

**THE REPUBLIC OF TURKEY
BAHCESEHIR UNIVERSITY**

**YOUTH'S BUYING BEHAVIOR FOR LUXURY
PRODUCTS AND THE ORIGIN OF DEMANDS
FOR PERFUME BRANDS**

Master's Thesis

SALAR MOSAYEBI

ISTANBUL, 2015

THE REPUBLIC OF TURKEY

BAHCESEHIR UNIVERSITY

THE GRADUATE SCHOOL OF SOCIAL SCIENCE

MARKETING

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Supervisor: DR. KAZIM SELÇUK TUZCUOĞLU

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Salar Mosayebi

ABSTRACT

YOUTH'S BUYING BEHAVIOR FOR LUXURY PRODUCTS AND THE ORIGIN OF DEMANDS FOR PERFUME BRANDS

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Culture plays a significant role in people's daily life; however, people may not consciously be aware of this phenomenon. Buying of luxurious brands can follow three main objectives: First identity issues, the second survival of identity, and the last of socio-economic status. The present study tried to find out what factors are determining factors in buying of Luxury brand of perfumes in Turkey & England among Young age group. In order to achieve this goal, a questionnaire was designed and validated by researcher. The reliability of the questionnaire was calculated by Cronbach alpha which was 0.76 which is a rather high reliability. 400 participants participated in this study, both female and male gender participated in this study. Majority of participants were B.A or B.S in different fields, and participation was on voluntary basis. After collecting & analyzing data, the findings revealed that there is a significant difference in two different countries meaning that culture plays a crucial role in human's preferences'.

The findings can be used to marketing strategies in different countries, owing to the fact that people have different tastes in their lives.

Key Words: Culture, Marketing, Luxury Brands, Consumer Behavior.

ÖZET

GENÇLERİN LÜKS ÜRÜN SATIN ALMA DAVRANIŞLARI VE PARFÜMÜN MARKALARINA OLAN TALEBİN KÖKENİ

SALAR MOSAYEBİ

PAZARLAMA

TEZ SÜPERVİZÖRÜ: DR. KAZIM SELÇUK TUZCUOĞLU

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Kültür, insan hayatında büyük bir rol oynamasına rağmen insanlar bunun etkinin çok farkında değildir. Lüks marka satın alma davranışlarında üç büyük faktör rol oynar: ilki kişilik, hayatta kalmak kişiliği, ve sonuncusu sosyal ekonomik durumdur. Bu araştırma İngiltere ve Türkiye arasındaki genç jenerasyonun lüks parfüm satın alma davranışlarını araştırmaktadır. Bu amaçla araştırmacı anket yöntemini kullanarak cevaplar bulmaya çalışmıştır. Kız ve erkekler arasında yapılan ankete 400 kişi katılmıştır. Tüm katılımcılar gönüllüdür. Katılımcıların eğitimleri lisans ve yüksek lisans düzeyindedir. Data toplanması ve dataların analiz edilmesinden sonra tercihlerde iki kültür arasında büyük farklılıklar olduğu ortaya çıkmıştır.

İnsanların farklı zevkleri olduğu baz alınarak bu çalışmada ortaya çıkan bulgular farklı ülkelerde pazarlama stratejilerinde kullanılabilir.

Anahtar kelimeler: Kültür, Pazarlama, Lüks Markalar, Tüketici Davranışları

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1. INTRODUCTION

Customer behavior is playing such an important role in the stage of buying luxury brands. There are different factors which can exert influence on customer behaviors in buying of luxury brands. To name a few, personality, social group, tradition, budget, and other main factors attributes to decision making processes of customers in buying luxury brands. Personality has been thoroughly studied in the literature of customer behavior of luxury brands. Personality is the main cause of interaction among society, family and individual, they have bidirectional relationship, and all these three factors interact with each other's. We can assume that any one's personality is amalgamation of societal factors and heredity. Not only is one different physically, but also he/she is totally different in social behavior as well as personality kind.

It is the main crucial factors determining people's preferences for buying different products and goods; moreover, this distinction classifies people into different groups and social classes. Then, her choice is partly determined by his/her personality factors. For the same reasons, marketing agendas and experts are trying vigilantly to delineate those elements and factors causing people to buy special goods or product in their routine lives.

We are on an assumption that people's attitude and perception toward an object determines his/her reaction towards that product. They have divergent ideas and attitudes toward goods and luxury brands in the market. And it is theoretically accepted that their judgment and evaluation influences their choices in buying luxury brands. .

The state of behavior connection does not generally hold; numerous different capacities can influence behavior. Mentality can be certain or negative. Advertisers and therapists realize that client's tastes of mind are the blends of conviction, emotions and inclinations lead to good reactions bringing about buy. A singular's disposition constitute his mental set that influence how he or she will view a window which gives a structure to our perspective into or out of a house (John W. Newstrom and Keith Davis; 2008). Current business world is all that much focused and the accomplishment in the opposition is accomplished for the most part through offering fulfillment to a definitive client.

2. CONSUMER BEHAVIOR

Consumer has catalyzed the development of fashion industry and the commercial center attractions have driven the social properties of consumers altogether crosswise over different consumer sections. Moves in the social qualities, consumer inclinations, and purchase intentions towards designer products is apparently the most discriminating issue confronted by the showcasing supervisors today.

Numerous scientists contend that expanding globalization is decreasing the homogeneity of purchaser practices inside nations, while expanding communalities crosswise over nations (Cleveland and Laroche, 2007, p.1) most firms assembling architect are attempting to scaffold intercultural contrasts and building social consonance crosswise over customer sections on a mixture of connections that empowers enthusiasm for fashion. Client driven business method grew on self-regard properties of consumer is utilized by the organizations to upgrade buy aims towards fashion (Horowitz, 2009, p.2).

2.1 CONSUMER BUYING BEHAVIOR

It is critical for associations to have a comprehension of consumer behavior and buying propensities. Additionally, it depicts that every organization is situated to an alternate section of consumers. Fitting the methodology is the most important individual's tastes' and buying behaviors impressively shift, since there are a variety of variables can apply impact on their buying behaviors (Solomon 2007, p.11).

These inconsistencies stem from some diverse foundations, consumer is an individual who longings, needs and obliges marketing components in their ability as consumer typically marketers are characterized to be able to control the practices of costumer, so case they have neither force nor data for that. Advertisers may have impact on their buying, since a few people consumer practices. Intentions, observations, disposition, encounters, self- idea, qualities can be considered as individual variables.

The association of consumer in fashion products depends all alone observations as well as on peers' reaction to their identity and change tendency. The connection in the middle of perfumes and character is seen by the consumers from the viewpoint of their qualities created in different social associations (Pineiro 2008, p17).

The process of the human utilization which has been exhibited from the earliest starting point was at first an action that must be satisfied for whatever is left of life, though today it has been the objective of life. Nowadays, the utilization is no more a process because of the need of consumers due to the wishes of consumers. Today, the idea of "client center", "client steadfastness" promoting requires of the onlookers and the crowd acknowledgment of the rejoin. Therefore, customer behavior keeping in mind the end goal to characterize their impact has gotten to be important to inspect the elements that remain (Solomon 2007, p.11).

2.2 CONSUMER AND THE IMPORTANCE OF CONSUMER BEHAVIOR IN MARKETING

The investigation of consumer behavior touches each part of our lives. From the time we wake up, brush our teeth (likely utilizing the same Colgate toothpaste that our Parents utilized when we were growing up) and have a breakfast of our most loved Kellogg's Cereal; until we go to rest setting the alert on our Sony radio. We spend a lot of our waking day being consumers and huge numbers of our ordinary activities are a piece of the investigation of consumer behavior, for example:

- a. how we perceive advertising
- b. how our attitudes are formed
- c. how we make decisions and what factors influence these decisions
- d. how we use and dispose of products and services.

These activities all in all make us a player in a customer society and a great part of the significance in our general public is gotten from our activities as either buyers or merchants. Accordingly, the investigation of consumer behavior can help us comprehend the matter of promoting and can likewise bring about us being better educated customers. As of now there are two general ways to deal with the investigation of consumer behavior: a smaller scale approach that inspects the consumer as an individual and studies the numerous mental and different methods that consumers use when they obtain, expend and discard merchandise and administrations; and a full scale approach that spotlights on how the customer capacities inside a gathering setting and how this impacts their behavior. The investigation of consumer behavior inspects the products and

administrations consumers purchase and use and how these buys Influence their day by day lives. This field makes a considerable measure of progress. It has been characterized as: 'the investigation of the methods included when customers get, expend and discard products, administrations, exercises, thoughts with a specific end goal to fulfill their needs and desires'(Scollon 2008,p.3).

