

Perfume Consumption Behaviors and Fragrance Sensibility Attitude according to Perfume Involvement Levels

Eunah Yoh[†]

Dept. of Fashion Marketing, Keimyung University

향수 관여수준별 향수 소비행동 및 향기감성태도에 관한 연구

여 은 아[†]

계명대학교 패션마케팅학과

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Abstract

This research explored perfume consumption behaviors and fragrance sensibility attitude according to perfume involvement level. Data were collected by surveying 241 female college students who are recognized as a core consumer group for perfume products in Korea. The collected data were analyzed through descriptive analysis, factor analysis, and t-test. In results, 241 respondents were classified into 2 groups with respect to perfume involvement. Group difference was found in some of consumption behaviors and fragrance sensibility attitude. Specifically, the high involvement group used more often and spent more money on perfume, than did the low involvement group. Also, people highly involved with perfume shopped more often in perfume specialty stores, considering smelling test as the more important information source than did people in the low involvement group. Young females most liked delightful and young sensibility of perfume fragrance while they disliked stimulating and strong fragrance. People in the high involvement group preferred sophisticated and modern feelings of perfume fragrance more than did people in the low involvement group. Based on results, product development and marketing implications were generated.

Key words: Perfume, Involvement, Consumption behavior, Fragrance sensibility attitude; 향수, 관여, 소비행동, 향기감성태도

I. Introduction

Europe and US market have been the biggest perfume market sharers, taking more than 70% of the world perfume market, however, sufficient maturity of perfume market in these regions is resulting in the low market growth in recent days(Han, 2001). On the contrary, Asian perfume market is rapidly grow-

ing, receiving much attention of European perfume marketers. According to Euro Monitor, perfume sales in the Asia-Pacific region increased 25% during the past 7 years, indicating an increasing rate of 14.4% in Thailand, 11.8% in Indonesia, 7.7% in China, and 7% in Korea, compared to 1.0% in Europe and -0.5% in the US("Asian Perfume", 2004; Hyundai Securities, 2004; Song, 2005). According to Industry Analysis Report of Hyundai Securities, Korean perfume market has only 2% of the domestic cosmetics market which is estimated as 5.8 billion dollars(Hyundai Securities, 2004). Concerning this market

[†]Corresponding author

E-mail: yoheunah@kmu.ac.kr

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share much lower than 16% in Europe and 13% in the US domestic cosmetics market, Korean perfume market would be much prospective to be expanded. The rapid growth of Korean and other Asian perfume market may be affected by changes in consumer perspectives on perfume from particular luxury goods to everyday fashion products as a device expressing users' individuality and completing users' fashion styles (Kim, 1997; Yi et al., 2000).

As Asian perfume market is growing, European and American perfume makers are trying to develop specialized products better fit to Asian consumers. Asian perfume users were known to seek for light and fresh fragrances while European consumers prefer rich and heavy fragrances (Song, 2005). Cosmopolitan Cosmetics stated that perfume makers such as Gucci and Bvlgari are trying to develop specific fragrances to better serve Asian consumers ("Asian Perfume", 2004). While European perfume marketers are concentrating on Korean and other Asian markets, domestic perfume makers have hardly been successful. "Rolita Ramphica" of Amore-Pacific Co., developed as "Made in France" and launched in France, were incredibly successful, ranked as the 4th market sharer in France in 2004 ("Selling Beauty", 2005), however, 90% of Korean domestic perfume market is taken by brands imported from diverse countries including France and the US ("Disregarded Consumer", 2005).

As the Korean perfume market is increasingly important, studies of Korean perfume users would be needed. Specifically, core perfume users in Korea are young females who are aged between 20 and 24 years old ("Korea Research", 2004). In this study, female college students who are aged in the core consumer group and who are perceived as a group with much interest in perfume (Kim & You, 2003) were investigated. Studying perfume consumption behaviors and fragrance sensibility attitude of young females would be valuable to enhance understandings on Korean perfume market. The study results may be meaningful for perfume makers and marketers who want to better serve Korean young female perfume consumers. Objective of this research is to explore perfume consumption behaviors and fra-

grance sensibility attitude of female college students according to perfume involvement levels.

