



RESEARCH ARTICLE

Proposed Marketing Strategy To Enhance Brand Awareness Of Perfume Industry In Indonesia (Case Study : Charma Scents)

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Abstract

CharmaScents, a small and medium enterprise established in 2023, faces a critical business challenge of persistently low sales performance despite operating within Indonesia's rapidly growing perfume market, projected to reach USD 427.81 million with a CAGR of 3.35% through 2030. Through systematic root cause analysis, this research identifies that the fundamental business issue is not product quality, pricing strategy, or distribution channels, but rather critically low brand awareness among target consumers, with 58.6% of surveyed respondents having never heard of the brand. This creates a significant gap between market potential and actual sales performance, as brand awareness serves as the essential first step in consumer decision-making processes, particularly for experiential products like fragrances where sensory perception and emotional value play crucial roles. The research addresses a significant gap in understanding how emerging local perfume SMEs in developing markets can strategically build brand awareness through digital marketing within resource-constrained environments, particularly when marketing sensory products that traditionally require physical testing but are increasingly purchased online without prior experience. This study is especially relevant given that 73% of Generation Z consumers in Indonesia now engage in blind-buying behavior for perfumes based on digital content and social proof, representing a fundamental shift in consumer behavior that existing literature has not adequately explored within the context of local brand development strategies. This research employs a comprehensive mixed-methods approach integrating quantitative consumer surveys and qualitative stakeholder interviews to develop evidence-based marketing strategies. The quantitative component utilized a structured questionnaire distributed to 249 respondents from Generation Z and Millennial demographics in the Jabodetabek area, with data analyzed through IBM SPSS Statistics using validity testing, reliability testing, descriptive statistical analysis, and cluster analysis. The qualitative component consisted of semi-structured interviews with CharmaScents' co-founder, providing critical insights into internal capabilities and strategic positioning. The theoretical foundation integrates Kotler and Armstrong's Marketing Strategy and Marketing Mix theory, Barney's Resource-Based View, Porter's Value Chain and Five Forces, and PESTLE framework, synthesized through SWOT and TOWS analysis, ultimately applying Ansoff's Matrix to identify the most appropriate growth strategy. The research findings confirm critically low brand awareness as the primary barrier to sales growth, with cluster analysis identifying Value Seekers (57% of respondents) as the optimal target segment, young middle-income professionals aged 25-35 with stronger purchasing capacity, systematic decision-making processes, and high engagement with digital platforms. Internal analysis reveals that while CharmaScents possesses valuable resources including high-quality products, unique archetype-based storytelling, and authentic Indonesian cultural narrative, these strengths remain underutilized due to inconsistent digital content execution, limited marketing budget, and insufficient social proof. External analysis highlights favorable conditions including government support for local brands, growing consumer preference for domestic products, and e-commerce adoption, though tempered by intense competitive rivalry, low entry barriers, and minimal switching costs in the marketplace. Based on these findings, the research proposes a Market Penetration strategy comprising three integrated components. First, CharmaScents should develop a systematic digital content marketing framework centered on consistent storytelling campaigns aligned with personality archetypes, leveraging Instagram, TikTok, Shopee, and Tokopedia through structured content calendars, user-generated content, and strategic micro-influencer collaborations. Second, the company should introduce value-based product offerings including trial kits and scent bundles designed to reduce purchase barriers and encourage product exploration in online environments. Third, CharmaScents should selectively participate in offline activation events in urban areas to enable sensory product experience while reinforcing digital narratives. The implementation follows a phased approach prioritizing immediate actions (0-3 months) focused on establishing consistent content systems and launching trial offerings, medium-term initiatives (3-6 months) emphasizing micro-influencer partnerships and marketplace optimization, and long-term strategies (6-12 months) involving selective offline activations and community-building programs. This resource-conscious approach aims to increase brand awareness among Value Seeker consumers, build trust through social proof, and convert market potential into sustained sales growth while remaining aligned with CharmaScents' limited organizational capacity and affordable luxury positioning.

Keyword: Brand Awareness, Purchase Intention, Marketing Strategy, Customer Behavior, External and Internal Analysis.

Introduction

The application history of fragrance is long and complex and traces back several thousand years, making perfumery one of the oldest consumer industries that is tightly connected with culture, identity, and social expression. The Mesopotamian,

Egyptian, and Indus valley early civilizations used aromatic compounds in religious ceremonies, medicine, and as symbols of social status (Prasad, 2008; Reinartz, 2014). After that, The introduction of synthetic aroma compounds in the late nineteenth and early twentieth centuries was a pivotal moment in the history of the perfume business, and it allowed the sector to produce and be accessible to many consumers (Fortineau, 2004; Sell, 2019). Consequently, the shift of perfume into branded consumer products which were more and more associated with emotional value, lifestyle symbolism and brand image took place (Ellena, 2011; Keller, 2013).

