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TECHNOLOGY ENTREPRENEURSHIP
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PRODUCT:
AERORA PERFUME FOR MALAYSIAN CLIMATE

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1.0 EXECUTIVE SUMMARY

Aerora Perfume is a climate-adaptive fragrance that has been developed especially for the consumers of Malaysia with tropical hot and humid conditions. The product presents a solution to the major problems of the current perfume market that include high prices, short duration of the fragrance, and poor performance in warm weather. Many brands have their perfumes made suiting the cold climates and hence the rapid scent evaporation and reduced effectiveness when used in Malaysia. Aerora plans to conquer this market gap by launching a long-lasting, affordable, and skin-friendly perfume fit for daily application.

The fundamental of the Aerora is the novel and ingenious category of fragrances. It employs fragrance components which are heat stable as well as micro-encapsulation technology to slowly release scent along with the day. The perfume now can be sensed without being too strong, even in a very high-temperature and humid place. Besides, Aerora is free of alcohol, which means it is mild on the skin and can be worn for long hours. The perfume has local odor notes like pandan, bunga tanjung, and lemongrass which are fresh and very familiar to the user and thus are portraying the Malaysian cultural identity.

Market research has been done through an online survey where 50 respondents have participated; they were mostly students and working individuals. The results revealed the consumers' strong preference for moderate fragrance strength, lasting the fragrance more than eight hours, and mid-range prices. These were the main considerations for the product's formulation, pricing strategy, and positioning as a value-for-money fragrance that is very much suited to the local climate.

Aerora not only incorporates sustainability into its business model by using refillable packaging and a bottle return program but also consumers receive cost savings and a reduction in environmental waste. To sum up, Aerora Perfume is a feasible and creative solution that merges efficiency, low price and sustainability, thereby placing itself favorably in the Malaysian fragrance market.

2.0 INTRODUCTION OF AERORA PERFUME



Figure 2.0.1 Aerora Perfume

Aerora is not only a unique unisex fragrance but also designed to respond to and celebrate the dynamic tropical Malaysian weather conditions. Each aspect of Aerora is designed to work perfectly and last under high temperatures and diffused Malaysian weather patterns. Unlike most perfumes designed to linger for shorter periods at higher temperatures, Aerora adopts heat-stable fragrance components combined with micro-encapsulation techniques to deliver even and sustained perfumatory performance all through the day. Whether its scorching afternoon sun or drenched nighttime environments of Malaysia, Aerora stays right there to clearly apparent, diffused, and lingering strong.

What makes Aerora truly distinctive is its strong tie to Malaysian nature. It is infused with pandan, excluding a soft and sweet green note that is very familiar and comforting to have around. The bunga tanjung, or much-beloved Malaysian flower, also provides a sweet floral note laced with serenity itself. Then again, lemongrass provides a refreshing and invigorating note tinged with cleanliness and purity to instantly cut through the heat and humidity of the Malaysian climate.

Aerora is also formulated to contain no alcohol at all, making it kind to skin as well as perfect for daily wear. This make Aerora perfect for senses since not only does it smell amazingly good, but it also feels good to wear too. This is achieved through its sustainable philosophy and approach towards its formulation and preparation for environmental responsibility and sustainability. Whether you are moving around amidst the hustle and bustle of Kuala Lumpur or experiencing a day under the tropical sun or basking in the cooling touch of the sea breeze during a chill night at the coastline, Aerora clings to your skin. Aerora is perfumery designed to last while also being capable of adjusting to and even rejoicing in all things Malaysian.

Beyond its thoughtfully curated scent profile, Aerora carries a signature sophistication that sets it apart from typical fragrances. One of its greatest specialities lies in its adaptive scent technology because of the fragrance subtly shifts its intensity according to temperature, ensuring the wearer experiences a balanced aroma from morning to night. When exposed to heat, the micro-encapsulated fragrance beads gently burst in stages, releasing fresh layers of pandan, floral notes, and citrus-green brightness. This controlled diffusion prevents the perfume from becoming overpowering, while still maintaining a noticeable, elegant trail. At the same time, Aerora's base composition includes naturally derived fixatives that anchor the scent to the skin longer, allowing it to withstand sweat, humidity, long hours outdoors. The perfume's texture, soft and hydrating due to its alcohol-free formula, feels luxurious on the skin. Aerora perfume absorbing smoothly without leaving any residue, irritation, or dryness. Every feature of Aerora is designed with purpose, comfort, and cultural identity in mind, making it truly remarkable fragrance experience crafted for those who live, breathe, and flourish under Malaysia's tropical skies.

AERORA: "A fragrance shaped by the tropics, perfected for your everyday journey."

2.1 PROBLEM STATEMENT/ISSUES

In the modern perfume market, a significant segment of perfumes is in fact priced in a manner that is not necessarily consistent with the quality and use value they offer. Established brands tend to charge a high price due to reasons that may very well include brand value, high-quality packaging, and strong marketing strategy, as opposed to the use value the product offers. Therefore, the consumer is nudged to pay more to the brands as opposed to the use value the perfume offers to the consumer. This creates a problem of consumer dissatisfaction, especially when high price doesn't necessarily translate to good use value.

The second notable issue is related to the short longevity associated with many modern fragrances on the market today. Even though these often come at a higher end of the pricing spectrum, many fragrances end up fading away in a matter of a few hours after application, making it essential to reapply them several times a day, thereby making it a wasteful spend for individuals who are following a rigorous academic or work schedule.

These issues assume significance because Malaysia has a tropical climate with high levels of temperature and humidity. Many perfumes have been designed and tested research development for their perfume but in regions with low temperature and low humidity. As a result, the perfume will not last well under the climatic conditions of Malaysia since the perfume may easily vaporize or change the scents when it meets sweat, resulting in an unpleasant scent. This affects the usability of the perfume for those who spend much time out or in an area without air condition.

Furthermore, it could be added that due to the high costs associated with perfumes, it becomes difficult for students and people with lower or basic incomes to afford them. This is because, in most circumstances, people with lower incomes prioritize basic expenditures such as education, food, means of transportation, and accommodation, thus allocating less to non-basic commodities such as high-priced perfumes. This constitutes a great barrier when it comes to their application despite having lower costs associated with potentially lower qualities too.

This set of concerns makes it clear that there is an observable gap in the perfumery market, where the value for money aspect is being disregarded. The trend where the interest of the brand is focused on making higher profits seems to disregard the interests of the consumers. There is an increasing need for perfumes with the ability to last longer in tropical weather without being very expensive. To sum it all up, the contemporary perfume industry lays too much emphasis on price and brand name, factors which it does not adequately address regarding durability, adaptability to climate conditions, and affordability of the product. The consumers of Malaysia, who are mainly comprised of students with lower purchasing power, find themselves in a state of dissatisfaction because the perfumes which the industry offers are not what the consumers expected, and the price tag of the perfumes does not lie within the customer affordability range.

2.2 METHODOLOGY

The methodology involving the development of Aerora Perfume employs a systematic way of new product development to ensure that the perfume satisfies consumers, functions properly in Malaysia's tropical climatic conditions, and is within reach of the many different levels of incomes. This is done by initiating the procedure of market research and problem identification where primary and secondary data is obtained by surveys and observations of perfume users in Malaysia. For instance, the key issues involved relate to perfume being expensive, of shorter longevity due to warm climatic conditions, and is a luxury perfume accessible only to those earning higher incomes. On the same note, competitor analysis is undertaken.

2.2.1 SURVEY AND QUESTIONNAIRE

A structured survey and questionnaire method were used to acquire the necessary data for the development of Aerora Perfume, which is designed and created to suit the Malaysian weather conditions. The objective of the survey is aimed at acquiring information and opinions from the target market regarding the desired perfume, their preferences, behaviour, level of satisfaction from the presently available perfumes, problems associated with the long-term nature of the perfume, particularly suitable for hot and humid weather. The whole

target sample Includes students, working individuals, and common consumer who value grooming and the sense of smell in their day-to-day lives.

To facilitate both accessibility and efficiency, the questionnaire was delivered online using an online platform named Google Forms. This method was helpful in gaining wider reach and participation, especially among students and working individuals who are more frequently online. A total of 50 participants submitted their responses, and the data collected was sufficient to identify trends and preferences. The online questionnaire included both closed and Likert-scale question, making it convenient to interpret and collect relevant insights. The data collected was used for making decisions concerning product development, pricing, and positioning of Aerora Perfume as an economical and long-lasting fragrance suitable for Malaysia's tropical environment.

2.3 LIMITATION

Despite providing valuable insights, this study has several limitations. First, the respondents for this study were only 50 samples, which might not be a true representation of the Malaysian perfume market. Consumer choices could also be dependent on age, lifestyle, income or geographical area and a bigger sample size may give a more robust conclusion. Furthermore, the survey was based on self-reported answers and potential bias in personal perception and subjectivity in fragrance efficacy, scent preference or affordability affected reliability.