II. Literature Review

1. Perfume Consumption

Some studies about perfume consumption have been carried out in industry as well as academia. Korea Research (2004) examined 7,472 consumers in 11-59 years old in June 2004. In the results, heavy users and main purchasers of perfume products are females who are 20-24 years old. Twelve percent of females wear perfume everyday and 45% used perfume more than once a week. Females who are 20-24 years old purchase perfume in cosmetics specialty store (26%) and internet shopping mall (23%) while older consumers purchased more often in the department stores. Important information sources for perfume purchase are recommendations of reference people (43%) and sample smelling tests (35%).

In the consumer survey conducted by ORC International in March 2005, the foremost recalled perfume brands among females aged in early 20's were Anna Sui (19.1%), Chanel (17.0%), Kenzo (14.9%), and Burberry (12.8%). It indicates a high level of preference and recognition of imported brands in spite of recent success of "Rolita Ramphica" in France. In the same study, 80.9% of Korean consumers considered fragrance as the most important factor in purchase decision of perfume and also stated to consider brand image (37.2%) and price (16.6%) as significant factors influencing purchase decision ("Domestic Brands", 2005).

In addition, Markham and Canegelos (1999) also found that people considered feelings of fragrance, place of origin (whether it is Made in Europe), price, and brand as key factors for purchase. According to qualitative research conducted by Dubois and Laurent (1996) and Fournier (1998), perfume was considered as a medium to give good impressions to others.

Yi et al. (2000) explored Korean female college students' perfume consumption behaviors by comparing heavy and light users. In the results, female

college students preferred imported brands regardless of the use frequency level. Heavy users thought fashion magazine as a more important information source than reference people. Both heavy and light users significantly considered the fit of fragrance to users in use of perfume while heavy users placed more emphasis on pleasure, individuality, and attractiveness of fragrance.

2. Fragrance Sensibility Attitude

Previous researchers (Markham & Cangelosi, 1999; Rue et al., 2000) agreed the importance of fragrance feelings as the most important factor in making purchase decisions. However, there was not many studies focusing on fragrance sensibility of perfume. Online shopping mall, Beauty-i, surveyed 1,272 online consumers in April 2005 ("The Most Favorite", 2005). In the results, the most preferred perfume fragrance of Korean female consumers is floral bouquet. Also, preferred fragrance sensibility of perfume is cool and fresh, while little preferred is dry and strong feeling of perfume fragrance.

As research analyzing fragrance sensibility of essential oils, Min et al. (1999) found pleasant, aroused, modern, and unique dimensions of fragrance sensibilities through fragrance smelling tests. Baik et al. (1999) also found three divisions of fragrance sensibility of 26 essential oils as pleasure, intensity and modernity. Although studies have been conducted to explore fragrance sensibility of essential oils, there has been little research focusing on perfume with an integrative compound of several fragrances. In addition, previous studies (Baik et al., 1999; Min et al., 1999) used bi-polar adjective scales (eg., not fresh-fresh) only to measure fragrance sensibility. However, fragrance sensibility attitude multiplying bipolar scales of sensibility adjectives by the importance of each sensibility adjective (eg., not fresh-fresh X importance of freshness) following Ajzen and Fishbein's (1980) attitude measures might better explain fragrance sensibility preferences that may affect perfume consumption. Therefore, fragrance sensibility attitude rather than fragrance sensibility is investigated in this study.

3. Perfume Involvement

Involvement is defined as concern about, interest in or commitment to a particular position on an issue (Freedman, 1964). Previous researchers addressed that involvement is consisted of familiarity, interest, importance and commitment dimensions (Lastovicka & Gardner, 1979; Parameswaran & Spinelli, 1984).

Involvement has been recognized as a crucial variable in explaining various consumer behaviors (Poesz & Cees, 1995; Thomas et al., 1991). According to involvement level, consumption behaviors could be differed. Specifically, consumers highly involved to a certain product are considered as a key for success of marketing the given product (Flynn & Goldsmith, 1993). Prior researchers (Flynn & Goldsmith, 1993) found that highly involved people tend to spend more money on the item. Product involvement affects information searching and purchase decision making processes as well. A person who has a higher level of involvement to a certain product is likely to spend more time and effort to search information of the product, considering more diverse information sources (Bloch et al., 1986). Also, consumers who are more highly involved with a product, tend to be more brand loyal to the product category (Hahn et al., 1990).

