

PERCEIVED VALUE AND PURCHASE INTENTION AMONG YOUNG ADULTS PERFUME CONSUMERS: A MIXED-METHOD EXPLORATION

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ABSTRACT

Background: The cosmetics industry including perfume was one of the industries that contributed to the economy in Indonesia (3.83% in the first quarter of 2023). This made the perfume industry a worthy field to discuss.

Purpose: The objective of this study is to see the influence of dimensions of perceived value on the intention to purchase perfume X in young adults.

Design/methodology/approach: The research design used was a mixed method. The online survey was conducted with 217 early adulthood (18-25 years). Quantitative data analysis used PLS SEM. Qualitative data was obtained by interviewing 24 respondents

Finding/Result: In study 1, it was found that social and emotional perceived value have an influence on the intention to buy product X. Based on study 2, it was found that the emergence of certain memories or nostalgia and the influence of friends and praise from people closest to them were important.

Conclusion: In the context of teenagers and non-luxury perfumes, emotional and social perceived value are important because they will be related to purchase intentions.

Originality/value (State of the art): In this study, it was found that social and emotional perceived value are important things related to purchase intention, while quality and price have no influence.

Keywords: perceived value, intention to purchase, perfume industry, early adulthood, mixed method

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INTRODUCTION

Perfume has been used since the 1600s, originating with French King Louis XIV, when it was exclusively available to the upper class (Rout & Reid, 2022). Today, perfume consumption has expanded across all socioeconomic groups, including teenagers and adults (Wijanarko & Fachrodji, 2020; Freyberg & Ahren, 2011). This shift underscores the rapid growth of the fragrance industry, transforming perfume from a luxury item to a lifestyle product. Perfumes are now used to enhance confidence (Croijmans et al. 2021). Additionally, they serve as a medium for consumers to express their individual taste and uniqueness (Sanal et al. 2024).

Perfume industry is one of the key global sectors, generating over USD 40 million annually (Barbosa et al. 2021). In the United States, the perfume industry is projected to grow by over 7%, reaching an estimated value of nearly USD 500 billion (David & Doro, 2023). Countries with abundant raw materials, leverage the fragrance industry as a source of foreign exchange and employment, encompassing logistics, certification, and regulatory organizations (MacCarthy et al. 2024). In Indonesia, cosmetics and fragrances contribute 3.83% to the economy in Quartal 1 2023 (Indonesia.Go.Id, 2024), highlighting its strategic importance and the necessity of further academic exploration of this industry. Given the rapid growth of the perfume industry, it is crucial to understand the consumer's intentions to purchase perfumes.

Purchase intention refers to the desire to buy a product. It plays a critical role as it indicates a consumer's likelihood to proceed with a purchase. Amalia and Nurlinda (2022) identify several components of purchase intention, including an interest in trying the product, curiosity about the product, and a desire to purchase the product. If consumers have a strong purchase intention, it is highly likely that they will subsequently engage in actual purchasing behavior. Understanding consumer purchase intention is essential for formulating strategies to enhance competitive advantage. Insights into purchasing intentions can inform strategies to sustain and accelerate the industry's growth.

Previous studies have examined perfume consumption, primarily focusing on luxury perfumes (Astari & Widagda, 2014; Kim, 2009). Luxury or premium perfumes are characterized by higher prices, longer-

lasting fragrances, and the use of premium ingredients. Findings on luxury perfume consumption suggest that these products enhance users' self-confidence and self-image. On the other hand, some researchers have explored the consumption of non-luxury perfumes, such as refillable perfumes (Sagita et al. 2022), although this topic remains less prominent. Beyond luxury and refillable perfumes, the market also offers mass perfumes from well-known brands at more affordable prices. However, based on the researchers' review, there is a lack of studies addressing the consumption of non-luxury mass perfumes, despite this segment representing a substantial share of the market.

