

CHAPTER II

LITERATURE REVIEW

2.1. Marketing Management

Marketing management is a critical aspect of organizational success, encompassing the planning, implementation, and control of marketing activities to achieve desired outcomes. According to Kotler and Keller (2020), marketing management is defined as the art and science of selecting target markets and building profitable relationships with them. This involves understanding customer needs, creating value, and delivering satisfaction through effective product development, pricing, promotion, and distribution strategies. The definition underscores the dual nature of marketing management, combining analytical rigor with creative decision-making to address market demands.

The primary function of marketing management is to identify and satisfy customer needs while achieving organizational goals. As emphasized by Armstrong et al. (2021), marketing management serves as a bridge between the organization and its customers, ensuring that products or services align with market expectations. This function includes market research, segmentation, targeting, and positioning, which enable organizations to tailor their offerings to specific customer groups. Additionally, marketing management involves coordinating with other departments, such as production and finance, to ensure that marketing strategies are feasible and aligned with overall business objectives.

Another essential function of marketing management is the development and implementation of marketing strategies. According to Wilson and Gilligan (2021), this involves creating a marketing mix—product, price, place, and promotion—that effectively meets customer needs and differentiates the organization from competitors. The marketing mix is a dynamic tool that requires continuous adjustment based on market conditions, consumer behavior, and competitive actions. Effective marketing

management ensures that these elements are integrated cohesively to deliver value to customers and achieve a competitive advantage.

The objectives of marketing management are multifaceted, ranging from customer satisfaction to profitability and market share growth. As noted by Kumar and Rajan (2020), one of the primary objectives is to create and maintain customer loyalty by delivering superior value. This involves not only meeting customer expectations but also exceeding them through innovative products and exceptional service. Another key objective is to enhance brand equity, which refers to the value a brand adds to a product or service. Strong brand equity enables organizations to command premium prices and build long-term customer relationships.

Furthermore, marketing management aims to optimize resource allocation to maximize returns on marketing investments. According to Homburg et al. (2020), this involves analyzing market data to identify high-potential opportunities and allocating resources efficiently to capitalize on them. By focusing on profitable segments and eliminating wasteful expenditures, marketing management contributes to the financial sustainability of the organization. This objective is particularly important in today's competitive environment, where organizations must balance short-term profitability with long-term growth.

In addition to financial objectives, marketing management also plays a crucial role in fostering innovation and adaptability. As highlighted by Varadarajan (2020), organizations must continuously innovate to stay relevant in rapidly changing markets. Marketing management facilitates this by monitoring market trends, gathering customer feedback, and identifying emerging opportunities. By fostering a culture of innovation, marketing management enables organizations to develop new products, enter new markets, and respond effectively to competitive threats. The role of technology in marketing management has become increasingly significant in recent years. According to Chaffey and Ellis-Chadwick (2021), digital transformation has revolutionized marketing practices, enabling organizations to reach customers through multiple channels and personalize their offerings. Marketing management now

involves leveraging data analytics, artificial intelligence, and digital platforms to enhance customer engagement and optimize marketing campaigns. This technological shift has expanded the scope of marketing management, requiring professionals to possess both traditional marketing skills and digital competencies.

In conclusion, marketing management is a multifaceted discipline that plays a vital role in organizational success. Its definition encompasses the strategic and operational aspects of creating value for customers, while its functions include market analysis, strategy development, and resource optimization. The objectives of marketing management range from customer satisfaction and brand equity to profitability and innovation. As the business environment continues to evolve, marketing management must adapt to technological advancements and changing consumer preferences, ensuring that organizations remain competitive and relevant in the global marketplace.

2.2. Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is a psychological phenomenon that has gained significant attention in recent years, particularly in the context of digital and social media usage. FOMO is defined as the pervasive apprehension that others might be having rewarding experiences from which one is absent, leading to a desire to stay continually connected with what others are doing (Przybylski et al., 2013). This concept has become increasingly relevant in the digital age, where social media platforms provide constant updates about the activities and achievements of others. FOMO is often associated with feelings of anxiety, inadequacy, and dissatisfaction, as individuals compare their own lives to the curated and often idealized versions presented online (Alt, 2018). The rise of social media has amplified the prevalence of FOMO, as platforms like Instagram, Facebook, and Twitter create an environment where users are constantly exposed to the experiences of others. According to Buglass et al. (2021), the design of these platforms, which emphasizes real-time updates and notifications, exacerbates the fear of missing out by creating a sense of urgency to stay connected. This constant connectivity can lead to compulsive behaviors, such as

frequently checking social media or feeling distressed when unable to access these platforms. Research by Oberst et al. (2020) suggests that FOMO is particularly prevalent among younger generations, who are more likely to engage with social media and experience its psychological effects.