Therefore, several researchers (Hwang, 2003; Kang & Park, 2003) explored the relationship between product involvement and consumption behaviors of the given product (eg., clothing involvement and clothing consumption). However, there was little research focusing on cosmetics product consumption in relation to cosmetics involvement. A study (Paek & Kim, 2004) investigating consumption behaviors of cosmetics products explored the relationship with fashion involvement, not cosmetics involvement. In this research, perfume involvement is used as an important variable dividing groups in study of perfume consumption behaviors.

III. Research Methods

1. Data Collection and Analysis Methods

Data were collected by surveying 241 female col-

lege students in two universities in Daegu and Busan. Survey method was selected to assess fragrance sensibility attitude toward a wide range of perfume scents since only a few perfume scents could be assessed through an experimental setting. A total of 300 questionnaires were distributed to a convenient sample; and data from 241 respondents were submitted to analysis, excluding data of 59 respondents who did not provide answers to more than one third of questions. Questionnaire was developed based on previous research and focus group interviews that were conducted with 15 female college students as a pilot study. Data were analyzed through descriptive statistics, factor analysis, cross-tabulation and t-Test.

2. Research Variables

Perfume involvement used as a group divider was assessed by measures based on four dimensions of involvement such as familiarity, interest, importance and commitment (Lastovicka & Gardner, 1979; Parameswaran & Spinelli, 1984). Referring to the previous research, questionnaire items were developed including 4 items for perfume interest, 2 items for perfume familiarity, 3 items for perfume purchase commitment, and 2 items for perfume importance.

Use frequency, number of product possessed, total amount of money spent on product, and place for shopping were asked using ordinal or nominal scales

to measure perfume consumption behaviors. In addition, reasons for use, feelings when using perfume, reasons for purchase, importance of information source for purchase, importance of product attributes for purchase were assessed through 5-point Likert scales.

To assess fragrance sensibility attitude toward a favorite perfume, Ajzen and Fishbein's (1980) equation was used. Based on Ajzen and Fishbein (1980), a total of 17 adjective sets measuring fragrance sensibilities with 5-point bi-polar scales were multiplied by the importance of each fragrance sensibility. Seventeen adjective sets assessing fragrance sensibilities were adopted from Baik et al. (1999) and Min et al. (1999), and modified for study of perfume fragrance. Importance of each fragrance sensibility was assessed with 5-point Likert scales. To assess demographic statistics, questions asking about age, grade, major and family income were added.

IV. Results

1. Respondents' Profile

A total of 241 respondents for this study were female college students, including 43 freshmen, 76 sophomores, 64 juniors, and 58 seniors. Majors of respondents were distributed from Business (N=49), Liberal Arts/Social Science (N=29), Natural Science

Table 1. Factor analysis of perfume involvement

Involvement Dimensions	Items	Perfume Involvement
Interest	I am very interested in perfume.	.811
	I like using perfume.	.797
	I like purchasing perfume.	.805
	I like giving perfume as a present.	.581
Familiarity	I know diverse names of perfume.	.801
	I can tell characteristics of each perfume.	.765
Commitment	I want to try newly launched perfume.	.758
	I want to buy new perfume at a regular base.	.809
Importance	I place an emphasis on perfume among diverse cosmetic products.	.811
	Use of perfume is important in completing my fashion.	.796
	Eigen value	6.03
	Explained Variable (%)	60.27
	Cronbach's Alpha	.93

(N=48), Engineering(N=4), Art(N=95) to Others(N=16). Also, total household income of respondents was ranged in less than 1 million won(N=10), 1mil. won-less than 2mil. won(N=35), 2mil. won-less than 3mil. won(N=53), 3mil. won-less than 4mil. won (N=56), and 4 mil. won and over(N=87).

2. Perfume Involvement Groups

An exploratory factor analysis was applied to figure out whether 10 question items measuring perfume involvement could explain well perfume involvement(Table 1). In results, only one factor was generated with factor loadings ranged from 0.58 to 0.81. The factor explained 60.27% of the variable with a high reliability(Cronbach's Alpha= .93). Based on results, the mean of 10 items of 241 respondents was assessed as 2.75 and used as a group divider. A total of 113 respondents with means higher than the mean value(M=2.75) were allocated to the

high-involvement group and 128 people with means lower than 2.75 were assigned to the low involvement group.

3. Perfume Consumption Behaviors

Consumption behaviors of perfume were investigated focusing on consumption status, use behaviors, and purchase behaviors of perfume.

