

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Bachelor Thesis**

**Digital versus traditional marketing for perfume products**

**Saule Turgambayeva**

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# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## BACHELOR THESIS ASSIGNMENT

Saule Turgambayeva

Economics Policy and Administration  
Business Administration

Thesis title

**Digital versus traditional marketing for perfume products**

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### Objectives of thesis

Based on an analysis of digital and traditional marketing techniques for perfume products, the main objective of this thesis is to determine the factors influencing individual's decision when buying a perfume product, and consequently identify the most appropriate marketing techniques for a vendor. The partial goals are:

1. Identify the main differences of perfume industry and its products
2. Define the basics of online marketing and its tools
3. Understand the factors influencing an individual's decision when buying a perfume product.
4. Identify the most appropriate marketing techniques for a vendor operating in perfume industry

### Methodology

The theoretical part will be based on a review of current literature covering the definition of a perfume product, its types, the process of manufacturing, marketing, and the definition of traditional and digital advertising channels.

The practical part will mainly consist of an analysis of responses to a questionnaire resulting in determination of the most beneficial marketing techniques for a vendor.

The practical part will mainly consist of the analysis of questionnaire responses resulting in the determination of the most beneficial marketing techniques for a vendor.

Based on the research and the results of the theoretical part of the work, suggestions will be given to companies working in this industry influencing an individual's decision when buying a perfume product.

**The proposed extent of the thesis**

Approx 40-50 pages

**Keywords**

digital marketing, traditional marketing, perfume products, history of perfume, types of perfume, fragrance industry, marketing communication channels, statistical analysis.

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**Recommended information sources**

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**Expected date of thesis defence**

2020/21 WS – FEM (February 2021)

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## **Declaration**

I declare that I have worked on my bachelor thesis titled "Digital versus traditional marketing for perfume products" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyright.

In Prague on 30.11.2020

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**Saule Turgambayeva**

### **Acknowledgement**

I would like to thank my research supervisor Richard Selby, Ph.D. Without his assistance and dedicated involvement in every step throughout the process, this thesis would have never been accomplished.

# Digital versus traditional marketing for perfume products

## **Abstract**

Bachelor thesis is dedicated to the perfume industry. Aim of this bachelor thesis is to determine the factors influencing individual's decision when buying a perfume product, and consequently identify the most appropriate marketing techniques for a vendor.

Perfume industry has following differences from other business branches: today perfumery is part of a person's style; the core market is North America, but the fastest-growing is Southeast Asia region.

The factors influencing the decision of an individual when buying a perfume product are following: safety shopping because of coronavirus, the participation of a famous person in advertising campaigns, opinion from the environment of a buyer, perfumes as gifts, the purchase and consumption of perfumes is connected with emotions and feelings, advertising in search engines and email subscriptions.

In the end of bachelor thesis following marketing techniques were suggested for a vendor operating in the perfume industry: applying email newsletters to registered users; finding a famous person to advertise products online; using qualitative photography for website; not focusing on price in advertising marketing strategy; emphasizing the shopping online as safe shopping.

There are limitations in this study, such as an uneven number of respondents with a bias towards a younger audience, a limited number of respondents and missing methods of sampling from population.

**Keywords:** digital marketing, online marketing, traditional marketing, perfume products, history of perfume, types of perfume, fragrance industry, marketing communication channels, statistical analysis.

# Digitální versus tradiční marketing pro parfémové výrobky

## Abstrakt

Bakalářská práce je věnována parfémovému průmyslu. Cílem této bakalářské práce je určit faktory ovlivňující rozhodování jednotlivce při koupi parfémového produktu a následně určit nejvhodnější marketingové techniky pro prodejce.

Odvětví parfémů má oproti jiným obchodním odvětvím následující rozdíly: parfémování je dnes součástí stylu člověka; klíčovým trhem je Severní Amerika, ale nejrychleji rostoucí je region jihovýchodní Asie.

Faktory ovlivňující rozhodnutí jednotlivce při nákupu parfémového produktu jsou následující: bezpečné nakupování kvůli koronaviru, účast známé osoby na reklamních kampaních, názor z prostředí kupujícího, parfémy jako dárky, nákup a spotřeba parfémů souvisí s emocemi a pocity, reklamou ve vyhledávačích a e-mailovými předplatnými.

Na konci bakalářské práce byly pro prodejce působícího v parfémovém průmyslu navrženy následující marketingové techniky: aplikace e-mailových zpravodajů registrovaným uživatelům; nalezení známé osoby pro online inzerci produktů; používání kvalitativní fotografie pro webové stránky; nesoustředit se na cenu v marketingové strategii reklamy; zdůrazňování nakupování online jako bezpečného nakupování.

V této studii existují omezení, například nerovnoměrný počet respondentů s předpojatostí vůči mladšímu publiku, omezený počet respondentů a chybějící metody vzorkování z populace.

**Klíčová slova:** digitální marketing, tradiční marketing, parfémy, historie parfémů, druhy parfémů, voňavkářský průmysl, marketingové komunikační kanály, statistická analýza.



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# 1 Introduction

This work is focused on Digital versus traditional marketing. Undoubtedly, marketing is now the core of the company's strategy. No firm can succeed without it. Marketing is perceived as the science of the market. This discipline is oriented primarily on meeting the market needs with subsequent profit. Nowadays, marketing terminology is focused on both – external and internal environment. An example is the use of marketing fundamental concepts when recruiting employees when a company's position is to be an employer who cares and develops the knowledge of its employees.

In the 21st century, online marketing occupies the key position, since it can do what no other types of marketing may provide - for example, working with a narrow target audience, instant adjustments of online campaigns, receiving and evaluating the results of marketing actions in real time, etc.

An essential part of firm's marketing becomes the operation and building of its online audience. Social networks and blogs are no longer just a platform for communication, they are becoming the main platform for marketing firms. The phenomenon is quickly becoming popular because the new communication methods make it easy to perfectly target a selected group of people. Therefore, firms do not need to make unnecessary efforts to reach their potential clients. It is enough to choose the blogger whose audience meets the requirements of the firm and via this blogger address the selected group of people.

It is impossible to effectively research online marketing of all companies and in all areas within the framework of one thesis. Therefore, it was decided to pick the perfume industry as one of the fastest growing and most dynamic business areas. The research will focus specifically on the area of online marketing in the perfume industry.

Nowadays, the basis of marketing is and relies on customer knowledge. Goods oversupply on the market leads to the fact that it is no longer enough for manufacturers to simply fulfill customer's needs, the manufacturer must be able to work primarily with the buyer's latent needs, needs that are not obvious at the first glance. This statement is more than twice important on the market of perfume industry.

## **2 Objectives and Methodology**

### **2.1 Objectives**

Based on an analysis of digital and traditional marketing techniques for perfume products, the main objective of this thesis is to determine the factors influencing individual's decision when buying a perfume product, and consequently identify the most appropriate marketing techniques for a vendor.

Below is the list of the partial goals:

1. Identify the main differences of perfume industry and its products,
2. Define the basics of online marketing and its tools,
3. Determine the factors influencing an individual's decision when buying a perfume product,
4. Identify the most appropriate marketing techniques for a vendor operating in perfume industry.

### **2.2 Methodology**

Methodically, the work thesis will be divided into the theoretical and practical parts. The theoretical part will be based on a review of current literature covering the definition of a perfume product, its types, the process of manufacturing, marketing, and the definition of traditional and digital advertising channels. This chapter will represent the basis of the thesis will contain the literature research.

The practical part will mainly consist of the analysis of questionnaire responses resulting in the determination of the most beneficial marketing techniques for a vendor. The survey will be distributed via survio.com pages and offline. The research will take the form of a questionnaire with 17 questions. An example of the questionnaire to be used in the study is presented in the appendix part of this work thesis. In total, there were obtained responses from 113 respondents.

Based on the research and the results of the theoretical part of the work, suggestions will be given to companies working in this industry influencing an individual's decision when buying a perfume product.

### **3 Literature Review**

The first part of this bachelor work will aim at the creation of literature research in the studied field. The framework will be the literature used to explore the problems of marketing as well as the challenges of the perfume industry.

#### **3.1 Scope of marketing**

Marketing is undoubtedly one of the main parts of the overall strategy of all firms. It is simply impossible to imagine any successful company without marketing. On the other hand, marketing is a very wide area so we will highlight only those parts of marketing that will subsequently be used in the practical part of the work, such as the definition of marketing, marketing mix, advertising channels, and finally online marketing (Durand, 2018).

Marketing is being interesting for us, due to the fact that it is one of the oldest activities of mankind, and nevertheless, it is considered as the youngest business discipline. The science of marketing appeared in the early 20th century, when supply exceeded demand for the first time, and when price competition was no longer a guarantee of profit.

Marketing, in the modern sense of this term, originated in the early 20th century in the United States thanks to the lectures of Edward Jones, Simon Litman, and George M. Fisk. On the other hand, the fundamentals of advertising in customer communication have always existed, even when there was still no conversation about money and everything was based on the exchange of goods.

There are many definitions of marketing. Here are some of them. According to Boyett (2007) marketing is about creating satisfactory exchanges via effective and integrated communication with consumers and building relations with them. However according to Reid and Bojanic (2016) marketing is about a list of activities including merging integrating and controlling supervision of all companies or organizations efforts that have a bearing on sales. Finally, according to American Marketing Association marketing is the performance of business activities that direct the flow of goods and services from producer to the consumer (Shelby, 2012).