Moving forward, According to McKinsey & Company (2025), global beauty industry is a resilient consumer market that is expected to hit to about USD 590 billion by 2030. Fragrance category will be the most likely segment to grow at a higher rate than the others, such as skincare, haircare, and color cosmetics in

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this industry. This development points to the increased consumer focus on the personal scent as a means of expressing oneself and identifying a lifestyle. This trend of growth can be observed in the high performance of the major world fragrance companies. In 2024, Puig, a multinational corporation that manages brands as Rabanne, Carolina Herrera, Jean Paul Gaultier, and Byredo, generated a like-for-like revenue growth of 10.9% with a much bigger share of 73 percent of its total sales being generated by its fragrance range. This positive trend persisted into the first quarter of 2025, and growth driven by fragrance went to 7.5. Overall, the Fragrance and Fashion segment of Puig produced a revenue of 3,538 million in the past year, which is 13.6 higher than the previous year. These numbers support the thesis that fragrance is not a fast-growing segment but one of the most important sources of income in the world of beauty. Market wise, the growth shows that fragrances are being viewed not just as a functional grooming item, but as symbolic goods as it relates to identity, emotionality and self-identification. This change is justified by academic studies, which demonstrated that fragrances are applied by consumers to project personality, social image, and emotional status, thus enhancing the experiential and emotional values of the product (Krishna, 2012; Hulten, 2015).

The large population of youngsters in Indonesia is one of the aspects that drive the consumption of perfume. The nation with the population of approximately 285 million has the median age, approximately 30, and younger customers consider fragrances as the element of their lifestyle. Historically, female customers have been the market leaders because the highest part of the market is female fragrances. The gender gap is however becoming smaller because men are also getting interested in personal grooming. Male perfume is a fast emerging market, particularly in the urban regions, due to the increasing male grooming trend. The reality is that the male population in Indonesia is becoming highly sensitive to style and personal appearance, which explains why they have been embracing colognes, body sprays, and perfumes in great numbers.

The use of perfume is particularly common among the young generations. The increase in the consumption of perfumes is being fuelled by Generation Z and Millennials. The surveys show that young people of Indonesia perceive fragrance as a way of their identity and style. It is worth noting that approximately 73 percent of Gen Z consumers use perfume 3 times a week and more (Ichsan N.K., 2025) because they consider it a type of self-expression and a boost of confidence in everyday life. This younger generation has displayed an enormous increase in interest, one study has found that the interest in Eau de Perfume products increased 300%+ among Gen Z in 2023 and that the interest among the Millennials in fragrances that year had risen by about 160% (Ichsan N.K., 2025). That is, practically all urban Gen Z/Millennial consumers use fragrances in some degree, and the interest among the products by a significant majority of them is intense. Older groups (Gen X, Boomers) are involved too, but perhaps not as frequently. Nonetheless, it appears that even among the Indonesian baby boomers, the use of perfume is mostly limited to special occasions or freshness in day-to-day lives as people can make the income.

The Indonesian perfume market in the past was dependent on physical retailing methods, where their stores were found in the department stores, mall based boutiques, and stand-alone kiosks. Such stores provided customers with a chance to smell the perfumes prior to buying, which is one of the most important aspects since the product is sensory (Euromonitor, 2023). Nonetheless, the COVID-19 pandemic triggered a massive shift in the consumer behavior. The substantial drop in the sales of physical stores in 2020 due to lockdowns caused the sales of physical stores to fall sharply in both the high-end segment and in the implementation of e-commerce as a primary sales channel (Katadata, 2023a). Indonesian online perfume has already become occupied by two large platforms Shopee and Tokopedia. By 2025, Shopee had earned about 49.6 per cent of the total amount of online fragrance sales with Tokopedia coming right behind with 47.2 per cent (Katadata, 2025). This duopoly has in many ways overtaken the traditional department stores in regard to the number of consumers and frequency of purchase. This change is supported by the fact that curated online commerce platforms are becoming increasingly prevalent and allow consumers to feel less product risk by means of verification and quality signaling strategies, increasing consumer confidence in online purchasing (Dimoka et al., 2012; Pavlou, 2003). Previous studies indicate that trust is a paramount factor in predicting the frequency of online purchase, especially with experience products

like cosmetics and fragrances where the consumer is unable to physically test the product characteristics, before making a purchase (Gefen et al., 2003; Kim et al., 2008). The adoption of online shopping of perfumes is being driven by younger Indonesian consumers (Gen Z and Millennials). It is an extremely active group of social media users, and they are not afraid of making blind purchases of perfumes using the information they find online. It is noteworthy that Gen Z perfume users (77.1% of them) had bought a perfume without any previous smell online because of Tik Tok trends and positive ratings of well-known brands in their localities (Putri, A. & Rizki, M. (2023). Social media, such as Instagram and Tik Tok, have become discovery platforms, with the influencer haul videos and reviews being able to instigate a desire to purchase. This is unlike in the older generations who would prefer to test out in-store (to know whether a scent would suit them before purchasing). Millennials are ambivalent about these trends, as most of them appreciate the comfort and affordability of shopping online, yet some still appreciate the feel and touch, the ability to test before buying in brick and mortar shops.

In general, the Indonesian consumers continue to show more trust towards offline shopping of such products as perfume: the fear of the authenticity, quality, and state of the product have caused certain customers to be skeptical of using e-commerce. Charmascents, which is one of the local brands, realized the potential in the perfumery market in Indonesia. In 2023, they started to roll out their brand as a grooming and self care company followed by the launch of the first product in the perfume sector. The brand itself is to be the Indonesian local high-end brands in perfumery with cultural touch to their distinctive scents. Being a new media to small and medium enterprise (SME) characterized by comparatively low capital to expense, Charmascents select their channel of streams that target online selling based on e-commerce through Shopee, Tokopedia and other social media like Instagram.