Existing research highlights contradictory findings regarding perfume consumption among young adults. Some studies focus on objective attributes such as packaging, price, reviews (Salem, 2018), and functionality or utility (Candradewi & Marsasi, 2023) as key factors influencing perfume purchasing decisions. On the other hand, other researchers have identified subjective aspects in perfume purchasing, such as conformity (Ou & Chuang, 2023), individual motivation (Wijanarko & Fachrodji, 2020), emotional engagement, and even hedonic gratification (Stewart & Carey, 2019) for consumers. Several studies have emphasized the influence of perceived value on an individual's purchase intention (Gan & Wang, 2017; Zhuang et al. 2021). Research on perceived value has been conducted extensively, including studies by Salehzadeh and Pool (2016), which examined the relationship between perceived value and purchase intention in the context of luxury brands. However, their research methods focused solely on quantitative modeling, making the findings less comprehensive. Similarly, Amalia and Nurlinda (2022) explored perceived value and consumer purchase intentions, but their studies also relied on quantitative methods. Furthermore, Amadea and Roswinanto (2023) investigated the perfume business, but their research was more practical, emphasizing marketing strategies and comparing several brands. The authors argue that a more comprehensive approach, combining quantitative and qualitative methods, is necessary to provide a more holistic and complete understanding.

Understanding how perceived value influences purchase intention is important to predict purchase intention of non-luxury perfume products. The results of this research are expected to have an impact on practical business efforts such as determining marketing and branding strategies. Perceived value refers to

an individual's evaluation of a product or service (Zeithaml, 1988). When perceived value is positively assessed, offering significant benefits, individuals are more likely to exhibit a stronger intention to purchase the product or service (Zhuang et al. 2021). Perceived value is a multidimensional construct. According to Sweeney and Soutar (2001), it encompasses four dimensions: quality (related to product performance), price (reflecting cost perceptions relative to product value), emotional (pertaining to feelings experienced when using the product), and social (pertaining to how the product enhances self-concept).

The four dimensions operate differently on purchase intention, thus the aim of this study is to review how each dimension of perceived value influences purchase intention for perfume products. Therefore, it is still necessary to investigate further how each dimension of perceived value works in relation to purchase intention in the context of non-luxury perfumes, which has not been widely studied. Additionally, previous research has consistently shown that perceived value affects purchase intention; however, most studies have employed a single methodology, such as quantitative methods (e.g., Uzir et al. 2021) or qualitative methods (e.g., Alalaaq et al. 2019). Barbosa et al. (2021) recommend the use of a mixed-method approach to provide a more comprehensive understanding, allowing for a deeper analysis of how each dimension of perceived value interacts with purchase intention. Hopefully, these findings will be of practical help to related business strategies.

Therefore, the study consists of two phases. The objective of phase 1 is to examine the influence of the dimensions of consumer perceived value on the purchase intention of perfume X among young adults. The objective of phase 2 is to gain a deeper understanding of the narrative of the dimensions of consumer perceived value that contribute to the purchase intention of the perfume brand X based on the findings from Study 1.

METHODS

The research design used in this study is a mixed-method approach that combines approaches, types of data, and data analysis to obtain a comprehensive understanding of the research topic. The underlying paradigm of this design is eclecticism, as it allows researchers to utilize and integrate both quantitative and qualitative methods.

Additionally, the mixed-method design is also based on the pragmatic paradigm, which does not focus on a single perspective but rather aims to find a holistic answer to the research's topic. Specifically, the mixed-method design applied in this study is an explanatory sequential mixed-method design, which begins with quantitative research followed by qualitative research (Creswell & Clark, 2018). By integrating these two methodologies, the study aims to leverage the advantages of each while addressing their respective limitations, leading to a more comprehensive and detailed understanding.

