

## Antecedents Purchase Intention Local Fragrance

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### ABSTRACT

Local fragrance brands such as SAFF & Co, Mykonos, and HMNS have successfully built strong identities through signature products, influencer collaborations, and digital platforms. The Indonesian fragrance industry is showing a positive trend with more and more consumers recognizing the importance of fragrance. This research is to analyze social media marketing, brand awareness, consumer brand engagement on purchase intention of local fragrance. This research uses qualitative methods and uses purposive sampling techniques. Through a questionnaire as a data collection tool, a sample size of 200 respondents was obtained. The questionnaire was distributed to individual users of local fragrance brands such as SAFF & Co, Mykonos, and HMNS and also often see content about local fragrance products such as SAFF & Co, Mykonos, and HMNS using Google Form. Hypothesis testing using the structural equation model (SEM) method. The results of this study reveal that social media marketing, brand awareness, consumer brand engagement significantly affect purchase intention. Based on the results of the study, the managerial implications underscore the importance of improving integrated digital marketing strategies among managers of local perfume companies. This strategy includes developing user-generated content campaigns, building a memorable brand with consistent visuals, and creating emotional bonds through personal stories and active interactions. Awareness is crucial to ensure that local perfume marketing strategies are carried out in an effective way, thereby increasing purchase intention and contributing to the growth of Indonesia's local perfume industry.

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## 1. INTRODUCTION

The perfume industry in Indonesia shows promising growth, with a market value reaching USD 457.81 million in 2024 and projected to grow at a CAGR of 3.35% until 2030 (Statista, 2025). This growth is inseparable from the increasing public awareness of the importance of fragrances in everyday life. Perfume is no longer just an accessory, but has become an integral part of personal identity that can boost confidence, attractiveness, and create a lasting impression and memories for its users (Putra, 2024; Hanzani, 2025).

Globally, the perfume market reached a value of USD 50.85 billion in 2023 and is projected to grow at a CAGR of 5.9% until 2030 (Grand View Research, 2023). This growth is driven by high demand for luxury and exotic fragrances, as well as shifting consumer behavior that increasingly focuses on self-care. Indonesia, as a country with a large population and rapid middle-class growth, is a highly potential market for this industry.

Amidst the dominance of international brands such as YSL, Dior, and Bvlgari, which have strong marketing and distribution resources, local perfume brands such as SAFF & Co, Mykonos, and HMNS have managed to capture the attention of the domestic market (Alifedrin, 2024). SAFF & Co has sold over 983,000 bottles, Mykonos over 915,000 bottles, and HMNS over 708,000 bottles through various e-commerce platforms. This success shows that local perfumes are able to compete with international brands through innovative strategies that utilize digital platforms and a more personalized marketing approach (Chandra, 2023; Medcom, 2023; Tasya et al., 2024).

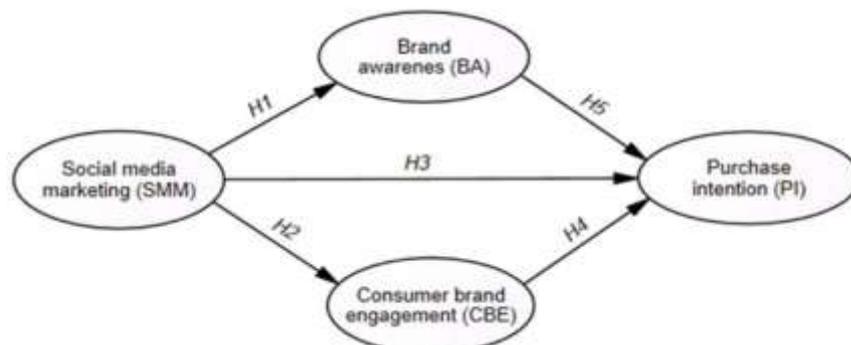
However, the growth of the local perfume industry is not without challenges. Syaihu (2024) notes that imported perfumes still dominate most of the Indonesian market, especially in the premium segment. Local brands face obstacles in building strong brand awareness, limited capital for expansion, and difficulties in accessing skilled human resources in the field of perfumery (Alifedrin, 2024). To compete effectively, local perfume brands need to develop targeted and cost-efficient marketing strategies.

