

# The factors affecting local brand perfume packaging on consumers purchase decision in Bangkok

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## Abstract

The purpose of this research is to study the factors affecting the packaging of local brand perfume towards consumers' purchase decision. The questionnaires were distributed to 414 respondents who are interested in purchasing local brand perfume and have used perfume in Bangkok. Multiple Linear Regression and One-Way ANOVA were used to analyze the data. There is an effect between visual packaging design, verbal packaging design, and packaging benefits and consumers' purchase decision. Moreover, educational level is a demographic factor that has an effect on consumers purchase decision; however, age-range and income level do not relate to consumers purchase decision for this sample in Bangkok. The limitation of this research is to find the respondents who are interested in buying local brand perfume and have used perfume, and the research cannot represent all of the Thais. Moreover, the findings of this research reveal how local brand perfume improve its packaging to create awareness and attract more customers.

**Keywords:** consumers purchase decision, local brand perfume, packaging benefits, verbal packaging design, visual packaging design

# 1. Introduction

## 1.1 Background

Based on history, Egyptians were the origin of perfume. Perfume has been used since 2,000 BC until the present and began to be produced in Paris in 1190, later on, the perfume business became widely successful there<sup>1</sup>. Global perfume market is slightly growing at 6.2%, as well as in Thailand that is growing at 4.7% in 2016 and having revenue of 7,700 million baht<sup>2</sup>. The perfume market grows continuously even if the economy in Thailand is unstable<sup>3</sup>. The main reason is because customers love the core value of perfume which is to make their body to be overwhelmed with good smell to attract others, fulfill their personal need and maintain their individuality. Also, changing fashion trends is the reason for increasing in growth rate in this market. Because of these two reasons, perfume companies develop themselves to be unique and introduce new scents to attract various target group of customers throughout the world<sup>4</sup>.

Local brand perfume is the perfume that is produced under SME's brand either mixing by them or hiring Original Equipment Manufacturer (OEM) to build the brand for them. Generally, local brand perfume has been sold in local shopping markets and online channel because target market is low and middle-income level people. The local brand perfume market is big because, from the observation, there is at least one local perfume shop in the local shopping markets in Bangkok. Recently, there are approximately at least 1,000 markets such as at Chatuchak, Pratunam<sup>5</sup>; as a result, there are 1,000 local perfume shops in Bangkok. The reason local perfume shops can still sell the product is because customers who have low and middle-income level also would like to fulfill their needs and maintain their individuality. They cannot afford branded perfumes that are priced high. In addition, amid the high competition in the market, if the local brand perfume does not differentiate itself and customers perceive that every local brand perfume is the same everywhere, can it convince customers to repurchase and become loyal to the brand. Therefore, more local brand perfumes used packaging to be their marketing strategy to differentiate themselves.

Packaging is the marketing tool that can attract customers. Supermarkets in the U.S.A. have 20,000 products that used packaging as a tool to attract customers' attention (Keller, 2012) and becomes an effective tool for marketing strategy around the world.

The local brand perfume that was used as an example in this research also used packaging to be their marketing strategy to attract customers to purchase more local brand perfume and convince customers who purchase counter brand perfume to perceive that luxurious packaging local brand perfume is another alternative for them with a lower price. A new luxurious packaging perfume positioned itself as a luxurious brand was launched last year; however, the product is not successful in the market even if it has heavily promoted on Facebook. Hence,

this research is to understand whether perfume packaging can attract customers to make a decision to purchase local brand perfume. Furthermore, it aims to determine which demographic factors have an effect to purchase decision of local brand perfume. Moreover, the research also studies the behavior of customers who are interested in local brand perfume and have used perfume, their frequency of using perfume, scents they normally like, different perfume scents they have, price and quantity they normally purchase.

Therefore, this research explores the factors that affect local brand perfume packaging on consumers purchase decision in Bangkok in order to promote local product, grow the sales and expand local business in the perfume market.

## **1.2 Research objectives**

- To find out the Visual packaging design and benefits of local brand perfume affects consumers purchase decision in Bangkok.
- To explore the different age range, income levels and educational levels affects local brand perfume packaging on consumers purchase decision.

## **2. Literature review**

This research is developed to study the factors that affect perfume packaging on consumers purchase decision in Bangkok, whether it is influenced by visual perfume packaging, verbal perfume packaging, and/or packaging benefits.

