The Correlation Between Feelings and Brand Perception on Purchase Intention

Tooraj Sadeghi and Khadijeh Ghaemmaghami Tabrizi

Department of Business Management, Islamic Azad University-Neyshabur Branch, Pajohesh Avenue, Zip code: 9319613668, Neyshabur,Khorasan Razavi, Iran

Abstract: The goal of this research is to examine the effect of feelings and brand perceptions in purchasing of the same-name fragrances and the rate of familiarity with this concept of perfume. Using stratified random sampling, necessary data was collected from 148 people through a valid questionnaire. Structural equation modeling (SEM) has been used to analyze data and model. This study attempts to review the effective Factors related with feelings, brand perception and purchase decision under a model. The results show that: There is a direct significant relationship between the product feature and feeling during purchase. There is a direct significant relationship between the promotion and feeling during purchase. There is a direct significant relationship between the brand perception and purchase intention. This is the first paper to examine the effect of feelings and brand perceptions in purchasing of the same-name fragrances in a model.

Key words: Same name fragrances · Feelings during purchase · Brand perception · Purchase intention · brand and Islamic culture

INTRODUCTION

Historically, cosmetic, toiletry and fragrance products were available only to the privileged in society. Early beauty aids were often developed within the walls of a temple or monastery. Products, especially personal care products like perfume and cologne, are bundles of both tangible and intangible attributes designed to satisfy the consumer. Scents can play an important part in the introduction of a person. As such, they play a significant role in the creation of an image-a means of presenting the self to others [1].

Creating a strong brand image can be a powerful marketing strategy to reduce uncertainty about evaluation of a product and to increase the purchase intentions. A well-known familiar brand name associated with a positive brand image creates competitive advantages in terms of increasing consumers’ interest, attention and positive evaluation of a product and encourages repeat purchases. Consumers tend to allocate more attention to a familiar brand and to engage more effort in processing information about a product with a well-known brand name. When consumers lack knowledge about attributes of a product and are uncertain about the product, brand names play an important role in reducing perceived risk and assessing product quality [2].

A perfume’s name is an important product attribute. Consumers view a brand as an important part of a product and branding can add value to a product. For example, most consumers would perceive a bottle of Opium perfume as a high-quality, expensive product. But the same perfume in an unmarked bottle would probably be viewed as lower in quality, even if the fragrance were identical [3].

Not that many years ago the idea that a brand created for and promoted to one sex could be extended to encompass both sexes would have seemed bizarre. The tone of voice, image, colors and style of a brand targeted at women would, the old-timers might argue, mean that it is wholly unappealing to men. Clothes brands, accessories and, most of all, fragrances needed different emphases to appeal to their audience.

Unisex and “same-name” brands create an appeal to both men and women unconstrained by the traditional limitations of fashion branding-machismo for men and allure or sensuality for women. The success of brands such as Calvin Klein has changed the way in which we perceive fashion branding since the “unisex” approach taken by this fashion house has succeeded while traditional fashion brands with an expressed gender target have struggled [4].
The same-name brand accepts many of the points made above but the image is less radical. The difference between the sexes is acknowledged but the brand itself is gender neutral. Rather than stressing independence and an “in-your-face” attitude, we might argue that the same-name brands stress partnership. Men and women can share the same brand without it compromising either party’s preferences. However, Markham and Cangelosi report that this sense of sharing of partnership does not represent a significant appeal [3].

Feelings and Perfume: Perfume can be seen as a high-involvement product with a strong ‘feeling’ component, which is purchased on the basis of a transformational motivation [5].

Previous researches (Markham and Cangelosi, 1999; Rue et al, 2000) agreed the importance of fragrance feeling as the most important factor in making purchase intention [6].

In decisions shaped by feelings and emotions the consumer decides according to what they feel. In fact the consumer visualizes and imagines the product or service and estimates and assesses the feeling gained from it [7].