Social media has become a strategic solution for local brands in facing these limitations. With the number of social media users in Indonesia reaching 81.82 million in 2025 and projected to continue to increase (Zakia, 2025), digital platforms offer great opportunities to reach consumers at a relatively affordable cost. Social media allows brands to build direct interactions with consumers, create more personal and meaningful relationships, and facilitate massive word of mouth (Li et al., 2021; Zeqiri et al., 2024).

Previous studies have shown that social media marketing plays an important role in building brand awareness (Guha et al., 2021; Maria et al., 2019), increasing consumer brand engagement (Hafidz & Widyastari, 2024; Asyhari et al., 2022), and encouraging purchase intention (Viliaus & Matusin, 2023; Moslehpour et al., 2022). However, most of these studies were conducted in the context of the fashion, cosmetics, and technology industries. Empirical studies specifically analyzing the influence of social media marketing on purchase intention in the context of the local Indonesian perfume industry are still very limited.

Research by Zeqiri et al. (2024) conducted in emerging economies shows that social media marketing has a significant effect on brand awareness, consumer brand engagement, and purchase intention. However, the cultural context, consumer characteristics, and market dynamics in Indonesia have their own unique characteristics that need to be explored further. Indonesia, with its abundant natural resources such as agarwood, sandalwood, and ylang-ylang flowers, has great potential in the perfume industry with its distinctive aromas (Redaksi, 2025). In addition, Indonesian consumers' preference for fresh and aromatic scents that suit the tropical climate is also an interesting distinguishing factor to study (Putri, 2025).

Based on these phenomena and research gaps, this study aims to analyze the influence of social media marketing on the purchase intention of local perfumes by considering the role of brand awareness and consumer brand engagement as antecedent variables. This study is expected to contribute theoretically to enriching the digital marketing literature in the perfume industry, while also providing practical implications for local perfume industry players in designing more effective marketing strategies to increase competitiveness in the domestic and global markets.



**Figure 1.** Conceptual Framework

Source: Zeqiri, et al (2024)

### **Conceptual Framework**

Social media marketing plays a very significant role in increasing brand awareness by utilizing various social media platforms to promote products and build effective communication between companies and consumers (Salvation & Sorooshian, 2018). Through this marketing strategy, companies can create engaging and relevant content that not only captures consumers' attention but also encourages them to interact and share information about the brand (Ellitan, 2022). Consumers often discover brands through messages from influencers on social media. These messages provide comprehensive information, reasons to buy, and the latest trends about the product (Zeqiri et al., 2024). Interactions on social media allow companies to build online communities that foster positive relationships with customers, enhance brand appeal, and build trust. Additionally, social media also provides companies with the opportunity to listen to feedback from consumers, which can be used to improve products and services (Suhairi et al., 2023).

## **2. RESEARCH METHOD**

This study employs a quantitative research approach with an explanatory research design aimed at testing the causal relationships among variables. The research utilizes hypothesis testing methodology to examine how social media marketing influences purchase intention through the mediating roles of brand awareness and consumer brand engagement in the context of Indonesian local perfume brands. This study adopts a cross-sectional design where data are collected at a single point in time, providing a snapshot of the phenomena under investigation (Sekaran & Bougie, 2016). The unit of analysis is individual consumers who use local perfume products and actively engage with perfume-related content on social media platforms.

### **Respondent Characteristics**

Data were collected from 200 respondents meeting the criteria of active social media users who use local perfume products (SAFF & Co, Mykonos, HMNS). The demographic profile shows male respondents (51.5%) slightly outnumber females (48.5%), with the majority aged 19-29 years (57.5%), indicating successful targeting of younger, digitally-connected consumers. Most respondents are students/unemployed (44%) with bachelor's degrees (39.5%), monthly income of Rp5-10 million (30%), and expenditure below Rp2.5 million (47.5%), reflecting the middle-income segment.