The fundamental concept of marketing is a mutually beneficial exchange between buyer and seller. As a result of this exchange, everyone gets what he wants: the buyer satisfies the existing need, and the seller maximizes the income (Ramaswamy, 2013). That is why the key marketing topic is the price. It is clear that the seller wants to sell the product as expensive as possible, and the buyer wants to buy as cheaply as possible, but still, the price is what unites both of them.

There are, of course, non-price methods of concluding transactions, such as barter. But the applicability of such transactions is limited (Michael, 2008). The next important condition for marketing is the free expression of the seller's and the buyer's will. That is, marketing is founded on the fact that the buyer and the seller are free in their decisions, and no one influences them.

Additionally, the so-called value of the product in the eyes of the buyer has a very important role in marketing (Michael, 2008). The buyer will pay for the product only when he sees the benefit of its consumption. Moreover, the advantage of marketing is that people's needs are limitless, as it was noted in previous centuries that the satisfaction of one need will lead to the emergence of the next necessity.

But the demand is not a reliable indicator as it is constantly changing. For that reason, an experienced marketer looks at his product "through the eyes" of the consumer and tries to guess not only the explicit intentions and desires of the consumer but also its innermost and hidden parts and does not rely only on historical data (Ramaswamy, 2013). It especially applies to the topic of this thesis.

Marketing is an activity that is mostly focused on the external environment of the enterprise (Baker and Sauren, 2010).

But, let's not confuse marketing with simple advertising. Marketing also performs other functions as the following: analytical, production, management and control, selling, and innovation. The key marketing function is related to the analysis of external and internal factors that affect the firm. The fundament of this function is, undoubtedly, the study of the customer needs and the strength of competitors. The production function is based on the development and assimilation of new technologies according to the market needs. Marketing also performs the function of management and control in the company and deals with information support, market information, too (Michael, 2008).

Marketing selling function comes mainly from the pricing and product policies of the organization, and it also aims to increase demand. Marketing innovation is based on the development and creation of new products or services. Not all innovative approaches are successful on the market, it may happen that the market is simply not ready for a certain product (Baker and Sauren, 2010).

Generally, marketing is not just a form of sale, but a whole business philosophy based on the understanding of buyers' needs and the ability to adapt the company's activities to these requirements (Orlando, 2018). Currently, the marketing industry is undergoing a paradigm shift – from marketing that was focused on the implementation of the transaction, to marketing oriented on creating and maintaining relationships with the consumer (Durand, 2018).

## **3.2 Marketing mix**

We will start with a couple of definitions of marketing mix. According to Jefkins et al. (2000) marketing mix is the combination of stages or element necessary for planning and execution of the total marketing operation. Prenzel (2010) defines marketing mix as a set of controllable tactical marketing tools that the enterprise combines in order to produce the desired response among its target audience. Boyett (2007) describes marketing mix as number of activities, that marketers could employ to influence a customers purchasing decision.

From all the above, it can be said marketing mix is a set of tools or parameters given in advance, and its control and operation give marketers the possibility to meet customers' needs. The main task of the marketing mix is to get a comprehensive marketing influence/impact and to resolve effectively the assignments of the company when working while acting on the target market. Undoubtedly, the marketing mix is one of the key concepts in modern marketing because it is a direct fundament for strategy.

The structure of the marketing mix has changed a lot, since its inception, but the basic logic has not changed much. This approach was first mentioned by Neil Borden in 1964 (Prenzel, 2010). Further, there will be presented the following concepts: Base Model: 4P, Extended Model: 8P, and Model 4C. The list of approaches to the marketing mix includes other models too, but the three concepts will only be considered, by reason of the aims of this bachelor work.

### **3.2.1 Base Model: 4P**

The original approach to marketing mix was based on four system elements: product, price, place, and promotion. The first is the exact offer of the company on the market. Moreover, the term product does not mean only a physical product, but it may include a service provided to a client.

At this stage, the company must come to a decision not only about the functionality of the product but also about its symbolism (name, logo, corporate identity), the required level of product quality, product variability or product range, of course, the support and level of service in case of a subsequent request from the client (Tajvidi and Karami, 2016).



Price is the only part of the marketing mix that generates profit to the firm under review. This element should take into account: the costs of the firm, and the potential customers' capacity to pay, and the strength of competitors in the market (Jefkins et al., 2000).

In addition, the price of the product should not be the cheapest possible. In order to illustrate, there is the company Apple with its product price, which is sometimes twice higher as the prices of the direct competition firm. There is only one reason for this situation – Apple customers are willing to pay much more for what, in their own opinion, most effectively solves their needs, so advertising of Apple company is focused not on the price, but it is focused on the benefits arising from the product's consumption.

Place – is not just a location where somebody can buy or sell products. This term refers to the overall availability of a product for a target market. Goods must be available to the target audience in the right place and at the right time. That is, the product must be available where the target consumer is. Everything depends on the preferences of the target audience, and the fundamental of marketing in this domain is to concentrate on the availability of the product for purchase (Reid and Bojanic, 2016).

Promotional – is the main theme of this bachelor's thesis. It includes all types of marketing communications that help us to attract consumers' attention to the product, and the key place is occupied by advertising. Besides, it also includes the activity of the company done with the purpose of building knowledge about the product, the image of the company, and its key characteristics, as sponsorship or Public Relations. The purpose of the company, as mentioned above, is not only to sell but also to create positive and long-term relationships with its potential buyers (Reid and Bojanic, 2016).

### **3.2.2 Extended model: 8P**

Subsequently, it turned out that the basic model was not sufficient, and there was necessary to make improvements, as the four previous components no longer met market needs. Thus, the original 4P model was improved by adding the following components: People, Process, Partners, and Physical Evidence.

People – are a new term that was added, because people are those who can influence product perception, and it is people who are the main implementers of the policy of the company. This segment is founded principally on training employees in a certain way,

which is highly important because the employees should be able to fully present the beneficial aspects of the product to potential customers.

This element speaks that firms should give training to their personnel and help them build motivation, develop the necessary skills and competencies. New times have also brought consumers into this group as “opinion leaders” who can influence the target group (Rees and Smith, 2016).

Process – this element refers specifically to the internal activities of the company. It includes programs aimed at improving the internal processes of providing services. Partners – is the last parameter of the advanced model. This parameter is based on the fact that a company cannot be successful without its partners and qualitative relationships with them. There are even opinions saying that consumers of goods and services of a given firm can be considered partners. Physical evidence - is focused on the analysis of the environment that surrounds the consumer at the time of purchasing a product or service (Leeflang et al., 2013).

### **3.2.3 Model 4C**

The new model, just like the original one, has four areas: Customer, Cost, Convenience, and Communication. As said before, the product is the fundament of the previous two models. On the other hand, the consumer does not buy a product in order to own it but to benefit from the product.

The original version of the model has suffered a complete revision. The most important in the new model now is the consumer and consumer's needs. The main strategy of the company should not be only the improvement of the product, but which is even more important, the research and analysis of customers' desires and needs. In other words, the general paradigm of the model has been changed. Instead of focusing on the sales, which is the entire quantity of what the firm can produce, the new model is based on selling what the consumer wants to buy (Management Association, 2018).

Instead of the price, the new model deals with all costs paid out by the consumer, namely: the time it takes the consumer to find the company's product and all other associated costs.

Instead of a place, the new model suggests concentrating on the key factor that is the ease of the purchase process for the consumer. The potential buyer should not waste time on product search. The task of a marketer is to make the procurement process convenient and reduce complexity (Management Association, 2018).

The term communication and its meaning remained unchanged. The components of communication in the new model are more linked and indirect interaction.

### **3.3 Advertising channels**

This chapter will describe the main media or advertising tools. The main result of this chapter is the analysis of the most common advertising tools. Advertising can be presented on the following media: Television, Radio, Print media, Internet, Outdoor advertising and Product placement.

Television publicity was the mainstay of media advertising 15 years ago. It can reach a large target audience which is, of course, a great benefit. In addition, these media can reach customers at the household level. It is the reason why television is the media option best suited for products targeting the general market. For example, the publicity of washing powder on a channel that is broadcasted nationwide. It is the main disadvantage of television advertising – it is too wide-scale. Therefore, advertising on television is losing its influence and is gradually giving way to Internet advertising. TV advertising can also be “violent”. Besides, advertising on television is very expensive, both the production process and the broadcast itself. Not to mention, the public perceives in a negative way people sitting in front of the TV, as lazy and without special interests, by the public. Also, people do not have time to spend their evenings in front of the TV, and they are increasingly giving preference to the Internet (Durand, 2018).

Radio advertisements are distributed mostly locally in the broadcasting range of the radio station. The promotion of a product on the radio has an advantage in price, as well as in reaching people. Car drivers are one of the main target segments. Radio advertisement has a huge disadvantage: no visual effect, for obvious reasons, and it must be very short. Thanks to the possibility of online broadcasting, radio advertising is experiencing a rebirth process - for instance, office workers can turn on the radio online during the working day. Print advertising is the oldest form of product advertising. The main advantage of this advertising medium is that printed products are targeted at a rather narrow group of people. The readers of print media are famous for their loyalty, in contrast to the new media. Including, advertisements that are printed offer marketers the opportunity to present their messages using high-quality images (Simonson, 2013).

