The Role of Cosmopolitanism on Perceptions of Authenticity of Perfumes and Consumer Behaviour: An Investigation in Saudi Arabia

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Abstract

Consumer demand for perfumes in Saudi Arabia is strong but with the demand increasingly focused on perfumes imported from Western countries rather than on traditional perfumes made in Saudi Arabia. There is, however, little information to understand why Saudi Arabian consumers appear to prefer Western perfumes. It may be because Saudi Arabian consumers are being increasingly exposed to, and have interactions with, other cultures both in Saudi Arabia and overseas. As such, they may be more cosmopolitan in their attitudes and consumption, and their perception of what is authentic is changing.

Using a conceptual framework that draws together cosmopolitanism and perceptions of authenticity within the context of perfume consumption, the aim to this research is to examine the relationship between cosmopolitanism, consumer perceptions of authenticity of perfumes and Saudi Arabian consumers' preferences for Western and Saudi perfumes. Cosmopolitanism is viewed as a moderating variable for the relationship between perception of authenticity of perfumes and consumer preferences.

A mixed methods research approach was adopted for this study, combining a qualitative stage, consisting of focus groups with Saudi Arabian consumers of perfumes, and a quantitative stage, involving a survey of Saudi Arabian consumers of perfumes. The data were collected in two major cities in Saudi Arabia – Riyadh and Mecca – both of which have an important part to play in the perfume industry in Saudi Arabia.

The focus groups were used to provide in-depth understanding of the cues that Saudi Arabian consumers use to evaluate the authenticity of both Western and Saudi perfumes. The qualitative stage identified that perceptions of authenticity of perfumes are gauged

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through a number of cues, including endurance, distinctiveness, naturalness of ingredients, packaging and image.

The consumer survey, with a sample of 400 Saudi Arabian consumers, was used to develop a scale for perceptions of authenticity of perfumes. The data obtained from the survey was also used to test for the relationship between cosmopolitanism, perceptions of authenticity of perfumes and consumer preferences. The moderating influence of cosmopolitanism on the relationship between perceptions of authenticity of perfumes and consumer preferences was also tested. The results of this stage of the study highlighted that cosmopolitanism and perceptions of the authenticity of perfumes have a significant relationship with purchase intentions.

This study connects cosmopolitanism with authenticity contributing to a better understanding of the relationship between these two concepts and their impact on consumer purchase intentions. Further, it extends previous research on authenticity as it verifies three cues (packaging, endurance and naturalness of ingredients) that were identified as reliable and valid within the context of perfume consumption. The scale developed in this study can serve as a foundation for future research on perceptions of authenticity in the context of perfume consumption. In addition, this research is the first to investigate perceptions of authenticity in relation to consumer behaviour in Saudi Arabia, and with regard to perceptions of authenticity, the first to be set within the context of perfumes.

The findings of this research can be used by the Saudi Arabian perfume industry. Saudi Arabian perfume manufacturers could, for example, use the research to develop marketing strategies in response to the contemporary preferences of Saudi Arabian consumers. More broadly other industries in Saudi Arabia that are similarly grappling with increased

competition from foreign products may find this research useful. Recommendations for further research on cosmopolitanism and perceptions of authenticity are proposed. For example, while this research explores the relationship between cosmopolitanism and the perceptions of authenticity of Western and Saudi perfumes, it is worthwhile to consider whether ethnocentrism and cosmopolitanism interact and influence perceptions of authenticity and purchase intentions in this context. Furthermore, it would be valuable to investigate the issues of this research with other countries including other Arab and western countries.

Student Declaration

'I, Ghada Ahmed ALdrees, declare that the PhD thesis entitled [The Role of Cosmopolitanism on Perceptions of Authenticity of Perfumes and Consumer Behaviour: an Investigation in Saudi Arabia] is no more than 100,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work'.
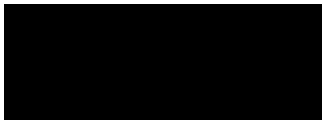
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Editor Declaration

I acknowledge the use of the editorial services of Dr Emma Curtin of Inkontext Writing, Editing and Research. The services provided were consistent with the Victoria University Guidelines developed with the Council of Australian Societies of Editors and the Australian Standards for Editing Practice for editing theses and dissertations (Standards D and E). Dr Curtin is a member of Editors Victoria.

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List of Publications Associated with the Thesis

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ALdrees, G 2011, The effect of cosmopolitanism on perceptions of authenticity: an investigation in the Saudi Arabian perfume industry. Australian and New Zealand Marketing Academy Conference (ANZMAC) Doctoral Colloquium, November 2011, Perth: Edith Cowan University.

Dedication

I wish to dedicate this thesis to my beloved mother, Monera. You have always encouraged

and inspired me to be the best that I can be.

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Chapter: Introduction

1.1 Background

Saudi Arabia is a nation undergoing significant cultural change (Algofaily 2012). This can be attributed to some extent to the shift in Saudi Arabia's dependency on oil as a natural resource, declines in the demand for oil globally, lower oil prices and the impending depletions in the supply of oil (Ghosh & Prelas 2009). In response, the Saudi Arabian Government has developed strategies to create a sustainable nation. In doing so, to develop its human resource capacity, the Government has supported almost half of Saudi youth under the age of 30 seeking to study abroad and benefit from the experience of living and studying in developed countries (Saudi Ministry of Higher Education Report 2011). Similarly, it has made a substantial investment in tourism. In 2013, it attracted more than five million tourists, many of them from Western countries, who travel to Saudi Arabia to visit Mecca and Medina, the holiest cities in Islam (Saudi Ministry of Islamic Affairs 2013).

These strategies have exposed many Saudi Arabian citizens to other cultures, both in Saudi Arabia and in developed countries. In this context, many Saudi Arabians, particularly those who have had cultural exchanges through education and/or tourism, are likely to have absorbed, and are motivated by Western values rather than only by their traditional cultural values. Indeed, many Saudi Arabians are embracing components of cultures other than their own, such as food and clothes (Bhuian 1997; Sohail & Sahin 2010).

In the context of these changes, Saudi Arabians are likely to be more cosmopolitan. A result of their exposure to different cultures they are able to engage with cultures other than their own, and their patterns of consumption in Saudi Arabia might be altered. Indeed, this is part of a global trend whereby consumers, not only in Saudi Arabia but also around the

globe, are being transformed from locals to 'world citizens'. Consumers are becoming driven by a more worldly set of values rather than a singular set of cultural values as a result of the exposure to different cultures (Alden, Steenkamp & Batra 1999; Keillor & Hult 1999; Thompson & Tambyah 1999; Cannon & Yaprak 2001).

According to Hannerz (1990) and Thompson and Tambyah (1999), one consequence of cosmopolitanism is that consumers' preferences change from those originating in their culture to those that are associated with different cultures. For example, consumers who are more cosmopolitanism tend to prefer foreign products over products from their own countries (Hannerz 1990; Thompson & Tambyah 1999). Also, cosmopolitan consumers are likely to use products from other cultures to find new sources of authenticity in these foreign products (Cannon & Yaprak 2001). Many of these foreign products tend to be luxury items such as fashion wear and perfumes. While consumer demand for perfumes in Saudi Arabia is strong, this demand is increasingly moving towards foreign perfumes rather than local perfumes (Saudi Food and Drug Authority 2010).

Cosmopolitanism might be related to extended-self. The extended self means all the products a person buys and at the same time becomes a part of a person's self. Belk (1988) concluded that consumers use key possessions to extend, expand, and strengthen their sense of self. Consumers may prefer foreign products to construct their own identity. Overall, the general assumption is that high levels of cosmopolitanism result in accordingly high levels of purchase intention for foreign products (Hannerz 1990; Thompson & Tambyah 1999). This is in line with more general models of consumer behaviour, such as the Theory of Reasoned Action (TRA) (Fishbein& Ajzen 1975; Ajzen& Fishbein 1980). TRA based on consumers evaluate products through a conscious analysis of benefits desired and social norms (Fishbein & Ajzen 1975).

Just as cosmopolitanism is recognised as an important marketing construct, so too is authenticity (Brown & Sherry 2003; Beverland 2005; Hede & Thyne 2010). Authenticity has been described as real, original or trustworthy (Lewis & Bridger 2000; Moore 2002) and as a reflection of a market offering's heritage and pedigree (Forden 2001; Alexander 2009). Authenticity is also considered to be one of the pillars of modern marketing practice (Brown & Sherry 2003; Beverland 2005; Hede & Thyne 2010) with consumer demand for authentic products, brands and experiences increasing (Holt 1997; Peñaloza 2000; Beverland 2005; Alexander 2009; Liu et al., 2014). Some researchers (e.g., Groves 2001; Beverland 2006; Castéran & Roederer 2013) indicated that there are cues that consumers use to evaluate the authenticity of marketing offerings such as quality of packaging, place of production, and quality of ingredients. Thus, this research explores these two key marketing constructs, namely cosmopolitanism and authenticity of perfumes in Saudi Arabia.

1.2 Research Problem

This research investigates a practical problem facing the perfume industry in Saudi Arabia. The wearing of perfumes is a particularly strong custom in the Islamic religion and the Arabic culture for both males and females. As the wearing of perfumes is culturally important in Saudi Arabia, and as Saudi Arabians appear to be more cosmopolitan, it is likely that their patterns of consumption are likely to change. Indeed, there are signs of this already happening with an increase in the volume of Western perfumes purchased in Saudi Arabia (Saudi Customs Report 2010). According to the Saudi Customs Report (2010), in 2010, 62% of perfumes purchased in Saudi Arabia were of western origin. This preference towards Western perfumes might be because Saudi Arabian consumers are seeking to find new sources of authenticity. This presents a problem for the viability of the perfume industry in Saudi Arabia. Therefore, this study focuses on the relationship between

cosmopolitanism, consumer perceptions of the authenticity of perfumes and consumers' resulting behavioural intentions.

1.3 Research Aim and Objectives

The overall aim of this research is to advance the understanding of the relationship between perceptions of the authenticity of perfumes and purchase behaviour, and the extent to which consumer cosmopolitanism impacts this relationship. In order to achieve the research aim, the objectives of this research are to:

- explore for the cues that Saudi Arabian consumers use to evaluate the authenticity of both Western and Saudi perfumes;

- develop a scale for consumer perceptions of the authenticity of perfumes that can be used in the case of both Western and Saudi perfumes;

- test for the relationship between consumer perceptions of the authenticity of both Western and Saudi perfumes and resulting behavioural intentions; and

- test for the moderating influence of cosmopolitanism on the relationship between consumer perceptions of authenticity of perfumes and behavioural intentions.

1.4 Rationale for the Research Context

With a shift towards the consumption of Western perfumes over Saudi perfumes, the Saudi perfume industry is in a critical period of its development. As the cultural experiences of many Saudi Arabians become more diverse, their perceptions of the authenticity of traditional Saudi products, such as perfumes, may indeed be changing. Yet, like any other nation experiencing cultural shifts, Saudi Arabia is keen to retain its cultural identity through its traditions and to maintain traditional industries that have long been part of its culture (Gilani & Gilani 2008).

It is, therefore, important to gain information on Saudi Arabian consumers' preferences with regard to perfumes in Saudi Arabia, as the perfume industry plays an important role in the country's economy.

The Saudi perfume market is the largest consumer market in the Middle East (Parker 2009) and in 2010 it was valued at US$ 1.8 billion (Saudi Customs Report 2010). The growth in the market was estimated at 6% per year (Saudi Customs Report 2010). However, according to the Saudi Customs Report (2010), in 2010, 62% of perfumes purchased in Saudi Arabia were of western origin with the value of these imports being $US 655 million (Saudi Customs Report 2010). Given this information, while the Saudi Arabian perfume industry is well-established and an important one for Saudi Arabian's economy, the statistics indicate that it is losing its competitiveness. This presents a problem for the viability of Saudi Arabian's perfume industry and, more importantly, for the Saudi economy, and potentially its culture.

1.5 Contributions of the Research

The findings from this research have both theoretical and practical implications and contribute to the broad literature on consumer behaviour.

1.5.1 Theoretical Contributions of the Research

In response to previous researchers who have called for further marketing studies on authenticity and cosmopolitanism constructs, such as Beverland (2005) who concluded that there are six major key characteristics of authenticity of wine which are: pedigree and heritage, stylistic consistency, quality commitment, relationship to place, method of production, and downplaying commercial motive, or Thompson and Tambyah (1999) who concluded that cosmopolitan consumers prefer foreign products rather than their domestic products. This study connects cosmopolitanism, a consumer characteristic, with

perceptions of authenticity of a product category which thought that these constructs have not yet been brought together in the literature.Moreover, perceptions of authenticity has often been linked to purchase intentions or product evaluation (Beverland 2005; Groves 2001; Castéran & Roederer 2013). It is important to recognise that consumers may respond differently given their characteristics or experiences. Therefore, the research contributes by understanding the moderating influence of cosmopolitanism on purchase intentions.

While cosmopolitanism is a well-established construct in marketing and there is a growing body of literature on authenticity in this field, little is known about how cosmopolitanism and perceptions of authenticity influence consumer behaviour. This study brings together cosmopolitanism construct and authenticity construct contributing to a better understanding of the relationship between these two concepts and their impact on consumer purchase intentions and the moderating influence of cosmopolitanism on the relationship between perceptions of authenticity of perfumes and consumer behaviour.

1.5.2 Practical Contributions of the Research

While there is evidence that Saudi Arabians consume a significant volume of Western over Saudi perfumes, there is little evidence to explain this phenomenon. The information derived from this study can be used by the Saudi perfume industry to develop strategies to improve its competitiveness and increase its share of the perfume market. The information may also be used by other industries in Saudi Arabia that are also grappling with issues relating to a more cosmopolitan market place and changing consumer preferences. The results of this research can be used to assist the Saudi Government to support industries and its economy for improved sustainability.

1.6 Research Methodology

The research takes the philosophical position informed by the sciences of knowledge, epistemology, reality, and ontology and seeks a balance between the social approach to find meaning and the scientific, or positivist, approach to establish facts and evidence (Bryman & Bell 2007; Eriksson & Kovalainen 2008). To adopt this philosophical position, a mixed methods approach, using qualitative and quantitative data collection methods and analysis, was employed. The social approach using qualitative methods allows exploration of the social and environmental factors of the matter under investigation, while the quantitative method using statistical analysis present a high level of veracity and precision (Adler & Adler 1987; Rossman & Wilson 1994; Sale, Lohfeld & Brazil 2002; Creswell 2009). Interpretation of data using both methods assists in the validity of results (Adler & Adler 1987; Rossman & Wilson 1994; Sale, Lohfeld & Brazil 2002; Creswell 2009).

The research was undertaken in two of Saudi Arabia's significant cities, Riyadh and Mecca. Four focus groups with consumers of perfumes were undertaken in Saudi Arabia. These were used to explore for cues that consumers use to evaluate the authenticity of perfumes. The information gained from the focus groups identified the cues that Saudi Arabian consumers used to evaluate the authenticity of Western and Saudi perfumes. Findings also enabled the development of a scale to measure perceptions of authenticity of perfumes using Churchill's scale development approach. A survey of 400 consumers in Saudi Arabia was administered to explore how consumer cosmopolitanism and Saudi Arabian consumers' perceptions of authenticity of both Western and Saudi perfumes influence behavioural intentions. This allowed for a series of hypotheses to be tested.

1.7 Structure of the Thesis

The thesis is comprised of six chapters. Chapter One provides an overview of the study. Chapter Two presents a review of the literature on cosmopolitanism and authenticity,

which is directly followed by the scale development chapter. While this structure is not typical of most theses, it was deemed appropriate given the need to first develop a scale to measure perceptions of authenticity of perfumes before establishing the hypothesised relationship. Chapter Three, therefore, outlines the research design, sampling and results of the scale development process. The developed scale is referred to as 'PoA' of perfumes. Chapter Four presents the conceptual model guiding this study and the research hypotheses. Chapter Five provides measurement details of the constructs in the conceptual model and the results of the hypotheses testing. The thesis concludes with Chapter Six, which provides a discussion of the results, contributions of the research for theory and practice, limitations of the study and proposes areas for further research.

1.8 Ethics

This study has received ethics approval by the Victoria University Human Research Ethics Committee in September 2011 (see Appendix 8). In addressing the ethical issues relevant to this study, each participant was provided with an invitation to participate in the research (see Appendix 1) and a consent form for participation in interviews (see Appendix 2). This material enabled them to make an informed decision on whether to participate. Also included in the information provided was an outline of the research, an explanation of the rights of the participant, a guarantee of confidentiality and an emphasis on the voluntary nature of the interview and/or questionnaire responses.

1.9 Summary

This chapter provided an overview of this research, laying the foundation for this thesis. The thesis continues with Chapter Two that focuses on a review of the literature on both cosmopolitanism and authenticity.

Chapter 2: Literature Review

2.1 Introduction

In the previous chapter, the research was introduced and the rationale for undertaking it was provided. The purpose of this chapter is to review the literature pertinent to the research problem. First, the literature on cosmopolitanism is reviewed. This is followed by a review of the literature on authenticity.

2.2 Cosmopolitanism

There are several descriptions and definitions of cosmopolitanism. The word cosmopolitanism was derived from the two Greek words *'kosmo'*, or the known universe, and *'politēs'*, which means citizen (Riefler & Diamantopoulos 2009). The French combined the two terms into cosmopolitanism and this term pertains to the whole world: either places spread around the world, or a person who is at home in many parts of the world, that is, a world citizen (Riefler & Diamantopoulos 2009). Moreover, the notion of cosmopolitanism is as old a notion as commerce itself (Saran & Kalliny 2012).

Definitions of cosmopolitanism generally converge to reflect the notion that individuals who are cosmopolitan are driven by a range of values rather than only by their original cultural values. While Brennan (2001) and Merton (1949) refer to cosmopolitanism as the transformation of citizens from inside their community to outside their community, Cannon and Yaprak (2001), Riefler and Diamantopoulos (2009) and Cleveland, Laroche and Papadopoulos (2009) described cosmopolitanism as the transformation of locals to 'world citizens'. Some researchers, such as Hannerz (1990, 2002), Konrad (1984) and Balary (1965), indicated that cosmopolitanism means that individuals are exposed to different cultures making them more willing to engage with different cultures. Moreover, some researchers (e.g., Holton 2000) described cosmopolitanism as absorbing different

experiences from outside the host communities, while Rabinow (1986) suggested it is a state of being rather than process. Regardless of the approach to interpreting cosmopolitanism, the main premise is that individuals are exposed to different cultures. Table 1 below presents a summary of how cosmopolitanism has been used and defined in the literature.

Table 1: A Selection Definitions and Description of Cosmopolitanism in the Literature

Definition and Description	Sources	Category
Cosmopolitanism refers to individuals oriented outside their community.	Merton 1949	World citizens
Cosmopolitanism is an 'attitude of mind centred on the notion of unity of mankind and as an individual's approach to culture that focuses not only on forms of sociality but also on changes among forms, expansions and contractions in the forms, and movement by persons from one form of culture or society to another'.	Balary 1965, p.122	Openness to different cultures
'Cosmopolitans are those intellectuals who are at home in the cultures of other peoples as well as their own'.	Konrad 1984, p. 209	Openness to different cultures
Cosmopolitan is a person marked by cosmopolitanism is free of provincial bias.	Rabinow 1986	Free of provincial bias
Cosmopolitanism urges individuals to absorb as many different experiences as they can, while keeping their capacity to achieve self-definition and to advance their own aims effectively. It is an outward looking transcontextual activity stimulated by various forms of economic, political, and religious interconnectedness.	Holton 2000	Absorb different experiences
Cosmopolitanism suggests export or import of ideas and thoughts, which might be perceived negatively by others as it could decline ideals of citizenship.	Brennan 2001	World citizens
Cosmopolitanism refers to citizens who are transformed from being locals to becoming 'world citizens'.	Riefler and Diamantopoulos 2009, Cannon and Yaprak 2001, Cleveland, Laroche and Papadopoulos 2009	World citizens
Cosmopolitans are those people who 'provide points of entry into other territorial cultures'.	Hannerz 2002, p. 251	Openness to different cultures
Cosmopolitanism can be described as a willingness to engage with different cultures and a level of competence toward alien culture(s).	Saran and Kalliny 2012	Openness to different cultures

Cosmopolitanism and cosmopolitan are concepts that are frequently used interchangeably in the literature (see Table 1). While some researchers such as Cleveland, Laroche and Papadopoulos (2009) described cosmopolitanism as world citizenship, other researchers, such as Hannerz (2002), defined cosmopolitanism as exposure to different cultures. Cosmopolitanism is the ideology that all groups of people belong to a single community based on shared morality (Cannon & Yaprak 2001; Riefler & Diamantopoulos 2009). Those who adhere to this ideology are referred to as being cosmopolitan. This research defines cosmopolitanism as the extent to which individuals are driven by a worldly set of values than a singular set of cultural values. This research describes a cosmopolitan as a person who is open to different cultures and might have a tendency to consume foreign products.

2.3 Cosmopolitanism and Marketing

Cosmopolitanism is considered to be highly important and relevant to the field of marketing (Thompson & Tambyah 1999; Riefler & Diamantopoulos 2009). The pervasive exchanges of peoples and products across borders, interchange of technology and information bring about greater within-country cultural heterogeneity, even as similarities across countries also escalate (Merz, He & Alden 2008). In this sense, the world is increasingly becoming a single market with similar needs populated by a myriad of cultures with different wants such as ways of expressing and satisfying needs (Cleveland, Laroche & Hallab 2013). Cosmopolitanism alerts individuals to the beliefs, practices and attitudes of other cultures and encourages them to explore a wide range of goods and services on offer (Cleveland, Laroche & Hallab 2013). In addition, the ability for consumers to be more cosmopolitan could be increased by personal dispositions towards globalisation (i.e., the influences of media and marketing such as exposure to global/foreign mass media and multinational marketing activities), foreign travelling

attitudes/experiences, and English-language fluency and use (Cleveland, Laroche & Hallab 2013).

Cosmopolitanism has been found to increase individuals' Internet and e-mail usage significantly (Cleveland, Laroche, and Papadopoulos 2009). A number of researchers have found that there is a positive relationship between cosmopolitanism and extensive travelling experiences (Cleveland, Laroche & Papadopoulos 2009; Riefler & Diamantopoulos 2009). As such, they may be more cosmopolitan in their attitudes and consumption, and their perception of what is authentic is changing. As such, cosmopolitanism affects consumers attitudes, their consumption, and their perception of what is authentic as well (Cannon & Yaprak 2001).

As consumers have increased access to a large range of global products and services, their attitudes to other cultures are affected (Riefler & Diamantopoulos 2009). Consumers become cosmopolitans as a result of achievement of social status and diversity in the cultural capital stock held by them (Bourdieu 1987; Thompson & Tambyah 1999). Consumers who aspire to high cultural capital are seeking to cultivate cosmopolitan tastes, which may include, for example, consuming music and literature from different countries and cultures (Holt 1997). Importantly, cosmopolitans' expectations of foreign products seem to be more focused on quality and authenticity than is the case for their local products (Cannon & Yaprak 2001).

As cosmopolitans are considered to be open-minded, transcending from their own culture and accepting other cultures and open to new ideas (Cleveland, Laroche & Papadopoulos 2009; Cannon & Yaprak 2001), their consumption orientation transcends any particular culture and they appreciate diversity (Riefler & Diamantopoulos 2009). Riefler et al. (2012) contended that the degree to which consumers are cosmopolitan can drive their

tastes and preferences. Hannerz (1990) and Thompson and Tambyah (1999) concluded, in fact, that cosmopolitan consumers prefer foreign products rather than their domestic products. Cleveland Laroche and Papadopoulos (2009) further found that many consumers complement their identity in their traditional culture with one that is globally-oriented. Furthermore, cosmopolitans are also open to addressing their own functional needs, regardless of the kind of service or products that deliver the desired function, despite traditional, social and cultural influence (Cannon & Yaprak 2001). Thus, cosmopolitanism predisposes consumers to products from other countries (Riefler & Diamantopoulos 2009) and cosmopolitans are people who do not have a bias for their local cultures (Hannerz 1990). In a meta-study of the marketing literature, Kennedy and Hall (2012) found evidence to support the argument that an individual's identity, including their ethnic identity, can be expressed through their consumption.

An alternative ideology of viewing culture is through ethnocentrism. Ethnocentrism, in contrast to cosmopolitanism, refers to groups or societies that tend to view their norms and beliefs as superior to other groups, that is, in-groups and out-groups (Shimp & Sharma 1987). According to Shimp and Sharma (1987), ethnocentric consumers view other societies as acceptable or not acceptable according to the level of similarities or differences between them (Netemeyer, Durvasula & Lichtenstein 1991). Consumer ethnocentrism refers to the tendency to reject the products and services of the out-group in favour of local products and services (Shimp & Sharma 1987). Cosmopolitanism is the antithesis of ethnocentrism and refers to an open-minded individual whose consumption orientation transcends any particular culture and who appreciates diversity (Riefler & Diamantopoulos 2009).

2.4 Rise of Globalisation on Cosmopolitanism

Cosmopolitanism is seemingly on the rise. Globalisation, or "all those processes by which the peoples of the world are incorporated into a single world society" (Albrow & King 1990, p. 8), increases cosmopolitanism (Thompson & Tambyah 1999; Cannon & Yaprak 2001; Riefler & Diamantopoulos 2009). Globalisation has changed individual ability to adopt global values (Cleveland, Laroche & Hallab 2013).

Globalisation transforms consumer behaviour, accelerating cosmopolitanism among consumer segments (Alden, Steenkamp & Batra 1999; Steenkamp & de Jong 2010). Through the process of globalisation, the notion of a cosmopolitan mindset was created and through the various technologies that have emerged as a result of this process, cosmopolitanism has further spread and influenced consumers' purchasing attitudes and behaviour (Cannon & Yaprak 2001; Riefler & Diamantopoulos 2009). Some recent research has focused on the normative activities of cosmopolitans as consumers seeking to broaden their cultural horizons by immersing themselves in the myriad of experiences offered within a global culture (Cannon & Yaprak 2001; Saran & Kalliny 2012). The desire to consume what might fuel a desire to search for and consume foreign products and services, travel, international education and food from different countries of the world (Saran & Kalliny 2012).

According to Thompson and Tambyah (1999), cosmopolitans are a product of the globalisation process which has changed their cultural orientations. This occurs when individuals are exposed to the narratives and new cultural experiences of their globalised acquaintances expanding worldview. An enrichment and widening of knowledge leads to the adoption of a global cultural mindset, or world citizenship (Cannon & Yaprak 2001). 'If cosmopolitanism is indeed a form of consumption, then understanding cosmopolitanism

entails an examination of the habits of thought, feeling and practice related to consumption' (Molz 2011, p. 33-34).

2.5 Outcomes of Cosmopolitanism

Cosmopolitanism has sociological implications. It creates and maintains status distinctions between high-cultural-capital consumers and low-cultural-capital consumers and thus embraced by consumers for its influence on social status, or 'cultural capital' (Thompson & Tambyah 1999). For instance, in a study by Holt participants who had high levels of cultural capital were interested in exotic foods and music. However, they were dissatisfied with the small, rural, college-town community in which they resided (Thompson & Tambyah 1999). Thompson and Tambyah (1999) posited that cosmopolitans shun a parochial culture by their consumption of new and exciting experiences, in contrast to mundane and normal experiences. In all aspects of life, therefore, individuals who adopt a cosmopolitan view cultivate a high-cultural capital status. This leads to new and exciting lifestyle and cultural experiences for consumers or individuals (Cannon & Yaprak 2001). Hence, when consumers see an advantage in adopting a cosmopolitan mindset, the imageries and desires for modernity and cosmopolitanism became widely accepted (Cannon & Yaprak 2001).

Alden et al. (1999) indicated that cosmopolitanism invokes differences in people's social status and the aesthetic sensibilities of people, which distinguish the 'elite' in a global economy. Cosmopolitans are culture-seekers and are characterised as possessing an increased sensibility and distinct tastes in contrast to those who do not have access to globalised products (Alden, Steenkamp & Batra 1999). Cosmopolitans become driven by worldly values (Alden, Steenkamp & Batra 1999; Keillor & Hult 1999; Thompson & Tambyah 1999; Cannon & Yaprak 2001). For example, when consuming goods, Holt

(1997) described cosmopolitans as searchers of sophistication and variety often associated with different cultures.

Consumer choice and purchasing decisions are therefore, influenced by cosmopolitanism. Since consumers are natural members of a particular culture, their attitudes and behaviours are inevitably influenced by that culture. However, once open to different cultures, consumers' perceptions alter through exploring 'cultural innovativeness' and they tend to purchase products and services with these characteristics (Steenkamp, Hofstede & Wedel 1999). As consumers' priorities and lifestyles change in relation to their level of cosmopolitanism, their needs and desires also change (Steenkamp, Hofstede & Wedel 1999). Cosmopolitanism has an effect on consumer behaviour through increased competition in markets, technological change and travel opportunities - all enabling the consumers to adopt universal values (Cannon & Yaprak 2001). Not only does cosmopolitanism increase the curiosity of the consumers with regard to new experiences but it also influences their lifestyle choices (Steenkamp & Baumgartner 1998).

As mentioned earlier, globalisation (i.e., the influences of media and marketing such as exposure to global/foreign mass media and multinational marketing activities), foreign travelling attitudes/experiences, and English-language fluency and use, have enabled many consumers to experience other cultures whether in their own countries or overseas (Cleveland, Laroche & Hallab 2013). When consumers are increasingly exposed to, and have interactions with, other cultures, they may become cosmopolitan in their attitudes and consumption, and their perception of what is authentic may alter. Cannon and Yaprak (2001) added that cosmopolitans adopt new consumer values for example, a desire for quality and authenticity. Cosmopolitan consumers believe that they can find better solutions to their problems, even if they cannot envision the solutions. When their

expectations are not met, they search for different and better solutions. This behaviour is a demonstration of a cosmopolitan's tendency to search broadly for new and authentic market offerings (Cannon & Yaprak 2001) even outside their culture (Wang & Mattila 2013). Therefore, it is thought that consumers who are cosmopolitan are more likely to seek authenticity in what they consume than those who are less cosmopolitan. The current study explores this issue using a conceptual framework that draws together two key marketing concepts, namely cosmopolitanism and perceptions of authenticity. These constructs have not yet been brought together in the literature. The thesis now proceeds with a literature review on authenticity in relation to consumer behaviour.

2.6 Authenticity

The notion of authenticity has been a subject of inquiry in the humanities and social sciences. Breen (2007) stated that the term 'authenticity' comes from the Greek term *'authentikos'* which simply means 'original'. The notion of authenticity is often used to describe something considered to be genuine, real, or true, that is, not a copy or an imitation (Berger 1973; Taylor 1991; Bruner 1994). From this perspective, an object is considered to be authentic when it is perceived as 'the real thing' (Peterson 1997; MacCannell 1999).

