

A Study on the Consumers Emotional Connect with respect to Fragrance in Soaps

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Abstract

The paper is aimed at impact of fragrance in soaps that help to develop a perception towards the product. The data used in this paper comprises of the attitude of the youngsters have regarding fragrances in soap in the year 2016-2107. A hypothesis was performed to find the correlation between attitude and importance of fragrance and emotional connect of fragrance in soaps. The results indicate that the importance of fragrance does not effect the emotional connect towards fragrance but the attitude the person holds towards fragrance do help in connecting to fragrance in soaps emotionally.

Keywords - Fragrance, perception towards fragrance, emotional connect to fragrance, preference of fragrance, importance of fragrance, attitude towards fragrance.

1. INTRODUCTION

Alain Corbin in his book. *The foul and the fragrant.*, remarks “that humans from childhood to old age, undergo an aromatic progression from the lactic acid of infancy to the less acid and more mellow flavour of old age; between the two extremes lies the fragrance of adolescence. Truly speaking, one can easily say whether humans are conscious of the physiological effect of odour and taste, they do have a very important effect on emotion, memory, sex and health of the individual”. Fragrance odour is influenced by our emotions and behaviour. A familiar smell is not noticeable to us. An easier and more superficial smell can be remembered very prominently remembered for a long time Some fragrance has also proved to have relaxing effect. Fragrance indeed seems to have an emotional connect with the consumers. In this study, we try to find out the emotional connect that consumers have towards fragrance in soaps.

2. LITERATURE REVIEW

Fragrance can be defined as a chemical compound that has smell and odor. It is present in almost every product. It is mostly present in perfumes, soaps, and aromatic oils.

They are synthetically developed to add in the products so that the products become more appealing. A more volatilized chemical compound, generally at a very low concentration, that humans or other animals perceive by the sense of olfaction is known as fragrance. It can be both pleasant and unpleasant (*Lenochová et all 2012*).

In today’s world, fragrance stands out as the principal emotional ingredient in the products. Though it is primarily used in aromatic products it works wonders by changing the perception of the products towards the consumers in a positive way. An interesting part about fragrance is that apart from enhancing the olfactory sense it also stimulates the visual sensory auditory tactical and taste sensations resulting in complete and integrated view of the brand. Fragrance associate with a person’s mood, emotions, and memory which affects consumer purchase behavior subconsciously. (Esomar 2005). Fragrance has such a strong impact in consumer’s mind that if a person goes to try out new products the first thing which he looks at is fragrance.

The emotional connect people had with the fragrance and the way it affected the perception towards it is a very interesting factor in this whole research paper. The age also surprisingly played a very important factor in this. The perception towards fragrance is to a great extent dependent on the visually of the particular thing .For example there is as such no big difference between the smell of sweat of a film actor and the smell of sweat of an onion underground. Most of us are synesthetic who associate words directly with smell. That is how our perception is developed. This also proves that we are emotionally connected towards that particular thing and the way we feel about it the same way we feel about its smell too. Sobel once said” pleasant v unpleasant is the main organizing dimension in the odor perception”.

2.1 SIGNIFICANCE OF SECTOR

Sectors that have contributed to the fragrance industry are as follows:

Cosmetics industries: In today's world fragrance is extensively used in cosmetic industry. In fact it is not only concentrated towards the perfumes but also the other makeup items like lipsticks, compact, concealer and so on and so forth. In fact, the extraction of essentials oils are still done by the old was as the perfume can be extracted the best solely in that way

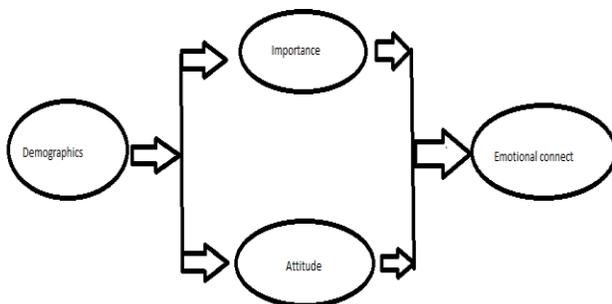
Toiletries industry: Laundry detergents, fabric softeners detergents and driers are some of the examples where fragrances are used in the toiletries industry. It has been an emerging market.

From this we can easily say that people do want more of fragrance when it comes to cosmetics and toiletries. These two-product categories make a person feel more beautiful and clean. So fragrance works best in these two sectors.

3. CONCEPTUAL FRAMEWORK

The demographic factor plays a very important role in the perception towards fragrance in soap industry. Different age group, different gender has different choice in fragrance. In fact, the choice of having fragrance in the soap is also dependent on these factors. Emotional connect depends on the Attitude and the importance consumers assign to fragrance. This helps in building up the emotional connect towards fragrance in soaps.

