

OPTIMIZING PERFUME MARKETING STRATEGY: AN EMPIRICAL STUDY OF PURCHASE INTENTION MEDIATED BY PERCEIVED VALUE

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Abstract: The perfume industry has experienced rapid development along with the increasing awareness of society regarding appearance, leading to more competitive market conditions. This situation demands that companies understand the factors influencing consumer decisions, specifically related to Packaging, Promotion, Brand Awareness, and Pricing Strategy in creating Perceived Value. The challenges faced in the perfume industry include low sales turnover due to high competition among competitors. This study aims to analyze the direct influence of Packaging, Promotion, Brand Awareness, and Pricing Strategy on Purchase Intention and the direct influence of these four variables on Perceived Value; the influence of Perceived Value on Purchase Intention; and the role of Perceived Value as a mediator. This study uses a quantitative method with purposive sampling techniques, distributing questionnaires with a total of 231 respondents. Data analysis will be conducted using Structural Equation Modeling (SEM) based on path analysis. The results of this research show that the marketing variables of Packaging, Promotion, and Pricing Strategy have a significant influence on Perceived Value and Purchase Intention, while Brand Awareness does not provide a significant impact. Perceived Value has been proven to be a mediator in enhancing the influence of the Promotion variable on Purchase Intention. These findings contribute theoretically to the development of literature on beauty product marketing and provide practical recommendations for players in the perfume industry.

Keywords: *Packaging, Promotion, Brand Awareness, Pricing Strategy, Purchase Intention, Perceived Value.*

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1. Introduction

The global and national perfume industry has experienced rapid development in recent times. With the increasing awareness of society regarding appearance and lifestyle, the use of perfume is no longer considered a tertiary need but has become part of personal identity, especially among the younger generations and professionals (Kurniawan, n.d.). Significant market growth opens large business opportunities while also increasing the level of competition, which is very tight. The rapid market growth creates opportunities for new businesses, but it also results in increasingly fierce competition, especially for perfume brands that do not yet have a strong reputation in the market (Ginting & Dellyana, n.d.-a; Tinggi & Ipmi, n.d.).

Competition in the perfume industry is becoming increasingly fierce with the presence of several high-end perfume competitors available on various online platforms such as Chanel, Hermes, Balenciaga, Dior, and Gucci (Ginting & Dellyana, n.d.-b). This situation makes it difficult for consumers to choose local perfumes and other brands, resulting in a generally low Purchase Intention. Through price competition, this can affect the perceived value of local products, as even though the quality is comparable, higher prices may decrease purchase intention. In this context, effective marketing strategies are crucial. There are several key components that can influence consumer purchase decisions, including Packaging, Promotion, Brand Awareness, and Pricing Strategy, whose effects are mediated by perceived value (Rahimi et al., 2025b).

Perceived Value acts as a bridge between marketing stimuli and consumer responses; consumers are more likely to purchase a product when the value they receive exceeds the price or sacrifices, they incur. Previous studies have shown a significant influence on each marketing element on Purchase Intention; however, simultaneous research is still limited, especially concerning local perfumes. For instance, (Kurniawan, n.d.) demonstrated that visual and verbal packaging design can influence Purchase Intention among young consumers in Indonesia. Regarding Brand Awareness, it was found that Brand Awareness and Perceived Value can influence Purchase Intention, although the context has not been specifically focused on perfume products (Wijaya & Erdiansyah, 2022).

This research is relevant for comprehensively analyzing the roles of Packaging, Promotion, Brand Awareness, and Pricing Strategy on Purchase Intention, with Perceived Value as the primary mediator. It is hoped that this research will provide an understanding of how consumers assess a product before making a purchase decision and offer strategic recommendations for the development of perfume marketing in Indonesia. Based on the theoretical framework, this study proposes that marketing mix variables have a positive effect on Perceived Value and Purchase Intention, and that Perceived Value mediates these relationships.