The respondents in this study were 217 with the criteria of early adulthood (18-25 years) and had used product X. Data collection in this study used an online questionnaire. Consumer perceived value was measured using the perceived value scale (PERVAL) developed by Sweeney & Soutar (2001). This scale consists of 19 items divided into 4 dimensions, namely Quality perceived value (example item: The product has consistent quality), Emotional perceived value (example item: This product will give me pleasure), Price perceived value (example item: This product has a reasonable price), Social perceived value (example item: This product helps me be accepted in the social environment) (Figure 1). Intention to purchase will be measured using a scale developed by Pasharibu, Soerijanto, & Jie (2020). This scale consists of 5 items and is unidimensional (example item: I am interested in trying the product). Data were analyzed using PLS-SEM with the help of the Smart PLS 4 tool.

Hypothesis: There is a significant influence of the dimensions of consumer perceived value on the purchase intention of perfume X among young adults.

The participants in this study were not only asked to complete scales measuring consumer perceived value and intention to buy but were also interviewed. The criteria for participation included being a consumer of brand X perfume, willingness to complete the scales, and being aged 18–25 years. A total of 24 participants were interviewed, which meets qualitative research adequacy as 12 participants are often sufficient (Bryman, 2012). Saturation, often reached by the 10th interview (Constantinou et al. 2017), further justifies this sample size. Typically, analyzing data from 10 participants is sufficient to identify categories or themes, as no additional themes tend to emerge beyond this point.

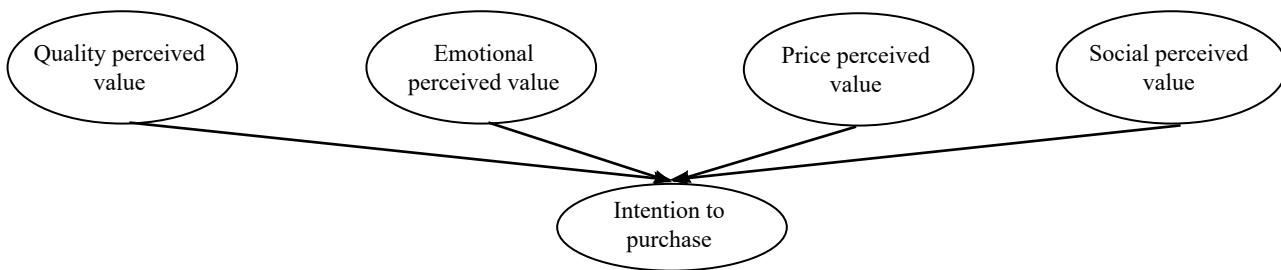


Figure 1. Frame of thought

The interviews lasted 30–40 minutes and were semi-structured. We prepared an interview guide; however, we did not rigidly adhere to it. Instead, the interview process was more fluid, allowing responses to adapt to the participant's answers. Data analysis began with checking, sorting, and categorizing participant statements using labeling. Categories were then re-examined through constant comparison to identify new categories and their interconnections (Gibbs, 2018; Miles et al. 2018; Saldana, 2015). The analysis was supported by Taguette software (Rampin & Rampin, 2021). Taguette is an open-source software tool for qualitative data analysis that can be freely used.

RESULTS

Result phase 1 (quantitative)

Demographic data from respondents can be seen in Table 1. It was found that respondents were dominated by women (84%) compared to men (16%). This is in accordance with the product of this perfume which is more targeted at women. In addition, there is data related to income. It was found in this study that respondents were dominated by those who had incomes around IDR1,000,000 - IDR2,999,0000 (36%) and followed by those who earned below IDR1,000,000 (29%). This condition is also in line with the target customers of non-luxury perfume brands.

Outer Model

Based on Table 2, it was found that all the variable measuring instruments met the expected standards. The initial stage in calculating the PLS-SEM model is the outer model test. The outer model test will be seen with internal consistency reliability (Composite Reliability), convergent validity (Factor Loading, AVE), and discriminant validity (Fornell Larker) where this looks at the relationship between latent variables and their indicators. Internal consistency reliability is measured

using composite reliability with a minimum value of 0.7. Convergent validity is measured using a minimum loading factor of 0.7 and AVE with a minimum value of 0.5. Discriminant validity is measured using Fornell Larker with reference to all \sqrt{AVE} values being greater than the correlation value of each variable with other variables (Hair et al. 2016). The following are the results of the outer loading test of each variable accuracy tool. According to this result, it can be said that the measuring instruments used are valid and can be used for further calculations.