Fig 1- Conceptual Framework



4. METHODOLOGY

A Descriptive study is carried on for a sample of 100. A structured Questionnaire using likert's scale is used for the primary data collection. Both Bi-variate as well as Multi-variate statistical tools are used to analyse the data. ANOVA, was used to analyze the data.

Data was collected from both secondary sources and primary sources. Secondary sources include books, journals, online journal sites like Ebsco and Proquest

5. OBJECTIVE OF THE STUDY

- 1) To find out the preference of fragrance with respect to Gender.
- 2) To find out if there is any relationship between attitude and emotional connect towards the brand with respect to fragrance
- 3) To find out if there is any relationship between importance of fragrance and emotional connect towards the brand with respect to fragrance

6. OBSERVATIONS

6.1 Demographic profile of the respondent

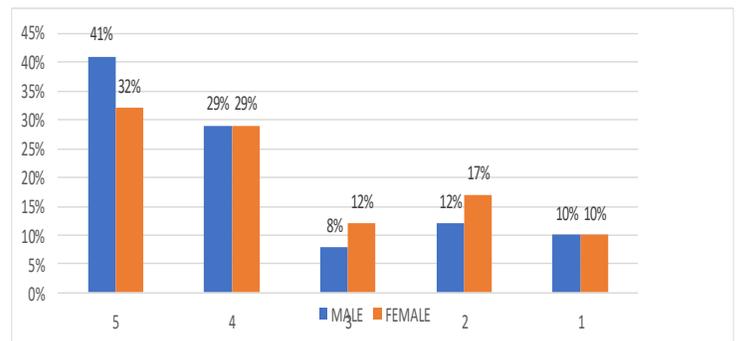
TABLE NO-1

SI No	Factor	Percentage
1	Age	
	20-23	50
	23-26	40
	26-30	10
2	GENDER	
	MALE	60
	FEMALE	40
3	INCOME	
	<10000	80
	50000-100000	10
	>100000	10

The study was conducted on youth in the age group of 20-25. Majority of the respondent (90%) belong to this age group. About 60% of the respondent were male and since many were students 80% of them has income less than 10000

6.2 To find out the preference of fragrance with respect to Gender

Fig 2. Preference of fragrance in male and female



41% of male has given rating 5 which is more than female whose percentage is 32%. Rating 4 is given by 29% male and 29% female. Rating 3 is given by 8% male and 12% female. Rating 2 is giving 12% male and 17% female. Rating 1 is given by 10% male and 10% female. So it is understood that preference of fragrance in soap exists. Moreover, Male prefers fragrance in soap more than female

6.3 To find out if there is any relationship between attitude and emotional connect towards fragrance in soaps.

6.3.1 Hypothesis

H0 : There exist no significant relationship between importance given to fragrance and the emotional connect given to fragrance

H1 : There exist significant relationship between importance given to fragrance and the emotional connect given to fragrance

TABLE-2: Correlation between Importance of fragrance and emotional connect of fragrance in soap

		HAPPY	PLEASE	SATISFIED	CONTENTED	HOPEFUL	RELAXED
FRAGRANCE	Pearson Correlation	-.100	0.000	.199	.073	-.246	.886**
	Sig. (2-tailed)	.491	1.000	.165	.616	.085	.000
	N	50	50	50	50	50	45
PRICE	Pearson Correlation	-.262	.674**	.766**	.147	.259	.302*
	Sig. (2-tailed)	.066	.000	.000	.308	.069	.044
	N	50	50	50	50	50	45
CLEANINESS	Pearson Correlation	-.299*	.667**	.199	.073	-.049	-.207
	Sig. (2-tailed)	.035	.000	.165	.616	.734	.172
	N	50	50	50	50	50	45
NATURAL	Pearson Correlation	-.166	0.000	0.000	.303*	-.123	.109
	Sig. (2-tailed)	.250	1.000	1.000	.033	.395	.477
	N	50	50	50	50	50	45
BRAND	Pearson Correlation	-.188	.698**	.292*	-.076	.031	-.058
	Sig. (2-tailed)	.191	.000	.040	.599	.831	.704
	N	50	50	50	50	50	45
AVAILABILITY	Pearson Correlation	-.033	0.000	.200	-.244	-.297*	.870**
	Sig. (2-tailed)	.818	1.000	.163	.088	.036	.000
	N	50	50	50	50	50	45
HABIT	Pearson Correlation	-.200	0.000	-.468**	-.244	-.628**	.031
	Sig. (2-tailed)	.163	1.000	.001	.088	.000	.839
	N	50	50	50	50	50	45

Correlation was conducted to find if any relationship exists between the importance and emotional connect of fragrance. It was found that there exists a relationship between price and emotional connect of the respondents. Positive emotions of pleased, satisfied and relaxed are showing significant correlation. This is followed by the variables brand, habit and availability. These three variables also showed correlation with emotional connect in two variables.

