[Short Communication]

A Study on Purchasing Behavior of Male Consumers in their 20s and 30s on Perfumes

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Abstract

Purpose: This study analyzed the perfume buying behavior of 561 men in their 20s and 30s. **Research design, data and methodology:** The demographic characteristics of the study subjects were analyzed frequently, the use of perfumes and chi-square tests were performed to identify differences in purchasing behavior, and the Likert 5-point scale was used to measure the importance of the reasons for choosing perfumes. **Results:** The most commonly used perfume product was Eau de Toilette, which had statistically significant differences with age and education (p<.05). Perfumes were most commonly purchased at health and beauty stores, with statistically significant differences by age, marital status, and education (p<.05). **Conclusions:** The study subjects have a high purchasing power for perfume products and are proficient in using smart devices, so they have a high level of information through beauty platforms, so they need to promote online products by introducing live commerce, etc.

Keywords : Perfume, Purchase Route, Purchase Behavior

JEL Classification Codes : F41, G14, J13, M31, M37

1. Introduction

With the recent development of the cosmetics market, the domestic perfume market in Korea is invigorating and the consumer base is expanding. Since the 1990s, the use of perfumes has increased in Korea as the conditions for using perfumes and consumer perceptions have changed due to the increase in national income, the improvement of living standards, the liberalization of overseas travel, and the complete opening of the cosmetics market (Choi et al., 2002; Yoh, 2004;   Jang & So, 2022). Perfume represents me while

being different from others, and as more and more people are starting to find their own unique scent, perfume is considered a new medium with various meanings and functions in various fields (Lee, 2005).

Looking at perfume-related research so far, an empirical study on perfume purchasing behavior (Woo, 2014; Lim, 2012), fragrance and perfume purchasing behavior preferred by women in their 20s and 30s (Nam, 2007), and perfume use and purchasing behavior preferred by female college students. Most of the studies on adults, such as the study on this topic (Kim, 2014), and the purchasing behavior of perfume (Kim & Kim, 2013; Park et, al, 2021) according to

the fashion leadership of male college students, there have been few studies on perfume use among adolescents.

Therefore, this study is to investigate the basic cosmetics and perfume purchasing behavior of men in their 20s and 30s, and to promote the development of K-beauty by providing basic information on marketing strategies of cosmetics and related industries. The subjects were men in their 20s and 30s living in Seoul and Gyeonggi Province, and 561 copies were collected from August 16, 2021 to September 6, 2021.

2. Research Methodology

The data collected in this study was statistically processed and analyzed using the SPSS Window version 21.0 program after data coding and data cleaning, and the analysis method is as follows. First, frequency analysis and descriptive statistics were performed to understand the demographic characteristics of the survey subjects, the actual state of use of perfume, and the purchasing behavior. Second, a chi-square test was conducted to identify the difference in perfume use and purchasing behavior. Third, we used the Likert 5-point scale (1 = not at all, 2 = not at all, 3 = moderate, 4 = yes, 5 = very yes) to measure the importance of the reason for choosing a perfume.

3. Result and Discussion

3.1. General Characteristics of the Research Subjects

The general information of the survey subjects is shown in Table 1 below. The highest age was 45.3 percent for those aged 26 to 29, followed by 32.4 percent for those aged 30 to 34, 17.3 percent for those aged 20 to 25, and 5 percent for those aged 35 to 39. 73.4 percent of those "unmarried" were "married," higher than 26.6 percent of those who were married.

Table 1: General Characteristics of Subjects

(n=561, %)

Type	Variables	Frequency	Proportion
Ages	20~25s	97	17.3
	26~29s	254	45.3
	30~34s	182	32.4
	35~39s	28	5.0
Marital status	unmarried	412	73.4
	Married	149	26.6
Education	High school	76	13.5
	university	384	68.4
	graduate school	101	18.0
Total		561	100

3.2. Analysis of Perfume Products Used

The results of the analysis of perfume products used according to the characteristics of the respondents are shown in Table 2 below. In terms of age, 'Aude Perfume' was the highest in the products used by 20 to 25 years old at 60.8%, and ' Eau de Toilette ' was the highest in the other groups, a statistically significant difference (p<.001). In terms of final education, ' Eau de Perfume' was the highest for high school graduation at 44.7%, and ' Eau de Toilet' was the highest for university graduation and graduate school graduation at 42.7% and 44.6%, a statistically significant difference (p<.001).