Inner Model

The next stage of analysis using PLS-SEM is to look at the structure of the relationship between variables or called the inner model. The following are the results of the inner model calculation. Based on Table 3 above, it is found that CPV_E and CPV_S significantly affect IP (P values <0.005) while CPV_P and CPV_Q do not significantly affect IP. CPV_E has a strong influence ($F^2=0.407$) compared to CPV_S which is weak ($F^2=0.086$). Overall, the independent variables contribute strongly, namely 74.5% to IP. More clearly, the path analysis can be seen in Figure 1.

Perceived value is a general assessment of a particular product according to what they feel (Zeithaml, 1988). Several studies have shown that perceived value is correlated with a person's purchasing decision (de Medeiros et al. (2016); Jamal et al. (2011)). The interesting thing is, perceived value is multidimensional and each dimension works differently on someone's purchasing decision which also depends on the situation and the product (Sweeney & Soutar, 2001). In line with the findings of this study, each dimension of perceived value works differently on purchasing intention in the context of product X. In this study, it was found that emotional value and social value have an influence on the intention to purchase product x, while price value and quality value have no influence on the intention to purchase product x.

Table 1. Demographics data

		N	Percentage
Gender	Male	35	16%
	Female	182	84%
	Total	217	100%
income / month	< IDR1,000,000	63	29%
	IDR1,000,000-2,999,999	77	36%
	IDR3,000,000 -4,999,999	49	23%
	IDR5,000,000-7,499,999	18	8%
	IDR7,500,000-10,000,000	4	2%
	>IDR10,000,000	6	3%
	Total	217	100%

Table 2. Outer model

Variabel	Composite Re-liability	Factor Loading	AVE	Fornell Larker
CPV_E	0.968	0.924 - 0.955	0.885	
CPV_P	0.929	0.831 - 0.929	0.777	
CPV_Q	0.851	0.852 - 0.915	0.768	
CPV_S	0.940	0.906 - 0.942	0.845	
IP	0.930	0.739 - 0.929	0.775	All \sqrt{AVE} are greater than the correlation of each variable with other variables.

Table 3. Path Analysis

Path	T Statistic	P Values	F2	Adjusted R ²
CPV_E → IP	8.361	0.000	0.407	0.745
CPV_P → IP	1.798	0.072	0.014	
CPV_Q → IP	0.631	0.528	0.002	
CPV_S → IP	3.422	0.001	0.086	

As previously stated, perceived social value has an influence on purchase intention. When a product is considered by the buyer to have social value, the product will have an impact on the self-concept of the individual such as increasing status and self-esteem (Rintamaki et al., 2006). In addition, products that are considered to have social value will create perceptions related to increasing social and environmental acceptance and provide a good impression in the environment. In the context of young adults, social acceptance is very important (Gommans et al. 2017). This is an argument for why social value is an important predictor for young adults as a consideration for purchasing a product.

Young adults are highly influenced by their social environment. The desire to fit in with peer groups or social trends can drive their purchasing decisions. A study by Gunawan et al. (2023) found that social

values, especially in the form of peer acceptance, have a significant impact on product purchase intentions. For young adults, products that make them socially accepted by their group will influence their purchasing decisions (Casado-Molina et al. 2022). Not only their closest group in today's modern context, social media amplifies the effects of perceived social values. Young adults are susceptible to social media influencers and the way products are presented in their networks. Research by Phua et al. (2019) shows that social value obtained from influencer endorsements increases purchase intentions in young adults. Influencers create an aspirational social environment, and followers tend to buy products that make them feel part of a larger community and are admired. Based on this, the social value provided by a product must be considered by product manufacturers, especially those targeting young adults.