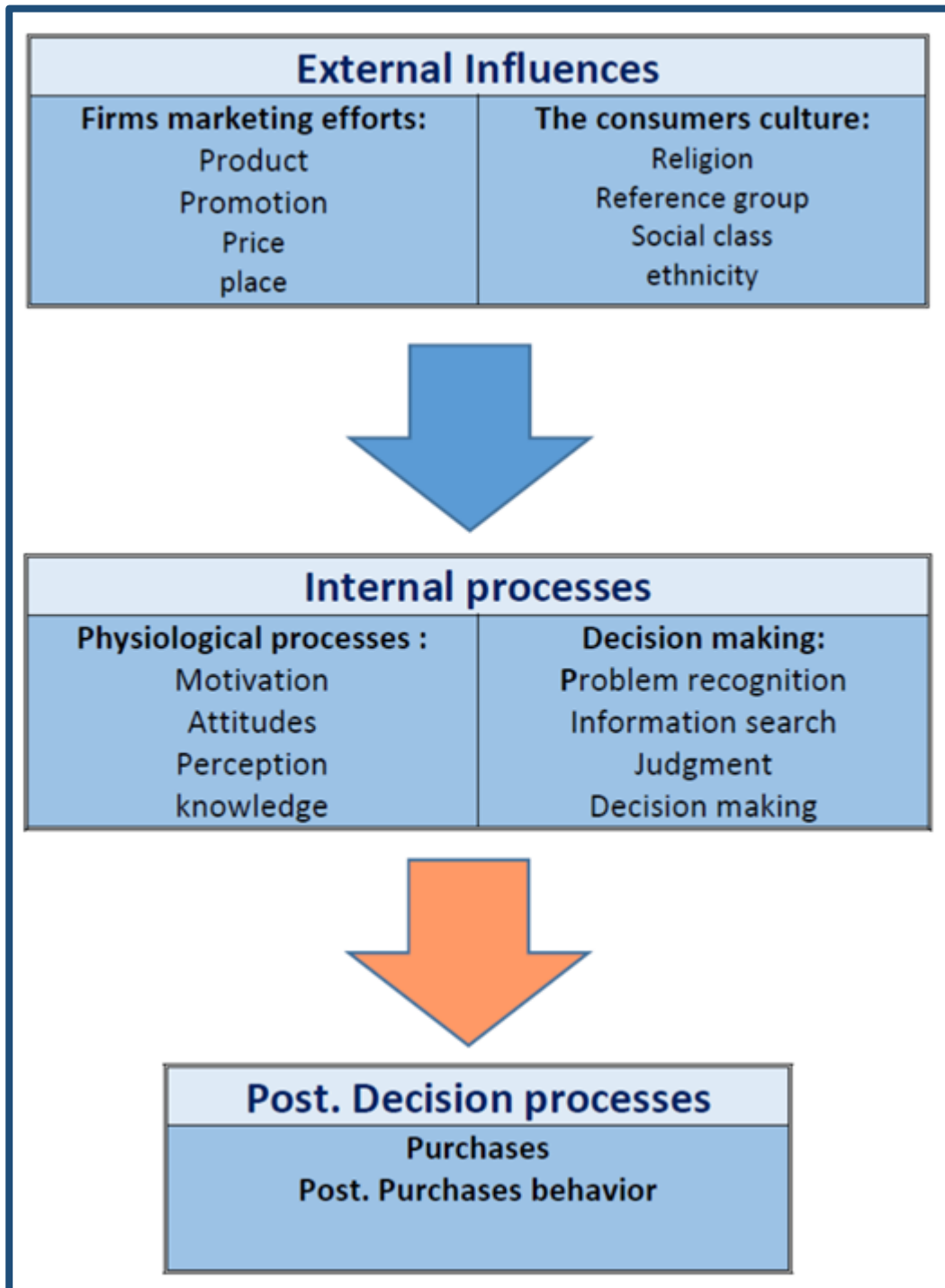
2.3 INFLUANCE OF CONSUMER BEHAVIOR?

Consumers in their daily life, buying, what are the various factors that impact on their decisions? What forces are operating to lead them to purchase the product and brand that they finally choose? There are several factors that can impact on consumer behavior. These factors can be grouped into three conceptual domains: external influences internal processes (including consumer Decision making) post-decision processes (Horowitz, 2009, p.2).

External influences, such as a consumer's culture, have a direct impact on the internal, psychological processes and other factors that lead to different consumer decisions being made. For example, a consumer's religion could impact on their attitudes towards eating beef or other types of meat; or their age could impact on their ability to perceive fast-moving objects in certain television commercials (Figure 2.1) (Solomon 2007, p.11).

Figure 2.1: External Influences Firm's marketing efforts the consumer's culture

Consumer involvement



Source: highered.mheducation.com/sites/dl/free/.../946298/Sample_Chapter.pdf, 09.05.2015

The more motivated a consumer is, the more likely they are to become highly involved with the product, service or brand. As involvement increases, individuals become more likely to devote a greater amount of attention to searching for information about the product or service. They are also likely to pay more attention to advertising about the object and also to process information about it (Assael. 1984, p.26).

2.4 THE DEFINITION OF SOCIAL CLASS IN CONSUMER BEHAVIOR

Most social orders have specific type of structure. This structure derives a certain measure of notoriety or status to people taking into account their order inside the chain of importance. Individuals from every class offer comparable qualities and societal position, furthermore have a tendency to have imparted examples of consumer behavior. A singular's social class can influence the relaxation exercises they tune in, the products and administrations they buy, the associations they join and their disposition to specific products. There are a few variables that can be utilized to focus a singular's social class, including region, family foundation, social connections, acquired status and financial conditions (Peter, Olson and Grunert, 1999, p.17).

2.5 EDUCATION

In broad terms, the more educated a person is the more likely they are to be employed in a profession. Historically, gaining a university degree has had a big impact on an individual's future earning potential. However, several caveats have to be acknowledged – in many countries, the quality of education is an expensive commodity meaning that children from poorer backgrounds may struggle to get access to appropriate schools. Also, even when young adults from poorer backgrounds do gain a higher education they might not have the connections to take full advantage of their new-found qualifications. This is especially true in developing countries; even in the United States only 7 percent of very low-income (Bearden, and Netemeyer, 1999.p.128).

2.6 INCOME

Marketers are very concerned with how income is distributed since this can enable them to target specific groups that can afford their products or services. Income can be used to predict what types of expensive purchases a consumer is likely to make – this is often dependent on what these purchases would symbolize to onlookers. However, income is not always an appropriate indicator of social class. Several recent developments have

weakened this link. First, with more women joining the workforce, there are more dual-income families who are earning higher incomes but do not necessarily have the educational background or other characteristics that could lead them to the better status. Second, many blue-collar workers can earn high salaries with overtime and other benefits, but are not viewed as having higher standing. Finally, through social promotion and union-negotiated increases in salary, some older workers naturally obtain higher salaries by virtue of being older. This does not lead to a concomitant change in social status.

The key point to take away from this discussion is that even though the link between social class and income is not the only effective point, but it is still one of the striking factors which has deniable impact on how one's social standing is determined (Peter, Olson and Grunert, 1999, p.41).

2.7 CULTURE

Culture is the complex of convictions of human social orders, their parts, their behavior, their qualities, conventions, traditions and customs. Culture is a critical idea to comprehend customer behavior and that should be analyzed. Culture is the whole of a common reason among individuals from society, traditions, standards and customs. The essential reason of individual's craving or determination is a society (De Mooij, 2010, p.8).

2.7.1 Culture Features

Man should know the characteristics of culture to identify how culture affects consumer behavior. Although in the literature many aspects of culture mentioned, in this study the consumption of culture-related features will be discussed. The consumption of culture-related features can be listed as follows (Sherry, 1995, p.38).

- i. Culture is a collection of learned behavior
- ii. Culture is the traditional
- iii. Culture is created
- iv. Culture can be changed
- v. Culture includes differences as similarities
- vi. Culture is organization and convergence
- vii. Culture is shared by the members of the community
- viii. Culture determines needs

It has been proved that cultural qualities influence the buy expectations of brand perfumes. In the social orders that show hedonic qualities, brand fragrances are advanced by producers and retails to affect a sudden, convincing, socially complex purchasing conduct through the special projects to expand discretionary cash flow by encouraging credit to customers (Venkatesh et al 2010, p.2).

3. THE HISTORY OF LUXURY GOODS

This chapter describes the history of luxury goods, it begins almost 2700 years ago and it continues up to now.

Each era has some specific features which will explain some primary definitions.

3.1 BEFORE 19.th CENTURY

If we need to think aside from the basic needs of human beings and survey about that, we will see strange difference between humans and animal which comes from the beginning of the universe, human beings like luxury means and symbols that can identify according to archaeological discoveries.

For example, when an old tomb found in Egypt we see symbols and valuables of gold and silver in there, with them that it can prove the early humans used them to demonstrate their power and position for illustrate the difference between themselves.

Egyptian civilization clothes and accessories such as crowns, headgears, and jewelry that made with luxury material like gold and silver and also the clothes and accessories of Royal Pharaoh made by the best artistes, jewelers and designers with the finest materials like pure gold to produce fashion goods for their (Grewal et al, 1998, p52).

According to the historical books about ancient Egyptian civilization it is understood they used the luxury things like gold, perfume and high quality clothes for show the social class which notice the status of persons in society. The ancient Egyptian can be considered purveyors of the current global taste in luxury fashion goods.

This theory reminds Christian bible, which the Eve (first woman) placed a flower over hear ear to make herself more beautiful and attractive to Adam. Also bible provides historical story about King Solomon and King David and Queen of Sheba that they used luxury materials like gold and silver to be different with them (Uche Okonkwo, p.17).

A roman empire “that has been traced to 1500 BC” it recognized that they played important role in elevating fashion, and also paved the way for innovation in luxury fashion, to the level that we know today (Uche Okonkwo, 2009, p.p.18-20).

3.2 THE NINETEENTH CENTURY AND MODERN LUXURY FASHION

In the nineteenth century was the start line for of the luxury good and appearance of the luxury brand.

In this century intellectual people of the France and most of European counters accepts luxury fashion as long as the art, literature and history. France government also reinforced this sector.

In the beginning of nineteenth century, fashion industry in Paris established as a leader of world that it was segmented in two parts which are as follow (Uche Okonkwo, 2009, p.p.25-26):

- a. Dressmaking with focus to influence women.
- b. Professional tailoring and textile merchandizing

The historical backdrop of makeup compasses returns to no less than 6,000 years ago. In the Western world, the utilization of beauty care products got to be unmistakable in the middle Ages, ordinarily among individuals from the high societies. In spite of the fact that it is for the most part trusted that beautifying agents as they are currently known started in the middle east, the investigation of developing societies demonstrates the utilization of beauty care products in all aspects of the world. The war paint of Native Americans, the tattooing and scarification (making of shallow cuts of the skin) rehearsed by numerous people groups (the Maori of New Zealand and various African societies). For example, and the utilization of wood (a plant color utilized by antiquated Britons to paint their bodies blue) are all types of restorative utilized for mental intimidation and additionally decoration (Draelos 2007, p.2). The general term beauty care products is connected to all arrangements utilized remotely to condition and improve the body, by cleaning, shading, softening, or securing the skin, hair, nails, lips, or eyes. The U.S. Sustenance and Drug Administration (FDA), which directs beauty care products in the United States, characterizes beautifiers as products "planned to be connected to the human body for purging, decorating, advancing engaging quality, or modifying the appearance without influencing the body's structure or capacities." This wide definition incorporates any material expected for utilization as a part of a restorative product.

Harmless Hair Coloring Company. The market was developed in the United States during the 1910s by Elizabeth Arden, Helena Rubinstein, and Max Factor. These firms were joined by Revlon just before World War II and Estée Lauder just after (Mayell, 2004). The growth of cosmetics and beauty products markets have surged significantly as consumers are increasingly becoming aware about appearance, beauty, grooming and choice of personal care products. According to (Whittaker 2007, P.8) there are more than 3,300 companies manufacturing and distributing cosmetic and skin care products in the United States alone.

As a result the following important changes took place and became visible towards the end of the century:

- I. Fashion, both for men and women became simple, understated, unadorned and classic as a result of the mind progressiveness of the people.
- II. The simple and functional English fashion style for women emerged as a complement to the French elaborate and elegant style. Men were also influenced by the English country style.
- III. The French revolution acted as a catalyst for the move towards the adoption of simplicity and more democracy in fashion as a sign of modernity, especially in the 1789s.
- IV. The rise of the Victorian era from the 1820s to the middle of the century also heralded the commencement of ready-to- wear as sewing machines were introduced to everyday women.