Such positive reactions to perfume may be experienced by the perfume-wearer as well. If this is so, perfume may cause behavioral changes that result in the wearer’s projecting a positive ‘visual’ impression. For example, people in positive affective states tend to be benevolent toward others. In such situations, people are more likely to smile or make eye contact with others, which projects a positive image.

Because perfume attracts attention, those who wear perfume are likely to be conscious of the effect that perfume has on others. Perfume wearers may, in turn, alter their behavior to make themselves more attractive to others [8].

A good brand will make you feel good about the choice you have made, to buy it and to use it. A good brand will help you make that choice in the first place and it can do that because it knows how to make you feel good [9].

The emotional advantages are related to the ability in creation of a sort of feeling in the customer when buying or using the experience. The most powerful brands often present the emotional advantages [4].

Brand Perception: Over the past 20 years the literature has consistently highlighted the importance of brand perceptions and the components of these perceptions, including brand image and associations (Simms and Trott, 2006). Brand perception is consumers’ ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance (Wonglorsaichon and Sathainrapabayut, 2008). Aaker (1991), in his seminal book Managing Brand Equity, identified three key perceptual/cognitive variables: name awareness, brand associations and perceived quality. All three are seen as key determinants of brand loyalty. Feldwick (1996) and Chernatony and McDonald (2003) have distinguished six types of brand attributes:

- Awareness;
- Image;
- Perceived quality;
- Perceived value;
- Personality; and
- Organizational associations [10].

It is well documented that consumers’ perceptions of brands consist of brand awareness and brand image (e.g. Keller, 1998). Awareness of a brand is not likely to be enough to ensure a brand’s success, as it is not in itself likely to be sufficient reason to purchase a product. Successful brands must offer superior value to consumers and differentiate an offering from those of competitors.

This is achieved by building a brand image. Brand image is defined by Keller as “perceptions about a brand as reflected by the brand associations held in consumer memory”. This image may appeal to consumers at a functional or symbolic level. Products bought on a functional basis satisfy immediate and practical needs and decisions are therefore based on objective attributes and criteria, whereas symbolic (intangible) brand components satisfy symbolic needs and emotional wants, such as needs for self-expression and social identification, decisions are therefore based on subjective criteria (feelings and attitudes). The functional and symbolic elements of a brand allow it to serve a number of functions to the consumer. At a practical level the brand name can communicate a guarantee (e.g. quality or VFM), while product benefits can communicate benefits such as; comfort, safety, duration. At an emotional level a brand name may allow the brand to serve functions in personal identification, social identification and status (symbol of power or social status, reflection of social approval, exclusivity, contribution of emotional experiences or technical superiority), product aesthetics may also contribute to this emotional appeal [11].

Unforgettable brand names create image that support each perfume’s positioning. Theses name suggest that the perfume will do something more than just make you smell better.
These names suggest that the perfumes will do something more than just make you smell better. Oscar de la Renta’s Ruffles perfume began as a name, one chosen because it created images of whimsy, youth, glamour and femininity—all well suited to the target market of young, stylish women. Only later was a scent selected to go with the product’s name and positioning.

To consumers, the bottle and package are the most tangible symbols of the perfume and its image. Bottles must feel comfortable, be easy to handle and look impressive when displayed in stores. Most important, they must support the perfume’s concept and image.

So when a woman buys perfume, she buys much, much more than simply fragrant fluids. The perfume’s image, its promises, its scent, its name and package, the company that makes it and the stores that sell it all become a part of the total perfume product. When Revlon sells perfume, it sells more than the tangible product. It sells lifestyle, self-expression and exclusivity; achievement, success and status; femininity, romance, passion and fantasy; memories, hopes and dreams [5].

**Literature Review:** Mensing and Beck (1984) state that, in the development of a human’s life, a person will associate specific odors with pleasant and unpleasant persons, situations and experiences. These socialized experiences contribute to the shaping of a person’s personality, leading to a link between personality and odor preference.