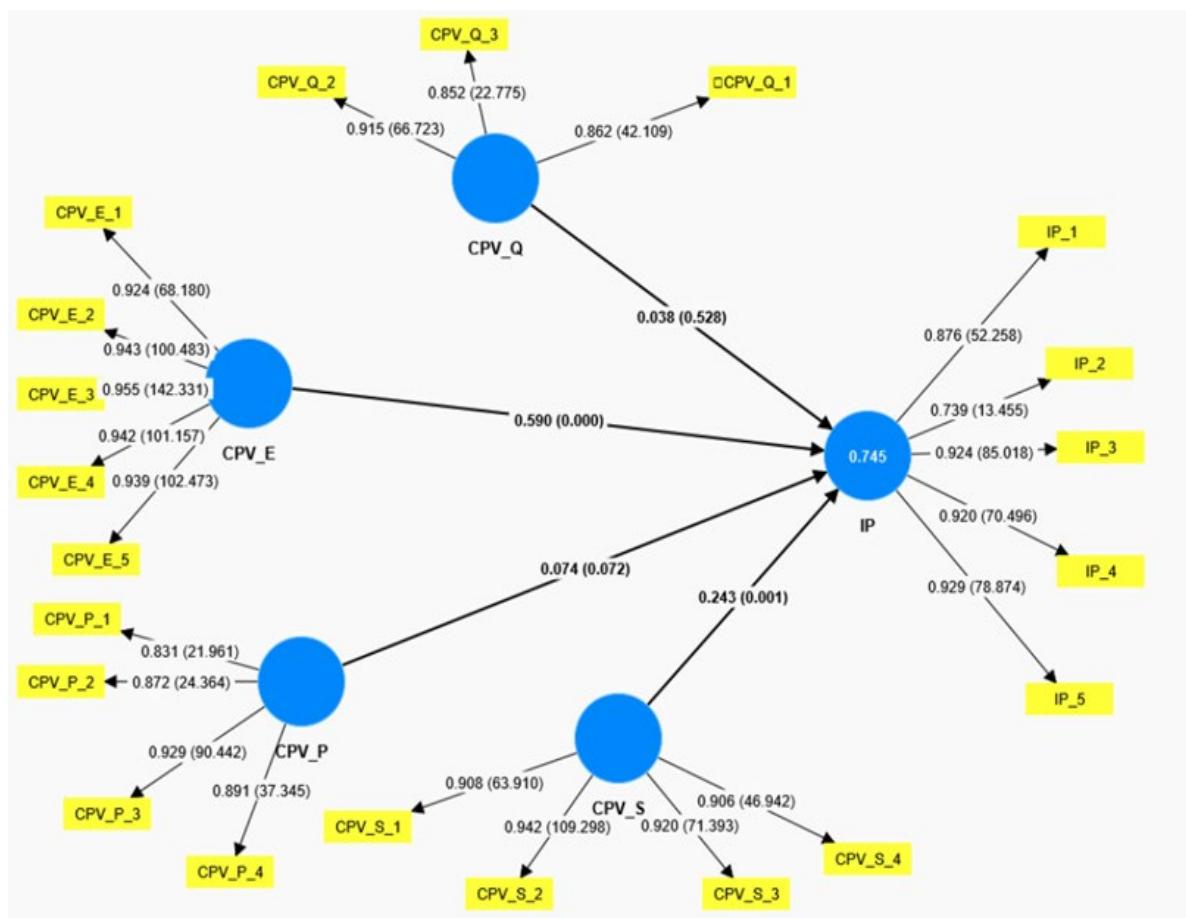


Figure 1. Structural modelling

In this study, it was also found that perceived emotional value also has an influence on purchase intention. Interestingly, when someone buys a product, they do not only consider rational factors such as price and function but also related to emotional factors. When a product has emotional value, the user of the product will feel that they have gained benefits in terms of feelings (Sweeney & Soutar, 2001). The emotional benefits obtained can be such as status, feelings of success, or achievements (Kumar et al. 2009). Consumers who feel emotionally satisfied when buying an item will tend to buy the item again even though they have other options. This means that the emotional value of a product has an influence on consumer loyalty to the product (Asshidin et al. 2016).