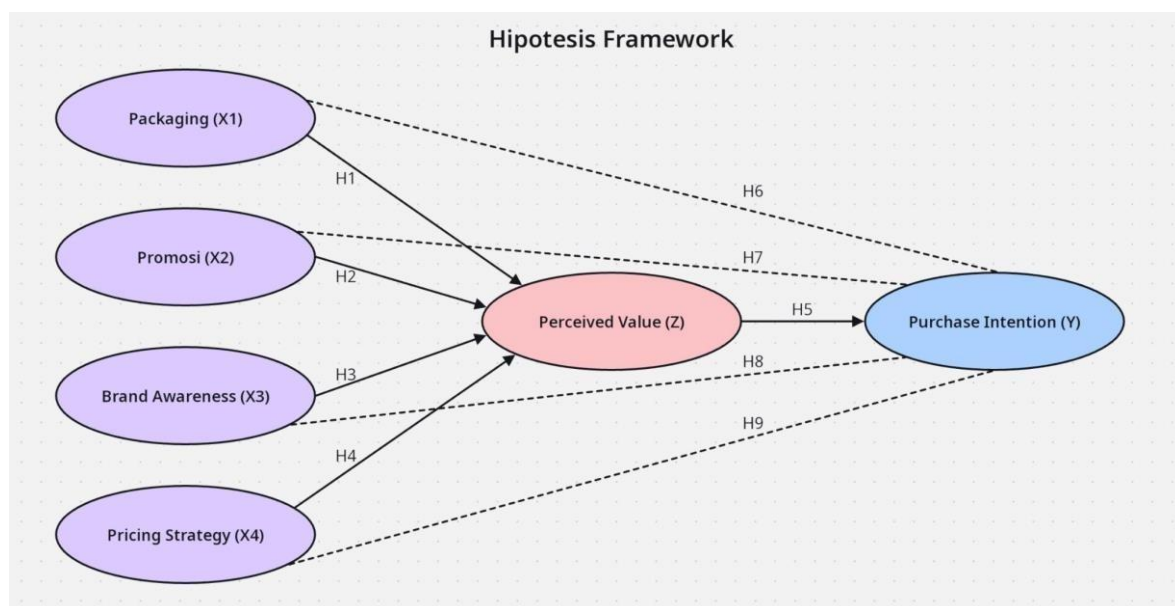


Figure 1. Research Framework

2. Research Method

This research employs a quantitative approach with an explanatory research design (Creswell, 2013). The aim of this study is to examine the causal relationships between various variables such as Packaging, Promotion, Brand Awareness, Pricing Strategy, Perceived Value, and Purchase Intention. The total population in this study is 6,250 people. Using purposive sampling and Slovin's formula with a 10% margin of error, the minimum sample size calculated is 98 individuals. However, this study successfully gathered data from 231 respondents, exceeding the minimum requirement.

Data analysis was conducted using Partial Least Squares - Structural Equation Modeling (SEM-PLS) with SmartPLS 4.0 software. This method can handle models with many latent constructs and measurement indicators, even when the data distribution does not strictly meet normality assumptions (Hair et al., 2022). The analysis includes testing the Outer Model to ensure validity and reliability, and the Inner Model to test the hypotheses. The operational definitions cover variables such as Packaging, Promotion, Brand Awareness, Pricing Strategy, Perceived Value, and Purchase Intention (Fajar Ramadhoni & Frieska Prassida, 2025).

3. Results and Discussion

3.1. Results

The participants involved in this research totaled 231 individuals aged between 16-27 years. The majority of the respondents were female, totaling 149 individuals, while the remaining 82 were male. Most respondents reside in Surabaya, although there are a few other cities such as Semarang, Yogyakarta, and Solo. Descriptive analysis shows that respondents rated all variables positively. For instance, the Packaging variable had an average score of 4.53, indicating that the packaging aspect is rated very positively, while Pricing Strategy had an average of 4.49, suggesting that the pricing is deemed appropriate and competitive.

