EXPLORING THE FACTORS THAT INFLUENCE CONSUMERS TO PURCHASE PERFUME PRODUCTS

Cheng-Chieh Ou\textsuperscript{a}, Shu-Hui Chuang\textsuperscript{b}

\textbf{ARTICLE INFO}
\begin{itemize}
  \item \textbf{Article history:} \\
  Received 20 February 2023 \\
  Accepted 11 May 2023 \\

  \item \textbf{Keywords:} Perfume Products; Perception; Perfume’s Usefulness; Personality Traits.
\end{itemize}

\begin{tabular}{|c|c|}
  \hline
  \textbf{ABSTRACT} & \\
  \textbf{Purpose:} This paper mainly focuses on the perfume products as research objective and aims to investigate the relationship between personality traits, conformity, perception of perfume’s usefulness and purchase intention. & \\
  \textbf{Theoretical framework:} With the rapid growth on economic development, consumers’ awareness of perfume is gradually increasing. Numerous customers are beginning to have an interest in perfume products and willing to purchase them. & \\
  \textbf{Design/methodology/approach:} This study explores consumers who have an interest in perfume products as research object and collects a total of 176 valid questionnaires by surveying. & \\
  \textbf{Findings:} Through statistical analysis, these results suggest that consumer’s personality traits directly affect the perception of perfume’s usefulness, as well as their purchase intention. & \\
  \textbf{Research, Practical & Social implications:} This study concludes that conformity has a significant influence on the purchase intention. & \\
  \textbf{Originality/value:} Recent trends in preference for perfume even higher than other similar products such as cosmetics products or beauty care products. However, far too little attention has been paid to perfume products. & \\
  Doi: https://doi.org/10.26668/businessreview/2023.v8i5.1310 & \\
  \hline
\end{tabular}

EXPLORANDO OS FATORES QUE INFLUENCIAM OS CONSUMIDORES A COMPRAR PERFUMES

\textbf{RESUMO}
\begin{itemize}
  \item \textbf{Objetivo:} Este artigo tem como objetivo principal os produtos de perfumaria e tem como objetivo investigar a relação entre traços de personalidade, conformidade, percepção de utilidade do perfume e intenção de compra. \\
  \item \textbf{Estrutura teórica:} Com o rápido crescimento do desenvolvimento econômico, a conscientização dos consumidores sobre o perfume está aumentando gradualmente. Numerosos clientes estão começando a se interessar por produtos de perfumaria e dispostos a comprá-los. \\
  \item \textbf{Design/metodologia/abordagem:} Este estudo explora consumidores que têm interesse em produtos de perfumaria como objeto de pesquisa e coleta um total de 176 questionários válidos por meio de pesquisa. \\
  \item \textbf{Resultados:} Por meio de análises estatísticas, esses resultados sugerem que os traços de personalidade do consumidor afetam diretamente a percepção da utilidade do perfume, bem como sua intenção de compra. \\
  \item \textbf{Implicações de pesquisa, práticas e sociais:} Este estudo conclui que a conformidade tem uma influência significativa na intenção de compra. \\
  \item \textbf{Originalidade/valor:} Tendências recentes de preferência por perfume ainda maior do que outros produtos similares, como cosméticos ou produtos de beleza. No entanto, muito pouca atenção tem sido dada aos produtos de perfumaria.
\end{itemize}

\textsuperscript{a} Department of Business Administration, Asia University, Taichung City, Taiwan. E-mail: jackou30@gmail.com \\
\textsuperscript{b} Department of Business Administration, Asia University, Taichung City, Taiwan. E-mail: joyce@asia.edu.tw

\textsuperscript{ORCID:} https://orcid.org/0000-0001-8676-8245 \\
\textsuperscript{ORCID:} https://orcid.org/0000-0003-4244-3275
Palavras-chave: Produtos de Perfumaria, Percepção, Utilidade dos Perfumes, Traços de Personalidade.