Internet advertising is currently the fastest-growing advertising media (Orlando, 2018). This media has the following advantages: the ability to accurately target the advertising message, track the user's reaction to the advertiser's message and, a low price.

Outdoor advertising is represented mainly by billboards. These panels come in a variety of sizes, but the most prominent are large structures located next to vehicles. Their main target audience is people travelling by car or public transport. The second most important advertising element is advertising on signage (signboard).

Product placement is represented by advertisement in films/movies and is characterized by the long-term nature of advertising and the emphasis on hidden messages. This type of advertisement is just perfect for a group of luxury and fashion items, such as watches. A worldwide known example is James Bond and his brand watches Omega. These advertisements are quite expensive, and it is problematic to control their effectiveness.

The above examples of advertising media are not definitive but are the most fundamental. Examples of other advertising media used rarely are: messages on balloons, mobile billboards, plastic bags, grocery carts, booklets, flyers, posters, city-building laser projections, and advertising on mobile devices, etc. (Durand, 2018)

### **3.4 Online marketing**

Internet marketing or online marketing is the practice and theory of using all aspects of traditional Internet marketing. This type of marketing is the youngest of all as it appeared in the 90s, once the Internet developed. Internet marketing, very quickly, stopped being just another sales platform and became an independent part of the business (Halpern, Graham, 2013). Brands like Amazon, Yahoo, Google are proof of this.

Thanks to Internet marketing, there has been a strong increase in the profitability of firms, as advertising costs have fallen sharply and revenues have increased due to a narrow target work with the client. Online marketing has allowed almost everyone, who has a good idea, product, or service to reach the widest possible audience without big investments (Durand, 2018). Therefore, Internet marketing is very positively evaluated, especially by small and medium-sized businesses (Dominguez and Mayrhofer, 2018).

Internet marketing has, in addition to the already quoted price and narrow targeting, and many other advantages over traditional marketing, which include Interactivity, Personalization and quick accessibility (Durand, 2018). Almost any online company can be carried out in real-time and instant adjustment can be made. However, there are certain limitations in this type of marketing, which include the speed of the Internet connection, the consumer cannot try the product before purchase, and the issue of data confidentiality.

Online advertising is the foundation of online marketing (Christiansen, 2013). It is represented by the following types: Contextual advertising, Search engine optimization, advertising in social networks, Banner advertising, Email marketing, Video advertising, Native advertising, Viral marketing. These types of advertising and all their aspects will be analysed further.

PPC advertising (pay-per-click) is based on advertisements (ads) that appear in accordance with a person's search queries. It is based on the work with a specific audience that already has a need for a special product or service. This type of advertising is economically advantageous because you only have to pay for it for clicking on the link, and the display of advertising itself is free (Chaffey et al, 2009).

The principal market for this type of advertising is focused on the Google search engine. It is considered one of the most effective types of advertising on the Internet in terms of attracting direct sales, and the reason is the direct impact of advertising on sales. But once

the payment of this advertising is stopped, its effect immediately drops which, of course, is a big disadvantage.

Search engine optimization, or abbreviated SEO, is the optimization of a website for the needs of specific search engines. Its basis is to ensure the presence of a site on the first search page in the search engine. Unlike previous advertising, SEO is based on a set of actions and comes from constant work. This type of advertising does not have an instant effect or result, in contrast to the previous one. From another point of view, this advertising is significant as a long-term investment of funds, well carried out optimization can attract customers for a long time without any additional costs. Social media advertising is based on targeting advertisements based on specific data that is gathered from user profiles. Almost everyone who has access to the Internet uses social networks, nowadays (Chaffey et al, 2009). At the moment of registration, social networks require users to fill in some personal information, such as information about interests. Subsequently, based on this information, firms build their marketing campaign. Nowadays, social networks have become an integral part of our life, where we are spending more and more time. The main advantage of this type of advertising is that it is not displayed to everyone or massively. It appears to the group of customers who correspond to the product of the company. This advertisement also provides the option to quickly get customers' feedback through Facebook, as it is the main instrument in this domain. Advertisements can also be posted on professional social networks (Jerkovic, 2009).

Banner advertising had an important role in the past, and it was working with banners. Currently, its effectiveness has decreased a lot because of the huge number of these same banners placed everywhere in the cities, and a result the term users' "banner blindness" has recently appeared. Potential customers are already used to the fact that advertisements are shown wherever possible and stopped reacting to them. More than that, users have begun to install add-ons to popular browsers on their computers, which allow them to completely block advertising banners that appear on sites (Chaffey et al, 2009).

Email marketing has also been the mainstay of online advertising in the past. Its effectiveness has now been reduced due to too high mailing that has led to the spam problem. Undoubtedly, this tool is still playing its role in the field of advertising, but an important condition for its implementation is for the future client to subscribe willingly. Conversely, firms using mass mailing may be likely to earn a negative reputation with

potential buyers (Durand, 2018). This type of advertising is very efficient for online stores and serves mainly to send news or to inform about ongoing or future promotions, discounts or sales. The next element of Internet advertising is video advertising. It has appeared relatively recently, but very quickly it gained broad fame and widespread distribution. The fundament of this advertising is working with the video hosting platform YouTube. The popularization of this brand has led to an increasing preference for video content.

The concept of Native advertising is based on advertisements that do not look like advertisements, so the consumer does not understand that he/she saw an advertisement. In this case, the advertisement becomes part of the content. For instance, in a blogger's review of the latest smart phones, one of the models may be exposed more positively. Therefore, the reader or viewer may get the impression that this model is better than the others, although the blogger did not say it directly (Chaffey et al, 2009).

Viral marketing – is a technique in which the information of an advertising nature, so cold word of mouth information, is spread by users at an ever-increasing rate. This type of advertisement is very complicated to be realized because the advertiser must create content that is creative, interesting and catchy. Subsequently, such content will make people want to share.



### **3.5 Perfume industry**

The word “perfumery” has roots in the French language, and it can be translated as – “to scent”, “to fill with aroma”. Currently, this term refers to a collection of products used for flavouring/perfuming, that can be used to aromatize the human body and clothes, linen or even air. For a very long time, the modern term “perfumery” referred to religion. A typical example is the incense, which is still used nowadays in Christian churches. For non-religious purposes, perfumery has been used since Ancient Egypt (Toller and Dodd, 2003). Tapputi is considered the first perfumer (Tietjen, 2020). The undisputed capital of perfumery is considered Paris, where the first production facilities appeared in the Middle Ages. At that time, perfumery was used to drown out unpleasant odours. From the Middle Ages to the present, this city has been considered a trendsetter in perfumery. The products in this sector can be classified as follows: liquid (alcohol-based or oil-based), solid, powdery, gaseous, aroma or gender. As a rule, perfumery products are presented in liquid form.

Besides its direct function of giving aesthetic pleasure, perfumery has other functions too, particularly the beauty products (cream), personal care products (soap), or even household chemicals (powder).

Current perfume market size was valued at about USD 40 Billion, and in 2026 the market size will be valued at USD 56.98 Billion. The main sales market is in North America, where sales account for 18% of the global volume. In the near future, a huge increase in demand is expected in the Southeast Asia region, which is associated with the growth of inhabitants’ welfare of this region. The main players in the modern market are the following companies: Procter & Gamble, L’Oréal, Coty, Unilever, Natura Cosméticos SA, Estee Lauder, Chanel SA, Puig SL, J&J, Avon Products Inc., Beiersdorf and Elizabeth Arden, Inc. (Fortune, 2020).

Unfortunately, COVID-19 has considerably affected the sales of perfumery products, both due to the closure of non-grocery stores and government restrictions on movement. The industry also faced specific problems such as lack of ingredients. On the other hand, many companies focused on the production of antiseptics, which increased sales by 400% (Krushinskaja, 2020).

## **4 Practical Part**

The next chapter of this bachelor's work is oriented to present the results of the research of author's bachelor, along with providing interesting facts from other studies of a similar direction.

### **4.1 Research preparation**

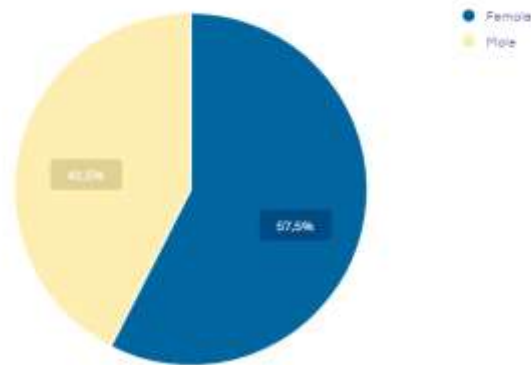
The questionnaire was posted on the Internet address <https://www.survio.com/survey/d/N7A5B2W0S0A8N1O6Q> and it was sent to friends and acquaintances of the author of this work.

Author's choice was the resource <https://www.survio.com/> because it does not require a high payment, it offers all the functionality necessary for the questionnaire: open-ended questions, filter questions, charts, the ability to export data to Excel or Word, and option to set notifications in the English language.

In total, data were collected from ... respondents. The division of respondents by gender is presented in the table below... As seen from the table, the division by gender is approximately the same, the number of women respondents is slightly higher, but it corresponds to the division of people in the population. The number of boys born is always a bit higher than the number of girls, but the number of girls will gradually exceed the number of boys. Moreover, women are the most important buyers of perfumery products.