### **2.1 Consumers purchase decision**

The purchase decision is the process of thought that caused consumers to figure out their needs, desire that drives the formation of intention (Perugini and Bagozzi, 2001) before behaving or purchasing a product. According to the theory of attitude, purchase decision is usually formed prior to consumer behavior (Perugini and Bagozzi, 2001), this decision is influenced by packaging (Borishadeet al., 2015) which is marketing factors, however, it also is influenced by internal factors such as perception and attitude and external factors such as culture and family (Mutsikiwa and Marumbwa, 2013). So, the decision of consumers to purchase local brand perfume is explored in order to deeply understand consumers purchase behavior.

### **2.2 Packaging design**

Packaging is to store the product inside, to handle, make the product transportable and also display the product<sup>6</sup>. Packaging can represent branding on labeling that the brand can show information of product on it. According to the discussion toward the packaging elements, there are six key variables which are size, form, brand, color, material, and text. These variables can be divided into two main groups which are crucial for positioning the product (Silayoi and Speece, 2004, 2007). So, verbal and visual elements are to be the focus on this research.

### **2.2.1 Visual packaging design**

Color has a different meaning from one culture to another culture. It can convey many meanings toward various groups of culture (Akbari, 2014; Mhatre (More), 2010). Color can be used to grab customers' attention and communicate unique messages to the customers. Moreover, a shape is one of the visual of packaging design that is important to differentiate a product with other brands (Young, 2004). The shape also impacts the convenience of the customer when they hold the bottle to spray perfume. If it is not fit well with their palm, they may not purchase the product. In addition, pictures and graphics on the packaging are crucial to convey the message and show uniqueness to customers. Sometimes, customers remember the brand from the picture and graphics on packaging. Thus, pictures and graphics that are outstanding and easy to remember are important to be developed as well. The size of the product also affect the needs of customers to buy product because they have different needs (Makanjuola and Enujiugha, 2015); for example, one customer would want a small size of the product because he or she wants to bring it for traveling; on the other hand, another customer would want the big size of the product because he or she buys it to share with other family members. Therefore, if the brand can offer a variety of sizes to customers, the brand can meet and cater to a variety of customers.

### **2.2.2 Verbal packaging design**

Product information is one of the most important verbal packaging designs that helps communicate and provide customers the information about a particular product (Sacharow, 1982). It is crucial especially when a product is not well-known in the market as verbal design can build trust to the customer before they decide to buy because at least they can find the information on the packaging first. Language is also important when the product has been sold in the country where the local language is used as a formal language. The customers prefer to see their own language on the packaging in order to clearly understand the contents of a product they are going to buy. Therefore, language is the major concern for the business that is willing to sell in both domestic and international markets.