The interesting thing about the findings is that perceived emotional and social value are the affective aspects that have an influence on purchase intention, while the cognitive or functional value aspects, namely perceived price and quality value, have no influence.

The results of research from Arslanagic-Kalajdzic et al. (2022) revealed that consumers in young adulthood highly value the social value of a product where bonds with each other are important. Research from Wang et al. (2021) also revealed that in the context of young adults, emotional value will make a product more familiar to consumers, and this familiarity will reduce the uncertainty of using the product. In addition, emotional value will give rise to positive feelings, thus making buying behavior emerge. This year could be a consideration for determining business strategies, especially in the context of young adults.

Result phase 2 (qualitative)

Based on quantitative findings (Table 2), the dimensions influencing purchase intention are social and emotional. The following findings are considered valuable aspects (perceived value) from the emotional perspective. Two notable findings related to consumer-perceived emotional value are:

Positive Emotions when using perfume

The emergence of positive emotions when using perfume can occur either immediately after application or after repeated use over time. Participant Hendrit described her experience of feeling comfortable upon smelling the scent of her preferred perfume, stating, “I feel comfortable because I like the fragrance (Hendrit, pseudonym).” Similarly, participant Katy shared that she experienced a sudden boost in mood, reporting, “When I smell the perfume, I feel happy and energized (Katy-pseudonym).” In contrast, participant Delicia reported a more gradual positive experience. Initially feeling a lack of self-confidence, she noted that repeated use of the perfume helped her build confidence over time. This is reflected in her statement: “Before using this perfume, I didn’t feel very confident, but after trying it several times, I felt more self-assured (Delicia, pseudonym).”

The findings are consistent with Elnissi et al. (2022) and Rahmadhanimara et al. (2022), which highlight the emergence of positive emotions in response to specific aromas. However, Elnissi’s research focuses on the emotional effects of artistic scents, while this study is more specifically centered on perfume products. In contrast, Rahmadhanimara et al. (2022) examine the emotional effects associated with baked goods. This research diverges from Richard (2022), which discusses the positive emotional effects of perfume on others in the vicinity. Instead, this study specifically addresses the positive emotional effects experienced by the perfume user, rather than those around them.

Nostalgic memories when wearing perfume

In addition to positive emotional responses, participants also reported experiencing specific memories after using perfume. Elga described remembering her first perfume after wearing it, stating, “It was my first perfume, but I liked it” (Elga). Intan also shared a similar experience, noting that the fragrance reminded her of the time she spent her first salary on buying perfume, stating, “The scent reminds me of the time I bought my first perfume with my first paycheck” (Intan). Both Elga and Intan illustrated the emergence of memories associated with the use of perfume. The presence of memories strongly embedded in the minds of both participants indicates the existence of significant experiences that contribute to their perfume consumption.

Krishna et al. (2010) found that fragrances can evoke long-term memories even after two weeks of use, with participants reporting that these memories could persist longer than two weeks. Waskul et al. (2009) further support this by noting that olfactory memories can become integrated into an individual’s sense of self. This research helps to explain Delicia’s experience, where her confidence increased after using perfume. The nostalgia experienced by participants can be a positive attribute for a brand, as consumers not only remember their experiences but also associate them with the brand (brand memory) (Morrin & Ratneshwar, 2003). These findings align with previous research indicate the powerful role of scents in evoking long-lasting memories and emotional connections. In addition to consumer perceived value in emotional aspects, quantitative findings (Table 2) also indicate that social aspects of consumer perceived value play a significant role in purchase intention. The qualitative data result identifies two key topics related to social consumer perceived value among young adults.