FOMO has significant implications for mental health and well-being. Studies have shown that individuals who experience high levels of FOMO are more likely to report symptoms of anxiety, depression, and stress (Baker et al., 2021). This is often linked to the negative social comparisons that arise from viewing others' posts, which can lead to feelings of inadequacy and low self-esteem. Additionally, FOMO can disrupt sleep patterns, as individuals may feel compelled to check their devices late at night to avoid missing out on important updates (Scott & Woods, 2020). These findings highlight the need for greater awareness of the potential harms associated with excessive social media use and the importance of developing strategies to mitigate the impact of FOMO.

From a behavioral perspective, FOMO can influence decision-making and consumption patterns. Research by Hodgkinson (2021) indicates that FOMO drives individuals to engage in activities or purchase products not out of genuine interest or need, but rather to avoid the discomfort of feeling left out. This behavior is often exploited by marketers, who use tactics such as limited-time offers and exclusive events to create a sense of urgency and capitalize on consumers' fear of missing out. While this can lead to increased sales and engagement, it also raises ethical concerns about the manipulation of consumer behavior and the potential for exploitation.

In conclusion, FOMO is a multifaceted phenomenon that has become increasingly relevant in the digital age. It is driven by the pervasive use of social media and the constant exposure to others' experiences, leading to feelings of anxiety and inadequacy. FOMO has significant implications for mental health, well-being, and consumer behavior, highlighting the need for further research and interventions to address its negative effects. As technology continues to evolve, understanding and

mitigating the impact of FOMO will remain a critical challenge for individuals, organizations, and society as a whole.

2.2.1. Fear of Missing Out (FOMO) Indicators

Consumer interest in purchasing niche perfumes, which are luxury products with unique and exclusive characteristics, is influenced by various factors that reflect consumer preferences, motivations, and behaviors. The following are relevant indicators that can be used to measure consumer interest in niche perfumes, based on recent research and theories:

1. Interest in Uniqueness and Exclusivity

One of the primary indicators of interest in purchasing niche perfumes is consumers' attraction to the uniqueness and exclusivity of the product. Niche perfumes are often produced in limited quantities and feature scents that are not commonly found in the market. Consumers who seek exclusive products that stand apart from mainstream perfumes tend to be more interested in niche perfumes (Kapferer & Bastien, 2021). This indicator can be measured through consumer preferences for non-mass-produced products that have a story or philosophy behind them.

2. Willingness to Pay a Premium Price

Consumer interest in niche perfumes can also be assessed through their willingness to pay a premium price. Niche perfumes typically have higher prices compared to regular perfumes due to the quality of raw materials, production processes, and luxurious brand positioning. Consumers drawn to niche perfumes tend to be less price-sensitive and place greater value on the intrinsic worth of the product (Vigneron & Johnson, 2020). This indicator can be measured through surveys or interviews that examine the extent to which consumers are willing to spend on luxury products.

3. Engagement in Perfume Communities or Discussions

Consumers interested in niche perfumes often engage in communities or discussions about perfumes, both online and offline. They may participate in forums, social media groups, or attend special events dedicated to niche perfumes (Danziger, 2021). Such engagement indicates a deep interest in the product and a desire to continuously expand their knowledge and experiences. This indicator can be measured by assessing active participation in communities or the frequency of consuming perfume-related content.

4. Preference for Quality and Premium Raw Materials

Interest in purchasing niche perfumes is also characterized by consumer preference for quality and premium raw materials. Niche perfumes often use rare and natural ingredients and undergo meticulous production processes. Consumers who appreciate quality and attention to detail in a product are more likely to be drawn to niche perfumes (Turunen, 2020). This indicator can be measured through consumer evaluations of the importance of raw material quality in their purchasing decisions.

5. Need for Self-Expression

Niche perfumes are often chosen as a means of self-expression and personal identity. Consumers who seek products that reflect their lifestyle, values, or personal taste are more inclined toward niche perfumes (Bian & Moutinho, 2021). This indicator can be measured through questions assessing the extent to which consumers consider perfumes as part of their identity.