From the table, we find that there is no correlation between the importance and emotional connect towards fragrance. Out of the 46 relationships tested, only 13 factors show correlation, so we accept the null hypothesis. Thus, there is no significant relationship between Importance of fragrance and the emotional connect to fragrance.

6.4 To find out if there is any relationship between importance of fragrance and emotional connect towards the brand with respect to fragrance

6.4.1 Hypothesis

H0 : There exist no significant relationship between attitude towards fragrance and the emotional connect given to fragrance

H1 : There exist significant relationship between attitude towards fragrance and the emotional connect given to fragrance

TABLE-3: Correlation between attitude towards fragrance and emotional connect of fragrance in soap

		HAPPY	PLEASE	SATISFIED	CONTENTED	HOPEFUL	RELAXED
IMPORTANT	Pearson Correlation	-.018	0.000	.283*	.032	-.179	.980**
	Sig. (2-tailed)	.903	1.000	.047	.824	.213	.000
	N	50	50	50	50	50	45
INTERESTING	Pearson Correlation	-.246	.164	-.393**	.036	.073	-.832**
	Sig. (2-tailed)	.086	.254	.005	.805	.615	.000
	N	50	50	50	50	50	45
RELEVANT	Pearson Correlation	-.515**	.538**	.032	.059	.151	-.605**
	Sig. (2-tailed)	.000	.000	.824	.685	.295	.000
	N	50	50	50	50	50	45
EXCITING	Pearson Correlation	-.217	.243	-.290*	.053	-.036	-.095
	Sig. (2-tailed)	.129	.090	.041	.715	.805	.537
	N	50	50	50	50	50	45
MEANINGFUL	Pearson Correlation	-.241	.550**	.022	-.120	-.330*	.186
	Sig. (2-tailed)	.092	.000	.880	.407	.019	.220
	N	50	50	50	50	50	45
APPEALING	Pearson Correlation	.712**	-.619**	-.573**	-.844**	-.955**	.324*
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.030
	N	50	50	50	50	50	45
FASCINATING	Pearson Correlation	.186	-.222	-.186	-.534**	-.677**	.664**
	Sig. (2-tailed)	.196	.120	.196	.000	.000	.000
	N	50	50	50	50	50	45
PRICELESS	Pearson Correlation	.887**	-.781**	-.560**	-.648**	-.715**	.274
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.069
	N	50	50	50	50	50	45
INVOLVING	Pearson Correlation	.869**	-.639**	-.344*	-.558**	-.623**	.437**
	Sig. (2-tailed)	.000	.000	.015	.000	.000	.003
	N	50	50	50	50	50	45
NECESSARY	Pearson Correlation	.270	-.188	.068	-.123	-.351*	.937**
	Sig. (2-tailed)	.058	.190	.641	.394	.013	.000
	N	50	50	50	50	50	45

Correlation was conducted to find if any relationship exists between the attitude and emotional connect of fragrance. It was found that there exists a perfect correlation between the variables appealing, involving and priceless with the emotional connect towards fragrance. If the product is appealing and unique people will feel emotional connect to it. The variables relevant and fascinating to show significant relationship with emotional connect in three variables. Out of the 60 relationships tested, 31 factors show correlation, so we reject the null hypothesis. Thus, we can conclude that there exists a correlation between attitude and emotional connect towards fragrance.

7. MAJOR FINDINGS

It is found from the study that whether consumers perceive fragrance as important or not does not have any effect on the emotional connect of fragrance. But their attitude towards fragrance has a relation to their emotional connect. It could be because attitude also has an emotional component, in addition to Cognitive and Behavioral. So all those products that use fragrance as a major attribute should use emotional appeal to connect to customers and build the brand.

8. CONCLUSION

The future of fragrances is the increased interest in using scent in other cosmetics and toiletries sectors. In competitive market, fragrance is an important way for products across all beauty sectors to make their mark. Fragrance also helps in making the product premium. Premiumization is done by many common unscented brands by adding fragrance. What used to be a local style, colour, or scent now rapidly becomes a global phenomenon. Aromatherapy, as interpreted by mass-marketers, has great impact on our psyches, making us feel calmer, cheerier, or more inspired. In these contexts, scope for further studies are there.

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