Influence of peers

The purchase of brand X perfume by participants was influenced by external factors such as friends. This is particularly relevant in early adulthood when peer group influence is more pronounced. Participant Brisia shared her experience: “Some friends had already used this perfume and recommended it to me, so I decided to give it a try” (Brisia). Brisia’s experience shows that she did not have a prior memory of the brand X perfume, but because her friends talked about it, she was prompted to buy it. A similar experience was reported by Etna, who purchased the brand X perfume after seeing a friend wearing it: “I first bought the product because I saw my friend wearing it” (Etna).

The influence of peers on young adults is a form of conformity or external influence. Previous research has indicated that conformity is more pronounced among young adults purchasing luxury brands (Eom et al. 2019). This study, however, examines a non-luxury perfume brand where conformity also plays a role. Conformity is significant because at this developmental stage, young adults are highly influenced by social relationships. They differ from older adults who exhibit greater independence and are less reliant on peer opinions (Kirana et al. 2024). These findings align with Khan et al. (2016), which discusses the role of peers in purchase intention among young adults in Pakistan.

The role of praise from close social circles

The following findings related to social consumer perceived value highlight the role of praise from close social circles such as partners or friends. Helena shared, “Friends are pleased with the scent of the perfume” and Jesslyn reported a similar sentiment: “Many friends have commented that the perfume I wear smells nice.” Additionally, participant Lina was praised by her boyfriend: “He complimented me after smelling my perfume, saying it smelled really good” (Lina). This research highlights the importance of significant others for young adults in the purchase intention of a brand’s product. This finding differs from Kim et. al., (2015) and Ahmad et al. (2019), who emphasized the role of parasocial relationships, such as celebrities, in influencing young adults’ purchase intentions. Instead, this study indicates that real social relationships play a crucial role in their purchase decisions. Arslanagic-Kalajdzic et al. (2022) also discuss the role of social relationships in purchase intentions but provides less detail. The study underscores the importance of social rewards from the environment, such as compliments, which act as symbolic reinforcements, making the product feel valuable and encouraging a purchase. Quantitative findings show that price does not significantly influence purchase intention; rather, price is seen as a more material or concrete perceived value. Interestingly, social aspects, such as praise from friends, play a stronger role. This study generally reflects the young adults’ need to be accepted or praised by their close social circle. This contrasts with the findings of Begho & Liu (2023), which suggest that feedback from close individuals does not significantly affect young adults’ purchasing decisions.

Additional insight

In addition to the roles of consumer perceived value in emotion and social aspects that influence purchase intention for brand X perfume, there is also an additional finding from the interview data that supports purchase intention among young adults. This additional factor is the cue/stimulus, which refers to the situations where consumers recognize a product. Qualitative research findings indicate that consumers recognize the product through a) Ease of access to purchase and product information and, b) Differentiation compared to other products. These factors play a crucial role in making the product stand out and easily recognizable to consumers, which can enhance purchase intention.

The promotion or marketing divisions of a perfume company should take these findings into account as part of their sales strategy.

Information Cues

Convenience in purchasing the product and access to information about the product is crucial for young adults. They can purchase brand X perfume at nearby convenience stores or marketplaces, as described by Neno: “I went to the store to buy a drink but after working out, I saw this product on the shelf, so I ended up buying it just because I happened to come across it.” Neno’s experience highlights the ease of access in purchasing brand X perfume. Local convenience stores consistently stock brand X perfume, making it available at any time. Moreover, there are many variants available, which attract consumers like Francelly: “I saw a lot of variants, so I was interested in trying them.” Ani’s experience further emphasizes the product’s awareness through marketing: “I saw an ad for it on TikTok.” The convenience of accessing information and purchasing the product strengthens its value and supports purchase intention among young adults. Ahmed & Ting (2019) refer to ease of access to purchase and product information as information cues, as convenience stores or marketplaces provide stimuli that inform consumers about a product, enabling them to recognize the product or brand. These cues play a critical role in the consumer recognition process by making the product easily identifiable and accessible.