1) Consumption status of perfume

To explore perfume consumption status of female college students, number of perfume possessed, use frequency, total amount of money spent on perfume, and place for perfume shopping were examined (Table 2). Differences of perfume involvement groups were found in the all items indicated above.

In results, most of respondents(88%) had at least one perfume. About 30% of respondents had possessed 4 and more numbers of perfume. In group

Table 2. Consumption status of perfume

Items	All	Perfume Involvement Groups		
		Low	High	
Number of perfume possessed	0	31(12.86)	27(21.09)	4(3.54)
	1	52(21.58)	39(30.47)	13(11.50)
	2-3	88(36.51)	42(32.81)	46(40.71)
	4 and more	70(29.05)	20(15.63)	50(44.25)
	χ^2	-	42.334**	
Use frequency	Almost everyday	67(28.15)	16(12.60)	51(45.95)
	Once on 2-3 days	65(27.32)	26(20.47)	39(35.14)
	Once a week	24(10.08)	13(10.24)	11(9.91)
	2-3 time in a month	20(8.40)	17(13.39)	3(2.70)
	Less than once a month	62(26.05)	55(43.35)	7(6.31)
χ^2	-	67.779***		
Total amount of money spent on perfume in the last 1 year	0	65(27.20)	54(42.19)	11(9.91)
	Less than 30,000won	25(10.46)	16(12.50)	9(8.11)
	30,000-less than 50,000won	49(20.50)	26(20.31)	23(20.72)
	50,000-less than 80,000won	34(14.23)	8(6.25)	26(23.42)
	80,000won and more	66(27.62)	24(18.75)	42(37.84)
χ^2	-	44.042***		
Place for perfume shopping	Department store	64(28.70)	33(28.45)	31(28.77)
	Internet shopping	32(14.35)	17(14.66)	15(14.02)
	Cosmetics shop	32(14.35)	24(20.69)	8(7.48)
	Duty free shop	18(8.07)	5(4.31)	13(12.15)
	Perfume specialty store	61(27.35)	23(19.83)	38(35.50)
	Others	16(7.17)	14(12.07)	2(1.87)
χ^2	-	24.108***		

* $p < .05$, ** $p < .01$, *** $p < .001$

comparison, respondents in the high involvement group tended to possess multiple perfumes than did people in the low involvement group. Specifically, while only 15.6% of respondents in the low involvement group had 4 and more perfumes, about 44.2% of respondents in the high involvement group had 4 and more perfumes. According to use frequency, 28% of respondents used perfume almost everyday; and 65% of respondents tended to use perfume more than once a week. These enhanced percentages compared to 12% and 44% in the 2004's survey ("Korea Research", 2004) reflect an increasing use of perfume among young females. In group comparison,

there were more people who used perfume at a regular basis in the high involvement group than in the low involvement group.

To the question asking about money spent on perfume, 42% in the low involvement group did not spend on perfume while 61% in the high involvement group spent 50,000won or more money on perfume in the last 12 months. The results were consistent to previous research (Shim & Kotsiopoulos, 1993), finding that the high-involvement consumers tend to spend more money on the involved items than other consumers.