As indicated by Schmitt and Shulz (1995), further research is needed on the exact role that situation and person prototypes play in the perception of fragrances. Building further on Cantor and Mischel (1979), they found that measures of perceived social characteristics of a person are good predictors of people’s product representations. Hence, people may associate a specific perfume (name and scent) with a specific person prototype (e.g. a yuppie, a business executive). However, it is not clear to what extent this refers to what the person thinks of him or herself at this specific moment, or whether it relates to a prototype that is aimed at (e.g. a model or a celebrity). People consume products to construct, maintain and express their self-identity, not only by consuming actual products but also by consuming their symbolic meaning (e.g. Elliot 1994). Elaborating on this symbolic consumption element, Wicklund and Gollwitzer (1982) indicate in their symbolic self-completion theory that people will also try to fill the gap between their actual and aspired status [12].

Wilkie’s (1995) research postulates reasons for using fragrances based on the age demographic—“through the teenage years females are interested in competing with new body odors, defining their territory and attracting men; 20’s—same as the teen years; 30’s—to attract men and for special occasions; 40’s—to please oneself; and 50’s—to be socially acceptable.”[13].

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

Yi et al. (2000) explored Korean female college students’ perfume consumption behaviors by comparing heavy and light users. In the results, female college students preferred imported brands regardless of the users though fashion magazine as a more information source than reference people. Both heavy and light users scientifically considered the fit of fragrance to users in use of perfume while heavy users placed more emphasis on pleasure, individuality and attractiveness of fragrance [14].

Schifferstein and Tanudjaja (2004) investigated whether emotion plays such a role in the color-odor. They used fine fragrances that were not easily identifiable and were, therefore, not easily associated with an item having a particular color (such as lemon odor with the color yellow).

They tested to see if the colors selected as corresponding to odors were related to the emotions elicited by those odors using a semantic differential. They did find that there was a significant negative relationship between the degree to which a particular odor and color corresponded and the difference between the scores of the odor and color on the emotional dimension of pleasure (but not on the dimensions of arousal or dominance). So, the color-odor correspondences they saw were partly due to the underlying pleasantness of the stimuli.

Furthermore, as discussed by Retiveau (2004), a perfume is used to send out a message for three typical purposes. The first motivation to wear perfume is because of a ‘social dimension’ (Bain 1997), in which the target population are the others in general. Graham (1993) calls this the ‘others’ perception motive’. Second, the target can also be a specific person, which Graham (1993) calls the ‘interpersonal attraction motive’. A third target is the own person (‘self-perception’; Graham 1993). In this case a person wears a fragrance to please her/himself [15].

Stephen Warrenburg (2005) explored effects of fragrance on emotions by using Mood Mapping. Mood Mapping provides a choice of eight mood categories to panelists, who are asked to smell the aroma of a sample and ‘pick the mood category that best matches the aroma of the sample.'
He has found that the four positive moods identify the major dimensions of the map. Thus, positive consumer reactions tend to reflect the major mood dimensions of happiness, stimulation, relaxation and sensuality that underlie a wide variety of specific attributes identified as applying to such products.

His study reveals that fragrance is indeed powerful enough to counteract stress in a performance task. This new fragrance technology is being applied to products requiring convincing evidence that a fragrance is physically relaxing, or distressing. Aromatherapy products represent a substantial and growing area of the marketplace and this type of research can strengthen the basis for making stress-relief claims in these products.

Eunah Yoh (2006) explored Korean female college students' perfume involvement by high and low involvement. In the results, people highly involved with perfume shopped more often in perfume specialty stores, considering smelling test as the more important information source than did people in the low involvement group. Young females most liked delightful and young sensibility of perfume fragrance while they disliked stimulating and strong fragrance. People in the high involvement group preferred sophisticated and modern feelings of perfume fragrance more than did people in the low involvement group. Based on results, product development and marketing implications were generated [17].

Janssens and De Pelsmacker (2007) explored the link between personality and perfume choice by using the ‘Big Five’ personality structure for the actual self as well as the ideal-self. They have been found that only a weak relationship exists between perfume choice and the actual self and that there appears to be no support for a relationship between the ideal self and perfume choice [18].