**Table 1. Gender**

	Answers	Answers in %
Male	48	42,5 %
Female	65	57,5 %

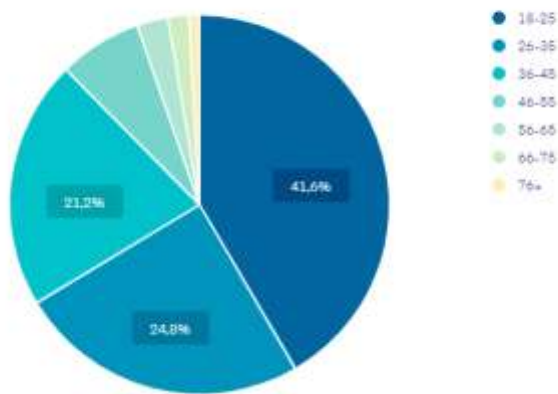


**Source: results of own survey**

The distribution of respondents by age is given in the table .... As seen from the table, the majority of respondents belong to the age group 18-25 years old, which is predictable. It is because the questionnaire was distributed among the acquaintances of the author of this work. There are also respondents of pre-retirement or retirement age in the study. Unfortunately, the classification of people by age does not correspond to the classification of people in demographics. This is the main limitation of this study. The author of this work did not have the possibility to make a classification by age and cover evenly all groups of people by age.

**Table 2. Age**

	Answers	Answers in %
18-25	47	41,6 %
26-35	28	24,8 %
36-45	24	21,2 %
46-55	8	7,1 %
56-65	3	2,7 %
66-75	2	1,8 %
76+	1	0,9 %



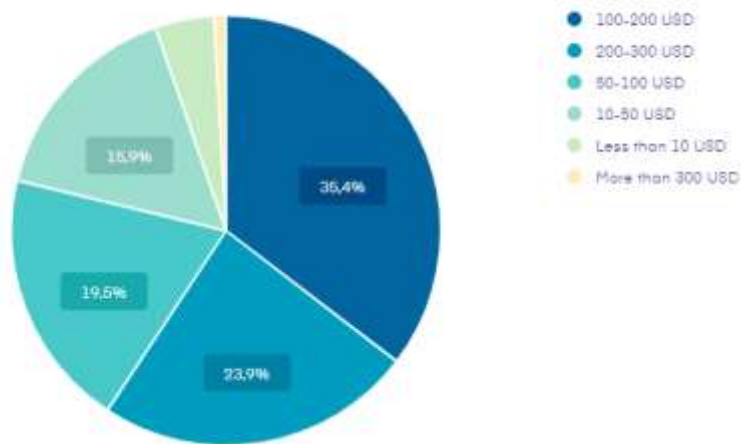
**Source: results of own survey**

Finally, the last general question was about the amount of money people can spend to buy perfume products. As seen from the results, elasticity is not very high, which indicates that people are not very sensitive to the price of the given product. Moreover, it does not correspond to the microeconomic neoclassical theory, which says that luxury goods have a higher elasticity in price than, for example, the essential goods. Undeniably, this observation is very positive for companies, as they do not have to rely solely on product prices to increase sales.

Of all the areas listed above, it is the volume of costs that has great importance for the perfumery industry. Therefore, this particular answer was chosen as the filter question. Further, where possible, other questions will be answered by asking the question “How much money people would want to spend”. That is, this question will be used to create a pivot table. Unfortunately, the settings of survio.com system do not allow to create a pivot table for all questions; so, the pivot table will be presented only where possible.

**Table 3. How much are you willing to pay for the perfume?**

	Answers	Answers in %
Less than 10 USD	40	35,4 %
10-50 USD	27	23,9 %
50-100 USD	22	19,5 %
100-200 USD	18	15,9 %
200-300 USD	5	4,4 %
More than 300 USD	1	0,9 %



**Source: results of own survey**

After putting questions into a meaningful order and format, the questionnaire was tested to 5 different people to make sure that all the answers to the questions are clear to the respondents. After that, the questions wording and answers wording were slightly changed to make them understandable at a glance. Only after that, the questionnaire was published for the general public.

## 4.2 Results of research

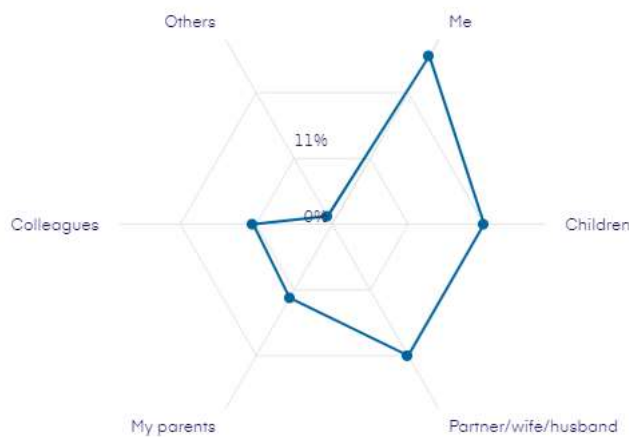
This chapter gives answers to the questions of own research and researches performed by other people. There is a summary of the main findings at the end of the chapter.

### 4.2.1 Own research

The consumers of the fragrances are the buyers themselves. On the other hand, it is clearly seen that the difference from other answers is not so big, children or partners (wives, husbands) with a minimum margin are on second and third places. The conclusion made from this answer is that perfumes are bought mainly as a gift, and not for personal consumption.

**Table 4. Who will use perfume that you normally buy?**

	Answers	Answers in %
Me	64	29 %
Children	50	22,6 %
Partner/wife/husband	50	22,6 %
My parents	28	12,7 %
Colleagues	26	11,8 %
Others	3	1,4 %

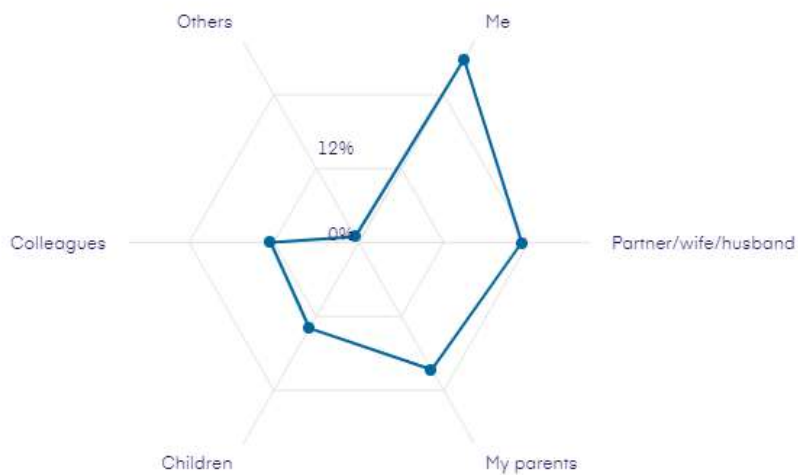


**Source: results of own survey**

There are similar answers observed for the next question - as seen from the table, mostly people - users themselves buy perfumery products.

**Table 5. Who makes the decision to buy a perfume?**

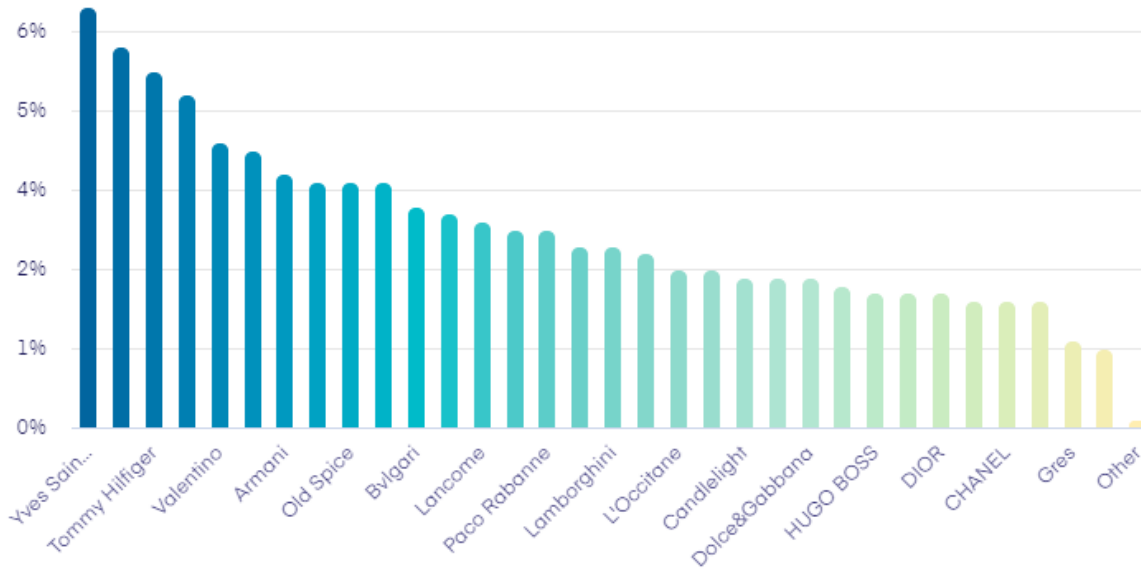
	Answers	Answers in %
Me	62	29,5 %
Partner/wife/husband	48	22,9 %
Parents	43	20,5 %
Children	29	13,8 %
Colleagues	26	12,4 %
Others	2	1 %



**Source: results of own survey**

The following chart indicates the strength of the brand. The graph shows that there is no clear monopolist in the market for this product we can only talk about the leaders and outsiders of the market. The most frequent answer, for example, does not have even 10% of the total number of answers. This situation is showing that there are no explicit leaders, which afterwards gives the perfumery companies real opportunities to enter the market.