In the first half of twenty century fashion was perceived as frivolous and a non-crucial aspect of economic development. At this time France and Italy tried to increasing the value of fashion and put it in the same pas as other forms of art like literature and theatre. For that reason modern luxury fashion, has so close relative with France.

At the beginning of twentieth century the growth and extension of the beauty and cosmetics sector especially after the world fair held in Paris in 1900, Francois Coty launched his cosmetics company in Paris, known today as Coty Inc. (Uche Okonkwo, 2009,p.28).

4. KEY EFFECTIVE PARAMETERS FOR LUXURY BRANDS

The significance of marking is perceived as one of the key weapons for organizations in aggressive markets. Brand venture has been found to add to the achievement of positional focal points and consequently execution (Simms and Trott 2006, p.27). Consumers see a brand as a critical piece of a product, and marking can increase the value of a product. However, the same fragrance in an unmarked jug would most likely be seen as lower in quality, regardless of the fact that the scent were indistinguishable.

In customers view point, the container and bundle are the most substantial images of the scent. Bottles must feel good, be anything but difficult to handle and look noteworthy when shown in stores. In particular, they must bolster the scent's idea and picture (Kotler 1999, p.12). Characterizes a brand picture as an affiliation or observation customers make taking into account their memory toward a product. Along these lines, brand picture does not exist in the innovation, highlights or the genuine product itself, yet is something brought out by advancements, ads, or costumer. Through brand picture, consumers have the capacity to perceive an item, assess the quality, lower buy chances, and acquire certain experience and fulfillment out of product separation. Regarding experiential product assessment, a positive brand picture may compensate for a substandard picture of the starting point nation and raise the likelihood of the product being chosen (Keller 1993, p.23).

The better a brand picture is, the more acknowledgment consumers provide for its expert conduit quality. Customers are generally restricted as to the measure of time and product information to settle on an educated buy choice when confronting comparable products to browse. Accordingly, brand picture is regularly utilized as an extraneous signal to settle on a buy choice (Keller, 1993, p.217).

Consumers are more likely to buy understood brand products with positive brand picture as an approach to lower buy dangers. (Rao and Monroe, 1988). A brand with a more positive picture has the impact of bringing down customers ' product recognition dangers and expanding positive input from consumers. Brand pictures have been progressively viewed as essential themes for some advertising organizations. Using the perfect brand

picture supports ventures to make business positions, as well as shield brands from different contenders (Lin and Lin, 2007, p. 21).

Elements with the brand life cycles have also reinforced the significance of brand picture administration. Subsequently, the key hub for creating advertising systems ought to concentrate on the best way to incorporate brand picture measurements, characteristics and showcasing specialized devices in brand life cycles, particularly considering the intuitive impacts (Lin and Hsu, 2009, p. 25).

Various studies concentrate on making systems to comprehend the key segments of brand discernments, including, (Aaker, 1991 and Plummer, 1985, p. 85).

Brand observation is consumers 'capacity to distinguish the brand under distinctive. Conditions, as reflected by their image acknowledgment or review execution. Brand review alludes to consumer's capacity to recover the brand from the memory. The most punctual indications of marking in Europe were the medieval society's prerequisite that craftspeople put trademarks on their products to secure themselves and customers against sub-par quality (Simms and Trott, 2006, p. 42).

In the expressive arts, marking started with specialists marking their works. Brands today play various vital parts that enhance consumer's lives and upgrade the budgetary estimation of firms (Wonglorsaichon and Sathainrapabayut 2008, p.33).

4.1 EMOTIONS AND PERFUMES

Perfume can be seen as a high-inclusion product with a solid feeling 'part, which is bought on the premise of a transformational inspiration. Past investigates concurred that the significance of perfume feeling is the most imperative calculate making buy plan (Yoh 2005, p.231).

Before acquiring, consumers start by gathering product data taking into account individual experience and outer environment. So when the measure of data achieves a certain level, consumers begin the evaluation and assessment process, and settle on a buy choice after examination and judgment. Purchase decision is regularly used to break down consumer behavior in related studies. The supposed buy proposition implies a subjective slant consumers have towards a certain product, and has been turned out to be a key variable to foresee customer behavior (Lin and Lin 2007, p.197).

Consumer behavior happens when consumers are empowered by outer variables and go to a buy choice taking into account their own qualities and choice making process. These elements incorporate picking a product, mark, a retailer, timing, and amount. This implies consumers 'acquiring behavior is influenced by their decision of product and brand. In this manner, we can analyze the accompanying variables that may influence buy proposition: 1. cost rebate; 2. consumers 'increment of product recognition; 3. product qualities that are identified with product (Lin and Lin 2007, p.33).

It is found that mingled encounters add to the molding of an individual's identity, prompting a connection in the middle of identity and scent inclination. A few looks into (Schmitt and Shulz 1995, P.27; Cantor and Mischel 1979, P.217) demonstrated the impact of perfume and individual models and their observation (Janssens and De Pelsmacker 2007, p.17). Examination proposed that a lady's association with perfume changes with age, yet men more often than not rule her reasons and clarify this five phases of scent (Willkie's 1995, p.27).

Stage 1. Adolescence through high scholars, to characterize individual domain; adapt. Stage 2. Late adolescents through 20's, same as in youngsters, notwithstanding pulling in men, and to feel female; crisp, upbeat. Stage 3, 30's to draw in men; for extraordinary events; to feel unique. Stage 4, 40's to draw in men and satisfy self. Stage 5, 50 or more for social reasons (the fitting thing to do) (Wilkie 1995, p.27).

Examination on substantial and light client proposed that each costumer considered the attack of perfume to costumer being used of scent while overwhelming costumer set more accentuation on joy, singularity and appealing ness of scent (Yoh 2006). who additionally scrutinized on high and low contribution client hypothesized that individuals very included with perfume shopped all the more regularly in scent claim to fame stores, considering noticing test as the more critical data source than did individuals in the low association bunch (Kotler 1999, p.19).

4.2 BRAND LOYALTY

As indicated by Howard and Sheath's hypothesis of customer behavior were the first to present the idea of brand thought into showcasing. Brand loyalty is characterized as keeping desirable over a particular product or administration (BNET Business Dictionary). (Aaker and Keller, 1990) trust that dependability is firmly connected with

different components, one of the fundamental ones being the experience of utilization. Clients may be steadfast attributable to high changing obstructions identified with specialized, conservative or mental components, which make it excessive or troublesome for the client to change. In another perspective, clients might likewise be steadfast in light of the fact that they are fulfilled by the brand, and in this manner need to proceed with the relationship (Fornell, 1992, p37).

4.3 FACTORS OF BRAND LOYALTY

Research has indicated that brand attributes are viewed as important elements in a consumer's decision-making. According to Lau et al. In his article mentioned that there were seven factors that influenced consumers' brand loyalty towards certain brands. The factors were brand name, product quality, price, design, store environment, promotion and service quality (Lau et al. 2006, p.122).

4.3.1 BRAND NAME

Popular brand names can spread product advantages and lead to higher review of promoted advantages than non-celebrated brand names. There are numerous new brand names and options accessible in the commercial center. Consumers may like to trust major celebrated brand names. These prestigious brand name is the formation of a picture or the improvement of a brand character and is an extravagant and lengthy methodology. The advancement of a brand name is a fundamental piece of the methodology since the name is the premise of a brand's picture. Brand name is vital for the firm to draw in Customers to buy the product and impact rehash buying behavior. Customers have a tendency to see the products from a general viewpoint, connecting with the brand name all the traits and fulfillment experienced by the buy and utilization of the product (Keller 2003, p.27).

4.3.2 PRODUCT QUALITY

Product Quality envelops the highlights and attributes of a product or administration that bears on its capacity to fulfill expressed or suggested needs. Product quality is characterized as "wellness for utilization" or 'conformance to necessity" (Russell and Taylor, 2006, P.43).

Consumers may rehash the buy of single brands or switch around a few brands because of the unmistakable nature of the product sold. Material is vital in product quality on the

grounds that it influences the hand feel, composition and other execution parts of the product. Further, customers relate actually to shading, and could choose or reject a product due to shading. On the off chance that the shading does not engage them or compliment their own shading, they will dismiss the product. Practical traits in beautifying agents incorporate brisk dry, breathable, waterproof, lightweight, lastly, solidness. For example, a few consumers use beautifying agents for work and some for relaxation and games, as they need a considerable measure of development, while solidness is a vital thought in obtaining beautifiers. Fussbudget or quality cognizance is characterized as a consciousness of and longing for great products, and the need to settle on the best or immaculate decision versus purchasing the first product or brand accessible (Sproles and Kendall 1986, p. 62).

4.3.3 PRICE

Cost is presumably the most critical thought for the normal consumer. Consumers with high brand faithfulness are willing to pay a premium cost for their favored image, along these lines, their purchase intention is not effectively influenced by cost. Additionally, costumer want to choose predictable brands which they can afford to buy (Keller 2003, p.33). Consumers' fulfillment can likewise be assembled by contrasting value and saw expenses and qualities. In the event that the apparent estimations of the product are more noteworthy than expense, it is watched that consumers will buy that product. Steadfast costumer are willing to pay a premium regardless of the fact that the cost has expanded in light of the fact that the apparent danger is high and they want to pay a higher cost to keep away from the danger of any change (Yoon and Kim 2000, p.122).

4.3.4 DESIGN

Design is visual appearance, which incorporates line, shape and elements influencing a consumer recognition towards a specific brand. Brands that supply smart bundle draw in faithful consumers who are design cognizant (Frings 2005, p.221).

Fashion pioneers or supporters more often than not buy or proceed to over and over buy their products in stores that are exceedingly chic. They pick up fulfillment from utilizing the most recent brands and designs which additionally fulfills their sense of self.

Fashion awareness is by and large characterized as a consciousness of new designs, changing fashion, and appealing styling, and additionally the longing to purchase something energizing and popular (Kendall, 1986, P.112).

4.3.5 STORE ENVIRONMENT

The store environment was the absolute most vital figure retail advertising achievement and store life span. Positive qualities of the store, which incorporate store area, store design, and in-store jolts, influence brand dependability to some degree. Store area and number of outlets are significant in changing purchaser shopping and acquiring examples. In the event that customers discover the store to be very available amid their shopping excursion and are fulfilled by the store's arrangement and administrations, these consumers may get to be steadfast thereafter (Lovelock 2010, P.21). Consequently, a store's environment is one of the elements that could impact consumer's choice making (Omar, 1999, P.37).