As places for perfume shopping, respondents most

Table 3. Use and purchase behaviors of perfume

Items		Groups	Perfume Involvement Groups			t-Value
			All	Low	High	
			Mean(S.D.)	Mean(S.D.)	Mean(S.D.)	
Reasons for use	To present good image of myself to others	3.89(.94)	3.68(.97)	4.11(.88)	-3.424**	
	To smell good scents	3.84(.94)	3.49(.94)	4.21(.80)	-6.188***	
	To cover bad smells due to sweat, cigarette, etc.	2.50(1.17)	2.37(1.19)	2.64(1.14)	-1.734	
	I wear like a habit without certain purpose.	2.23(1.21)	1.71(1.02)	2.78(1.16)	-7.180***	
Feelings when using perfume	I feel better.	3.83(.97)	3.49(.96)	4.18(.84)	-5.717***	
	I feel more pleasure.	3.64(.98)	3.31(.96)	3.97(.90)	-5.144***	
	I am happier.	3.44(1.03)	3.15(1.01)	3.75(.97)	-4.306***	
	I become confident.	3.25(1.12)	2.84(1.13)	3.67(.93)	-5.781***	
	I am more excited.	2.50(1.04)	2.23(1.02)	2.79(.99)	-3.990***	
	I am more stimulated.	2.45(1.05)	2.17(1.01)	2.74(1.01)	-4.056***	
	I am more aroused.	2.32(.97)	2.03(.84)	2.63(1.01)	-3.990**	
Reasons for purchase	As a gift	3.31(1.27)	3.24(1.34)	3.39(1.18)	-8.842	
	To try new fragrance of new perfume	3.15(1.26)	2.55(1.25)	3.73(.99)	-7.513***	
	To repurchase the same perfume that I usually use	2.89(1.35)	2.43(1.30)	3.37(1.26)	-5.218***	
	To make a collection of diverse perfumes	2.13(1.29)	1.74(1.11)	2.52(1.32)	-4.509***	
Importance of Information source for purchase	Perfume sample test	3.77(1.15)	3.54(1.28)	4.01(.96)	-3.085**	
	Friends, Family, Peers	3.48(1.05)	3.41(1.10)	3.56(.99)	-1.044	
	Sales people	2.89(1.15)	2.81(1.18)	2.97(1.14)	-1.004	
	Fashion magazine	2.87(1.12)	2.69(1.08)	3.06(1.13)	-2.436*	
	Catalogue, DM	2.66(1.06)	2.48(1.04)	2.85(1.06)	-2.483*	
	Internet shopping mall	2.64(1.20)	2.55(1.25)	2.74(1.16)	-1.126	
Importance of product attributes for purchase	Scent	4.26(.90)	4.15(.95)	4.35(.86)	-1.704	
	Price	3.57(.94)	3.53(.97)	3.59(.93)	-.504	
	Brand	3.47(1.01)	3.33(1.10)	3.62(.90)	-2.091*	
	Bottle Design	3.42(1.03)	3.28(1.02)	3.57(1.01)	-2.051*	

* $p < .05$, ** $p < .01$, *** $p < .001$

Number of respondents to each question was different according to use and purchase experiences.

often used department stores and perfume specialty stores. The results were not consistent with previous findings("Korea Research", 2004). In group comparison, 28% in the low involvement group shopped perfume at the department stores and 21% shopped at the cosmetics shops while 36% in the high involvement group shopped perfume at the perfume specialty stores and 29% shopped at the department stores.

2) Use and purchase behaviors of perfume

To explore use and purchase behaviors of perfume products, reasons for use, feelings when using perfume, reasons for purchase, importance of information source for purchase and importance of product attributes for purchase were studied(Table 3). Group difference was found in some of the items above.

As reasons for perfume use, respondents agreed to use perfume for the purpose of presenting good images of themselves to others($M=3.89$), reflecting consumers' use of fragrance as a means of self-expression. The results supports findings in the prior research(Delong & Bye, 1990; Fournier, 1998). In addition, respondents recognized a practical purpose of perfume, specifically for smelling good scents for themselves($M=3.84$), and for covering bad smells due to sweat, cigarette, etc($M=2.50$). In terms of group comparison, the highly involved people indicated higher scores on all the reasons for use than did the low involved people($p<.001$), with an exception in the purpose of covering bad smells. About feelings when using perfume, the highly involved people responded to feel better, feel more pleasure, become happier, become confident, become more excited, become more stimulated, and become more aroused than did the low involved people($p<.001$).

The most important reason to purchase perfume is as a gift for others($M=3.31$), reflecting that perfume is a product often welcomed as a gift(Dubois & Laurent, 1996). Industry data also confirmed that perfume is one of the most favorable gift items indicating increasing sales records in May and December("Monthly Cybershopping", 2005). Additionally, respondents purchased perfume to try new fragrance of new perfume($M=3.15$), and to repurchase the same perfume that they had usually used

($M=2.89$). In results of group comparison, the highly involved people were different from the low involved people in terms of three reasons for purchase($p<.001$), except for purchasing as a gift. Perfume is often purchased as a gift by people in the high as well as low involvement groups.

Respondents considered a perfume sample test as the most important information source for perfume purchase($M=3.77$). It provides an evidence that a trial of a new product is effective to encourage people to buy the product(Johnson et al., 2004; Rogers, 1995). In addition, the result using the reference people such as friends, family, and peers as a crucial information source for perfume purchase($M=3.48$) confirms prior findings("Korea Research", 2004; Yi et al., 2000). In group comparison, it was found that the highly involved people used sample test($p<.01$), and advertisement at fashion magazines or catalogs ($p<.05$) more often than did people in the low involvement group. There is no involvement group difference in use of personal channels such as the reference people and sales personnel.