Table 2: Perfume Products Used

(n=561, %)

Type		Eau de Perfume	Eau de Toilette	Eau de Cologne	Shower cologne	χ^2 (p)
Ages	20~25s	59(60.8)	24(24.7)	7(7.2)	7(7.2)	68.799** (.001)
	26~29s	93(36.6)	119(46.9)	28(11.0)	14(5.5)	
	30~34s	59(32.4)	78(42.9)	38(20.9)	7(3.8)	
	35~39s	10(35.7)	12(42.9)	3(10.7)	3(10.7)	
Marital status	unmarried	165(40.0)	165(40.0)	55(13.3)	27(6.6)	6.406 (.171)
	married	56(37.6)	68(45.6)	21(14.1)	4(2.7)	

Education	High school	34(44.7)	24(31.6)	8(10.5)	10(13.2)	20.029** (.010)
	university	156(40.6)	164(42.7)	48(12.5)	16(4.2)	
	graduate school	31(30.7)	45(44.6)	20(19.8)	5(5.0)	
Total		221(39.4)	233(41.5)	76(13.5)	31(5.5)	

Note: *p<.05, **p<.001

Table 3: Perfume Purchase Route

(n=561, %)

Type		Health & Beauty stores	Household goods store	single-brand shops	department store	Online Shopping Mall	χ^2 (p)
Ages	20~25s	35(36.1)	4(4.1)	18(18.6)	19(19.6)	21(21.6)	25.909* (.011)
	26~29s	106(41.7)	31(12.2)	42(16.5)	48(18.9)	27(10.6)	
	30~34s	69(37.9)	28(15.4)	42(23.1)	27(14.8)	16(8.8)	
	35~39s	6(21.4)	6(21.4)	4(28.6)	5(17.9)	3(10.7)	
Marital status	unmarried	150(36.4)	52(12.6)	73(17.7)	79(19.2)	58(14.1)	12.693* (.013)
	married	66(44.3)	17(11.4)	37(24.8)	20(13.4)	9(6.0)	
Education	High school	27(35.5)	10(13.2)	15(19.7)	7(9.2)	17(22.4)	18.107* (.020)
	university	159(41.4)	42(10.9)	71(18.5)	72(18.8)	40(10.4)	
	graduate school	30(29.7)	17(16.8)	24(23.8)	20(19.8)	10(9.9)	
Total		216(38.5)	69(12.3)	110(19.6)	99(17.6)	67(11.9)	

Note: *p<.05, **p<.001

3.3. Perfume Purchase Path Analysis

As a result of the analysis of perfume purchase routes (table 3), "single-brand shops" were the highest in the 35-39 age group at 28.6%, and "health and beauty stores" were the highest in the rest of the group, a statistically significant difference (p<.05). Perfume purchase routes according to marital status and education were also highest in 'Health & Beauty Store', with a statistically significant difference (p<.05).

3.4. Perfume Buying Considerations

When buying perfumes, brand awareness (3.42) was the highest, followed by price efficiency and refinement of container design (3.38). This differs from Kim's (2015) study, which showed that adult men consider scent and price a lot, but this is believed to be due to the increased brand value of perfume product companies.

Table 4: Perfume Buying Considerations

(n=561, %)

Contents	M	SD
Scent	3.26	.96
Scent Retention	3.33	.91
Brand Awareness	3.42	.99
Efficiency of price	3.38	.92
Vessel design	3.38	1.02
Acquaintance Recommendation	3.27	.94
Total	3.35	.96

4. Conclusion

Men in their 20s and 30s are a generation that has high perfume purchasing power, is proficient in using smart

devices, and has a high level of information through beauty platforms. Therefore, as the trend of non-face-to-face consumption spreads due to the prolonged spread of COVID-19, it is necessary to introduce live commerce, etc. to promote products, and to explore the diversity of sales by increasing distribution channels related to this.

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