The moderate beat musical determination prompts higher deals volume as consumer invest more energy and cash in a favorable situation.

According to Lin and Chang, demonstrated that the channel comfort of the brands had noteworthy impact on customer behavior. This implies that the availability to this product mark in the store is critical when obtaining low inclusion products. Consumers could not go to another store just to discover the brand. Rather, they will stay put and pick another brand (Omar, 1999, p.37).

4.3.6 PROMOTION

Promotion is a marketing mix component, which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviors. This shows that promotion, especially through advertising, can help establish ideas or perceptions in the

consumers' minds as well as help differentiate products against other brands. Promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users (Lovelock 2010, p.21).

5. A RESEARCH ABOUT LUXURY PERFUMES BRAND

The aims of the study are to:

- I. Find out what are the main factors which exert influence in youngsters buying of luxury brands.
- II. Understand whether there is clarity a significant difference between Turkish young age group and British young age group in buying luxury brand perfumes.

5.1 METHODOLOGY OF THE RESEARCH

I. Introduction

Customer behavior has been always an important and key factor in decision making for providing luxurious brands for marketing experts. To know which factors determine their preference is considered more important for marketing sector through which they can accelerate and increase their customers. This study tries to find out which factors determine their preferences, additionally; this thesis tries to shed light on the full process, participants, design of the study, and data analysis in details.

II. Design of the Study

Quantitative research was utilized for this study, since quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical or computational techniques. Questionnaire consist of several key questions (25 questions) that help to define the areas to be explored, but also allows interviewee to diverge in order to pursue an idea or response in more detail. The purpose of the research was to explore the views, experiences, and motivations of individuals on specific. 400 people were selected; 200 English and 200 Turkish people. The age group was opted from 18 to 35; the participation in this study is voluntary basis. They were asked to answer all questions patiently. The main aim of the study is to explore the important factors in determining the choice of luxury perfume brands.

5.2 LIMITATION OF THE RESEARCH

A criterion-based selection method, rather than a random one, was chosen as the sampling method. In this method, the essential criteria specifies the purposes of the study, and participants fulfill those specific attributes. The participants should be users of brand

perfumes in their daily life. A group of 400 youngsters who are either in high school or university are participated in this study.

5.3 HYPOTHESES AND EXPECTATIONS OF THE RESEARCH

- I. Youth wears perfumes because of the positive influences of them
- II. Perfume is a luxurious products for youth.
- III. Perfume is an important make up tools for males.
- IV. Perfume is an important part of personality of a person.
- V. Youth wears different perfumes for different social groups and occasions.

5.4 Samples and Finding

In this research 400 people were selected randomly, 200 people were from UK and 200 people were from Turkey.

1. UK

200 people answered the survey in UK, 95 people (47.5 present) were male and 105 people (52.5 present) were female. 136 people (68 present) were between 18-25 age group, 40 people (20 present) were between 26-30 age group and 24 people (12 present) were between 31-35 age group. 2 people (1 present) studied just up to primary or guidance school, 13 people (6.5 present) studied up to high school, 165 people (82.5 present) have got their bachelor degree and 20 people (10 present) have got their master or PhD.

2. Turkey

200 people answered the survey in Turkey, 96 people (48 present) were male and 104 people (52 present) were female. 167 people (83.5 present) were between 18-25 age group, 17 people (8.5 present) were between 26-30 age group and 16 people (8 present) were between 31-35 age group. 4 people (2 present) studied just up to primary or guidance school, 9 people (4.5 present) studied up to high school, 180 people (90 present) have got their bachelor degree and 7 people (3.5 present) have got their master or PhD.

5.5 Frequency of Analyze

1. Do you usually use perfumes?

Table 5.1: Analysis of first question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Yes	200	100.0	100.0	100.0
Turkey		Yes	200	100.0	100.0	100.0

2. Who does buy your perfume?

Table 5.2: Analysis of second question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	My Self	148	74.0	74.0	74.0
		My spouse or my friend	24	12.0	12.0	86.0
		My family	22	11.0	11.0	97.0
		Others	6	3.0	3.0	
		Total	200	100.0	100.0	100.0
Turkey	Valid	My Self	163	81.5	81.5	81.5
		My spouse or my friend	9	4.5	4.5	86.0
		My family	23	11.5	11.5	97.5
		Others	5	2.5	2.5	
		Total	200	100.0	100.0	100.0

According to table 5.2 in both Turkey and UK people prefer to buy their perfumes themselves, it seems because of vast variety of perfume brands people cannot buy for others perfumes easily. Additionally, 12 percent of British students deliver their perfumes from their spouse or friends but in Turkey, this rate is only 4.5 percent.

3. Do you always use the same brand of perfume?

Table 5.3: Analysis of third question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Yes	89	44.5	44.5	44.5
		No	111	55.5	55.5	99.0
		Total	200	100.0	100.0	100.0
Turkey	Valid	Yes	86	43	43	43
		No	114	57.0	57.0	99.5
		Total	200	100.0	100.0	100.0

Due to table 5.3, 43.5 percent of British people use the same brand of perfume. This rate in Turkey shows almost steady pace, 42.5 of Turkish people use the same perfume. 55.5 percent of Britain's do not wear the same perfumes but 57 percent of Turkish do not wear the same perfumes.

4. Which brand of perfume do you usually use?

Table 5.4: Analysis of 4th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	HERMES	14	7.0	7.0	7.0
		CHANEL	27	13.5	13.5	20.5
		C.K	25	12.5	12.5	33.0
		ARMANI	27	13.5	13.5	46.5
		Others	107	53.5	53.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	HERMES	13	6.5	6.5	6.5
		CHANEL	29	14.5	14.5	21.0
		C.K	16	8.0	8.0	29.0
		ARMANI	26	13.0	13.0	42.0
		Others	116	58.0	58.0	100.0
		Total	200	100.0	100.0	

As a result of table 5.4, Chanel is the mostly used brand in both countries. C.K is the very especial brand here, there is a meaningful difference between the usage of it between UK and Turkey, it could refer to the weakness of advertisement or the number of branches.

5. Why you choose this specific brand of perfume?

Table 5.5: Analysis of 5th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	It smells well	114	72.0	72.0	72.0
		It is popularity	27	13.5	13.5	85.0
		It is attractive bottle	10	5.0	5.0	90.5
		It is suitable price	11	5.5	5.5	96.0
		Others	8	4.0	4.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	It smells well	178	89.0	89.0	89.0
		It is popularity	8	4.0	4.0	93.0
		It is attractive bottle	4	2.0	2.0	95.0
		It is suitable price	6	3.0	3.0	98.0
		Others	3	1.5	1.5	99.5
		Total	1	0.5	0.5	100.0
			200	100.0	100.0	

According to table 5.5, 72 percent of British use that specific brands of perfume since it smells well, this rate in Turkey shows increased. The striking point in this table is the popularity issue which shows the meaningful difference between UK and Turkey, it seems popularity in UK is more important for youth than the Turkish students.

6. How you started to use this brand of perfume?

Table 5.6: Analysis of 6th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Commercial effects	18	9.0	9.0	9.0
		My friends recommendation	85	42.5	42.5	82.5
		Customer adviser recommendation	37	18.5	18.5	70.0
		I like the sense of it too	33	16.5	16.5	86.5
		Others	27	13.5	13.5	100.0
		Total	200	200	200	
Turkey	Valid	Commercial effects	11	5.5	5.5	5.5
		My friends recommendation	77	58.5	58.5	25.5
		Customer adviser recommendation	40	19.0	19.0	44.0
		I like the sense of it too	38	17.0	17.0	64.0
		Others	34	100.0	100.0	83.0
		Total	200			100

As you can see, friend's recommendation is very important point about choosing perfumes with 42.5 percent in UK and 58.5 percent in Turkey. Friends and family are the other point with almost 21 percent and the sense of perfume is the last option with 16.5 percent for taking the certain brand of perfume in UK.

7. Why you usually use perfume?

Table 5.7:Analysis of 7th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	I prefer to smell well	73	36.5	36.5	36.5
		Sex appeals	34	17.0	17.0	53.5
		To respect myself	70	35.0	35.0	88.5
		To be particular	8	4.0	4.0	92.5
		It is suitable for my characteristic	13	6.5	6.5	99.0
		Others	2	1.0	1.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	I prefer to smell well	67	33.5	33.5	33.5
		Sex appeals	20	10.0	10.0	43.5
		To respect myself	90	45.0	45.0	88.5
		To be particular	6	3.0	3.0	91.5
		It is suitable for my characteristic	14	7.0	7.0	98.5
		Others	3	1.5	1.5	100.0
		Total	200	100.0	100.0	

According to table 5.7 both English and Turkish people wear perfume for its smell. The important issue here is the respect point of perfume as both groups believe that the perfume could be a sign which someone respect himself.

8. How long have been wearing it?

Table 5.8:Analysis of 8th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Less than a year	45	22.5	22.5	22.5
		1-2 Years	68	34.0	34.0	56.5
		More than two years	87	43.5	43.5	99.0
		Total	200	100.0	100	100.0
Turkey	Valid	Less than a year	55	27.5	27.5	27.5
		1-2 Years	49	24.5	24.5	52.0
		More than two years	96	48.0	48.0	99.0
		Total	200	1100.0	100.0	100.0

Due to table 5.8, both Turkish and English students change their perfume after at least two years, it might come back to the price of luxury brand of perfumes and also it could be mentioned that the prices are not suitable for people in young age group.

9. How often do you buy a perfume?

Table 5.9: Analysis of 9th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Monthly	32	16.0	16.0	16.0
		Bimonthly	76	38.0	38.0	54.0
		Twice a year	48	24.0	24.0	78.0
		Every year	35	17.5	17.5	95.5
		I scarcely buy a perfume	9	4.5	4.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Monthly	36	18.0	18.0	18.0
		Bimonthly	80	40.0	40.0	58.0
		Twice a year	50	25.0	25.0	83.0
		Every year	22	11.0	11.0	94.0
		I scarcely buy a perfume	12	6	6	100.0
		Total	200	100.0	100.0	

According to table 5.9, both English and Turkish students buy their favorite perfumes bimonthly but less than 7 percent scarcely buy the perfume. It would show the importance of perfume as a makeup tool.

