the influencing factors according to the surveyed respondents.

Application of the t-test on all the 18 variables (of the interval scale) to test whether the purchase behavior of the sample respondents differs according to Gender, showed significant differences among the male and female respondents in four out of the 18 variables on which the test was applied. On the basis

of the t-test it was concluded that the purchase behavior of the respondents towards quality, quantity of the colognes/perfumes, non usage of internet as source of information and family as motivator are dependent on the Gender.

Suggestions and Recommendations

Newspaper, Television and Magazine appear to be the primary sources which are sought by the buyers of Colognes / Perfumes for information about the products. It is suggested that the marketers of Colognes / Perfumes should try to use these media for getting across all the relevant information about their products, new product launches and promotional activities.

The study shows that more than one-fourth of the surveyed women and 30% of the surveyed men appear to be buying cologne/perfumes that are not branded. This gives an opportunity for the perfume marketers to probe into the reasons behind such behavior and also to find out what the unbranded cologne/perfumes offer which their products do not provide. The study further reveals that scent uniqueness and quality of the colognes/ perfumes appear to be the attributes which attract the buyers, hence it is suggested that these attributes be stressed as their Unique Selling Proposition (USP) in all the promotional activities.

Majority of the surveyed Men and Women have indicated that they are accompanied either by friends or family members when they shop for cologne/perfumes. Also the study has disclosed that family and friends are the motivators who play a significant role in the purchase decisions. Further, the study has clearly disclosed that men give more importance to the quality of the cologne that they wish to buy when compared with women who seem to attach more

importance to the quantity of the perfume. Hence, it is suggested that whenever advertisements are created to promote cologne/perfumes these aspects should be borne in mind.

More than two-third of the surveyed Men and more than two-fifth of the surveyed Women have informed that they do not frequent any particular shop to make their cologne/perfume purchases. This provides an opportunity to the retail outlets who desire to develop long term relationship with their customers to create a database about them and constantly keep track of their customers by sending fliers, samples and scent strips during their birthdays / marriage anniversaries, whenever they introduce new products.

The study has disclosed that irrespective of the gender to which the surveyed respondents belong to, majority of the respondents have informed that they buy branded colognes/ perfumes. The respondents also appear to be motivated by the promotions that are carried out by the marketers of colognes/ perfumes. However, the respondents are also conscious about the price they have to pay for the colognes/ perfumes as they have indicated that they allocate a small portion in their budget for the purchase of their colognes / perfumes. It is suggested, that the marketers should try to bring out their products in different quantities taking into account the affordability of their customers without in anyway compromising on the quality of their

TABLE 4
RESULTS OF STUDENT'S T-TEST

Item	Gender	N	Mean	S.D	t	DF	P
P17C	Male	137	1.7153	0.5138	9.129	354.092	0.092*
	Female	219	1.6119	0.5905		318.116	
P17D	Male	137	0.6496	0.9282	3.007	354	0.003***
	Female	219	0.3516	0.8983		281.720	
P18G	Male	137	-0.3431	1.0321	2.261	354	0.024**
	Female	219	-0.5854	0.9462		259.967	
P18H	Male	137	0.5401	1.0503	-2.103	354	0.036**
	Female	219	0.7626	0.9178		259.967	

* indicates that the difference is significant at 10% level

** indicates that the difference is significant at 5% level

*** indicates that the difference is significant at 1% level

products.

When the surveyed respondents were asked to express their opinion about the effectiveness of the advertisements and sales promotion campaigns carried out by the cologne/perfume marketers, irrespective of the gender to which they belong, the surveyed cologne/perfume users in one voice have opined that advertisements and special promotion campaigns have to be made more effective. This gives an opening for the perfume-marketing executives to find out as to why their present advertising and special promotions are not attractive and ensure ways to make them more appealing and successful. It is suggested that the perfume marketers can make their advertising and special promotions more effective by using the saloons and beauty parlors which can be found in every other corner of Dubai and Sharjah Emirates.

The Middle East is always associated with sunny weather and long summers and the U.A.E is no exception to this. This presents a unique opportunity for the perfume marketers to launch their promotion campaigns during the months May to August when summer is at its peak.

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ANNEXTURE - 1

Component Matrix^a

	Component				
	1	2	3	4	5
P18E	.806	-.231	-.278	5.598E-02	8.171E-02
P18F	.738	-.352	-.199	.170	5.076E-02
P18C	.729	-.240	-.340	7.304E-02	8.238E-02
P18D	.698	-5.52E-02	-.297	-2.67E-02	6.838E-02
P18G	.545	-.107	-.306	-.128	-1.29E-02
P18J	.503	-2.71E-02	.390	-.206	-.289
P18A	.409	.266	.103	-.324	.228
P18B	.407	.370	1.684E-02	-.285	6.221E-02
P17E	.329	.809	-2.37E-02	2.201E-04	-.209
P17F	.407	.747	-8.84E-02	8.231E-02	-.233
P17D	.259	.491	8.026E-02	.311	-.161
P18I	.313	-.362	.556	-.137	-.329
P18H	.457	-.273	.536	-1.47E-02	-.365
P18K	.433	-3.59E-02	2.247E-02	-.604	6.196E-02
P17A	.259	-4.77E-02	.191	.597	4.935E-02
P17G	.470	-7.12E-02	.127	.477	-9.37E-02
P17C	.255	.198	.403	.196	.596
P17B	.259	8.784E-02	.504	-5.52E-02	.581

Extraction Method: Principal Component Analysis.

a. 5 components extracted.