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Scent Seal - Market Potential for Innovative Solid Perfume Stick

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Abstract: *The perfume industry is witnessing growing demand from consumers for long-lasting, convenient, and sustainable solutions that suit the fast-paced contemporary lifestyles. Conventional liquid-based fabric sprays and perfumes, although extremely popular, are beset with such significant disadvantages as staining, short-lived duration of fragrance, environmental issues owing to aerosol emission, and logistics inconvenience, particularly while traveling. Meeting these unserved needs, "Scent Seal" presents a new solid perfume stick for fabrics that is an environmentally friendly, spill-free, and long-lasting option. Market potential for Scent Seal is explored in this study by way of consumer behaviour, purchase drivers, fragrance selection and packaging expectations through a structured primary survey.*

The study, conducted on a sample of 50 intense users of perfume and fabric freshener products, proves that longevity (88%) and quality of fragrance (84%) are the two strong drivers of purchase. The most popular fragrances were citrus (32%) and floral (26%), with simple and travel pack formats being preferred over luxury or complicated ones. Notably, though roll-ons and fabric sprays are still the most popular formats, solid perfumes are also gaining ground, an indication of an openness to adopt new innovations that provide increased convenience and mobility. Nonetheless, the research also shows that there is still relatively low awareness and confidence in solid perfume products for fabrics, indicating a considerable market gap.

Gap analysis identifies existing products within the fabric fragrance space as inadequately meeting consumers' main issues with staining, constant reapplication, environmental sustainability, and hassle of traveling with liquid products. Even with improved technology of encapsulation fragrance and increasing environmental issues, mass brands have not made mainstream, sustainable, solid fabric-specific fragrance products popular. Also, most of the existing solid perfumes are still formulated for direct skin use rather than fabric use, which fails to tap into the potential of serving a wider utility-oriented customer base. The absence of a universal, eco-friendly, and durable fabric perfume solution is a strategic point of entry for Scent Seal, according to this study.

Methodologically, data were gathered from a descriptive survey design using a structured questionnaire and closed-ended, multiple-choice items. Descriptive statistics and comparison analysis methods like pie charts and bar graphs were utilized in presenting the data as well as looking for underlying trends.

In short, Scent Seal is positioned to take advantage of the evolving market dynamics through the provision of a distinct synergy of longevity, fabric safety, environmental stewardship, and convenience. Highlighting these benefits through marketing communication, product design, and brand positioning has the potential to bridge the existing gap in consumer demand and product supply. Subsequent studies would also examine comparative performance studies of solid fabric perfumes and liquid sprays as well as consumer acceptability among different demographic groups in an attempt to validate and make more effective market strategies for commercial success for Scent Seal.

Keywords: *Solid perfume, Fabric fragrance, Market potential, Consumer behavior, Sustainability, Eco-friendly products, Scent longevity, Travel-friendly packaging, Innovation in perfumery.*

I. INTRODUCTION

Individual perfume and freshness are now a matter of daily living in this era of rapid acceleration of life. Old fabric perfume sprays and perfumes, though extremely well-liked, have some inherent drawbacks such as staining, transient fragrance, and use of unsafe aerosols. Perfumes made of liquids are also heavy in weight, damaging, and unfriendly to the environment. Putting an end to these issues, "Scent Seal" brings a solid fabric perfume stick, which is a new, pioneering product for enduring, stainless, and environment-friendly perfume spreading.

Scent Seal uses state-of-the-art fragrance-infused microcapsules and Odor-absorbing powders in providing mess-free, instant deodorizing of clothing. Scent Seal is superior to typical fabric sprays in providing spillage threats, leakage problems, and aerosol-based environmental hazard removal.

Its small, travel-friendly packaging places it ideally in the hands of urban professionals, frequent travellers, and environmentally conscious consumers.