10. How much do you usually spend on perfume per year?

Table 5.10: Analysis of 10th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Less than 50£	19	9.5	9.5	9.5
		51-150£	118	59.0	59.0	68.5
		151-500£	54	27	27	95.5
		More than 500£	9	4.5	4.5	100
		Total	200	100.0	100.0	
Turkey	Valid	Less than 50£	20	10.0	10.0	10.0
		51-150£	120	60.0	60.0	70.0
		151-500£	45	22.5	22.5	92.5
		More than 500£	15	7.5	7.5	100.0
		Total	200	100.0	100.0	

According to table 5.10, the price and the quality both together make role as in both groups majority of students buy their perfumes with suitable (51-150£) price. The striking point here is there rate of expenses for perfumes with more than 500 £ price, In turkey 7.5 percent of students wear those perfumes but in UK only 4.5 percent can afford buying them.

11. Where do you usually buy perfume?

Table 5.11: Analysis of 11th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Cosmetic shops	117	58.5	58.5	58.5
		Department store	14	7.0	7.0	65.5
		Duty free shops	59	29.5	29.5	95.5
		Pharmacies	9	4.5	4.5	99.5
		Other	1	0.5	0.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Cosmetic shops	119	59.5	59.5	59.5
		Department store	9	4.5	4.5	64.0
		Duty free shops	59	29.5	29.5	93.5
		Pharmacies	1	0.5	0.5	94.0
		Other	12	6.0	6.0	100
		Total	200	100.0	100.0	

As you can see in table 5.11, both groups prefer to buy their perfumes from cosmetic shops since they could access to wide variety of brands. For both groups duty free shop is the second choice since they can buy their favorite perfumes with more suitable price.

Please rate blow questions: 1= Strongly Disagree, 2= Disagree, 3= neither disagree nor agree, 4= Agree, 5= Strongly Agree

12. Perfume belongs luxury level for me.

Table 5.12: Analysis of 12th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	25	12.5	12.5	12.5
		Disagree	23	11.5	11.5	24.0
		Neither agree Nor agree	57	28.5	28.5	52.5
		Agree	61	30.5	30.5	83.0
		Strongly agree	34	17.0	17.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	34	17.0	17.0	17.0
		Disagree	34	17.0	17.0	34.0
		Neither agree Nor agree	60	30.0	30.0	64.0
		Agree	44	22.0	22.0	86.0
		Strongly agree	28	14.0	14.0	100.0
		Total	200	100.0	100.0	

According to table 5.12 people in both categorize are not determined that perfume is a luxury brand or not as almost half of them consider to a perfume as a luxury material of

their life and the rest believe that perfume is a normal material which belongs to their daily goods.

13. My chosen brand of perfumes are influenced by my favorite celebrities.

Table 5.13: Analysis of 13th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	35	17.5	17.5	17.5
		Disagree	31	15.5	15.5	33.0
		Neither agree Nor agree	58	29.0	29.0	62.0
		Agree	48	24.5	24.5	86.0
		Strongly agree	28	14.0	14.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	47	23.5	23.5	23.5
		Disagree	33	16.5	16.5	40.0
		Neither agree Nor agree	53	26.5	26.5	66.5
		Agree	41	20.5	20.5	87.0
		Strongly agree	26	13.0	13.0	100.0
		Total	200	100.0	100.0	

Due to table 5.13, both group to some extent try to choose their perfume by the idea of the celebrities. The striking point is where that almost 25 percent of each group do not show any consideration to the celebrities at all.

14. I buy the most expensive perfume according to my budget.

Table 5.14: Analysis of 14th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	14	7.0	7.0	7.0
		Disagree	27	13.5	13.5	20.5
		Neither agree Nor agree	50	25.0	25.0	45.5
		Agree	50	25.0	25.0	70.5
		Strongly agree	59	29.5	29.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	19	9.5	9.5	9.5
		Disagree	25	12.5	12.5	22.0
		Neither agree Nor agree	50	25.0	25.0	47.0
		Agree	42	21.0	21.0	68.0
		Strongly agree	64	32.0	32.0	100.0
		Total	200	100.0	100.0	

This table shows that the budget for young people is limited and they cannot focus only on the budget and they prefer to choose their favorite perfumes according to its quality or recommendation.

15. I prefer to buy fake models of perfumes.

Table 5.15: Analysis of 15th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	119	59.5	59.5	59.5
		Disagree	38	19.0	19.0	78.5
		Neither agree Nor agree	26	13.0	13.0	91.5
		Agree	9	4.5	4.5	96.0
		Strongly agree	8	4.0	4.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	130	65.0	65.0	65.0
		Disagree	18	9.0	9.0	74.0
		Neither agree Nor agree	30	15.0	15.0	89.0
		Agree	11	5.5	5.5	94.5
		Strongly agree	11	5.5	5.5	100.0
		Total	200	100.0	100.0	

This table shows that both groups pay attention to the quality of the perfumes and the brand name would not cover their expectations completely as almost 60 percent of both groups are could not trust to fake models of perfumes at all.

16. Perfume is the most striking cosmetic product for men/ women.

Table 5.16: Analysis of 16th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	10	5.0	5.0	5.0
		Disagree	16	8.0	8.0	13.0
		Neither agree Nor agree	48	24.0	24.0	37.0
		Agree	62	31.0	31.0	68.0
		Strongly agree	64	32.0	32.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	12	6.0	6.0	6.0
		Disagree	16	8.0	8.0	14.0
		Neither agree Nor agree	37	18.5	18.5	32.5
		Agree	51	25.5	25.5	58.0
		Strongly agree	84	42.0	42.0	100.0
		Total	200	100.0	100.0	

According to table 5.16, almost 65 percent of both groups believe that the perfume is one of the most important cosmetic product.

17. In order to have a positive influence on people, sometimes, I use perfumes that they would have liked and I would have not used it in other/general occasions.

Table 5.17: Analysis of 17th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	68	34.0	34.0	34.0
		Disagree	21	10.5	10.5	44.5
		Neither agree Nor agree	43	21.5	21.5	66.0
		Agree	39	19.5	19.5	85.5
		Strongly agree	29	14.5	14.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	93	46.5	46.5	46.5
		Disagree	34	17.0	17.0	63.5
		Neither agree Nor agree	31	15.5	15.5	79.0
		Agree	17	8.5	8.5	87.5
		Strongly agree	25	12.5	12.5	100.0
		Total	200	100.0	100.0	

According to table 5.17, young students in Turkey prefer to change their perfumes in various occasions (63 percent) but in UK people are prefer to wear the same perfumes in different occasions (44 percent).

18. The model of the perfume appears someone's characteristic.

Table 5.18: Analysis of 18th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	7	3.5	3.5	3.5
		Disagree	14	7.0	7.0	10.5
		Neither agree Nor agree	38	19.0	19.0	29.5
		Agree	54	27.0	27.0	56.5
		Strongly agree	87	43.5	43.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	8	4.0	4.0	4.0
		Disagree	10	5.0	5.0	9.0
		Neither agree Nor agree	27	13.5	13.5	22.0
		Agree	47	23.5	23.5	46.0
		Strongly agree	108	54.0	54.0	100.0
		Total	200	100.0	100.0	

This table shows that both groups believe that perfumes are very important for their characteristic and it would show their personality, it seems perfume in near future would play more important role in youth behavior.

19. Prefer to buy the same model of perfumes as my clothes.

Table 5.19: Analysis of 19th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	54	27.0	27.0	27.0
		Disagree	34	17.0	17.0	44.0
		Neither agree Nor agree	56	28.0	28.0	72.0
		Agree	41	20.5	20.5	92.5
		Strongly agree	15	7.5	7.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	81	40.5	40.5	40.5
		Disagree	28	14.0	14.0	54.5
		Neither agree Nor agree	45	22.5	22.5	77.0
		Agree	33	16.5	16.5	93.5
		Strongly agree	13	6.5	6.5	100.0
		Total	200	100.0	100.0	

This table shows that Turkish student respect their willing and favorites more than British student as 54 percent of Turkish students believe that the harmony between cloth and the perfume is not initial but in UK this rate is only 34 percent.

20. I usually change my perfume's brand in a few years.

Table 5.20: Analysis of 20th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	24	12.0	12.0	12.0
		Disagree	23	11.5	11.5	23.5
		Neither agree Nor agree	57	28.5	28.5	52.0
		Agree	61	30.5	30.5	82.5
		Strongly agree	35	17.5	17.5	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	34	17.0	17.0	17.0
		Disagree	31	15.5	15.5	32.5
		Neither agree Nor agree	51	25.5	25.5	58.0
		Agree	47	23.5	23.5	81.5
		Strongly agree	37	18.5	18.5	100.0
		Total	200	100.0	100.0	

This table shows that almost 30 percent of each group could not be sure about the date of buying perfumes in near future. Additionally the rates proves that the pace of buying perfumes in UK is higher than the Turkey among young students.

21. I usually use different perfume models at a time (specific models in week days and other models for weekends).

Table 5.21: Analysis of 21th question

			Frequency	Percent	Valid Percent	Cumulative Percent
UK	Valid	Strongly disagree	45	22.5	22.5	22.5
		Disagree	24	12.0	12.0	34.5
		Neither agree Nor agree	49	24.5	24.5	59.0
		Agree	42	21.0	21.0	80.0
		Strongly agree	40	20.0	20.0	100.0
		Total	200	100.0	100.0	
Turkey	Valid	Strongly disagree	61	30.5	30.5	30.5
		Disagree	27	13.5	13.5	44.0
		Neither agree Nor agree	27	13.5	13.5	57.5
		Agree	29	14.5	14.5	72.2
		Strongly agree	56	28.0	28.0	100.0
		Total	200	100.0	100.0	

According to table 5.21, British students prefer to wear different brands of perfumes at a time more than Turkish students. It seems that the economic condition can effect on buying luxury brands of perfumes more than other factors.

5.6 Analyze of Hypotheses

According to above hypotheses, five research questions were designed, analysis of those questions would check success or failure of hypotheses:

I. First research question

Are both English and Turkish youth wear perfumes for the same social purposes?

Majority of the respondents of both groups (46.5 % Turkey vs. 34 % UK) strongly disagreed with the idea that perfumes were socially influential factors. Coupled with the percentages for the “disagreements”, it can be claimed that about 64 percent of Turkish users disagreed with this idea. The same percentage for the British users was about 45.

Thus it can be claimed that the Turkish users – more than British ones – devaluated the social influence of perfumes.