Another limitation is that the survey focused mainly on general user experience rather than long-term product testing. The opinions provided by the respondents were made from using past perfumes but not subsequent use of Aerora Perfume since it is under development. Different humidity, outdoor exposure or working conditions will directly influence the performance of a perfume on skin. Thus, result is helpful to direct the developemt of Aerora Perfume, but additional testing and larger market testing will be necessary to increase precision and validity before full commercialization.

3.0 TECHNOLOGY DESCRIPTION

First, the most important thing in the perfume industry is the perfume bottle they use. The core materials for our bottle perfume are made using high-purity glass. Almost all perfume bottles are made from Soda Lime glass because of a high-quality type often referred to as high white glass or crystal white glass. This glass has very low iron content which results in maximum transparency and clarity that is essential for showcasing the colour of the perfume and giving the bottle a high-end crystalline look. For the protection, the glass is chemically inert which it won't react with or degrade the perfume's delicate oils and alcohol to ensure the scent remains true over time.

The bottles are mass produced using highly automated precise molding techniques. The most common method for glass containers is a press and blow molding. A molten glob of glass is dropped into a mold, which is a hollowed-out block, cavity, or matrix used to give a specific shape to a liquid or pliable raw materials such as molten glass, plastic or metal. The plunger presses it to form the opening and then high-pressure air is blown to expand the glass into the final bottle shape inside the mold cavity. This process allows for fast and high-volume production with consistent size and shape which is critical for affordable products that will be sold widely like Aerora Perfume.

Then, after molding, the bottles are gradually and precisely cooled in an annealing oven to relieve internal stresses in the glass. It will make the bottle much stronger and less prone to cracking from minor impacts or temperature changes. To make the bottle more unique, 3D Modelling will be used to design the unique shape by using sophisticated Computer Aided Design (CAD) software. These strategies may ensure the physical bottle perfectly matches the design and that every mold is identical.

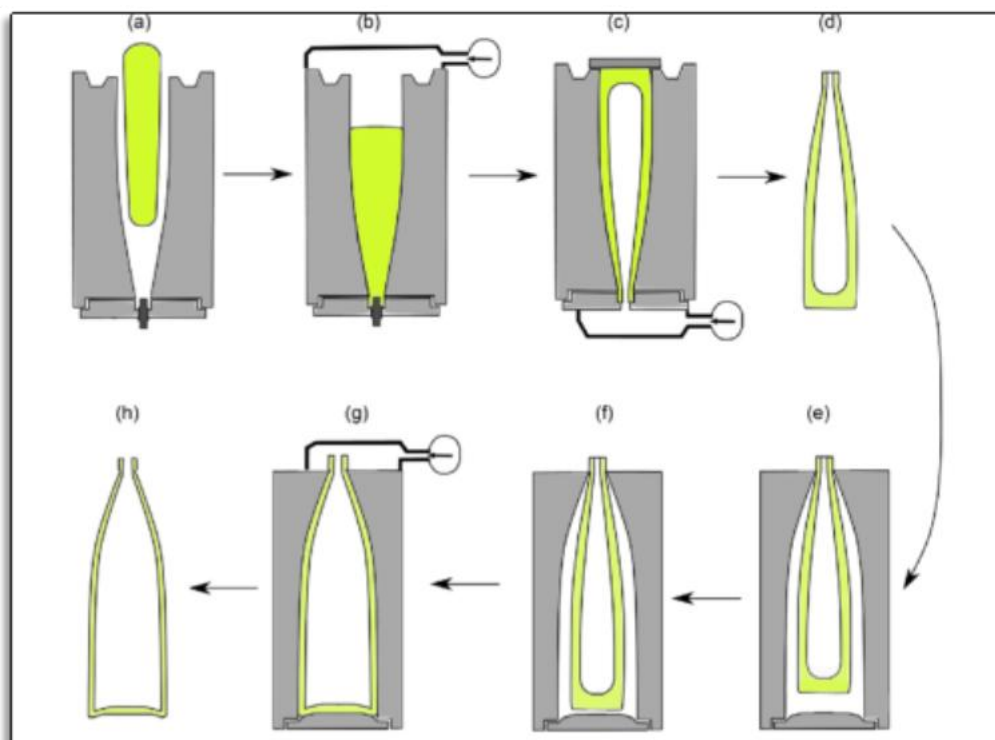


Figure 3.0.1 Different stages of bottle manufacturing process.

From the stages of the bottle manufacturing process, a gob of molten glass is cut and dropped into the initial mold which is parison mold. The glass is shaped either by pressing a puff of air into a preliminary shape called a parison. Then, the parison is transferred to the final mold where compressed air is blown into it to fill the mold and take on the final intricate bottle shape. Last, the completed bottle is then sent to cool gradually which strengthens the glass.

3.1 THE INNOVATIVE OF PERFUME

Students are always moving from college to the class, so the practical innovation of the “On-The-Go” design will be fit to their lifestyle. The pocket friendly design will shift the primary student line to a slim, and rectangular glass design that slides easily into a pocket, backpack side pocket or small handbag without fear of breaking. A “Aerora-To-Go” can offer an ultra mini 5ml spray is the perfect size for quick on the spot touch up before entering the class.

Since the target market is students, the refill and reuse program will be the main strategies because the biggest barrier for students is price. The students can get up to 15% discount when they return their empty perfume bottle to an authorized vendor for a refill. This work appeals to the student budget and aligns with Gen Z's growing interest in eco-friendly practices which is focusing on the dual benefit that emphasizes the "Save Money and Save Planet".



Figure 3.1.2 The example of 5 ml size for Aerora Perfume

The easiest and cleanest refill method that significantly smaller than the main "Mother Bottle" used for the refill service. Its fit easily into a small bag, pocket or pen case that meets flight carry-on size limits. Their look for travel style or pump to fill atomizers is a huge convenience factor for students. The refill system integration will have Aerora Perfume logo and QR Code for each portable atomizer for our vendor to scans the code to confirm it is a genuine and reusable bottle when the student wants to refill the perfume.

3.2 PACKAGING DISPOSAL

Since the municipal system doesn't handle perfumes, our business will close the loop by managing the disposal of our non-refillable components by our brand. This aligns perfectly with our existing sustainability or student focus and the essence of a circular economy model. For the packaging such as the atomizer which is a refillable bottle, the disposal plan is reused because the student will return their bottle for the 15% discount to refill our perfume.

Then for the original glass bottle, it will be the special recycling if the glass bottle breaks or reaches its end of life. The student can return the pieces to our vendor and we will collect it in a separate which is dedicated bin and send it to a commercial or specialty glass recycler who can handle coloured or contaminated glass.

3.3 USER BENEFITS

1. Financial and Economic Benefits.

The core benefit is the 15% discount on refills because it makes the purchase cheaper than continually buying new perfume bottle. Students will save their savings for making the economically rational choice. The refillable for "Aerora-To-Go" atomizer in 5ml is much cheaper than a standard bottle will allowing the students to buy the scent they love without a large upfront investment. Student also can build a fragrance wardrobe by collecting different scents through affordable refills without having to commit to one expensive signature scent.

2. Practical and Lifestyle Benefits.

Students can refresh their scent between a lecture and before a spontaneous social event. The design eliminates the fear of a fragile glass bottle breaking in a

bag or backpack because it easy to carry anywhere and making it perfect for travelling home or for short trips.

3. Ethical and Emotional Benefits.

Align with Gen Z's demand for authenticity and sustainability when students instantly become part of a circular economy by participating in the strategies. They can feel good about actively reducing glass and plastic waste which aligns with their Eco-conscious values. The strategies create a shared experience and sense of belonging among students who are all in the know about the sustainable of cost saving refill method.

4.0 NEW DEVELOPMENT PRODUCT

4.1 INTRODUCTION OF PRODUCT

Aerora is an advanced perfume technology designated specifically for the warm, hot, and humid, and unpredictable climate of the ASEAN region. Inspired by the natural wind and freshness of the ASEAN region's tropical climate, Aerora features extended-lasting and light, fresh, and comfortable perfume technology designed to last all day long on the skin and material as it is a demand from all perfume lovers. Aerora are not just regular perfumes, which tend to fade fast and become pungent and overwhelming in the hot climate of the ASEAN region, but it tends to stay as long as it can in the skin surface and material without leaving a bad effect on it.

4.2 CLASSIFICATION OF NPD

New Product Development, or NPD, can also be categorized depending on whether it is 'new-to-market' or 'new-to-company.' New-to-the-world products are innovations so novel they have never appeared on the scene and, in some cases, establish entirely novel markets.

Examples of this type of innovative product are the smartphone, electric cars, and other revolutionary innovations, as they alter behavioural patterns and demands associated with products.

Another type is new product lines, which are those products that already exist in the market, yet they are being introduced by the company for the first time. This type of business development enables the business to enter into an already existing market for the first time. For instance, a company may have only sold clothes, and now they will begin to produce sports shoes for the first time.

Companies may also work on line extensions, which refer to the process of creating new additions within an existing product line. This entails the creation and launch of various variants, models, and other flavours within an existing line of products, hence helping organizations remain competitive by appealing to different customers. An example is the development of a scent within an already existing perfume line.