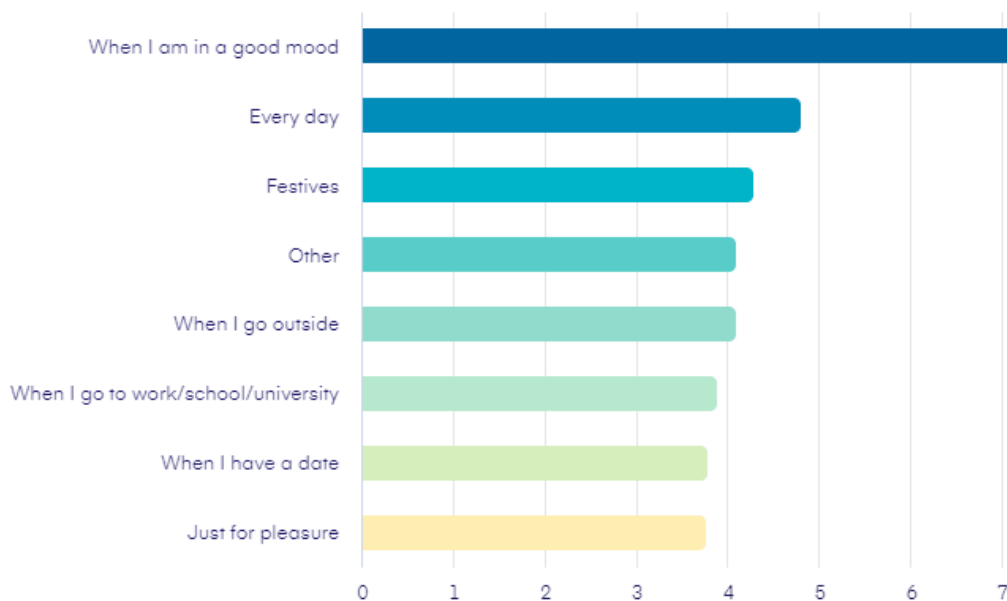
**Chart 1. Brand of perfumes**



**Source: results of own survey**

It is curious about the fact that most people use odours when they are in the mood for it. Therefore, it can be said that buying a perfume is usually an impulsive purchase. Everyday use of aroma – is in the second place, which suggests that the fragrance is part of an image. The rest of the responses received a similar number.

**Chart 2. Arrange the list from the most frequent to the less frequent reason of using perfumes**



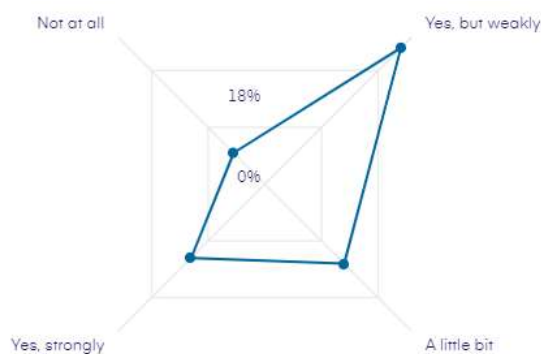
**Source: results of own survey**



It may hardly be said that people are loyal to their perfume brand, which is disappointing for the manufacturer. Buyers change brands easily, and this finding presents challenges for manufacturers.

**Table 6. Are you loyal to your perfume brand?**

	Answers	Answers in %
Yes, but weakly	48	42,5 %
A little bit	28	24,8 %
Yes, strongly	26	23 %
Not at all	11	9,7 %



**Source: results of own survey**

The most loyal to the brand are people willing to spend between \$ 100 and \$ 200. Consequently, advertising should be targeted at these buyers.

**Table 7. Loyalty to brand vs amount in USD**

	Yes, strongly	Yes, but weakly	A little bit	Not at all
Less than 10 USD	0	2	3	0
10-50 USD	3	10	4	1
50-100 USD	5	10	7	0
100-200 USD	13	15	9	3
200-300 USD	6	10	5	7
More than 300 USD	0	1	0	0

**Source: results of own survey**

Gender has no influence on the loyalty – see the chart ... The most loyal group are the youngest people.

**Table 8. Loyalty to brand vs age and gender**

	Yes, strongly	Yes, but weakly	Not at all	
Male	10	26	1	
Female	16	22	10	

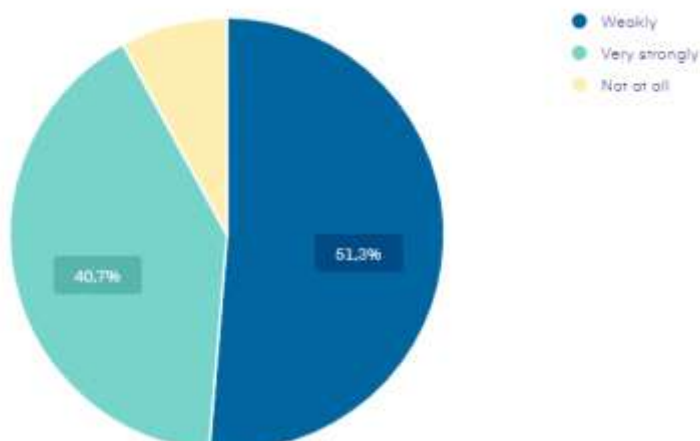
	Yes, strongly	Yes, but weakly	A little bit	Not at all
18-25	15	18	6	8
26-35	6	11	11	0
36-45	3	15	5	1
46-55	1	4	2	1
56-65	1	0	2	0
66-75	0	0	1	1
76+	0	0	1	0

Source: results of own survey

The advertising of perfume through a media personality has its target audience, about half of the people said that a famous person has a very strong role in choosing a fragrance.

**Table 9. How strong are you influenced by a famous person/ celebrity promoting a perfume?**

	Answers	Answers in %
Weakly	58	51,3 %
Very strongly	46	40,7 %
Not at all	9	8 %



Source: results of own survey

If we look deeper on the group, we may see, that elder people are not influenced by a celebrity. However people in the age between 36 and 45 are more influenced. Youngest group is not influenced. On the other hand the more people are willing to spend, the more

they are influenced by a celebrity. Conclusion is clear – use a celebrity if you want to be successful, because you are reaching the wealthiest group.

**Table 10. Celebrity vs age and amount in USD**

	Very strongly	Weakly	Not at all
26-35	9	13	6
36-45	12	11	1
46-55	1	5	2
56-65	1	2	0
66-75	0	2	0
76+	1	0	0

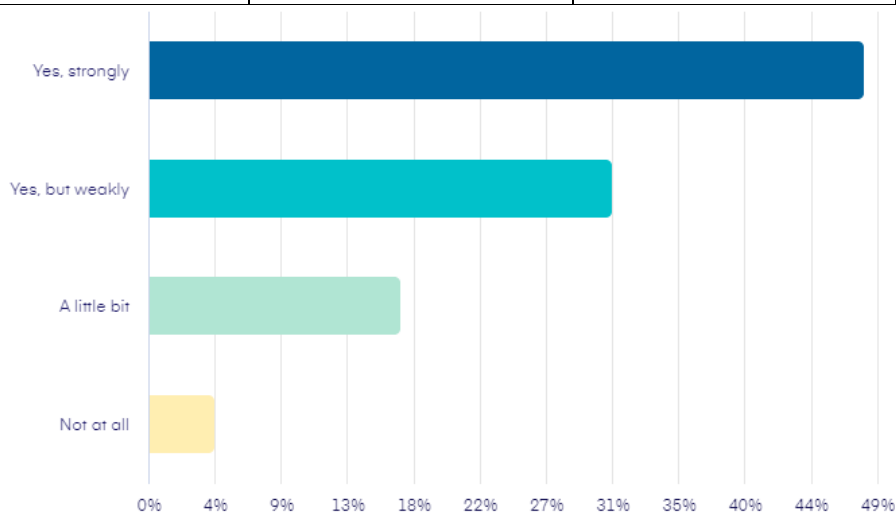
	Very strongly	Weakly	Not at all
Less than 10 USD	1	3	1
10-50 USD	7	10	1
50-100 USD	10	10	2
100-200 USD	17	19	4
200-300 USD	11	15	1
More than 300 USD	0	1	0

**Source: results of own survey**

The coronavirus has had a huge impact on the number of purchases. About half of the people indicated that their shopping habits had changed a lot, and less than 10 people pointed out that their shopping habits have not been affected by the pandemic. There is a logical explanation for this: the fear of infection and movement restrictions applied by the state had led to the fact that people have limited their shopping tours.

**Table 11. Have your shopping habits changed (in general) after the COVID outbreak?**

	Answers	Answers in %
Yes, strongly	54	47,8 %
Yes, but weakly	35	31 %
A little bit	19	16,8 %
Not at all	5	4,4 %



Source: results of own survey

There is no correlation between the cost and changes in consumer’s behaviour; this trend is valid for all groups of buyers.