With increasing demand for the Indian perfume and deodorant market and an emerging trend towards eco-friendly and travel-acceptable products, Scent Seal aims to become a market leader in the product segment of solid fabric perfumes. The market potential of the product, cost structure, competition, and sustainability implication are detailed in the later sections of this report.

A. Key Objectives

- 1) The principal objectives of the research are:
- 2) To examine the frequency of usage of fragrance and fabric freshener products.
- 3) Analyse current consumer trends and demand for sustainable fabric fragrance products.

B. Defining The Problem And Solution Fit

1) Identified Problem

- In the hectic world of today, individuals struggle to maintain their clothes and fabrics smelling fresh and pleasant while they carry out their daily lives. From working professionals rushing from meeting to meeting, students rushing from class to class, to travelers who are constantly on the move, the need for long-lasting freshness in clothes and fabrics has never been greater. Traditional fabric fresheners, as easily available everywhere, have a set of issues that make them less effective and inconvenient at times for consumers today.
- The most common issue with liquid-based fabric fresheners is perhaps their short-lasting fragrance. Most products provide an initial burst of freshness that quickly disappears, requiring multiple reapplications throughout the day. Not only does this prove inconvenient but also leads to increased usage of the product, which becomes costly to use frequently. In addition, liquid sprays produce discoloration or visual deposits when sprayed upon sensitive fabric and are hence unsuitable to spray on fashion items or particular fibers. Such constraint reduces their overall convenience, more so to individuals who enjoy having the long shelf life and spotlessness of clothes.
- Their packing and formulation also constitute a second significant deficiency of traditional fresheners for cloth. They are primarily packaged in single-use plastic bottles that make the environment pollute, something that concerns green consumers. They are also normally assembled with alcohol and man-made chemicals that might cause allergic reactions or skin irritation, which restricts their use by sensitive individuals further. Furthermore, the liquid form of the sprays poses an issue during transportation as they leak and are prohibited by airline regulations. This overlapping of the trends presents the unmistakable need for a mess-free, creative, and long-lasting textile freshener meeting the standards of today's consumers.

2) Problem-Solution Fit

- For purposes of meeting such urgent consumer demands, Scent Seal presents an innovative way to freshen clothing using a firm, non-pourable fragrant dispenser. In contrast with conventional sprays that quickly vaporize, cause stains, or are hard to ship,
- Scent Seal has a convenient, long-lasting, and environmentally safe solution. Its application is by direct contact to fabrics with governed and uniform dispersal of scents without exposing the user to spills, staining, or superfluous moistness.
- Through the blending of microencapsulation fragrance technology, Scent Seal slowly releases the fragrance, giving long-lasting freshness without frequent reapplication. The solid form avoids the hassle of spills and leaks and is an ideal travel companion, business commuter, student, or on-the-go individual. Furthermore, being both refillable and biodegradable, the pack also responds to the increasing consumer need for environmentally friendly and sustainable products.
- As opposed to regular fabric sprays with caustic chemicals, Scent Seal is made of skin- friendly and fabric-friendly chemicals and is hence safe for application on any type of fabric, including the most sensitive ones such as silk and wool. With innovation, functionality, and sustainability, Scent Seal beautifully addresses the available market niche by providing customers with an extremely effective freshening solution from traditional sources.

II. RESEARCH METHODOLOGY

The research applies a descriptive study design to examine and understand patterns of consumer use and decision-making criteria of fragrance and fabric freshener products. Descriptive research is appropriate in the identification of trends, frequency, and relationship between variables.

A. Sample Selection

- 1) Sample Size: The study used a sample size of 50 individuals.
- 2) Sampling Technique: The information was gathered by a non-probability convenience sampling method. The method was employed because it was convenient to use and allowed for easy gathering of data.
- 3) Target Group: The target segment is regular consumers of fragrance and freshener items.