Improvements and modifications are another significant type of NPD. These relate to improving the functionality, quality, and designs of the existing products so as to make them more superior and competitive. The improvements might range from improved material and features to improved efficiency. In most cases, improvements are required in order to keep abreast of the latest technology and consumer demands.

In some cases, certain products may also be repositioned or marketed towards specific consumer groups for other uses altogether. Some product modifications may allow consumers to see and use them differently, though without much change in the essential characteristics. Baking soda, for instance, was first marketed as an ingredient for cooking but then later as an odor remover and cleaning tool. Another type under NPD is cost reduction products, whereby firms are able to provide comparable benefits through more efficient processes.

NPD is also categorized on the basis of innovation type. Radical innovation entails innovation based on certain breakthrough technologies or concepts, often leading to revolutionary transformations within various industries, along with high risks as well as rewards. On the other hand, incremental innovation aims at small improvements or modifications within existing products, reducing risks and leading to steady progress through continuous improvement of product value.

Finally, there are product classifications according to market and technology approaches. Market pull innovations are those innovations brought about by customers' needs or demands, while those brought about by technology, even without customers' demand, are known as technology push innovations. From the point of technology evolution, platform products are those based on existing technology, while derivative products involve small modifications, for example, the addition of colours or features. There are NPD approaches, namely sustaining products, which improve the existing position, and discontinuous products, which transform the whole market through the provision of simpler and less expensive alternatives.

4.3 NEW PRODUCT DEVELOPMENT PROCESS

4.3.1 RESEARCH & DEVELOPMENT

1. IDEA GENERATION

For our brand, we come up with the ideas when we test all the designer perfume in the market and find the major problem of the product is longevity, this method also helps us to identify which perfume that long lasting and to find what ingredients that use to help the perfume can generate more scent that can attract more people to buy our product.

Once the problem is identified, the next step is to generate ideas that can solve it, the process includes refining and implementing a new concept for products. Long-lasting, fresh, sweetness and the design of the packaging. The idea for Aerora originated from observing common complaints among ASEAN perfumes consumers, most of the perfume fades quickly and smells overly strong when it comes to first spray and also becomes sticky in hot or humid environments. Brainstorming sessions were conducted to develop solutions involving climate sensitivity, natural resources and eco-friendly packaging.

2. IDEA SCREENING

During idea screening various product concepts like solid perfume sticks, roll-on perfumes, body mist, and a heat-resistant formula for perfumes were considered in the phase. Based on the strategic criteria of innovation value, market value, feasibility, and market adaptability, the final product concept that was identified in the portfolio development and evaluation phase is the AERORA, a heat-resistant and climate-adapted perfume. The choice of the final product concept rested on the market value that consumers assign to perfumes with longer shelf life that can withstand hot and humid climatic conditions, among the ASEAN nations.

Data indicates that the innovation value encompassed in the AERORA product concept outweighs the other contenders in that the product is more feasible in terms of cost. The factor of market differentiation should not be underemphasized in the selection process, as not many perfumes have been created that meet the climatic conditions in the region.

4.4 PROTOTYPE/BUILD MODEL 3D



Figure of 4.4.1 Build model 3D/prototype

The combined 3D prototype of AERORA Perfume presents a cohesive luxury fragrance line that emphasizes elegance, innovation, and brand consistency. Despite the variation in bottle shapes—from minimalist and rounded designs to rare geometric forms—all prototypes share a unified identity through the use of high-quality transparent glass, a calming blue gradient that symbolises freshness and new beginnings, and polished gold caps that enhance the premium image. The dark blue textured presentation box with velvet lining further reinforces exclusivity and sophistication, while the refined lighting and reflective surface highlight the clarity, craftsmanship, and luxurious detailing of each bottle. Overall, the prototype effectively communicates AERORA's positioning as a modern and upscale perfume brand, appealing to diverse consumer preferences while maintaining a strong and consistent brand image.

4.5 PRODUCT DESIGN/FEATURES



Bottle Design 1: Rectangular Minimalist Bottle

This bottle features a clean rectangular form with softened edges, representing modern elegance and stability. The structured shape reflects reliability and confidence, aligning with AERORA's positioning as a refined and trustworthy fragrance brand. The minimalist design emphasizes simplicity and sophistication, making it suitable for daily use while still maintaining a premium appearance. This design appeals to consumers who value timeless aesthetics and understated luxury.



Bottle Design 2: Oval / Rounded Bottle

The oval-shaped bottle symbolizes fluidity, harmony, and emotional warmth. Its smooth curves enhance ergonomic comfort, allowing users to hold the bottle naturally and comfortably. This shape reflects the emotional and sensory nature of fragrance, reinforcing AERORA's goal of creating a calming and uplifting scent experience. The rounded design also suggests softness and approachability, making it attractive to a broad consumer segment.



Bottle Design 3: Squared Luxury Bottle with Thick Base

This bottle adopts a squared silhouette with a solid, thick glass base, symbolizing strength, durability, and premium quality. The heavier appearance conveys luxury and long-lasting value, enhancing the perceived worth of the perfume. This design supports AERORA's premium positioning by communicating exclusivity and sophistication while maintaining a balanced and modern aesthetic.



Bottle Design 4: Faceted Pyramid / Rare Geometric Bottle

The faceted pyramid-inspired bottle represents uniqueness, innovation, and aspiration. Its geometric cuts reflect light from multiple angles, symbolizing the multifaceted personality of the AERORA fragrance. The pyramid shape signifies elevation and excellence, aligning with the brand's identity of new beginnings and forward movement. This rare design differentiates AERORA from competitors and strengthens brand memorability in the luxury perfume market.

4.6 CONCEPT OF TESTING

4.6.1 VERBAL DESCRIPTION

AERORA Perfume is a premium fragrance concept developed to enhance elegance, confidence, and emotional appeal through a balanced and long-lasting scent composition. Inspired by the idea of freshness and new beginnings, the perfume is suitable for both daily use and special occasions. The product is presented in a minimalist luxury glass bottle with refined color tones, clean typography, and a metallic cap, reinforcing a modern and sophisticated brand image. AERORA Perfume combines aesthetic design, functional performance, and sensory appeal, positioning it as a competitive product in the premium fragrance market.

4.6.2 CUSTOMER RESPONSES DAN DATA ANALYSIS

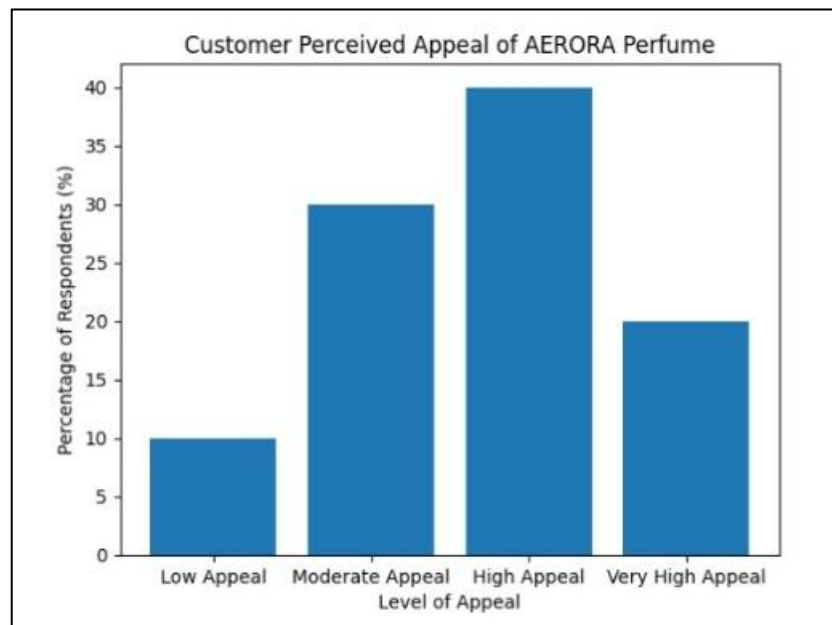


Figure of 4.6.2.1 Customer Perceived Appeal of AERORA Perfume

Based on the results shown in Figure 4.6.2.1, the majority of respondents expressed a positive perception towards AERORA Perfume. Approximately 40% of respondents rated the product as having high appeal, followed by 30% indicating moderate appeal. This suggests that most consumers are attracted to the perfume's concept, luxury bottle design, and overall presentation. Meanwhile, 20% of respondents rated the product as very high appeal, indicating strong interest and potential brand acceptance within the target market. Only 10% of respondents perceived the product as having low appeal, showing minimal rejection of the concept. Overall, the findings indicate that AERORA Perfume has strong market potential and a favorable response among consumers.