From sociology, Heidegger (1962), suggested that authenticity is defined as an anticipation of a true experience. An authentic experience is the quality or condition of being authentic, genuine or true to one's self (Lewis and Bredger 2000). A person's actions or expressions are authentic if they are thought clearly to reflect who the person really is (Trilling 1973; Goldman & Papson 1996; Phillips 1997; Curnutt 1999) and are not fabricated or imitated merely to meet social conventions or make a profit (Trilling 1973; Cohen 1988; Kingston

1999). As an example, the confident behaviour of an adventure leader is authentic if it is not to be perceived to be feigned (Arnould, Price & Patrick 1998).

Although the literature on authenticity in marketing only emerged in the early 2000s, there is a growing recognition of its relevance for the field (Grayson & Martinec 2004; Alexander 2009; Beverland, Farrelly & Questerv 2010; Wang & Mattila 2013; McAuley & Pervan 2014). Indeed, authenticity is considered to be one of the cornerstones of marketing (McIntosh & Prentice 1999; Prentice 2001; Brown & Sherry 2003; Hede & Thyne 2010), as it assists marketers to build strong and unique brand identities (Keller 1993; Aaker 1996; Kapferer 2001; Beverland 2005). Further, it is thought that authenticity builds on the allusions in consumers' minds of uniqueness, originality and distinctive image (Leigh, Peters & Shelton 2006; Atwal & Williams 2011).

Authenticity plays an important function for market offerings (Doonan 2007). In fact, many researchers (e.g., Lewis & Bridger 2000; Boyle 2004) indicated that authentic products are preferred over non-authentic products. Moreover, consumers seek authenticity in many of their acquisitions, whether they be products, services or experiences (Doonan 2007). Since market offerings are presented as genuine, they are likely to be perceived as offering the best value for money (Boyle 2004). Consequently, these market offerings are perceived to be superior in quality, more reliable and their value is likely to be maintained or even increased over time (Boyle 2004).

Over time the distinctions consumers are making between authenticity and inauthenticity have become blurred (Grayson & Martinec 2004; Hede & Thyne 2010; Kelleher 2004). Inauthenticity for consumers may be acceptable under some circumstances (Grayson & Martinec 2004). In a study of American consumers, O'Guinnand and Belk (1989) found that consumers could even accept the inauthentic, citing decorative objects of bad taste,

such as souvenirs. Moreover, for some consumers, the personal meanings ascribed to possessions are of more importance than their objective authenticity (Belk 2006). For example, consumers may view a facsimile of the original as authentic even though they are aware of it is a replica.

Grayson and Martinec (2004) were the first to discuss how consumers legitimise such fabrication or 'inauthentic' status. They focused on two dimensions of authenticity: indexicality and iconicity. Indexical authenticity refers to when the features or cues of the market offering are related to 'the real thing'. These features or cues distinguish 'the real thing' from a copy (Grayson & Martinec 2004; Hede & Thyne 2010). However, iconic authenticity refers to similarity, or a symbol or imitation of the genuine product or experience (Grayson & Martinec 2004; Hede & Thyne 2010). In this sense, counterfeit Gucci and Louis Vuitton bags may be considered to be iconically authentic, but the same bags, may also be indexically authentic if they are accurate imitations.

There are, however, three conditions for assessing indexicality and iconicity in objects (Grayson & Martinec 2004); 1) truth and deceit, i.e. Gucci and Louis Vuitton bags should be stated as such, just as imitations should be stated as such; 2) that there is no inherent contradiction between the two objects as it is clear when a market offering is indexically authentic and when it is iconically authentic; and 3) that an evaluation of authenticity depends on a specific context (Grayson & Martinec 2004), (i.e., a handmade craft store may not be considered as being authentic if the store is replete of machine-made products). Some researchers (e.g.,Westbrook 1978) have also used the word 'authentic' as a synonym for 'true'; Grayson and Martinec (2004) associated authenticity with only particular kinds of truth.

Authenticity is a complex construct creating difficulty in setting one stable unequivocal definition. While Warnier (1994) suggested any definition of authenticity must be performed with reference to a place, time, or product, Cova and Cova (2001) refer to four dimensions of authenticity such as history, space, socialisation, and naturalisation. Authenticity is also conceived in products that are manufactured in countries different from their countries of origin or mimicked (Liu et al. 2014).

As mentioned earlier, it is difficult to set one stable unequivocal definition of authenticity. Adopting this view of complexity, Reisinger and Steiner (2006) catalogued the different notions of authenticity employed in different research paradigms. They argue that while positivist researchers tend to perceive authenticity as a quality that can be objectively discerned and evaluated, constructivists, on the other hand, view authenticity as a subjective, relative, and malleable concept that is created by social consensus (e.g., Wang 1999). Postmodernist scholars, for example, consider authenticity to be a subjective construct and question the naiveté of any belief in the concept, the broader cultural shift in postmodern sentiment shows that there is an ever growing desire for authenticity among consumers (Arnould & Price 2000).

Arnould and Thompson (2005) placed research into authenticity within consumer culture theory (CCT) as part of understanding consumers' own sense of self. They summarise this by stating 'the market produces certain kinds of consumer positions that consumers can choose to inhabit' (Arnould & Thompson 2005, p. 871). In this context, they suggest that the postmodern search for a true self in a wider culture has spawned products and services that are retailed on the promise of authenticity, whether it be, for example, handmade craft products or cultural tourism in remote locations (Arnould & Price 2000).

2.7 Types of Authenticity

The differing perspectives on the meaning of authenticity also mean that scholars have proposed different types of authenticity. For Wang (1999), authenticity can be object-based or existential, and there is a sharp distinction between the two as they can be entirely unrelated to each other. Reflecting on the subjective-objective dichotomy discussed earlier, object-based authenticity refers to the relatively stable visible and experiential qualities of an object. Existential authenticity is not object-based but activity-based in terms of the users' consumption of that object to incite intrapersonal (bodily feelings) and interpersonal (self-making) experiences (Wang 1999). Reisinger and Steiner (2006) also support this view of existential versus object-based authenticity and argue that they exist in separate domains.

In consumer studies, the assessment of the authenticity of products generally refers to 'type authenticity' or the indication that the product at hand is truly of the type claimed by it, whether this be the genre, brand or source (Carroll & Wheaton 2009). The notion of 'true-to-type' authenticity can actually encompass many different categories. 'Craft authenticity', for example, refers to the use of advanced knowledge, skills, and materials expected in a particular craft product (Carroll & Wheaton 2009) whereas 'creativity authenticity' refers to artistic integrity and merit in the creative arts (Jones & Smith 2005).

2.8 Operationalising Authenticity

Given the complex questions surrounding the meaning of authenticity, there has been much debate among scholars about ways of operationalising and measuring the construct. As already mentioned, some scholars consider authenticity of an object or experience as a quality that can be evaluated using absolute, objective criteria (Boorstin 1964; Groves & Stewart 1993; Leigh, Peters & Shelton 2006; Stewart, Shamdasani & Rook 2007). Many

others, however, contest that view and argue that authenticity is not an inherent attribute of an object that remains unchanged, but is constructed by the perception of the consumer (Cohen 1988; Bruner 1994; Lu & Fine 1995; Mkono 2012). Many of these researchers highlight the centrality of the subjective experience of the consumer in the creation of notions of authenticity (Neumann 1992; Wang 1999). However, some scholars tend to see a middle ground between these two approaches and argue that objective and subjective measures work in a synergistic manner to create authenticity (e.g., Grayson & Martinec 2004; Beverland, Lindgreen & Vink 2008). A product or service cue may have an objective indicator of authenticity, which may then stimulate perceptions of authenticity within the minds of prospective consumers.

Consequently, this research is based on the premise of a balanced perspective that is able to consider both the objective indicators as well as subjective constructions of authenticity is useful. There is a need to examine how these notions take root in consumers' minds as it sways consumer decisions about their consumption (Starr 2011). As previous research has demonstrated, attempts to advance the understanding of authenticity, as a concept, tend to promote a belief in its existence as an objective measure.

2.9 A Consumer-based Model of Authenticity

Kolar and Zabkar (2010) proposed a consumer-based model in which authenticity is a key mediating construct between cultural motivation and loyalty. Cultural motivation is shifting towards a more general interest in culture, rather than very specific cultural goals (Tourism Trends for Europe, 2006). According to Kolar and Zabkar (2010), authenticity is acknowledged as a universal value and an essential driving force that motivates consumers. Authenticity can also be considered an important value, motive, or interest that plays a mediating role in behavioural intentions (Kolar & Zabkar, 2010). Based on this

understanding, adopting this perspective for this study assists to explain whether perceptions of authenticity of perfumes can have an effect on purchase intentions of perfumes. Kolar and Zabka conducted their study in a number of heritage sites in four European countries, Kolar and Zabkar (2010) concluded that: 1) objective based authenticity influences existential authenticity; 2) cultural motivation positively influences objective bases of authenticity and existential authenticity; and 3) objective based authenticity, existential authenticity and cultural motivation all positively influence loyalty.

More recently, a study by Napoli et al., (2014) who developed a psychometrically robust measure of brand authenticity from the consumer's perspective. Napoli et al examined seven potential cues that were found in the literature that consumers use into evaluating the authenticity of a brand, namely brand heritage; quality commitment; craftsmanship; sincerity; nostalgia; cultural symbolism; and design consistency. Napoli et al., (2014) found that from these seven potential cues that were found in the literature, only three cues named quality commitment, sincerity and heritage represent the brand authenticity.

According to Kolar and Zabkar (2010), there are two perspectives to examining authenticity: a managerial standpoint and a consumer-based standpoint. Studies from the managerial standpoint have necessitated more nuanced conceptualisations of authenticity, providing a relevant framework to engage with the complex forms of authenticity in marketing and tourism. However, the managerial standpoint adopts the dismissive position that anything that is created for commercial purposes loses its authenticity and intrinsic meaning and value (Kolar & Zabkar 2010; Shepherd 2002; Waitt 2000). Furthermore, they argue that the managerial standpoint tends to treat the consumer as a one-dimensional chooser, identity-seeker, victim, rebel, or citizen, instead of treating them in a holistic

manner as a complex creation of many roles and attributes which interact with each other to define their experiences (Kolar & Zabkar 2010).

Conversely, they argue that a consumer-based model takes account of the nuanced and multifaceted form of consumer perceptions and behaviours. Adopting this holistic consumer-based perspective brings a nuanced understanding of authenticity as it is experienced by consumers in the shifting roles and perceptions they assume in their use of the product. Furthermore, as consumers use different cues to evaluate authenticity (Groves 2001; Beverland 2006; Castéran & Roederer 2013), adopting a consumer-based perspective allows exploration for the cues consumer use to arrive at their perceptions of authenticity. Based on this understanding, this research adopts the consumer-based model because it will allow the researcher to explore for the cues that Saudi Arabian consumers use to evaluate the authenticity of both Western and Saudi perfumes.

2.10 Perceptions of Authentic Market Offerings

Lewis and Bridger (2000) suggested that there are three ways to create the perception that market offerings are authentic: locating it in a place; locating it in time; and making it credible. First, locating a market offering in a place provides the product an extra feature distinct from an identical product (Doonan 2007). Second, products that are implanted within a certain era can present the image of authenticity (Doonan 2007). Finally, making a product credible may be a way to create a perception of products authenticity. Genuine credibility is persuasive (Doonan 2007). Lewis and Bridger (2000) suggested that the more credible a market offering or source seems, the greater its chance is of being perceived as authentic.

In food markets, Camus (2003) identifies three dimensions that create the perception of authenticity: originality, uniqueness and projection. According to Camus (2003), to be authentic, consumers must have information about the place of production and the market offering must be seen as a projection of the consumer: the consumer must see the product as a reflection of his/ her personality. These dimensions can be defined by nine cues, which are: customization, origin (including the author, the period, country, human or technical factors), price and signs of certification. In the case of wines, Beverland (2005) identifies six cues of authenticity which are pedigree and heritage, stylistic consistency, quality commitment, relationship to place, method of production, and the downplaying of commercial motives.

2.11 Cues for Authenticity in Relation to Market Offerings

Consumers use both intrinsic and extrinsic cues to evaluate products (Szybillo & Jacobya 1974; Enneking, Neumann & Henneber 2007). Intrinsic cues include for example, ingredients and packaging. Extrinsic cues include price, brand name, country of origin and the retailers' reputation (Lee & Lou 2011; Chrysochou, Krystsllis & Giraud 2012). Both the intrinsic and extrinsic cues of any market offerings influence consumer preferences and perceptions of quality (Rundh 2009).

Consumers use a number of cues, both intrinsic and extrinsic, to evaluate the authenticity of a market offering, but these are not always applicable to all market offerings. Indeed, it appears that the cues that consumers use to evaluate the authenticity of market offerings are likely to vary from one to another. The literature indicates that that there are common cues that consumers use to evaluate the authenticity of a market offering including quality of packaging, place of production, quality of ingredients, brand names, and heritage and pedigree. These are discussed below.

2.11.1 Quality of Packaging and Presentation

Lunardo and Guerinet (2007) suggest that quality is a major cue of authenticity. More specifically, packaging design in all different aspects is a significant factor for market offerings in consumer markets (Wansink & Park 2001; Raghubir & Greenleaf 2006; Rundh 2009; Rocchi & Stefani 2005). As this study sets within the context of perfumes, packaging has an important role in perfumes industry (Wansink & Park 2001; Raghubir & Greenleaf 2006). Fionda and Moore (2009) noted that the design concept is extended to the packaging and livery, that is, the product is displayed in an area that is decorated to reflect the package design.

Quality of packaging is a cue to evaluate authenticity in products such as wine (Beverland 2006) and British food (Groves 2001). Beverland (2006) referred to the quality of the packaging of wines as 'the stylistic consistency'. Groves (2001) used 'packaging appearance' in reference to the quality of packaging of British foods. Moreover, in relation to perfumes, many reserchers (e.g., Wansink & Park 2001; Raghubir & Greenleaf 2006; Rundh 2009) found that the quality of packaging plays an important role as consumers use this cue as a sign of perfume quality. Considering this, packaging and presentation may also be an important cue for consumers to evaluate the authenticity of perfumes.

2.11.2 Place of Production

Previous studies (e.g., Schooler 1965; Bilkey & Nes 1982; Han 1989; Pharr 2005; Sohail & Sahin 2010), have identified that consumers view the same products from different countries differently. Sohail and Sahin (2010) concluded that place of production has a significant impact on Saudi Arabian consumers in the automobile industry. Sohail and Sahin found that the highest ratings by Saudi Arabian consumers were for automobiles

products from Europe compared to automobiles products from USA, Japan and Korea. However, Bhuian (1997) found that Saudi Arabian consumers have more positive attitude toward products that are made in USA and Japan than products that are made in Germany, Italy, the UK and France. Moreover, Alsughayir, Albarq and Syed (2012) concluded that Saudi Arabian consumers have listed Japan as having the highest product quality compared to products made in Germany, USA, France, Italy UK South Korea and Saudi Arabia. A study in Saudi Arabia also showed that place of production is a significant and major factor in Saudi managers' purchase decisions with respect to industrial products (Albarq 2014).

Furthermore, the degree of economic development of a country influences the image of the place of production (Schooler 1971; Krishnakumar 1974; Bilkey & Nes 1982; Verlegh & Ittersum 2001). Several studies (e.g., Schooler & Wildt 1968; Krishnakumar 1974; Bilkey & Nes 1982; Ettenson 1993; Verlegh & Ittersum 2001; Lau & Phau 2009; Alsughayir, Albarq and Syed 2012) found that products from less developed countries garner less favourable positive images. Alsughayir and Abbas (2012) found that Saudi Arabian consumers perceived products from developed countries to be higher quality than products from less developed countries. Thus, consumers from Saudi Arabia may be more likely to view a perfume made in the United States more favourably than a perfume made in Mexico.

Place of production is a cue for the evaluation of authenticity (Groves 2001; Camus 2003; Beverland 2006; Zainol, Phau & Cheah 2012; Castéran & Roederer 2013). While Beverland (2006) used place of production within the context of wine, Groves (2001), in relation to British food, referred to this cue as the origin of the ingredients and the place of production. In food markets, Camus (2003) concluded that to be authentic, the consumer must have information about the place of production. Castéran and Roederer (2013) found

that in the case of the Strasbourg Christmas Market, consumers use the place of production as a cue for evaluation of the authenticity of the market offerings. Zainol et al. (2012) indicated that the authentic ingredients of luxury brands consist of macro and micro images of the country of origin. The macro image refers to the country of origin of a brand (e.g., Louis Vuitton is marketed as a French brand), while the micro image refers to the country of origin of a given product category where an associative link is made (e.g., Egypt is associate with quality cotton). Therefore, a 'Made in Tibet' Louis Vuitton pashmina may be perceived to be more authentic than a 'Made in France' Louis Vuitton pashmina as the quality of pashmina from Tibet is renowned.

2.11.3 Quality of Ingredients

Consumers might be concerned with the means by which the ingredients were grown or produced to evaluate whether they perceive the market offering to be authentic (Beverland 2006). Groves (2001) concluded that the quality of ingredients was a cue used by consumers to evaluate the authenticity of food in Britain. For wines, Beverland (2006) found that consumers use methods of production as a cue to evaluate the authenticity of wines. Wine consumers are concerned with the means by which wine is produced. Thus, methods of production are very important to evaluate whether the produced wine is indeed authentic (Beverland 2006). Similarly, Castéran and Roederer (2013) found that, in the case of the Strasbourg Christmas Market, consumers use the process of craft production (e.g., handmade crafts using tradition carpentry tools) as a cue to evaluate the authenticity of products. Camus (2003) concluded that an authentic product must be perceived as naturally which is different from manufactured products.

The ingredients that are used in perfumes might also be important cues of authenticity. Aromatic chemicals, or synthetics, are grouped as alcohols, aldehydes and esters (Gottfried

& Herz 2011). Perfumes comprise of possibly hundreds of ingredients, which may be characterised by their aromatic sources, natural or synthetic attributes (Dove 2008). Natural sources vary significantly from one perfume to another due to the location of the ingredients and the time of harvesting. Thus the skills of the maker require sensitivity to blend the ingredients to achieve consistency every time the perfume is produced (Edwards 2006).

The ingredients can have both positive and negative effects on consumers. Synthetic and imitative perfumes have been identified as being responsible for causing the most number of allergies (Saudi Food and Drug Authority 2010). Caress and Steinemann (2009) studied a cross-section of Americans to explore for their acceptance of exposure to fragranced products, including perfume and scented household products. The results indicated that more than 30% of the general population found scented products on others to be irritating, 19% reported adverse health effects from air fresheners, and 11% reported irritation from scented laundry products.

On the other hand, natural ingredients in perfumes are normally certified as being safe to use and non-allergenic (Johansen, Rastogi & Menné 1996; Frosch et al. 2002). Duber-Smith et al. (2012) and Dayan and Kromidas (2011) found that, as a cue, the search for naturalness of ingredients in cosmetic products is a growing trend. In this context, how natural or synthetic the ingredients are is likely to be an important cue of cosmetic products because synthetic and imitative market offerings may have health side effects (Costanza et al. 1997). Based on the above, how natural or synthetic the ingredients used in the production process may be a cue that consumers use to form their evaluation of the authenticity of perfumes

2.11.4 Brand Names

Marketers use brand names as a strategy to effectively differentiate products from the competition (Alexander 2009). In recent years, brand names have been used to fulfil other roles in creative, cultural and even social dimensions (Doonan 2007). According to Breen (2007), the process of elevating a brand's function has been going on for many years now, mainly triggered by the rise of extremely saturated markets, cluttered advertising and tougher competition among the different products in the market. Given this fact, Breen (2007) contended that the role of a brand name is indeed very important in the context of authenticity.

Alexander (2009) stated that 'brand authenticity' has become a powerful strategy that marketers use in order to build strong brand names. Luxury brands and those brands that seek to establish iconic credentials incorporate their heritage into their brand (Alexander 2009). For example, Louis Vuitton, Burberry and Hermes, accentuate the heritage of the brand and create a unique experience that is not relevant for unknown brands. Moreover, brand names have been found to be an important cue to evaluate the authenticity of marketing offerings (Groves 2001; Beverland 2006; Zainol, Phau & Cheah 2012; McAuley & Pervan 2014). In this sense, a Gucci wallet may be perceived to be more authentic than a wallet from an undistinguished brand.

Brand authenticity is seen by some as a potential new pillar to create brand credibility and trust (Beverland, 2005; Eggers et al., 2013). Schallehn, Burmann and Riley (2014) found that consistency, continuity and individuality of a brand drive the perception of brand authenticity. Eggers et al. (2013) concluded that brand authenticity has a positive affect on brand trust which might help fuel firm growth within the market place. In this context, it is important for firms to have clearly defined values that reflect where they have come from

2.11.5 A Long Lasting Fragrance

Perfumes consist of three 'notes', similar to the music scale. The top, lighter 'note' leads to the so-called 'deeper' middle notes. The base notes then gradually appear as the ethanol and water evaporate over time, allowing an unfolding of different scents (Edwards 2006; Camps 2009). A number of studies have identified that the length of time that the scent of a perfume lingers and its intensity have a positive effect on purchase intentions (Spangenberg, Crowley & Henderson 1996; Oh, Lee & Kim 2009; Pillai et al. 2009); Wheel 2012). The reason why how long a fragrance last might be a cue for its authenticity relates to the value consumers attach to it, that is 'the quality exchange for the price that has been paid' (Zeithaml 1988; Desarbo, Jedidi & Sinha 2001). In the context of Saudi perfumes, they are presented in one concentration because they consist of essential oils and are produced from wood, patchouli, rose, musk and ambergris (Saudi Food and Drug Authority 2010). Generally, essential oils have a long lasting fragrance (Donelian at al. 2009).

2.11.6 Distinctiveness

A distinctive perfume is unique and novel compared to other perfumes. Distinctiveness relates to whether the scent of the perfume is difficult to imitate. A signature scent comprises an unknown identity, quantity, and/or concentration of natural and synthetic ingredients and the formulations are usually treated as trade secrets to ensure that distinctiveness is retained (Sherlock & Foy 2011). Thus, by enhancing the distinctiveness of perfume's scent, the perfume can stand out against other competing perfumes and attract the interest of potential consumers (Scharf & Volkmer 2000). In this sense, perfume that has an unfamiliar scent might be perceived more authentic than a perfume that has familiar

scent. Considering this, distinctiveness may also be an important cue that consumers use to evaluate the authenticity of perfumes.

2.11.7 Heritage and Pedigree

Heritage and pedigree mean that some products have a historical, greater age of an object and a traditional timeline of experiences (Beverland 2006). Also, it would be very difficult to substantiate whether or not a product is authentic if it was not the 'first' in the market. For example, for many whiskey consumers they believe that more established and older companies sell more authentic and high-quality whiskey compared to newly established companies. While Beverland (2006) referred to this cue 'heritage and pedigree' in the wine context, Groves (2001) referred to 'traditional associations' in the context of British food, Starr (2011) referred to it as 'greater age of an object' and Castéran and Roederer (2013) referred to it as 'respect for tradition'.

In order to seek distinction and pedigree, brands often use allusions to time and place. For luxury products, the importance of heritage or pedigree is an almost self-evident imperative (Ballantine, Warren & Nobbs 2006; Alexander 2009). Ballantine, Warren and Nobbs (2006) found that heritage and authenticity are pivotal determinants of brand success. Furthermore, Dubois et al. (2001) found that ancestral heritage and personal history is one of the most important elements of Luxury brands. Luxury brands and those brands that seek to establish iconic credentials incorporate their heritage into their brand (Alexander 2009). For example, the brand story around Burberry's Great War trench coat was created through historical association. Brands such as Gucci, Prada and Adidas reference their history in their stores through historic photos of designers in old workshops. In fact, many luxury brands reinforce heritage and pedigree by referencing past and present celebrities

that have used their products and drawing on museum stocks for in-store displays (Beverland, 2005).

In relation to perfumes, heritage and pedigree might also be associated with authenticity. For example, in terms of Western perfumes, Chanel No.5 is presented as the first perfume launched by 'Coco' Chanel in 1920 (Mazzeo 2011). However, in oriental perfumes that have a longer history than perfumes from the west, roses were always held in high esteem not only in Saudi Arabia but also on the Arabian Peninsula (Ghazanfar 2011). Rose perfume was used to sanctify mosques and was an important part of religious occasions. Amongst the most esteemed perfumes, the extraction of the rose scent became part of a flourishing industry in the Islamic era (Ghazanfar 2011). Considering this, as heritage and pedigree had been used to evaluate the authenticity of marketing offerings, it might be also a cue consumers use to evaluate the authenticity of perfumes.

As described in this section there are a number of cues for authenticity that have been identified in the literature. From a marketing perspective, authenticity is likely to influence behavioural intentions. These benefits of authenticity are discussed in the following section.

2.12 Benefits Derived From Perceived Authenticity

Researchers have shown that there is a cognitive basis to authenticity as a motivator of consumer behaviour. Furthermore, an authentic market offering creates perceptual effects about the benefits of the market offering for consumers. For example, Kolar and Zabar (2010) found perceived authenticity of tourist offerings to be a significant predictor of customer loyalty, Gallarza and Gil Saura (2006) and Chi and Qu (2008) argued that when consumers find a product or service that meets their expectations with regard to authenticity, it improves their user satisfaction.

Beverland, Farrelly and Quester (2010) conducted in-depth interviews to examine how buying products perceived to be authentic affected the emotional states of the consumers. Research participants reported that they felt in control, connected, and virtuous when they bought products from what they perceived to be authentic brands. In terms of consumer behaviour, Chhabra, Healy and Sills (2003) observed that the perceived authenticity of a Scottish festival was correlated with the willingness of participants to spend more at the festival and Yu and Littrell (2003) found that tourists were more likely to purchase a craft object if they perceived it to be authentic. Similarly, Ramkissoona and Uysalb (2011) found that perceived authenticity has a positive impact on behavioural intentions of tourists. Beverland (2005) found that authenticity has a positive effect on purchase intentions. Wang and Mattila (2013) found that the perceived authenticity affect positively consumers' purchase intentions to ethnic restaurants.

2.13 Quantitative Approaches

Most of the research in the area of authenticity has been qualitative or conceptual in nature (e.g., Beverland & Farrelly 2010; Beverland, Lindgreen, & Vink 2008; Hughes 1995; Lu & Fine 1995; McAuley & Pervan 2014; Mkono 2012; Wang 1999). There is, however, a recent trend in the authenticity area toward quantitative methods to, measure, and model authenticity in different contexts. Table 2 provides a range of studies that have used quantitative methods to explore authenticity.

Table 2: Selected Chronology of Quantitative Studies of Authenticity

Author	Context and Focus
Spooner (1986)	Cultural studies, oriental carpets.
Smith (2001)	Archaeology and national studies.
Revilla and Dodd (2003)	The authenticity of pottery.
Yu and Littrell (2003)	Tourism, authentic crafts.
Chhabra (2005)	Tourism, vendors' viewpoints of Scottish goods sold to tourists at retail outlets and festivals.
Lee and Littrell (2006)	Marketing and cultural studies, internet shopping.
Sukalakamala and Boyce (2007)	Tourism, ethnic dining.
Gino, Norton, and Ariely (2010)	Psychology and marketing, counterfeit products
Kolar and Zabkar (2010)	Tourism, heritage sites.
Jang, Liu and Namkung (2011)	Tourism and hospitality, authentic atmospherics in Chinese restaurants
Magnini, Miller, and Kim (2011)	Tourism and hospitality, ethnic restaurant signage.
Pantano and Servidio (2011)	Marketing, local cultural products of Calabria in Italy.
Ramkissoona and Uysalb (2011)	Tourism, perceived authenticity, information search behaviour, motivation and destination imagery.
Wang and Mattila (2013)	Tourism, ethnic dining services.

As seen in Table 2, many quantitative studies occurred within the field of tourism studies focusing on visitor perceptions of historic and archaeological sites. After an extensive review of the literature, no scale was found to measure consumer perceptions of the authenticity of perfumes was identified or one that could be customised to this consumption context. Therefore, as explained in Chapter One, one of the key objectives of this research was to develop a scale for measuring consumer perceptions of the authenticity of perfumes.

2.14 Purchase intentions

A consumer's attitude and assessment and external factors construct consumer purchase Intention. Purchase intention is a critical factor to predict consumer behaviour (Fishbein & Ajzen 1975). Purchase intention defined as purchase probability associated with an intention category at the percentage of individuals that will actually buy product (Whitlark, Geurts & Swenson 1993). In the current study, consumer purchase intention is defined as

consumer who intends to purchase Western/Saudi perfumes and would purchase the perfumes for a gift for someone. Purchase intention can measure the possibility of a consumer to buy a product, and purchase intention affects positively willingness to buy a product (Dodds, et al., 1991; Schiffman & Kanuk 2000). Purchase intention indicates that consumers will follow their experience, characteristics, preference and external and internal cues of products and external environment to collect information and make purchase decision (Zeithaml 1988; Dodds et al., 1991; Schiffman & Kanuk 2000; Yang 2009).

Many studies, such as those of Hannerz (1990) and Thompson and Tambyah (1999), conclude that cosmopolitanism, as a consumer characteristic influences consumer preferences and purchase intentions towards foreign products. Beverland (2005) and Alexander (2009) submitted that perceived authenticity influences purchase intentions, and that the more strongly a market offering is perceived as being authentic, the stronger the purchase intentions will be. It is thought that cosmopolitanism, as a consumer characteristic, will influence consumer perceptions of the authenticity of non-traditional and traditional fragrances, which will then influence consumer preferences.

2.15 Summary

This chapter provided an overview of the literature on cosmopolitanism and authenticity providing the platform for the proposed research. This chapter highlighted that, as a construct, cosmopolitanism is one that is well-developed in the literature with measures available but that authenticity is a comparatively under-explored construct in the marketing literature. Hence, for a study about the authenticity of perfumes, it is necessary to develop a scale to measure such a construct. The following chapter presents the process and

findings of scale development this construct, before moving on to present the conceptual

framework in Chapter 4.

Chapter 3: Perceptions of Authenticity of Perfumes - Scale Development

3.1 Introduction

In the previous chapter, the literature on both cosmopolitanism and authenticity were presented. The chapter concluded that it was necessary to identify the cues that consumers use to evaluate the authenticity of perfumes to enable the researcher to later measure consumers' perceptions of the authenticity of perfumes. The purpose of this chapter is to describe the process adopted to identify cues of perceptions of authenticity of perfumes and to develop the corresponding measure for perceptions of authenticity, cosmopolitanism and purchase intentions.

3.2 An Overview of the Scale Development Process

The process of scale development used in this research involved procedures suggested by Churchill (1979) and others (e.g., Diamantopoulos & Winklhofer 2001; Rossiter 2002). The process consisted of item generation, content validity, refinement of the scale and validation of the scale. It involved a mixed methods research design using qualitative and quantitative data collection methods and analysis. While qualitative methods allow for exploration of the social and environmental factors relating to the construct, quantitative methods allow for the empirical testing of the scale enabling a high level of veracity and precision (Creswell 2009; Basit 2010; Walliman 2010). As the reliability of the instrument, which is referred to hereafter as PoA of perfumes, must provide the same results consistently over time (Tashakkori & Teddlie 1998), a mixed methods approach assists to support the validity of results (Adler & Adler 1987; Rossman & Wilson 1994; Sale, Lohfeld & Brazil 2002; Creswell 2009). The process of scale development is summarised in Table 3.