In the Outer Model evaluation, the study tested Convergent Validity using Average Variance Extracted (AVE). The results showed that all variables had AVE values above 0.50: Packaging (0.700), Promotion (0.602), Brand Awareness (0.593), Pricing Strategy (0.595), Perceived Value (0.584), and Purchase Intention (0.631). Discriminant Validity was also confirmed as the cross-loading values of indicators were highest on their respective constructs (Hair et al., 2022). Furthermore, Reliability Testing showed that all variables had Composite Reliability values greater than 0.7, indicating good internal consistency.

The Inner Model evaluation assessed the predictive power of the model. The R-Square value for Purchase Intention (Y) was 0.379, meaning that 37.9% of the variance is explained by the model. The R-Square for Perceived Value (Z) was 0.492. The details of the R-Square values are presented in Table 1 below.

Table 1. R-Square Values

Variable Dependent	R - Square	R - Adjusted Square
Purchase Intent (Y)	0,379	0,376
Perceived Value (Z)	0,492	0,483

Source: SmartPLS Output

Furthermore, the Q² Predictive Relevance value was 0.685, which indicates that the model has strong predictive relevance as it exceeds 0.35 (Hair et al., 2022). The Goodness of Fit was confirmed with an SRMR value of 0.097, which is below the 0.10 threshold. The structural model results from SmartPLS are visualized in Figure 2.

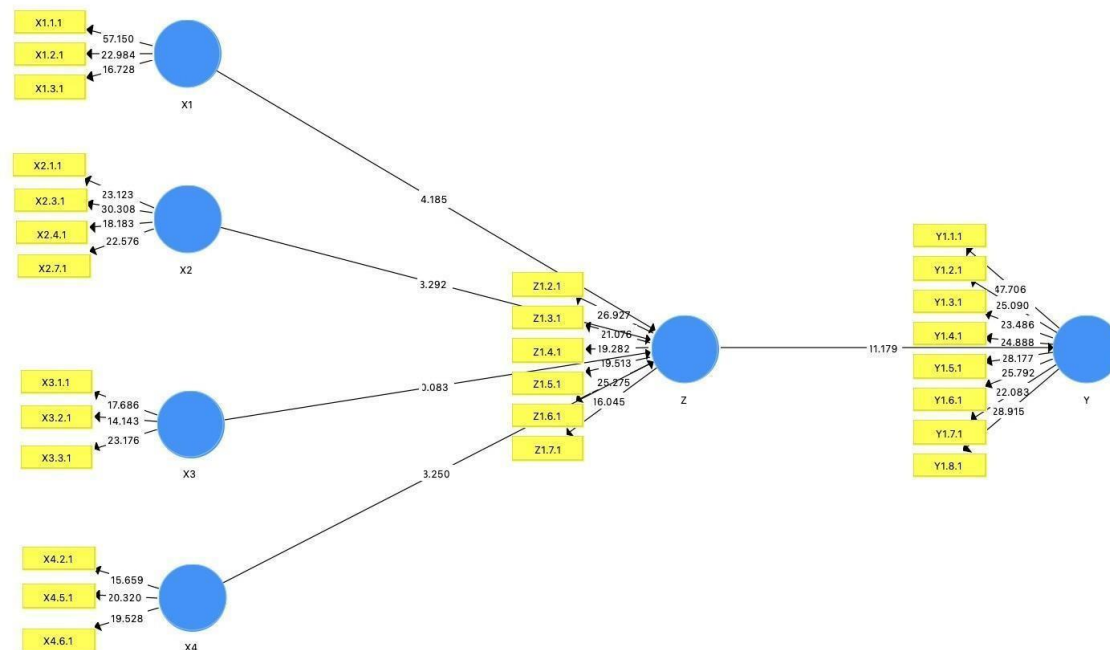


Figure 2. Structural Model Results (SmartPLS Output)

The hypothesis testing was conducted using bootstrap resampling. The results indicate that Packaging, Promotion, and Pricing Strategy have a significant direct effect on Perceived Value, and Perceived Value has a strong effect on Purchase Intention. However, Brand Awareness did not show a significant effect. The complete hypothesis testing results are summarized in Table 2.