EXPLORANDO LOS FACTORES QUE INFLUYEN EN LOS CONSUMIDORES PARA COMPRAR PERFUMES

RESUMEN
Objetivo: Este artículo tiene como objetivo principal los productos de perfumería y pretende investigar la relación entre los rasgos de personalidad, la conformidad, la percepción de la utilidad del perfume y la intención de compra.
Marco teórico: con el rápido crecimiento del desarrollo económico, la conciencia del consumidor sobre el perfume está aumentando gradualmente. Numerosos clientes empiezan a interesarse por los productos de perfumería y están dispuestos a comprarlos.
Diseño/metodología/aproximación: Este estudio explora consumidores interesados en productos de perfumería como objeto de investigación y recoge un total de 176 cuestionarios válidos a través de la investigación.
Resultados: A través de análisis estadísticos, estos resultados sugieren que los rasgos de personalidad del consumidor inciden directamente en la percepción de la utilidad del perfume, así como en su intención de compra.
Implicaciones de investigación, prácticas y sociales: este estudio concluye que el cumplimiento tiene una influencia significativa en la intención de compra.
Originalidad/Valor: Tendencias recientes en la preferencia por el perfume incluso por encima de otros productos similares como cosméticos o productos de belleza. Sin embargo, se ha prestado muy poca atención a los productos de perfumería.

Palabras clave: Productos de Perfumería, Percepción, Utilidad de los Perfumes, Rasgos de Personalidad.

INTRODUCTION

With the economic development growth, the awareness of perfume has increased in Taiwan, and many consumers are gradually raising their willingness to purchase perfume. According to Fortune Business Insights report for the future fragrance market forecast, the global fragrance market size is expected to grow to US$29.8 billion in 2020 and is predicted to achieve US$43.2 billion by 2028 (Fortune Business, 2022). In the light of that, the trend of perfume has begun to rise, perfume has gradually changed personal beauty habits and has become an essential product in daily life. It can be observed that Taiwanese women are increasingly concerned about the use of perfume. In other words, perfume has represented the unique characteristics of women and led the perfume market (Zarzo, 2020).

Previous study indicates that personality traits can affect changes in business operations, which employs personality tests to find out what personality traits are appropriate for a company's culture, and how effectively a company can use personality tests to match personality traits and career fit. The results of the study had a positive effect on the performance of employees in their jobs and on their accuracy in complying with job performance, and employees with different personality traits had an effect on their job satisfaction (Yang and Hwang, 2014). Besides, Chen (2002) explored the correlation of teenagers’ personality traits between the Internet and real-life interpersonal relationships, whether the personality effects of the two aspects are similar, and whether the differences in personality traits will have the same
effect on a sense of happiness perceived by individuals. The study found that personality traits are effective in interpersonal relationships and are able to predict a sense of happiness significantly. Additionally, personality traits with higher extroversion and self-discipline are more likely to perceive a sense of happiness.

On the other hand, Monnier and Thomas (2022) explored that French desserts were spread through social media as a research context, and to further investigate whether consumers increase their willingness to consume because of trends, and to analyze factors such as consumer intentions, perceived value, herding behavior and perceived price. The results of the study show that consumers' perceived value, herd behavior and perceived price all have positive effects. Based on the above background and motivation, this study adopts perfume products as a research context to explore the relationship between personality traits, conformity and purchase intention. The purpose of this study is as follows: (1) to explore the influence of different consumers' personality traits on the perception of perfume’s usefulness. (2) to explore the influence of different consumers' personality traits on the purchase intention of perfume. (3) to explore the effect of normative conformity on the perception of perfume’s usefulness and the purchase intention of perfume. (4) to explore the effect of informational conformity on the perception of perfume’s usefulness and the purchase intention of perfume. (4) to explore the effect of perception of perfume’s usefulness on the purchase intention of perfume.