Table 5.22: Frequencies, Percentages and Std. Residual; Social Influence of Perfumes by Countries (Q 1)

			Influence					Total
			Strongly Disagree	Disagree	Neutral	agree	Strongly agree	
	Turkey	Count	93	34	31	17	25	200
		% within Country	46.5%	17.0%	15.5%	8.5%	12.5%	100.0%
		Std. Residual	1.4	1.2	-1.0	-2.1	-.4	
	UK	Count	68	21	43	39	29	200
		% within Country	34.0%	10.5%	21.5%	19.5%	14.5%	100.0%
		Std. Residual	-1.4	-1.2	1.0	2.1	.4	
Total		Count	161	55	74	56	54	400
		% within Country	40.3%	13.8%	18.5%	14.0%	13.5%	100.0%

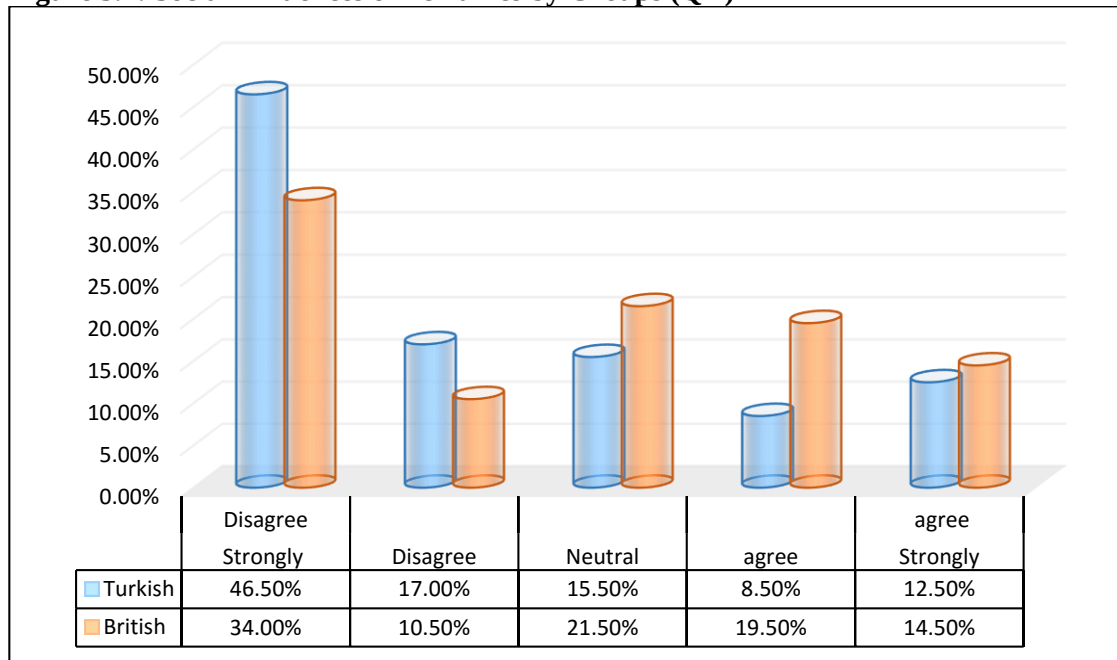
Additionally, the British users attached more value to the social influence of perfumes (35 % = 19.5+14.5) than the Turkish users (21 % = 12.5 + 8.5). Thus it can be claimed that the British users – more than Turkish ones – estimated the social influence of perfumes. About 16 percent Turkish and 22 percent British respondents were neutral.

Only two of them shows the rate +/- 1.96, for example. The British and Turkish users' selection of the agreement choice.

The results of chi-square ($\chi^2(4) = 17.84$, $p = 0.001$, $w = 0.21$ representing a weak to moderate effect size) (Table 5.1) indicated that there were significant differences between the two groups' views on the social influence of perfumes. Thus the first null-hypothesis **was rejected**.

Table 5.23: Chi-Square Tests (Q 1)

	Value	Df	Asymp. Sig. (2sided)
Pearson Chi-Square	17.840	4	.001
Likelihood Ratio	18.131	4	.001
Linear-by-Linear Association	10.060	1	.002
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.00. b. W = square root of ratio of chi-square over total N			

Figure 5.1: Social Influences of Perfumes by Groups (Q 1)

II. Second Research Question

Is there any difference in perception of considering perfume as a luxurious product between British and Turkish Youngsters?

According to Table 5.3 it can be concluded that the British users – more than Turkish teenagers – believed that perfumes were luxurious products (47.5 % = 30.5 % +17), while the same percentage for the Turkish users was 36 percent.

Table 5.24: Frequencies, Percentages and Std. Residual; Perfumes as Luxurious Products by Countries (Q 2)

			Luxurious Product					Total
			Strongly Disagree	Disagree	Neutral	agree	Strongly agree	
Turkey	Count		34	34	60	44	28	200
	% within Country		17.0%	17.0%	30.0%	22.0%	14.0%	100.0%
	Std. Residual		0.8	1.0	0.2	-1.2	-0.5	
UK	Count		25	23	57	61	34	200
	% within Country		12.5%	11.5%	28.5%	30.5%	17.0%	100.0%
	Std. Residual		-0.8	-1.0	-0.2	1.2	0.5	
Total	Count		59	57	117	105	62	400
	% within Country		14.8%	14.2%	29.3%	26.3%	15.5%	100.0%

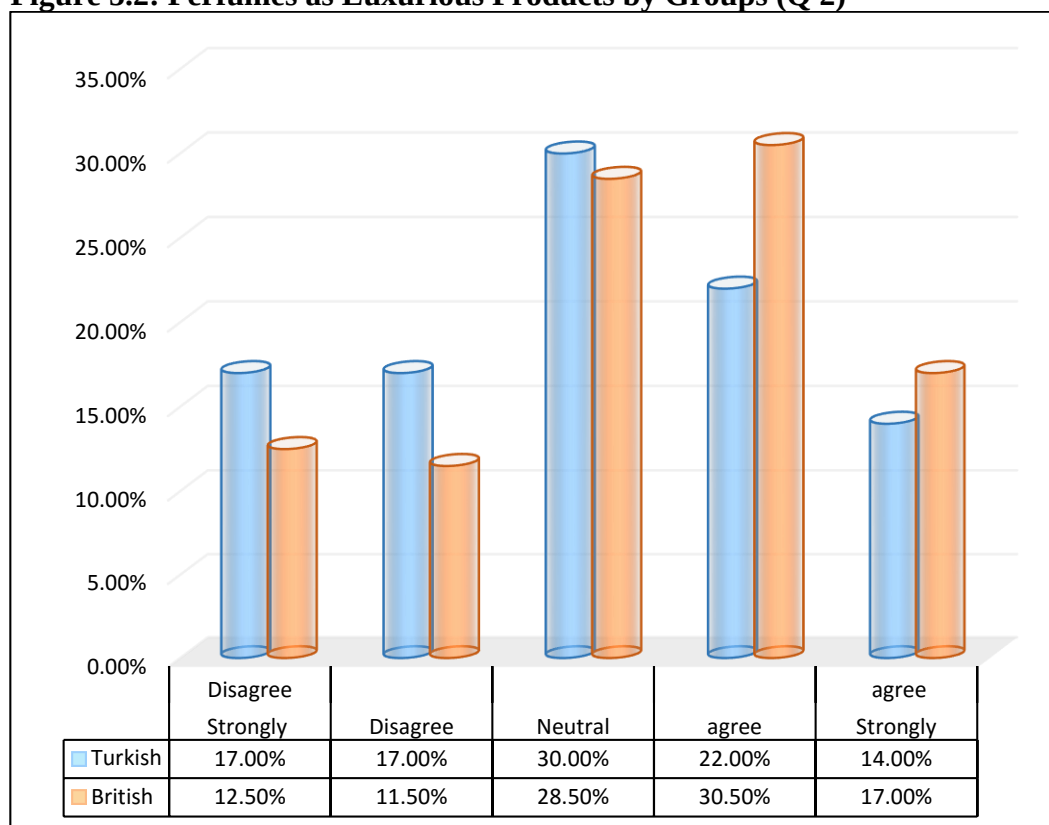
The two groups have almost equally taken a neutral position (28.5 % Britons vs. 30 % Turks). The Turkish teenagers expressed more disagreement 34 % (17 % + 17 %) than the British teenagers 23 % (12.5 % + 11.5 %). Thus it can be claimed that the British users – more than Turkish teenagers – believed that perfumes were luxurious products. Despite these differences, none of the Std. Residuals were higher than +/- 1.96.

The results of chi-square ($\chi^2(4) = 6.90$, $p = 0.141$, $w = 0.13$ representing a weak effect size) (Table 5.4) indicated that there were not any significant differences between the two groups. Thus the second null-hypothesis **was supported**.

Table 5.25: Chi-Square Tests (Q 2)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.906 ^a	4	0.141
Likelihood Ratio	6.937	4	0.139
Linear-by-Linear Association	5.254	1	0.022
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 27.00.			

Figure 5.2: Perfumes as Luxurious Products by Groups (Q 2)



III. Third Research Question

Is there any difference in terms of considering to the perfumes as a unique and important make up tool between British and Turkish youngsters?

According to Table 5.5 it can be concluded that the majority of the British (63 % = 32 % + 31 %) and Turkish (67.5 % = 42 % + 25.5 %) users believed that perfumes were unique make-up products. The British users took a more neutral position (24 % vs. 18.5 %) than Turkish users.

