Technical Performance and Sensory Experience: How Fine Fragrances Technical Aspects Influence Consumer Perception

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1. Introduction

This study investigates the critical role of fragrance performance in the fine fragrance market, specifically within the Brazilian consumer landscape. While sensory appeal remains paramount, longevity and overall performance are equally significant purchase drivers. The research aims to identify the key performance attributes valued by Brazilian consumers and analyze their influence on purchasing decisions, ultimately providing valuable insights for fine fragrance development and marketing strategies within this market.

2. Materials and Methods

The methodology was carried out in two macro stages. Firstly, we carried out a qualitative study in order to identify the main attributes that consumers identify and consider important when evaluating their perfumes. Brazilian men and women aged between 20 and 45 took part in this stage, using a qualitative Focus Group methodology. To close the investigation, in the second stage, we carried out an online quantitative test using a self-completion questionnaire with 2,545 perfume consumers (men and women) aged between 18 and 55+, which validated and deepened the attributes identified in the Qualitative stage.

3. Results

Through qualitative analysis, the main attributes that consumers consider crucial when evaluating fragrances emerged: impact, lasting, linearity, projection and trail. These attributes, frequently mentioned by the participants, demonstrate the search for a complete olfactory experience.

The quantitative analysis, in turn, corroborated the relevance of these attributes, confirming their importance for consumer perception. The numerical results showed that the search for impact, lastingness, linearity, projection and trail is not a simple preference, but a set of expectations that directly impacts the experience with the fragrance and its repurchase.

1.1 Qualitative Results

Likeability and longevity are the most important attributes when buying a perfume, with fragrance being the main driver. Good long-lasting power is crucial for repeat purchases, although a highly appreciated fragrance can compensate for shorter longevity. Projection, mainly among women, is also valued, but should be balanced, avoiding excess. Intensity, associated with sophistication, is desired, varying according to the occasion.

1.2. Quantitative Results

Based on the results of the quantitative phase, the fragrance performance attributes ranked in order of importance are: longevity, impact, projection, linearity, and trail. Overall, all attributes proved significant and relevant to consumers.
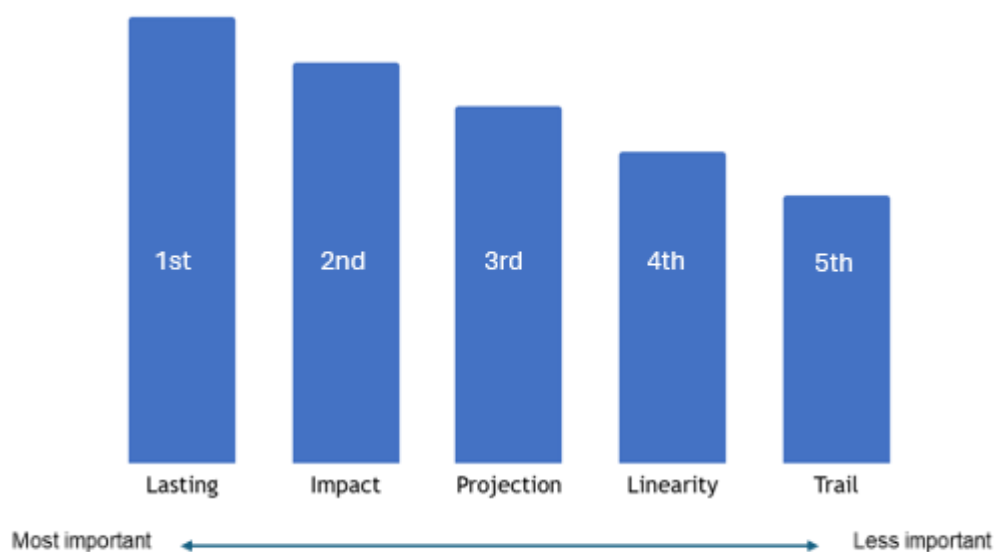
Graphic1. Performance attributes ranked in order of importance

4. Discussion

These results demonstrate a strong correlation between consumer perception of fragrance quality and specific performance attributes. The findings highlight the critical need for fragrance developers to prioritize these characteristics throughout the design and development process. Consumers consistently demonstrated high expectations for impactful openings, excellent longevity, desirable projection, pleasing linearity (evolution), and a captivating scent trail. This study ranked these attributes in order of importance: longevity, impact, projection, linearity,

and trail, underscoring that a successful fine fragrance must deliver not only an appealing scent but also a well-balanced and enduring olfactory experience.

5. Conclusion

A deep understanding of Brazilian consumers' values regarding fragrance attributes is crucial for brand success. This study reveals the importance of aligning product development with consumer needs and expectations, encompassing factors such as attribute importance, relevance, perceived benefits, credibility, and purchase intent. By prioritizing these elements, brands can create premium fragrances that resonate deeply with the target market, fostering brand loyalty and building a strong reputation for quality and exclusivity. This data-driven approach ensures that product development directly addresses consumer desires, leading to successful product launches and sustainable market leadership.