LITERATURE REVIEW

Personality Traits

Jonason et al. (2020) argue that personality is primarily the behavior shown by the adaptation of an individual to the environment, and it is composed of a variety of characteristics and traits. The uniqueness of personality is an individual's overall characteristics under the interaction of learning, genetics, and environment, including physical and psychological dimensions. One of the most important characteristics of personality is a certain degree of persistence and unity which leads to showing an individual’s unique personality in facing surroundings and even the environment as a whole that affects the way an individual adapts to the environment and the way of thinking (Schild et al., 2020; Nystrand et al., 2021). The five-factor model of personality (FFM) is distinguished by Allport (1937) modified classification of personality traits as proposed by Galton, including Agreeableness, Conscientiousness, Extroversion, Neuroticism, and Openness to Experience.
Conformity

Conformity refers to changing one's attitude or behavior under the pressure of a group. Bikhchandani and Sharma (2000) indicate that investors in financial contexts tend to make the same investment decisions as others due to group pressure. For instance, investors in the stock market often buy or sell at the same time due to changes in the stock market or the analysis of stock analysts. Conformity is a manifestation of socialization behavior, which can generally be defined as the emergence of the same patterns of behavior or ideas in a group (Raafat et al., 2009). Baddeley (2010) argues that conformity also known as herd behavior occurs most often in groups and is common for individuals who otherwise have different views are influenced by the majority to avoid their thinking differently than others. As a result, they begin to change their opinions and actions to allow their perspectives are as similar as the majority. In modern times, the mass is informed about current trends through media coverage, leading to change in their opinions to think like the majority and gain a sense of satisfaction in their own needs, while certain individuals use social media to express their personal psychological needs, which generates the same herding behavior as the majority in real life (Mattke et al., 2020).

Conformity will produce different forms based on different types of social influences. According to the types of conformity stated by Burnkrant and Cousineau (1975) and the model of conformity proposed by Lascu and Zinkhan (1999), it can be categorized into two types of conformity, normative conformity and informational conformity.

Normative conformity

Acceptable behaviors and values within a human community are named social norms, including written or unwritten. When we violate a social norm, we may be scorned or sanctioned by society. Consequently, we will still be influenced by the public even if we hold different views or opinions. The motivation for its impact is to avoid punishment or exclusion from others, and simply desire to be accepted by them, especially caring about the opinion of their own group members. Normative conformity is herd behavior in order to meet the expectations of others and it can be divided into two types, namely compliance and identification.

Informational conformity

Informational conformity refers to an informational influence to obtain information from others as a basis for making decisions about real life. In real life, individuals also are
internalized by accepting or identifying with informational social influences as they seek insights into the problem they are facing or the supporting information for them.

In summary, the masses often subconsciously favor or submit to group pressure and adopt the opinions of the majority. Consumers will seek others for information or direction if they are in a situation where information is vague or confusing when they make purchase decisions. In this case, consumers are likely to make the same purchase decision as the information provider, which refers to informational conformity. On the other hand, normative conformity refers to consumers behaving in the same way as others to be accepted or liked by others (Cherchi, 2017). As a result, consumers who do not have relevant shopping experiences cannot control all the information about the products. Therefore, they will collect those who have experience in purchasing or using as a reference before making purchase decisions (Spencer, 1996; Daniel and Titman, 1999; Steinhart et al., 2014; Xu and Warkentin, 2020). Daniel and Titman (1999) took the stock investment market as a research context and suggested that investors are easily influenced by the opinions of others to follow the herd when they are in an environment with insufficient information. This shows that the professionalism and reliability of a leader in the field can easily lead to the emergence of conformity. Mostly, the majority follows the herd but the degree varies from person to person (Sias, 2004).

**Technology Acceptance Model (TAM)**

TAM is a theory proposed by Davis in 1989 to understand the impact of external variables on users' internal beliefs, attitudes and intentions, and to further explore the impact of users on the actual use of new technologies (Davis, 1989). Perceived usefulness and perceived ease of use are adopted to examine users' attitudes toward specific behaviors and predict their attitudes toward using the new technologies.