Table 3: Scale Development Process for PoA of Perfumes

Stage of Scale Development	Purpose	Research Technique	Source of Data
Stage 1 Item Generation	To identify existing cues for product authenticity. To identify consumer based cues for evaluation of the authenticity of perfumes.	(a) Secondary data (b) Four focus groups	Literature review Saudi Arabian consumers of perfume (n=24)
Stage 2 Content Validity	To establish content validity and readability of items.	Survey of expert judges (pilot testing).	Saudi Arabians residing in Melbourne (n=20)
Stage 3 Scale Refinement	To purity the items.	Exploratory Factor Analysis (EFA)	Survey of Saudi Arabian consumers in Riyadh and Mecca (n=200)
Stage 4 Scale Validation	To validate the scale, and to test for discriminant validity.	Confirmatory factor analysis (CFA) and testing the conceptual model.	Survey of Saudi Arabian consumers in Riyadh and Mecca (n=200)

The following sections describe each stage in detail.

3.2.1 Stage 1: Item Generation

3.2.1.1 Stage 1a: Defining the Construct

Defining the construct is the first step in scale development (Churchill 1979). In addition, Rossiter (2002) suggested that 'a construct should specify the object, the attribute, and the rater entity' (p. 309). In this research, the object was perfumes, the attribute was perceived authenticity and the raters Saudi Arabian consumers.

A review of extant literature on existing definitions of authenticity was undertaken in section 2.6 in Chapter Two. While there are many interpretations and definitions of authenticity in the literature, it is generally agreed that when market offerings are perceived as authentic, they are considered to being genuine, real, original and trustworthy (Lewis & Bridger 2000; Moore 2002). In addition, such market offerings build on the illusion of

uniqueness, originality and distinctive images in consumers' minds (Lewis & Bridger 2000; Moore 2002; Beverland 2005; Alexander 2009). Although a number of cues to evaluate the authenticity exist in the literature as shown in section 2.11 in Chapter 2, most of the studies indicate some common cues. These are: quality of packaging, place of production, quality of ingredients, brand names, and heritage and pedigree (Groves 2001; Beverland 2006; Castéran & Roederer 2013). PoA of perfumes in this research is defined as how genuine consumers view perfumes.

3.2.1.2 Stage 1b: Focus Groups for Generating the Pool of Items

After an extensive review of the literature on authenticity had been completed, four focus groups were conducted with Saudi Arabian perfume consumers to explore for the cues for evaluation of the authenticity of perfumes. In this study, the focus group data were used to identify items to be used for further surveying (Silverman 2010).

The setting for the focus groups was in the cities of Riyadh and Mecca in Saudi Arabia. Riyadh is located in the center of Saudi Arabia. It is the capital city and is home to the seat of government. It still provides the visitor with evidence of the traditional Saudi Arabian way of life. Mecca is the holy city of all Muslims around the world. Mecca is located on the western region of Saudi Arabia (High Commission for Development of Mecca Report 2011). Millions of pilgrims visit Mecca every year from around the world (Kalesar 2010; Mundi 2012). While these two destinations are different in many ways, they have the highest level of perfume consumption in Saudi Arabia and are therefore important for the perfume market in Saudi Arabia (The Saudi Food and Drug Authority 2010).

A purposive sampling method was used to select participants for the focus groups. Purposive sampling 'is characterised by the use of judgment and a deliberate effort to

obtain representative samples by including presumably typical areas or groups in the sample' (Kerlinger & Lee 2000, p.179). Thus, the selection of Saudi Arabian consumers in shopping centres was deemed appropriate for this study.

The target participants were Saudi Arabian consumers, both male and female, aged 18 years or over who had purchased Western and/or Saudi perfumes in the last six months. These criteria ensured that participants had some knowledge of perfumes. The researcher disseminated information about the project using the research information sheet (see Appendix 1). Once shoppers demonstrated their interest in participating in the research, they were screened for their eligibility. Eligible shoppers, who were interested in participating in the research, were invited to contact the researcher through the contact number and email address provided on the information sheet. In this way, participation was voluntary.

A focus group of six to eight members generally creates the most effective group dynamics and performance (Barbour 2007). Consequently, each focus group for this study consisted of six participants. In total, 24 consumers participated in one of four focus groups, consisting of 16 females and 8 males, aged between 20 and 40 years. Two focus groups were conducted in the Kingdom Schools in Riyadh and Al-Bushra Schools in Mecca. The doctoral researcher had the schools' approval to use one of their boardrooms which were set up with table, chairs, white boards, computers, printer etc.. The focus groups were undertaken in Arabic, which lasted between 60 and 90 minutes. Each focus group discussion was recorded and transcribed, and then translated using back translation by a Certified Translation Centre. In this study back translation, which is a technique commonly used in cross-cultural research (Brislin 1980; McGorry 2000), involved the translation of

transcripts from Arabic to English and then from English to Arabic to ensure accuracy and validity (Brislin 1980; McGorry 2000).

At the beginning of each focus group, the researcher provided the participants with a consent form to acknowledge their participation in the group interview (see Appendix 2). After an introduction to the research, the definition of the PoA was presented to the focus group participants. The researcher then asked the participants to help provide descriptions of authenticity of perfumes first in general, then about Western and Saudi perfumes. The discussion concentrated on the interpretation of perceptions of authenticity as an overall concept as well as the cues participants use to determine the authenticity of perfumes, generally and more specifically in relation to Saudi and Western perfumes. In this study, images of the cues of perfumes (see Appendix 3), which were garnered from the literature, such as the endurance of fragrances (Fortineau 2004), packaging (Szybilloa & Jacobya 1974), price, brand name, country of origin and retailers' reputation (Lee & Lou 2011; Chrysochou, Krystsllis & Giraud 2012), were used to prompt the focus group participants. Following this, participants were asked to pair up and agree on a set of cues first regarding perfumes generally, Western perfumes and then on Saudi perfumes. This was followed by a group discussion. To enhance clarity in discussion in the focus groups, the researcher summarised all the key points and then asked the participants to confirm their support for these key themes.

A projective technique was used in the focus groups to elicit the information. Projective techniques involve presenting subjects with stimuli, (Haire 1950) to elicit feelings, attitudes and opinions (Sampson 1986; Dillon, Madden & Firtle 1994; Webb 2002). Projective techniques have been used in qualitative marketing research (Belk 2006; Nguyen & Belk 2007; Belk 2013) to reduce problems of social desirability bias, which

means a tendency of respondents to project a favourable image to the researcher (Kozinets 2010; Martin 2011; Belk 2013). In this study, images of the cues of perfumes (see Appendix 3), which were garnered from the literature, such as the endurance of fragrances (Fortineau 2004), packaging (Szybilloa & Jacobya 1974), price, brand name, country of origin and retailers' reputation (Lee & Lou 2011; Chrysochou, Krystsllis & Giraud 2012), were used to prompt the focus group participants to explore the cues for evaluation of the authenticity of perfumes. Following this, participants were asked to use the images to discuss their views and come to an agreement on a set of cues. To enhance the clarity of discussion in the focus groups, the researcher summarised all of the key points for participants and invited them to add more information at critical times during the course of focus group meeting.

Data analysis. Each English transcript of the focus groups was imported into NVivo 9 software to analyse the data. The analytical approach was based on the model of data analysis developed by Miles and Huberman (1994) and used by El-Kiki (2008). This model suggests analysis of data in three stages: accuracy check and data reduction, open coding and selective coding. Data interpretation is the last but important step in any qualitative analysis (Wolcott 1994; Taylor-Powell & Renner 2003; Alhujran 2009; Silverman 2010). Hence, in this research, data interpretation was included as the fourth stage of the data analysis model. Figure 1 presents the process of data analysis in this study.

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┌─────────────────────────────────────────────┐
│   Stage 1: Accuracy check and data reduction │
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                      ▽
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│           Stage 2: Open coding              │
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┌─────────────────────────────────────────────┐
│         Stage 3: Selective coding           │
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┌─────────────────────────────────────────────┐
│        Stage 4: Data interpretation         │
└─────────────────────────────────────────────┘
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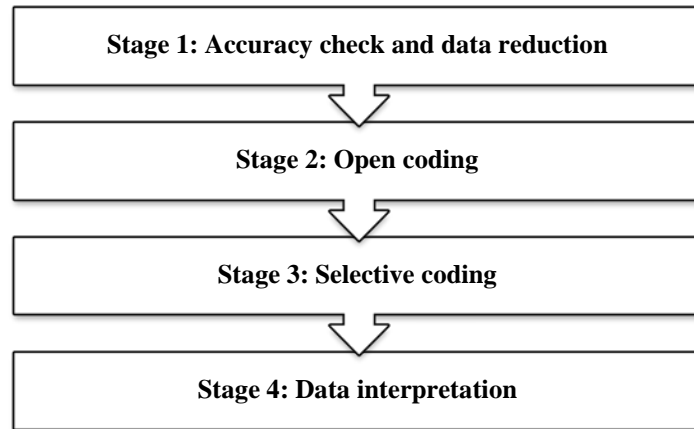
Source: Adapted from Miles and Huberman 1994

Figure 1: Stages of Data Analysis of Qualitative Research

In the first stage of the analysis, the data were scrutinised for accuracy to ensure that the feedback collected from the respondents was legible and relevant (Alhujran 2009). Data reduction involves the process of selecting significant responses and discarding redundant data to make the data simple, relevant and accessible (Miles & Huberman 1994; Alhujran 2009).

In the second stage of the analysis, or open-coding stage, the summarised format of the relevant data were reviewed by the researcher to connect free nodes between the different responses (Alhujran 2009). Nodes allow researchers to organise information in one place to help identify specific themes in NVivo software. Free nodes represent an unstructured collection of nodes (Bazeley & Richards 2000). Following this, each transcript was analysed line-by-line to extract and identify significant information provided by the participants. In this manner, transcripts as Alhujran (2009) suggested, are transformed into cohesive lists of issues and points ready for analysis.

In the third stage of the analysis, selective coding was undertaken. Selective coding begins when the researcher moves to making connections between the issues and points listed from each transcript in the open data stage to identify core categories for analysis (Glaser

1978). This stage is critical as the research is not merely reformatting the data but subjectively assisting to determine significant themes in the data (Glaser 1978; Alhujran 2009). Selective coding is also referred to as 'thematic analysis' (see Goulding 1999; Guest, MacQueen & Namey 2011) and involves identifying themes through the process of reading the data very carefully and then re-reading the data several times (Fereday & Muir-Cochrane 2008). Thematic analysis employs a coding frame that is based on a theoretical framework (Mattila 1999) using axial coding, which involves making connections between categories and subcategories, and assembling the data in new ways (Charmaz 2006).

As suggested by several authors, including Miles and Huberman (1994) and Denzin and Lincoln (2005), the focus group transcripts were coded for common themes, issues, processes, or ideas as expressed by participants (Reynolds & Gutman 1988). These were used to identify the cues that participants used to evaluate the authenticity of perfumes. Finally, the fourth stage of data analysis is data interpretation. At this stage, the data were arranged according to the sequence topics identified during selective coding.

Findings. A number of cues that consumers use to evaluate the authenticity of marketing offerings have been identified in the literature. These are: quality of packaging, place of production, quality of ingredients, brand names, and heritage and pedigree (Groves 2001; Beverland 2006; Castéran & Roederer 2013). As mentioned earlier, this stage used content analysis with three activities as presented in Appendix 4. At the end of each activity, participants were asked to assign importance percentages to the cues which then provided the researcher with an overall ranking of the cues from most important to the least important. Based on this activity, five cues were identified as the most relevant: endurance, distinctiveness, naturalness of ingredients, packaging and image. These cues were also often cited in the literature. Each of these cues is described below.

Endurance was identified as a cue as participants placed an emphasis on whether the scent of a perfume is intense, lingers, and does not fade away quickly as a cue for an authentic perfume. The focus groups participants consider the endurance of a perfume as a cue of an authentic perfume. Endurance was considered to enhance the perceptions of the authenticity of a perfume as indicates that the manufacturer uses superior ingredients. As Nora, aged 24 from Riyadh, stated:

> ...A long-lasting fragrance is a feature of an authentic perfume because
> the scent of inauthentic perfume fades away easily.

Similarly, Abeer, aged 26 from Mecca, stated:

> Simply, authentic perfumes have long-lasting fragrance. That means the
> scent stays a long time and that may be more than 10 hours.

This finding concurs with studies conducted by Oh et al. (2009) regarding the endurance of a scent. Moreover, Spangenberg, Crowley, and Henderson (1996), Oh and Lee (2009), Pillai et al. (2009), Wheel (2012) who found that endurance of the fragrance/scent positively influences purchase intentions. Pillai et al. (2008) have long lasting fragrances are linked to customer satisfaction in Bahrain. The reason that endurance is perceived as a cue for authenticity may be the result of the quality of perfume ingredients, which allows the scent of the perfume to linger. Another reason why endurance is perceived as a cue for authenticity relates to the value consumers attach to it, that is 'the quality exchange for the price that has been paid' (Zeithaml 1988; Desarbo, Jedidi & Sinha 2001).

Distinctiveness relates to the uniqueness or novelty of a scent; one that is difficult to imitate, and in turn does not imitate other perfumes. The focus groups participants stated

that authentic perfumes have unique scents, which are novel and dissimilar to other scents. As Mohammed, aged 23 from Mecca, commented:

> An authentic perfume is distinct and its scent is unique and uncommon. I believe that authentic perfumes have novel scents which are different from others scents.

Samar, aged 31 from Riyadh, stated:

> ...its unique in fragrance. When someone asks me what perfume I am wearing, I know it means my perfume is unique and different from other perfumes.

This suggests that the focus groups participants believed that an authentic perfume has a distinctive scent unlike other scents. The distinctiveness of the scent of the perfume is an important cue to evaluate perfumes (Sherlock & Foy 2011). From their studies, Scharf and Volkmer (2000) found that distinctiveness of perfumes scent could be one of the most important issues for a successful marketing strategy for new fragrances so that they stand out against other competing products and attract the interest of potential consumers. Moreover, the distinctiveness of a fragrance, best encapsulated by Chanel No.5 in 1920, can be a successful marketing strategy for new fragrances (Mazzeo, 2010). Indeed, it has been pointed out that authenticity is often equated with a unique and distinctive image the product occupies in the consumers' minds (Beverland 2005; Alexander 2009). Therefore, it was not surprising that the focus group data indicated that the distinctiveness of a perfume's scent is an important cue used to evaluate authentic perfumes.

Naturalness of ingredients refers to whether the ingredients used to produce a perfume guard against allergic reactions, sneezing and headaches. The focus group participants

agreed that the naturalness of the ingredients used provided a cue for them to evaluate the authenticity of perfumes. This finding concurs with studies conducted by Camus (2003) who concluded that an authentic product must be perceived as naturally which is different from manufactured products. A comment made by Fahad, aged 27 from Mecca, highlighted this when he said: '...authentic perfumes have natural ingredients and these kinds of ingredients do not cause any allergies'. Similarly, Monera, aged 35 from Riyadh, commented '...if any perfume hurts my nose; I know it is a fake perfume. Authentic perfumes do not cause allergies, and do not irritate my nose'. As discussed in the previous chapter, the synthetic ingredients used in perfumes cause the most number of allergies in Saudi Arabia (Saudi Food and Drug Authority Report 2010). Natural ingredients in perfumes are normally certified as being safe to use and non-allergenic (Johansen, Rastogi & Menné 1996; Frosch et al. 2002). Duber-Smith et al. (2012) and Dayan and Kromidas (2011) found that seeking natural ingredients in perfumes is a growing trend and is currently being exploited in the market by producers such as Jurlique, Intelligent Nutrients and Living Nature brands.

Packaging refers to the shape of the package, size, colour, texture, graphics, bottle, sealing and the overall quality of the packaging. The focus group participants placed particular emphasis on the fact that authentic perfumes have four features: bottles do not leak, they come in different sizes, they bear accurate brand names and have error-free packaging.

Naif, aged 29 from Riyadh, pointed out:

> When I buy a perfume, I turn it up and down because I know an authentic
> perfume from its packaging. Authentic perfumes have error free
> packaging and have the label with the correct spelling.

Hend, aged 28 from Riyadh, focuses on the packaging when she evaluates the authenticity of a perfume. She is said she 'can recognise authentic perfumes when I see the packaging. Authentic perfumes' bottles do not leak'.

Packaging design (e.g., shape of the package, size, colour, texture and graphics) has become an important factor for perfumes in consumer markets (Wansink 1996; Raghubir & Greenleaf 2006; Rundh 2009; Markham and Cangelosi (1999). Furthermore, some researchers have also linked the authenticity of a product with the quality of its packaging (Lewis & Bridger 2000; Moore 2002).

Image was also found to be a cue consumers use to evaluate the authenticity of perfumes. In marketing, image is defined as the perception people have of the brand, product, company or store (Bearden & Shimp 1982; Biel 1992; Liljander, Polsa & Van Riel 2009; Semeijn, Van Riel & Ambrosini 2004). The analysis of the data indicates that image in relation to perfumes, is based on cues such as brand name, price, place of production, retailer's image and advertising. The focus group participants indicated that they used the brand name of the perfume as a cue to evaluate the authenticity of the perfumes. This was particularly relevant when purchasing Western perfumes. The focus group participants perceived perfumes from famous brand names to be authentic and superior in quality helping them to distinguish them from inferior or imitative perfumes, which do not carry the label of a well-recognised brand. As Fahdah, aged 24 from Riyadh, stated '...authentic perfumes must have a brand name. I always refer to the brand name to determine the authenticity of a Western perfume'.

In the case of British food, Groves (2001) suggested that brand name is an important cue to evaluate authenticity. Furthermore, Beverland (2005) and Alexander (2009) suggested that history, legacy, pedigree and heritage are also important dimensions of authenticity

enabling brands to be more valuable than others. Luxury brands, with claims to a pedigree or legacy, often seek to establish iconic credentials by interweaving the story of their heritage into their brand (Alexander 2009).

The focus group data also indicates that the place of production of the perfume is used as a cue to evaluate the authenticity of perfumes. Acording to the focus group participants, the place of production can be identified in its 'Made in ____' label which is clearly etched in the packaging of a perfume imported into Saudi Arabia. Many of the focus group participants said that the place of production is an effective way to identify if a perfume is authentic and perceived to be a superior product made by the actual company. As Hadeel, aged 24 from Mecca, pointed out:

> For me, it is very important to know which country a perfume comes
> from. If the perfume was made in France or Italy it is more authentic than
> a perfume made in India.

According to Beverland (2005), Groves (2001) Castéran and Roederer (2013) and Zainol et al. (2012), place of production is a key characteristic of authenticity. Many studies have found favorable attitudes toward products made in developed or advanced countries compared with products made in developing countries (Ettenson 1993; Lascu & Babb 1995; Lau & Phau 2009; Sohail& Sahin 2010; Alsughayir & Abbas, 2012). For example, a perfume fully manufactured, packaged, and imported from USA attracts a willingness to pay a premium over a domestic offering in a developing country.

The focus group participants also indicated that they sometimes use the perfume retailer as a cue to evaluate the authenticity of perfumes. This was particularly the case for Saudi perfumes. Saudi Arabian manufacturers, for example, do not promote their brand names. In

addition, as Saudi perfumes are made with traditional methods and recipes from essential oils, no company has a monopoly on a particular perfume, nor do they experiment with new perfumes like Western brands (the Saudi Food and Drug Authority 2010). As Noof, aged 22 from Mecca, explained:

> I use the name of the shop as a guarantor of authenticity of the perfume
>
> sold. I buy perfumes from shops that I trust; I blindly trust them that they
>
> will give me an authentic product.

The retailer's reputation is an important determinant in the consumer's decision-making process as it is often equated with merchandise quality (Nevin & Houston 1980; Zimmer & Golden 1988; Baker, Grewal & Parasuraman 1994; Grewal et al. 1998). Likewise, Wang et al. (2010) examined the effects of a co-branding strategy between luxury brands and retailers on consumers' evaluations of the brand image of luxury brands. Wang et al. found that a luxury brand image positively influence consumers' attitudes toward the retailer. In contrast, Saudi perfumes do not use brand names. Perfumes in Saudi Arabia are produced/manufactured by the retailers who are often viewed as alchemists where perfumes can be custom-made for individual customer preferences (Saudi Food and Drug Authority 2010). In the current study, a retailer's reputation was found to be a cue used by focus group participants to evaluate the authenticity of perfumes, especially those made in Saudi Arabia where other cues, such as brand label, were not used.

Price was found to also be a cue as the focus group participants identified this as a sign of perfume quality, with a high price meaning high quality and vice versa. Ahmed, aged 31 from Riyadh, rationalised this perception saying:

> Expensive perfumes are more authentic than cheaper perfumes. I will tell

you why. Authentic perfumes contain authentic high quality materials which are very expensive. So, logically, authentic perfumes are expensive.

Geiger-Oneto et al. (2013) argued that authentic products convey exclusivity through a high price. Moreover, other researchers found that there is a positive relationship between price and perceptions of quality (Monroe 1973; Gabor & Granger 1979; Linnemer 2002). The same rule (high/low) price means high (low/quality) might apply within the counterfeit market. This extends to counterfeit products. A study in Saudi Arabia found consumers of counterfeit products perceived lower-priced counterfeits as being of lower quality than the higher-priced ones (Albarq 2013). Therefore, it was not surprising that the focus group data indicated that price is an important cue used to evaluate authentic perfumes.

Finally, advertising of perfumes was found to also be a cue to evaluate the authenticity of perfumes. The focus group participants felt that perfume companies that can afford to use advertisements or celebrity endorsements are authentic. It is interesting here to note that instead of measuring the evaluation of the authenticity on the basis of the product itself, an extraneous issue like advertising or endorsement is used as a cue to evaluate the authenticity of perfumes. Focus group participants felt celebrities would only endorse authentic perfumes. Till et al. (2008) demonstrated that celebrity endorsement leads to a favourable attitude toward the endorsed brand. For example, Bader, aged 23from Mecca, commented:

> I buy most perfumes that have advertising and are endorsed by famous people; because I believe they are authentic. Famous people always use original perfumes.

In contrast, Soha, aged 25 from Mecca, noted that Saudi perfumes do not use advertising to present their product to consumers,

> Saudi perfumes are not advertised because the advertising is very expensive ... in fact, there are no Saudi perfumes that have big advertising campaigns.

It can be noted that the focus groups participants used a number of cues to evaluate the authenticity of perfumes. These cues were endurance, distinctiveness, naturalness of ingredients, packaging and image. These are presented in Figure 2.
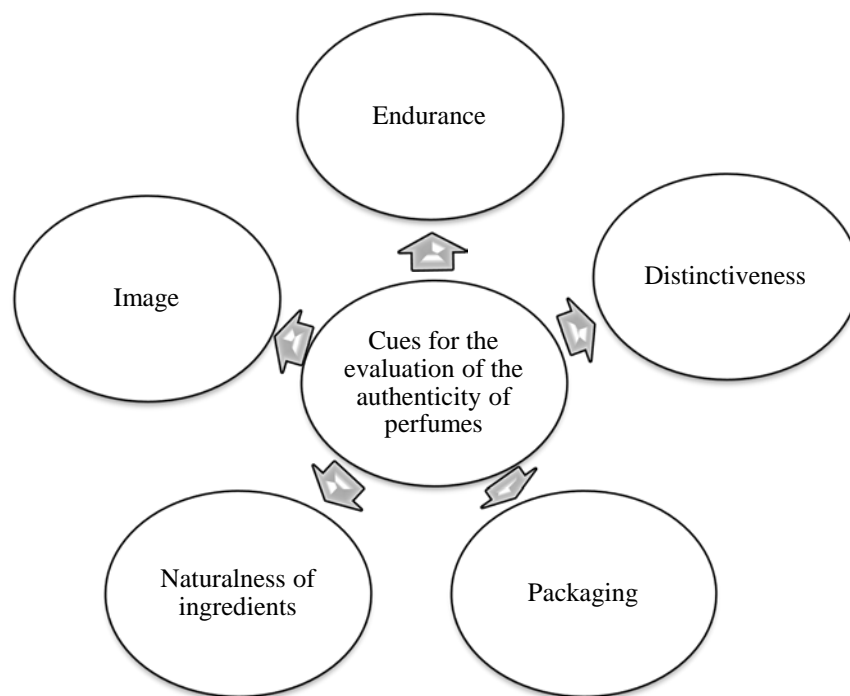
Figure 2 Cues for Evaluation of the Authenticity of Perfumes

Item Pool. After identifying the cues that focus group participants use to evaluate the authenticity of perfumes (see Figure 2) in order to develop a PoA of perfumes, an initial pool of items was developed with the prospect of them measuring each of the cues. Each transcript was analysed line-by-line to identify significant statements under each cue using

the thematic analysis. The statements were imported in NVivo for reading, analysis and coding. Following this, these statements were developed into items to represent each cue. Table 4 presents each cue and the relevant items and definitions.

Table 4: Cues for PoA of Perfumes: Initial Items

PoA of in relation to perfumes defined as how genuine consumers view perfumes.	
Endurance in relation to perfumes refers to the extent to which the scent of the perfume is intense, lingers, and does not fade away easily.	
End 1	An authentic perfume always smells the same.
End 2	When I put on an authentic perfume in the morning the scent lingers when I take off my clothes at the end of the day.
End 3	An authentic perfume has a long lasting fragrance.
End 4	The scent of an authentic perfume is consistent even after several hours.
End 5	The scent of an authentic perfume lasts several hours.
End 6	With an authentic perfume you only need to apply a small amount for it to be noticeable.
End 7	The colour of the perfume is a sign that a perfume is authentic.
Naturalness of ingredients in relation to perfumes refers to the essential plant oils used that do not cause allergies.	
Nat 1	Authentic perfumes do not cause allergic reactions.
Nat 2	Authentic perfumes do not cause sneezing.
Nat 3	Authentic perfumes do not cause headaches.
Nat 4	Authentic perfumes are made of natural ingredients.
Nat 5	Authentic perfumes are made in a natural way.
Distinctiveness in relation to perfumes refers to when the scent of a perfume is unique, novel and does not imitate other perfumes.	
Dis 1	An authentic perfume has a distinctive scent.
Dis 2	An authentic perfume is one that generates interest from others.
Dis 3	An authentic perfume is unique.
Dis 4	An authentic perfume has an unfamiliar scent.
Dis 5	An authentic perfume is one that individuals can recognise because of the fragrance.
Dis 6	An authentic perfume is one that individuals can guess the brand name of because of the scent.
Dis 7	An authentic perfume is presented in a novel way.
Dis 8	An authentic perfume is one that I can use for blending fragrances.
Packaging in relation to perfumes refers to the shape of the package, size, colour, texture, graphics, bottle, sealing and overall quality of packaging.	
Pack 1	An authentic perfume is recognisable by the quality of packaging.
Pack 2	An authentic perfume does not leak from its bottle.
Pack 3	The bottle of an authentic perfume is not faulty.
Pack 4	An authentic perfume comes in different sizes.
Pack 5	An authentic perfume has a barcode.
Pack 6	An authentic perfume uses the correct spelling of the brand name.
Pack 7	An authentic perfume has error-free packaging.
Image in relation to perfumes refers to the picture in the mind of the consumer based on cues such as name, price, origin and promotion.	
Img 1	Authentic Western perfumes are expensive.
Img 2	Authentic Western perfumes have a famous brand name.
Img 3	Authentic Western perfumes are made in Western countries.
Img 4	Authentic Western perfumes are endorsed by a celebrity.
Img 5	Authentic Western perfumes are only available in superior stores.

3.2.2 Stage 2: Content Validity

Now that the initial pool of items was developed via the literature review and the focus groups, the items were purified in Stage 2 to test whether they are representative of the definitions that were developed in relation to each of the cues to determine PoA of perfumes. A survey (pilot testing) was conducted to identify content validity of the scale.

The content validity of the items was assessed by a sample of Saudi Arabians who were living in Melbourne. Participants in this component of the study were sourced at informal social events attended by Saudi Arabians in Melbourne, where the researcher was located for much of the research. This test for content validity involved a survey of a convenience sample of seven males and 13 female participants who were Saudi Arabian citizens but living in Melbourne and aged over 18 years.

The participants were provided with the definitions for the cues and the pool of items proposed to measure each of the cues (see Table 4). The participants were asked to indicate the extent to which the items were representative of the cues, where 1 means 'not representative', 2 means 'somewhat representative' and 3 means 'very representative' (Ekinci & Riley 1999).

To determine which items were deemed to be representative, the approach employed by Ekinci and Riley (1999) was adopted. This approach relies on the percentage of agreement across the sample (sample agreement divided by total sample) x 100 = %. Ekinci and Riley determined that 70% agreement indicates that the items are internally consistent for defining a dimension. This approach attempts to establish a set of statements which have a degree of 'prevalidation' and reduces subjectivity and bias which can lead to a potential reduction in overall reliability and validity of the scale (Ekinci & Riley 1999). By using

this approach, only representative items of the definitions provided are included in the next stage of the scale development.

After undertaking this stage, 28 items out of the initial 32 were retained to represent the five cues for PoA of perfumes. For endurance, five items were retained. Item number six and seven were removed. For naturalness of ingredients, all items were retained. For distinctiveness, six items were retained. Item number seven and eight were removed. For packaging and image, all items were retained. The percentage of agreement details are provided in Appendix 5. Table 5 lists the items that were retained and those that would be used in the next stage of this study.

Table 5: The Items retained after the Content Validity Stage

Endurance in relation to perfumes refers to the extent to which the scent of the perfume is intense, lingers, and does not fade away easily.	
End 1	An authentic perfume always smells the same.
End 2	When I put on an authentic perfume in the morning the scent lingers when I take off my clothes at the end of the day.
End 3	An authentic perfume has a long lasting fragrance.
End 4	The scent of an authentic perfume is consistent even after several hours.
End 5	The scent of an authentic perfume lasts several hours.
Naturalness of ingredients in relation to perfumes refers to essential plant oils used that do not cause allergies.	
Nat 1	An authentic perfume does not cause allergic reactions.
Nat 2	An authentic perfume does not cause sneezing.
Nat 3	An authentic perfume does not cause headaches.
Nat 4	An authentic perfume is made of natural ingredients.
Nat 5	An authentic perfume is made in a natural way.
Distinctiveness in relation to perfumes refers to when the scent of a perfume is unique, novel and does not imitate other perfumes.	
Dis 1	An authentic perfume has a distinctive scent.
Dis 2	An authentic perfume is one that generates interest from others.
Dis 3	An authentic perfume is unique.
Dis 4	An authentic perfume has an unfamiliar scent.
Dis 5	An authentic perfume is one that individuals can recognise because of the fragrance.
Dis 6	An authentic perfume is one that individuals can guess the brand name of because of the scent.
Packaging in relation to perfumes refers to the shape of the package, size, colour, texture, graphics, bottle, sealing and overall quality of packaging.	
Pack 1	An authentic perfume is recognisable by the quality of packaging.
Pack 2	An authentic perfume does not leak from its bottle.
Pack 3	The bottle of an authentic perfume is not faulty.
Pack 4	An authentic perfume comes in different sizes.
Pack 5	An authentic perfume has barcode.
Pack 6	An authentic perfume uses the correct spelling of the brand name.
Pack 7	An authentic perfume has error-free packaging.
Image in relation to perfumes refers to the picture in the mind of the consumer based on cues such as name, price, origin and promotion.	
Img 1	Authentic Western perfumes are expensive.
Img 2	Authentic Western perfumes have a famous brand name.
Img 3	Authentic Western perfumes are made in Western countries.
Img 4	Authentic Western perfumes are endorsed by a celebrity.
Img 5	Authentic Western perfumes are only available in superior stores.