Table 2. Path Coefficients and Hypothesis Testing

SPECIFIC DIRECT EFFECT						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Keterangan
X1 → Z	0.241	0.242	0.062	3.88	0	Signifikan
X2 → Z	0.327	0.334	0.097	3.371	0.001	Signifikan
X3 → Z	-0.007	-0.006	0.082	0.079	0.937	Tidak Signifikan
X4 → Z	0.274	0.272	0.086	3.169	0.002	Signifikan
Z → Y	0.616	0.615	0.054	11.447	0	Signifikan
SPECIFIC INDIRECT EFFECT						
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Keterangan
X1 → Z → Y	0.148	0.149	0.038	3.9	0	Signifikan
X2 → Z → Y	0.202	0.207	0.068	2.966	0.003	Signifikan
X3 → Z → Y	-0.004	-0.004	0.051	0.079	0.937	Tidak Signifikan
X4 → Z → Y	0.169	0.167	0.054	3.149	0.002	Signifikan

Source: SmartPLS Output

3.2. Discussion

The study reveals that Packaging has a positive and significant influence on Perceived Value. This indicates that packaging designed to be attractive, informative, and reflective of sustainability aspects can enhance the value perceived by consumers (Hwang & Kim, 2019; Nguyen et al., 2016). Consumers view packaging not only as protection but as a representation of quality and safety. Additionally, the indirect influence of Packaging on Purchase Intention

through Perceived Value is significant, suggesting that good packaging enhances perceptions of benefits, which drives purchasing decisions (Silayoi & Speece, 2007).

Promotion was also found to positively and significantly influence Perceived Value. Effective communication through advertising and social media strengthens consumers' understanding of product quality. When consumers receive clear and relevant information, they assess the product as having greater benefits (Hwang & Kim, 2019; Testa et al., 2020). This confirms that promotion acts as an educational tool that builds trust and value, subsequently increasing Purchase Intention (Dodds et al., 1991).

Interestingly, Brand Awareness did not show a significant effect on Perceived Value or Purchase Intention. This implies that high brand recognition does not automatically enhance the perceived value of a product (Nguyen et al., 2016). Consumers in this market segment appear to be more critical, requiring concrete evidence of quality or sustainability rather than just familiarity with a brand name. This finding aligns with research suggesting that modern consumers prioritize functional and emotional value over brand labels alone (Thomas, 1996).

Pricing Strategy proved to be a significant driver of Perceived Value. A competitive and transparent pricing strategy that aligns with product quality enhances consumer confidence (Pratama & Handoyo, 2024; Wang et al., 2018). When prices are perceived as fair, consumers feel the product offers commensurate benefits. Finally, Perceived Value emerged as the strongest predictor of Purchase Intention, acting as a crucial mediator for Packaging, Promotion, and Pricing Strategy (Rembulan & Sanjaya, 2025). This underscores that purchasing decisions are driven by an internal evaluation of overall product benefits (Dodds et al., 1991).

4. Conclusion

Based on the research findings, it can be concluded that Packaging, Promotion, and Pricing Strategy are key factors that significantly enhance consumers' Perceived Value, which in turn drives Purchase Intention. Specifically, the quality and design of packaging need to be strengthened, as visual elements and materials influence value perception. Furthermore, promotions should be educational, and pricing must be perceived as fair. In contrast, Brand Awareness does not have a significant impact in this context, indicating that consumers prioritize tangible value over brand recognition.

The study recommends that companies focus on three main strategies. First, improve packaging quality (e.g., using oxidation-resistant materials) to maintain fragrance stability. Second, strengthen value communication through transparent promotions regarding product benefits. Third, provide tangible evidence of quality, such as testers or samples, to directly enhance Perceived Value and Purchase Intention.

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