Despite the rapid growth of Indonesia's fragrance market and the increasing participation of Gen Z and Millennial consumers, many local perfume SMEs struggle to convert market potential into sustainable sales performance (Statista, 2025; Centeno et al., 2013). Prior studies emphasize that brand awareness functions as a critical entry point in the consumer decision-making process, particularly for experiential products such as fragrances, where sensory perception and emotional value play a significant role (Aaker, 1991; Keller, 2001; Krishna, 2012). Nevertheless, there is little empirical research on how local emerging perfume companies can strategically create brand awareness due to digital marketing, particularly on the Indonesian market (Tiago and Verissimo, 2014; Dwivedi et al., 2021).

Method

Quantitative Analysis Method

In this research The Population of this study consists of Generation Z and Millennial consumers in the Jabodetabek area who are interested in or have experience using local perfume products. Due to the absence of official data on the exact number of local perfume consumers, the population size was estimated based on demographic data from the Central Bureau of Statistics (BPS). Jabodetabek has an estimated population of approximately 33 million people, of which around 60% belong to the Generation Z and Millennial segments. Considering that approximately 70% of this demographic uses personal care products such as perfume, the estimated population size is 13,860,000 individuals. The sample size was determined using the Slovin formula with a margin of error of 7%, resulting in a minimum required sample size of 205 respondents.

$$n = \frac{N}{Ne^2 + 1}$$

Note:

n : Samples to be calculated N : Total Population

e : Margin of error

1 : Constant Number

In order to maintain the focus of the research, there are certain inclusion criteria that have been formulated. Participants should: (1) belong to either the Generation Z or the Millennial generation, (2) be located in the Jabodetabek region, (3) be active social media users, and (4) must be interested in or have prior experience with local perfume products. This criteria selection coincides with the idea of purposeful case selection by Creswell and Poth (2018), which states that the participants of the qualitative study should be

very relevant to the underlying phenomenon under study. Quantitative data (survey) measures current brand awareness and purchase intention levels among target consumers. To gather data in this study, the structured questionnaire was used to obtain data on consumer perceptions of CharmaScents, especially on the performance of the marketing mix, brand awareness, and purchase intention of the local perfume products. The questionnaire provided to the respondent has to be distributed among those who have experience or are aware of local perfume brands. The processing of all collected data was done using the IBM SPSS Statistics version 27. In order to carry out the quantitative analysis, the use of four analytical methods was done and these included validity testing, reliability testing, descriptive statistical analysis, and cluster analysis.

1. Validity Testing that was to be conducted through Pearson Product Moment Correlation to determine whether every measurement item was suitable to measure the intended research construct. As the acceptance level, a significance of 5% ($r < 0.05$) was employed. A valid item was determined when the correlation coefficient (r -count) calculated was more than the critical value, which meant that the item could measure the respective variable in the right manner.
2. Cronbachs Alpha was used as a Reliability Testing to determine the internal consistency of the measurement tools. The minimum was set at 0.60, which was a Cronbachs Alpha, which implied that the items had a satisfactory degree of reliability and consistency.
3. Descriptive Statistical Analysis was applied on the summarization of the demographic aspects of respondents and analysis of the primary research variables (Marketing Mix Product, Price, Place, and Promotion), Brand Awareness, and Purchase Intention towards CharmaScents. The analysis was based on the mean scores and standard deviations to provide a description of the evaluation of every variable by the respondents. Malhotra and Dash (2017) define mean values as the central tendency in the results of the perceptions of respondents and are usually applied to analyze Likert-scale data. The mean scores in this study were interpreted using the five-point Likert scale, which have been shown in Table X. Mean Range Interpretation

1.00 - Strongly Disagree
2.0 - Disagree
3.0 - Neutral
4.0 - Agree
5.0 - Strongly Agree

According to this classification, consumer perception of each variable can be divided into very low to very high which is a clear foundation to assess the present performance of the marketing strategy and brand recognition of CharmaScents.

Qualitative Analysis Method

Qualitative data (interviews + company documents) provides strategic context for internal/external analysis. Both are integrated in SWOT analysis to formulate marketing strategies.

Results and Discussion

Internal Analysis

This sub section will provide the internal analysis of CharmaScents to find out what resources and activities can help or limit the capability of the company to reinforce brand awareness. This paper employs the Resource-Based View (RBV) to determine how internal resources and capabilities might be used to generate competitive advantage, deploys VRIO to determine whether the resources are valuable, rare, difficult to imitate, and well-organized, and employs the value chain analysis to identify where the company generates value in its main activities and where enhancements are necessary to allow a more efficient marketing implementation.

Resources Analysis

The Based on the interview conducted with the Co Founder of Charmascents and the company data and report, there are several resources that Charmascents have, such as :

Tangible Resources:

1. Labor : The Co Founder highlighted that CharmaScents is a business with a very lean team (around five people), which provides agility and limitations. The positive side is that the small team structure will allow quick adaptation of content narratives and flexible implementation in the event of shifts in trends. Nonetheless, this agility also turns into one of the fundamental weaknesses of brand awareness since the organization does not have dedicated functions, especially content experts who can be able to deliver high-engagement material on Instagram regularly. Consequently, its online presence is still rather uneven and the interaction rate is seen as low, which reduces the capacity of the company to produce long-term visibility and social credibility.
2. Plant and Equipment : Based on the interview, CharmaScents will position its product as good quality with performance characteristics like sillage and longevity which means that there will be processes and/or partners who will be needed to ensure the product is of consistent quality. Although the Co Founder has not identified specific internal manufacturing resources, the focus on the quality standards of national standard implies that plant/equipment capability, which can be owned or contracted, acts more as a facilitator to operations in order to guarantee product consistency.
3. Vehicles : According to the interview, CharmaScents mainly uses marketplaces (Shopee and Tokopedia) as the foundation of its distribution since it is cost-effective to SMEs. It implies that vehicles are not one of the key strategic assets; logistics is probably processed mainly with the help of third-party delivery ecosystems. Thus, a vehicle, as far as it is used, will be used as operational infrastructure (e.g., inventory movement, support during fulfillment) and does not directly contribute to the brand awareness.
4. Cash : Lack of capital was cited by the Co-Founder as one of the significant obstacles. The limitation of the budget does not allow conducting paid advertising (ads) and cooperation with large influencers and can lead to a reduction in reach and worse visibility on social channels. The Co Founder also said that it has not invested in outsourcing/agency marketing or recruiting more staff. In practice, the cash position is determining the viable marketing mix: the company needs to focus on organic content, community involvement, and cost-efficient influencer interventions (micro-influencers) instead of scale-based paid campaigns.
5. Inventory : According to the Co-Founder, the market places were the foundation of distribution, and this means that availability of inventory was the key factor to conversion after the consumer is convinced. The inventory serves as a sales-facilitator (stolen sales through stockouts) yet brand awareness is supported by the inventory indirectly through facilitating the use of such programs like bundling, sample sets, and promotion on the basis of campaigns. Nonetheless, since online perfume shopping has some kind of a trial barrier (custodians cannot smell the product), inventory does not raise awareness until combined with discovery mechanisms (reviews, sampling, influencer content).
6. Ingredients & Product Quality : The quality of products was prominently positioned by the Co Founder, as a competitive asset: EDP concentration, performance in line with National standard, and SPL (Sillage, Projection, Longevity) were often mentioned as the aspects of differentiation in addition to the eye-appealing packaging. The product quality and ingredients are a tangible competitive advantage although the Co Founder also mentioned that there is a significant challenge since the market is not aware of this quality since a large number of consumers have not tried the product. This resource, therefore, only introduces a potential advantage when the firm is able to translate product superiority into expressed and proven quality in the form of credible touchpoints to include reviews, demonstrations by creators and testimonials by consumers.

Intangible Resources:

1. Brand Reputations: According to the interview, CharmaScents remains a new company (classified as new entrant, which has the traditional disadvantage of being new: little recognitions

and minimal trust of the consumer. The Co Founder directly linked this to challenge in getting into the consideration sets of consumers and poor online conversion because of doubt regarding blind purchase scenarios. Therefore, brand reputation is now an intangible asset that is undeveloped and forms a bottleneck of brand awareness. Brand reputation construction needs to be systematic in the establishment of social evidence (reviews, UGC, influencer validation) and regularity of brand communication.

2. Formulations: The differentiation statements of the Co Founder seem to reflect the formulation ability of CharmaScents: the scents of the brand are original, not dupe-oriented, and each of them is created as an archetype/personality embodiment, which is backed up with a genuine narration. Such conglomeration in direction of formulation and conceptual design signifies an intangible asset since it imprints brand meaning to the product. The strategic importance is however determined by the ability of the firm to bundle this uniqueness into identifiable brand associations using consistent content and consumer experience (sampling, storytelling campaigns and narrative-based product pages).
3. Legal : The Co Founder emphasized the fact that adherence to BPOM and safety criteria is obligatory and helps to gain credibility of a new local brand. Compliant products that comply with the legal requirements lower the perceived risk among the consumers and can be used as a signal of trust within the digital market where the buyers cannot actually test the scents. Legal compliance is not quite an uncommon tool throughout the industry, but in the case of new players, it acts as a very important risk reduction tool that helps with brand reputation creation and reduces trial obstacles,

VRIO Analysis

The Based on the interview conducted with the Co Founder there are some several resources and capabilities can be considered valuable, rare, inimitable, and organized to capture value, as discussed below:

1. Valuable: In the interview, the performance of CharmaScents EDP (SPL: sillage, projection, longevity), original non-dupe scents, and true storytelling + archetype idea are useful in that they enhance differentiation. The marketplace distribution is useful in areas where it is cost-saving. The Co Founder further indicates brand awareness to be the constraining factor hence any capability that contributes to an augmentation of reach, trust, and discovery is extremely valuable.
2. Rare: The strong visual identity and the so-called non-dupe + archetype storytelling positioning are somewhat rare, but the Co-founder mentions that there are numerous similar concepts and a high level of competition. Conversely, the presence in the marketplace and low prices is common since the majority of the competitors can also achieve the same.
3. Inimitable : The packaging and price are fairly copyable. The less easily copied components are the stable brand meaning (storytelling based on product archetypes) and plausible evidence of performance (reviews/UGC, creator validation), which require time and trust (which is particularly significant, considering the liability of newness of the brand itself).
4. Organize to Capture Value: This is the largest gap in the interview. The Co- founder mentions a very little size of the team (around 5 individuals), the absence of the content specialist, low interaction and irregular content, and minimal expenditure on advertisements/influencers/agency. Consequently, CharmaScents is still not quite set up to transform product quality and narration into long-term brand recognition

Value Chain Analysis

The Based on the interview with Charmascents's Co Founder, the company's value chain activities are:

Table 1 Primary Activities:

Resources and Capabilities	V	R	I	O	Classification
Labor	YES	NO	NO	YES	Competitive Parity
Plant and Equipments	NO	NO	NO	NO	Having Zero Value
Vehicle	NO	NO	NO	NO	Having Zero Value
Cash	YES	NO	NO	NO	Competitive Disadvantage
Inventory	YES	NO	NO	YES	Competitive Parity
Ingredients & Product Quality	YES	YES	YES	NO	Temporary Competitive Advantage
Brand Reputations	YES	YES	NO	NO	Competitive Disadvantage
Formulations	YES	YES	YES	YES	Sustainable Competitive Advantage
Legal	YES	YES	YES	YES	Sustainable Competitive Advantage

Supply Chain Management, Charmascents is quite dependent on suppliers for high quality ingredients and custom packaging, vendor/perfumer collaboration is important for

consistency and cost efficiency. Supplier dependency creates cost and consistency risk, any disruption affects product quality and delivery reliability that will indirectly impacting ratings and trust. Operations, Although the fragrance oils are produced by the fragrance house, the operational processes, including mixing the ingredients, bottling, labeling, and quality control, are handled by a contract manufacturer. Once the manufacturer receives the fragrance oil, the production process begins. Distributions, CharmaScents does not own its own perfume store. However, Shopee and Tokopedia are considered to be the backbone channels of sales because of cost-efficiency of the SME. The Distribution is smooth, but brand control is weak (marketplace-based). Ratings are important to delivery and fulfilment performance, emerging as a major type of social proof. Marketing and Sales, Co Founder declares brand awareness as the primary obstacle, the stagnation to no sales occurred when the social traffic declined. The promotion status is not good enough, the content is not sustainable, the Instagram activity is poor, there is a low budget to invest in paid advertising and big influencers, no budget to pay an agency/outsource. This is the least strong activity in the value chain. The company has a high product value but does not have the ability to generate consistent discovery, engagement, and social proof- the inability to join the set of considerations of consumers. After-Sales Service, CharmaScents have their customer service on whatsapp that can manage their after sales complaints or feedback from customers, They have a service that can accommodate both feedback and complaints from customers who have used their products.

Secondary Activities:

1. Research and Development, CharmaScents conducts R&D through small-scale market research and trend scanning to identify preferred scent profiles, then develops new variants that align with the brand's archetype/storytelling concept and quality expectations. This makes R&D closely connected to branding and content development for digital marketing.
2. Procurement, Procurement prioritizes sourcing reliable raw materials (especially fragrance oil) from reputable suppliers and coordinating with contract manufacturing partners to ensure consistent quality, packaging execution, and stable lead times—supporting trust and product performance in the market.
3. Human Resources, HR is managed with a lean structure where core roles handle multiple functions. The team size is kept efficient, while additional capacity (e.g., social media/content execution) may be supported through freelancers to maintain consistent digital activity without increasing fixed headcount.
4. Accounting & Finance, Accounting and finance focus on disciplined recording of income-expenses and basic budgeting to control cash flow. This supports decision-making for marketing spend (events, ads, influencer seeding) and helps ensure growth initiatives remain financially sustainable.

External Analysis

PESTLE Analysis

PESTLE analysis is a strategic model of comprehending the external factors which pose an impact on the functioning and competitiveness of a company. PESTLE represents Political, Economic, Social, Technological, Legal and Environmental, and each of them characterizes macro dimensions that may be either opportunity-generating or threat-producing to a business. The results of a PESTLE analysis of CharmaScents, using internal interviews as the basis are as follows:

Political

The government programs like the "Bangga Buatan Indonesia" campaign does give a boost to the domestic brands like CharmaScents indirectly. The program does this by providing a more favorable environment to local SMEs and consumers are more likely to favor local products. This is one of the opportunities that CharmaScents can exploit to enhance its local image and confidence in the market by acting or partnering in national campaigns.

Economic

Economic fluctuations have a great impact on purchasing power by the population to buy perfume products. Indonesian customers are very price sensitive, especially Gen Z and Millennial customers. Thus the low cost luxury pricing strategy by

CharmaScents (Rp 169, 000) will be the correct choice to enter a wide market without compromising on perceived quality. Conversely, the situation is not quite that easy as the value-for-money is one of the main criteria used by consumers at the time when the economic conditions are slowing down.

Social

The evolving lifestyles of the young generation, particularly Gen Z are also offering substantial opportunities to the local perfume industry. Today, we have come to believe that perfume is a personal identity and self-expression rather than mere utilitarian item. CharmaScents has been able to respond to this trend by using a storytelling strategy which is responsive to the character and personality of the consumers. This shows the social compatibility of the product and the target market values.

Technological

The digital transformation is a factor in the marketing and distribution of the local perfumes. The Shopee, Tokopedia, Instagram, and Tik Tok platforms are important in brand discovery and sales conversion. Nonetheless, ever-evolving algorithms and stiff competition in the digital market pose exclusive problems to small brands. CharmaScents continues to experience a constraint in its capacity of digital content and social media interaction, but it knows that enhancing its digital competency is the best way of increasing awareness.