3.2.3 Research Design for Stage 3 (EFA) and Stage 4 (CFA)

In Stage 2, content validity of the scale was examined. While expert judges can help in achieving content validity, some argue that only empirical evidence can provide proper confirmation of a construct's conceptualisation (Finn & Kayande 2005). Hence, in Stage 3

and Stage 4 an empirical study was undertaken to test for the validity and reliability of PoA of perfumes construct.

The researcher gathered data, via a questionnaire, from 400 respondents in public markets and public shopping precincts in Riyadh and Mecca using the intercept method. The intercept method is one of the most popular methods among market researchers (Bush, Hair & Joseph 1985; Hornik & Ellis 1988). It is typically carried out in spaces where there is good population of target consumers, such as on streets, in shopping malls or in retail outlets (Bush, Hair & Joseph 1985). The advantages of the intercept method are the speed in which they can be conducted and the ability to poll a large number of consumers in a timely manner (Bush, Hair & Joseph 1985; Hornik & Ellis 1988).

A purposive sampling method was used in this stage to select participants who were at least 18 years old, were Saudi Arabia citizens, expressed an interest in purchasing both Western and/or Saudi perfumes, as reflected in the screening question 'Do you use perfumes? Yes, No' and the statements 'I prefer to buy Western perfumes and I prefer to buy Saudi perfumes' using a seven-point Likert scale (see Appendix 7).

Face-to-face interviewing was employed at this stage to avoid missing data (Leeuw and Zouwen 1988). The researcher randomly intercepted every fifth shopper and, once confirming that they were eligible to participate, invited them to participate in the survey. If a shopper was not interested in the research, the researcher thanked them and invited the next fifth shopper to participate in the research. Eligible interested respondents were provided with the research information sheets (see Appendix 1) and asked if they would like to participate in this research. Also, respondents were provided with the consent form that included information about the research (Appendix 2). The questionnaire, undertaken

in Arabic, lasted between 10 and 15 minutes and was translated by a Certified Translation Centre (Al Salem Certified Translation) from Arabic to English.

The researcher asked the respondents questions from the questionnaire and provided the respondents with three show cards to assist them to respond easily. This approach was used to help respondents understand the questionnaire and enable the questionnaire to be executed efficiently. The first card included a seven-point Likert scale (1 = 'strongly disagree,' and 7 = 'strongly agree'). The second card presented images of Western and Saudi perfumes (see Appendix 6). The third card provided the demographic information such as gender, age, education, income etc.

3.2.3.1 Questionnaire Design and Measures

The questionnaire was constructed in four sections: the first section focused on cosmopolitanism; and the second section included the items developed to measure perceptions of the authenticity of perfumes applied to: 1) Western; and 2) Saudi perfumes. The third section included questions to measure purchase intentions of Saudi Arabian consumers toward: 1) Western; and 2) Saudi perfumes. The fourth section included questions relating to participant demographics. The questionnaire is presented in Appendix 7.

To measure cosmopolitanism, Cleveland et al.'s (2009) scale was employed (Cronbach's α = 0.92) which is comprised of six items: 1) I enjoy exchanging ideas with people from other cultures or countries; 2) I am interested in learning more about people who live in other countries; 3) I enjoy being with people from other countries to learn about their views and approaches; 4) I like to observe people of other countries, to see what I can learn from them; 5) I like to learn about other ways of life; and 6) I find people from other cultures stimulating.

The items to measure PoA of perfumes were those developed for this study (see Table 5). A seven-point Likert scale (1 = 'strongly disagree,' and 7 = 'strongly agree') was used. Using the PoA of perfumes scale, respondents were first asked to provide responses in relation to Western perfumes and then for Saudi perfumes

The items for purchase intentions were based on Starr's (2011) (Cronbach's α = 0. 832), three item scale: 1) I intend to buy perfumes for myself; 2) I intend to buy perfumes for a gift for someone; and 3) I buy only Western/ Saudi perfumes. Again, all scale items were measured using a seven-point Likert scale (1 = 'strongly disagree,' and 7 = 'strongly agree').

3.2.3.2 Sample Profile

The sample comprised of Saudi Arabian citizens and residents of Riyadh and Mecca cities. The majority of the sample was aged 18–29 years of age, female (59.3%), had a bachelor degree (58.3%), earned less than SR9[1],000 per month had visited 1-5 countries in the last three years and travelled abroad for tourism (see Table 6). In this research the sample is slightly skewed with most participants below 39 years of age. This reflects the Saudi Arabia population as about 75% of the population is under the age of 30 (Report of Central Department of Statistics and Information 2011).

The profile of the sample is also representative of the broader Saudi Arabian population in terms of education. The majority of the sample had a bachelor degree (58.3%) and according to the Saudi Ministry of Higher Education (2011), in terms of educational degrees in Saudi Arabia, more than 50% of graduates had an undergraduate degree, which is reflective of the Saudi Arabian population. Postgraduate education is quite rare in Saudi Arabia; indeed the Saudi Government is financially sponsoring its citizens to travel abroad

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[1] The value of SR currency in US is 0.27 US Dollar and in AUS is 0.30 AUS Dollar,

to gain foreign postgraduate qualifications. While the Saudi Arabian population is equally made up of males and females (Report of Central Department of Statistics and Information 2011), in this research the sample is slightly skewed towards females which may be attributed to the subject of the study as women arguably form the majority of consumers of perfumes (Buckley 2007). It might also be a result of the researcher being female, meaning that female respondents were more eager to volunteer for the survey, given the strict gender norms on social interaction between men and women in Saudi Arabian culture.

Table 6: Summary of Demographics of the Sample (n= 400)

Demographic profile	Percentage of Respondents	n
Age		
18-29	57.0	228
30-39	28.7	115
40-49	14.0	56
Over 50	0.3	1
Gender		
Male	40.8	163
Female	59.3	237
Education		
<High school	26.5	106
Bachelor	58.3	233
Master	4.0	16
Doctoral	1.5	6
Monthly income		
< SR 3000	31.0	124
SR 3,000-SR 4999	17.8	72
SR 5,000-SR 9,999SR	29.3	117
SR 10,000-SR 19,999	18.8	75
> SR 20,000	3.0	12
Number of countries visited		
0 (skip the next question)	32.2	128
1-5	56	224
6-10	8.0	32
>10	3.8	15
Travel purpose		
Study	4.0	16
Tourism	56.5	226
Business	5.5	22

3.2.3.3 Data Preparation

In order to prepare the data for Stages 3 and 4, it was coded, edited and tested for multi-variate normality, to ensure it was error-free and ready for further analysis. Missing data

were not evident in the data because of the design of the questionnaire and because the researcher asked respondents question by question and the researcher immediately recorded the responses.

The data were coded clearly to identify the category to which the information belonged. The coding sheet is presented in Appendix 9. After the coding process, editing the data were undertaken to ensure that they were complete and there were no keying in errors. This was accomplished by using descriptive statistics in SPSS. Each variable was screened to check if the scores were within range by checking the means and standard deviations. When errors were found, it was necessary to go back to the questionnaires to confirm the content of the data and to correct the errors accordingly. The descriptive statistics for the initial data screening can be found in Appendix 10.

As the data were to be subjected to multi-variate statistical techniques, the normality of the data required assessment to ensure consistency and accuracy of results. Normality is the most fundamental assumption in multi-variate analysis and also an assumption or requirement for statistical methods in some parametric tests (Hair et al. 2006). While some of these techniques are more robust in nature and less affected when the underlying assumptions are violated, Hair et al. (2006) argued that compliance with at least some of the assumptions of a particular statistical test is critical to ensure a successful analysis.

Normality of a data set can be gauged from the extent to which the distribution of sample data on any variable exhibits a symmetrical, bell-shaped curve with the greatest frequency of scores in the middle and smaller frequencies towards the extremes, showing a normal distribution of data (Gravetter & Wallnau 2000). In the absence of a normal data distribution, the actual outcome will be skewed by the presence of some extreme values. This will mean that statistical tests depending on the normality assumption may become

invalid. Also, the conclusions drawn from the sample observations and their statistics will not be applicable (Kerlinger & Lee 2000).

Hair et al. (2006) specified two dimensions to assess the severity of non-normality: 1) the shape of the offending distribution; and 2) the sample size. The extent of the non-normality distribution should be considered with the sample size, as the larger the sample size the smaller the effect of the non-normality distribution. The shape of data distribution is a little more complex and can be described by three measures: kurtosis, skewness and variance inflation factor (VIF) (Hair et al. 2006).

Kurtosis and skewness values provide information about the shape of the distribution. The assessment of the degree of normality for a single variable can be examined from the value of the kurtosis and skewness. 'Skewness measures the symmetry of a distribution' (Hair et al. 2006, p. 20). The distribution is positively skewed if most of the observation scores accumulate to the left and negatively skewed if observation scores accumulate to the right (Cunningham 2008). Kurtosis measures the extent to which scores are clustered together (i.e., leptokurtic distribution) or widely dispersed (i.e., platykurtic distribution). An even curve shows an equal distribution and a peaked curve shows that the data are clustered at one point (Cunningham 2008).

Values for skewness and kurtosis will measure at zero if the observed distribution is exactly normal (Coakes, Steed & Price 2008). But some acceptable limits for both values have been postulated as indicators of normality. While Newsom (2005) suggested that an absolute value less than or equal to 2 ($|skew| \leq 2$) for skewness and less than or equal to 3 ($|kurtosis| \leq 3$) for kurtosis are acceptable limits for the condition of normality to be satisfied, West, Finch and Curran (1995) considered a value above 2 and 7 for skewness and kurtosis respectively, as indicative of a moderately non-normal distribution. VIF is

used to identify whether multi-collinearity exists among the items. If the VIF statistics are less than the cut-off level of 10, multi-collinearity is unlikely to be a problem. Appendix 14 shows the values of VIF, which are in the acceptable range of less than 10 and greater than 0.1.

A number of items in this study were negatively skewed. To solve this problem, the data were transformed using a Box-Cox transformation. The Box-Cox transformation identifies the optimal normalising transformation for each variable (Box and Cox 1964; Osborne 2010). All the data, including those with normal distribution, were transformed using Box-Cox transformation. This was done to ensure uniform treatment of all data because if some parts of the data are transformed and the others are not, the overall analysis would not be consistent and it could affect the results. After the transformation for the data, it was tested for normality and it was shown to fit a normal distribution (see Appendix 11).

To run Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), this study used the split-half sample cross-validation approach (Percy, McCrystal & Higgins 2008; Ramkissoon & Uysal 2011). The first sample of 200 included the first hundred responses from Riyadh and the third hundred responses from Mecca (set 1); the second sample of 200 included the second hundred responses from Riyadh and the forth hundred responses from Mecca (set 2). Set 1 was used for Stage 3 (EFA) and set 2 was used for Stage 4 (CFA) (Percy, McCrystal & Higgins 2008; Ramkissoon & Uysal 2011) (see Table 7).

Table 7: Split-half Sample

Sample Number	Sets	Stages	City
1-100	Set 1	Stage 3	Riyadh
101-200	Set 2	Stage 4	Riyadh
201-300	Set 1	Stage 3	Mecca
301-400	Set 2	Stage 4	Mecca

3.2.4 Stage 3: Refinement of the Scale of PoA of Perfumes

The reliability of the PoA of perfumes scale was assessed with EFA by providing an initial support for an underlying structure of the inter-relationships among a large number of variables (Hair et al. 2006). EFA offers researchers a multi-variate statistical technique for achieving an understanding of the structure of the data by effectively extracting information from a large database (Hair et al. 2006). The purpose of factor analysis through EFA is to reduce the number of observed variables into a representative subset (factor) of variables while ensuring that the original character of the sample is retained. The statistical package SPSS 20.0 was used to conduct the EFA.

Principal axis factoring (PAF) with iterated communalities based on squared multiple correlations was undertaken to determine the underlying factor structure of the selected pool of items (SmithHolmes 2001). A orthogonal rotation (varimax) was used to extract factors because this extraction technique is free of distribution assumptions (Fabrigar et al. 1999; Brown 2006). As recommended by Coakes and Steed (1999), many steps were applied in the factor analysis of each construct to measure if the items were tapping into the same construct. This study used the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and Bartlett's Test of Sphericity (BTS). KMO and BTS were preformed to check whether the data set was appropriate for factor analysis. The KMO statistic for PoA of Western perfumes and for PoA of Saudi perfumes was more than 0.850 and the ρ value for BTS for both Western and Saudi perfumes was equal to 0.000. Therefore, it can be concluded that the data were suitable for factor analysis.

For communalities, all the cues for both PoA for Western and Saudi perfumes scored above the threshold of 0.5 (see Appendix 12). The criterion for communality was fulfilled for both Western and Saudi perfumes (see Table 8 and Table 9). For total variance

explained, all cues for PoA for both Western perfumes and for PoA for Saudi perfumes had eigenvalues above 1.0, which explained at least 60% of the total variance in the data (see Table 8 and Table 9). In terms of the Rotated Component Matrix which is a matrix of the factor loadings for an individual variable onto a particular factor, according to Hair et al. (2006), by their measure the acceptable cut-off for factor loadings for the sample size for analysis (n=200) should be higher than 0.40 (Hair et al. 2006). Items were removed where there were high cross-loadings on several factors, low factor loadings within a factor (less than 0.50) and the item communality was less than 0.50 (Hair et al. 2006).

As can be seen in Table 8, six items could be removed from the PoA of Western perfumes due to high cross-loadings, low loadings within a factor, and low communality. This produced a five-factor (or cue) solution explaining approximately 63% of the common variance. The cues were endurance, naturalness of ingredients, distinctiveness, packaging and image. A total of eight items were removed from the PoA of Saudi perfumes (see Table 9) due to high cross-loadings, low loading within a factor and low communality, which produced a five-factor (or cue) solution that explained approximately 72% of the common variance. The cues were endurance, naturalness of ingredients, distinctiveness, packaging and health issues.

Table 8: Exploratory Factor Analysis: Western Perfumes

	Items	Endurance	Naturalness of ingredients	Distinctiveness	Packaging	Image	Corrected Item-Total Correlation
End 1	An authentic Western perfume always smells the same.	0.80					0.69
End 3	An authentic Western perfume has a long lasting fragrance.	0.80					0.76
End 4	The scent of an authentic Western perfume is consistent even after several hours.	0.74					0.76
End 5	The scent of an authentic Western perfume lasts several hours.	0.69					0.73
Nat 1	Authentic Western perfumes do not cause allergic reactions.		0.64				0.75
Nat 2	Authentic Western perfumes do not cause sneezing.		0.71				0.70
Nat 3	Authentic Western perfumes do not cause headaches.		0.69				0.78
Nat 4	Authentic Western perfumes are made of natural ingredients.		0.76				0.61
Nat 5	Authentic Western perfumes are made in a natural way.		0.75				0.69
Dis 2	An authentic Western perfume is one that generates interest from others.			0.62			0.77
Dis 3	An authentic Western perfume is unique.			0.73			0.69
Dis 4	An authentic Western perfume has an unfamiliar scent.			0.74			0.77
Dis 5	An authentic Western perfume is one that individuals can recognise because of the fragrance.			0.69			0.70
Dis 6	An authentic Western perfume is one that individuals can guess the brand name of because of the scent.			0.60			0.69
Pack 2	An authentic Western perfume does not leak from its bottle.				0.61		0.77
Pack 3	The bottle of an authentic Western perfume is not faulty.				0.76		0.69
Pack 6	An authentic Western perfumes use the correct spelling of the brand name.				0.66		0.74
Pack 7	An authentic Western perfume has error-free packaging.				0.68		0.75
Img 1	An authentic Western perfume is expensive.					0.71	0.70
Img 2	An authentic Western perfume has a famous brand name.					0.64	0.72
Img 3	An authentic Western perfume is made in western countries.					0.61	0.72
Img 5	An authentic Western perfume is only available in superior stores.					0.59	0.69
Cronbach's Alpha		0.87	0.75	0.83	0.84	0.73	
Variance explained		14.16	13.36	12.30	11.17	10.61	
Authenticity of Western perfumes: Cumulative percentage of variance shared 62.84%							

Table 9: Exploratory Factor Analysis: Saudi Perfumes

	Items	Endurance	Naturalness of ingredients	Health issue	Distinctiveness	Packaging	Corrected Item-Total Correlation
End 1	An authentic Saudi perfume always smells the same.	0.88					0.69
End 2	When I put on an authentic Saudi perfume in the morning the scent lingers when I take off my clothes at the end of the day.	0.85					0.70
End 3	An authentic Saudi perfume has a long lasting fragrance.	0.85					0.76
End 4	The scent of an authentic Saudi perfume is consistent even after several hours.	0.80					0.73
End 5	The scent of an authentic Saudi perfume lasts several hours.	0.68					0.72
Nat 1	Authentic Saudi perfumes do not cause allergic reactions.			0.73			0.8.0
Nat 2	Authentic Saudi perfumes do not cause sneezing.		0.71				0.83
Nat 3	Authentic Saudi perfumes do not cause headaches.			0.84			0.8.0
Nat 4	Authentic Saudi perfumes are made of natural ingredients.		0.88				0.75
Nat 5	Authentic Saudi perfumes are made in a natural way.		0.86				0.81
Dis 1	An authentic Saudi perfume has a distinctive scent.				0.75		0.69
Dis 2	An authentic Saudi n perfume is one that generates interest from others.				0.58		0.74
Dis 3	An authentic Saudi perfume is unique.				0.65		0.75
Dis 5	An authentic Saudi perfume is one that individuals can recognise because of the fragrance.				0.62		0.68
Dis 6	An authentic Saudi perfume is one that individuals can guess the brand name of because of the scent.				0.55		0.77
Pack 1	An authentic Saudi perfume is recognisable by the quality of packaging.					0.71	0.72
Pack 2	An authentic Saudi perfume does not leak from its bottle.					0.74	0.78
Pack 3	The bottle of an authentic Saudi perfume is not faulty.					0.85	0.74
Pack 6	An authentic Saudi perfumes uses the correct spelling of the brand name.					0.65	0.74
Pack 7	An authentic Saudi perfume has error-free packaging.					0.81	0.79
Cronbach's Alpha		0.94	0.89	0.79	0.83	0.87	
Variance explained		19.25	19.14	12.45	11.60	7.74	
Authenticity of Saudi perfumes: Cumulative percentage of variance shared 71.97%							

As can be seen in Table 10, for cosmopolitanism, the KMO statistic for cosmopolitanism was more than 0.855. The BTS for the cosmopolitanism was = 0.000. For communalities, all items of the cosmopolitanism scored above the threshold of 0.5. For total variance explained, cosmopolitanism had an eigenvalue above 1.0. One item of the six items of the cosmopolitanism was removed because of low communality, which produced a one-factor solution that explained approximately 64% of the common variance.

Table 10: Exploratory Factor Analysis of Cosmopolitanism

Items	Factor loadings (EFA)	Corrected Item-Total Correlation
Cosmopolitanism ($\propto$=.859)		
I find talking to people from other cultures stimulating.	0.83	0.71
I enjoy being with people from other countries to learn about their views and approaches.	0.81	0.71
I am interested in learning more about people who live in other countries.	0.81	0.79
I enjoy exchanging ideas with people from other cultures or countries.	0.79	0.76
I like to observe people of other countries, to see what I can learn from them.	0.76	0.83

*Cosmopolitanism: variance explained 64.09%

For purchase intentions for both Western and Saudi as presented in Table 11, the KMO statistic was 0.5. The BTS was = 0.000. For communalities, all variables scored above the threshold of 0.5. For total variance explained, purchase intentions for both Western and Saudi had an eigenvalue above 1.0. One item was removed from the three-item measure due to low communality, which produced a one-factor solution that explained approximately 70% of the common variance.

Table 11: Exploratory Factor Analysis of Purchase Intentions

Items	Factor loadings (EFA)	Corrected Item-Total Correlation
Purchase intentions for Western perfumes (∝=.701)		
I intend to buy Western perfumes for myself.	0.77	0.69
I intend to buy Western perfumes for a gift for someone.	0.77	0.69
Purchase intentions for Saudi perfumes (∝=.691)		
I intend to buy Saudi perfumes for myself.	0.64	0.64
I intend to buy Saudi perfumes for gift for someone.	0.64	0.64

*Purchase intentions for Western perfumes: variance explained 76.99%
*Purchase intentions for Saudi perfumes: variance explained 63.70%

3.2.4.1 Reliability Test

The reliability of a measure indicates the degree to which the instrument is free of random errors. It relates to whether the instrument is consistent in the measurement (Sekaran 2006). The reliability function in SPSS was used to test the internal consistency of the items in the measurement used for each construct in the survey instrument. The first test was conducted using Cronbach's Alpha coefficients.

Cronbach's Alpha and Corrected Item-Total Correlation were used to measure internal consistency of the variables. Previous research by Hair et al. (2006) has suggested 0.7 to be the accepted cut-off for inclusive items. The results of Cronbach's Alpha and Item-Total Correlation test for PoA of Western perfumes were presented in Table 8. The results of Cronbach's Alpha and Item-Total Correlation test for the PoA of Saudi perfumes are presented Table 9. The results of Cronbach's Alpha and Item-Total Correlation test for cosmopolitanism and purchase intentions for 1) Western and 2) Saudi perfumes are presented in Table 10 and 11.

It can be seen that most of the Cronbach's Alphas and Corrected Item-Total coefficients surpassed the point of reference of 0.7 suggesting that there is internal consistency amongst the items. These results of the analysis indicate that all dimensions were reliable. Purchase intentions for Saudi perfumes (see Table 11) was close to the 0.7 threshold and was retained as it was deemed to be important in capturing the relevant dimension. Inter-item and item-to-total reliability tests were also conducted. Inter-item correlations were all above the threshold of 0.3, and each of the items under their respective dimension met the 0.5 rule for item-to-total.

3.2.5   Stage 4: Validating the Scale of PoA of Perfumes

In the previous stage, EFA was used to provide initial empirical evidence of construct dimensionality and to determine the reliability of individual factors. This stage aims to confirm dimensionality and ensure the validity of constructs. As Churchill (1979) recommended that the scale should be validated using a new sample, this stage used the other half of the data, set 2 (n=200). Confirmatory factor analysis (CFA) was used to confirm the validity of the scale and to test the conceptual model.

CFA is needed to validate the use of factors together in a fixed model. Here, CFA is focused on convergent validity or the extent to which the factors measure a distinct concept and do not overlap each other. CFA is considered as an appropriate approach for studies with a pre-validated measurement scale (Bhattacherjee & Premkumar 2004) and was used for this study because of its fixed measurement scale in which the factors have been predetermined. CFA requires *a priori* specification of indicators or items (observed variables) to their respective latent variables (Jöreskog 1969). CFA is also used to assess the goodness-of-fit of the measurement model to the data (Cunningham 2008).

Maximum likelihood (ML) was selected as the estimation procedure here as it is the most widely used statistical test for multi-variate, normally-distributed data where the estimates maximise the likelihood that the data are drawn from this population (Kline 2005). ML is conducted on the basis of some key assumptions, the sample is large, the indicators have been measured on an approximate interval-level data, and the distribution possesses multi-variate normality (Brown 2006). To determine the model's goodness-of-fit to the data and to decide whether to respecify the model, modification indices and multiple squared correlations (greater than 0.5) were used as a guide (Holmes-Smith, Coote & Cunningham 2005). There were also a number of tests conducted to ensure the reliability and validity of items forming each dimension.

First, construct reliability (CR) was computed from the model estimates by using the formula developed by Fornell and Larcker (1981). CR measures the internal consistency of a set of measures of the constructs in a model (Holmes-Smith, Coote & Cunningham 2005). The threshold for achieving CR should be greater than 0.70 (Hair et al. 2006). Although a preliminary test for reliability was conducted in the EFA, this measure is believed to be superior to Cronbach's Alpha that was used earlier in the EFA. CFA is considered a superior test as it uses the item loadings obtained within the causal model, it is not influenced by the number of indicators within the construct, and it adopts a more general approach rather than focussing on reliability of a specific construct (Barclay, Higgins & Thompson 1995; Hulland 1999). The second test was applied to each item by examining the multiple squared correlations. A squared multiple correlation is considered approximately equal to the squares of the standardised loadings of an observed variable. To indicate good explanatory power, the squared multiple correlation should exceed 0.50, to show consistency with standardised factor loading greater than 0.7 (SmithHolmes 2001; Hair et al. 2006). Appendix 13 shows the values of the squared multiple correlations and factor loading for the data.

Another test of reliability is the average variance extracted (AVE). AVE measures the variance captured by the construct (Fornell & Larcker 1981) to assess convergent validity. Guidelines suggest that the AVE value should exceed 0.50 indicating good explanatory power (Holmes-Smith 2001; Hair et al. 2006). Finally, the convergent validity measure is the extent to which an observed variable is structurally related to its latent construct (Holmes-Smith, Coote & Cunningham 2005). Also, factor loadings that are significantly different from zero show that constructs possess convergent validity (Fornell & Larcker 1981).

The CFA was undertaken using AMOS 20 to investigate the validation of the cues for PoA for Western perfumes, PoA for Saudi perfumes and pre-validation of cosmopolitanism and purchase intentions. First, congeneric measurement models were run for each proposed item of cosmopolitanism, cues for PoA of Western perfumes, cues for PoA of Saudi perfumes, purchase intentions for Western perfumes and purchase intentions for Saudi perfumes to identify the psychometric properties of the administered scale. Second, CFA was used to provide a confirmatory test of the proposed structure of the model incorporating all these constructs. Finally, CFA was also used to provide evidence of convergent and discriminant validity between the different cues in the model to ensure that they were distinct from each other.

A congeneric model, or measurement model, synthesises the constructs and their measure together in a framework and specifies the posited relations of the observed measures to latent variables representing underlying constructs (Cunningham 2008). The simplest measurement model is the single-factor congeneric model, which represents the regression of a set of observed variables on one latent variable. It measures a construct's uni-dimensionality or the extent to which the construct measures a single distinct concept and the absence of correlated error terms (Cunningham 2008). In Structural Equation Modelling (SEM), the goodness-of-fit

of the single-factor congeneric model is also viewed as a confirmatory test of the content validity of the construct.

This research applied the chi-square (χ^2) statistic, since it is the most common and basic measure to evaluate a model's fit. Other measures were also employed, such as Goodness-of-Fit Index (GFI), Standardised Root Mean-square Residual (SRMR), Root Mean-Square Error of Approximation (RMSEA), Comparative Fit Index (CFI) and Tucker Lewis Index (TLI), to confirm goodness-of-fit. Some researchers, such as Brown and Cudeck (1993) and Hu and Bentler (1999), suggested a value <0.08 for RMSEA and SRMR for the absolute fit measure. In the case of the incremental fit, TLI, CFI and GFI are above acceptable value of >0.90 (Bentler & Bonett 1980; Bagozzi, Yi & Nassen 1998) and ideally 0.95. The summary of goodness-of-fit of various indices (measures) is presented in Table 12 below.

Table 12: Summary of Goodness-of-Fit Measures

Name	Accepted level of fit indication
chi-square (χ^2df,p)	P > 0.05 ($\chi^2$1-3)
Goodness-of-fit index	GFI > 0.95 (Values between 0.90-0.95 may also indicate satisfactory fit)
Standardised Root Mean-square Residual	SRMR < 0.05 (Values between 0.05-0.08 may also indicate satisfactory fit)
Root Mean-Square Error of Approximation	RMSEA < 0.05 (Values between 0.05-0.08 may also indicate satisfactory fit)
Comparative Fit Index	CFI > 0.95 (Values between 0.90-0.95 may also indicate satisfactory fit)
Tucker Lewis Index	TLI> 0.95 (Values between 0.90-0.95 may also indicate satisfactory fit)

Source: (Cunningham, Holmes-Smith & Coote 2006, pp. 3-12)

Congeneric measurement models were tested for each cue of the PoA of Western and Saudi perfumes as identified in the previous stages.

Western perfumes. The CFA confirmed that five cues for PoA for Western perfumes (see Table 13) exist, which are endurance, naturalness ingredients, packaging, distinctiveness and image.

Five items formed the endurance cue for Western perfumes, which was reduced to three items achieving good reliability (e.g., CR=0.87, AVE=0.69) and model fit (CMIN/df=1.79 (p=0.180); GFI=0.997; TLI=0.996; CFI=0.999; RMSEA=0.045).

Five items formed the image cue of Western perfumes, which was reduced to four items to achieve model fit (CMIN/df=1.36 (p=0.256); GFI=0.997; TLI=0.995; CFI=0.998; RMSEA=0.030), however the reliability (e.g. CR=0.77, AVE=0.47) was not good, AVE was less than 0.5. Also, the factor loading was low (e.g. 0.46) for one of the items.

Five items formed the cue for naturalness of ingredients for Western perfumes, which was reduced to four items achieving good reliability (e.g., CR=0.82, AVE=0.55) and model fit (CMIN/df=1.07 (p=0.299); GFI=0.999; TLI=1.000; CFI=1.000; RMSEA=0.014).

Seven items formed the cue for packaging for Western perfumes, which was reduced to four items achieving good reliability (e.g., CR=0.86, AVE=0.60) and model fit (CMIN/df=1.99 (p=0.137); GFI=0.995; TLI=0.992; CFI=0.997; RMSEA=0.050).

Six items were used in the cue of distinctiveness for Western perfumes which was reduced to five items achieving good reliability (e.g. CR=0.86, AVE=0.61) and model fit (CMIN/df=1.87 (p=0.131); GFI=0.99; TLI=0.998; CFI=0.994; RMSEA=0.047).