Further more Bulsing and et al. (2007) conducted a research by using the Implicit Association Test (IAT) to explore the associations between certain odors and positive or negative attitudes toward them. The IAT is based on the principle that reaction times measuring the association between words from a target dimension (in this case, odor vs. a neutral reference category) and an attribute dimension (i.e., positive or negative words) reflect the attitude to the target, where attitude-congruent associations between target and attribute are reflected by shorter reaction times.

The results from the implicit test were not always associated with explicitly stated attitudes toward the odor words attests to the fact that the IAT measures the attitude of interest in a different way. As such, the IAT has added value in circumstances where explicit tests can be biased [2].

Zellner and et al. (2008) found that the colors people choose as corresponding to the odors of fine fragrances are influenced by the perceived masculinity/femininity of those fragrances [6].

Weber and Heuberger (2008) measured the relationship between complex, natural odors and affective states, that is, calmness, alertness and mood, in the field. They observed that the unpleasant odor impaired these affective states in humans independent of the order of presentation. On the other hand, no effects of the pleasant odors on mood and calmness were observed in this experiment [19].

Methodology: Structural equation modeling (SEM) with LISREL8.45 was used to analyze the data because it allows estimating multiple and interrelated dependence relationship and un observer factors can be represented in this relationship.

Structural models are formed by defining relations between latent variables, which are higher order variables that represent underlying commonalities of the observed variables. Groups of observed variables are indicators of a latent variable, which is often interpreted as a theoretical construct. The formation of constructs and models together with the error covariance and correlations make up the fundamental dimensions of LISREL. The formation of constructs and models may be described as causal dimensions, whereas the pattern of covariance in error terms and correlations may be described as a structural pattern in data [20].

This research will examine the relation between feeling during purchasing and brand perception with purchase intention of same name fragrances.

All brands which choose for this research have same name perfume in their category and include:

- CHANEL, VERSACE, GUCCI, GIVENCHY, KENZO, DAVIDOFF, CK, LACOSTE, CAROLINA HERRERA, AZZARO

We conducted a pilot study with 27 respondents. the respondents were chosen from the buyer of Same Name fragrance from specialty perfume store. This research use classify sampling. Sample size provides the basis for the estimation of sample error and impacts on the ability of the model to be correctly estimated. As Bentler and cho(1987) reminded, A ratio of ten responses per free
parameters is required to obtain trustworthy estimates [5]. Ding, Velicer and Harlow (1995) note that 100-150 participants are sufficient to conduct SEM. Based on the number of respondents with complete data in this study (n = 200), this yielded a sufficiently large sample for the use of structural equation modeling. After deletion of irrelevant data 148 questionnaires out of 200 were analyzed.

The questionnaire was designed according to the identified factors. In view of the loss of the only existing questionnaire about this subject (the questionnaire related to Markham and Cangelosi’s research in 1999) and the newness of this topic and the limited performed studies the design of the questionnaire lasted 3 months. Due to non-reliability of the original questionnaire another questionnaire was tested and was revised again due to relative reliability. At last after three times of design and execution of the exam the final questionnaire was distributed. For pretest 27 questionnaires were distributed and its reliability was confirmed by Alpha Cronbach. The questionnaire had been designed in two parts and in its first part the questions in the field of the demographic features of the respondents (such as gender, age, martial status and their educations and the rate of their familiarity with the same name perfumes and the prioritizing the 3 brands of which the persons have been used) most have been answered. Its second part including 20 closed questions was designed using five point Likert-type scale anchored from "strongly disagree"(1) to "strongly agree"(5) which studies and reviews the research variables. The questions 1, 2, 3 and 5 are related to such factors as product feature and the questions 8 and 9 related to such factor as country of origin and the questions 4, 10, 11 and 12 related to promotion and questions 13 and 14 related to situation and questions 15 and 16 related to feelings of purchase and questions 6, 7, 17 and 18 related to brand perception and questions 19 and 20 related to such factors as intention. After analysis of the questionnaire the question 5 was omitted from factor of intention and question 10 from the factor of promotion due to the following questions:

- These questions (parameters) exerted a very low weight on their structure.
- Their entry to the model hurts the appropriateness and the competency of the model and a better model is shaped if these questions are not taken into consideration.
- Furthermore these questions were not effective questions.