**Perceived Usefulness**

Davis (1989) claims that perceived usefulness is the degree to which users subjectively perceive a new technological product or system to be useful in improving work performance when they use it. When users perceive a new technology to be efficient in terms of productivity, they will have a positive perception of the new technology and will increase their willingness to use it for work. In other words, users prefer to use software that they believe is efficient in helping them do their work better.
Exploring the Factors that Influence Consumers to Purchase Perfume Products

Perceived ease of use

Davis (1989) defines perceived ease of use as the degree to which users subjectively perceive a new technological product or system to be easy to use. When users think that a new technology is easy to use, they will have a more positive attitude towards it. If the system is more difficult to operate or requires more time to learn, it will be a burden to the users and be repelled to use. Thus, the easier it is for users to operate or understand a new technology information system, the more positive their attitude towards using the system will be. Perceived ease of use also positively affects perceived usefulness. Perceived ease of use also positively affects perceived usefulness. When users perceive a new technology to be easy to use, moreover it enhances their perceived usefulness, which also affects their attitude toward using.

Attitude toward Using

The attitude toward using of users is influenced by perceived usefulness and perceived ease of use. When users subjectively perceive a new technology to be useful or easy to use, they will have positive attitudes toward using.

Behavioral intention to use

Behavioral intention to use is affected by perceived usefulness and perceived ease of use. The stronger the user's willingness to use the new technology, the more the user is actually using the technology.

Actual system usage

Actual system usage refers to the actual action taken by the user after the effect of the previous variable. The measures of TAM often focused on actual system usage of new technologies by many studies. Therefore, actual system usage is significant for studies assessing TAM (Lo et al., 2015; Andy et al., 2021).

Based on the above review, TAM is a theory based on rational behavior theory, which is developed by improving or modifying individuals' acceptance of new technologies. With perceived usefulness and perceived ease of use as the two core concepts, TAM is used to explore the relationship between users' internal thoughts, intention, attitudes and usage situations when using new technologies. Hence, TAM is viewed as a theoretical model that can effectively explain the process of user acceptance for new technologies (Davis, 1989).
METHODOLOGY

Research structure

This study focuses on the effects of consumer personality traits and herding behaviors on the perception of perfume’s usefulness and the purchase intention of perfume. Specifically, consumer personality traits are divided into five major personality traits: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience. Conformity includes both informational and normative. The perceived usefulness and intention are derived from TAM, which is used to explore consumers' perceptions of perfume in this study. The research framework is shown in Figure 1.

Research Hypothesis

The relationship between consumer personality traits and perception of perfume’s usefulness

Each individual has their own personality traits, which means that individuals have different degrees of adaptation to the surrounding environment in facing others or themselves, resulting in different special personalities. Additionally, the behaviors exhibited will be persistent and comprehensive whether inherited or caused by the environment (Jonason et al., 2020; Schild et al., 2020). The considerations for using perfume are dissimilar as the consumers’ personalities are various. Hence, perfume manufacturers have launched many diverse perfume products to meet the needs of consumers. Regardless of personality traits, there are
corresponding perfumes. After consumers find the perfume products they are satisfied with, they will increase their perception of perfume’s usefulness. This study proposes hypothesis 1 below.

H1: Consumer personality traits have a positive effect on the perception of perfume’s usefulness

The relationship between consumer personality traits and the purchase intention of perfume

Previous studies have suggested the use of consumer loyalty as a measure of consumer purchase intention (Sirohi et al., 1998; Nystrand et al., 2021). Although dissimilar personality traits have different loyalty to perfume choice, it can be known that the purchase intention of perfume is related to personality traits. It will increase consumers’ intention to purchase perfume if perfume manufacturers develop perfume types according to different personality traits to meet the needs of consumers with various personality traits who can find the perfume products they are satisfied with. In other words, consumers will tend to purchase perfume based on their personality traits. Therefore, this study proposes hypothesis 2.

H2: Consumer personality traits have a positive impact on the purchase intention of perfume

The relationship between conformity and perception of perfume’s usefulness

Consumers will seek information about a product before making purchase decisions. Previous studies have argued that unlike influences on informational and normative conformity will lead to conformity differently (Spencer, 1996; Park and Feinberg, 2010; Xu and Warkentin, 2020). Advance in technology has led to more convenience in the dissemination of information. Those who are unfamiliar with the field of perfume will be interested in it through mutual influence since the masses will pursue the trend no matter the age group, leading to the conformity generated by the public will increase their perception of perfume’s usefulness. Consequently, the following hypothesis 3 is proposed.