Legal (Legality and Regulation)

Being a cosmetic category product, perfume should be in correspondence with BPOM rules, as well as some safety standards. Although this becomes one of the first challenges facing SMEs, this compliance in fact enhances credibility to the increasingly critical consumers. One of the communication strategies that a brand can employ in order to gain trust is product legality. Environmental (Environment) The consciousness of the sustainability problem is increasing, and so are the awareness of the perfume consumers. The reaction of CharmaScents to this trend is to start creating eco-friendly packaging as part of the differentiation strategy. This will be a possible initial move towards increasing the brand appeal to the environment-conscience consumer group. Conclusion According to the PESTLE analysis, CharmaScents encounters an external environment that contains numerous opportunities and requires quick adjustments as well. The key opportunities include political support, Gen Z lifestyle tendencies, and using digital technologies. Nevertheless, financial difficulties, the scarcity of human resources, and strong competition in the digital environment demand a more specific, coordinated, and imaginative approach. A thorough insight into these outer forces is the key to coming up with a more sensitive and specific approach to marketing.

Porter's 5 Forces

Threat of New Entrants – HIGH

The threat of new entrants in local perfume market is determined to be high. The results of the interview suggest that there are comparatively low barriers of entry in the industry especially when it comes to production and branding. Certain new brands of perfumes can be developed very fast with the help of OEM manufacturers, social media marketing, and online marketplaces without the need to invest a lot of capital. The interview emphasises that most recent local brands operate in the market highlighting viral marketing and short-term promotion schemes, which augment the level of noise in the market and thereby heightens competition over consumer attention. Although CharmaScents has already created differentiation by creating genuine storytelling and quality of the products, the constant appearance of new brands is a challenge in ensuring brand awareness. CharmaScents: Implication: In order to prevent this threat, CharmaScents will have to reinforce brand identity, consistency, and long-term storytelling because the latter is harder to imitate by new entrants.

Bargaining power of Supplier - Moderate.

Supplier bargaining power is rated moderate. As per the interview, CharmaScents is dependent on the suppliers of raw materials and packaging, with fluctuations in costs especially on fragrance materials and packaging, being able to impact the production cost. Nonetheless, this risk is compensated through the

company collaboration with local suppliers and effective cost control. Although suppliers do affect the organization structure of costs, they do not have complete power over the pricing as CharmaScents still has flexibility in sourcing alternative materials and modifying the formulations without largely sacrificing the quality. CharmaScents: Implication: Continuous supplier relationship and diversifying the sourcing is essential in keeping the costs under control and staying competitive in price.

Bargaining Power of Buyer - HIGH.

Buyers bargaining power is estimated as high and this is mainly because the price is sensitive and it can be easily compared. Consumers, in particular the Gen Z and the Millennials, reported in the interviews that it is easy to compare the prices, reviews, and alternatives easily via online marketplaces and social media. Moreover, the switching costs are also low and consumers can change brand with little effort especially when brand loyalty is weak. The interview expressly mentions that most consumers are ready to test various local brands, which will eliminate the reliance on one brand. CharmaScents: Implication: In order to minimize buyer power, CharmaScents needs to emphasise emotional differentiation, brand trust and perceived uniqueness, and not just the price competition.

Threat of Substitutes- Moderate.

The threat of substitute products is moderately high. According to interview results, there are also other alternatives like body mists, perfume oils or essential oils that are cheaper in most cases. Nonetheless, the replacements are usually not as long lasting and performing as the Eau de Parfum (EDP) products. Fragrances are long-lasting, and consumers who want them continue to use perfumes, especially the EDPs, which does not support full substitution effect. However, there are still substitutes that are enticing to the highly price-sensitive segments. CharmaScents: Implication: The threat of substitutes can be minimized by focusing on product superiority through emphasis on longevity, complexity of scent, and value-for-money.

Competitive Rivalry - VERY HIGH.

The level of competitive rivalry in perfume industry in the locality is rated as very high. The interview reveals the problem of fierce competition by already well-established domestic brands like HMNS, Saff & Co., Carl and Claire that already have a strong brand presence and loyal customer base and active digital marketing campaigns. Due to high product releases, promotions, influencer sponsorships, and price-to-price competition, competition is further heightened. CharmaScents is under a lot of pressure to be visible and relevant in a saturated marketplace. CharmaScents: Implication: To compete successfully, CharmaScents has to work with a chosen differentiation strategy, focusing on its narrative, scent identity (SPL: Sillage, Projection, Longevity) and regular presence in the digital sphere, not trying to keep pace with the efforts of its rivals in terms of promotion.

Table 2 CharmaScents Porter's Five Forces Analysis

Force	Intensiy	Primary Reason
Threat of New Entrants	High	Low entry barriers & digital accessibility
Bargaining Power of Suppliers	Moderate	Cost influence but high substitutability
Bargaining Power of Buyers	High	Price sensitivity & low switching costs
Threat of Substitutes	Moderate	Alternatives exist but inferior performance
Competitive Rivalry	Very High	Market saturation & aggressive branding

Competitor Analysis

The In the perfume market, particularly within the local market in Indonesia, there are several notable competitors. This chapter will focus on three main competitors: Saff & Co, HMNS, and Alchemist. According to the Questionnaire results, they are the main competitors for Charmascents. The 4Ps offer a structured approach to understanding and evaluating competitors' strategies across key

marketing dimensions: Product, Price, Promotion, and Place (The Luxury Playbook, 2024).