Visual cues; famous celebrity brand ambassador

Brand X perfume seeks to create differentiation and capture attention from young adults in several ways, such as collaborating with rising celebrities and offering a variety of options for consumers to choose from. This strategy captures the attention of young adults, as described by Agnes: “I like the K-pop band character on the packaging.” K-pop artists are particularly appealing to young adults. When consumers are in a marketplace, they are faced with many product choices, which can lead to cognitive overload. To capture attention, differentiation is essential a process known as selective attention. A brand’s differentiation strategy can enhance selective attention, making it easier for consumers to understand the value of the brand and increasing the likelihood of transactions (Van Kerckhove et al. 2011). Collaboration with K-pop artists serves as a visual cue aimed at capturing the

attention of young adult consumers, as visual cues are stimuli that can be seen and attract consumer interest (Ahmed & Ting, 2019). This finding indicates that, in addition to perceived value in terms of emotion and social aspects from the consumer's perspective, brands also need to capture consumer attention by providing both visual and informational stimuli/cues.

Managerial Implication

For marketing managers targeting the teenage and young adult segment with perfume products, it is crucial to strengthen the brand narrative or positioning regarding emotional and social aspects. To enhance emotional branding, managers should emphasize the positive emotional experience after using the perfume and highlight the nostalgic memories associated with it. To strengthen social branding, campaigns can include scenarios where the user receives praise from friends or is influenced by peer recommendations before purchasing the product. Additionally, marketing managers should incorporate both informational and visual cues to capture consumer attention. Informational cues include making the product easily accessible for purchase, such as through marketplaces or nearby stores, so consumers can conveniently buy it after learning about it. Visual cues can involve selecting brand ambassadors who attract attention, such as popular celebrities or influencers among the target demographic.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study has two objectives (1) to examine the influence of the dimensions of consumer perceived value on the purchase intention of perfume X among young adults and (2) to gain a deeper understanding of the narrative of the dimensions of consumer perceived value that contributes to the purchase intention of the perfume brand X based on the findings from Study 1. The first objective of the research is addressed; the dimensions of consumer perceived value affecting the purchase intention for brand X perfume include emotional and social aspects. The narratives about the emotional dimension include positive emotions after using the perfume and feelings of nostalgia while using it. The narratives about the social dimension include peer influence and praise/social rewards from

others when using the perfume. This study provides insights into young non-luxury perfume consumers due to the limited research in this area. Furthermore, the research employs a mixed-method approach, which can contribute to a more comprehensive understanding of value and purchase intention among consumers in literature.

Recommendations

Young adults are characterized by strong peer influence and fluctuating emotions, and their perception of whether a product is valuable or not reflects these characteristics. This research highlights that emotional and social dimensions significantly influence purchase intention for perfumes among teenagers. Brands targeting this demographic should emphasize the emotional and social aspects in communicating the value of their products. Consumer perceptions of what is valuable or not can vary widely across different age groups, such as teenagers, children, and the elderly. Research distinguishing between cohorts could provide valuable insights in the future.

Generally, research on perfume consumers is conducted using either quantitative or qualitative methods. This study contributes a more comprehensive perspective through a mixed-method approach. Additionally, studies often focus on luxury perfumes. However, non-luxury perfumes are also widely available, and research on this segment remains limited. Although this study attempts to address gaps not covered by previous research, it still has some limitations. First, the dependent variable discussed is limited to purchase intention. It would be beneficial in future research to explore actual purchase frequency, making the findings more concrete. Second, the respondents in this study are from one segment, specifically early adults. Future studies could include a wider range of respondents, such as early and late young adults and early adults. With such diversity, the analysis results could be more detailed.

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During the preparation of this work, the authors used Elicit to identify the key references. The authors reviewed and edited the content as needed and take full responsibility for the publication's content.

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