

GEN-Z UK CONSUMERS’ PURCHASING INTENTIONS TOWARDS FRAGRANCE

LUCY BROWN

Fashion Research Project
BSc (Hons) Fashion Marketing



RESEARCH PROBLEM
& GAP

The UK fragrance market in 2024 reached a value of £1.74bn and is predicted to exceed £2bn by 2029 (Officer, 2024). This upward trajectory is driven by Gen-Z consumers, resulting in fragrance evolving into the fastest growing beauty category (Sandler, 2025).

There is limited research that addresses the fragrance purchasing intentions of Gen-Z consumers within the UK, creating an opportunity to close the existing gap in literature.

RESEARCH AIM
& OBJECTIVES

To explore Gen-Z UK consumers’ purchasing intentions towards fragrance. Understanding how fragrance evokes emotional responses in Gen-Z consumers, studying whether these emotions, together with the influence of celebrity fragrances, impacts their purchasing decisions.

The two objectives below will define the direction of this research project, bringing attention to underexplored areas by addressing overlooked questions.

To critically understand how fragrance evokes emotions in Gen-Z consumers and whether these emotional responses encourage their purchasing decisions.

To critically evaluate the impact of celebrity fragrances on influencing Gen-Z consumers’ purchasing intentions.

RESEARCH METHOD

This paper applies a quantitative research approach by conducting an online survey targeting Gen-Z consumers aged 13-28. A total of 100 responses were submitted through Google Forms, followed by a statistical analysis of the data.

FINDINGS
& DISCUSSION

This study set out to explore the fragrance purchasing intentions of Gen-Z UK consumers. The literature review draws on secondary data, providing background research on emotional responses to fragrance and the impact celebrity fragrances have on Gen-Z’s purchasing decisions.

The results from the online survey showed comparative patterns and distinctions with existing research, adding complexity to the findings and enriching the discussion. The primary data collected revealed a strong association between Gen-Z’s emotions and their connection to fragrances.

This result is consistent with much of the secondary data, emphasising the prominent trend in emotional responses. On the other hand, the appeal of celebrity fragrances does not evoke the same upward trend for Gen-Z consumers. Contrary to the secondary data around celebrity fragrances, the results from the survey displayed a clear transition away from purchasing publicly promoted scents. This shift was validated by Gen-Z’s strong stance on individuality and desire for uniqueness.

FUTURE RESEARCH
DIRECTION

The quantitative approach adds difficulty to explore unexpected results, whereas a qualitative approach could explore Gen-Z’s intentions towards celebrity fragrances in greater depth. Therefore, this critique offers a direction for future research to further investigate Gen-Z’s pursuit of distinctive fragrances.