### **Validity and Reliability Testing**

All items showed factor loadings exceeding 0.40 (range: 0.735-0.911), confirming convergent validity. Cronbach's Alpha values exceeded 0.60 for all constructs: social media marketing ( $\alpha=0.916$ ), brand awareness ( $\alpha=0.949$ ), consumer brand engagement ( $\alpha=0.930$ ), and purchase intention ( $\alpha=0.921$ ), demonstrating excellent reliability.

### **Model Fit Evaluation**

Multiple fit indices demonstrated acceptable model fit: RMSEA=0.080, IFI=0.944, NFI=0.904, TLI=0.935, CFI=0.943, and CMIN/DF=2.286. According to Hair et al. (2019), these indices confirm the model adequately represents the theoretical relationships.

### **Descriptive Statistics**

Descriptive statistics are statistics used to describe or describe information from data collection. The data obtained will then be described through descriptive statistics and reviewed based on the mean and standard deviation values. The mean value indicates the average of the total overall assessment of respondents to the variable being studied, and the standard deviation value indicates the variation in the values of the respondents' answers (Sekaran & Bougie, 2016). The following are the results of the descriptive statistical analysis:

**Table 1.** Descriptive Statistics of Research Variables

| Variable                  | Mean  | Std. Deviation |
|---------------------------|-------|----------------|
| Social Media Marketing    | 4.077 | 0.845          |
| Brand Awareness           | 4.126 | 0.709          |
| Consumer Brand Engagement | 4.181 | 0.711          |
| Purchase Intention        | 4.187 | 0.712          |

Source: SPSS 22 Output (Attached)

All variables demonstrate high mean scores above 4.0, indicating positive perceptions. Brand awareness (M=4.126) shows effective brand recognition through social media. Consumer brand engagement (M=4.181) reflects strong emotional connections, while purchase intention (M=4.187) indicates strong future loyalty intentions.

### Hypothesis Testing Result

Hypothesis testing was conducted to determine the effect of independent variables on dependent variables. Hypothesis testing was conducted using the structural equation model (SEM) method with analysis of moment structure (AMOS) software. According to Hair et al. (2019), a hypothesis is considered supported if the p-value is 0.05 or less and the estimate shows a positive value. Conversely, if the p-value is > 0.05, then the hypothesis is not supported, regardless of whether the estimate is positive or negative. The following are the results of data analysis related to hypothesis testing in this study:

**Table 2.** Hypothesis Testing Results

| Hypothesis | Path      | Estimate | P-Value | Decision  |
|------------|-----------|----------|---------|-----------|
| H1         | SMM → BAW | 0.695    | 0.000   | Supported |
| H2         | SMM → CBE | 0.730    | 0.000   | Supported |
| H3         | SMM → PI  | 0.337    | 0.000   | Supported |
| H4         | CBE → PI  | 0.288    | 0.000   | Supported |
| H5         | BAW → PI  | 0.408    | 0.000   | Supported |

Source: SPSS 22 Output (Attached)

All hypotheses are supported with p-values below 0.05, indicating highly significant relationships.

## 3. RESULTS AND DISCUSSIONS

### H1: Social Media Marketing → Brand Awareness

The results of the first hypothesis test indicate that there is a positive influence of social media marketing on brand awareness. This means that the more actively consumers share content about local perfume brands on social media, the more the marketing of local perfume products increases on digital platforms. With the modern communication trend, consumers are more actively using social media to share information about local perfume brands they like. This facilitates consumers in obtaining information and makes them more likely to share information about the brand, which in turn enhances recognition and recall of local perfume brands. These findings align with previous research by Zeqiri et al. (2024), which showed that social media marketing positively influences brand awareness, as well as studies by Guha et al. (2021), Maria et al. (2019), and Bilgin (2018) also confirm this positive influence.