Table 13: Model Fit of the Congeneric Model: Western Perfumes

Cues/Items		Standardised Factor Loadings	CR	AVE
Endurance **Model fit; CMIN/df=1.79 (p=0.180); GFI=0.997; TLI=0.996; CFI=0.999; RMSEA=0.045**			**0.87**	**0.69**
End 3	An authentic Western perfume has a long lasting fragrance.	0.86		
End 4	The scent of an authentic Western perfume is consistent even after several hours.	0.87		
End 5	The scent of an authentic Western perfume lasts several hours.	0.75		
Image **Model fit; CMIN/df=1.36 (p=0.256); GFI=0.997; TLI=0.995; CFI=0.998; RMSEA=0.030**			**0.77**	**0.47**
Img 1	Authentic Western perfumes are expensive.	0.67		
Img 2	Authentic Western perfumes have a famous brand name.	0.73		
Img 3	Authentic Western perfumes are made in western countries.	0.82		
Img 4	Authentic Western perfumes are endorsed by a celebrity.	0.46		
Naturalism of ingredients **Model fit; CMIN/df=1.07 (p=0.299); GFI=0.999; TLI=1.000; CFI=1.000; RMSEA=0.014**			**0.82**	**0.55**
Nat 2	Authentic Western perfumes do not cause sneezing.	0.90		
Nat 3	Authentic Western perfumes do not cause headaches.	0.92		
Nat 4	Authentic Western perfumes are made of natural ingredients.	0.55		
Nat 5	Authentic Western perfumes are made in a natural way.	0.51		
Packaging **Model fit; CMIN/df=1.99 (p=0.137); GFI=0.995; TLI=0.992; CFI=0.997; RMSEA=0.050**			**0.86**	**0.60**
Pack 1	An authentic Western perfume is recognisable by the quality of packaging.	0.62		
Pack 2	Authentic Western perfume does not leak from its bottle.	0.69		
Pack 6	Authentic Western perfumes use the correct spelling of the brand name.	0.89		
Pack 7	Authentic Western perfumes have error-free packaging.	0.87		
Distinctiveness **Model fit [CMIN/df=1.87 (p=0.131); GFI=0.99; TLI=0.998; CFI=0.994; RMSEA=0.047**			**0.86**	**0.61**
Dis 1	An authentic Western perfume has a distinctive scent.	0.74		
Dis 2	An authentic Western perfume is one that generates interest from others.	0.86		
Dis 3	An authentic Western perfume is unique.	0.76		
Dis 4	An authentic Western perfume has an unfamiliar scent.	0.63		
Dis 5	An authentic Western perfume is one that individuals can recognise because of the fragrance.	0.61		

Saudi perfumes. The CFA confirmed that five cues for PoA for Saudi perfumes (see Table 14) exist, which are endurance, naturalness ingredients, packaging, distinctiveness and image.

Five items formed the endurance cue for Saudi perfumes, which was reduced to three items achieving good reliability (e.g., CR=0.94, and AVE=0.84) and model fit (CMIN/df=1.68 (p=0.195); GFI=0.997; TLI=0.998; CFI=0.999; RMSEA=0.041).

Again, five items formed the image cue of Saudi perfumes, which was reduced to four items to achieve model fit (CMIN/df=2.17(p=0.114); GFI=0.995; TLI=0.982; CFI=0.994; RMSEA=0.035) but the reliability (e.g., CR=0.76, and AVE=0.45), specifically AVE was less than 0.5 and the factor loadings for one of the items was low (e.g. less than 0.47).

Five items formed the naturalness of ingredients cue for Saudi perfumes, which was reduced to four items achieving good reliability (e.g., CR=0.85, and AVE=0.56) and the model fit (CMIN/df=1.49 (p=0.202); GFI=0.994; TLI=0.997; CFI=1.000; RMSEA=0.014).

Seven items formed the packaging cue for Saudi perfumes, which was reduced to four items achieving good reliability (e.g., CR=0.90, and AVE=0.66) and model fit (CMIN/df=1.86 (p=0.113); GFI=0.973; TLI=0.994; CFI=0.998; RMSEA=0.047).

Six items formed the cue of distinctiveness for Saudi perfumes which was reduced to five items achieving good reliability (e.g., CR=0.86, AVE=0.56) and model fit (CMIN/df=2.70 (p=0.44); GFI=0.992; TLI=0.992; CFI=0.995; RMSEA=0.065).

Table 14: Model Fit of the Congeneric Model: Saudi Perfumes

Cues /Items		Standardised Factor Loadings	CR	AVE
Endurance **Model fit; CMIN/df=1.68 (p=0.195); GFI=0.997; TLI=0.998; CFI=0.999; RMSEA=0.041**			**0.94**	**0.84**
End 3	An authentic Saudi perfume has a long lasting fragrance.	0.89		
End 4	The scent of an authentic Saudi perfume is consistent even after several hours.	0.93		
End 5	The scent of an authentic Saudi perfume lasts several hours.	0.92		
Image **Model fit ; CMIN/df=2.17(p=0.114); GFI=0.995; TLI=0.982; CFI=0.994; RMSEA=0.035**			**0.76**	**0.45**
Img 1	Authentic Saudi perfumes are expensive.	0.76		
Img 3	Authentic Saudi perfumes are made in Saudi Arabia.	0.47		
Img 4	Authentic Saudi perfumes are endorsed by a celebrity.	0.66		
Img 5	Authentic Saudi perfumes are only available in superior stores.	0.76		
Naturalism of ingredients **Model fit; CMIN/df=1.49 (p=0.202); GFI=0.994; TLI=0.997; CFI=1.000; RMSEA=0.014**			**0.85**	**0.56**
Nat 2	Authentic Saudi perfumes do not cause sneezing.	0.95		
Nat 3	Authentic Saudi perfumes do not cause headaches.	0.92		
Nat 4	Authentic Saudi perfumes are made of natural ingredients.	0.47		
Nat 5	Authentic Saudi perfumes are made in a natural way.	0.47		
Packaging **Model fit; CMIN/df=1.86 (p=0.113); GFI=0.973; TLI=0.994; CFI=0.998; RMSEA=0.047**			**0.90**	**0.66**
Pack 1	An authentic Saudi perfume is recognisable by the quality of packaging.	0.80		
Pack 2	Authentic Saudi perfume does not leak from its bottle.	0.88		
Pack 6	Authentic Saudi perfumes use the correct spelling of the brand name.	0.92		
Pack 7	Authentic Saudi perfumes have error-free packaging.	0.70		
Distinctiveness of Saudi perfumes **Model fit [; CMIN/df=2.70 (p=0.44); GFI=0.992; TLI=0.992; CFI=0.995; RMSEA=0.065]**			**0.86**	**0.56**
Dis 1	An authentic Saudi perfume has a distinctive scent.	0.68		
Dis 2	An authentic Saudi perfume is one that generates interest from others.	0.80		
Dis 3	An authentic Saudi perfume is unique.	0.90		
Dis 4	An authentic Saudi perfume has an unfamiliar scent.	0.68		
Dis 5	An authentic Saudi perfume is one that individuals can recognise because of the fragrance.	0.63		

Six items were included in the initial model for the cosmopolitanism construct (see Table 15), but these were reduced to three items. The items remaining for this construct appeared to be consistent in measurement (CR=0.88 and AVE=0.60, CMIN/df=1.37 (p=0.242); GFI=0.998; TLI=0.997; CFI=0.999; RMSEA=0.030). Two items were retained for purchase intentions for both Western and Saudi perfumes which is consistent with the study by Starr (2011).

Table 15: Model Fit of the Congeneric Model: Cosmopolitanism

Construct/ Items		Standardised Factor Loadings	CR	AVE
Cosmopolitanism **Model fit; CMIN/df=1.37 (p=0.242); GFI=0.998; TLI=0.997; CFI=0.999; RMSEA=0.030**			**0.88**	**0.60**
Cos 1	I enjoy exchanging ideas with people from other cultures or countries.	0.72		
Cos 2	I am interested in learning more about people who live in other countries.	0.80		
Cos 3	I enjoy being with people from other countries to learn about their views and approaches.	0.75		

The congeneric models provide evidence that the items fit their respective cues. CFA was used to develop a measurement model to verify the dimensionality (cues) for PoA of perfumes. The estimation procedure used was Maximum likelihood ML.

For PoA of Western perfumes, a number of models were examined to determine the best fitting model (see Table 16). A one-cue model did not achieve a good fit. The proposed five-cues model, based on the congeneric models presented previously and the diagnostics available in AMOS, did not provide a good fitting model to the data (GFI<0.90, CFI and TLI <0.95). Also, discriminant validity was not achieved for the five-cue model. Similar results were found for a four-cue model consisting of endurance, packaging, naturalness of ingredients and image where GFI and CFI were less than 0.95 and discriminant validity was not achieved for this model. The three-cue model comprising endurance, packaging and

naturalness of ingredients had very good model fit. Although the three-cue model comprising endurance, packaging and image has excellent model fit, items under image cue had an AVE less than 0.5. Several two-cue models comprised of different dimensions also achieved good model fit and discriminant validity (as shown in Table 16). However, this study used the three-cue model (endurance, packaging and naturalness ingredients) because the model exhibits a good model fit.

Table 16: Alternative CFA Models: Western Perfumes

	DV	TLI	Incremental Indices		Absolute Indices		Model Parsimony Index	
			CFI	GFI	SRMR	RMSEA	CMIN/ DF	AIC
Five-cue model End, Dis, Nat, Pack, Img From the congeneric models	No	0.93	0.94	0.90	0.07	0.07	2.86	554.57
Four-cue model End, Nat, Pack, Img From the congeneric models	No	0.93	0.97	0.95	0.05	.053	2.12	249.81
Four-cue model End, Nat, Pack, Dis From the congeneric models	Yes	0.92	0.94	0.91	0.07	0.08	3.59	422.44
Three-cue model End, Img, Pack, From the congeneric models	No	0.96	0.97	0.96	0.04	0.06	2.03	144.35
Three-cue model End, Nat, Pack, From the congeneric models	Yes	0.98	0.96	0.98	0.05	0.06	2.37	146.54
Two-cue model Nat, Pack, From the congeneric models	Yes	0.98	0.98	0.97	0.05	0.07	3.06	91.12
Two-cue model End, Pack, From the congeneric models	Yes	0.98	0.99	0.98	0.03	0.06	2.43	61.55
One-cue model Without modifications	NA	0.45	0.50	0.61	0.16	0.186	14.81	2610.4

Note: DV = Discriminant Validity; End = endurance; Dis = distinctiveness; Nat = naturalness of ingredients; Pack = packaging; Img = images

For PoA of Saudi perfumes, a number of models were examined to determine the best fitting model (see Table 17). Similar to PoA of Western perfumes, a one-cue model did not achieve a good fit. A five-cue model did not provide a good fitting model to the data (GFI<0.90, CFI and TLI <0.95). Moreover, discriminant validity was not achieved for the five-cue model. The GFI and CFI <0.95 and discriminant validity were not achieved for the four-cue model consisting of endurance, packaging, naturalness of ingredients and image. The three-cue model comprising of endurance, packaging and naturalness ingredients had very good model fit. While the three-cue model (endurance, packaging and image) had an excellent model fit, the items under image cue had less than 0.5 in AVE, similar to image in PoA of Western perfumes. Several two-cue models comprised of different dimensions, as shown in Table 17, also achieved good model fit and discriminant validity. However, again, this study also used the three-cue model (endurance, packaging and naturalness ingredients) because the model exhibits a good model fit.

Table 17: Alternative CFA Models: Saudi Perfumes

	DV	Incremental Indices			Absolute Indices		Model Parsimony Index	
		TLI	CFI	GFI	SRMR	RMSEA	CMIN/DF	AIC
Five-cue model End, Dis, Nat, Pack, Img From the congeneric models	Yes	0.91	0.928	0.874	0.853	0.108	3.35	768.74
Four-cue model End, Nat, Pack, Dis From the congeneric models	Yes	0.95	0.958	0.912	0.083	0.068	2.863	449.84
Four-cue model End, Nat, Pack, Img From the congeneric models	Yes	0.93	0.943	0.899	0.082	0.080	3.535	476.41
Three-cue model End, Img, Pack, From the congeneric models	No	0.94	0.957	0.930	0.057	0.085	3.87	249.14
Three-cue model End, Nat, Pack, From the congeneric models	Yes	0.98	0.981	0.950	0.077	0.057	2.306	200.38
Two-cue model Nat, Pack, From the congeneric models	Yes	0.78	0.835	0.812	0.099	0.192	15.637	573.65
Two-cue model End, Pack, From the congeneric models	Yes	0.91	0.936	0.812	0.046	0.149	9.84	220.94
One-cue model	NA	0.48	0.48	0.50	0.130	0.198	16.610	3559.5

Note: DV = Discriminant Validity; End= endurance; Dis = distinctiveness; Nat = naturalness of ingredients; Pack = packaging; Img = images

Discriminant validity is the extent to which the constructs in a model are different and distinct from each other (Venkatraman 1989). While constructs in a model should not conflict with each other, the constructs should not be highly correlated as they should measure different and distinct constructs. Constructs should not overlap each other or carry the same underlying concept or meaning. In this study, discriminant validity between constructs was assessed and verified using three approaches. First, estimated correlations between the factors were used to test discriminant validity. The value for this test must not exceed 0.85 (Kline 2005) and since the highest correlation among the factors was found to be 0.61, this condition

was fulfilled. Second, Fornell and Larcker (1981) recommend using the square root of AVE. Discriminant validity is fulfilled if the square root of AVE for each reflective construct is greater than the square of the correlation between it and all other constructs (PoA of Western perfumes and PoA of Saudi perfumes). Tables 18 and 19 provide evidence that discriminant validity was achieved for the PoA of perfumes for both Western and Saudi perfumes using this approach.

Table 18: Correlations of Discriminant Validity: Western Perfumes

Cues	Mean	Std.dev	Endurance	Naturalness of ingredients	Packaging
Endurance	5.9	1.1	**0.83**		
Naturalness of ingredients	4.3	1.8	0.42**	**0.78**	
Packaging	5.0	1.6	0.31**	0.44**	**0.75**

** $p \leq 0.01$
Square root AVE highlighted in boldface

Table 19: Correlations of Discriminant Validity: Saudi Perfumes

Cues	Mean	Std.dev	Endurance	Naturalness of ingredients	Packaging
Endurance	5.7	1.3	**0.92**		
Naturalness ingredients	4.7	1.6	0.34**	**0.78**	
Packaging	4.4	1.7	0.38**	0.39**	**0.81**

** $p \leq 0.01$
Square root AVE highlighted in boldface

Third, where estimated correlations between two factors are constrained to one, a significant chi-square statistic is achieved between the constrained and unconstrained models (Joreskog 1971). Table 20 and Table 21 present the results of the analysis and show that the:

i) unconstrained model [χ^2 (18) = 3.062] achieved a lower chi-square value than the constrained model [χ^2 (19) = 27.614] for naturalism and packaging of Western perfumes, offering further evidence of discriminant validity;

ii) unconstrained model [χ^2 (12) = .593] achieved a lower chi-square value compared to the constrained model [χ^2 (13) = 18.930] for naturalism and endurance of Western perfumes;

iii) unconstrained model [χ^2 (13) =2.427] for the relationship between endurance and packaging of Western perfumes achieved a lower chi-square value compared to the constrained model [χ^2 (14) = 35.867];

iv) unconstrained model [χ^2 (18) =1.229] for the relationship between endurance and packaging of Saudi perfumes achieved a lower chi-square value compared to the constrained model [χ^2 (19) = 23.563];

v) unconstrained model [χ^2 (34) = 15.637] achieved a lower chi-square value than the constrained model [χ^2 (35) = 40.218] for naturalism and packaging of Saudi perfumes relationship, offering further evidence of discriminant validity; and

vi) unconstrained model [χ^2 (18) = 2.263] achieved a lower chi-square value compared to the constrained model [χ^2 19) = 24.201] for naturalism and endurance of Saudi perfumes.

Hence, there is evidence of discriminant validity amongst all authenticity dimensions for both Western and Saudi perfumes.

Table 20: Discriminant Validity Assessment Using Chi-Square: Western Perfumes

Path	Unconstrained Model		Constrained Model		Change		p-value
	χ^2	Df	χ^2	Df	$\Delta\chi^2$	Df	p-value
[a] Nat→Pack	3.06	18	27.61	19	469.55	1	0.000
[b] Nat→End	0.59	12	18.93	13	531.08	1	0.000
[c] End→Pack	2.42	13	35.87	14	470.58	1	0.000

a. Naturalness of ingredients and packaging for Western perfumes
b. Naturalness ingredients and endurance for Western perfumes
c. Endurance and packaging for Western perfumes

Table 21: Discriminant Validity Assessment Using Chi-Square: Saudi Perfumes

Path	Unconstrained Model		Constrained Model		Change		p-value
	χ2	Df	χ2	Df	$\Delta\chi2$	Df	p-value
[a] End→Pack	1.229	18	23.563	19	967.879	1	0.000
[b] Nat→Pack	15.637	34	40.218	35	875.972	1	0.000
[c] Nat→End	2.263	18	24.201	19	844.697	1	0.000

a. Endurance and packaging for Saudi perfumes
b. Naturalness of ingredients and packaging for Saudi perfumes
c. Naturalness of ingredients and endurance for Saudi perfumes

To identify whether PoA of Western perfumes and PoA of Saudi perfumes were a higher-order reflective measurement model, a reflective model (the principal factor model) was run the two constructs (Hair et al. 2006). For PoA of Western perfumes, a three-cue model (endurance, packaging and naturalness of ingredients) was used for the higher-order construct test (see Figure 3). The reflective higher-order model was found to fit the data well (SRMR=0.05; CMIN/df=2.36 (p=0.00); GFI=0.96; TLI=0.97; CFI=0.98; RMSEA=0.05) for all three cues were statistically significant (p< 0.01). The relationship of packaging to authenticity was valid with a standardized loading of 0.75, followed by naturalness ingredients = 0.71 and endurance = 0.68 (see Figure 3).
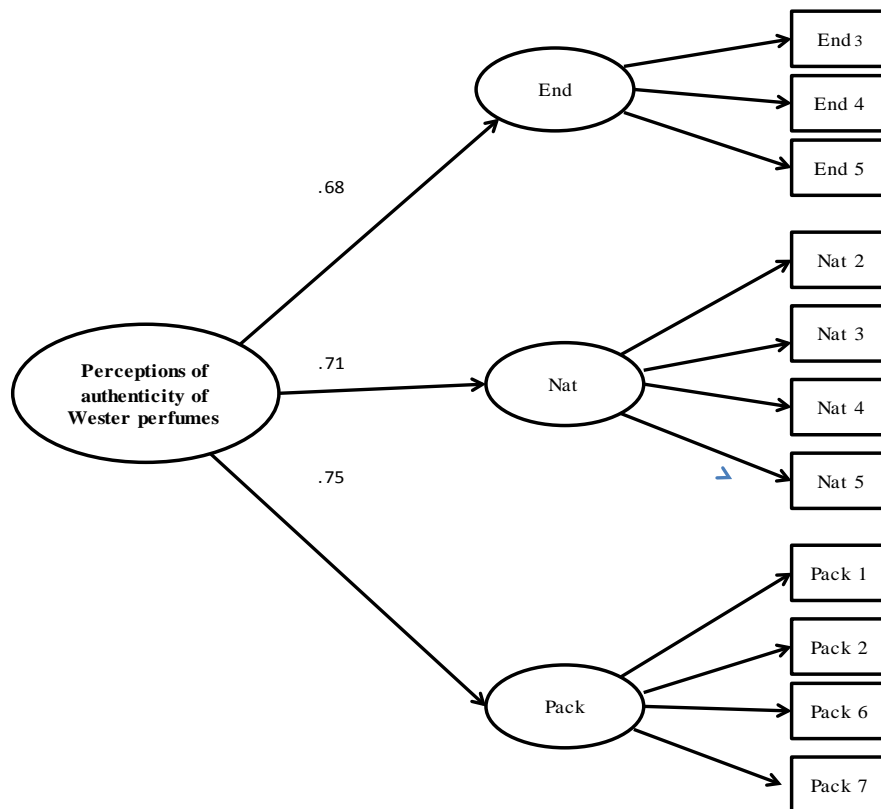
Figure 3: Higher-order Reflective Model: Western Perfumes

For PoA of Saudi perfumes, a three-cue model (endurance, packaging and naturalness of ingredients) was applied for the higher-order construct test (see Figure 4). The reflective higher-order model was found to fit the data well (SRMR=0.07; CMIN/df=2.30 (p=0.00); GFI=0.95; TLI=0.97; CFI=0.98; RMSEA=0.05) and all three cues are statistically significant (p< 0.01). Packaging was most related to PoA of Saudi perfumes with a standardised loading of 0.75, followed by naturalness of ingredients = 0.74 and endurance = 0.71 (see Figure 4).
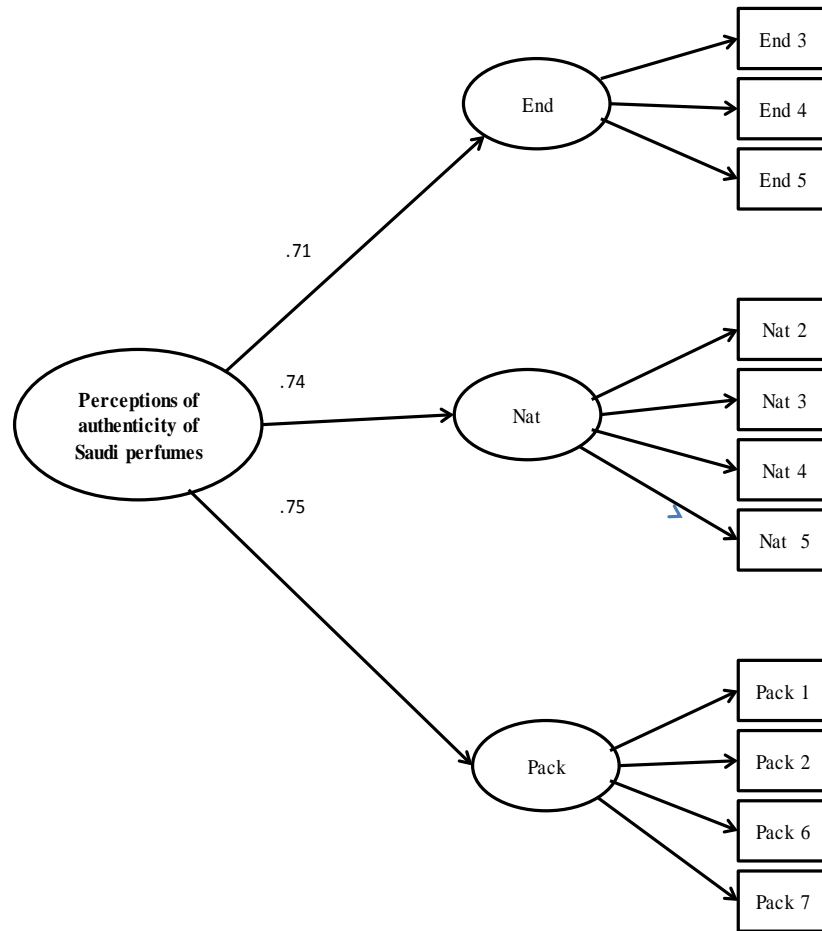
Figure 4: Higher-order Reflective Model: Saudi Perfumes

3.3 Summary

The procedures for developing the PoA of perfumes scale were described in this chapter. The scale development process was undertaken in four stages: item generation, content validity, refinement of the scale and validation of the scale. The process developed a valid, reliable and multidimensional higher order scale consisting of endurance, naturalness of ingredients and packaging. The following chapter incorporates PoA of perfumes within a conceptual model and then uses the validated scale for PoA of perfumes to test the hypotheses.

Chapter 4: Conceptual Model and Hypotheses

4.1 Introduction

In the previous chapter, a scale for the PoA of perfumes was developed. This chapter presents a conceptual model that draws together cosmopolitanism and PoA of perfumes and relates these two constructs to purchase intentions for perfume consumption.

4.2 The Conceptual Model

The conceptual model for this study includes the relationships between three main constructs: cosmopolitanism, consumer PoA of perfumes, and consumers' purchase intentions in relation to perfumes. The conceptual model also depicts that cosmopolitanism directly impacts on purchase intentions and moderates the relationship between PoA of perfumes and purchase intentions. The model is presented in Figure 5 and is described in the following section.
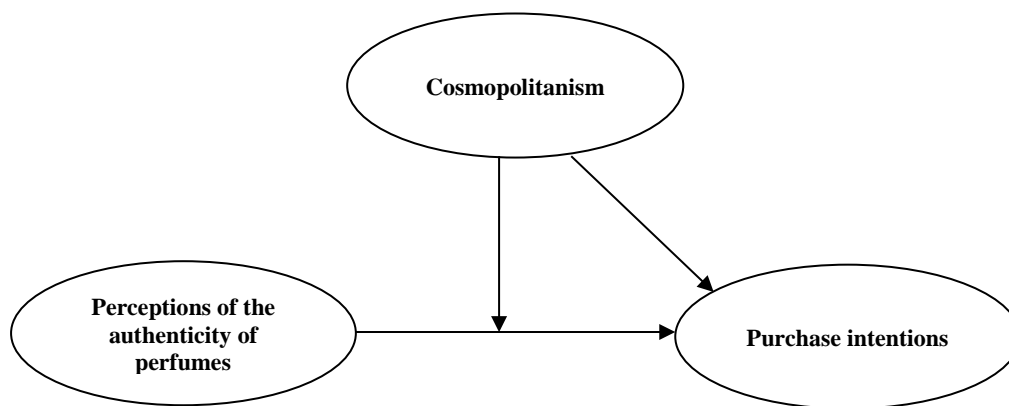
Figure 5: Conceptual Model of the Study

4.2.1 Research Hypotheses

As identified from the development of the scale to measure PoA of perfumes, packaging endurance and naturalness of ingredients were found to be valid and reliable cues that consumers use to evaluate the authenticity of both Western and Saudi perfumes. These cues for PoA of perfumes are examined in relation to cosmopolitanism and purchase intentions in relation to perfumes. Figure 6 presents the hypothesised model for this study. Each of these hypotheses, in relation to Western and Saudi perfumes, is discussed below.
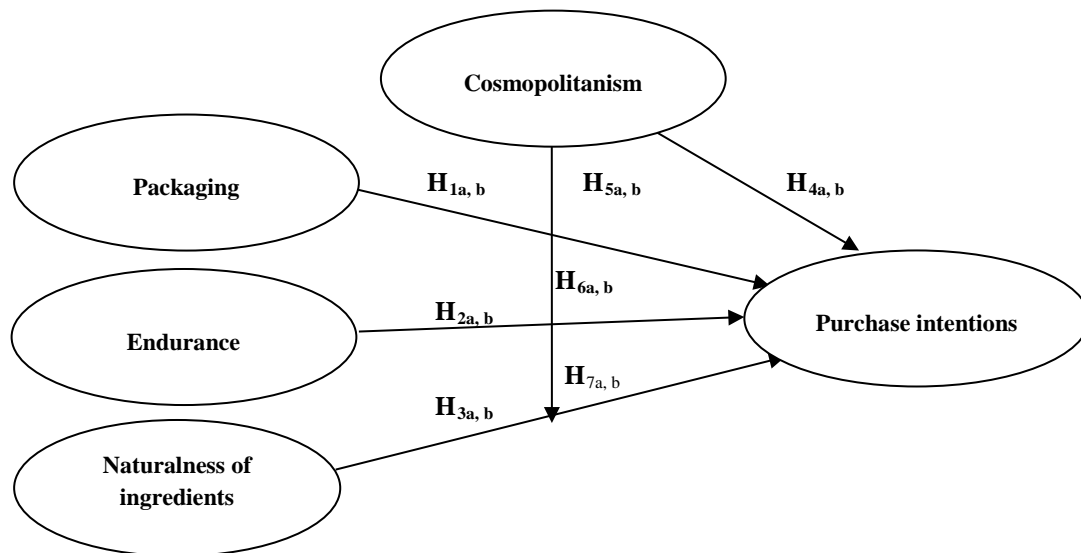
Figure 6: Hypothesised Model

Packaging plays an important function in marketing. It sends a message about the marketing offerings to consumers (Silayoi & Speece 2004). The packaging attributes (e.g. shape of the package, colour, and graphics) can indicate the uniqueness and originality of the market offering (Kupiec & Revell 2001; Silayoi & Speece 2004). Consumers can imagine aspects of how a product looks, tastes, feels, smells, while they are viewing the packaged product (Underwood, Klein & Burke 2001).

This research defines packaging in relation to perfumes as the shape of the package, size, colour, texture, graphics, bottle, sealing and overall quality of packaging. Packaging attributes have become an important factor for perfumes in consumer markets (Rundh 2009). With regard to authenticity, Groves (2001) found that packaging is a cue consumers use and positively affects purchase intentions. Wansink (1996), Raghubir and Greenleaf (2006) and Rundh (2009) also concluded that there is a relationship between packaging and purchase intention. In the context of perfume consumption, Western perfumes are packaged differently compared with Saudi perfumes. Therefore, it is thought that the way that Western perfumes are packaged might affect purchase intentions and it is hypothesised that:

$H_{1a:}$ Perceptions about the packaging of Western perfumes will be positively associated with intentions to purchase Western perfumes.

While Western perfumes have eye-catching packaging (Gilani & Gilani 2008), Saudi perfumes are packaged in a traditional manner. Compared with Western perfumes, Saudi perfumes have simple and standard packaging (see Appendix 6). Consumers are required to pay additional charges if they wish for Saudi perfumes to be distinctively bottled, perhaps featuring crystal additions with glass pipes (Saudi Food and Drug Authority 2010). Saudi Arabian consumers are familiar with Saudi perfumes and the way that they are packaged. Therefore the simplistic style is authentic to Saudi perfumes. Thus, it is anticipated that the packaging of Saudi perfumes has an effect on intentions to purchase Saudi perfumes. Hence, it is hypothesised that:

$H_{1b:}$ Perceptions about the packaging of Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.

In the qualitative stage of this study, it was found that consumers use the endurance of the scent of a perfume as a cue to evaluate the authenticity of both Western and Saudi perfumes. Endurance in this research is defined as the extent to which the scent of the perfume is intense, lingers, and does not fade away easily. As the endurance of the scent is likely to be perceived by consumers as an important cue, it is therefore assumed that there is a positive relationship between the endurance of perfume's scent and purchase intentions. Hence, it is hypothesised that:

$H_{2a:}$ Perceptions about the endurance of Western perfumes will be positively associated with intentions to purchase Western perfumes.

$H_{2b:}$ Perceptions about the endurance of Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.

In the qualitative stage of this study, naturalness of ingredients was found to be a cue for evaluation of the authenticity of perfumes. Leung (1980, p. 28) defined natural ingredients 'as those not produced by chemical synthesis'. However, naturalness of ingredients in the perfumes context, in this research, also refers more generally to essential plant oils that do not cause allergies. Moreover, natural ingredients in perfumes are normally certified as being safe to use and non-allergenic (Johansen, Rastogi & Menné 1996; Frosch et al. 2002). Recently, many Western perfumes have been marketed to accentuate the naturalness of the ingredients used in production (Dayan & Kromidas 2011; Duber-Smith et al. 2012; Bowe 2013). For example, Jurlique (a brand of natural skin care products) claims to only use natural ingredients, resulting in the higher prices attached to their products. Saudi Arabian consumers might believe the marketing hype despite the fact that Western perfumes tend to use alcohol in the ingredients. Therefore, it is assumed that naturalness of ingredients of Western perfumes will positively affect purchase intention. Hence, it is hypothesised that:

H3a: Perceptions about the naturalness of ingredients that are used to produce Western perfumes will be positively associated with intentions to purchase Western perfumes.