**Table 12. Shopping habits vs amount in USD**

	Yes, strongly	Yes, but weakly	A little bit	Not at all
Less than 10 USD	1	1	1	2
10-50 USD	6	6	4	3
50-100 USD	8	10	4	0
100-200 USD	23	11	6	0
200-300 USD	15	8	4	0
More than 300 USD	1	0	0	0

Source: results of own survey

Interestingly, but shopping habits are not influenced by gender – both 50 % of males and females chose option “Yes, strongly” - see chart.... If we have a look on gender, it is obviously, that younger people (especially age group 18-25) were more affected. Reason is simple – older people are more conservative.

**Table 13. Shopping habits vs gender and age**

	Yes, strongly	Yes, but weakly	Not at all	Not at all
Male	26	17	1	1
Female	34	21	3	3

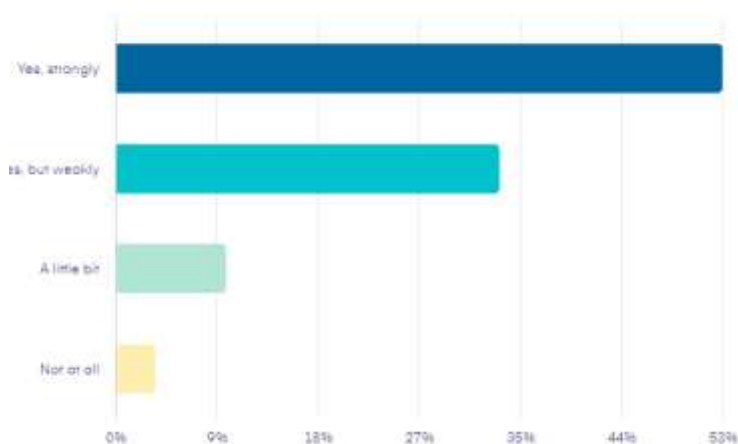
	Yes, strongly	Yes, but weakly	A little bit	Not at all
18-25	30	13	3	1
26-35	12	12	3	1
36-45	15	6	2	2
46-55	1	6	2	0
56-65	0	2	1	0
66-75	2	0	0	0
76+	0	1	0	0

**Source: results of own survey**

Similar results were obtained when asked about purchases related to perfumery products. There is a strong correlation between general shopping habits and shopping habits associated with perfumery only. It can be seen that the coronavirus has a stronger impact on the purchase of perfumery products.

**Table 14. Have your shopping habits, relating to perfume, been affected, after the COVID outbreak?**

	Answers	Answers in %
Yes, strongly	60	53,1 %
Yes, but weakly	38	33,6 %
A little bit	11	9,7 %
Not at all	4	3,5 %



Source: results of own survey

The specifics of aroma purchases are not affected by the volume of costs for these products.

**Table 15. Perfume shopping habits vs amount in USD**

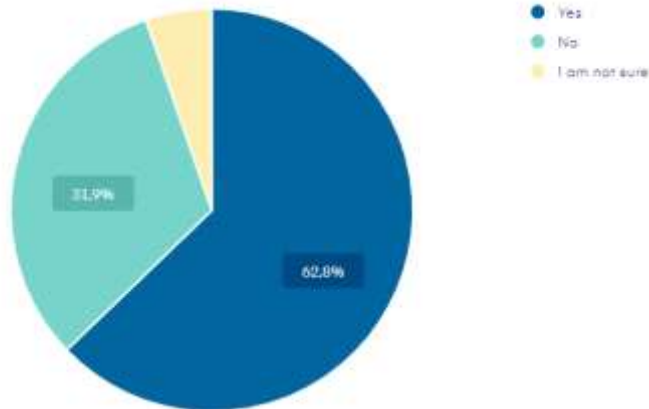
	Yes, strongly	Yes, but weakly	A little bit	Not at all
Less than 10 USD	1	2	1	1
10-50 USD	8	6	3	1
50-100 USD	9	11	1	1
100-200 USD	21	13	5	1
200-300 USD	20	6	1	0
More than 300 USD	1	0	0	0

Source: results of own survey

The answers to the next question confirm the above statement. Most people started buying perfume products online as a result of the coronavirus pandemic.

**Table 16. Did you start buying perfume products after the COVID outbreak?**

	Answers	Answers in %
Yes	71	62,8 %
No	36	31,9 %
I am not sure	6	5,3 %

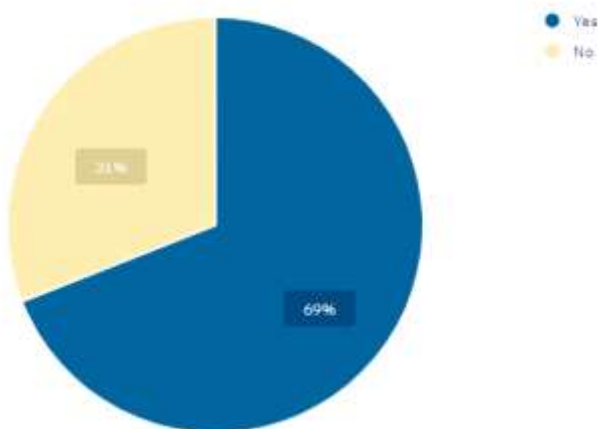


**Source: results of own survey**

Nowadays, more and more people are buying perfume products online. It is curious about the fact that the less a person pays for a fragrance, the more they tend to buy online. Since prices online are usually slightly lower, so it can be concluded that fewer people pay for perfume, the more likely they are to buy it online.

**Table 17. Do you generally buy perfumes online?**

	Answers	Answers in %
Yes	78	69 %
No	35	31 %

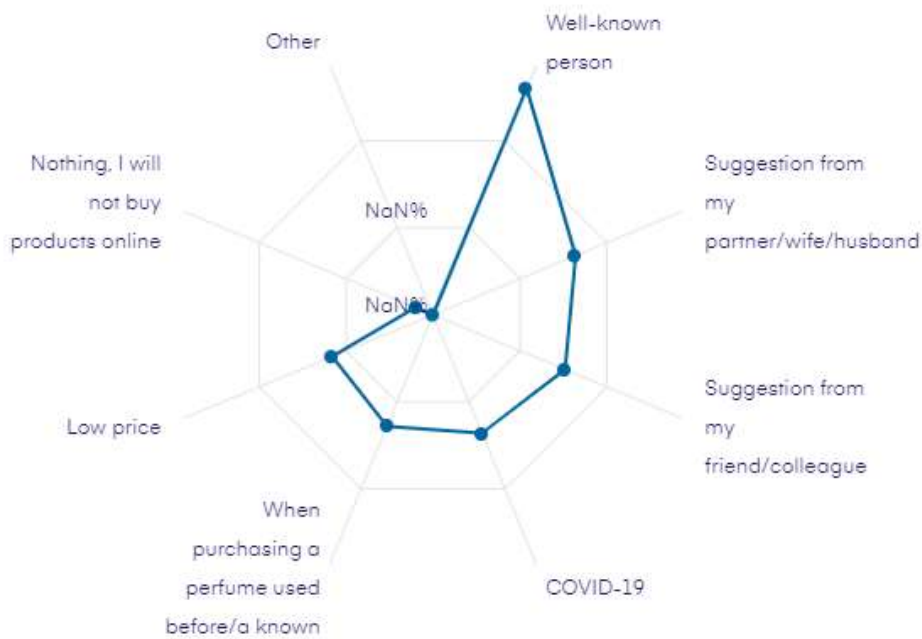


**Source: results of own survey**

There is an interesting feature we have faced. The media persona can influence online perfume purchases. As seen from the table, people are also influenced by their environment - friends, wife, etc.

**Table 18. What will influence you to buy a perfume on internet?**

	Answers	Answers in %
Well-known person	65	26,6 %
Suggestion from my partner/wife/husband	41	16,8 %
Suggestion from my friend/colleague	38	15,6 %
COVID-19	34	13,9 %
When buying a perfume used before/a known fragrance	32	13,1 %
Cheap price	29	11,9 %
Nothing, I will not buy products online	5	2 %
Other	0	0 %



**Source: results of own survey**

Online shoppers can be mostly discouraged by low-quality photos because the process of buying an aroma is primarily an impulsive purchase based on emotions. Thus, the visual side of the issue is of key importance for potential customers.