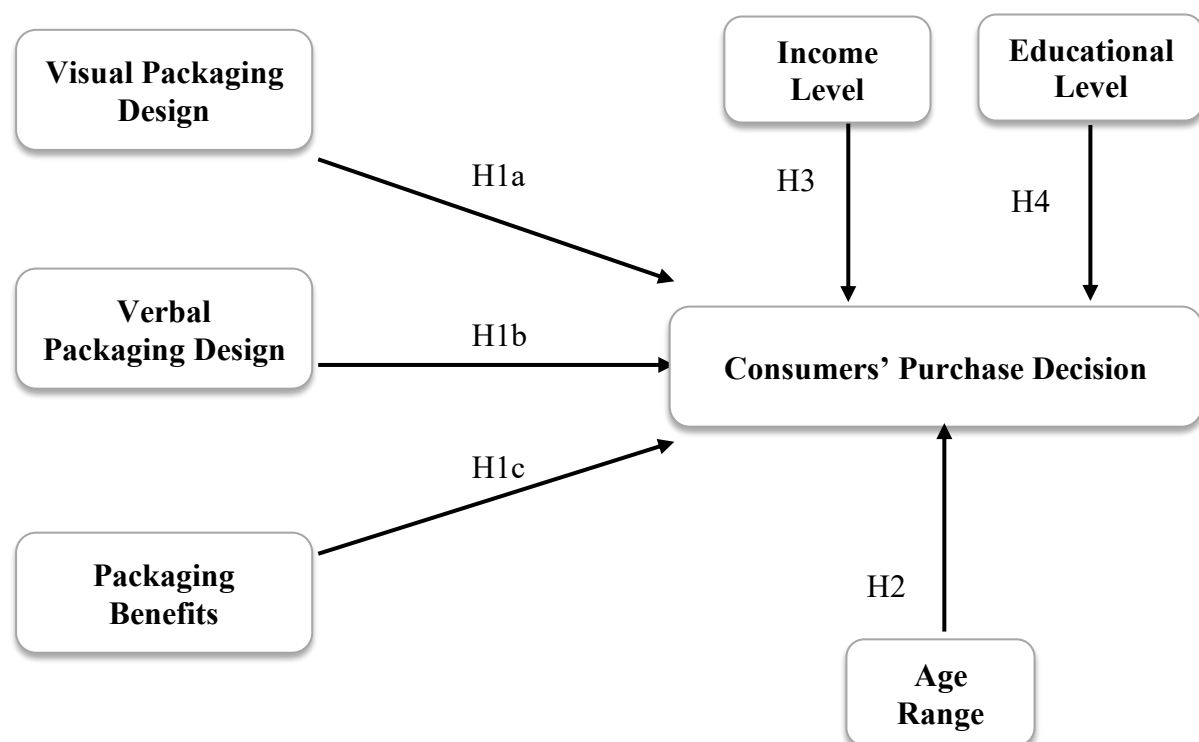
## **2.3 Packaging benefits**

It can be divided into four benefit groups, which are functional, emotional, social and environmental benefits. However, the environmental benefit is not studied in this research because it is too costly for local brand perfume business to do R&D and manufacture the packaging that is concerned about the environment, so only functional, emotional, and social benefits are focused on. Functional benefits are about the core values of packaging that is able to store and protect the product inside which is the basic benefit that it has to meet the standard. This benefit is the basic element that all businesses have to meet because it helps the product to perfectly reach the end-users. Second, the emotional benefit is that the packaging can boost

happiness and make customers relax. Third, social benefit is when the packaging can help customers to be accepted from the society, build creditability and impress other people (Ulrich et al., 2004). These three packaging benefits are most concerned elements for customers' point of view.

### 3. Conceptual framework

The conceptual framework is adopted from the theoretical framework of Kotler and Keller (2011).



**Figure 1: Conceptual Framework**

#### 3.1 Research hypotheses

H1a: Visual packaging design of local brand perfume affects consumers purchase decision in Bangkok.

H1b: Verbal packaging design of local brand perfume affects consumers purchase decision in Bangkok.

H1c: Local brand perfume packaging benefits affect consumers purchase decision in Bangkok.

H2o: Different age range does not affect local brand perfume packaging on consumers purchase decision.

H2a: Different age range affects local brand perfume packaging on consumers purchase decision.

H3o: Different income levels do not affect local brand perfume packaging on consumers purchase decision.

H3a: Different income levels affect local brand perfume packaging on consumers purchase decision.

H4o: Different educational levels do not affect local brand perfume packaging on consumers purchase decision.

H4a: Different educational levels affect local brand perfume packaging on consumers purchase decision.

## **4. Research methodology**

There are several methods to collect data. Two methods are used in this research. First is to interview two local brand perfume experts in order to understand the basic ideas of the perfume business, working process and customers. Second is to use a questionnaire survey as a tool because it is the simplest way which is efficient, fast, accurate and inexpensive to collect data.

### **4.1 Measurement of variables**

The questionnaire, which was distributed online, is divided into three parts. The first part is to collect the descriptive data which contains five items. Second part uses a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree) to measure the variables comprised of visual packaging design (5 items), verbal packaging design (4 items), packaging benefits (4 items), and consumers purchase decision (6 items). The third part contains the demographic questions about gender, age range, income level and educational level (4 items).

### **4.2 Population and sample**

The population in Bangkok as of December 2017 is 9.456 Million<sup>7</sup>, so the number of respondents should be at least 400 respondents. The 414 sets of questionnaires were distributed to people who are interested in purchasing local brand perfume and have used perfume in Bangkok. The sampling technique used in this research is non-probability sampling. The respondents are selected based on convenience sampling. Then, the researcher shown the local brand perfume to respondents and giving questionnaires to response on what they feel toward local brand perfume packaging they just saw. This study aims to collect data from people who are interested in buying local brand perfume and have used perfume in Bangkok.

### 4.3 Reliability test

The number of respondents to test Cronbach's alpha is 41 respondents to measure the reliability of questions. Cronbach's alpha is accepted when the result is more than 0.70 and above (Cronbach, 1951).