6. Interest in Brand Story and Product Philosophy

Consumer interest in niche perfumes is also influenced by their attraction to the brand's story and the philosophy behind the product. Niche perfumes often have strong narratives, such as inspirations from art, culture, or the personal experiences of the perfumer. Consumers drawn to these stories tend to develop a deeper emotional connection with the product (Dion & Arnould, 2020). This

indicator can be measured by evaluating consumer interest in the background and values of a brand.

7. Frequency of Luxury Product Purchases

Consumers who frequently purchase luxury products, such as high-end clothing, accessories, or cosmetics, are more likely to be interested in niche perfumes. This suggests that they are already familiar with the luxury market and have a preference for exclusive products (Hennigs et al., 2021). This indicator can be measured by analyzing consumers' purchasing history of luxury goods.

8. Influence of Recommendations from Figures or Influencers

Interest in purchasing niche perfumes can also be influenced by recommendations from public figures or influencers followed by consumers. Niche perfumes are often promoted by individuals regarded as having sophisticated taste or authority in the fashion and beauty world (Djafarova & Bowes, 2021). This indicator can be measured by assessing the extent to which consumers follow recommendations from influencers or admired figures.

By understanding these indicators, niche perfume brands can develop more effective marketing strategies to attract the right consumers. These indicators can also serve as a foundation for further research on consumer behavior in the niche perfume market.

2.3. Social Influence

Social influence is a fundamental concept in social psychology and behavioral studies, referring to the process by which individuals' attitudes, beliefs, and behaviors are shaped by the real or imagined presence of others. According to Cialdini and Goldstein (2020), social influence occurs when individuals change their thoughts, feelings, or actions in response to external pressures, whether explicit or implicit. This phenomenon is pervasive in everyday life, from peer pressure among adolescents to the impact of advertising and social media on consumer behavior. Social influence can

manifest in various forms, including conformity, compliance, and obedience, each driven by different motivations and mechanisms.

The primary function of social influence is to facilitate social cohesion and maintain order within groups and societies. As noted by Turner (2021), social influence helps individuals align their behaviors with group norms, fostering harmony and reducing conflict. This alignment is essential for the functioning of social systems, as it enables cooperation, collective decision-making, and the transmission of cultural values. For example, conformity to social norms ensures that individuals adhere to shared expectations, such as following laws or observing etiquette, which are critical for societal stability. In this way, social influence serves as a mechanism for social control and integration.

Another important function of social influence is its role in shaping individual identity and self-concept. According to Hogg and Abrams (2020), individuals often look to others for cues on how to behave, especially in ambiguous or unfamiliar situations. This process, known as informational social influence, helps individuals make sense of their environment and develop a sense of belonging. For instance, adopting the fashion trends or opinions of a peer group can reinforce one's identity as a member of that group. Social influence thus plays a key role in the formation of social identities and the maintenance of group membership.

The objectives of social influence vary depending on the context and the actors involved. One key objective is to persuade individuals to adopt specific attitudes or behaviors that align with the goals of the influencer. For example, marketers use social influence techniques, such as testimonials and social proof, to encourage consumers to purchase products (Kaptein et al., 2021). Similarly, public health campaigns leverage social influence to promote behaviors like vaccination or healthy eating by highlighting the actions of influential figures or the majority. In these cases, the objective is to achieve behavioral change that benefits the influencer or society at large.

Another objective of social influence is to establish and maintain power dynamics within social hierarchies. As discussed by French and Raven (2021), social influence is often used by leaders, organizations, and institutions to assert authority and ensure compliance. For instance, leaders may use their charisma or expertise to influence followers, while organizations may employ formal rules and sanctions to enforce compliance. The objective here is to maintain control and achieve organizational or societal goals, often by leveraging the psychological mechanisms of influence, such as authority and reciprocity.

In conclusion, social influence is a multifaceted concept with significant implications for individual behavior and societal functioning. Its definition encompasses how individuals are affected by others, while its functions include fostering social cohesion, shaping identity, and facilitating behavioral change. The objectives of social influence range from persuasion and behavioral modification to the maintenance of power structures. Understanding the mechanisms and outcomes of social influence is crucial for addressing challenges in areas such as marketing, public health, and organizational management, as well as for promoting positive social change.