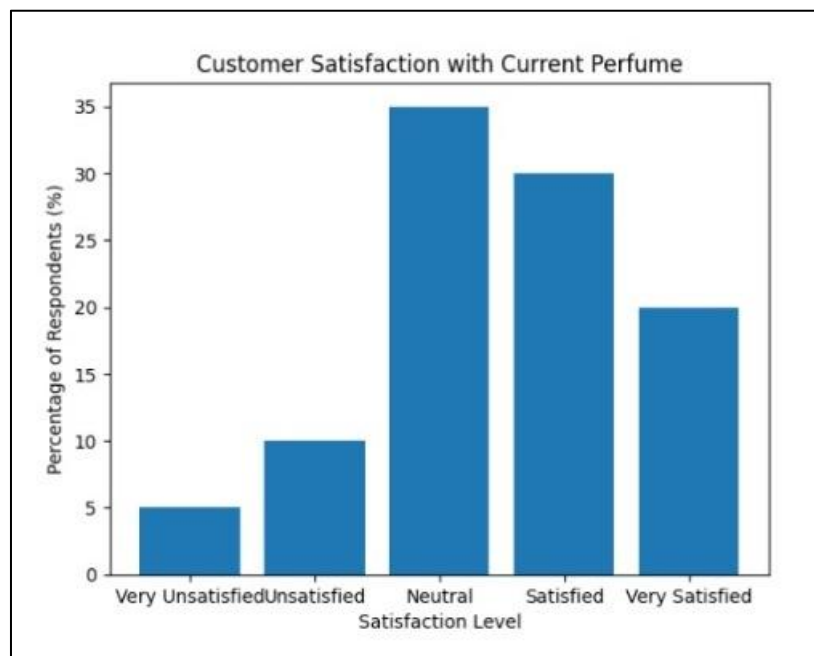


Figure 4.6.2.2 Customer Satisfaction with Current Perfume Customer Response Analysis

Figure 4.6.2.2 shows respondents' satisfaction levels with their current perfume products. The results indicate that 35% of respondents reported a neutral level of satisfaction, while 30% were satisfied and 20% were very satisfied. This suggests that although many consumers are reasonably content with their current perfume, a significant portion remains open to trying new fragrance alternatives. Only a small percentage of respondents expressed dissatisfaction, indicating an opportunity for AERORA Perfume to attract consumers seeking improved fragrance quality, design, or overall experience.

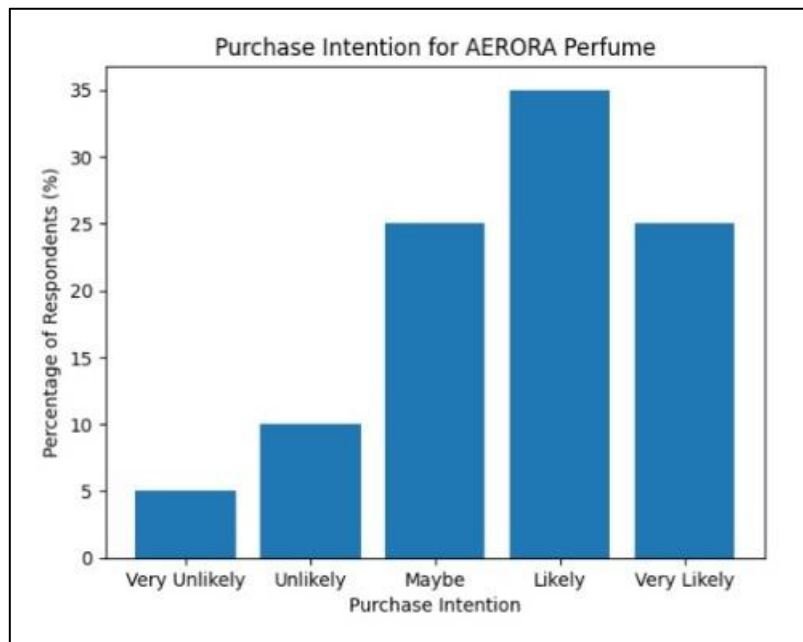


Figure 4.6.2.3: Purchase Intention for AERORA Perfume Customer Response Analysis

Based on Figure 4.6.2.3, the purchase intention for AERORA Perfume is generally positive. Approximately 35% of respondents indicated that they are likely to purchase the perfume, while 25% stated they are very likely to purchase it. Additionally, 25% selected “maybe,” reflecting cautious interest that may be influenced by pricing, promotions, or further product information. Only a small percentage of respondents expressed low purchase intention. Overall, the findings suggest strong market potential and a favorable acceptance of AERORA Perfume among consumers.

4.7 TEST MARKETING

Before a new product or service is fully launched, corporations utilise test marketing, also known as market testing or field testing, as a strategic technique to determine the product's viability, potential, and level of acceptance in the real world. It is also known as field testing or market testing. Through this method, a small audience is introduced to the items, giving the business valuable knowledge into customer reaction, preferences, and market dynamics. We used Google Forms to build questionnaires for our company's test marketing, which we then shared over WhatsApp to get student feedback. This approach is helpful for learning how to optimise product features, distribution routes, and market strategies for a more effective launch.

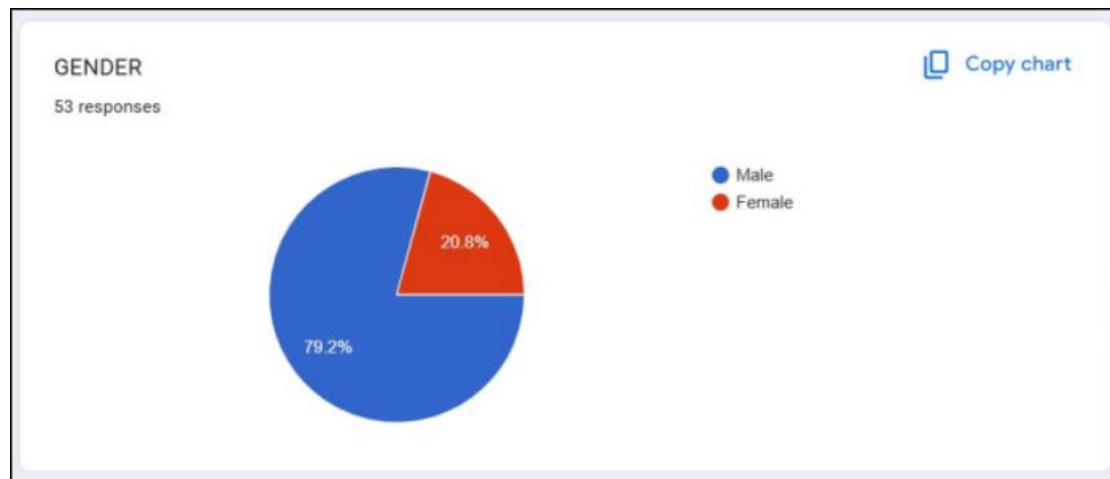


Figure 4.7.1: Survey data on gender of respondent

Figure 4.7.1 shows data indicates that 79.2% of our respondents are male, while 20.8% are female. This shows that the majority of our survey participants are men, which may suggest that the Aerora perfume brand currently appeals more to a male audience. Since the survey was distributed online, it is possible that male respondents were more active or engaged with the survey link. Additionally, this result could imply that male students are more interested in fragrance products or are more curious about trying out new perfume brands. However, the presence of female respondents also shows that Aerora has potential to attract a wider demographic, allowing the brand to expand its marketing approach to both genders effectively.

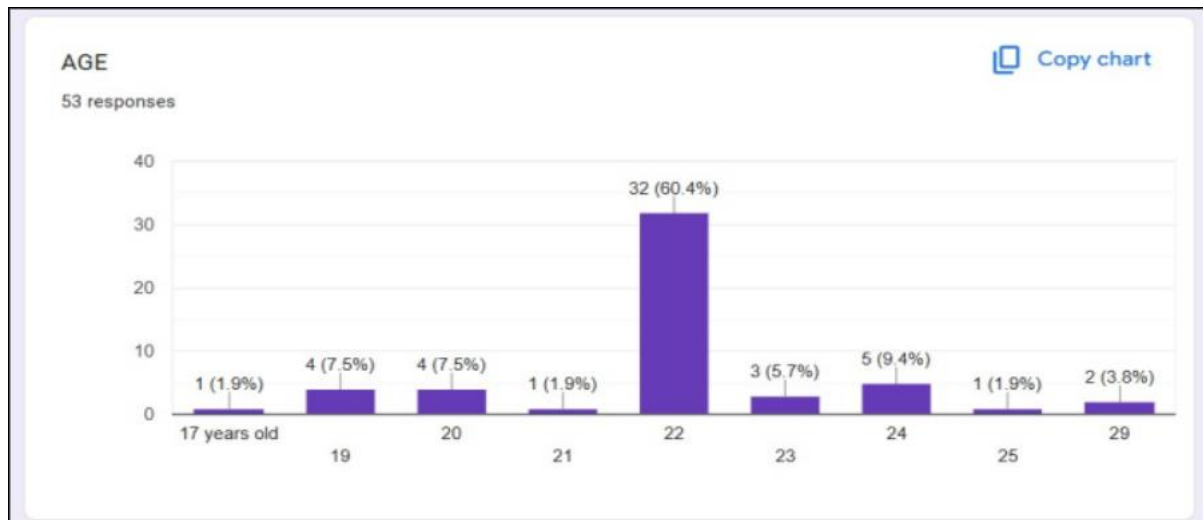


Figure 4.7.2: Survey data on age of the respondent

Figure 4.7.2 shows data reveals that the majority of our respondents, accounting for 60.4%, are 22 years old. This is followed by smaller groups aged 24 years (9.4%), 19 years (7.5%), 20 years (7.5%), 23 years (5.7%), 29 years (3.8%), and 21, 17, and 25 years old (each 1.9%). The dominance of respondents aged 22 suggests that most participants are likely university students in their final or second-last year of study. This age group is generally more socially active and brand-conscious, making them a key target audience for perfume products like Aerora. Their lifestyle and exposure to social media trends also make them more likely to explore new fragrances that suit their personality and daily routines.