**Table 1:** Consistency of the scales test (N=41)

Variables	Number of Items	Cronbach's Alpha
Visual Packaging Design	5	.839
Verbal Packaging Design	4	.856
Packaging Benefits	4	.839
Consumers Purchase Decision	6	.874

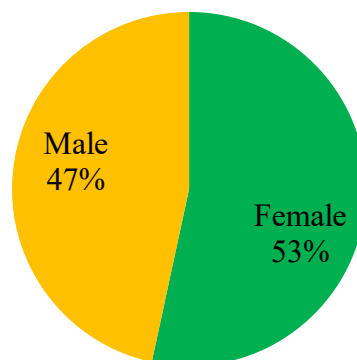
The number of items for visual packaging design is 5 with Cronbach's Alpha result at .839, for verbal packaging design is 4 with Cronbach's Alpha result at .856, for packaging benefit is 4 with Cronbach's Alpha result at .839 and for consumers purchase decision is 6 with Cronbach's Alpha result at .874. Therefore, all questions for each variable are accepted by Cronbach's Alpha test.

## 5. Results and discussion

### 5.1 Data analysis

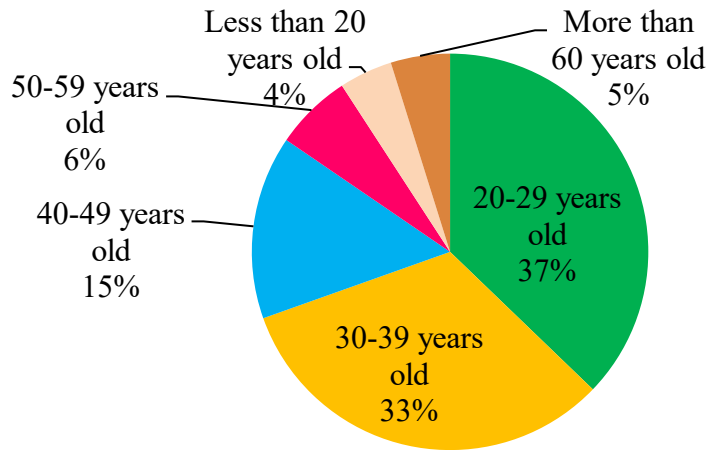
After the data from 414 respondents was received online, all data will be changed to numeric code in spreadsheet which will then be transposed in order to be filtered to verify and eliminate the data that cannot be used for analysis. Moreover, the statistical design will be defined according to the hypotheses which are Multiple Linear Regression and One-Way ANOVA. Lastly, all data will be imported into a statistical program to be further analyzed. Hence, the data analysis can be divided into two parts: descriptive data analysis and inferential analysis.

### 5.2 Descriptive analysis



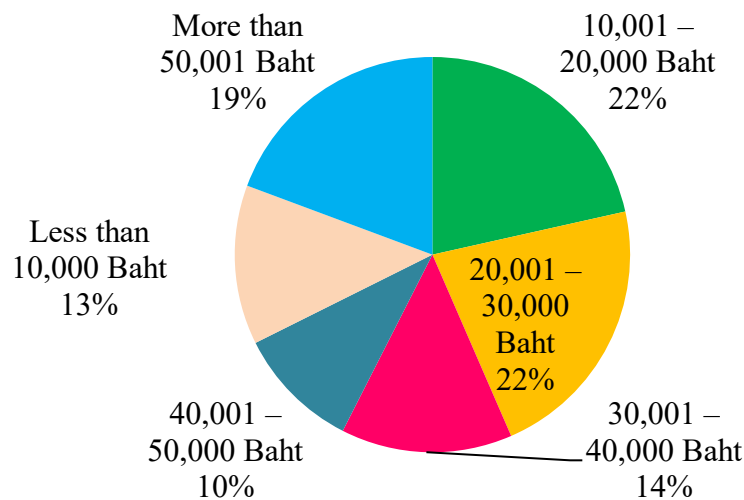
**Figure 2:** Gender of Respondents (N=414)

According to Figure 2, the number of respondents who are female is 221 people which represented 53% of the samples. The number of respondents who are male is 193 people which represented 47% of the samples.