In according to figure (1) the model proposed for the effective factors determining the decision of purchase has been showed for the perfume product. The following conceptual model indicates the relationship between the variables of this research. As we observe such factors as the product features (PF), country of the origin (COO), promotion (P), situation (S), enter the feelings during purchase (F) and the feelings enter the purchase intention (PI). Also brand perception enters the purchase intention.

Since the present research method is the factor discovery analysis and this method was without hypothesis and since it is a hypothesis-maker and theory-maker itself, some questions, not hypothesis, are raised according to the research goals. The questions of this research belong to relational types which study the procedure of the relation between two or more than two variables. In view of the main and secondary goals and

![Diagram](image)

Fig. 1: The proposed model
Table 1: Summary of statistics

<table>
<thead>
<tr>
<th>Factors</th>
<th>Variable</th>
<th>Observations</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. deviation</th>
<th>Loading factor</th>
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<tbody>
<tr>
<td>Product feature (PF)</td>
<td>x1</td>
<td>148</td>
<td>1.000</td>
<td>5.000</td>
<td>3.818</td>
<td>1.085</td>
<td>0.20</td>
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<td></td>
<td>x2</td>
<td>148</td>
<td>3.000</td>
<td>5.000</td>
<td>4.635</td>
<td>0.571</td>
<td>0.37</td>
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<tr>
<td></td>
<td>x3</td>
<td>148</td>
<td>3.000</td>
<td>5.000</td>
<td>4.881</td>
<td>0.893</td>
<td>0.47</td>
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<tr>
<td>Country of origin (COO)</td>
<td>x8</td>
<td>148</td>
<td>1.000</td>
<td>5.000</td>
<td>3.797</td>
<td>0.937</td>
<td>0.84</td>
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<tr>
<td></td>
<td>x9</td>
<td>148</td>
<td>2.000</td>
<td>5.000</td>
<td>3.750</td>
<td>0.837</td>
<td>0.90</td>
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<td>Situation (S)</td>
<td>x12</td>
<td>148</td>
<td>1.000</td>
<td>5.000</td>
<td>3.615</td>
<td>1.043</td>
<td>0.26</td>
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<td></td>
<td>x13</td>
<td>148</td>
<td>1.000</td>
<td>5.000</td>
<td>3.764</td>
<td>0.947</td>
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<td>Promotion (P)</td>
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<td>5.000</td>
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<td>5.000</td>
<td>3.615</td>
<td>1.043</td>
<td>0.50</td>
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<td>Feeling during purchase (F)</td>
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<td>148</td>
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<td>5.000</td>
<td>4.095</td>
<td>0.729</td>
<td>0.75</td>
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<td>Brand perception (BP)</td>
<td>x6</td>
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<td>Purchase intention (PI)</td>
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<td>3.730</td>
<td>1.143</td>
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<td>x20</td>
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<td>5.000</td>
<td>4.176</td>
<td>0.828</td>
<td>0.55</td>
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</table>

Note: X1 and X16 were omitted because of the reason we indicated above.

also in view of the main question of the research we try to reply to the secondary questions in line with the main question of the research. We can express the main question of the research as follows:

What factors affect the feeling and perception of the brand in buying the same-name perfumes?

And also according to the same basis and in view of the main question of the research the following secondary questions are raised:

- Do the product features affect feelings during purchase?
- Does the country of origin affect the feelings during purchase?
- Does promotion affect feelings during purchase?
- Does the people’s situation affect feelings during purchase?
- Do feelings affect purchase intention during purchase?
- Does brand perception affect intention during purchase?