Saff&co



Source: Saff&Co Shopee

Figure 1 Saff&Co Products

Product: SAFF & Co. packages its fragrances as experience-based products, with a focus on narrative, olfactory structure and framing in terms of character. SAFF presents top-middle-base notes expressly on details pages of products, and the scent is denoted by character descriptors (e.g., leather/musky/smoky), a purposeful product communicative device to ensure perceived risk in online perfume purchasing is low and help users to associate scents with identities or event. Another important product structure is the high availability of travel-size Extrait de Parfum versions, which serve as (1) trial SKUs in their first-time buyer category and (2) portability SKUs in their repeat-buyer category. Price : In the travel-size line of product of SAFF, there is a distinct entry price point which is frequently accompanied by anchored discounting (regular price vs. current price). It means that it is a tactic of conversion maximization. Place : SAFF & Co. is significant in the omnichannel, as the official network of offline stores covers large Indonesian malls (e.g., Jakarta, Bekasi, Bandung, Surabaya, Bali). This increases coverage and specifically helps in fragrance trial that is essential in the category. Also, SAFF features accredited resellers/official partners, such as national chains of beauty and stores (e.g., Sociolla and Guardian branches in some of its regions), which extends distribution to the store-owned outlets and enhances availability. Promotion : Promotion seems to be dependent upon a mixture of: In-store promotional framing (discount on PDPs and travel-size lists), conversion and short-term sale promotion. Visibility, which is led by retail via mall store (as a constant point of brand exposure) and partner networks (as a constant point of brand exposure).

Table 3 Competitor Analysis

Marketing Mix	HMNS	Saff & Co.	Alchemist
Product	Broad EDP portfolio; consistent scent quality; strong emotional storytelling; minimalist-modern identity	Curated scent profiles; strong premium cues; high aesthetic and packaging appeal	Experimental and artisanal scents; niche orientation; strong uniqueness but narrower range

Price	Mid to upper-mid; justified by strong brand equity and awareness	Premium-leaning; higher perceived value through aesthetics and image	Mid-range selective; price justified by niche and creativity
Place	Widest distribution: major marketplaces, brand-owned channels, offline pop-ups	Online marketplaces + selective offline presence to maintain premium image	Primarily online; community- and niche-driven distribution
Promotion	Very strong and consistent; high influencer usage; lifestyle storytelling; high recall	Aesthetic-led, curated campaigns; selective influencers; aspirational tone	Content- and community-led; storytelling focused; low mass exposure

Triangulation

This subsection integrates the quantitative consumer survey findings with qualitative interview insights to strengthen the interpretation of results and ensure strategic recommendations are realistic for CharmaScents as a new local perfume SME. The integration is presented using a triangulation matrix to evaluate whether insights across data sources are **convergent, complementary, or divergent**, and to derive implications for marketing strategy implementation.

Table 4 Triangulation Analysis

Theme	Quantitative Evidence	Qualitative Evidence	Triangulation	Meaning	Strategic Implication
Brand awareness	58.6% unaware of CharmaScents; low recall scores	New brand, lacks visibility vs. larger rivals	Convergent	Awareness is core constraint	Prioritize awareness system: content, reach drivers, trust cues
Demand vs Awareness Gap	High purchase intent for local perfume	Market is crowded, trust barriers for blind-buy	Complementary	Market exists, but brand excluded from consideration	Build full-funnel: attention → trust → trial → repeat
Product value	Rated good quality and packaging; concern on scent durability	Strong product (EDP, scent story), but under-communicated	Convergent	Product quality exists, but not core issue	Communicate quality via consumer language, story, and use case
Price perception	Viewed as affordable and fair	Affordable luxury goal, but budget limits messaging	Complementary	Price supports brand, but not awareness trigger	Use bundles and value framing, not heavy discounts
Place/distribution	Online buying strong, offline limited	Relies on Shopee/Tokopedia + social; weak offline presence	Convergent	Channels exist, but low discovery and trust	Optimize "trust engine" in marketplace: visuals, FAQ, SEO, reviews
Promotion	Promotion = weakest 4P (low recall)	Limited budget; depends on UGC/influencers; inconsistent posts	Convergent	Growth must come from low-cost tactics	Build scalable content calendar
STP/persona	Segments identified (Gen Z/Value/pr	Target = Gen Z/Millennials, driven	Complementary	Segmentation works, but needs tailored	Activate persona series + custom

Theme	Quantitative Evidence	Qualitative Evidence	Triangulation	Meaning	Strategic Implication
	emium), but low awareness across	by story + proof		comms	product match
External competition	Top brands dominate; CharmaScents low share	High rivalry, easy switching, strong substitutes	Convergent	Competition = trust + attention game	Differentiate through brand community and repeat loop
Operational constraints	What people want ≠ what brand can do yet	Small team, limited budget, content gap	Complementary	Strategy must be resource-efficient	Prioritize high-ROI actions: UGC, micro KOLs, reviews

The triangulation analysis will be able to synthesize the results of both surveys using quantitative methods and the interviews conducted using qualitative methods and thus provide a balanced picture of the strategic challenges facing CharmaScents. Such themes as brand awareness, promotion, and distribution demonstrate a high level of convergence between the sources of data, which proves low visibility and a lack of trust among the consumers as the main obstacles to development. Other themes such as segmentation (STP) perception of prices and operational constraints show complementary relationships showing that consumer interest is present, but internal constraints and inconsistencies in the message hamper the implementation. All in all, the combined lessons are that strategies need to be resource-realistic, trust-building, and based on high-impact and low-cost activities, especially in content marketing, marketplace optimization, and persona communication.