**Figure 3: Age Range of Respondents**

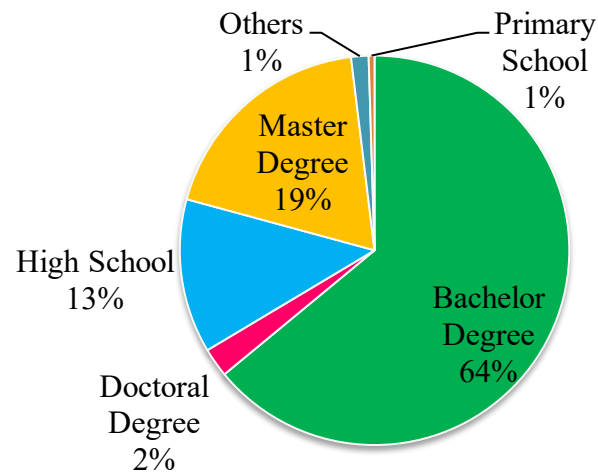
According to Figure 3, the highest number of respondents is the age range of 20 – 29 years old accounting to 37% followed by 30 – 39 years old at 33%. In addition, 40 – 49 years old, 50 – 59 years old, more than 60 years old, and less than 20 years old are 15%, 6%, 5% and 4% respectively.



**Figure 4: Income Level of Respondents**

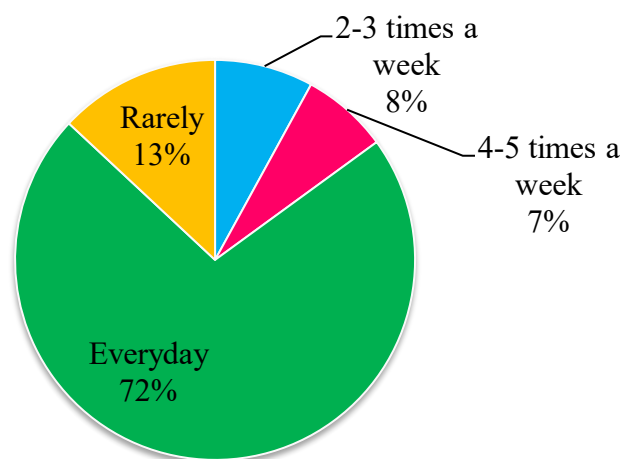
According to Figure 4, the two highest numbers of respondents are at an income level of 10,001 – 20,000 baht and 20,001 – 30,000 baht at 22% each, followed by more than 50,001 baht at 19%. Furthermore, 30,001 – 40,000 baht, less than 10,000 baht, 40,001 – 50,000 baht are at 14%, 13%, and 10%, respectively.





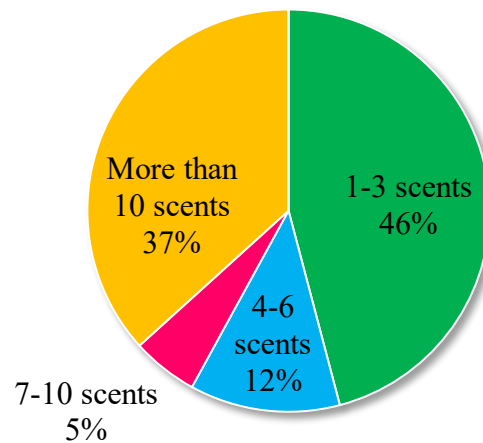
**Figure 5:** Educational Level of Respondents

According to Figure 5, undergrads accounted for 64% of the total respondents of this research, followed by graduates at 19%. Moreover, high school students and doctoral degree student are at 13%, and 2% respectively. Primary school students and others are at 1%.



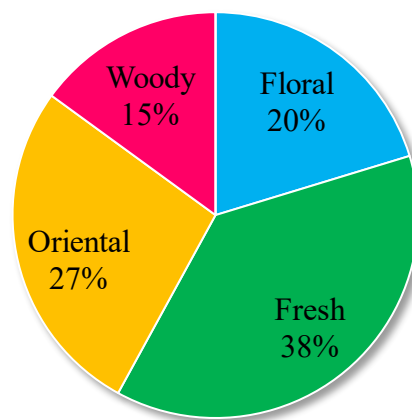
**Figure 6:** Frequency to Use Perfume

From Figure 6, respondents who are using perfume every day represented 72% of the samples in this research, followed by those who rarely use perfume that at 13%. Respondents who use perfume 2 – 3 times a week and 4-5 times a week are at 8% and 7%, respectively.