**Table 19. On the contrary, what may discourage you from buying perfume online?**

	Answers	Answers in %
Low quality of photos	67	36,60%
Missing experience buying perfume online	41	22,40%
Need to test physically the fragrance	34	18,60%
Need to have a contact with a sales person	20	10,90%
Missing references on this e-shop	20	10,90%
Other	1	0,50%

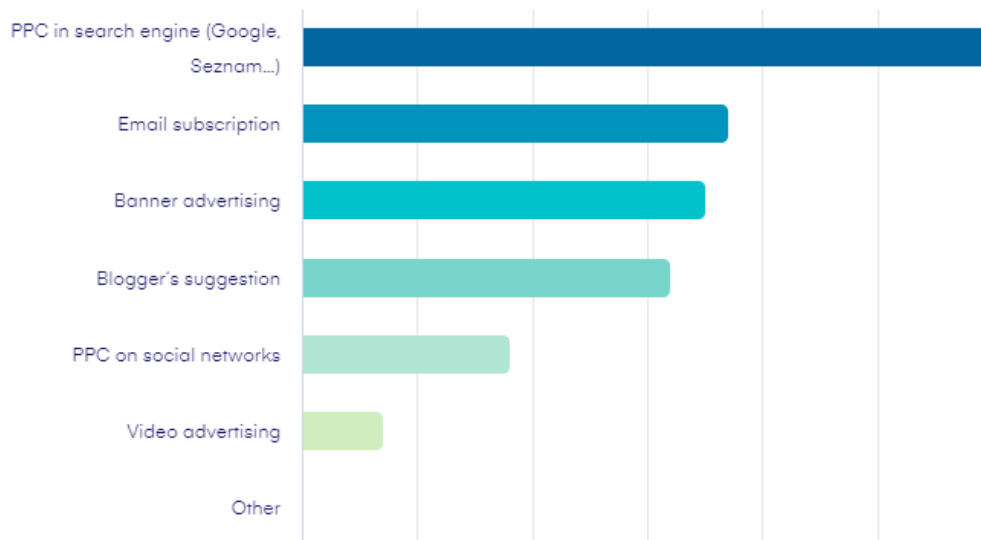


**Source: results of own survey**

When it comes to online sales tools, PPC advertising on search engines takes the main position. Email newsletters are in second place. It should be noted that we refer specifically to the targeted e-mailing of registered users, not spam emailing. Spam e-mails may lead to the opposite effect - people will start to avoid buying this type of product.

**Table 20. Which type of internet advertising could affect you, in terms of purchasing perfume online?**

	Answers	Answers in %
PPC in search engine (Google, Seznam...)	60	31,70%
Email subscription	37	19,60%
Banner	35	18,50%
Blogger suggestion	32	16,90%
PPC in social networks	18	9,50%
Video	7	3,70%
Other	0	0%

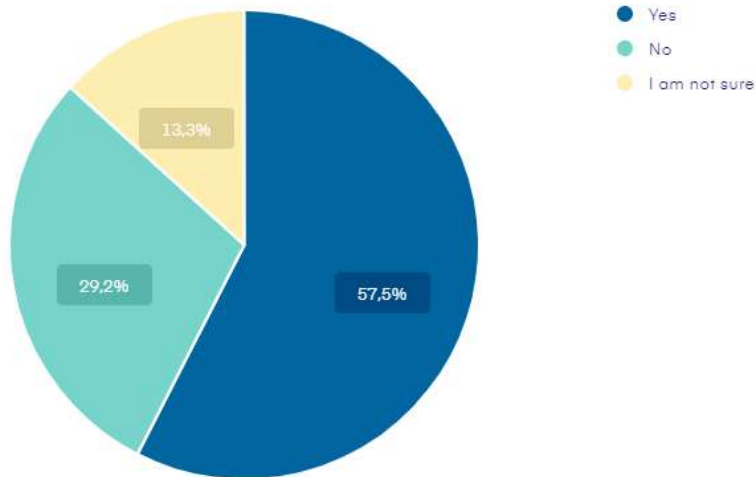


**Source: results of own survey**

The last question suggests that the future of online shopping is positive; people said that online sales have a good future.

**Table 21. Do you think that perfumes can be sold only online?**

	Answers	Answers in %
Yes	65	57,5 %
No	33	29,2 %
I am not sure	15	13,3 %



Source: results of own survey

The answers relating to the last question are not influenced by age or gender – see chart ...  
Only one group was no certain – people in the age of 18-25.

**Table 22. Perfume online vs gender and age**

	Yes	No	I am not sure
Male	29	14	6
Female	36	19	10
Celkem	65	33	16

	Yes	No	I am not sure
18-25	23	16	9
26-35	19	8	4
36-45	16	8	1
46-55	6	3	0
56-65	2	1	0
66-75	1	1	0
76+	0	0	1

Source: results of own survey

#### 4.2.2 Other researches

This chapter will conduct a study of the Secondary source for subsequent comparison with the results obtained from own research. The basis of the next chapter will be the answer to two questions – why people buy perfumes, and current trends and characteristics of online perfume market.

Shopping for fragrances is undoubtedly one of the most subjective purchases that people make. Almost every woman uses perfumery products, while the percentage of men using this type of products is much lower. Each buyer makes his/her decision and has various reasons to buy an aroma: addition to the image, make happy, perfume can give exclusivity and originality, etc. Also, the perfume is a classic gift. The difference between a gift-perfume and other presents is that fragrances are presented as a gift according to a previous agreement, it is hardly possible to find somebody buying a perfume as a gift without specification made in advance (Fancy Journal, 2020).

Perfume consumption is influenced a lot by gender. Women, for example, consume fragrances at all ages. In the case of men, sales are predominant in one segment – from the age of 25 to 45 years old. More than half of aromas are sold through speciality stores. So far, the volume of sales via the Internet is small and does not exceed 10% of the total sales (Fragrantica, 2020).

Another feature of this market is that it is gradually becoming a niche market. People have definitely an interest in selective perfumery, that responds to the client's request for a unique, unusual, very personal fragrance. On the other hand, there is an opposite trend – the times when perfume consumers had 1-2 perfume products on the shelf are already gone. Instead, perfume lovers have a whole "perfume wardrobe" of 5 to 10 scents. Why? Consumers choose the smell to wear depending on the mood or event. Thus, the perfume product gradually turns to be into a wardrobe item - like a dress or a shirt (Chuvashева, 2020).

There is a new trend – the so-called unisex approach. In this approach, niche perfumery is becoming more and more widespread, goes to the masses, such as Calvin Klein CK2 and the new fragrance of Hermes, Le Jardin de Monsieur Li, which are unisex products. 10 years ago, selling products via the Internet was at its beginnings, and nowadays, sales via the Internet are one of the main drivers of this sector. Finally, as in all other markets, there is a trend towards using natural products (Dycheva, 2020).

There is also a significant trend associated with famous actors/actress or musicians. When the name of a celebrity is associated with a fragrance, the sales of this product are much higher because people get to know about the product via the celebrity. Of the famous actors advertising perfume brands, we can mention Jennifer Lopez, Britney Spears or Antonio Banderas (Makintosh, 2020).

## 5 Results and Discussion

### 5.1 Final summary

Here are the following factors or trends that affect the buyer of perfumery:

- Shopping safety because of coronavirus,
- Low impact of the product price,
- Niche product,
- Participation of a famous person in an advertising company,
- The opinion of somebody from the environment of the buyer and perfume as a gift,
- Emotions and feelings,
- Search engine advertising and email subscription.

At the end of 2019, the coronavirus spread very quickly around the world. In addition to the medical consequences as well as several government restrictions, the coronavirus has led to changes in consumer behaviour. People began to buy more and more goods online, including perfume products. It is obvious that the coronavirus epidemic has negatively affected the sales of perfumery products, which are mainly sold in classic stores. From another point of view, COVID outbreak can become a very good opportunity for companies working in the field of perfumery sales.

It is unusual that the study directly indicated the low elasticity of perfumes, although the perfume is a luxury product.

Recently, there has happened a partial change in the strategy of firms' work: from a mass product to a niche product. The firms switch from working with as many buyers as possible to concentrate and sell to specific groups of people. A typical example is a perfume designed specifically for a given person.

In the modern world, there is also a very big increase in the influence of a personal brand, while in previous years, the word "brand" was associated with firms. The 21st century has clearly demonstrated that sometimes a person's brand can have a huge impact on the sales of the perfume, for instance, Antonio Banderas.

Additionally, the buyer is seriously influenced by the personal environment. There are buyers who very often shop for perfumes for their loved ones. The fragrance becoming a gift item has its peculiarities, and it is as a rule bought as a gift on mutual agreement with the person to whom they are meant. It is so for a very clear reason – no one is able to guess the fragrance taste of another person.

When buying perfume, the key role has emotions, not rational thoughts. For this reason, the fundamentals of perfume advertising should be positive emotions.

According to the respondents, the most basic perfume advertising is advertising in search engines and email subscriptions.

## 5.2 Suggestion for companies operating in perfume industry

Based on the research conducted, there have been made the following suggestions:

**Table 23. Suggestion for companies operating in the perfume industry**

Suggestion	Reason for suggestion
Use email subscription	People have positive attitude towards email subscription
Use medial person	People have positive attitude towards medial person
Be careful with quality of photos	Significant role of visual part of web pages
Do not concentrate on low price	Low price elasticity
Emphasize shopping online as s safe shopping	COVID-19, government restrictions

**Source: results of own research**

First, businesses should use email newsletters for their promotions. This method of advertising is quite old, but it has proven itself well, and most of the respondents indicated it as one of the main tools. To be noted that this tool works well with only the condition that emails are sent exclusively to registered users.

Secondly, firms should include famous people in their promotions. The reason is quite simple – the personal brand has an increasingly important position, in the modern world. Thanks to the tool, the respondents are able to recognize a certain type of perfume much faster.

As seen in the results of the study, respondents give big importance to the visual part of web pages and the quality of photographs. So, the visual appealing of web pages must be at their best.

Besides, the study indicated that the low price would not necessarily have an effect and so the firms working in this area are suggested not to focus on the price.

Finally, the latest but not least is the situation with COVID, and government restrictions have led to the fact that people have changed their attitude towards online shopping. Therefore, when advertising, it is also necessary to emphasize that buying fragrance online is safe shopping.