Product attribute most significantly considered for perfume purchase was scent which is the core element of perfume, consistently with the previous findings("Domestic Brands", 2005; Markham & Canegelesi, 1999). In addition, respondents considered price, brand and bottle design, respectively, as important product attributes. Although respondents considered scent and price as important attributes without regard to perfume involvement level, people in the high involvement group thought brand more significantly than did people in the low involvement group($p<.05$). This result indicates the prior research(Hahn et al., 1990) generating notions that highly involved people tend to more brand loyal related to the product category could be applied to perfume products.

4. Fragrance Sensibility Attitude toward Favorite Perfume

In order to figure out dimensions of fragrance sensibility attitude toward perfume, factor analysis was run for 17 fragrance sensibility attitude items. In the results, four factors were generated(Table 4). Eigen

Table 4. Factor analysis results of fragrance sensibility attitude

Items	Factor I Stimulating- Strong	Factor II Feminine- Romantic	Factor III Delightful- Young	Factor IV Sophisticated- Modern
Exciting-Calm×Importance of Excitement	.793	-.072	.012	.078
Arousing-Sleepy×Importance of Arousal	.799	-.148	-.035	-.033
Stimulating-Relaxed×Importance of Stimulation	.857	.014	.008	-.063
Strong-Mild×Importance of Strength	.850	.081	-.095	.080
Rich-Light×Importance of Richness	.759	.070	-.229	.203
Sweet-Not sweet×Importance of Sweetness	.001	.698	.265	-.257
Soft-Not soft×Importance of Softness	-.102	.807	.269	-.021
Elegant-Inelegant×Importance of Elegance	-.014	.767	-.215	.260
Romantic-Not romantic×Importance of Romantic	.026	.853	.044	.096
Feminine-Masculine×Importance of Femininity	.006	.858	.066	.091
Young-Old×Importance of Youthfulness	-.096	.076	.769	.226
Delightful-Not delightful×Importance of Delight	-.007	.284	.777	.014
Fresh-Not fresh×Importance of Freshness	.054	.093	.698	.120
Lively-Dull×Importance of Liveliness	-.242	-.111	.730	.260
Pleasant-Unpleasant×Importance of Pleasure	-.073	.037	.758	-.001
Modern-Traditional×Importance of Modernity	.097	.100	.277	.871
Sophisticated-Naive×Importance of Sophisticated	.115	.065	.206	.902
Eigen Value	3.41	3.35	2.17	1.92
Explained Variable (%)	20.05	19.72	18.64	11.28
Cronbach's Alpha	.86	.86	.85	.90

Table 5. Fragrance sensibility attitude toward favorite perfume

Factor	Groups	All (N=241)	Perfume Involvement Groups		t-value
			Low(N=128)	High(N=113)	
Factor I	Stimulating-Strong	6.74(3.51)	6.36(3.55)	7.11(3.45)	-1.571
Factor II	Feminine-Romantic	12.80(4.85)	12.55(4.60)	13.06(5.10)	-.789
Factor III	Delightful-Young	13.19(4.35)	12.91(4.30)	13.46(4.40)	-.923
Factor IV	Sophisticated-Modern	11.73(4.79)	10.88(4.56)	12.55(4.87)	-2.597*

* $p < .05$

values of four factors were distributed from 1.92 to 3.41. These four factors explained each variable from 11.28% to 20.05%. Reliability Alpha for 4 factors were higher than .77. Referring to two items with the highest loading values, four factors were named as Stimulating-Strong(Factor I), Feminine-Romantic(Factor II), Delightful-Young(Factor III), and Sophisticated-Modern(Factor IV). Although Factor I, III, and IV were consistent to the previous sensibility test results with essential oils generating intensity, pleasure, and modernity dimensions(Baik et al., 1999; Min et al., 1999), Factor II(Feminine-Romantic) was an additional dimension of perfume scents. Feminine-Romantic dimension may reflect a large per-

fume assortment dealing with floral scents.

When examining means of fragrance sensibility attitude items, it was found that female students liked Delight-Young($M=13.19$), Feminine-Romantic($M=12.80$), and Sophisticated-Modern($M=11.73$) more than Stimulating-Strong($M=6.74$) fragrance sensibility attitude(Table 5). The result was consistent to the previous survey conducted in the industry("The Most Favorite", 2005). In group comparison, group difference was found in Sophisticated-Modern sensibility, indicating that people in the high perfume involvement group specifically liked sophisticated-modern fragrance more than did people in the low involvement group.