Table 5.26: Frequencies, Percentages and Std. Residual; Perfumes as Unique Make-Up Products by Countries (Q 3)

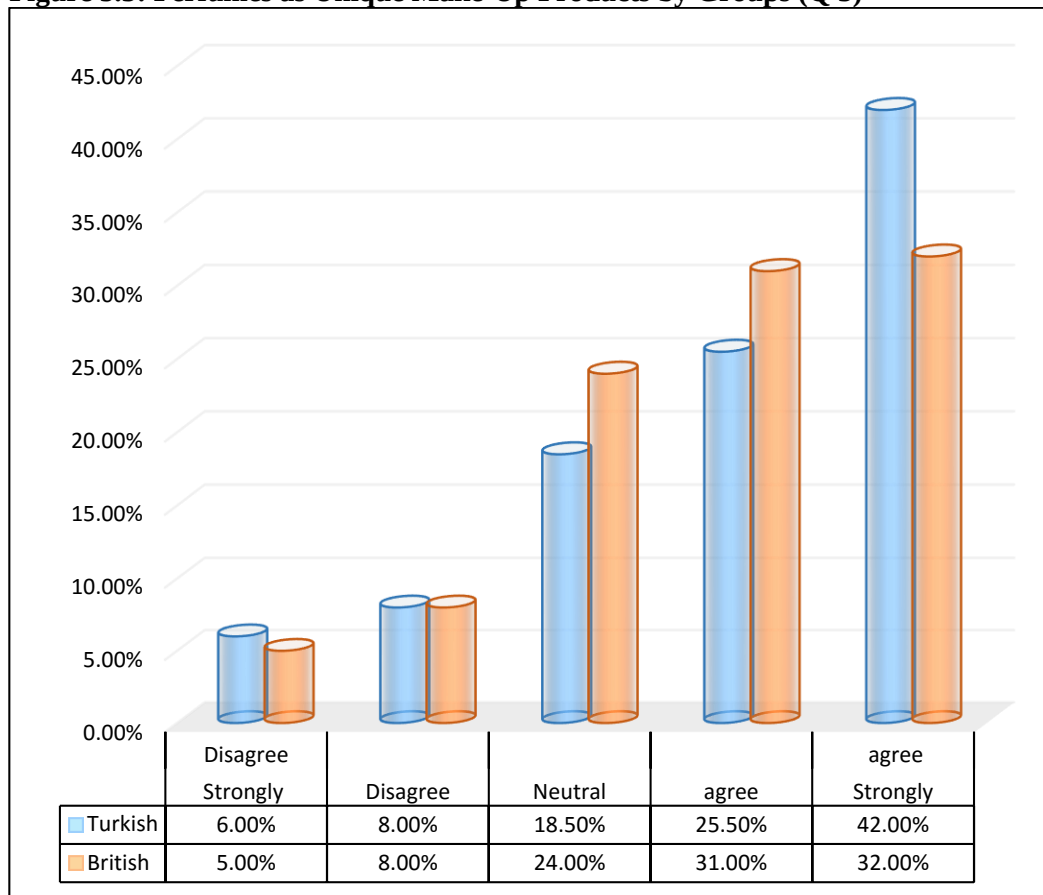
			Unique Make-Up					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly agree	
	Turkey	Count	12	16	37	51	84	200
		% within Country	6.0%	8.0%	18.5%	25.5%	42.0%	100.0%
		Std. Residual	0.3	0.0	-0.8	-0.7	1.2	
	UK	Count	10	16	48	62	64	200
		% within Country	5.0%	8.0%	24.0%	31.0%	32.0%	100.0%
		Std. Residual	-0.3	0.0	0.8	0.7	-1.2	
	Total	Count	22	32	85	113	148	400
		% within Country	5.5%	8.0%	21.3%	28.2%	37.0%	100.0%

The two groups have almost equally showed disagreement (14 % vs. 13 %). Despite these differences, none of the Std. Residuals were higher than +/- 1.96.

The results of chi-square ($\chi^2(4) = 5.37$, $p = 0.251$, $w = 0.11$ representing a weak effect size) (Table 5.6) indicated that there were not any significant differences between the two groups on perfumes as unique make-up products. Thus the third null-hypothesis **was supported**.

Table 5.27: Chi-Square Tests (Q 3)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.379 ^a	4	0.251
Likelihood Ratio	5.393	4	0.249
Linear-by-Linear Association	1.138	1	0.286
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.00.			

Figure 5.3: Perfumes as Unique Make-Up Products by Groups (Q 3)

IV. Fourth Research Question

Is there any meaningful difference by the perception of personal view point about perfumes between British and Turkish youngsters?

According to Table 4.7 it can be concluded that the majority of the British users (89 %) and Turkish users (72 %) users believed that perfumes' smell belongs to the highest quality. The British user's selected all of the other choices popularity (13.5 % vs. 4 %), attractive bottles (5 % vs. 2.5 %) and subtle prices (5.5 % vs. 3%) higher than the Turkish teenagers.

Table 5.28: Frequencies, Percentages and Std. Residual; Point of View on Perfumes by Countries (Q 4)

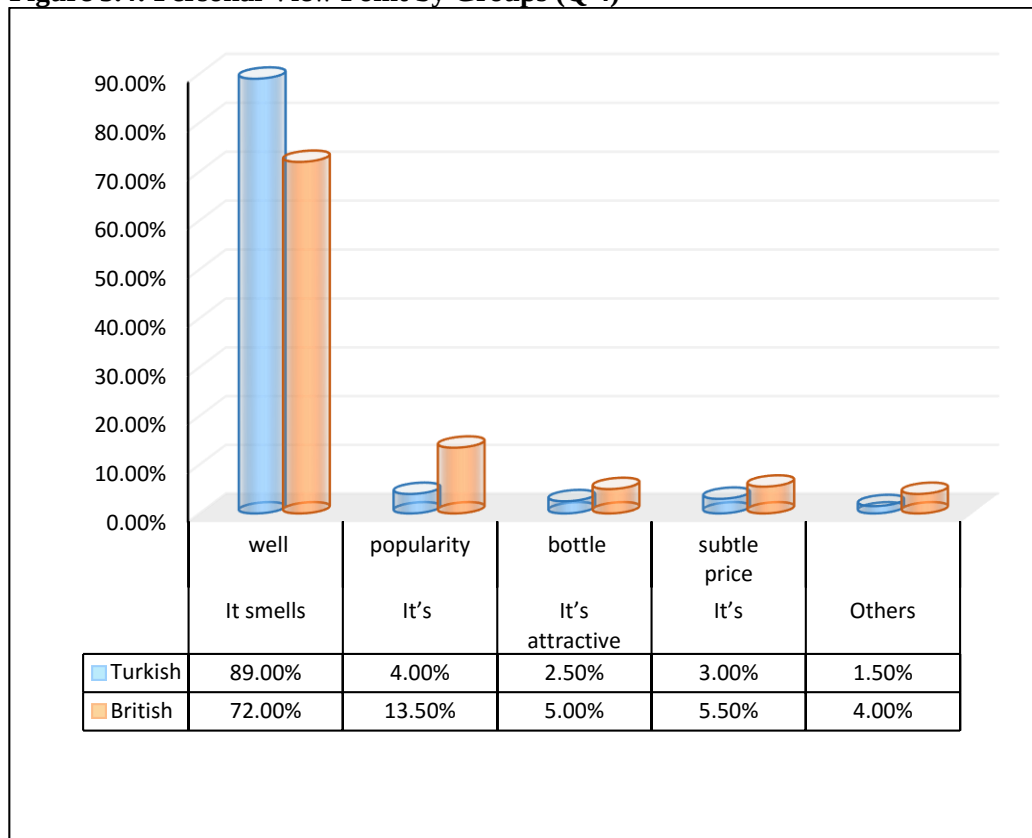
			Point of View					Total
			It smells well	It's popularity	It's attractive bottle	It's subtle price	Others	
Turkey	Count		178	8	5	6	3	200
	% within Country		89.0%	4.0%	2.5%	3.0%	1.5%	100.0%
	Std. Residual		1.3	-2.3	-0.9	-0.9	-1.1	
UK	Count		144	27	10	11	8	200
	% within Country		72.0%	13.5%	5.0%	5.5%	4.0%	100.0%
	Std. Residual		-1.3	2.3	0.9	0.9	1.1	
Total	Count		322	35	15	17	11	400
	% within Country		80.5%	8.8%	3.8%	4.3%	2.8%	100.0%

The only significant difference was on the two groups' views on the popularity of perfumes (Std. Residual = 2.3 for British vs. -2.3 for Turkish Users).

The results of chi-square ($\chi^2(4) = 19.31$, $p = 0.001$, $w = 0.21$ representing a weak to moderate effect size) (Table 5.8) indicated that there were significant differences between the two groups' views on perfumes. Thus the fourth null-hypothesis **was rejected**.

Table 5.29: Chi-Square Tests (Q 4)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.314 ^a	4	0.001
Likelihood Ratio	20.039	4	0.000
Linear-by-Linear Association	11.349	1	0.001
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.50.			

Figure 5.4: Personal View Point by Groups (Q 4)

V. Fifth Research Question

Is there any meaningful difference by the perception of wearing different perfumes for multiple social events between British and Turkish youngsters?

According to Table 5.9 it can be concluded that the Turkish users preferred a variety of perfumes (28 %) more than British ones (20 %). On average almost equal percentages of both groups preferred wearing different brands of perfume (42.5 % Turkey, 41 % UK).

Table 5.30: Frequencies, Percentages and Std. Residual; Wearing Variety of Perfumes by Countries (Q 5)

			Different					Total
			Strongly Disagree	Disagree	Neither disagree nor agree	agree	Strongly agree	
Country	Turkey	Count	61	27	27	29	56	200
		% within Country	30.5%	13.5%	13.5%	14.5%	28.0%	100.0%
		Std. Residual	1.1	0.3	-1.8	-1.1	1.2	
	UK	Count	45	24	49	42	40	200
		% within Country	22.5%	12.0%	24.5%	21.0%	20.0%	100.0%
		Std. Residual	-1.1	-0.3	1.8	1.1	-1.2	
Total		Count	106	51	76	71	96	400
		% within Country	26.5%	12.8%	19.0%	17.8%	24.0%	100.0%

The British users took a neutral position (24.5 %) almost twice as much than the Turkey (13.5 %). More Turkish users disagreed with changing perfume brands (44 % = 30.5 % + 13.5 %) than British teenagers (32.5 % = 22.5 % + 12 %). Despite these differences none of the Std. Residuals were higher than +/- 1.96.