### H2: Social Media Marketing → Consumer Brand Engagement

Based on the hypothesis testing results, the second hypothesis indicates a positive influence of social media marketing on consumer brand engagement. This means that the more actively consumers share content about their favorite local perfume brands on social media, the more effective the product marketing on these platforms becomes. As consumers follow social media trends, show interest in local perfume advertisements, and easily obtain information through social media, their involvement with local perfume brands increases. This includes engaging in interactions,

commenting, liking brand content, recommending brands to others, and participating in brand community activities on digital platforms. These findings align with previous research by Zeqiri et al. (2024), which demonstrated the positive impact of social media marketing on consumer brand engagement. Similar results were also found in studies by Pratama Hafidz & Widyastari (2024), Maria et al. (2019), and Asyhari et al. (2022) also confirm this positive influence.

### **H3: Social Media Marketing → Purchase Intention**

Based on the results of hypothesis testing, the third hypothesis indicates that there is a positive influence of social media marketing on purchase intention. This means that the more actively consumers share content about local perfume brands on social media, the greater their intention to purchase those products. Consumers engaged with local perfume advertisements on social media become more motivated to try and plan the purchase of local perfume products. This research aligns with the findings of Zeqiri et al. (2024), which demonstrate a positive effect of social media marketing on purchase intention. Other studies, such as those by Viliaus & Matusin (2023), Emini & Jusuf (2021), and Moslehpour et al. (2022) also confirm this positive influence.

### **H4: Consumer Brand Engagement → Purchase Intention**

Based on the hypothesis testing results, the fourth hypothesis indicates that there is an influence of consumer brand engagement on purchase intention. This means that the closer consumers feel to the local perfume brand being promoted on social media, the more they recognize the brand, enjoy seeing it in promotions, and become interested in local perfume ads. Consequently, consumers are more inclined to purchase local perfume products, consider buying them soon, feel motivated to try them, plan their purchases, and desire to own the products they feel emotionally connected to. These findings align with previous research by Zeqiri et al. (2024), which demonstrates a positive impact of consumer brand engagement on purchase intention. Studies by Bilal et al. (2021), Emini & Jusuf (2021), and Choedon & Lee (2020) also confirm this positive influence.

### **H5: Brand Awareness → Purchase Intention**

Based on the hypothesis testing results, the fifth hypothesis indicates a positive influence of brand awareness on purchase intention. As consumer awareness of local perfume brands through social media increases, consumers gather more information about the characteristics of these brands, find it easier to remember and recognize them, and distinguish between different local perfume brands, their intention to purchase local perfume products also increases. These findings align with research by Zeqiri et al. (2024), which shows that brand awareness positively impacts purchase intention. Studies by Vo Minh et al. (2022), Abdullah et al. (2023), and Munir & Watts (2025) also confirm this positive influence.

### **Theoretical and Practical Implications**

This study confirms the Uses and Gratifications Theory in explaining how consumers actively seek social media content that satisfies their needs for information, entertainment, and social interaction, which subsequently influences brand perceptions and purchase decisions. The findings demonstrate that social media marketing operates through both direct and indirect pathways, with brand awareness and engagement serving as crucial mediating mechanisms.

Practically, local perfume brands should implement integrated strategies: (1) develop user-generated content campaigns with branded hashtags and rewards, (2) create consistent visual branding and memorable taglines, (3) employ emotional branding through authentic storytelling, (4) increase interactive engagement via live sessions and Q&A, and (5) collaborate with relevant influencers. These strategies collectively enhance brand visibility, deepen consumer connections, and ultimately drive purchase intentions.

## **4. CONCLUSION**

The results underscore the necessity of adopting robust digital marketing strategies in Indonesia's local perfume industry. Brands that embrace social media marketing not only increase their visibility but also create a stronger bond with their audience. As consumer behavior continues to evolve in the digital age, leveraging social media to enhance brand awareness, foster engagement, and drive

purchase intention becomes vital. Consequently, local perfume brands that prioritize these elements are well-positioned to thrive in a rapidly changing market landscape. The implications of this study serve as a guiding framework for local businesses aiming to expand their reach and inspire consumer loyalty in the growing perfume industry.

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