H3: Perception of perfume’s usefulness is positively influenced by conformity
The relationship between conformity and purchase intention of perfume

The internalization of the information received into one's own information is often seen as an informational influence in conformity. Individuals internalize the information they receive from the masses and begin to change their opinions and behaviors. Therefore, the behavior patterns of individuals are affected by public opinion or behavior (KELMAN, 1961; Spencer, 1996). When using perfume becomes usual, consumers’ intention to purchase will be relatively enhanced. Although there are many brands in the perfume field and each brand develops its own unique scent, consumers intend to follow the latest trends to choose the right perfume when they make purchase decisions for perfume. This study proposes hypothesis 4.

H4 : Conformity has a positive effect on the purchase intention of perfume

The relationship between perception of perfume’s usefulness and the purchase intention of perfume

Previous research pointed out that the more detailed information consumers have about the product, the more it will affect their awareness of the product. When the higher consumer's product awareness, the higher the willingness to purchase the product (Chang and Wildt, 1994). After consumers use their own perfume, part of them will become more confident or can relieve mental stress. Thus, this generated perception of perfume’s usefulness will increase consumers' purchase intention of perfume. The following hypothesis 5 is proposed.

H5 : The perception of perfume’s usefulness has a positive effect on the purchase intention of perfume.

Research Variable and Operational Definition

The variables of this study include "consumer personality traits", perception of perfume’s usefulness ", "purchase intention of perfume", and "conformity ". The measurement of the dimension in this study was mainly based on past related literature and then modified appropriately to fit the context of this study.

Consumer personality traits

The five-factor model of personality (FFM) is employed in this study, proposed by Benet-Martínez and John (1998) as the independent variables, which include agreeableness, conscientiousness, extroversion, neuroticism, and openness to experience. FFM is used to
develop the scales of measurement to explore further whether consumers are using perfume products differently (Benet-Martinez and John, 1998).

Perception of perfume’s usefulness

Perceived usefulness in the technology acceptance model (TAM) refers to the user's subjective perception of whether the use of the technology will improve efficiency when the user is using the new technology. This study adopts TAM proposed by Davis (1989) into the use of perfume products and develops a scale measurement that references the perception of perfume’s usefulness suggested by Davis (1989) and van der Heijden (2004) and defines whether there is a change in the consumer's mood or mental state after using a perfume product.

Conformity

This study employs conformity proposed by Bearden et al. (1989) and Cherchi (2017), which includes informational and normative to generate scales of measurement. Informational conformity is the behavior of adopting the advice or opinion of others to meet one's needs, or it can be the herding behavior in which the consumers use the information to support their own opinion. Informational conformity is the behavior of adopting the advice or opinion of others to meet one's needs, or it can be the herding behavior in which the consumers use the information to support their own opinion. Normative conformity is a type of herding behavior that occurs when consumers seek to gain the approval of others in society.

The intention to purchase perfume

This study develops the scale measurement based on TAM from Davis (1989) and defines the purchase intention of perfume as the extent to which consumers are willing to purchase perfume products.