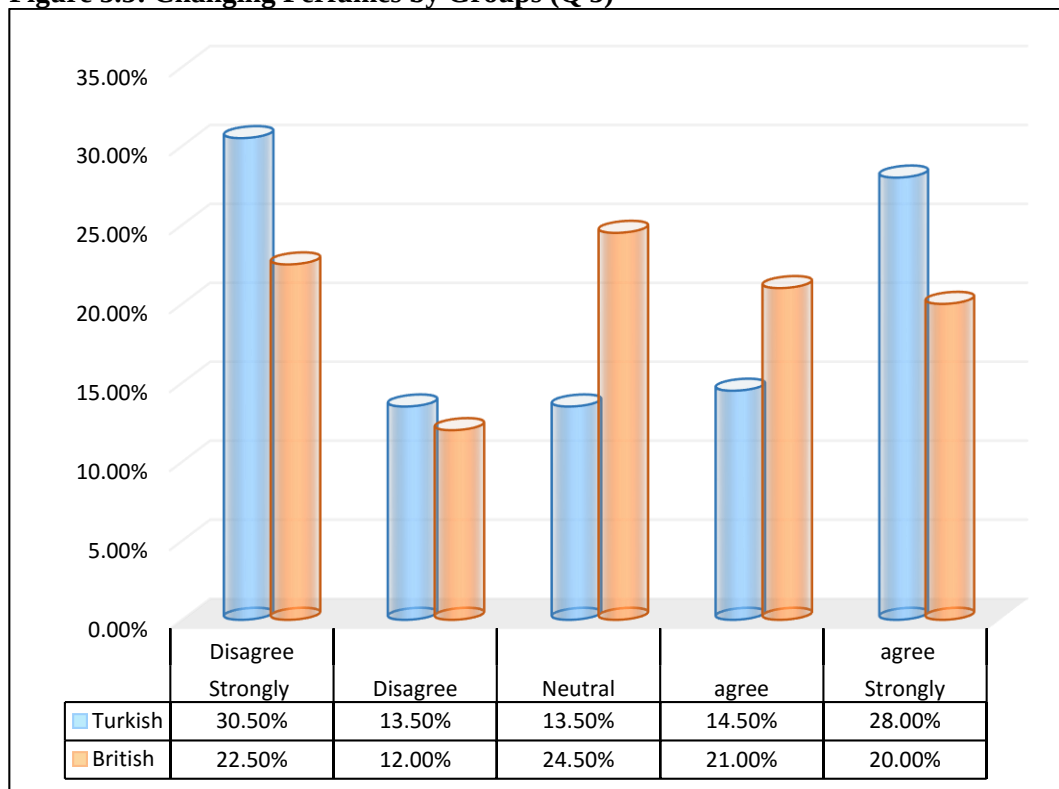
The results of chi-square ($\chi^2(4) = 14$, $p = 0.007$, $w = 0.18$ representing a weak effect size) (Table 5.10) indicated that there were significant differences between the two groups'

views on changing perfumes. Thus the fifth null-hypothesis **was rejected** although the results should be interpreted cautiously due to the weak effect size value of 0.18.

Table 5.31: Chi-Square Tests (Q 5)

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.007 ^a	4	0.007
Likelihood Ratio	14.134	4	0.007
Linear-by-Linear Association	0.275	1	0.600
N of Valid Cases	400		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 25.50.			

Figure 5.5: Changing Perfumes by Groups (Q 5)



6 Conclusion

Generally, youth preferences show increased for buying luxury goods and brands for last ten years but they hardly can afford buying luxury goods such as: houses, cars, jewelries and so on. As a result, they have transmitted some luxury goods like perfumes with costly goods.

This study can be replicated by more participants from different age group. Since this study checked just one age group, this study can be replicated by many different countries, for instance four or five countries from Middle East in comparison with five countries from Europe. This study can also be replicated by changing participants, data gathering tools, and procedures. Moreover, the producers and distributors ideas can also be included in future studies.

According to above statements and analysis, youth behaviors and attitudes are influenced by several features:

The findings indicated that British young age group asserted that perfume is a social phenomenon, and it influences social group as both groups show average rates of social value for luxury brands (almost 40 percent). Thus, it can be concluded that it is very crucial in branding and marketing strategies to collect customer's behavior and sample in their daily lives.

Next analysis proves that perfume is a kind of luxury tool rather than a basic need for many young people as both groups show average rates (almost 40 percent). Both group amazingly show the same rate in their expenses on perfumes as 60 percent of youngers cost between 50 £ to 150 £ (200 TL to 700 TL) per year for buying perfumes but the analysis proves British people have more income than Turkish people, however, they consider perfume as luxury brands than Turkish university students.

Then analysis tries to check if the perfume is a crucial make up tool or not. Both groups show high rate (almost 60 percent) in considering perfumes as striking make up tools. The findings indicated that there was no difference between two country regarding perfume as a make-up tool.

Findings indicate that Turkish students (11 percent) wear fake brands more than British students (8 percent), it seems economic and financial status plays such an important role in this issue.

Among students, both groups prefer to wear various brands of perfumes, Chanel is the widely used brand in both country. Although the both groups find the smell of the perfumes as the most striking point for opting their favorite one, British students pay more attention to the popularity of one specific brands (12 percent) than the Turkish students (4 percent).

This study can have a lot of implications and applications for perfume producers and marketing experts. The producer can vigilantly consider the users' preferences and customer behaviors in buying of a product; therefore, they can put their production strategies in line with the customer preferences and behaviors. It can also exert influence on marketing strategies to see why different people have got different tastes toward different products. They can collect useful data in their search and, regarding the distribution of their products, they can use the findings for those actions.

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APPENDIXES

APPENDIX-1, Survey Questions in English

1- Do you usually use perfumes?

A) Yes

B) No

2- Who often buy your perfume?

A) Myself

B) My spouse or my friend

C) My family

D) Others:

3- Do you always use the same brand of perfume?

A) Yes

B) No

4- Which brand of perfume do you usually use?

A) Hermes

B) Channel

C) C.K

D) Armani

E) Others:

5- Why you choose this specific brand of perfume?

A) It smells well

B) It is popularity

C) It is attractive bottle

D) It is suitable price

E) Others:

6- How you started to use this brand of perfume?

A) Commercial effects

B) My friend's recommendations

C) My family recommendation

D) Customer adviser recommendation

E) I like the sense of it too

F) Others:

7- Why you usually use perfume?

A) I prefer to smell well

B) Sex appeals

C) To respect myself

D) To be particular

E) It is suitable for my characteristic

F) Others:

8- How long have been using it?

A) Less than a year

B) 1-2 years

C) More than two years

9- How often do you buy a perfume?

A) Monthly

B) Bimonthly

C) Twice a year

D) Every year

E) I scarcely buy a perfume

10- How much do you usually spend on it per year?

A) Less than 50£

B) 51-150£

C) 151-500£

D) More than 500£

11- Where do you usually buy it from?

A) Cosmetic shops

B) Department store

C) Free shops

D) Pharmacies

E) Others:

Please rate blow questions: 1 = strongly agree, 2= Disagree, 3= neither disagree nor agree, 4= agree, 5= strongly agree

12- Perfume belongs to my luxury level.

13- My chosen brand of perfumes are influenced by my favorite celebrities.

14- I buy the most expensive perfume according to my budget.

15- I prefer to buy fake models of perfumes.

16- Perfume is the most striking cosmetic product for men/ women.

NO	5	4	3	2	1
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					

17- In order to have a positive influence on people, sometimes, I use perfumes that they would have liked and I would have not used it in other/general occasions.

18- The model of the perfume appears someone's characteristic.

19- I prefer to buy the same model of perfumes as my clothes.

20- I usually change my perfume's brand in a few years.

21- I usually use different perfume models at a time (specific models in week days and other models for weekends).

22- In which age group do you fit?

A) 18-25

B) 26-30

C) 31-35

23- What is your education level?

A) Primary or Guidance school

B) High school

C) Bachelor

D) Master or PHD

24- What is your gender?

A) Male

B) Female

25- What is your occupation?

A) Student

B) Governmental companies

C) Privet companies

D) Manager

E) Self employee

F) Unemployed

APPENDIX-2, Survey Questions in Turkish

1- Parfüm kullanıyor musunuz?

A) Evet

B) Hayır

2- Parfümünüzü kim satın alıyor?

A) Kendim

B) Eşim, Arkadaşım

C) Aile büyükleri

D) Diğer:

3- Sürekli aynı parfüm markasını mı kullanıyorsunuz?

A) Evet

B) Hayır

4- Hangi parfümü kullanıyorsunuz?

A) Hermes

B) Channel

C) C.K

D) Armani

E) Diğer:

5- Bir parfüm markasını tercih etme sebebiniz nedir?

A) Kokusunun güzelliği

B) Marka imajı

C) Ambalajının çekiciliği

D) Fiyatının uygunluğu

E) Diğer:

6- Bu parfüm markasını nasıl kullanmaya başladınız?

A) Reklamlardan etkilendim

B) Arkadaşlarımdan tavsiyesi

C) Ailemde kullananlar vardı

D) Satış temsilcisi tavsiye etti

E) Başkasında koklayıp beğendim

F) Diğer:

7- Parfüm kullanma sebebiniz nedir?

A) Birlikte olduğum insanlara hoş bir koku yaymak

B) Karşı cinsi etkilemek

C) Kendime olan özsaygımdan dolayı

D) Başkalarından farklı olmak için

E) Kullandığım parfümü markasının imajının kendi imajıma yansımaları için.

F) Diğer:

8- Ne zamandır bu parfüm kullanıyorsunuz?

A) 1 yıldan az

B) 1-2 yıl

C) 2 yıldan fazla

9- Ne sıklıkla parfüm alıyorsunuz?

A) Her ay

B) 2-3 ayda bir

C) 4-6 ayda bir

D) 7-12 ayda bir

E) Yılda birden az

10- Parfüme ayırdığınız yıllık bütçe ne kadardır?

A) 100 TL'den az

B) 101-500 TL

C) 501-1000 TL

D) 1000TL'den fazla

11- Parfümünüzü nereden satın alıyorsunuz?

A) Kozmetik mağazaları

B) Marketler

C) Free shoplar

D) Eczaneler

E) Diğer:

Aşağıdaki önermelere ne derecede katıldığınızı;

1 = En Az/ 5=En fazla olacak şekilde değerlendiriniz

12- Parfüm benim için lüks ürün kategorisindedir

13- Parfüm markası seçerken sevdiğim kişilerin etkisinde kalırım

14- Parfüme bütçemin elverdiği en yüksek miktarı ödemekten çekinmem.

15- Orijinal parfümlerin ucuz taklitlerini de satın alabilirim.

16- Bir erkek/kadın için parfüm en önemli kozmetik malzemesidir.

17- İnsanları etkilemek için çok hoşuma gitmese de

NO	5	4	3	2	1
12					
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markası tanınan parfümleri satın alırım.

18- Parfüm kişinin tarzının bir parçasıdır.

19- Giyim konusunda tercih ettiğim markaların ürettikleri aynı marka parfümleri tercih ederim.

20- Birkaç senede bir sürekli kullandığım parfüm markasını değiştiririm.

21- Aynı anda farklı parfüm markalarını kullanırım (iş yerinde ayrı, haftasonunda ayrı).

22- Yaş, durumu:

A) 18-25

B) 26-30

C) 31-35

23- Eğitim durumu

A) İlk ve Orta

B) Lise

C) Üniversite

D) Yüksek lisans ve doktora

24- Cinsiyet

A) Erkek

B) Kadın

25- Meslek

A) Öğrenci

B) Memur

C) Özel sektörde çalışanı

D) Yönetici

E) Serbest meslek

F) İşsiz