

A Study on Customer Behavior towards Buying Perfume and
Fragrance: A Case Study Among Government Servant in Kota

Bharu



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FEBRUARY 2009

LETTER OF TRANSMITTAL

Tarikh : Disember 2008
No. Fail Projek : 600 – IRDC/SSP 5/3/1831

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LAPORAN AKHIR PENYELIDIKAN ‘A Study On Customer Behavior Towards Buying Perfume and Fragrance: A Case Study Among Government Servant in Kota Bharu’.

Merujuk kepada perkara di atas, bersama-sama ini disertakan 3 (tiga) salinan naskah laporan Akhir Penyelidikan bertajuk “**A Study On Customer Behavior Towards Buying Perfume and Fragrance: A Case Study Among Government Servant in Kota Bharu**”

Sekian, terima kasih.

Yang benar,

HATINAH BT ABU BAKAR

Ketua

Projek Penyelidikan

ACKNOWLEDGEMENT

*"In the name of Allah, The most Gracious and Peace be upon His Messenger, the
holy Prophet Muhammad SAW."*

Alhamdulillah, with the most grateful, we are truly grateful to Allah s.w.t. for providing us the strength, spiritual and emotional support when there were none in sight assisting the completion of this research. Allow us to express gratitude to many parties for their involvement in many ways in the completion of this research project.

Dato' Proffessor Dr. Hussin @ Muhamed Ab Rahman
(Director of UiTM Kelantan)

Assoc.Prof Dr. Nik Kamaruzaman Hj. Abd Latiff
(RMU Coordinator of UiTM Kelantan)

A deepest love and appreciation also dedicated to our family who always giving support and sparkling inspiration to our in finishing our research. Unforgotten, our special thanks go to our peers for constructive opinion and help in preparation and completion of this research

THANK YOU

ABSTRACT

Lately, more lifestyle products were launched. As the economy grows stronger and purchasing power increases, consumers are more willing to indulge themselves. Hence, competitiveness in the beauty business is increasing and niche products are highly sought after. Many beauty and cosmetic companies have started to include these ranges of new products and services to their clients. This research is set to study on customer behavior towards buying perfume and fragrances in Kota Bharu. This study is conducted in order to know factors considered by respondents in choosing their perfume and fragrance. The study also enables to know the existence the relationship between personal and choosing perfume and fragrances. The research design employed is descriptive study. The study uses both secondary and primary data. The sample consist 122 respondents working at Kota Bharu. In the sampling procedure, random sampling techniques were employed. In analyzing the data, frequency, percentage, cronbach alpa, chi-square, KMO and etc were employed. The study reveals that there are several factors which influence the respondents in choosing their perfume and fragrance such as product, price, promotion, place and personal. The researcher identifies there are a significant relationship between gender, level of education and no relationship between choosing perfume and fragrance with age, individual income, no of family and residential area. As this research focus only on five factors influencing perfume and fragrance purchase which are product, price, promotion, distribution and demographic, future research should add more factors to the study such as smell and color, packaging, country of origin, self-image to name a few.

Keywords: Customer behavior, perfume and fragrances, customer choice,

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This section discusses briefly on the background of the study, the objectives, hypotheses and other relevant areas of the study which were highlighted and are expected to fulfil the requirement of the study.

1.1 THE HISTORY OF PERFUME

Perfumes were used to counter putrescence as early as Hippocrates and Galen. Indeed, as Roy Porter observed in the introduction to Alain Corbin's *The Foul and the Fragrant*, one of the documentary sources for the show was pre-Pasteurian orthodoxy held that "stench was, in fact, disease". In the 17th century, aromatics such as civet, musk, and ambergris were enlisted to increase resistance to infection, reduce exposure, and correct affected humour. People also turned to perfume for protection during epidemics. Hot vinegar and sulphur were popular household disinfectants. Hospitals were fumigated with juniper and rosemary. By the late 1700s, the therapeutic value of perfumes had come into question, and was ultimately discredited by Pasteur's discoveries. Attention turned from miasmas to masking standards of domestic and personal hygiene that reflected both a scarcity of running water and an ambivalence about bathing. Animal smells were abandoned in favour of vegetable and flower essences, and people began to perfume everything, including clothes, wigs, and handkerchiefs; among the wealthy, potpourri became a fixture.