RESULTS AND DISCUSSION

Descriptive Statistics

A total of 176 valid questionnaires were collected via social media in this study. Based on the statistical results of the basic information, gender shows the difference between male and female perfume purchase experience. The total sample size is 77 males accounting for 43.8%, and 99 females accounting for 56.2%. The proportion of females is higher than males, which means that females are more experienced in buying perfume than males. In terms of age group, it is mainly between 31~40 years old, 98 samples accounted for 55.7%, 41~50 years old,
44 samples accounted for 25%, the total of 142 samples accounted for 75.7%, indicating that the respondents mainly between 31-50 years old, is the main customer group will purchase perfume. Therefore, it can also be deduced that the customer groups who will buy perfume are mostly those who have work experience in society. In terms of average monthly income, it is 51.7% for 91 samples between 50,000 and 100,000 and 19.9% for 35 samples between 30,000 and 50,000. Both accounted for 124 samples or 71.6% of the total, indicating that the average monthly income of the respondents is over 30,000. The variable averages of perception of perfume’s usefulness, consumer personality traits, conformity, and the purchase intention of perfume were analyzed. The mean of the perception of perfume’s usefulness was 4.95, showing that the respondents' knowledge of perfume was relatively insufficient. The average consumer personality trait was 4.82, indicating that the respondents considered perfume to be acceptable for consumers. The mean of conformity was 4.42, indicating that the respondents found the perfume acceptable for conformity. The mean of the purchase intention of perfume was 5.32, which shows that the respondents were still willing to purchase perfume.

**Correlation Analysis**

The relationship between the perception of perfume’s usefulness, consumer personality traits, conformity, and the purchase intention of perfume was analyzed in this section and adopted Pearson correlation analysis to verify the relationship between the following variables (Table 1).

1. The perception of perfume’s usefulness is significantly correlated with consumer personality traits (p<0.01), which suggests that consumers’ perception of perfume can be influenced by their purchasing power.
2. There is a significant correlation (p<0.01) between conformity and the purchase intention of perfume, which indicates that conformity can be influenced by the purchase intention of perfume.
3. Consumer personality traits are significantly correlated with conformity (p<0.05), suggesting that it is due to this value of consumer personality that changes conformity.

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Perception of perfume’s usefulness</th>
<th>Consumer personality traits</th>
<th>Conformity</th>
<th>Purchase intention of perfume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perception of perfume’s usefulness</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Exploring the Factors that Influence Consumers to Purchase Perfume Products

<table>
<thead>
<tr>
<th>Consumer personality traits</th>
<th>0.005</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conformity</td>
<td>0.000</td>
<td>0.026</td>
</tr>
<tr>
<td>Purchase intention of perfume</td>
<td>0.000</td>
<td>0.184</td>
</tr>
</tbody>
</table>

Note: * Table p-value <0.05, significant effect; ** Table p-value <0.01, very significant effect.

Regression Analysis

This study inspects the validity of the hypothesis by employing regression analysis, which examines the relationship and explanatory power between variables by predicting the dependent variables through the independent variables. Regression analysis was used to explore the relationship and the degree of influence between the perception of perfume’s usefulness, consumer personality traits, conformity, and the purchase intention of perfume.

H1 : Consumer personality traits have a positive effect on the perception of perfume’s usefulness

Based on the findings of consumer personality traits on the usefulness of cognitive perfume in the regression analysis, there was significant explanatory power (F=14.289, p<0.01) with an adjusted R² of 0.076, which means that consumer personality traits can explain 7.6% of the variance in the perception of perfume’s usefulness, and also consumer personality traits have 7.6% explanatory power in predicting the effectiveness of the perception of perfume’s usefulness. From the results of consumer personality trait as an independent variable, it was found a notable effect on the perception of perfume’s usefulness, so the research hypothesis H1 was partially valid.

In terms of the sub-dimensions of consumer personality traits on the perception of perfume’s usefulness, it was revealed that except for neuroticism, which had no significant effect, the rest of the four sub-dimensions including agreeableness, conscientiousness, extroversion, and openness to experience had a significant influence in individual tests. However, the interpretation of the test results was shown to be low, indicating that consumer personality traits are less useful in explaining consumers' perception of perfume’s usefulness.

H2 : Consumer personality traits have a positive impact on the purchase intention of perfume

The results of the regression analysis between the purchase intention of perfume and consumer personality traits showed remarkable explanatory power (F=5.825, p<0.01), with an adjusted R² of 0.032, indicating that consumer personality traits can explain 3.2% of the variance in the purchase intention of perfume, and also the purchase intention of perfume had
3.2% explanatory power in predicting the effectiveness of consumer personality traits. Therefore, the personality traits of consumers are enhanced when the purchase intention of perfume increases. The results of consumer personality traits as an independent variable were found to have a noteworthy effect on the purchase intention of perfume, and hypothesis H2 in this study was partially valid.