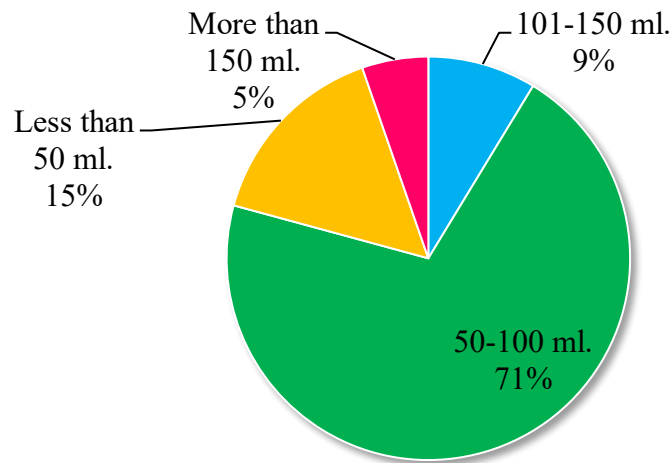
**Figure 7:** Different Scents of Perfume They Have

From Figure 7, respondents who have 1 – 3 different scents of perfume represented 46% of the sample in this research, followed the respondents who have more than 10 different scents of perfume at 37%. Respondents who have 4 – 6 and 7 - 10 different scents of perfume are at 12% and 5%, respectively.



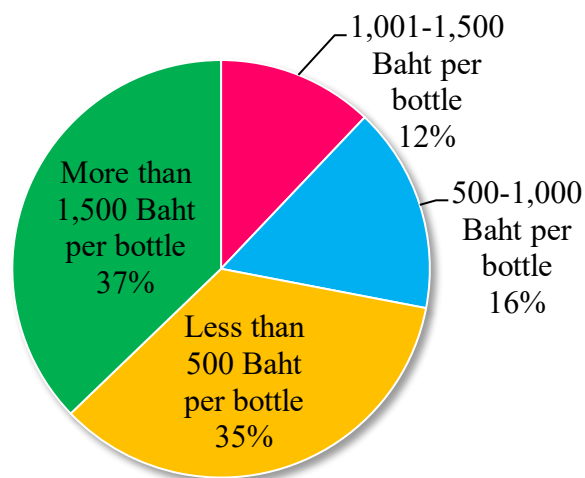
**Figure 8:** Kind of Scent They Like Most

From Figure 8, respondents who like the fresh scents accounted for 38% of the samples in this research, followed by the oriental scents at 27%. Respondents who like floral and woody scents are at 20% and 15%, respectively.



**Figure 9:** Size of the Bottle They Often Buy

From Figure 9, respondents who purchase perfume bottles at size 50 – 100 ml accounted for 71% of the sample in this research, followed respondents who purchase less than 50 ml perfume bottles at 15%. Respondents who buy perfume bottles at 101 – 150 ml and more than 150 ml are at 9% and 5% respectively.



**Figure 10:** Price Per Bottle of Perfume They Often Buy

From Figure 10, respondents who purchase perfume at a price range of more than 1,500 baht per bottle accounted for 37% of the sample in this research, followed by respondents who buy perfume with a price range of less than 500 baht per bottle at 35%. Respondents who buy the perfume at price range 500 – 1,000 baht and 1,000 – 1,500 baht per bottle are at 16% and 12% respectively.

### 5.3 Inferential analysis

**Table 2:** Correlation Matrix for H1-H3

	Mean	Std. Deviation	N	Visual	Verbal	Benefits	Decision
Visual	3.6816	.88605	414	1			
Verbal	3.6008	.93231	414	.665*	1		
Benefits	4.1594	.77663	414	.500*	.466*	1	
Decision	3.3833	.90988	414	.512*	.518*	.666*	1

Note: \*= Correlation is significant at 0.05 level (1-tailed)

From Table 2 above, the correlation is to detect multicollinearity among the variables. Table 2 presents a moderate positive relationship among visual packaging design, verbal packaging design, packaging benefits, and consumers' purchase decision. Packaging benefits and consumers purchase decision has a moderate positive relationship at .666. Visual packaging design and verbal packaging design has a moderate positive relationship at .665. Visual packaging design and packaging benefits, visual packaging design and consumers purchase decision and verbal packaging design and packaging benefits have moderate positive relationship at .500, .512 and .518 respectively. However, verbal packaging design and packaging benefits are variables that have a weak positive relationship at .466. Therefore, the variables in this study have a moderate relationship.

