



A STUDY ON PURCHASING BEHAVIOR OF UiTM STUDENTS (MALE)
SABAH BRANCH ON MEN'S PERFUME

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1.0 Introduction.

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The History of Perfume

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1.0 Introduction.

1.1 Overview

The History of Perfume

The word *perfume* used today derives from the Latin "*per fume*", meaning *through smoke*. Perfumery, or the art of making perfumes, began in ancient Egypt but was developed and further refined by the Romans and the Arabs. Although perfume and perfumery also existed in East Asia, much of its fragrances are Incense based

Knowledge of perfumery came to Europe as early as the 14th century due partially to Muslim influences and knowledge. During the Renaissance period, perfumes were used primarily by royalty and the wealthy to mask body odors resulting from the sanitary practices of the day. Partly due to this patronage, the western perfumery industry was created. By the 18th century, aromatic plants were being grown in the Grasse region of France to provide the growing perfume industry with raw materials. Even today, France remains the centre of the European perfume design and trade.

The first perfumes were part of religious rituals.

The beginnings of perfume use can be traced back thousands of years to the early Egyptians. The first perfumes were actually incense, which explains the actual origins of the word "perfume". It comes from the Latin words, "per" and "fumus", which mean "through" and "smoke". So it was through the burning of resins and woods that these fragrances were achieved. And they were used for religious ceremonies.

1.2 Perfume was developed together with the first cosmetics, but they weren't made to attract the opposite sex; they were made to attract the goodwill of the gods. The Egyptians were very spiritual people. That's why they took the art of making perfume so seriously – they thought the gods would smile down on them if they smelled good, and if they surrounded themselves with these perfumes. In fact, they took that idea with them after they died. Many containers of perfumes were buried in tombs. They were also used for embalming. The more perfume they used, and the stronger the perfume, the more likelihood they'd have of going to heaven.

As an example of this, when Tutankhamen's tomb was discovered, there, surrounding the body, were pots of oils and fragrances. When the tomb was opened, there was still a trace of the strong fragrance detected.