B. Data Collection

- 1) Primary Data: Data was gathered with the help of a formal survey questionnaire.
- 2) Survey Type:
- 3) Closed-ended and multiple-choice questions were applied in order to ensure uniformity and enable quantitative analysis.
- 4) The survey encompassed products such as product usage frequency, product choices, drivers of purchase behaviour, and package choice.

C. Data Analysis

A mix of descriptive and comparative analysis methods was used:

- 1) Pie Charts – To illustrate categorical data like frequency of product use and type of preferred fragrances.
- 2) Bar Charts – To illustrate comparative analysis of product selection and drivers of purchase decisions.

III. RESULTS AND DISCUSSION

A. Results

1) Usage Of Perfume And Fabric Fresheners

86% of the sample utilizes perfumes or fabric fresheners every day, which reflects high demand.

A few percentage utilize them weekly and 6% utilize them seldom. - An extremely low percentage of respondents do not utilize them at all.

2) Best-Selling Fragrance Products

The most frequently used product is perfume (86%), followed by rollon deodorants (74%) and fabric sprays (68%).

56% use solid perfume, but only 10% use it solely as perfume. - Roll-on and fabric spray use indicate a desire for convenience and multi-purposes.

3) Fragrance Selection Factors

Longevity (88%) and Odor (84%) are the most important factors.

Brand (76%) and price (70%) also play important roles. - Convenience and eco- friendliness are less important but still appreciated (68% each).

4) Most Wanted Fragrance Types

Citrus (32%) and floral (26%) are the most popular fragrances.

Woody (14%) and sweet (8%) are least liked.

Unscented products hold no preference from the participants.

5) Most Preferred Packaging Styles

Simple packaging is the most preferred (40%), then travel packaging (24%) and green packaging (20%).

Luxury packaging is preferred by just 12% of the participants. - Funky packaging is not sought after, suggesting a requirement for clean and functional packs.

B. Discussion

1) Product Development

Emphasize the manufacture of long-lasting and fragrant perfumes and fresheners.

Create more roll-on and fabric spray varieties to attract convenience consumers.

Create multi-purpose fragrance products that blend smell and freshness for human and fabric use.

2) *Marketing Strategies*

Highlight longevity and quality of fragrance in advertising and branding.

Render environmentally friendly products as an added value rather than a major selling point.

Highlight affordability and brand reputation in marketing.

3) *Fragrance Preferences*

Highlight citrus and floral fragrances and downplay sweet and woody fragrances.

Provide a variety of new fragrances since they possess average demand.

4) *Packaging And Sustainability*

Invest in simple, travel-sized, and eco-friendly packaging alternatives.

Scale down efforts on premium and out-of-the-ordinary packaging since they possess low consumer demand.

Find inexpensive, eco-friendly packaging that supports emerging sustainability trends.

By implementing these learnings, perfumery brands are able to better place themselves alongside customer choice, optimize products, and improve competitiveness within the market.

IV. CONCLUSION

The research findings identify the increasing consumer need for long-lasting, easy-to-use, and eco-friendly fragrance products for textiles. Analysis of consumer behaviour reveals that scent and longevity are the most important considerations in determining purchases, followed by brand name and price. Demand for roll-ons and solid perfumes substantiates the ease-of-use and convenience requirements. Moreover, the rising need for minimalist and eco-friendly packaging is attributed to a new trend of environmentally friendly consumption behaviours. "Scent Seal" meets such market demands by providing an ecologically friendly, durable, and convenient solid cloth perfume stick. Its long-lasting fragrance and stain-free performance make it a better option than conventional sprays and liquid perfumes. Additionally, the travel-sized and compact nature of the solution makes it more convenient, in line with customers' expectations for convenient and portable products.

By emphasizing major consumer issues like longevity, quality of scent, and sustainability, "Scent Seal" has the potential to be a game-changer in the realm of fabric fragrance. The findings of this study offer significant implications for product feature optimization and marketing strategy to ensure that "Scent Seal" addresses the changing needs of contemporary consumers.

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