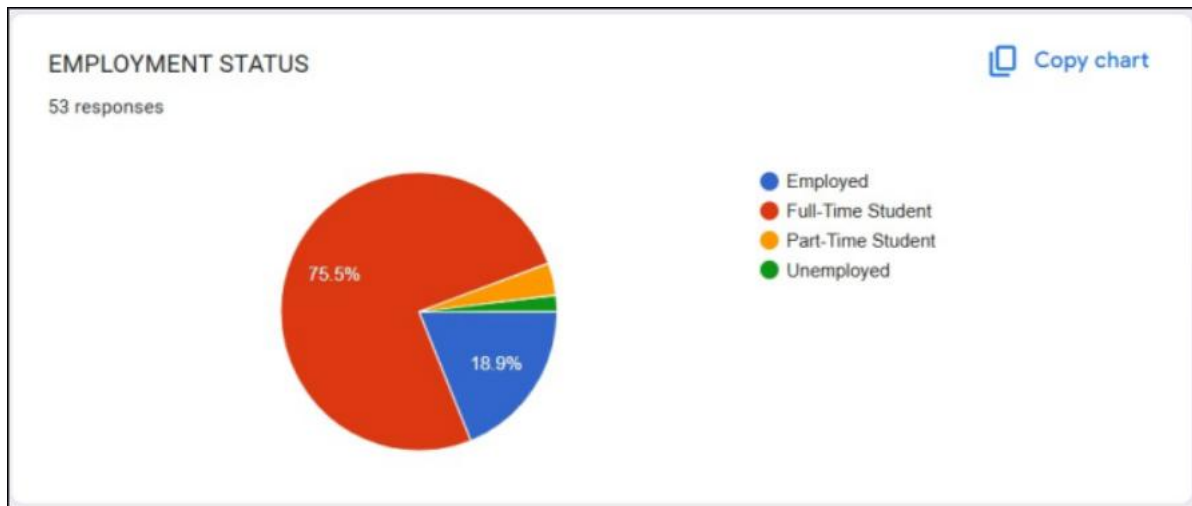


Figure 4.7.3: Survey data on employment status of the respondent

Figure 4.7.3 shows the data on pie chart illustrates the employment status of 53 respondents who participated in the survey for Aerora Perfume. The results indicate that the majority of respondents are full-time students, accounting for 75.5% of the total sample. This shows that Aerora Perfume is particularly appealing to students, especially younger consumers who are still pursuing their studies. This group is generally more influenced by current trends, peer recommendations, and social media marketing, suggesting that online platforms play an important role in shaping their purchasing decisions.

In addition, 18.9% of the respondents are employed, representing working individuals with a stable source of income. Although this group is smaller compared to full-time students, it remains significant as employed consumers may prioritise factors such as product quality, fragrance longevity, brand image, and value for money. Their participation indicates that Aerora Perfume is not limited to the student market alone and has the potential to attract working adults who are looking for an affordable and suitable perfume for daily or professional use. Meanwhile, part-time students and unemployed respondents constitute only a small percentage of the total sample. This suggests that these groups are not the primary target market for Aerora Perfume at present. However, their inclusion still contributes to a more comprehensive understanding of consumer backgrounds.

Overall, the findings suggest that full-time students represent the core target market for Aerora Perfume. Therefore, marketing strategies such as student-friendly pricing, attractive packaging, and strong social media presence are likely to be effective, while maintaining product quality remains essential to appeal to employed consumers.

4.7.1 CUSTOMER'S RESPONSE

An online survey was distributed to potential clients via a Google Form in order to gather information and comments. The following is a summary of the respondents' responses:

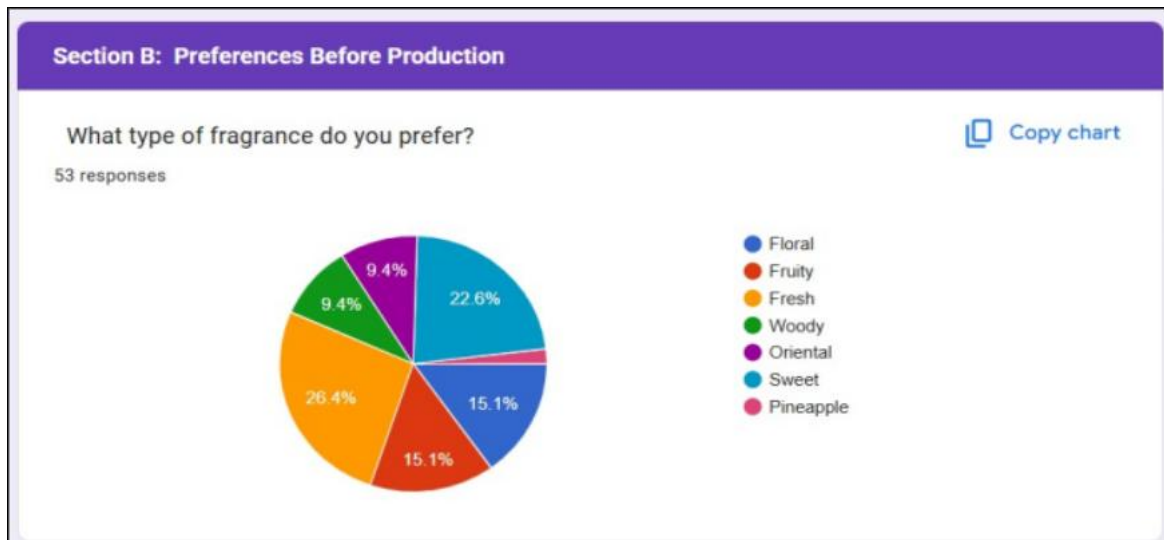


Figure 4.7.1.1: Survey data on the type of fragrance respondent prefer

Figure 4.7.1.1 shows the data on the pie chart illustrates respondents' fragrance preferences before the production of Aerora Perfume based on 53 survey responses. The findings show that fresh fragrances are the most preferred, accounting for 26.4%, indicating that respondents generally favour scents that feel clean, light, and refreshing for daily use. This is followed by sweet fragrances at 22.6%, suggesting a strong interest in pleasant and comforting scents that are often associated with youthful and casual wear. Both floral and fruity fragrances share the same percentage at 15.1% each, showing moderate preference and indicating that these classic and vibrant scent profiles remain relevant among consumers.

Meanwhile, woody and oriental fragrances each represent 9.4%, reflecting a smaller but notable group of respondents who prefer deeper, warmer, and more intense scents, often associated with evening wear or a more mature image. Lastly, pineapple fragrance records the lowest preference, with only a very small proportion of respondents selecting it, suggesting that niche or very specific scent profiles are less popular among the majority. Overall, the results indicate that respondents tend to prefer versatile and refreshing fragrance types rather than heavy or highly distinctive scents. These findings are important for Aerora Perfume's product development, as they suggest that prioritising fresh and sweet fragrance notes could increase market acceptance, while floral and fruity elements may be incorporated as complementary options. At the same time, woody and oriental scents can be considered for limited editions or specific target segments, ensuring a balanced product range that meets diverse consumer preferences.

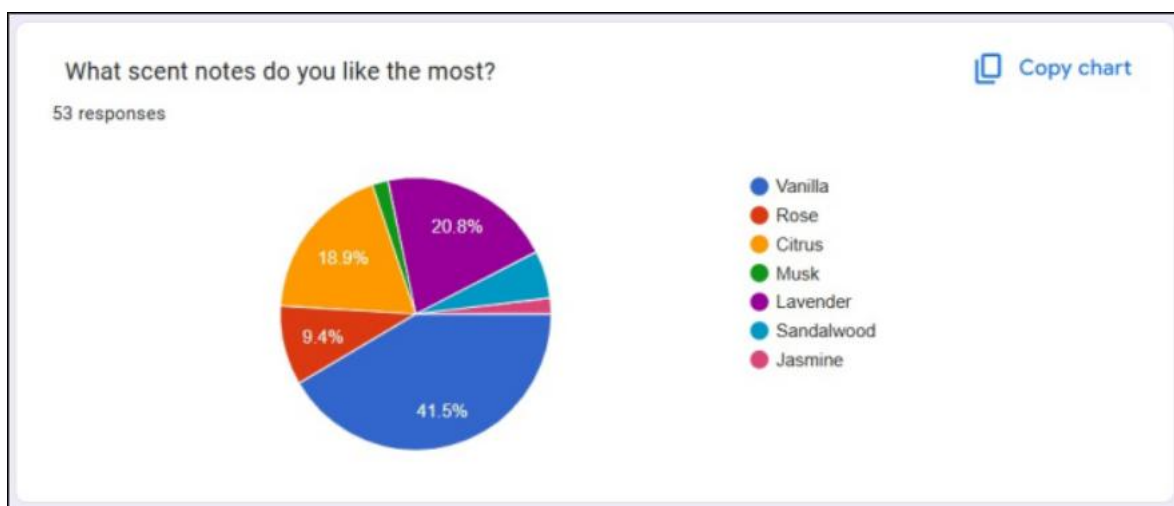


Figure 4.7.1.2: Survey data on scents notes respondent like

Figure 4.6.1.2 shows the data on pie chart presents the preferred scent notes among 53 respondents in relation to Aerora Perfume. The results show that vanilla is the most favoured scent note, accounting for 41.5% of the responses. This indicates a strong preference for warm, sweet, and comforting scents, which are often associated with everyday wear and have broad appeal across different consumer groups. The second most preferred scent note is lavender, representing 20.8%, suggesting that respondents also appreciate calming and fresh aromatic notes that provide a sense of relaxation and cleanliness.