**H1a:** Visual packaging design of local brand perfume affects consumers purchase decision in Bangkok.

**H1b:** Verbal packaging design of local brand perfume affects consumers purchase decision in Bangkok.

**H1c:** Local brand perfume packaging benefits affect consumers purchase decision in Bangkok.

**Table 3:** The Result of Multiple Linear Regression for H1a-H1c

Variables	P-Value	Beta	VIF	Results
Visual packaging design	.009	.130	1.955	Supported
Verbal packaging design	.000	.190	1.874	Supported
Packaging benefits	.000	.600	1.393	Supported
R Square	.507			
Adjusted R Square	.503			

Table 3 shows that the independent variables, which are visual packaging design, verbal packaging design, and packaging benefits, can explain 50.3% of the variability of dependent variable which is consumers' purchase decision.

Multiple Linear Regression was performed to determine the effect between independent variables and dependent variable. The P-value of visual packaging design, verbal packaging design and packaging benefits are less than 0.05 from the result in Table 3 which are .009, .000 and .000 respectively. Therefore, H1a, H1b and H1c are supported. The result is that visual packaging design, verbal packaging design, and packaging benefits significantly affect consumers' purchase decision.

Moreover, visual packaging design, verbal packaging design, and packaging benefits significantly affect consumers purchase decision at .127, .194 and .512 of standard coefficients (beta).

VIF is to test the multicollinearity problem. From Table 3 above, there is no VIF is that greater than 5.00, so it can be concluded that there is no critical problem in this research.

**H2o:** Different age range does not affect local brand perfume packaging on consumers purchase decision.

**H2a:** Different age range affects local brand perfume packaging on consumers purchase decision.

**Table 4:** The Result of One-Way ANOVA for H2

Age	Sum of Squares	Df	Mean Square	F	Sig.
<b>Between Groups</b>	1.621	5	.324	.389	.857
<b>Within Groups</b>	340.292	408	.834		
<b>Total</b>	341.913	413			

The One-Way ANOVA tests whether different age range affects local brand perfume packaging on the consumers' purchase decision.

According to the result in Table 5, P-value of One-Way ANOVA test is .857 that is more than 0.05 of significance level. Therefore, H2o is supported; the result shows that different age range does not affect consumers purchase decision for local brand perfume packaging.

**H3o:** Different income level does not affect local brand perfume packaging on consumers purchase decision.

**H3a:** Different income level affect local brand perfume packaging on consumers purchase decision.

**Table 5: The Result of One-Way ANOVA for H3**

Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.892	5	.378	.454	.810
Within Groups	340.021	408	.833		
Total	341.913	413			

The One-Way ANOVA tests whether different income levels affect local brand perfume packaging on consumers purchase decision.

According to the result in Table 5, P-value of One-Way ANOVA test is .810 that is more than 0.05 of significance level. Therefore, H3o is supported; the result is that different income level does not affect consumers purchase decision for local brand perfume packaging.

**H4o:** Different educational levels do not affect local brand perfume packaging on consumers purchase decision.

**H4a:** Different educational levels affect local brand perfume packaging on consumers purchase decision.

**Table 6: The Result of One-Way ANOVA for H4**

Education	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.411	5	2.682	3.331	.006
Within Groups	328.502	408	.805		
Total	341.913	413			

The One-Way ANOVA tests whether different educational levels affect local brand perfume packaging on consumers' purchase decision.

According to the result in Table 6, the P-value of One-Way ANOVA test is .006 that is less than 0.05 of significance level. Therefore, H4o is not supported, so the result can be concluded that different educational levels affect consumers' purchase decision for local brand perfume packaging.

## 6. Conclusion and recommendations

The purpose of this research is to study the effects of perfume packaging of local brand perfume towards consumers' purchase decision. The questionnaires were distributed to 414 respondents, who are interested in buying local brand perfume and are using perfume in

Bangkok, to test the hypotheses. The respondents would be asked to answer questionnaire based on the perception and feeling on local brand perfume packaging the researcher shown to them.

There is an effect between visual packaging design (H1a), verbal packaging design (H1b), and packaging benefits (H1c) which are the independent variables, and consumers purchase decision which is the dependent variable. Moreover, educational level (H4) which is demographic factors, also affect consumers purchase decision; however, age range (H2) and income level (H3) do not affect consumers purchase decision in Bangkok.