Demographic Specifications: This part points to the review of the demographic variables such as age, gender, martial status and educations using the descriptive statistics. Only 201 questionnaires out of 300 distributed questionnaires were collected in Mashhad and 1 questionnaire was omitted from the research due to not buying the concerned perfumes. At last 148 questionnaires out of 200 valid questionnaires were analyzed after deletion of the irrelevant data.

In review of the demographic section of the questionnaire the following results were gained:

- Men buy perfume more than women.
- Most of buyers belong to the age group of 25-30 years old and the single subclass and most of them are the holders of the senior high school diploma.

In review of the degree of the familiarity with the meaning and concept of the same perfumes 67% of the respondents have been familiar with this concept. Furthermore in this questionnaire a question has been placed in the purchase of this type of perfumes has been asked from the respondents and if they had not bought perfume they were omitted from the research. Although 67% of the people have been familiar with the perfumes of the similar brand; the other 33% had bought this type of perfumes despite of not being familiar with this concept.

In the reviews and researches about the best-selling brands in Mashhad and the customers’ priority about them Versace was best-selling and Carolina Herrera was the lowest-selling brand bought by the customers (Figure 2).
Construct validity was examined by assessing convergent validity and discriminant validity. Convergent validity is considered acceptable when the entire item loading factor are also greater than 0.5 (Fornell and Larcker, 1981).

Additionally, all the Average Variance Extracted (AVE) values of constructs were higher than 0.50, the suggested minimum except one construct (0.4). The Average Variance Extracted (AVE) can also be used to evaluate discriminant validity. The AVE from the construct should be higher than the variance shared between the construct and other variables in model. Discriminant validity can be checked by examining whether the correlations between the variables are lower than the square root of the average variance extracted (Kim et al, 2008).

Reliability and Validity: The assessment of the measurement models include the estimation of internal consistency for reliability and test of convergent and discriminant validity for construct validity. Internal consistency was calculated using Cronbach’s alpha. This method is applied for calculation of the internal coordination (correlation) and we use the measurement instruments including questionnaires or tests which measure various specifications. In other words Alpha Cronbach measures how well a series of observed variables explain a hidden structure. Table 2 shows the descriptive statistics for the constructs. The Cronbach reliability coefficient of all variables were higher than the minimum cutoff score of 0.6.
appropriate or inappropriateness is tested with experimental data. Figure (1) illustrates the conceptual model of the following research which reveals the relation between the variables of the research. The authenticity and correctness of this model is reviewed. The final model of the research was confirmed as follows:

**CONCLUSION**

In view of the results of the research in relation to perfume the most appropriate tool for promotion of the product is that the marketers and sellers should present free sample. Furthermore since the scent has been marked as the most important factor in product feature the presentation of free sample during purchase can result in their familiarity with new brands and perfumes.

In view of the ever-growing increase of brands and the sense of variety and diversity thirst in people in line with use of newer scent and purchase of other perfumes free sample is an appropriate tool for familiarity with the other perfumes. Furthermore beautiful and smart design and packing can stimulate the people to purchase.

Concerning the effect of the brand perception on the purchase intention we can express the matter as follows:

Brand is used as a very important and effective factor in purchase intention because famous brands decrease the purchase risk and enhance our certainty of the goods quality. Moreover the long durability of famous-brand perfumes increases the people’s tendency to purchase.

Unfortunately due to the increase of the false and forged brands in the market of Iranian perfume and cosmetics and difficulty of identification of the original from the false and forged brands the people have become less certain of brands. An effective way to make sure that
the perfume is original is to examine its durability. False perfumes are less durable compared to the original perfumes and remain only for few hours. Moreover purchasing from the valid stores and shops is the best way to make sure that the perfume is original. Most of the false brands are sold with lower prices.

Since the customers among the perfume-manufacturing countries are more interested in European brands we can say that the European bands are more probable to be sold and imported to Iran than other brands.

In view of the effect of mood in the situation factor we can place the customer in a better situation for purchase through creation of suitable and calm spaces in the stores, the method of appropriate array and arrangement in the shelves.

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