This is followed by citrus at 18.9%, reflecting a notable interest in refreshing and energetic scents that are suitable for daytime and casual use. Meanwhile, rose accounts for 9.4%, indicating moderate preference for classic floral notes that are often associated with elegance and femininity. In contrast, musk, sandalwood, and jasmine record much lower percentages, showing that deeper, woody, or more distinctive floral notes are less preferred among most respondents. Overall, the findings suggest that respondents tend to favour soft, sweet, and fresh scent profiles rather than strong or heavy notes. These results are important for Aerora Perfume's product formulation, as they indicate that incorporating vanilla as a dominant base note, supported by lavender and citrus elements, could increase consumer acceptance. At the same time, less preferred notes such as musk and sandalwood may be used subtly or reserved for specific variants to cater to niche preferences while maintaining broad market appeal.

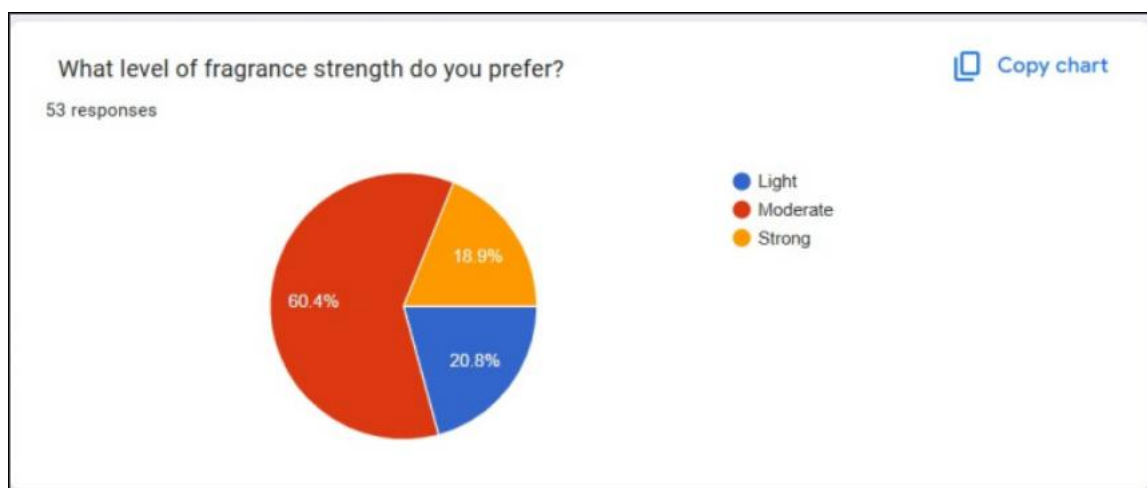


Figure 4.7.1.3: Survey data on level of fragrance strength of the respondent like

Figure 4.7.1.3 shows the data pie chart illustrates respondents' preferences regarding fragrance strength for Aerora Perfume based on 53 responses. The options provided were light, moderate, and strong fragrance strength. Understanding fragrance strength preference is important as it directly influences consumer satisfaction, usage comfort, and purchase decisions in the perfume industry.

The results show that moderate fragrance strength is the most preferred option, with 60.4% of respondents selecting it. This indicates that the majority of consumers favor a balanced scent that is noticeable but not overpowering. Moderate fragrances are generally suitable for daily use, including work, social gatherings, and casual activities. Meanwhile, 20.8% of respondents prefer a light fragrance, suggesting that a portion of consumers values subtlety and freshness, possibly due to sensitivity to strong scents or preference for mild daily wear.

In contrast, 18.9% of respondents chose strong fragrance strength, making it the least preferred category. Strong scents may be perceived as too intense for everyday use and are often reserved for special occasions. In conclusion, the findings suggest that Aerora Perfume should prioritize moderate-strength formulations while still offering light and strong variants to cater to different consumer preferences and usage contexts.

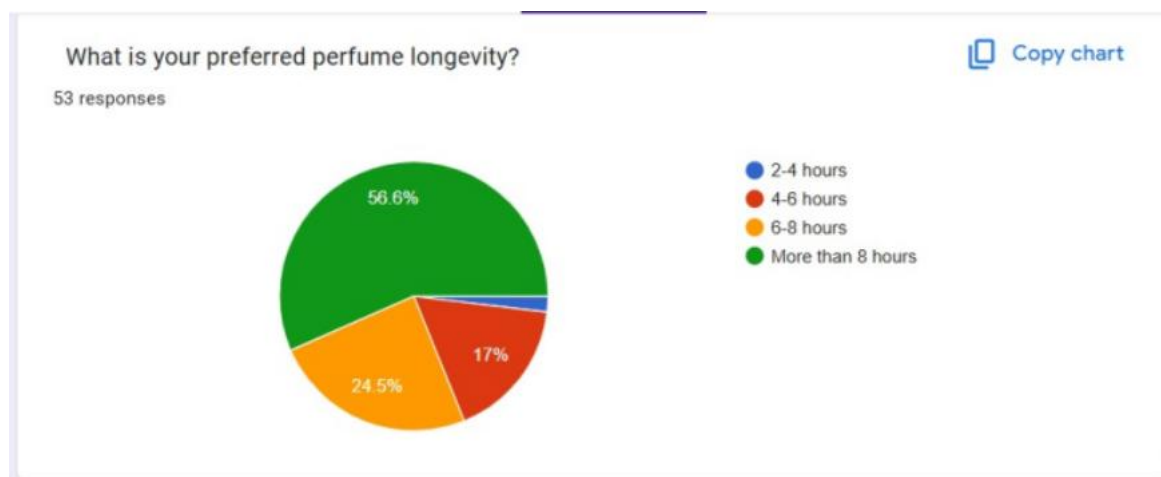


Figure 4.7.1.4: Survey data on preferred perfume longevity of the respondent

Figure shows the data on the pie chart presents respondents' preferences for perfume longevity for Aerora Perfume, based on the same group of 53 respondents. The options included 2–4 hours, 4–6 hours, 6–8 hours, and more than 8 hours. Perfume longevity is a crucial factor as it reflects product quality and value for money from the consumer's perspective.

The chart indicates that most respondents, 56.6%, prefer perfumes that last more than 8 hours. This shows a strong consumer demand for long-lasting fragrances, as users prefer scents that remain effective throughout the day without frequent reapplication. The second most preferred option is 6–8 hours, chosen by 24.5% of respondents, indicating that durability is still highly valued even if it does not exceed a full day.

Meanwhile, 17% of respondents prefer a longevity of 4–6 hours, while only a very small percentage selected 2–4 hours, making it the least preferred option. In conclusion, the findings emphasize that long-lasting performance is a key expectation. Therefore, Aerora Perfume should focus on enhancing fragrance longevity to meet consumer demands and strengthen its competitive position in the market.