### **5.3 Discussion**

In this chapter, a general discussion of the results of the study will be done. Initially, the price of a bottle of perfume is quite high, but people buy it anyway – the study showed that people are willing to pay between \$ 100 and \$ 300 for a fragrance.

While the costs of perfume production are minimal, the main costs go for distribution, payments to intermediaries and advertising. What is the reason for such a high price? It is quite simple – the smell is the most important component of a person's image, so people are willing to pay that much money for fragrance.

A perfume can be very often purchased as a gift, and it was demonstrated in both, the studies of other authors and this bachelor work, which makes the perfume a peculiar gift since it comes from an agreement between 2 people, the receiver and the buyer. Despite its peculiarity, receiving a fragrance as a gift is believed to be very nice.

The main buyer of odours is, first of all, women of all ages, as men consume perfumes in much smaller quantities. Firms increased the variety of fragrances on the market by offering a fragrance that can be used by both genders - unisex. In connection with the growing interest of men in their appearance, there may be expected an increase in sales of men fragrances.

Until recently, specialized stores were the main sales market for perfumery products; on the other hand, online sales have been growing at a rapid pace. The year 2020 may completely change the strategy and state of the perfumery market. As a result of the pandemic around the world many stores were closed, and trade moved to the Internet. This opinion was proven by our own research. In the near future, online sales may significantly displace or even replace in-store sales.

As in other areas, there is now a strongly pronounced trend in the use of natural products in perfumery products. Also, people are increasingly interested in business ethics and corporate social responsibility, and not just in the quality of the products themselves.

Nowadays, the perfume industry is more and more focusing on advertising via famous personalities, mostly actors and musicians. This point has been demonstrated in this research, where a well-known person was the main reason why people would choose to buy aroma online.

## 6 Conclusion

The first partial goal of the thesis was to identify the main differences in the perfume industry and its products. In this bachelor's work, the following features of this market were indicated: for a long time, perfumery was associated with religious practices or served to combat unpleasant odours; today perfumery is part of a person's style; the core market is North America, but the fastest-growing is Southeast Asia region. Until recently, the perfumes market grew at a rate of more than 10% per year, and currently, the total market volume is USD 40 Billion. But COVID-19 had a strong impact on the situation, and many perfume stores were forced to close, on the other hand, antiseptics production had a positive impact on sector sales.

The second partial goal was the following statement: define the basics of online marketing and its tools. Internet marketing has appeared quite recently - in the 90s, and its development is connected with the growing popularity of the Internet. Due to this marketing, many giants of the modern world have appeared - Google, Amazon, Yahoo, etc. The advantage of this type of marketing is the focus on a narrow target segment, low implementation costs and the ability to monitor changes in marketing policy in almost real-time. Most often, this type of marketing is released using the following tools: PPC advertising (pay-per-click), SEO (Search engine optimization), Banner advertising, Email marketing, video advertising, Native and Viral marketing.

The third partial goal was to determine the factors influencing the decision of an individual when buying a perfume product. The following factors influence the buyer: safety shopping because of coronavirus, the participation of a famous person in advertising campaigns, opinion from the environment of a buyer, perfumes as gifts, the purchase and consumption of perfumes is connected with emotions and feelings, advertising in search engines and email subscriptions.

The final partial goal was to identify the most appropriate marketing techniques for a vendor operating in the perfume industry. This goal can be fulfilled only if we had results from our research and the researches of other authors. Below are proposals for the firms operating in this industry: applying email newsletters to registered users; finding a famous person to advertise products online; using qualitative photography for website; not

focusing on price in advertising marketing strategy; emphasizing the shopping online as safe shopping.

Survey was distributed among the friends and their families, but main results could be extrapolated on other people. Own research excluded people from USA. Finally own research identified main factors affecting the buyer of perfumery: shopping safety because of coronavirus, low impact of the product price, niche product, participation of a famous person in an advertising company, the opinion of somebody from the environment of the buyer and perfume as a gift, emotions and feelings and finally search engine advertising and email subscription.

Based on all arguments mentioned above it could be said, that the main aim of the thesis – based on an analysis of digital and traditional marketing techniques for perfume products, the main objective of this thesis is to determine the factors influencing individual's decision when buying a perfume product, and consequently identify the most appropriate marketing techniques for a vendor – is considered to be fulfilled. The research results can be used by any company operating in the perfumery market.

There are limitations in this study, such as an uneven number of respondents with a bias towards a younger audience, a limited number of respondents and missing methods of sampling from population.

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## 8 Appendix

### Survey

#### General questions

1. Gender (choose only one answer)
  - 1.1. Male
  - 1.2. Female
2. Age (choose only one answer)
  - 2.1. 18-25
  - 2.2. 26-35
  - 2.3. 36-45
  - 2.4. 46-55
  - 2.5. 56-65
  - 2.6. 66-75
  - 2.7. 76+
3. How much are you willing to pay for the perfume (choose only one answer)?
  - 3.1. Less than 10 USD
  - 3.2. 10-50 USD
  - 3.3. 50-100 USD
  - 3.4. 100-200 USD
  - 3.5. 200-300 USD
  - 3.6. More than 300 USD

#### Questions about perfume purchase

4. Who will use perfume that you normally buy (could be more than one answer)?
  - 4.1. Me
  - 4.2. Partner/wife/husband
  - 4.3. Colleagues
  - 4.4. My parents
  - 4.5. Children
  - 4.6. Others
5. Who make the decision to buy a perfume (could be more than one answer)?
  - 5.1. Me
  - 5.2. Partner/wife/husband
  - 5.3. Colleagues
  - 5.4. My parents
  - 5.5. Children
  - 5.6. Others
6. Which perfume brand do you prefer (could be more than one answer)?
  - 6.1. Armani
  - 6.2. Beyoncé
  - 6.3. Bvlgari
  - 6.4. Calvin Klein
  - 6.5. Candlelight
  - 6.6. Cartier
  - 6.7. CHANEL
  - 6.8. Chloé
  - 6.9. Davidoff
  - 6.10. DIOR

- 6.11. Dolce&Gabbana
  - 6.12. Ferrari
  - 6.13. Givenchy
  - 6.14. Grès
  - 6.15. Gucci
  - 6.16. HERMÈS
  - 6.17. HUGO BOSS
  - 6.18. KENZO
  - 6.19. Lacoste
  - 6.20. Lamborghini
  - 6.21. Lancôme
  - 6.22. L'Occitane
  - 6.23. L'Oréal Paris
  - 6.24. Nina Ricci
  - 6.25. Old Spice
  - 6.26. Paco Rabanne
  - 6.27. Ralph Lauren
  - 6.28. Rimmel
  - 6.29. Tommy Hilfiger
  - 6.30. Valentino
  - 6.31. Versace
  - 6.32. Yves Saint Laurent
7. Arrange the list from the most frequent to the less frequent reason of using perfumes (1-most important, 8 – least important)?
- 7.1. Every day
  - 7.2. When I go to a date
  - 7.3. Just for pleasure
  - 7.4. When I go to work/school/university
  - 7.5. Festivities
  - 7.6. When I go outside
  - 7.7. When I am in the mood
  - 7.8. Other – please indicate
8. Are you loyal to your perfume brand (choose only one answer)?
- 8.1. Yes, strongly
  - 8.2. Yes, but weakly
  - 8.3. A little bit
  - 8.4. Not at all
9. How strongly are you influenced by a famous person/ celebrity promoting a perfume (choose only one answer)?
- 9.1. Very strongly
  - 9.2. Weakly
  - 9.3. Not at all

**Purchasing perfume online**

10. Have your shopping habits changed (in general) after the COVID outbreak (choose only one answer)?
- 10.1. Yes, strongly
  - 10.2. Yes, but weakly
  - 10.3. A little bit

- 10.4. Not at all
11. Have your shopping habits, relating to perfume, been affected, after the COVID outbreak (choose only one answer)?
- 11.1. Yes, strongly
- 11.2. Yes, but weakly
- 11.3. A little bit
- 11.4. Not at all
12. Did you start buying perfume products after the COVID outbreak (choose only one answer)?
- 12.1. Yes
- 12.2. No
- 12.3. I am not sure
13. Do you generally buy perfumes online (choose only one answer)?
- 13.1. Yes
- 13.2. No
14. What will influence you to buy a perfume on internet (could be more than one answer)?
- 14.1. Well-known person
- 14.2. Suggestion from my partner/wife/husband
- 14.3. Suggestion from my friend/colleague
- 14.4. COVID-19
- 14.5. When buying a perfume used before/a known fragrance
- 14.6. Cheap price
- 14.7. Nothing, I will not buy products online
- 14.8. Other
15. On the contrary, what may discourage you from buying perfume online (could be more than one answer)?
- 15.1. Missing experience buying perfume online
- 15.2. Need to test physically the fragrance
- 15.3. Low quality of photos
- 15.4. Need to have a contact with a sales person
- 15.5. Missing references on this e-shop
- 15.6. Other
16. Which type of internet advertising could affect you, in terms of purchasing perfume online (could be more than one answer)?
- 16.1. PPC in social networks
- 16.2. PPC in search engine (Google, Seznam...)
- 16.3. Email
- 16.4. Banner
- 16.5. Blogger suggestion
- 16.6. Video
- 16.7. Other
17. Do you think that perfumes can be sold only online (choose only one answer)?
- 17.1. Yes
- 17.2. No
- 17.3. I am not sure