Saudi perfumes consist of natural essential oils from both plants and animals (Saudi Food and Drug Authority report 2010). As natural ingredients are considered safe to use and do not cause allergies (Johansen, Rastogi & Menné 1996; Frosch et al. 2002), Saudi Arabian consumers may place a higher emphasis on the naturalness of ingredients of Saudi perfumes when choosing to purchase. Hence, it is hypothesised that:

H3b: Perceptions about the naturalness of ingredients that are used to produce Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.

4.3 Role of Cosmopolitanism

Cosmopolitanism can be related to the extended-self theory. The theory on the extended-self purports that consumers prefer products that are consistent with their identity (Belk 1988; Kleine, Kleine & Kernan 1993). In the case of foreign products, some consumers prefer these to construct their identities and, in the case of developing countries, to even distinguish themselves from others especially when the foreign products are made in developed or advanced countries (Ettenson 1993; Lascu & Babb 1995; Lau & Phau 2009). Indeed, as consumers become more cosmopolitan, they place a higher emphasis on foreign products (Hannerz 1990; Thompson & Tambyah 1999). This is in line with the Theory of Reasoned Action (TRA) (Fishbein& Ajzen, 1975; Ajzen& Fishbein 1980). TRA is well-accepted and has been used successfully to explain behaviour across wide variety of settings (Chen et al., 2002; Alhujran 2009). According to TRA, an individual's behaviour is predicted by his/her

behavioural intention which, in turn, is determined by 1) the person's attitudes and 2) subjective norm (social influence) (Fishbein and Ajzen, 1975). Behavioural intention refers to how much effort an individual would like to commit to perform such behaviour (Davis et al., 1989). Subjective norm is defined as beliefs about what others will think about the behaviour (Fishbein and Ajzen, 1975). That is, if an individual believes that most of people who are important to him/her perceive the outcome of doing a specific behaviour as positive, he/she will be more likely to do the behaviour. Saudi Arabians now have considerable experience with other cultures - in Saudi Arabia and in other countries - meaning that the Saudi Arabian world is becoming increasingly cosmopolitan (Amacha 2003). It is thought; therefore, Saudi Arabian consumers' preferences for Western over Saudi perfumes might be because cosmopolitans are more likely to adopt new consumer values to distinguish themselves (Cannon & Yaprak 2001). Based on this, it is assumed that cosmopolitanism may place a greater emphasis on perfumes, which are imported from Western countries. Thus, it is hypothesised that:

$H_{4a:}$ Cosmopolitanism will be positively associated with intentions to purchase Western perfumes.

However, this research assumes that there is no relationship between cosmopolitanism and purchase intentions of Saudi perfumes. Although ethnocentrism has been found to have a positive impact on the purchase of local products rather than foreign products (Balabanis & Diamantopoulos 2004; Shimp & Sharma 1987), it was beyond the scope of this study to explore for this relationship. While researchers such as Hannerz (1990) and Thompson and Tambyah (1999) concluded that cosmopolitan consumers might prefer foreign products more than their local products, there is no evidence from the literature that there is a relationship

between consumer cosmopolitanism and preferences toward local products. Hence, it is hypothesised that:

H$_{4b:}$ Cosmopolitanism will not be associated with intentions to purchase Saudi perfumes.

In the case of Western perfumes, in addition to the direct relationship between cosmopolitanism and purchase intentions, cosmopolitanism may also moderate the relationship between PoA of Western perfumes and purchase intentions. It is hypothesised that Saudi Arabian consumers who are cosmopolitan are likely to purchase authentic Western perfumes. Saudi Arabian consumers may buy Western perfumes to construct their identity in an increasingly cosmopolitan nation. Based on the above, Saudi Arabian consumers who prefer to purchase Western perfumes will place different emphasis on the packaging of Western perfumes and high purchase intentions. In the case of the Western perfumes, packaging is varied and more distinctive compared with Saudi perfumes which are packaged in a traditional manner. Hence, it is hypothesised that:

H$_{5a:}$ Cosmopolitanism will moderate positively the relationship between packaging and purchase intentions of Western perfumes.

In the case of Saudi consumers, Saudi perfumes can be considered to be domestic products. There is no evidence in the literature to support that cosmopolitan consumers are more likely to purchase domestic products than foreign products. Further, there is no study that suggests that cosmopolitanism moderates the relationship between the packaging of Saudi perfumes and intentions to purchase Saudi perfumes. Hence, it is hypothesised that:

H$_{5b:}$ Cosmopolitanism will not moderate the relationship between packaging and purchase intentions of Saudi perfumes.

Most Western perfumes are available in different concentrations, such as *eau de toilette* and *eau de perfume* in contrast to Saudi perfumes that have only one level of concentration (the Saudi Food and Drug Authority 2010). Mata, Gomes and Rodrigues (2005) noted that to enhance the endurance of a perfume synthetic materials are used because they control the middle note of the perfume. Based on the above, Saudi Arabian consumers who prefer purchasing Western perfumes will place a different emphasis on endurance of Western perfumes and may be more likely to purchase them. Hence, it is hypothesised that:

$H_{6a:}$ Cosmopolitanism will moderate positively the relationship between endurance and purchase intentions of Western perfumes.

While the literature suggests that cosmopolitanism might moderate the relationship between endurance and intentions to purchase Western perfumes, there is no evidence from that literature to suggest that cosmopolitanism moderates the relationship between endurance and intentions to purchase Saudi perfumes. Hence, it is hypothesised that:

$H_{6b:}$ Cosmopolitanism will not moderate the relationship between endurance purchase intentions of Saudi perfumes.

Recently, there is a recognisable trend in the Western market toward the naturalness of ingredients making products safe to use (Dayan & Kromidas 2011; Duber-Smith et al. 2012; Bowe 2013). Furthermore, consumer demand for natural and organic cosmetics is growing, leading to an increasing number of brands making 'natural or 'organic' claims (Beerling 2011). Companies that have a tendency toward using natural ingredients often gain consumer trust, creating a new market space in an industry accustomed to competing on a tried-and-true formula (Beerling 2011; Superbrands 2005). Saudi Arabian consumers who are exposed to

Western markets will place emphasis on the naturalness of ingredients of Western perfumes resulting in higher purchase intentions. Thus, it is hypothesised that:

$H_{7a:}$ Cosmopolitanism will moderate positively the relationship between naturalness of ingredients and purchase intentions of Western perfumes.

After an extensive review of the literature, there is no evidence to suggest that cosmopolitanism moderates the relationship between the naturalness of ingredients of local products and purchase intentions. Hence, it is hypothesised that:

$H_{7b:}$ Cosmopolitanism will not moderate the relationship between naturalness of ingredients and purchase intentions of Saudi perfumes.

4.4 Summary

In this chapter the conceptual model was presented depicting the relationship between cosmopolitanism and PoA of perfumes and purchase intentions. This chapter also presented the hypotheses to be tested. The next chapter presents the results of testing of the hypotheses.

Chapter 5: Testing the Conceptual Model

5.1 Introduction

In the previous chapter the conceptual model and hypotheses were presented – in relation to both Western perfumes and Saudi perfumes. This chapter presents the results of testing the hypotheses.

5.2 Testing the Conceptual Model

To explore the relationship between a single dependent variable and several predictors (independent variables) and to examine the moderation effect of a variable on the relationship between independent variables and a dependent variable, regression analysis is appropriate (Cohen et al. 1983; Hair et al. 2066). Furthermore, regression analysis is the 'standard' way of testing for moderation (Cohen et al. 1983; Ramkissoon & Uysal 2011; Wang & Mattila 2013). Given the number of parameters and moderating effects included in the model for this study and the sample size (n=200), regression analysis was therefore used as the analytical technique to test the hypotheses

5.2.1   The Measurement Models

Prior to testing the hypotheses with regression analysis, the relationships between the observed and unobserved variables and the loading patterns of the variables on the underlying factors were identified via measurement model. The measurement model is analysed through CFA. The measurement model of Western perfumes is presented in Table 22. As shown in Table 22, the cosmopolitanism construct consists of three items, authenticity-packaging construct consists of four items; authenticity-endurance construct consists of three items; authenticity-naturalness of ingredients construct consists of four items; and finally, purchase

intentions includes two items. The model fits well (CMIN/df=2.18 (p=0.00); GFI=0.952; TLI=0.960; CFI=0.969; RMSEA=0.053; SRMR= 0.049; AIC=282.040).

Table 22: Final Measurement Model: Western Perfumes

Cues/Items		Standardised Factor Loadings	CR	AVE
Measurement model fit statistics; CMIN/df=2.18 (p=0.00); GFI=0.952; TLI=0.960; CFI=0.969; RMSEA=0.053; SRMR=0.049; AIC=282.040; DV=achieved				
Cosmopolitanism			0.89	0.61
Cos 1	I enjoy exchanging ideas with people from other cultures or countries.	0.72		
Cos 2	I am interested in learning more about people who live in other countries.	0.81		
Cos 3	I enjoy being with people from other countries to learn about their views and approaches.	0.74		
Packaging			0.88	0.62
Pack 1	An authentic Western perfume is recognisable by the quality of packaging.	0.63		
Pack 2	Authentic Western perfume does not leak from its bottle.	0.68		
Pack 6	Authentic Western perfumes use the correct spelling of the brand name.	0.89		
Pack 7	Authentic Western perfumes have error-free packaging.	0.88		
Endurance			0.87	0.68
End 3	An authentic Western perfume has a long lasting fragrance.	0.86		
End 4	The scent of an authentic Western perfume is consistent even after several hours.	0.87		
End 5	The scent of an authentic Western perfume lasts several hours.	0.75		
Naturalness of ingredients			0.83	0.60
Nat 2	Authentic Western perfume does not cause sneezing.	0.90		
Nat 3	Authentic Western perfume does not cause headaches.	0.91		
Nat 4	Authentic Western perfumes are made of natural ingredients.	0.55		
Nat 5	Authentic Western perfumes are made in a natural way.	0.52		
Purchase intentions			0.82	0.61
PI 1	I intend to buy Western perfume as a gift for someone.	0.64		
PI 2	I intent to only buy Western perfume.	0.86		

Note: DV=Discriminant Validity

Discriminant validity was tested for the Western perfumes model by using the square root of AVE technique. AVE was compared for each reflective construct with the squared correlations between the constructs and any other construct in the model (Venkatraman 1989). Table 23 provides evidence that discriminant validity is present.

Table 23: Discriminant validity of the Structural Model: Western Perfumes

Construct	Mean	Std. Dev	Endurance	Naturalness of ingredients	Packaging	Cosmopolitanism	Purchase intentions
Endurance	5.9	1.1	**0.83**				
Naturalness of ingredients	4.3	1.8	0.39	**0.78**			
Packaging	5.5	1.6	0.38	0.40	**0.75**		
Cosmopolitanism	4.9	1.5	0.27	0.51	0.23	**0.72**	
Purchase intentions	5.6	1.7	0.48	0.48	0.31	0.29	**0.84**

Discriminant validity is presented in bold on the diagonal

For the Saudi perfumes model, as shown in Table 24, the cosmopolitanism construct consists of three items; the authenticity-packaging relationship contains of four items; the authenticity-endurance relationship contains of three items; the authenticity-naturalness of ingredients relationship comprise four items; and finally, purchase intentions includes two items. The model fits well (CMIN/df=2.80 (p=0.00); GFI=0.957; TLI=0.942; CFI=0.952; RMSEA=0.069; SRMR= 0.038; AIC=353.29).

Table 24: Final Measurement Model: Saudi Perfumes

Cues/Items		Standardised Factor Loadings	CR	AVE
Measurement model fit statistics; CMIN/df=2.80 (p=0.00); GFI=0.957; TLI=0.942; CFI=0.952; RMSEA=0.069; SRMR=0.038; AIC=353.29; DV=achieved				
Cosmopolitanism			**0.87**	**0.60**
Cos1	I enjoy exchanging ideas with people from other cultures or countries.	0.71		
Cos2	I am interested in learning more about people who live in other countries.	0.80		
Cos3	I enjoy being with people from other countries to learn about their views and approaches.	0.72		
Packaging			**0.90**	**0.67**
Pack 1	An authentic Saudi perfume is recognisable by the quality of packaging.	0.82		
Pack 2	Authentic Saudi perfume does not leak from its bottle.	0.88		
Pack 6	Authentic Saudi perfumes use the correct spelling of the brand name.	0.91		
Pack 7	Authentic Saudi perfumes have error-free packaging.	0.72		
Endurance			**0.87**	**0.68**
End3	An authentic Saudi perfume has a long lasting fragrance.	0.89		
End4	The scent of an authentic Saudi perfume is consistent even after several hours.	0.92		
End5	The scent of an authentic Saudi perfume lasts several hours.	0.91		
Naturalness of ingredients			**0.85**	**0.60**
Nat2	Authentic Saudi perfume does not cause sneezing.	0.79		
Nat3	Authentic Saudi perfume does not cause headaches.	0.95		
Nat4	Authentic Saudi perfumes are made of natural ingredients.	0.51		
Nat5	Authentic Saudi perfumes are made in a natural way.	0.51		
Purchase intentions			**0.81**	**0.61**
PI1	I intend to buy Saudi perfume as a gift for someone.	0.63		
PI2	I intent to only buy Saudi perfume.	0.85		

Note: DV=Discriminant Validity

Discriminant validity was also tested for the Saudi perfumes model by using the square root of AVE technique. Table 25 shows evidence that discriminant validity is present.

Table 25: Discriminant validity of the Structural Model: Saudi perfumes

Construct	Mean	Std. Dev	Endurance	Naturalness of ingredients	Packaging	Cosmopolitanism	Purchase intentions
Endurance	5.7	1.3	**0.93**				
Naturalness of ingredients	4.7	1.6	0.39	**0.75**			
Packaging	4.4	1.7	0.40	0.39	**0.81**		
Cosmopolitanism	4.9	1.5	0.18	0.13	0.23	**0.72**	
Purchase intentions	5.2	1.4	0.36	0.30	0.30	0.39	**0.63**

Discriminant validity is presented in bold on the diagonal

5.2.2 Hypotheses Testing

This section investigates the hypotheses developed for this thesis. There are 14 hypotheses (see Chapter 4), which cover the direct effect of PoA of perfumes and cosmopolitanism on purchase intentions ($H_{1a,b}$, $H_{2a,b}$, $H_{3a,b}$, and $H_{4a,b}$) and the moderation effect of cosmopolitanism on the relationship between PoA of perfumes and purchase intentions ($H_{5a,b}$, $H_{6a,b}$, and $H_{7a,b}$).

Regression analysis allowed for a comparison of three regression models using step-wise regression (De Ruyter et al. 1997; Zedeck 1971). In step 1, the control variables are entered; in step 2, the first-order effects (independent variables) are entered, and in step 3, the first-order effects are entered as well as interaction terms including the hypothesised moderator variables. In the regression models for this study, the purchase intentions were regressed on individual levels of cosmopolitanism, packaging, endurance, naturalness of ingredients and the interaction terms of packaging $\times$ cosmopolitanism, endurance $\times$ cosmopolitanism and naturalness of ingredients $\times$ cosmopolitanism. In order to undertake the regression analyses, the scores for all the items for each cue were added and their average was used as a single measure to represent the respective cue.

In the case of Western perfumes, cosmopolitanism was entered first into the regression model. Model 1, which is presented in Table 26, shows that cosmopolitanism reported significantly positive purchase intentions ($\beta = 0.37$, $p<0.05$, $R^2= 0.06$, adjusted $R^2= 0.05$, F $(3.47) = 31.18$, $p<0.001$). R^2 refers to the proportions of variance of the dependent variable that are calculated for the independent variables (Francis 2004). This R^2 means that 6% of the variance in purchase intentions is explained by cosmopolitanism.

Cosmopolitanism and packaging, endurance and naturalness of ingredients were then entered in the second step into the regression model. Model 2, which is presented in Table 26, shows that packaging has a positive effect on intentions to purchase Western perfumes ($\beta = 0.24$, $p<0.05$), endurance has a significant impact on purchase intentions ($\beta = 0.20$, $p<0.05$) but naturalness of ingredients did not have a significant impact on purchase intentions ($\beta = 0.05$, $p>0.05$). Cosmopolitanism has a significant impact on purchase intentions ($\beta = 0.22$, $p<0.05$). As shown in Table 26, the regression analysis shows that Model 2 has a significant effect on purchase intentions and 16% of the variance in purchase intentions is explained by cosmopolitanism, packaging, endurance and naturalness of ingredients ($R^2= 0.18$, adjusted $R^2= 0.16$, F $(3.28) = 22.67$, $p<0.001$).

Finally, in the third step, packaging, endurance and naturalness of ingredients, as well as interaction terms, were entered into the regression model. It can be seen in Model 3, which is presented in Table 26 that packaging positively affects purchase intentions ($\beta = 0.18$, $p<0.05$), hence **H$_{1a}$ is supported**. Endurance has a significant effect on purchase intentions ($\beta = 0.16$, $p<0.05$), and thus **H$_{2a}$ is supported**. Naturalness of ingredients has a significant impact on purchase intentions ($\beta = 0.13$, $p<0.05$) and thus **H$_{3a}$ is supported**. Cosmopolitanism significantly affects purchase intentions ($\beta = 0.21$, $p<0.001$), and thus **H$_{4a}$ is supported.** The interaction terms were significant for packaging $\times$ cosmopolitanism ($\beta =$

0.20, p<0.001), hence **H_{5a} is supported**. However, the interaction terms were not significant for endurance × cosmopolitanism (β = 0.07, p>0.05), and thus **H_{6a} is not supported**. Naturalness of ingredients × cosmopolitanism (β =0.04, p>0.05) did not have a significant impact on purchase intentions. Hence **H_{7a} is not supported**. As shown in Table 26, the addition of interaction terms resulted in R^2 = 0.23, adjusted R^2= 0.21, F (3.82) = 17.18, p<0.001. In other words, in Model 3, the moderating effect of cosmopolitanism explains 23% of the variance in purchase intentions above and beyond the variance explained by packaging, endurance and naturalness of ingredients. It can be seen in Table 26, that R^2 in Model 3 is the highest compared with Models 1 and 2. Furthermore, cosmopolitanism is a strong predictor of purchase intentions among the three models in relation to Western perfumes with PoA also contributing to the prediction of purchase intentions of Western perfumes.

	Western Perfumes									Saudi Perfumes								
	Dependent variable: purchase intentions of Western perfumes									Dependent variable: purchase intentions of Saudi perfumes								
	Model 1			Model 2			Model 3			Model 1			Model 2			Model 3		
Step 1	B	SE	t	B	SE	t	B	SE	t	B	SE	t	B	SE	t	B	SE	t
Cosmopolitanism H$_4$	0.37*	0.11	4.3	0.22*	0.07	4.1	0.21**	0.05	3.9**	-0.02	0.03	-0.70	-0.13	0.07	-1.00	-0.14	0.7	-1.00
Step 2																		
Packaging H$_1$				0.24*	0.06	3.2	0.18*	0.06	2.9 *				0.20*	0.05	2.50*	0.19*	0.06	2.20 *
Endurance H$_2$				0.20*	0.05	2.8	0.16*	0.05	2.6*				0.29**	0.07	3.90**	0.30**	0.05	4.10**
Naturalness of ingredients H$_3$				0.05	0.06	0.28	0.13*	0.04	2.1*				0.59*	0.06	4.50*	0.34*	0.04	3.30*
Step3																		
Packaging **x** Cosmopolitanism H$_5$							0.20**	0.05	3.7**							0.02	0.03	0.24
Endurance **x** Cosmopolitanism H$_6$							0.07	0.06	0.69							0.06	0.07	0.87
Naturalness of ingredients **x** Cosmopolitanism H$_7$							0.04	0.07	0.43							0.03	.06	0. 33
R^2	0.06			0.18			0.23			0.00			0.25			0.27		
Adjusted R^2	0.05			0.16			0 .21			-0.01			0.23			0.25		
Overall model F	31.18**			22.67**			17.18**			7.85			21.75**			13.50**		

*p<0.05   ** p< 0.01

In Model 3, which is presented in Table 26, the interaction terms for packaging ×
cosmopolitanism were found to be significant. To clarify this interaction for packaging ×
cosmopolitanism, this research followed procedures recommended by Aiken and West
(1991). The procedures involved plotting the interaction effect by entering the unstandardised
regression coefficients (Aiken & West 1991; Dawson & Richter 2006) using Excel
worksheets provided on www.jeremydawson.co.uk/slopes.htm. Figure 7 shows that as a cue
for PoA of perfumes, packaging was positively related to purchase intentions of Western
perfumes among participants who were high in cosmopolitanism (the upward-sloping line),
but not among participants with low cosmopolitanism (the flatter line). It can be concluded
that the moderating effect of cosmopolitanism makes the relationship between purchase
intentions for Western perfumes and packaging stronger.
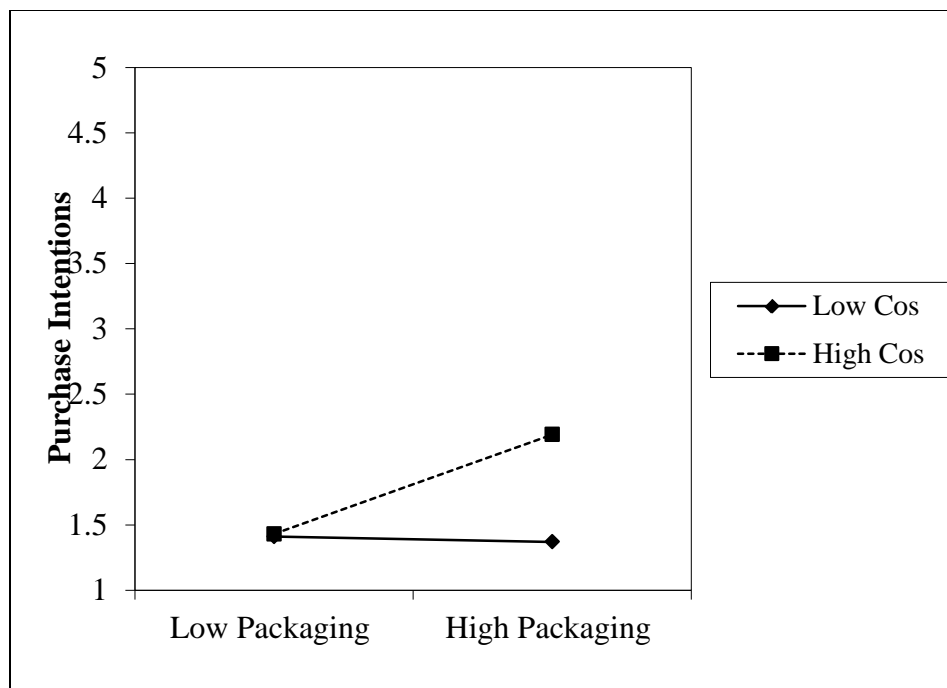
*Cos= cosmopolitanism. Unstandardised Regression Coefficients: Packaging: 0.18,
Cos:0. 21, Packaging X Cos: 0. 20, Constant: 1.6

**Figure 7: Interaction Effect of Cosmopolitanism on the relationship between
PoA-Packaging and Purchase Intentions**

Following a similar procedure for Saudi perfumes, three models were constructed as shown in Table 26. In Model 1, cosmopolitanism was not significant for purchase intentions (β = -.02 p>0.05, R^2= 0 .00, adjusted R^2= -0.01, F (0.38) = 7.85, p>0.05). Model 2, which is presented in Table 26, shows that packaging positively affects intentions to purchase Saudi perfumes (β = 0.20, p<0.05), endurance has a positive impact on purchase intentions (β = 0.29, p<0.001) and naturalness of ingredients has significant impact on purchase intentions (β = 0.59, p<0.05). Cosmopolitanism was not significant for purchase intentions (β = -0.13, p>0.05). Model 2 shows that the regression analysis for the model has a significant effect on purchase intentions (R^2= 0.25, adjusted R^2=0 .23, F (1.21) = 21.75, p<0.001) with 23% of the variance in purchase intentions explained by cosmopolitanism, packaging, endurance and naturalness of ingredients.

Model 3 which is presented in Table 26, shows that packaging has a positive effect on purchase intentions (β = 0.19, p<0.05), hence **H$_{1b}$ is supported**. Endurance has a significant effect on purchase intentions (β = 0.30 p<0.001), and thus **H$_{2b}$ is supported**. Naturalness of ingredients has a significant effect on purchase intentions (β = 0.34, p<0.05) and thus **H$_{3b}$ is supported.** Cosmopolitanism was not significant for purchase intentions (β = -0.14, p>0.05), and thus **H$_{4b}$ is supported**. The interaction terms were not significant for packaging $\times$ cosmopolitanism (β = 0.02, p>0.05), endurance $\times$ cosmopolitanism (β = 0.06, p>0.05), and naturalness of ingredients $\times$ cosmopolitanism (β =0.03, p>0.05). Moreover, cosmopolitanism did not have a relationship with purchase intentions and did not moderate the relationship between packaging, endurance, naturalness of ingredients and purchase intentions of Saudi perfumes, **providing support for H$_{5b}$, H$_{6b}$ or H$_{7b}$.** As shown in Table 26, the addition of interaction terms resulted in R^2= 0.27, adjusted R^2= 0.25, F (2.21) = 13.50, p<0.001. Further, it can be noted that R^2 in Model 3 is the highest compared with Models 1 and 2. The summary of the hypotheses testing is illustrated in Table 27.

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Table 27: Summary of Hypothesis Testing

Name	Hypotheses	Supported
H_{1a}	Perceptions about the packaging of Western perfumes will be positively associated with intentions to purchase Western perfumes.	Yes
H_{1b}	Perceptions about the packaging of Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.	Yes
H_{2a}	Perceptions about the endurance of Western perfumes will be positively associated with intentions to purchase Western perfumes.	Yes
H_{2b}	Perceptions about the endurance of Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.	Yes
H_{3a}	Perceptions about the naturalness of ingredients that are used to produce Western perfumes will be positively associated with intentions to purchase Western perfumes.	Yes
H_{3b}	Perceptions about the naturalness of ingredients that are used to produce Saudi perfumes will be positively associated with intentions to purchase Saudi perfumes.	Yes
H_{4a}	Cosmopolitanism will be positively associated with intentions to purchase Western perfumes.	Yes
H_{4b}	Cosmopolitanism will not be associated with intentions to purchase Saudi perfumes.	Yes
H_{5a}	Cosmopolitanism will moderate positively the relationship between packaging and purchase intentions of Western perfumes.	Yes
H_{5b}	Cosmopolitanism will not moderate the relationship between packaging and purchase intentions of Saudi perfumes.	Yes
H_{6a}	Cosmopolitanism will moderate positively the relationship between endurance and purchase intentions of Western perfumes.	No
H_{6b}	Cosmopolitanism will not moderate the relationship between endurance and purchase intentions of Saudi perfumes.	Yes
H_{7a}	Cosmopolitanism will moderate positively the relationship between naturalness of ingredients and purchase intentions of Western perfumes.	No
H_{7b}	Cosmopolitanism will not moderate the relationship between naturalness of ingredients and purchase intentions of Saudi perfumes.	Yes

5.3 Chapter Summary

This chapter presented the findings of the testing of the conceptual model. The regression analysis showed that the PoA of Western perfumes, including packaging, endurance and naturalness of ingredients cues, and cosmopolitanism have a significant relationship with the purchase intentions relating to Western perfumes. Furthermore, in the case of Western perfumes cosmopolitanism was found to moderate the relationship between packaging, as a cue of PoA of perfumes, and purchase intentions. Moreover, it was found that PoA of Saudi perfumes including packaging, endurance and naturalness of ingredients cues have a significant relationship with purchase intentions of Saudi perfumes. Moreover,

cosmopolitanism did not moderate the relationship between packaging, endurance and naturalness of ingredients as a cue of PoA of Saudi perfumes and purchase intentions of Saudi perfumes. The following chapter presents a discussion of the results and conclusions relating to the research.

Chapter 6: Discussion and Conclusions

6.1 Introduction

The previous chapter presented the results from testing the conceptual model. This final chapter provides a discussion about the relationship between cosmopolitanism, perceptions of the authenticity of perfumes, and purchase intentions within the context of Saudi Arabia. Second, the chapter summarises the findings of the study and its contributions. This chapter also acknowledgments the limitations of the research and makes suggestions for further research.

6.2 Discussion

Authenticity is a concept of increasing importance to marketing. Yet, the studies around authenticity are contentious, and most studies to date are interpretive. There is little previous work in the authenticity area toward quantitative methods to understand the antecedents and consequences of this important construct. This thesis has attempted to fill one part of this knowledge gap.

Cosmopolitanism has been used by marketers to explain consumers' preferences toward various market offerings. However, the role of cosmopolitanism on perceptions of authenticity and consumer behaviour has been neither theoretically nor empirically examined. Consequently, this research considered the perceptions of authenticity of perfumes, the role of cosmopolitanism as a moderating variable for the relationship between PoA of perfumes and consumer preferences.

The key research question for this study was: is there a relationship between authenticity of perfumes and purchase behaviour, and what is the extent to which consumer

cosmopolitanism impacts this relationship? There were four objectives of this research. The first objective was to explore for the cues that Saudi Arabian consumers use to evaluate the authenticity of both Western and Saudi perfumes. The second objective was to develop a scale for consumer perceptions of the authenticity of perfumes that can be used in the case of both Western and Saudi perfumes. The third objective was to test for the relationship between consumer perceptions of the authenticity of both Western and Saudi perfumes and resulting behavioural intentions. Finally, the fourth objective was to test for the moderating influence of cosmopolitanism on the relationship between consumer perceptions of authenticity of perfumes and behavioural intentions.

Qualitative and quantitative exploratory researches were used to explore the research question. A scale was developed to measure perceptions of authenticity of both Western and Saudi perfumes. These scales were then used to test a series of hypotheses about the relationship between cosmopolitanism, consumer perceptions of the authenticity of perfumes and behavioural intention for Western and Saudi perfumes. The results of the study highlighted that cosmopolitanism and authenticity of perfumes have a significant relationship with purchase intentions.

6.2.1 Cues of Perceptions of Authenticity of Perfumes

Through qualitative and the quantitative analysis this research has shown that Saudi Arabian consumers use three reliable and valid cues to evaluate the authenticity of both Western and Saudi perfumes, namely packaging, endurance and naturalness of ingredients. The packaging cue refers to the shape of the package, size, colour, texture, graphics, bottle, sealing and the overall quality of packaging. After EFA and CFA, this study found that there were four items of packaging that affect Saudi Arabian consumers' PoA of perfumes: authentic perfume is

recognisable by the quality of packaging, does not leak from its bottle, uses the correct spelling of the brand name and has error-free packaging.