On the other hand, the analysis of the sub-dimensions regarding consumer personality traits on the purchase intention of perfume revealed that extroversion and neuroticism did not have a significant effect in the individual test, while the sub-dimensions, which include agreeableness, conscientiousness, and openness to experience had a notable effect. However, the interpretation of the test results was found to be low, indicating that consumer personality traits are less useful in explaining consumers' perception of perfume’s usefulness.

H3 : Perception of perfume’s usefulness is positively influenced by conformity

According to the results of conformity and the perception of perfume’s usefulness in the regression analysis, there is notable explanatory power (F=140.219, p<0.01) with an adjusted R² of 0.446, which means that conformity can explain 44.6% of the variance of the perception of perfume’s usefulness, and also conformity has 44.6% of the explanatory power in predicting the perception of perfume’s usefulness. Consequently, the higher the consumer of conformity, the more the perception of perfume’s usefulness will be.

By analyzing the sub-dimensions of conformity on the perception of perfume’s usefulness, it revealed that both informational and normative conformity had significant effects on this factor, and the explanatory power was higher than that of the personality trait sub-dimensions, indicating that both informational and normative conformity had effects on this factor. Therefore, the research hypothesis H3 was partially valid.

H4 : Conformity has a positive effect on the purchase intention of perfume

The results of the regression analysis between conformity and the purchase intention of perfume showed a significant explanatory power (F=105.383, p<0.01) with an adjusted R² of 0.377, which means that conformity can explain 37.7% of the variance in the purchase intention of perfume, and also the purchase intention of perfume predicts 37.7% of the explanatory power of conformity. Hence, when the purchase intention of perfume increases, so does the conformity. By looking at the result of conformity as an independent variable, it found that it has a significant effect on the purchase intention of perfume and therefore hypothesis H4 is partially established.
Meanwhile, the sub-dimensions of conformity on the purchase intention of perfume in the regression analysis revealed that both informative and normative conformity have significant effects on the purchase intention of perfume, and the explanatory power is higher than that of the personality trait sub-dimensions, indicating that both informative and normative conformity influence consumers' purchase intention of perfume.

H5: The perception of perfume’s usefulness has a positive effect on the purchase intention of perfume.

According to the regression analysis of the purchase intention of perfume and the perception of perfume’s usefulness, there is significant explanatory power (F=150.439, p<0.01), and the adjusted R² is 0.464, which means that the perception of perfume’s usefulness can explain 46.4% of the variance of the purchase intention of perfume and the perception of perfume’s usefulness has 46.4% explanatory power in predicting the effectiveness of the purchase intention of perfume. Therefore, consumers' purchase intention of perfume will be determined by the level of their perception of perfume’s usefulness. The higher consumers’ perception of perfume’s usefulness, the higher their purchase intention of perfume will be. Analyzing the perception of perfume’s usefulness as an independent variable found that it had a significant effect on the purchase intention of perfume. Thus, hypothesis H5 was partially valid in this study.

CONCLUSION

According to the statistical analysis of the results, this study presents the conclusions, practical implications, and recommendations. Lastly, it also proposes directions for future research.

This study aims to explore consumers’ perceptions of perfume’s usefulness and the purchase intention of perfume. Based on the results of the analysis, it was found that consumer personality traits and conformity have an impact, and the conclusions and practical implications of the study are as follows.

According to the results of consumer personality traits on the perceptions of perfume’s usefulness, it is learned that consumers who are a person with conversational and sociable are more relaxed when they use perfume products. Moreover, using perfume products for consumers who are a person with meticulous and organized can enhance their work efficiency and also help those who are able to come up with new ideas and concepts. In terms of the findings regarding consumer personality traits on the purchase intention of perfume, it found
that consumers who are a person with conversational, sociable, enthusiastic, and proactive completely agree with the necessity of purchasing perfume. Likewise, those who are creative and innovative will agree that purchasing perfume is necessary.