The findings of this research are beneficial to local brand perfume business on how local brand perfume can improve its packaging to create awareness and attract more consumers to decide to purchase local brand perfume. Therefore, the business can promote the local product, increase the sales and expand local business in the perfume market.

From the result of the study, visual packaging design is significantly affecting to consumers' purchase decision. Color, shape, size, pictures and graphics on packaging are important to the visual design of the overall packaging of local brand perfume. Color can convey many meanings, so the colors that are applied on the packaging have to be considered when it is sold to a different group of customers<sup>9</sup>, as well as pictures and graphics on the packaging that are crucial to convey the message and uniqueness of the product to the customers. Moreover, the color is used to differentiate a local brand perfume with other brands. From this element, the example of local brand perfume in this research should improve color and font of overall visual packaging design because the result from questionnaire shown low scores from Likert scales in these two elements. So, the local brand should enhance color and font to be easier to remember and attract customers' attention. Furthermore, the size of the bottle has to be the third element to improve regarding the result of the research so that it can meet the needs of a variety of customers. According to the result of consumers' behavior question about favorite purchased quantity of perfume per bottle, 71% of respondents purchase perfume quantity at the range of 50 – 100 ml. The size of the sample local brand perfume in this research now has only one size at 50 ml, so it should introduce another size to capture another group of customers. Moreover, 72% of respondents use perfume every day. Therefore, another size that should be introduced is 100 ml to match with consumers' behaviour because it is a suitable size for customers who use perfume every day. They do not have to often buy a new bottle of perfume and they feel it is worth to spend on.

Verbal packaging design significantly affect consumers' purchase decision. Product information and language are important to communicate and provide customer information. Customers do not agree much that they prefer to see their own language such as Thai on the packaging in order to understand the details of the perfume because this element got lowest scores from Likert scale. The example of local brand perfume in this research contains the

information such as brand name, address, instruction in local language clearly in Thai but it does not have information in English at all. Thus, improvement of verbal packaging design for this local brand perfume is to add English language on the perfume packaging to response to customers' needs. Moreover, the local brand must improve brand name on the packaging to state clearly and to be able to draw attention and easy to remember because the result about brand name got low score.

Packaging benefits significantly affect consumers' purchase decision. First, customers feel that functional benefits, which are the storage and protection of the product inside, are the most important factors, so packaging has to be in good quality and meet quality standard. Second, the emotional benefit is also important for the customers in terms of boosting happiness and relaxation. Third, social benefit is to help customers to be accepted by the society and impress other people. The result about functional benefit's question got highest score which means that customers prefer to purchase product that packaging meets quality standard. So, local brand in this study has to ensure that its packaging meets quality standard. For emotional benefit, it can be improved after it enhances visual packaging design; however, it is probably difficult for social needs to be fulfilled by local brand perfume because the local brand itself is not well-known broadly compared to branded perfume in the counter brand that definitely can fulfill this need. So, the improvement of local brand is to build awareness and trust towards customers' perception by using more social media channels such as Instagram to communicate with consumers.

The different educational levels which are the primary school students, high school students, undergraduates, and graduates have a significant effect on consumers purchase decision for local brand perfume packaging. According to the previous research, undergraduates tend to be persuaded by the perfume packaging more than other groups when they are going to decide to buy perfume. Moreover, well-educated people tend to thoroughly read the information provided on the packaging, so verbal packaging design is important for them. Whereas, less-educated people tend to be attracted by visual packaging design. Thus, perfume business has to consider in improving both visual and verbal packaging designs to meet the expectations of various educational levels of customers.

Finally, different age range and different income level do not affect consumers' purchase decision for local brand perfume packaging because the price of the local brand perfume is affordable for all age ranges and in every income level. So, the packaging design for local brand perfume does not affect purchase decision among different age range and income level.

The limitation of this research is to find the respondents who are interested in buying local brand perfume and have used perfume in Bangkok. Also, the data collection from the respondents was conducted only in Bangkok which cannot represent the whole population of Thailand. If the business is willing to expand to upcountry, the packaging design result from



this study probably cannot be applied. Hence, the suggestion of future research is to study big cities in Thailand that the business would like to expand to such as Chiang Mai, Phuket, KhonKaen.

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