While Western perfumes' packages use colour, texture and graphics, Saudi perfumes are presented in traditional packaging (Saudi Food and Drug Authority report 2010). Saudi perfumes are presented in glass bottles with pipes and they are packaged in three standard sizes: small, medium and large (Saudi Food and Drug Authority report 2010). Regardless of the differences in the way Western and Saudi perfumes are packaged, it can be noted that packaging is a cue to evaluate the authenticity of perfumes. This finding is in accordance with research that consistently found that packaging is a cue that consumers use to evaluate the authenticity of food and wine (Groves 2001; Beverland 2006).

The endurance cue refers how long the scent of the perfume lingers, its intensity, and that does not fade away easily. After EFA and CFA, this study found that three items of endurance were identified, they are: the scent is consistent even after several hours, has a long lasting fragrance and lasting several hours. Endurance of perfumes was perceived as a sign for the authenticity of perfumes, with a scent that lasts longer being associated with higher quality ingredients and processes. This finding concurs with those of Oh, Lee & Kim (2009) that the endurance of a scent of a perfume has a positive effect on purchase intentions.

The naturalness of ingredients is a cue described as an indication of whether natural ingredients have been used to produce a perfume. The use of natural ingredients was also an important cue in the focus groups and in the survey. This cue relates to the perception that avoiding harsh chemical ingredients makes the perfume safe and allergy free. After EFA and CFA, four items of naturalness of ingredients were found in this study: do not cause sneezing, do not cause headaches, are made of natural ingredients and made in a natural way. This finding concurs with research that shows that natural ingredients in perfumes are normally

certified as safe to use and non-allergenic (Johansen, Rastogi & Menné 1996; Frosch et al. 2002). Furthermore, this finding also concurs with the literature on the importance of the ingredients to evaluate whether a product is indeed authentic or not. Some researchers, such as Beverland (2006), Castéran and Roederer (2013) and Groves (2001), concluded that the quality of ingredients is a cue that consumers use to evaluate the authenticity of marketing offerings.

Common cues for evaluations of the authenticity of marketing offerings emerged from the literature, including quality of packaging, place of production, quality of ingredients, brand names, heritage and pedigree. This research concurs with the importance of some of these cues, particularly packaging and naturalness of ingredients. However, this study found evidence for endurance as a cue for the evaluation of the authenticity of perfumes. This is one of the significant and exclusive findings of this research.

6.2.2 Develop a Scale for Consumer PoA of Perfumes

This study developed a scale for consumer perceptions of the authenticity of perfumes, which can be used in the case of both Western and Saudi perfumes. This was achieved using Churchill's scale development approach. This involved four stages (see Table 3) including both qualitative and quantitative research techniques. Given the results, it can be concluded that the scale is robust. Tables 22 and 24 presented the scale for perceptions of the cues of authenticity of both Western and Saudi perfumes.

6.2.3 the Relationship Between Consumers' PoA of Perfumes and How this Influences their Behavioural Intentions

The results showed that there were positive relationships between cues of authenticity of both Western and Saudi perfumes (packaging, endurance and naturalness of ingredients) and

purchase intentions. This is consistent with other studies, such as those of Alexander (2009), Beverland (2005) and Ramkissoona and Uysalb (2011), that have found that authenticty has a positive effect on purchase intentions of other market offerings.

In Western perfumes, both packaging and endurance have a stronger impact on purchase intentions than the naturalness of ingredients. This can possibly be explained by the fact that although Western perfumes have been more recently focused on the naturalness of ingredients (Dayan & Kromidas 2011; Duber- Smith et al. 2012), most Western perfumes still contain alcohol (Saudi Food and Drug Authority 2010), so naturalness of ingredients may have less impact on purchase intentions. However, for Saudi perfumes, the naturalness of ingredients had a stronger impact on purchase intentions than packaging and endurance. This finding may be explained by the fact that Saudi perfumes contain pure essential oils, such as wood, sandalwood, rose, musk and ambergris (Saudi Food and Drug Authority 2010). Consequently, Saudi Arabian consumers might place a higher emphasis on the naturalness of ingredients of Saudi perfumes when making their purchase decision.

6.2.4 The Relationship between Cosmopolitanism, PoA and Behavioural Intentions

It was found that cosmopolitanism had a positive impact on the purchase intentions of Western perfumes. On the other hand, cosmopolitanism did not have any impact on the purchase intentions of Saudi perfumes. This finding supports prior studies, such as those of (Hannerz 1990; Thompson & Tambyah 1999), that have suggested that consumers who become more cosmopolitan place a higher emphasis on foreign products.

While endurance and naturalness of ingredients were important for both Saudi and Western perfumes, it is concluded that cosmopolitanism moderates the relationship between packaging, as a cue for evaluation of the authenticity of Western perfumes, and purchase

intentions. The moderating effect of cosmopolitanism makes the relationship between packaging and purchase intentions marginally stronger.

Hence, in the case of foreign perfumes in Saudi Arabia, the aesthetics of their packaging and their appearance are their key distinguishing features. This can possibly be explained by Saudi Arabian cosmopolitans that might have considerable experience with Western perfumes, leading them to place an emphasis on the packaging of Western perfumes. However, it was found that cosmopolitanism did not moderate the relationship between packaging as a cue for the evaluation of the authenticity of Saudi perfumes and purchase intentions. This finding is consistent with Wang and Mattila's research (2013) in the context of ethnic restaurants which found that the perceived authenticity and purchase intention linkage is not moderated by cosmopolitanism

The results also showed that the effect of cosmopolitanism on the relationships between endurance of Western perfumes and the endurance of Saudi perfumes and purchase intentions were not statistically significant. It might be because endurance, or the lasting of the scent, is an important characteristic of any perfume whether the perfumes are Western or Saudi perfumes and regardless of cosmopolitanism.

The results indicate that the effect of cosmopolitanism on the relationship between naturalness of ingredients of Western perfumes and purchase intentions is not statistically significant. Two of the naturalness of ingredients items that were found in this study were: authentic perfumes made of natural ingredients and made in a natural way. As cosmopolitan consumers examined the different range of Western perfumes and possibly knew that Western perfumes contained alcohol (Gilani & Gilani 2008), they might not have placed an emphasis on this cue in terms of Western perfumes. Furthermore, it was also found that the effect of cosmopolitanism on the relationship between naturalness of ingredients of Saudi

perfumes and purchase intentions was also not significant statistically. This can possibly be explained by consumer cosmopolitanism that might lead to a tendency toward foreign products (Hannerz 1990; Thompson & Tambyah 1999).

In conclusion, the three of stages of the development scale showed five cues for PoA of perfumes: endurance, distinctiveness, naturalness of ingredients, packaging and image. However, CFA confirmed and validated that packaging, endurance and naturalness of ingredients positively affect purchase intentions. This study confirms that Saudi Arabian consumers use packaging, endurance and naturalness of ingredients as the main cues for the authenticity of perfumes. Furthermore, the findings provide evidence that the PoA of perfumes scale is a higher-order multidimensional construct. Moreover, the findings show that there is a positive relationship between cosmopolitanism, authenticity of Western perfumes and purchase intentions of Western perfumes. Further, it was found that cosmopolitanism moderates the relationship between packaging as a cue of authenticity of Western perfumes and purchase intentions of Western perfumes. The findings also show a positive relationship between authenticity of Saudi perfumes and purchase intentions of Saudi perfumes.

This results support the view in the literature that consumers seek authentic products and make careful decisions to buy products that they perceived to be authentic (Holt 1997; Peñaloza 2000; Beverland 2005; Alexander 2009). The results of this study also lend support to the extant literature on the positive relationship between cosmopolitanism and an openness to products of other cultures, while embracing one's own culture (Hannerz 1990).

6.3 Contributions of the Research

This research has made several theoretical and practical contributions. These are presented below.

6.3.1 Theoretical Contributions of the Research

This research clearly indicates that three cues were identified as reliable and valid as PoA of perfumes: packaging, endurance and naturalness of ingredients, which supports prior research in this area (e.g. Beverland 2006; Castéran & Roederer 2013; Groves 2001). PoA of perfumes are triggered and enhanced by specific cues in any marketing offering. However, the intent of this research was to identify and examine cues that would influence PoA of perfumes. This included developing a better categorisation of product-specific cues, gaining further insights into the nature of individual cues that affect judgements of authenticity, and adding a deeper understanding of how these product cues interact with the PoA of perfumes.

The study explored for the conceptual links between cosmopolitanism and perceptions of authenticity of perfumes - these constructs have not yet been brought together in the literature prior to this study. Thus, this study contributes to a better understanding of the relationship between these two constructs and their impact on consumer purchase intentions. This thesis advances theory that cosmopolitanism, as a consumer characteristic, influences the relationship between consumer perceptions of authenticity of perfumes and consumer preferences.

Although authenticity has been the subject of increasing research interest, the approach to date has been almost exclusively qualitative and interpretive in nature. This approach is appropriate for understanding the depth and the notion of a complex concept, however it does not permit the comparison of different cues in terms of their ability to influence important marketing strategies. This research is one of the first studies to examine and develop a scale for PoA of perfumes.

This research offers an exclusive finding that cosmopolitanism can affect the relationship between consumers' perceptions of authenticity of perfumes and purchase intentions.

Furthermore, the cues for evaluation of the authenticity of perfumes (packaging, endurance and naturalness of ingredients) are the same for Western and Saudi perfumes. While prior research identifies a number of cues of the authenticity of various market offerings (e.g. naturalism and packaging) the endurance of the perfume's fragrance is an important cue on which consumer perceptions of authenticity are based. Finally, authenticity appears to be inherent in a product, but a perception of authenticity can result from product characteristics (intrinsic or extrinsic cues, such as packaging and ingredients) and consumer characteristics (such as cosmopolitanism, culture, and gender).

6.3.2 Practical Contributions of the Research

The key findings of this study make a significant practical contribution not only to Saudi Arabian product developments, but also to marketing in Saudi Arabia. For example, this research provides evidence that to enhance consumer perceptions of the authenticity of perfumes, marketers should focus on a packaging, endurance and naturalness of ingredients. Innovative and forward-thinking marketing tactics could be developed for the Saudi Arabian perfume industry to utilise these cues and produce perfumes that meet the demand of increasingly cosmopolitanism Saudi Arabian consumers.

While this research found that the authenticity of Saudi perfumes have a positive associated with positive intentions to purchase the perfumes, the Saudi Arabian perfume industry might consider focussing on the packaging cue of perfumes. For example, they might consider producing perfumes with high quality glass bottles, as well as using texture and graphics. Saudi Arabians become increasingly more cosmopolitan. For this consumer category, it might be a useful strategy if the Saudi Arabian perfume industry produced perfumes that were reminiscent of the Western packaging style.

While Saudi perfumes come in one concentration as they are produced from essential oil, the Saudi Arabian perfume industry might consider the endurance cue of perfumes. Moreover, the Saudi Arabian perfume industry might also consider the naturalness of ingredients when producing perfumes, as this has an important impact on purchase intentions. Naturalness of ingredients relates not only to content but also to the impact on general health. Although Saudi perfumes use natural ingredients, it is important to advertise this effectively, perhaps seeking organic accreditation to re-assure the customer. Strict laboratory testing for perfumes must be done to check for any potential allergic reactions before distributing perfumes to stores.

The findings can be used to directly help the Saudi Arabian perfumes industry, and more broadly other industries producing local consumer goods in Saudi Arabia. As local industries grapple with issues of long-term economic viability and global competition, steps to bring them up to date with global marketing strategies could help.

6.4 Research Limitations and Future Research

As with all research, there are limitations associated with this current study and these limitations give rise to further research. First, females compose the majority of the sample in this research. Therefore, the results of the research may not be representative of the males' perspective in this regard. This research could be extended to test the males' point of view which might be different from the findings of this research.

Second, while this research did not tested for the nomological validity of PoA of perfumes from a scale development perspective, further research could investigate the effect of the value construct or the quality of goods construct on PoA of perfumes and the effect of PoA of perfumes on consumer satisfaction or recommendation behaviours.

Third, in qualitative studies, researcher bias is one of the issues that can impact validity (Maxwell 2005). The best way to limit bias is by understanding that it exists and has to be countered (Bulmer 1983). The researcher tried to avoid bias by using, for example, a Certified Translation Centre to translate the focus group guide questions, making the questions as clear and concise as possible. Furthermore, the researcher and participants spoke the same language and both belong to the same culture. This reduced the misunderstanding of words or phrases. Despite careful preparation, however, accidental bias may be present in this study.

Fourth, while it is thought that cosmopolitanism relates to travel and tourism, with the basic idea being the transcendence of one culture and the acceptance of other cultures to include the entire world (Cleveland, Laroche & Papadopoulos 2009), one third of the sample size in this study has not been outside of Saudi Arabia in the last three years. Further research could gather the data from participants who have considerable experience with other cultures through travel and tourism in order to address this limitation of the study.

This research provides a platform for further research. First, it would be useful to investigate the role of perceptions of authenticity in increasingly cosmopolitan countries, like Saudi Arabia, in a number of different industries to gain a more comprehensive understanding of this within the context of consumer behaviour.

Second, for example, while this research explores for the relationship between cosmopolitanism and the authenticity of Western and Saudi perfumes, it is worthwhile to consider whether ethnocentrism and cosmopolitanism interact and influence perceptions of authenticity and purchase intentions in this context.

Third, this thesis is set in the context of the perfume industry in Saudi Arabia. However, it would be valuable investigate the issues of this research with other countries including other Arab and western countries.

Forth, while the sample of this study comprised of Saudi Arabian citizens and residents of Riyadh and Mecca cities, further research also on the purchase of duty free perfumes while people are travelling might make for interesting research.

Finally, this research was undertaken in the Saudi Arabian culture context. Consumer culture theory views consumption choices and behaviours operating within a social context (Arnould and Thompson; 2005; Ratner 2000; Beverland, & Farrelly 2010). Put another way, the culture of consumers affects their PoA in relation to products, services and experiences. Based on consumer culture theory, exploring for PoA of perfumes in different social contexts might result in different PoA of perfumes. Further research in this area would, therefore, be valuable.

6.5 Conclusion

This research responds to the calls for further marketing studies on authenticity (Grayson & Martinec, 2004; Hede & Thyne, 2010; McAuley & Pervan, 2014) and cosmopolitanism (Cannon & Yaprak 2001; Reifler & Diamantopoulos (2009). This research makes several contributions to the literature. The PoA, together with a consumer's trait of cosmopolitanism with such perfumes, consequently affect consumers' purchase intentions. These findings contribute to marketing research on consumers' evaluation of the authenticity of marketing offerings, especially perfumes. This study integrates a combination of consumer characteristics (cosmopolitanism) and consumer perceptions (PoA) to study these concepts in the Arab world, especially Saudi Arabia. It is believed that the research scale developed in this study can serve as a foundation for future research on PoA in perfumes.

Furthermore, it extends previous research on authenticity and particularly in relation to consumer perceptions of perfumes in Saudi Arabian consumers. It identifies three cues that these consumers use to evaluate the authenticity of perfumes: endurance, naturalism of ingredients and packaging. While prior research identifies a number of cues of the authenticity of various market offerings, this research suggests that while naturalism (Camus 2003) and packaging (Beverland 2005; Rocchi & Stefani 2005) are important cues for the perceived authenticity of perfumes, the endurance of the perfume's fragrance is also an important cue on which consumer perceptions of authenticity are based. On outcome of the research to date is a reliable measure for Saudi Arabian consumers' perceptions of the authenticity of perfumes.

In conclusion, evidence exists that authenticity seems to be influenced by cosmopolitanism. This then influences consumer preferences. There is a growing acceptance that successful brands or industries recognise that a successful strategy comes from building positive PoA in consumer minds and takes into consideration the new consumer values that are created by cosmopolitanism.

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Appendices

Appendix 1: Invitation to Participate in the Research

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

You are invited to participate in a research project entitled [*The Role of Cosmopolitanism on PoA of Perfumes and Consumer Behaviour: an Investigation in Saudi Arabia]* You have been approached for this interview because you are considered to be one of the large perfume retailers in Saudi Arabia. As such, I would like to invite you to be part of this study. This project is being conducted by a student researcher Ghada Ahmed ALdrees as part of a Doctor of Philosophy (PhD study at Victoria University, Melbourne, Australia) under the supervision of Associate Professor Anne-Marie Hede and my Associate Supervisor; Dr Romana Garma from the School of International Business in the Faculty of Business and Law.

Project explanation

This study aims to understand the effect of the influence of exposure to other cultures on PoA in relation to fragrances. The study will explore these issues in relation to the consumption of non-traditional and traditional fragrances in Saudi Arabia. The resulting information can be used directly by the Saudi Arabian fragrance industry, and more broadly by other industries in Saudi Arabia, and beyond, that are similarly grappling with issues of their long-term economic viability. The results of this study can be used by the Saudi Arabian fragrance industry to develop a marketing strategy that can respond to the preferences of contemporary Saudi Arabian consumers.

What will I be asked to do?

You will be asked to participate in a one to one -and -half hour structured interview, to take place in a location that is convenient for you. If you give your permission, the interview will be audio recorded. During the interview you will be asked questions about your perceptions of the characteristics of authenticity that consumers have of Western and Saudi perfumes that are available in Saudi Arabia. In

addition, you will be asked how fragrances are marketed in Saudi Arabia, and the cues (for example, the packaging, bottle (shape), imagery, method of production and ingredients, and aroma) that are used to convey the authenticity of the market offering. The transcript of the interview will be returned to you for your approval.

Prior to the interview you will be required to sign a consent form (see attached).

What will I gain from participating?

Your contribution in this interview is valuable because the findings from this project can be used directly by the Saudi Arabian fragrance industry, and more broadly by other industries in Saudi Arabia, and beyond, that are similarly grappling with issues of their long-term economic viability. The results of this study can be used by the Saudi Arabian fragrance industry to develop a marketing strategy that can respond to the preferences of contemporary Saudi Arabian consumers. In addition, you will be provided with a short report summary of findings.

Your participation in this research is voluntary. As a participant, you have the right to:

• have transcripts of interviews returned to you for your approval.

• have any questions answered at any time.

• request that audio recording be terminated at any stage during the interview.

How will the information I give be used?

All information obtained from the interview will be used for research purposes. The data and findings of this study will be published in a thesis and in academic journals. The name of participants will not be mentioned in any publication and will be kept confidential with the people conducting the research and mentioned in this information sheet.

What are the potential risks of participating in this project?

Personal identifying information collected in this interview will be kept confidential with the people conducting this research, privacy and no identifying data will be published. Thus, your privacy and your business will be kept confidential. All information obtained from the interview will be used for research purposes, and will be stored in the locked cabinet in my supervisor's office for five years as prescribed by Victoria University regulations. Any electronic data will be password protected. Only my supervisors and I will have access to this data. Any personal information that you provide can be disclosed only with your approval.

How will this project be conducted?

A series of interviews with consumers on the one hand and a series of focus groups and survey with consumers on the other will be undertaken to understand the effect of influence of exposure to other cultures on PoA in relation to fragrances.

Who is conducting the study?

The Principal Researcher is my supervisor, Assoc. Prof. Anne-Marie Hede, who can be contacted by phone on ++61 3 9919 1547 or by e-mail anne-marie.hede@vu.edu.au.

The Student Researcher is Ghada Ahmed ALdrees, who will be conducting the interviews, can be contacted by phone on +966555469777 or by e-mail ghadaahmed.aldrees@live.vu.edu.au.

Any queries about your participation in this project may be directed to the Principal Researcher listed above.

If you have any queries or complaints about the way you have been treated, you may contact the Ethics and Biosafety Coordinator, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 phone (03) 9919 4148.

رسالة دعوة للمشاركة في بحث مع شرح لمشروع البحث

عنوان مشروع البحث

- اثر الكونية على تصورات الأصالة: دراسة تحقيقيه في صناعة العطور السعودية
- الباحث: غادة احمد الدريس، درجة الدكتوراه
- Ghadaahmed.aldrees@live.vu.edu.au ، +61-431351162

- المشرف على البحث: الدكتورة/ آن-ماري هيد، والدكتورة/ رومانا جارما من قسم إدارة الأعمال الدولية بجامعة فيكتوريا.
- +61 3 9919 1547 ، Anne-Marie.hede@vu.edu.au

عزيزي المشارك

السلام عليكم ورحمة الله وبركاته

أفيدك علما بأني الطالبة غادة احمد الدريس، المبتعثة من وزارة التعليم العالي لتحضير درجة الدكتوراه في إدارة التسويق من جامعة فيكتوريا (Victoria) بمدينة ملبورن بولاية فكتوريا بأستراليا. عنوان بحثي هو (اثرالتعرض على الثقافات الاخرى على تصورات الأصالة: دراسة استكشافية في صناعة العطور السعودية). يشرف على هذا البحث الدكتورة آن مري هيد. تهدف هذه الدراسة إلى فهم مدى تأثير التعرض على الثقافات الاخرى على تصورات الصحة فيما يتعلق بالعطور. هذه الدراسة هي لاستكشاف المؤثرات الرئيسية في استهلاك العطور التقليدية والغير التقليدية في المملكة العربية السعودية. وسوف أقوم بجمع المعلومات بمشيئة الله من خلال أولا: إجراء بعض المقابلات الشخصية مع تجار تجزئة العطور وثانيا: إجراء مجموعات التركيز مع المستهلكين وأخيرا, عمل استبانات مع مستهلكين العطور في مدينتي الرياض ومكة المكرمة.

يسرني دعوتك للمشاركة في هذه الدراسة من خلال مشاركتك في هذه المقابلة والتي تعد المرحلة الأولى من مرحلة جمع البيانات, والتي تهدف إلى تحليل تصورك كتاجر تجزئة في ما يختص بالأصالة في العطور في المملكة العربية السعودية. كذلك, معرفة المواصفات التي يستخدمها المستهلكون السعوديون في الحكم على عطر بأنه تقليدي أو غير تقليدي من وجهة نظرك وكيف يتم تسويق تلك العطور. حيث سيتم القيام بمقابلات مع حوالي4 تاجر تجزئة وذلك للإجابة على السؤال الرئيسي للبحث وهو: هل تعرض المستهلك السعودي لثقافات مختلفة له أثر في تصوراته وتفضيلاته للعطور الغير تقليدية والتقليدية؟

مساهمتك في البحث من خلال الإجابة على أسئلة المقابلة ذات قيمة لموضوع البحث حيث أن إجابتك سوف تساعد على فهم ما يبحثه المستهلك السعودي من مواصفات عند اختياره للعطور. كما أود أن أوضح لك أن نوعية الأسئلة لن تسبب أي إزعاج أو مخاطر محتملة لك والمعلومات المستخلصة سوف تستخدم لأغراض البحث العلمي فقط ولن يطلع عليها سوى الباحث والمشرفين على البحث و يتم تخزينها لمدة لا تقل عن خمس سنوات و من ثم إتلافها طبقا لنظام جامعة (Victoria)، وفي حالة نشر نتائج هذه الدراسة سوف يتم المحافظة على سرية المعلومات الشخصية بحيث تضمن عدم ذكر(الاسم ،العنوان، اسم الجهة) في نتائج الدراسة.

ولكم الأحقية فيما يلي:

- الإجابة على استفساراتكم في وقت
- سوف تقوم الباحثة بتزويدكم بنسخة مكتوبة من المقابلة ومن ثم اخذ موافقتكم عليها.
- إيقاف التسجيل الصوتي وسحبه أو مسحه في أي مرحلة من مراحل اللقاء

إن مساهمتكم في هذه الدراسة مفيدة ومهمة لإكمال دراستي وتعاونكم محل احترامي وتقديري وسيتم التنويه عن ذلك في رسالتي، وسوف يتم تفهم الوضع في حالة الرفض. وفي حالة الموافقة أرجو إبلاغي عبر بيانات الاتصال المذكورة أعلاه وتحديد موعد و مكان المقابلة المناسب وتعبئة الاستمارة المرفقة.

وتقبل خالص التحيات وجل التقدير والاحترام،،

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Any queries about your participation in this project may be directed to the Principal Researcher listed above. If you have any queries or complaints about the way you have been treated, you may contact the Ethics and Biosafety Coordinator, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428, Melbourne, VIC, 8001 phone (03) 9919 4148.

Appendix 2: Consent Form for Participation in Interview Involved in Research

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

Information to Participants:

Thank you for your participation in the interview about your PoA of Western and Saudi perfume in Saudi Arabia.

While the Saudi Arabian perfume industry is well-established, it does not appear to be very competitive. Moreover, the demand of Saudi Arabian consumers is increasingly moving towards non-traditional fragrances rather than traditional fragrances that are made in Saudi Arabia. The overall aim of this research is explore the reasons behind the demand toward non-traditional fragrances.

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by the researcher, and that I freely consent to participation in an interview of approximately one hour. I understand that the interview will be recorded and if I do not consent to have the interview recorded I allow the researcher to write notes about this interview. I also understand data collected from this interview and findings from these data will be published in a thesis, or in academic journals. I also understand the data that gathering in this interview will be confidential and my name will not be mentioned in any publication. Finally, that only people conducting the study mentioned in the information sheet will be able to access this interview.

CERTIFICATION BY SUBJECT

I, ⸺⸺⸺⸺⸺⸺⸺⸺⸺of ⸺⸺⸺⸺⸺⸺⸺⸺⸺

Certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the study:

'What are the Effects of Cosmopolitanism on PoA in perfumes?' Being conducted at Victoria University by: Associate Professor Anne-Marie Hede; from the School of International Business in the Faculty of Business and Law and. Dr Romana Garm from International Business in the Faculty of Business and Law.

I certify that I have had the opportunity to have any questions answered and that I understand the interviews will return transcripts to me to have my approval. I can also decline to answer any particular question and I am not required to disclose any confidential or commercially-sensitive information.

I consent / do not consent to having the interview recorded.

Signed:

Date:

Any queries about your participation in this project may be directed to the researcher, please contact my Senior Supervisor Associate Professor Anne-Marie Hede, on +61 3 9919 1547 or E-mail; Anne-Marie.hede@vu.edu.au; you also can contact my Co-supervisor Dr Romana Garm, on +61 3 9919 5370 or E-mail; Romana.Garma@vu.edu.au.

<u>استمارة موافقة على المشاركة في المقابلة الشخصية لمشروع بحث</u>

عنوان الدراسة: اثر الكونية على تصورات الأصالة: دراسة تحقيقيه في صناعة العطور السعودية

أوافق أنا الموقع اسمي أدناه على المشاركة في مشروع البحث المقدم من الباحثة / غادة احمد الدريس من جامعة فيكتوريا بمدينة ملبورن باستراليا. حيث أن مشروع البحث قد تم شرحه لي من الباحث وقرأت الرسالة التوضيحية للبحث والتي احتفظ بنسخة منها في سجلاتي. كما وإنني على علم بأن هذا البحث يهدف إلى تطوير صناعة العطور السعودية بدراسة تأثير الكونية على تصورات الأصالة للعطور في السعودية. مع العلم ان هذا المشروع تحت إشراف الدكتورة/ أن-ماري هيد, من قسم إدارة الأعمال الدولية, والدكتورة/ رومانا جارما, من قسم إدارة الأعمال الدولية بجامعة فيكتوريا.

كما إنني على دراية كاملة بأن موافقتي على المشاركة في هذا البحث تعني:

☐اني فوق سن 18 سنة

☐أني تلقيت رسالة دعوة للمشاركة في مقابلة خاصة بدراسة الباحث، وأوافق على ما ذكر فيها

☐استعدادي للقيام بمقابلة شخصية لمدة تتراوح بين ستون دقيقة إلى مائة وعشرون دقيقة

☐موافقتي على تسجيل المقابلة صوتيا: ☐ نعم أوافق، ☐ لا أوافق.

☐المعلومات سوف تستخدم لمشروع هذا البحث فقط

☐أني أعطي الصلاحية لاستخدام اسمي أو أسم منشئتي: ☐ نعم أوافق، ☐ لا أوافق.

أوافق على التالي:

A- أني قرأت تعليمات التعريف بالبحث، وأوافق على ما جاء فيها بشكل عام

B- إن مشاركتي تطوعية.

C- أنه ليس لي مصلحة مباشرة من مشروع البحث

D- البيانات المستخلصة سوف تعامل بسرية تامة مع عدم ذكر أي بيانات تشير إلى هوية المشارك أو الإدارة التي يتبعها في حالة نشر نتائج الدراسة

E- من معلوماتي الشخصية لن تستخدم أو يفصح عنها إلا لو أعطيت ترخيص مسبق بذلك (كما في الفقرة 4)

موافقة المشارك:

الاسم: .... من: ....

التوقيع: ....

وفي حالة الرغبة للتقدم بشكوى حول كيفية إدارة المقابلة الشخصية آمل الاتصال على اللجنة الدائمة لأخلاقيات البحوث على العنوان التالي:

Appendix 3: Examples of Images

Place of production

Brand name

Non-allergenic

Retailer's reputation

Celebrity endorsement

Quality of packaging

Distinctiveness scent

Long lasting fragrance

Price

Appendix 4: Structured Focus Group Guide Questions For Consumers

1- Introduction to the research
- Aims
- Research outcomes
- Ethics
- Definition of authenticity
- Outline of the focus groups
  - What is Western perfumes and what is Saudi perfumes
  - Activity one: Western perfumes
  - Activity two: Saudi perfume
  - Summary of the interview.

2- Participant profile
- Handout the Consent Form asking participants to complete it.
- Go around the group asking each participant to tell the group a little about their interest in perfumes. For example, ask them to tell the group how important perfumes are to them, how often they use and or buy perfumes, and what are some of their favourite perfumes.

3- Inform participants that they are now going to focus on perfume in general, Western and Saudi perfumes. Tell them that first they need to agree on what is a perfume in general, Western perfume and Saudi perfume

Let's start with what you might think **a perfume in general** is.

Has anyone got any thoughts on that?

(Ask participants to provide examples when possible).

Work with participants to agree on a definition and write this down on the board for them.
  - ❖ A white board will be provided to put up the definitions so that they can go back to them.

Now thinking about what **a Western perfume** is.

Has anyone got any thoughts on that?
  - ❖ A white board will be provided to put up the definitions so that they can go back to them.

Now thinking about what **a Saudi perfume** is.

Has anyone got any thoughts on that?

(Ask participants to provide examples when possible).

So now using these definitions, ask participants to think about what attributes a perfume must have to mean that is authentic

1) Perfumes in geranial
2) Western perfumes
3) Saudi perfumes

4- Activity One: perfumes in geranial

Describe the activity to participants

- Ask the participants to think about perfumes in geranial
- **Instructions for interview:**
  - Hand out pens, glue stick, large sheets of paper – scissors and images without tittles to participants.
- Invite the participants to individually use the images and make a list on the paper of cues from the images that they use to determine the authenticity of perfumes in geranial perfumes.

- Then ask participants to form teams of two and then, and ask them to discuss the cues with each other, and then decide on the top four attributes
- Following this ask them to rank them from one to four – with one being the top ranked, or most important attribute, and four being the least important of the four attributes.
- Then ask them to ascribe a weighting to each of the attributes, making sure that the total figure adds up to 100. Examples may need to be given at this point. Calculators will be provided.
- Researcher will be walking around the room and helping the teams or will she just be sitting down and not interacting with participants
  ❖ **a break for 5-10 minutes**

5- Activity Two: Western perfumes

6- Repeat Activity One, now asking the participants to think about **Western perfumes** Summary of the interview.