Conclusions and Recommendations

Conclusion

This chapter presents the final synthesis of the study by consolidating the key findings from the consumer analysis and situational analysis conducted in the previous chapters. Chapter V is structured to (1) draw clear conclusions that directly answer the research questions regarding CharmaScents' current level of brand awareness, as well as the internal and external factors shaping its brand-building challenges and opportunities; and (2) translate these conclusions into actionable recommendations. The recommendations are formulated to address the primary business issue identified in this research, low sales driven by low brand awareness by proposing practical, prioritized strategies that are feasible for a small perfume SME with limited resources. This study is able to identify the current level of brand awareness of CharmaScents among the customers of local perfume. According to the data of the survey, the overall brand awareness of CharmaScents is low, 58.6% of the respondents had never heard of the brand. Segmentation reveals that Gen Z Explorer group is the least aware of it with only 17% of the total respondents. Students or part time employees with a low purchasing power dominate them. Although they are more likely to explore and be receptive to new trends, their low purchasing power and low engagement in any purchases make this segment not a perfect target in the short term. Value Seekers on the other hand, 57 % of the total respondents, form the segment with the most potential. They are young middle-income professionals who possess greater buying capacity, are more logical in assessing the products, and use social media and e-commerce. These features are in line with the positioning of CharmaScents as a cheap luxury brand. Moreover, issues like information searching and reviewing prior to buying make them more receptive to the digital approach like storytelling, user-generated content, and value-added bundling. Thus, the brand awareness promotion is strategically positioned to the Value Seeker segment since it would provide a greater conversion rate as well as more sustainable development. This study is able to analyse The internal and external environments directly influence the business strategy of CharmaScents Indonesia. Internally, an interview with the Co-Founder revealed that the company holds strengths such as high product quality, unique archetype storytelling, and a positioning as an affordable luxury local perfume brand. However, limited resources including a small team, minimal marketing budget, and the absence of a dedicated digital content specialist have resulted in inconsistent promotional activity and difficulties in reaching the

target market effectively. Based on the VRIO and value chain analyses, the company's key capabilities are not yet fully organized to deliver a sustainable competitive advantage, especially in promotion and building social proof. Externally, PESTLE analysis and stakeholder interviews indicate that there is great potential on the market: younger consumers are becoming more willing to local brands, more blind-buying, and digital platforms have become the primary means of product discovery and purchase. Nevertheless, the Five Forces analysis of Porter confirms the fact that the local perfume market is highly competitive, many new brands emerge, barriers to entry are low and consumers that are highly sensitive to price, switching costs are low and there is high price transparency in the market. These conditions condition a business strategy that should be oriented to internal efficiency and use of the digital opportunities to the maximum. The strategy of CharmaScents has been focused on enhancing brand storytelling, a regular rate of content creation, partnering with micro-influencers, and improving presence in the markets. This resource-sensitive strategy will help in spreading brand awareness, creating trust, and reaching more markets without straining the organization of the company, which has a limited capacity. The marketing strategy which are proposed in this study is inclusive of increasing brand awareness and competitive strength within the local perfume market, CharmaScents will be capable of utilizing a number of marketing strategies in accordance with the Market Penetration quadrant of the Ansoff Matrix. These plans are worked out in the systematic analysis beginning with SWOT and TOWS analysis, then converted to the Ansoff Matrix and completed into a practical implementation plan. The suggested strategy is aimed at exploiting the existing products to satisfy a broader range of people in the current market. The full-scale strategy consists of:

1. Create a predictable digital content marketing platform through story telling. different scent persona campaigns. This includes social media user-generated content (UGC), collaboration with micro-influencers, engagement, and increased the product presence in major channels like Shopee, Tokopedia, Instagram, and Tik Tok. These are directed towards creation of brand recognition, instilling trust and attracting value-seeker consumers who are digitally active.
2. Consider offering value products like trial kits and scent sets as an incentive on first-time buyers to purchase their products and minimize indecisiveness in the blind-buy scenarios. These formats are also used to educate and build experience with customers, which enhances a possibility of conversion to trial.
3. Selectively attend offline activation (pop-up lifestyle, brand collaborations, etc.), in urban centers to facilitate product testing and personal interactions and support the digital story and increase brand awareness in target cities. Through such strategies, CharmaScents will be able to tap and capture its most promising audience, value seekers, increase its customer base, and increase visibility in the competitive local fragrance business, without losing its orientation with internal capabilities and affordable luxury positioning.

By implementing these strategies, CharmaScents can effectively reach and convert its most promising segment (value seekers) expand its customer base, and enhance its visibility in the competitive local fragrance industry, while remaining aligned with internal capabilities and affordable luxury positioning.

Recommendation

CharmaScents should be more conscious of the brand due to the steady storytelling content delivered to the Value Seeker segment with user-created content, partnerships with micro-influencers, and optimized listing on e-commerce. The trial kits and scent bundles introduction would assist in eliminating the blind-buy hesitation, and the target offline pop-ups would be applied to facilitate the trial and visibility. The clarity of task division and roles is extremely important, be it internal or outsourced at affordable rates so that the implementation plan could be executed effectively.

i. Managerial Implication and Recommendations

The plan focuses on the low-cost, high-impact activities that are within the capability of CharmaScents. The emphasis should be made on the establishment of trust, the content consistency, and the involvement of the appropriate consumer segment to convert.

ii. Future Research Recommendation

Additional research may investigate the effect of blind-buying policy, effectiveness of content format and loyalty development in local branding of perfume.

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