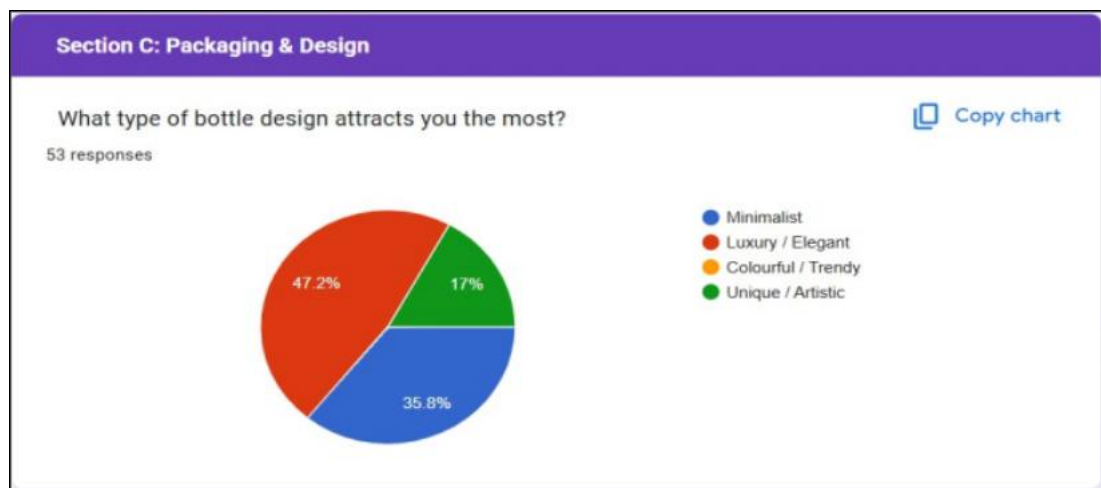


Figure 4.7.1.5: Survey data on type of bottle design attracts the respondent

Figure 4.7.1.5 shows the data on the pie chart results for Section C, a total of 53 respondents shared their preferences regarding bottle design for Aerora Perfume. The findings show that the most preferred bottle design is Luxury / Elegant, which received the highest percentage at 47.2%. This indicates that nearly half of the respondents are attracted to premium-looking designs that convey sophistication, exclusivity, and high quality. Such a preference suggests that consumers associate elegant packaging with a higher perceived value and are more likely to be influenced by luxurious visual appeal when purchasing perfume products.

The second most preferred design is Minimalist, which accounts for 35.8% of the responses. This result highlights a strong demand for clean, simple, and modern bottle designs. Minimalist packaging is often linked to professionalism and timeless aesthetics, which may appeal to consumers who prefer subtle branding without excessive decoration. Meanwhile, Unique / Artistic designs received 17% of the responses, indicating a smaller yet notable group of consumers who value creativity and originality in perfume packaging. Interestingly, Colourful / Trendy designs did not receive any responses, suggesting limited interest in bold or vibrant styles for this product category.

Overall, the results imply that Aerora Perfume should prioritize luxury and minimalist bottle designs to align with consumer preferences. By combining elegance with simplicity, the brand can enhance its market appeal, strengthen brand identity, and attract consumers seeking a refined and premium fragrance experience.

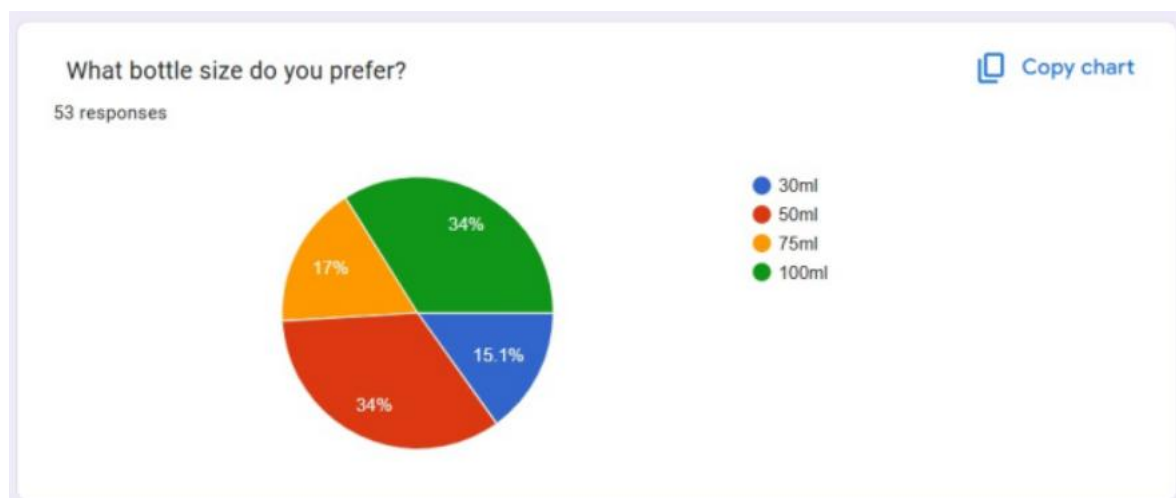


Figure 4.7.1.6: Survey data on bottle size prefer by the respondent

Figure 4.7.1.6 shows the data on pie chart illustrates respondents' preferences regarding bottle size for Aerora Perfume, based on feedback from a total of 53 respondents. The results show that 50ml and 100ml bottles are the most preferred sizes, each receiving 34% of the total responses. This indicates that consumers are equally divided between medium-sized and larger bottles. The strong preference for these sizes suggests that buyers value a balance between product longevity and perceived value for money when purchasing perfume.

In comparison, the 75ml bottle received 17% of the responses, indicating a moderate level of interest. This size may appeal to consumers who want a compromise between portability and usage duration. Meanwhile, the 30ml bottle recorded the lowest preference at 15.1%, suggesting that smaller sizes are less attractive to the majority of respondents. This could be due to perceptions that smaller bottles run out quickly or offer less value despite being more travel-friendly and affordable.

Overall, the findings suggest that Aerora Perfume should prioritize 50ml and 100ml bottle sizes as their main product offerings to meet consumer demand. These sizes appear to align with customer expectations in terms of usability, value, and satisfaction. However, offering smaller sizes such as 30ml and 75ml as secondary options could still be beneficial to cater to niche markets, such as first-time users or customers seeking convenience and portability.

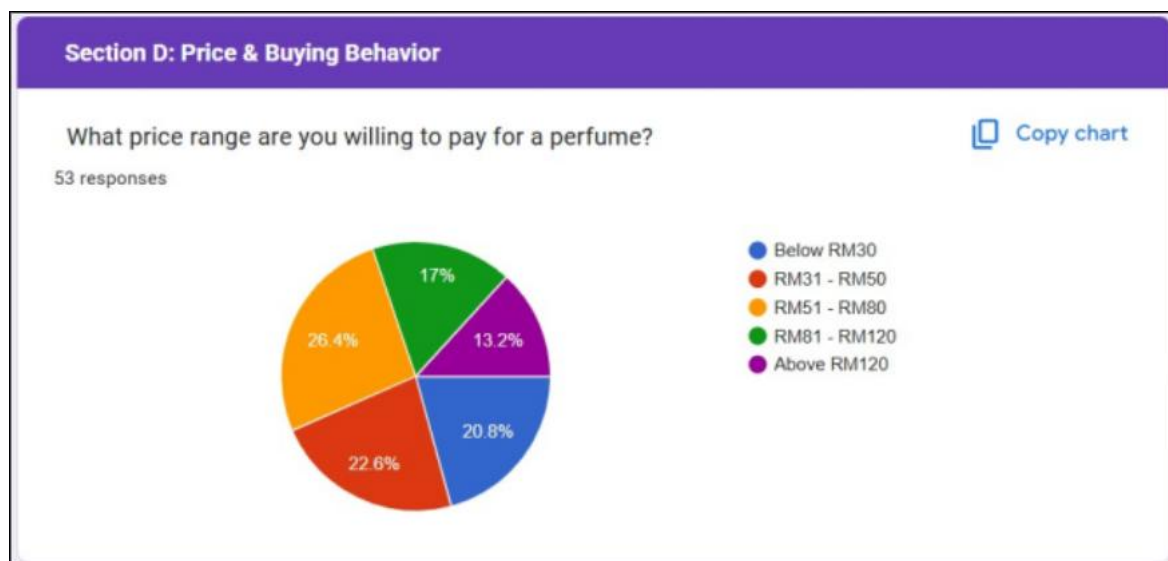


Figure 4.7.1.7: Survey data on price range of the respondent willing to pay

Figure 4.7.1.7 shows the data on the pie chart based on the market survey conducted with 53 respondents, the results indicate a generally positive attitude toward trying a new perfume brand such as Aerora. The pie chart shows that 24.5% of respondents are very likely to try Aerora, while 34% are likely, resulting in a combined 58.5% of respondents expressing strong interest. This suggests that more than half of the surveyed consumers are open to experimenting with a new perfume brand.

In addition, 35.8% of respondents selected neutral, indicating they are undecided but may consider trying Aerora if influenced by factors such as attractive scent, reasonable pricing, or positive reviews. Only a small percentage of respondents were unlikely or very unlikely, reflecting minimal resistance toward new market entrants. Overall, the findings suggest that Aerora has a promising opportunity to penetrate the perfume market, as consumer openness to new brands is relatively high. Effective promotion strategies such as product sampling, social media marketing, and highlighting unique fragrance qualities could help convert neutral respondents into potential buyers and strengthen initial market acceptance.