In terms of conformity on the perceptions of perfume’s usefulness, it is shown that consumers usually observe what perfumes others buy and evaluate the usefulness of the product to ensure purchase the right one before they make purchase decisions. Additionally, they tend to inquire about those who are trusted and have experience in using perfume when they lack information about perfume. They felt more relaxed after using the perfume they found satisfying. By looking at the findings of conformity on the purchase intention of perfume, it is important for consumers that others like the perfume they bought, and even attract others will desire to buy the same as them. By looking at the findings of conformity on the purchase intention of perfume, it is important for consumers that others like the perfume they bought, and even attract others will desire to buy the same as them. In the meantime, there are factors that will affect the considerations when consumers select perfume products. One is the perfume product whether is most consumers use. Another is what kind of perfume product can leave a good impression on others.

Based on the results of the relationship between the perceptions of perfume’s usefulness and the purchase intention of perfume, it shows that consumers think purchasing perfume is necessary when they have experience with using them, which helps them to be relaxed. Besides, another reason is that they agree to purchase it when they think the perfume is helpful to improve their work efficiency.

As a result of the above statistical analysis, the study concludes that consumer personality traits and conformity have a significant effect on the perception of perfume’s usefulness and the purchase intention of perfume. The finding also shows that agreeableness, conscientiousness, and openness to experience in personality traits affect significantly the purchase intention of perfume and that subdimensions of all personality traits without the subdimension of neuroticism influence consumers' perception of perfume’s usefulness. Moreover, informative and normative conformity would enhance the perception of perfume’s usefulness and the purchase intention of perfume. The practical implications and recommendations of this study are as follows.

1. Perfume manufacturers change strategies depending on consumers occupation and income

In the multivariate analysis, it was found that the difference in consumers' income has
an impact on the purchase intention of perfume. In general, it is difficult to be aware of the income of consumers so that the likelihood of purchase can only be inferred from those who are likely to have more stable or higher incomes. Besides, it indicates that differences in occupation also affect the degree of the consumer's purchase intention of perfume. the findings show that those who work in related offices or businesses are likely to purchase perfume. Therefore, this study recommends that perfume manufacturers should consider the occupation and income of consumers to provide different grades of perfume products.

2. The age and education level of the consumer has an impact on the perception of perfume’s usefulness

As a result of this study, it was found that the age of the consumer has an influence on the perception of perfume’s usefulness. In the meantime, it also found that the difference in education level has a significant effect on the usefulness of perfume. Consequently, this study suggests that perfume manufacturers should take into account the needs of different age groups and the preferences of consumers with different levels of education.

3. Conformity determines the purchase intention of consumers

The purchase intention of consumers is affected by conformity including both informational and normative. Hence, this study argues that perfume manufacturers can provide samples of perfumes to increase the number of consumers who use perfume to identify potential customers who are likely to purchase perfume as the word of mouth from their friends or relatives.

4. Consumers with neuroticism of personality traits do not purchase perfume

This study found that the type of consumers who are characterized by anxiety, nervousness, emotional instability, and anger is not willing to purchase perfume.

In this study, there are still a few limitations during the overall research process after completing the research objectives, literature review, research framework determination and hypothesis derivation, questionnaire design and collection, and statistical analysis. Therefore, the following two research limitations and future research recommendations are proposed.

This study discusses the relationship between consumers’ personality traits, conformity, perception of perfume’s usefulness, and purchase intention of perfume. Thus, it can be suggested that subsequent researchers may add other factors to their research like the service quality of perfume stores or the quality of perfume products to examine the influence on the purchase intention of perfume.

This study is based on perfume products and cannot be extrapolated to other industries
such as cosmetics products and daily necessities. Therefore, it is recommended that subsequent studies consider discussing the impact of other industries in order to learn the differences between industries.

REFERENCES


Ou, C. C., Chuang, S. H. (2023). Exploring the Factors that Influence Consumers to Purchase Perfume Products