7- Activity Three: Saudi perfumes

8- Repeat Activity One, now asking the participants to think about **Saudi perfumes** Summary of the interview.

9- Thank you.
  ❖ The focus group will be recorded.
  ❖ The meeting will take around 1.5 hours without the break time. Each activity will take around 20 to 25 minutes.

Demographic Questions

The information given in this part will only be used as background to the answers given in other parts of the survey. Please provide the following information:

Please answer by ticking as appropriate

A.1 Gender	
a. Male	☐
b. Female	☐
A.2 Age	
a. Under 30 years	☐
b.30 to 39 years	☐
c.40 to 59	☐
d. 60 years and over	☐
A.3 City	
a. Makkah	☐
b. Riyadh	☐

Appendix 5: The Results of the Content Validity Stage

Statements		1 Not Representative %	2 Somewhat Representative %	3 Very Representative %	Retain
Endurance in relation to perfumes refers to the extent to which the scent of the perfume is intense, lingers, and does not fade away easily.					
End 1	An authentic perfume always smells the same.	0	5	95	Yes
End 2	When I put on an authentic perfume in the morning the scent lingers when I take off my clothes at the end of the day.	0	0	100	Yes
End 3	An authentic perfume has a long lasting fragrance.	0	0	100	Yes
End 4	The scent of an authentic perfume is consistent even after several hours.	0	0	100	Yes
End 5	The scent of an authentic perfume lasts several hours.	0	0	100	Yes
End 6	With an authentic perfume you only need to apply a small amount for it to be noticeable.	20	15	65	No
End 7	The colour of the perfume is a sign that a perfume is authentic.	95	5	0	No
Naturalness of ingredients in relation to perfumes refers to essential plant oils used that do not cause allergies.					
Nat 1	Authentic perfumes do not cause allergic reactions.	0	0	100	Yes
Nat 2	Authentic perfumes do not cause sneezing.	0	0	100	Yes
Nat 3	Authentic perfumes do not cause headaches.	0	5	95	Yes
Nat 4	Authentic perfumes are made of natural ingredients.	0	0	100	Yes
Nat 5	Authentic perfumes are made in a natural way.	0	0	75	Yes
Distinctiveness in relation to perfumes refers to when the scent of a perfume is unique, novel and does not imitate other perfumes.					
Dis 1	An authentic perfume has a distinctive scent.	0	0	100	Yes
Dis 2	An authentic perfume is one that generates interest from others.	0	0	100	Yes
Dis 3	An authentic perfume is unique.	0	0	100	Yes
Dis 4	An authentic perfume has an unfamiliar scent.	0	0	100	Yes
Dis 5	An authentic perfume is one that individuals can recognise because of the fragrance.	0	0	100	Yes
Dis 6	An authentic perfume is one that individuals can guess the brand name of because of the scent.	0	0	100	Yes
Dis 7	An authentic perfume is presented in a novel way.	40	50	10	No
Dis 8	An authentic perfume is one that I can use for blending fragrances.	95	5	0	No

Continued …

Statements		1 Not Representative	2 Somewhat Representative	3 Very Representative	Retain
		%	%	%	
Packaging in relation to perfumes refers to the shape of the package, size, colour, texture, graphics, bottle, sealing and overall quality of packaging.					
Pack 1	An authentic perfume is recognisable by the quality of packaging.	0	0	100	Yes
Pack 2	An authentic perfume does not leak from its bottle.	0	0	100	Yes
Pack 3	The bottle of an authentic perfume is not faulty.	0	0	100	Yes
Pack 4	Authentic perfumes come in different sizes.	0	0	100	Yes
Pack 5	Authentic perfumes have a barcode.	0	24	76	Yes
Pack 6	Authentic perfumes use the correct spelling of the brand name.	0		100	Yes
Pack 7	Authentic perfumes have error-free packaging.	0	5	95	Yes
Image in relation to perfumes refers to the picture in the mind of the consumer based on cues such as name, price, origin and promotion.					
Img 1	An authentic perfume is expensive.	0	0	100	Yes
Img 2	An authentic perfume is a famous brand name**.**	0	0	100	Yes
Img 3	An authentic perfume is endorsed by a celebrity.	0	5	95	Yes
Img 4	An authentic perfume is only available in superior stores.	0	0	100	Yes
Img 5	An authentic perfume is made in Western or (Saudi) countries.	0	0	100	Yes

Appendix 6: Examples of Western and Saudi Perfumes

Examples of Western Perfumes

Examples of Saudi Perfumes

Appendix 7: Questionnaire

Number: Date: /08/2012   location: R   M

To what extent do you agree or disagree with the following statements. (Provide Show card 1).

(Read statements to the respondent and circle the response provided by the respondent)

A-1 Do you use perfumes?   ☐1 Yes   ☐2 No

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
I prefer to buy Western perfumes.	1	2	3	4	5	6	7
I prefer to buy Saudi perfumes.	1	2	3	4	5	6	7

To what extent do you agree or disagree with the following statements. (Provide Show card 1).
(Read statements to the respondent and circle the response provided by the respondent)

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
I enjoy exchanging ideas with people from other cultures or countries.	1	2	3	4	5	6	7
I am interested in learning more about people who live in other countries.	1	2	3	4	5	6	7
I enjoy being with people from other countries to learn about their views and approaches.	1	2	3	4	5	6	7
I like to observe people of other countries, to see what I can learn from them.	1	2	3	4	5	6	7
I like to learn about other ways of life.	1	2	3	4	5	6	7
I find talking to people from other cultures stimulating.	1	2	3	4	5	6	7

Please see images of Western perfumes on the show card 2

To what extent do you agree or disagree with the following statements. (Provide Show card2).

(Read statements to the respondent and circle the response provided by the respondent)

Continued …

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
An authentic Western perfume always smells the same.	1	2	3	4	5	6	7
When I put on an authentic Western perfume in the morning the scent lingers when I take off my clothes at the end of the day.	1	2	3	4	5	6	7
An authentic Western perfume has a long lasting fragrance.	1	2	3	4	5	6	7
The scent of an authentic Western perfume is consistent even after several hours.	1	2	3	4	5	6	7
The scent of an authentic Western perfume lasts several hours.	1	2	3	4	5	6	7
Authentic Western perfumes do not cause allergic reactions.	1	2	3	4	5	6	7
Authentic Western perfumes do not cause sneezing.	1	2	3	4	5	6	7
Authentic Western perfumes do not cause headaches.	1	2	3	4	5	6	7
Authentic Western perfumes are made of natural ingredients.	1	2	3	4	5	6	7
Authentic Western perfumes are made in a natural way.	1	2	3	4	5	6	7
An authentic Western perfume has a distinctive scent.	1	2	3	4	5	6	7
An authentic Western perfume is one that generates interest from others.	1	2	3	4	5	6	7
An authentic Western perfume is unique.	1	2	3	4	5	6	7
An authentic Western perfume has an unfamiliar scent.	1	2	3	4	5	6	7
An authentic Western perfume is one that individuals can recognise because of the fragrance.	1	2	3	4	5	6	7
An authentic Western perfume is one that individuals can guess the brand name of because of the scent.	1	2	3	4	5	6	7
An authentic Western perfume is recognisable by the quality of packaging.	1	2	3	4	5	6	7
Authentic Western perfume does not leak from its bottle.	1	2	3	4	5	6	7
The bottle of an authentic Western perfume is not faulty.	1	2	3	4	5	6	7

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
Authentic Western perfumes come in different sizes.	1	2	3	4	5	6	7
Authentic Western perfumes have a barcode.	1	2	3	4	5	6	7
Authentic Western perfumes use the correct spelling of the brand name.	1	2	3	4	5	6	7
Authentic Western perfumes have error-free packaging.	1	2	3	4	5	6	7
Authentic Western perfumes are expensive.	1	2	3	4	5	6	7
Authentic Western perfumes have a famous brand name.	1	2	3	4	5	6	7
Authentic Western perfumes are made in Western countries.	1	2	3	4	5	6	7
Authentic Western perfumes are endorsed by a celebrity.	1	2	3	4	5	6	7
Authentic Western perfumes are only available in superior stores.	1	2	3	4	5	6	7
I intend to buy Western perfume as a gift for someone.	1	2	3	4	5	6	7
I intent to only buy Western perfume.	1	2	3	4	5	6	7
I intent to only buy Western perfumes.	1	2	3	4	5	6	7

Please see images of Saudi perfumes on the show card3.

To what extent do you agree or disagree with the following statements. (Provide Show card 1).

(Read statements to the respondent and circle the response provided by the respondent)

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
An authentic Saudi perfume always smells the same.	1	2	3	4	5	6	7
When I put on an authentic Saudi perfume in the morning the scent lingers when I take off my clothes at the end of the day.	1	2	3	4	5	6	7
An authentic Saudi perfume has a long lasting fragrance.	1	2	3	4	5	6	7
The scent of an authentic Saudi perfume is consistent even after several hours.	1	2	3	4	5	6	7

Continued …

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
The scent of an authentic Saudi perfume lasts several hours.	1	2	3	4	5	6	7
Authentic Saudi perfumes do not cause allergic reactions.	1	2	3	4	5	6	7
Authentic Saudi perfumes do not cause sneezing.	1	2	3	4	5	6	7
Authentic Saudi perfumes do not cause headaches.	1	2	3	4	5	6	7
Authentic Saudi perfumes are made of natural ingredients.	1	2	3	4	5	6	7
Authentic Saudi perfumes are made in a natural way.	1	2	3	4	5	6	7
An authentic Saudi perfume has a distinctive scent.	1	2	3	4	5	6	7
An authentic Saudi perfume is one that generates interest from others.	1	2	3	4	5	6	7
An authentic Saudi perfume is unique.	1	2	3	4	5	6	7
An authentic Saudi perfume has an unfamiliar scent.	1	2	3	4	5	6	7
An authentic Saudi perfume is one that individuals can recognise because of the fragrance.	1	2	3	4	5	6	7
An authentic Saudi perfume is one that individuals can guess the brand name of because of the scent.	1	2	3	4	5	6	7
An authentic Saudi perfume is recognisable by the quality of packaging.	1	2	3	4	5	6	7
Authentic Saudi perfume does not leak from its bottle.	1	2	3	4	5	6	7
The bottle of an authentic Saudi perfume is not faulty.	1	2	3	4	5	6	7
Authentic Saudi perfumes come in different sizes.	1	2	3	4	5	6	7
Authentic Saudi perfumes have a barcode.	1	2	3	4	5	6	7
Authentic Saudi perfumes use the correct spelling of the brand name.	1	2	3	4	5	6	7
Authentic Saudi perfumes have error-free packaging.	1	2	3	4	5	6	7
Authentic Saudi perfumes are expensive.	1	2	3	4	5	6	7

Continued …

Statements	Strongly disagree	Disagree	Disagree somewhat	Undecided	Agree somewhat	Agree	Strongly agree
Authentic Saudi perfumes have a famous brand name.	1	2	3	4	5	6	7
Authentic Saudi perfumes are made in Saudi Arabia.	1	2	3	4	5	6	7
Authentic Saudi perfumes are endorsed by a celebrity.	1	2	3	4	5	6	7
Authentic Saudi perfumes are only available in superior stores.	1	2	3	4	5	6	7
I intend to buy Saudi perfumes for myself.	1	2	3	4	5	6	7
I intend to buy Saudi perfumes for gift for someone.	1	2	3	4	5	6	7
I intent to only buy Saudi perfumes.	1	2	3	4	5	6	7

Continued …

The following questions are demographic in nature and will be useful for classification purposes. We would appreciate your co-operation in answering these questions. Your responses will be kept anonymous and confidential. (Provide Show card4) (Read statements from F2 to the respondent and circle the response (number) provided by respondent)

F.1 Gender		
Male	1☐	
Female	2☐	
F.2 What age group do you fit into?		
18 to 29 years	1☐	
30 to 39 years	2☐	
40 to 59	3☐	
60 years and over	4☐	
F.3 What is your highest level of education already attained?		
High school or less	1☐	
Undergraduate degree	2☐	
Master degree	3☐	
PhD	4☐	
Other	5☐	
F.4 What is your average monthly income?		
Less than 3000 Saudi Riyals	1☐	
3,000 to 4,999 Saudi Riyals	2☐	
5,000 to 9,999 Saudi Riyals	3☐	
10,000 to 19,999 Saudi Riyals	4☐	
More than 20,000 thousand Saudi Riyals	5☐	
F.5 How many times have you been outside of Saudi Arabia in the last 3 years?		
I have never (Skip other questions)	1☐	
1 to 5 times	2☐	
6 to 10 times	3☐	
More than 10 times	4☐	
F.6 How many countries have you been vested in the last 3 years?		
1 to 5 countries	1☐	
6 to 10 countries	2☐	
More than 10 countries	3☐	
F.7 What was your purpose of your overseas visit?		
Study	1☐	
Tourist	2☐	
Working	3☐	
Other....	4☐	

Appendix 8: Ethics Approval

MEMO

TO	Dr Anne-Marie Hede	DAT	10/9/2011
	Faculty of Business and Law – Office of the Executive Dean	E	
FROM			
	Dr Nick Billington		
	Chair		
	Faculty of Business and Law Human Research Ethics Committee		
SUBJE CT	Ethics Application – HRETH 11/166		

Dear Dr Hede

Thank you for submitting this amendment for ethical approval of the project entitled:

HRETH 11/166 The Role of Cosmopolitanism on Perceptions of Authenticity of Perfumes

and Consumer Behaviour: an Investigation in Saudi Arabia (HREC 11/48)

The proposed research project has been accepted and deemed to meet the requirements of the National Health and Medical Research Council (NHMRC) 'National Statement on Ethical Conduct in Human Research (2007)', by the Chair of the Business & Law Human Research Ethics Committee. Approval has been granted from 10th August 2012 to 30th February 2012.

Continued approval of this research project by the Victoria University Human Research Ethics Committee (VUHREC) is conditional upon the provision of a report within 12 months of the above approval date or upon the completion of the project (if earlier). A report proforma may be downloaded from the VUHREC web site at: http://research.vu.edu.au/hrec.php

Please note that the Human Research Ethics Committee must be informed of the following: any changes to the approved research protocol, project timelines, any serious events or adverse and/or unforeseen events that may affect continued ethical acceptability of the project. In these unlikely events, researchers must immediately cease all data collection until the Committee has approved the changes. Researchers are also reminded of the need to notify the approving HREC of changes to personnel in research projects via a request for a minor amendment.

On behalf of the Committee, I wish you all the best for the conduct of the project.

If you have any queries, please do not hesitate to contact me at Nick.Billington@vu.edu.au

Kind regards,

Dr Nick Billington
Chair
Faculty of Business and Law Human Research Ethics Committee

Appendix 9: Coding

Code	Statements	Values	Measure
Cos1	I enjoy exchanging ideas with people from other cultures or countries.	7-point	Scale
Cos2	I am interested in learning more about people who live in other countries.	7-point	Scale
Cos3	I enjoy being with people from other countries to learn about their views and approaches.	7-point	Scale
Cos4	I like to observe people of other countries, to see what I can learn from them.	7-point	Scale
Cos5	I like to learn about other ways of life.	7-point	Scale
Cos6	I find talking to people from other cultures stimulating.	7-point	Scale
End1w	An authentic Western perfume always smells the same.	7-point	Scale
End2w	When I put on an authentic Western perfume in the morning the scent lingers when I take off my clothes at the end of the day.	7-point	Scale
End3w	An authentic Western perfume has a long lasting fragrance.	7-point	Scale
End4w	The scent of an authentic Western perfume is consistent even after several hours.	7-point	Scale
End5w	The scent of an authentic Western perfume lasts several hours.	7-point	Scale
Nat1w	Authentic Western perfumes do not cause allergic reactions.	7-point	Scale
Nat2w	Authentic Western perfumes do not cause sneezing.	7-point	Scale
Nat3w	Authentic Western perfumes do not cause headaches.	7-point	Scale
Nat4w	Authentic non-Saudi perfumes are made of natural ingredients.	7-point	Scale
Nat5w	Authentic Western perfumes are made in a natural way.	7-point	Scale
Dis1w	An authentic Western perfume has a distinctive scent.	7-point	Scale
Dis2w	An authentic Western perfume is one that generates interest from others.	7-point	Scale
Dis3w	An authentic Western perfume is unique.	7-point	Scale
Dis4w	An authentic Western perfume has an unfamiliar scent.	7-point	Scale
Dis5w	An authentic Western perfume is one that individuals can recognise because of the fragrance.	7-point	Scale
Dis6w	An authentic Western perfume is one that individuals can guess the brand name of because of the scent.	7-point	Scale
Pack1w	An authentic Western perfume is recognisable by the quality of packaging.	7-point	Scale
Pack2w	Authentic Western perfume does not leak from its bottle.	7-point	Scale
Pack3w	The bottle of an authentic Western perfume is not faulty.	7-point	Scale
Pack4w	Authentic Western perfumes come in different sizes.	7-point	Scale
Pack5w	Authentic Western perfumes have a barcode.	7-point	Scale

Continued …

Code	Statements	Values	Measure
Pack6w	Authentic Western perfumes use the correct spelling of the brand name.	7-point	Scale
Pack7w	Authentic Western perfumes have error-free packaging.	7-point	Scale
Img1w	Authentic Western perfumes are expensive.	7-point	Scale
Img2w	Authentic non-Saudi perfumes have a famous brand name.	7-point	Scale
Img3w	Authentic Wester Western perfumes are made in western countries.	7-point	Scale
Img4w	Authentic Western perfumes are endorsed by a celebrity.	7-point	Scale
Img5w	Authentic Western perfumes are only available in superior stores.	7-point	Scale
End1s	An authentic Saudi perfume always smells the same.	7-point	Scale
End2s	When I put on an authentic Saudi perfume in the morning the scent lingers when I take off my clothes at the end of the day.	7-point	Scale
End3s	An authentic Saudi perfume has a long lasting fragrance.	7-point	Scale
End4s	The scent of an authentic Saudi perfume is consistent even after several hours.	7-point	Scale
End5S	The scent of an authentic Saudi perfume lasts several hours.	7-point	Scale
Nat1s	Authentic Saudi perfumes do not cause allergic reactions.	7-point	Scale
Nat2s	Authentic Saudi perfumes do not cause sneezing.	7-point	Scale
Nat3s	Authentic Saudi perfumes do not cause headaches.	7-point	Scale
Nat4s	Authentic Saudi perfumes are made of natural ingredients.	7-point	Scale
Nat5s	Authentic Saudi perfumes are made in a natural way.	7-point	Scale
Dis1s	An authentic Saudi perfume has a distinctive scent.	7-point	Scale
Dis2s	An authentic Saudi perfume is one that generates interest from others.	7-point	Scale
Dis3s	An authentic Saudi perfume is unique.	7-point	Scale
Dis4s	An authentic Saudi perfume has an unfamiliar scent.	7-point	Scale
Dis5s	An authentic Saudi perfume is one that individuals can recognise because of the fragrance.	7-point	Scale
Dis6S	An authentic Saudi perfume is one that individuals can guess the brand name of because of the scent.	7-point	Scale
Pack1s	An authentic Saudi perfume is recognisable by the quality of packaging.	7-point	Scale
Pack2s	Authentic Saudi perfume does not leak from its bottle.	7-point	Scale
Pack3s	The bottle of an authentic Saudi perfume is not faulty.	7-point	Scale
Pack4s	Authentic Saudi perfumes come in different sizes.	7-point	Scale
Pack5s	Authentic Saudi perfumes have a barcode.	7-point	Scale

Continued …

Code	Statements	Values	Measure
Pack6s	Authentic Saudi perfumes use the correct spelling of the brand name.	7-point	Scale
Pack7s	Authentic Saudi perfumes have error-free packaging.	7-point	Scale
Img1s	Authentic Saudi perfumes are expensive.	7-point	Scale
Img2s	Authentic Saudi perfumes have a famous brand name.	7-point	Scale
Img3s	Authentic Saudi perfumes are made in Saudi Arabia.	7-point	Scale
Img4s	Authentic Saudi perfumes are endorsed by a celebrity.	7-point	Scale
Img5s	Authentic Saudi perfumes are only available in superior stores.	7-point	Scale
PI1w	I intend to buy Western perfumes for a gift for someone.	7-point	Scale
PI2w	I intend to buy Western perfumes for myself.	7-point	Scale
PI3w	I intend to only buy Western perfumes.	7-point	Scale
PI1s	I intend to buy Saudi perfumes for a gift for someone.	7-point	Scale
PI2s	I intend to buy Saudi perfumes for myself.	7-point	Scale
PI3s	I intend to only buy Saudi perfumes.	7-point	Scale
Gender	Gender	2 options	Nominal
Age	Age	4 options	Nominal
Education	Education	5 options	Nominal
Income	Income	5 options	Nominal
Out SA	How many times have you been outside of Saudi Arabia in the last 3 years?	4 options	Nominal
Country Nm	How many countries have you been vested in the last 3 years?	3 options	Nominal
Travel Purpose	What was the purpose of your overseas visit?	4 options	Nominal

Appendix 10: Descriptive Statistics

Descriptive Statistics		
	Mean	Std. Deviation
	Statistic	Statistic
Cos1	5.85	1.266
Cos2	5.6	1.345
Cos3	5.45	1.501
Cos4	5.46	1.562
Cos5	6.01	1.169
Cos6	5.95	1.201
End1W	5.91	1.218
End2W	5.92	1.144
End3W	6.04	1.015
End4W	5.92	1.118
End5W	5.9	1.028
Nat1W	4.76	1.861
Nat2W	4.26	1.921
Nat3W	4.32	2.023
Nat4W	4.2	1.801
Nat5W	4.06	1.707
Dis1W	5.46	1.598
Dis2W	5.2	1.71
Dis3W	5.4	1.605
Dis4W	4.96	1.753
Dis5W	5.25	1.629
Dis6W	5.18	1.624
Pack1W	5.4	1.548
Pack2W	4.98	1.828
Pack3W	5.1	1.776
Pack4W	4.08	1.847
Pack5W	5.21	1.666
Pack6W	5.4	1.696
Pack7W	5.55	1.577
Img1W	4.91	1.605
Img2W	5.71	1.367
Img3W	5.53	1.525
Img4W	4.1	1.879
Img5W	5	1.838
End1S	5.79	1.35
End2S	5.76	1.323
End3S	5.86	1.268
End4S	5.79	1.321
End5S	5.78	1.28
Nat1S	4.78	1.843
Nat2S	4.29	1.909
Nat3S	4.36	1.906
Nat4S	5.24	1.589
Natural5S	5.31	1.514
Dis1S	5.57	1.418
Dis2S	5.35	1.593
Dis3S	5.52	1.476

Continued …

Descriptive Statistics		
	Mean	Std. Deviation
	Statistic	Statistic
Dis4S	4.98	1.641
Dis5S	5.26	1.614
Dis6S	4.94	1.815
Pack1S	4.88	1.659
Pack2S	4.68	1.792
Pack3S	4.74	1.768
Pack4S	3.5	1.75
Pack5S	3.95	1.833
Pack6S	4.43	1.913
Pack7S	4.78	1.771
Img1S	4.87	1.698
Img2S	4.66	1.796
Img3S	4.31	1.899
Img4S	3.31	1.833
Img5S	4.34	1.931
PI6W	5.94	1.258
PI7W	5.9	1.238
PI8W	4.06	2
PI6S	5.06	1.684
PI7S	5.21	1.669
PI8S	3.13	1.907

Appendix 11: Box-Cox Transformation

Items	Skewness	Kurtosis	Box-Cox transformation	
			Skewness	Kurtosis
Cos1	-1.542	2.498	-.383	-.796
Cos2	-1.173	1.329	-.077	-1.066
Cos3	-1.119	0.835	-.075	-1.064
Cos4	-1.117	0.545	-.113	-1.185
Cos5	-1.501	2.718	-.465	-.969
Cos6	-1.52	2.678	-.414	-.918
End1W	-1.63	3.019	-.316	-.832
End2W	-1.501	2.799	-.364	-.595
End3W	-1.654	4.048	-.318	-.474
End4W	-1.837	4.601	-.184	-.648
End5W	-1.333	2.448	-.203	-1.234
Nat1W	-0.582	-0.814	.023	-1.350
Nat2W	-0.203	-1.234	.023	-1.116
Nat3W	-0.236	-1.273	-.024	-1.078
Nat4W	-0.105	-1.085	-.169	-1.183
Nat5W	-0.024	-1.078	.020	-1.205
Dis1W	-1.152	0.579	-.139	-1.123
Dis2W	-0.917	-0.165	.019	-1.258
Dis3W	-1.105	0.363	.005	-1.141
Dis4W	-0.602	-0.637	-.017	-1.184
Dis5W	-0.995	0.286	-.033	-1.242
Dis6W	-0.797	-0.186	-.135	-1.120
Pack1W	-0.965	0.174	.015	-1.268
Pack2W	-0.682	-0.711	.007	-1.151
Pack3W	-0.736	-0.581	-.012	-1.181
Pack4W	-0.053	-1.245	-.009	-1.278
Pack5W	-0.828	-0.25	-.011	-1.271
Pack6W	-0.988	-0.072	-.186	-1.336
Pack7W	-1.135	0.448	-.268	-1.231
Img1W	-0.619	-0.407	-.005	-.967
Img2W	-1.409	1.876	-.241	-.994
Img3W	-1.213	0.935	-.170	-1.161
Img4W	-0.104	-1.226	.013	-1.251
Img5W	-0.793	-0.454	-.004	-1.267
End1S	-1.623	2.768	-.357	-.831
End2S	-1.443	2.124	-.270	-.952
End3S	-1.623	2.998	-.353	-.830
End4S	-1.497	2.386	-.306	-.970
End5S	-1.54	2.645	-.012	-1.312
Nat1S	-0.438	-1.022	-.022	-1.295
Nat2S	-0.183	-1.243	-.012	-1.344
Nat3S	-0.163	-1.283	.003	-1.124
Nat4S	-0.93	0.176	-.006	-1.111
Nat5S	-0.932	0.312	-.117	-1.008
Dis1S	-1.325	1.62	-.014	-1.155
Dis2S	-1.075	0.538	-.080	-1.190
Dis3S	-1.178	1.073	-.013	-1.079

Continued …

Items	Skewness	Kurtosis	Box-Cox transformation	
			Skewness	Kurtosis
Dis4S	-0.666	-0.357	-.013	-1.157
Dis5S	-0.939	0.158	.016	-1.330
Dis6S	-0.555	-0.821	.026	-1.003
Pack1S	-0.712	-0.413	-.020	-1.161
Pack2S	-0.515	-0.84	-.008	-1.176
Pack3S	-0.452	-0.856	-.021	-1.161
Pack4S	0.247	-1.122	-.009	-1.185
Pack5S	-0.009	-1.185	.026	-1.233
Pack6S	-0.325	-1.064	.002	-1.117
Pack7S	-0.631	-0.611	.013	-1.129
Img1S	-0.591	-0.632	.022	-1.358
Img2S	-0.588	-0.753	.011	-1.105
Img3S	-0.222	0.243	.006	-1.122
Img4S	0.379	0.243	-.009	-1.012
Img5S	-0.354	0.243	-.013	-1.231
PI6W	-1.591	2.454	-.362	-.831
PI7W	-1.679	3.419	.022	-1.358
PI8W	-0.032	-1.352	-.541	-.706
PI6S	-0.815	-0.293	.011	-1.105
PI7S	-1.086	0.291	-.009	-1.012
PI8S	0.575	-0.984	-.021	-1.277

Appendix 12: Communalities for all Constructs

Authenticity of W	Initial	Extraction
Nat1W	.560	.523
Natl2W	.744	.664
Nat3W	.738	.669
Dis2W	.627	.563
Dis3W	.727	.695
Dis5	.642	.642
Pack6W	.650	.628
End2W	.529	.538
End3W	.629	.710
End4W	.648	.684
End5W	.625	.629
Pack7W	.679	.677
Nat4W	.769	.643
Nat5W	.756	.597
Dis4W	.697	.716
Dis6W	.519	.528
Pack2W	.616	.591
Pack3W	.646	.707
Img1W	.477	.506
Img2W	.484	.505
Img3W	.532	.643
Img5W	.436	.499

Authenticity of S	Initial	Extraction
End1S	.596	.574
End2S	.721	.734
End3S	.803	.850
End4S	.805	.808
End5S	.808	.812
Nat4S	.685	.868
Nat5S	.665	.721
Dis1S	.542	.562
Dis2S	.615	.586
Dis3S	.686	.732
Dis5S	.534	.539
Nat1S	.616	.638
Nat3S	.799	.869
Dis4S	.553	.593
Pack1S	.638	.613
Pack2S	.722	.654
Pack3S	.759	.740
Pack6S	.763	.779
Pack7S	.696	.696
Natl2S	.816	.883
Pack5S	.563	.498

Cosmopolitanism	Initial	Extraction
Cos1	.462	.525
Cos2	.491	.573
Cos3	.486	.576
Cos4	.416	.492
Cos6	.514	.613

Purchase Intentions W	Initial	Extraction
NPI6W	1.000	.770
NPI7W	1.000	.770

Purchase Intentions S	Initial	Extraction
NPI7S	.407	.637
NPI6S	.407	.637

Appendix 13: The Squared Multiple Correlations and Factor Loading for the Data

Item	Squared Multiple Correlations>0.5	Factor Loading >0.7
Cos1	.558	.723
Cos2	.645	.803
Cos3	.52	.747
End5W	.734	.857
End4W	.762	.873
End3W	.559	.748
Img1W	.444	.667
Img2W	.541	.735
Img3W	.668	.817
Img4W	.475	.458
Nat2W	.819	.905
Nat3W	.843	.918
Na4W	.706	.553
Na5W	.761	.510
Pack1W	.487	.662
Pack5W	.479	.692
Pack6W	.795	.892
Pack7W	.753	.867
End3S	.787	.887
End4S	.858	.926
End5S	.874	.935
Img2S	.574	.757
Img3S	.464	.473
Img4S	.441	.664
Img5S	.580	.762
Nat1S	.777	.604
Nat2S	.914	.956
Nat3S	.842	.918
Nat4S	.419	.475
Nat5S	.402	.467
Pack1S	.645	.803
Pack2S	.776	.881
Pack3S	.855	.924
Pack6S	.545	.738
Pack7S	.494	.703
Dis1S	.461	.679
Dis2S	.639	.799
Dis3S	.811	.901
Dis4S	.465	.682
Dis5S	.409	.639
Dis1W	.498	.605
Dis2W	679	.824
Dis3W	.813	.902
Dist4W	.633	.796
Dist5W	.655	.645

Appendix 14: (VIF) and (TOL) for Western and Saudi perfumes

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	EndS	.824	1.214
	NatS	.790	1.267
	PackS	.730	1.369

a. Dependent Variable: PIS

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	EndW	.810	1.235
	NatW	.785	1.275
	PackW	.688	1.453

a. Dependent Variable: PIW