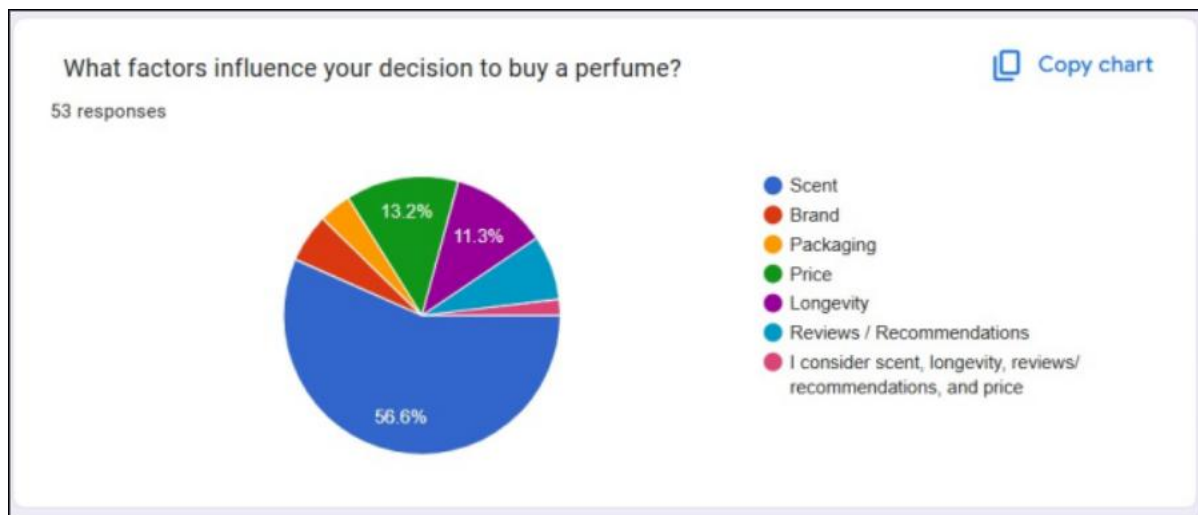


Figure 4.7.1.8: Survey data on factors influence of the respondent to buy the perfume

Figure 4.7.1.8 shows the data on the pie chart illustrates respondents' willingness to pay for perfume, revealing a preference for affordable to mid-range pricing. The largest proportion of respondents, 26.4%, are willing to pay between RM51 and RM80, making this the most suitable price range for Aerora. This is followed by 22.6% who prefer RM31–RM50 and 20.8% who are willing to pay below RM30, indicating that price sensitivity exists among consumers.

Meanwhile, 17% of respondents are willing to pay between RM81 and RM120, while only 13.2% are willing to pay above RM120, suggesting limited demand for premium-priced perfumes. These findings imply that positioning Aerora within the mid-range segment would appeal to most consumers while maintaining a perception of quality. Overall, the results

emphasize the importance of competitive pricing in attracting a wider customer base and ensuring market acceptance for Aerora perfume.

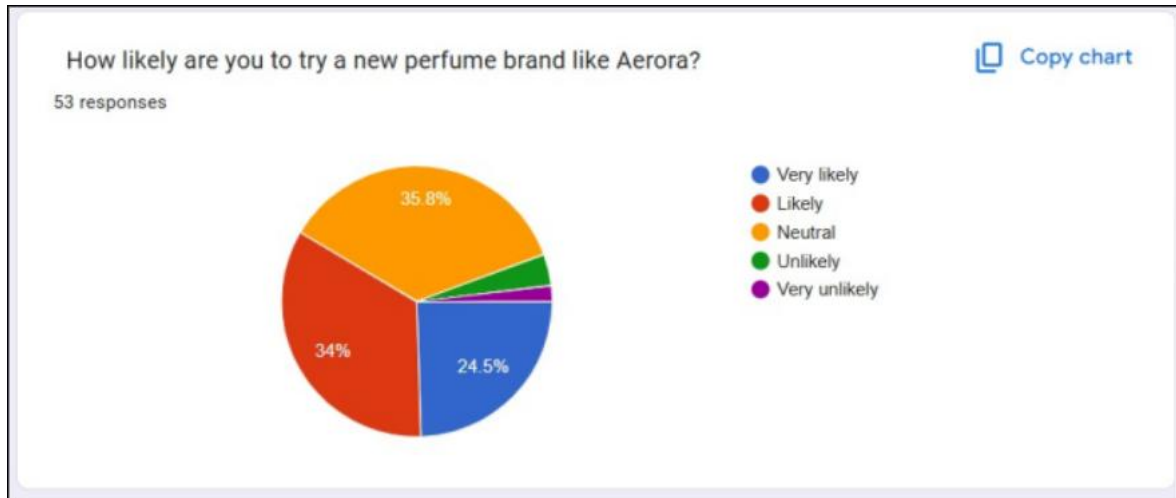


Figure 4.7.1.9: Survey data on how likely to try a new perfume of the respondent

Figure 4.7.1.9 shows the data on the pie chart highlights the main factors influencing consumers' decisions to purchase perfume, with scent emerging as the most important factor. Most respondents, 56.6%, identified scent as their primary consideration, indicating that fragrance quality plays a crucial role in purchase decisions. Price is the second most influential factor at 13.2%, followed by longevity at 11.3%, suggesting that consumers also value affordability and long-lasting performance. Other factors such as brand, packaging, and reviews or recommendations account for smaller percentages, showing that they are less influential but still relevant.

Additionally, some respondents consider a combination of factors, including scent, longevity, reviews, and price, when choosing a perfume. These findings suggest that Aerora should focus primarily on developing a distinctive and appealing scent with good longevity, while also offering reasonable pricing.

5.0 CONCLUSION

In conclusion, this report has successfully analyzed the potential and acceptance of Aerora Perfume among consumers. Based on the findings from the survey and data analysis, it can be concluded that Aerora Perfume has a positive reception in the market. Most respondents showed interest in the product due to its pleasant fragrance, attractive packaging, and reasonable pricing, which are important factors influencing purchasing decisions. This indicates that Aerora Perfume has strong potential to compete in the perfume industry.

Furthermore, the results suggest that consumer preferences play a crucial role in the success of Aerora Perfume. Factors such as long-lasting scent, brand image, and affordability were identified as key considerations before purchase. The feedback collected provides valuable insights that can help improve product quality and marketing strategies. By addressing consumer expectations, Aerora Perfume can enhance customer satisfaction and brand loyalty.

Overall, the study concludes that Aerora Perfume has promising prospects if continuous improvements are made based on customer feedback. Effective promotion, consistent product quality, and understanding market trends will help Aerora Perfume strengthen its position in the market. This report can serve as a useful reference for future product development and decision-making processes.

6.0 APPENDICES

6.1 QUESTIONNAIRE

Section 1 of 6

Description for Aerora Perfume

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⋮

This questionnaire is designed to gather feedback from consumers regarding **Aerora Perfume** in order to understand their preferences, satisfaction levels, purchasing behavior, and overall perception of the product. The information collected will help evaluate the strengths of Aerora Perfume, identify areas for improvement, and support future marketing decisions.

All responses provided will be used **strictly for research purposes** only. Your participation is voluntary, and your personal information will remain confidential. There are no right or wrong answers—please answer honestly based on your own experience and opinion.

Thank you for taking the time to complete this questionnaire.

⋮

What scent notes do you like the most? *

☐ Vanilla

☐ Rose

☐ Citrus

☐ Musk

☐ Lavender

☐ Sandalwood

☐ Other: _____

GENDER *

- ☐ Male
- ☐ Female

EMPLOYMENT STATUS *

- ☐ Employed
- ☐ Full-Time Student
- ☐ Part-Time Student
- ☐ Unemployed

Section 3 of 6

Section B: Preferences Before Production



Description (optional)

What type of fragrance do you prefer? *

- ☐ Floral
- ☐ Fruity
- ☐ Fresh
- ☐ Woody
- ☐ Oriental
- ☐ Sweet
- ☐ Other: _____

What scent notes do you like the most? *

...

- ☐ Vanilla
- ☐ Rose
- ☐ Citrus
- ☐ Musk
- ☐ Lavender
- ☐ Sandalwood
- ☐ Other: _____

What level of fragrance strength do you prefer? *

- ☐ Light
- ☐ Moderate
- ☐ Strong

What is your preferred perfume longevity? *

...

- ☐ 2-4 hours
- ☐ 4-6 hours
- ☐ 6-8 hours
- ☐ More than 8 hours

Section C: Packaging & Design



Description (optional)

What type of bottle design attracts you the most? *

- ☐ Minimalist
- ☐ Luxury / Elegant
- ☐ Colourful / Trendy
- ☐ Unique / Artistic



What bottle size do you prefer? *

- ☐ 30ml
- ☐ 50ml
- ☐ 75ml
- ☐ 100ml

Section D: Price & Buying Behavior



Description (optional)

What price range are you willing to pay for a perfume? *

- ☐ Below RM30
- ☐ RM31 - RM50
- ☐ RM51 - RM80
- ☐ RM81 - RM120
- ☐ Above RM120

What factors influence your decision to buy a perfume? *

- ☐ Scent
- ☐ Brand
- ☐ Packaging
- ☐ Price
- ☐ Longevity
- ☐ Reviews / Recommendations
- ☐ Other: _____

How likely are you to try a new perfume brand like Aerora? *

☐

Very likely

☐

Likely

☐

Neutral

☐

Unlikely

☐

Very unlikely

Section 6 of 6

Section E: Open Feedback

Description (optional)

What features should Aerora Perfume include to make you interested in buying it? *

Long answer text

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