V. Conclusions

In the present study, consumption behaviors and fragrance sensibility attitudes were explored focusing on perfume products through a comparison of two groups divided by the involvement level. Group differences were found in some of consumption behaviors and fragrance sensibility attitudes.

In results, many of female college students had and regularly used perfume. They often shopped perfume at the department stores and cosmetic shops; and they often purchased perfume as a gift for others. They used perfume in order to present good images of themselves to others and felt more pleasure while they were wearing perfume. Also, they thought scent smelling test as the most important information source for purchase since they considered scent as the most significant attribute of perfume product. Female college students highly involved with perfume spent more money on perfume than did the low involved people. Also, highly involved consumers often shopped at the perfume specialty stores and the department stores, however, low involved consumers often shopped perfume at the department stores and cosmetics shops. Also, fragrance sensibility attitude of perfume had four dimensions such as stimulating-strong, feminine-romantic, delightful-young, and sophisticated-modern dimensions. Female college students most liked delightful-young fragrance and least liked stimulating-strong fragrance of perfume. People highly involved to perfume liked sophisticated-modern fragrance more than did people in the low involvement group.

Study results may contribute to the enhancement of understandings on Korean perfume users, especially young females who are considered as core consumers of perfume in Korea. As perfume market share is rapidly growing in the Korean cosmetics market, exploration of consumption behaviors and perfume fragrance preferences would provide valuable information for domestic as well as international perfume makers and marketers. Also, study approach comparing consumer groups divided by the perfume involvement level would help practitioners to generate product development and marketing strategies

better fit to the segmented consumer groups.

Based on the findings, implications for marketers could be generated. Perfume is one of the favorite items welcomed as a gift, therefore, diverse gift sets of perfume should be developed to meet consumers' needs. Also, people consider perfume sample test as a key information source, therefore, attractive perfume samples should be further developed to lure consumers with diverse tastes. Practitioners would like to emphasize delightful and young sensibilities in perfume development as well as in advertisements to attract Korean young females. Also, perfume specialty stores would be an appropriate marketing venue to sell sophisticated and modern fragranced perfumes for young females who are interested in and often purchase perfume. Perfume for novices would be better sold in general cosmetics stores as well as in the department stores. In addition, word-of-mouth strategy would be effective to market perfume products.

Limitations of this study and suggestions for future research are as follows. A convenient sampling method and a relatively small sample size may limit the generalizability of the results. Although female college students were selected since young females in early 20's were recognized as a key consumer group for perfume products in Korea, results from only this group may not be applicable to other consumer groups such as the olders and males. In future research, a wider range of consumers should be further investigated. Also, survey method was used for data collection in this study. Smelling experimental approaches would be useful for future research focusing on fragrance sensibility issues.

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요 약

본 연구에서는 향수 관여수준에 따른 향수 제품의 사용 및 구매행동과 가장 선호하는 향수 제품에 대한 향기감성태도를 고찰하였다. 자료수집은 한국에서 가장 핵심적인 향수 소비자층으로 인식되고 있는 20-24세 여성인 241명의 여대생을 대상으로 설문조사를 통해 이루어졌으며, 수집된 자료는 빈도분석, 요인분석, t-검정 등을 통해 분석되었다. 결과로 향수 제품 사용 및 구매행동과 향기감성태도의 일부 항목에 있어 향수 관여수준 집단간 차이가 발견되었다. 특히 향수 관여수준이 높은 집단은 낮은 집단에 비하여 향수제품 소유개수, 사용빈도, 구매액이 더 많았으며, 향수 전문점을 더 많이 활용하는 것으로 나타났다. 또한 향수 고관여 집단은 타인에게 좋은 이미지를 주기 위하여 사용하는 비율이 더 높았으며, 향수 시향 테스트를 더 중요한 정보원으로 고려하였다. 또한 여대생들은 유쾌하며 젊은 감성의 향수 향기를 가장 선호하고 자극적이며 강한 향을 좋아하지 않았는데, 특히 고관여 집단은 저관여 집단에 비하여 도회적이고 현대적인 향기감성이 느껴지는 향수를 더 선호하는 것으로 파악되었다. 연구결과를 바탕으로 향수 제품 개발과 마케팅을 위한 제안점들이 제시되었다.