2.3.1. Social Influence Indicators

Social influence plays a significant role in shaping consumers' intentions to purchase niche perfumes, which are often perceived as luxurious, exclusive, and identity-expressive products. In this context, social influence manifests through various indicators that reflect how individuals are affected by the opinions, behaviors, and expectations of others. Below are key indicators of social influence relevant to the intention to buy niche perfumes, supported by recent research:

1. Social Proof and Testimonials

Social proof is a powerful indicator of social influence, where consumers look to the actions and opinions of others to guide their own decisions. In the context of niche perfumes, positive reviews, testimonials, and endorsements from

influencers or trusted individuals can significantly increase purchase intentions (Kaptein et al., 2021). For example, seeing a celebrity or a respected figure in the fragrance community recommend a niche perfume can validate its desirability and exclusivity, encouraging others to buy it.

2. Peer Recommendations and Word-of-Mouth

Recommendations from friends, family, or peers are a strong indicator of social influence. Consumers often trust the opinions of those within their social circle, especially when it comes to luxury or niche products. According to Hennigs et al. (2021), word-of-mouth communication about niche perfumes, whether offline or online, can create a sense of curiosity and desire, driving purchase intentions. This is particularly true for niche perfumes, which are often discussed in specialized communities or forums.

3. Influencer and Celebrity Endorsements

Influencers and celebrities play a significant role in shaping consumer behavior, particularly in the luxury and niche markets. Their endorsement of a niche perfume can create a perception of prestige and exclusivity, influencing consumers to purchase the product to emulate their lifestyle or status (Djafarova & Bowes, 2021). For instance, a niche perfume promoted by a fashion icon or a well-known perfumer can attract attention and drive sales.

4. Visibility on Social Media

The visibility of niche perfumes on social media platforms, such as Instagram, TikTok, and YouTube, is a key indicator of social influence. Consumers are often influenced by the content they see online, including posts, stories, and videos showcasing niche perfumes. According to Kapferer and Bastien (2021), the curated and aspirational nature of social media content can amplify the appeal of niche perfumes, making them seem more desirable and worth purchasing.

5. Group Norms and Trends

The desire to conform to group norms or follow trends is another indicator of social influence. In the context of niche perfumes, consumers may feel pressured to purchase a product that is popular within their social group or community. This is particularly relevant in online fragrance communities, where members share their experiences and preferences, creating a sense of belonging and shared identity (Turunen, 2020). Aligning with these norms can drive purchase intentions.

6. Perceived Exclusivity and Scarcity

Social influence is often heightened by the perception of exclusivity and scarcity. Niche perfumes, which are typically produced in limited quantities, can create a sense of urgency and desirability. When consumers see others purchasing or discussing a rare perfume, they may feel compelled to buy it to avoid missing out (Bian & Moutinho, 2021). This fear of missing out (FOMO) is a strong social influence indicator.

7. Cultural and Social Identity

Niche perfumes are often associated with specific cultural or social identities, and consumers may purchase them to express or reinforce their identity. For example, a niche perfume inspired by a particular culture or artistic movement may attract consumers who identify with those values (Dion & Arnould, 2020). Social influence in this context is driven by the desire to align with a group or community that shares similar interests or values.

8. Luxury Brand Communities

Participation in luxury brand communities, both online and offline, is another indicator of social influence. These communities often serve as platforms for sharing experiences, recommendations, and knowledge about niche perfumes. Being part of such a community can enhance the perceived value of a niche perfume and influence purchase intentions (Hennigs et al., 2021).

In summary, social influence in the context of niche perfumes is reflected through indicators such as social proof, peer recommendations, influencer endorsements, social media visibility, group norms, perceived exclusivity, cultural identity, and participation in luxury communities. These indicators highlight the role of social interactions and external pressures in shaping consumers' intentions to purchase niche perfumes.

2.4. Influencer

Influencers have become a central figure in modern marketing and communication strategies, particularly with the rise of social media platforms. An influencer is typically defined as an individual who has the power to affect the purchasing decisions or opinions of others because of their authority, knowledge, position, or relationship with their audience (Freberg et al., 2020). Influencers are often characterized by their large following on platforms like Instagram, YouTube, TikTok, and Twitter, as well as their ability to engage and connect with their audience on a personal level. They can range from celebrities and industry experts to micro-influencers who have smaller but highly engaged niche audiences.

The primary function of an influencer is to create and share content that resonates with their audience, thereby shaping their perceptions, attitudes, and behaviors. According to Djafarova and Bowes (2021), influencers act as intermediaries between brands and consumers, leveraging their credibility and relatability to promote products or services. Their content often includes product reviews, tutorials, lifestyle posts, and endorsements, which help bridge the gap between brands and potential customers. By doing so, influencers facilitate brand awareness, engagement, and trust, making them a valuable asset in digital marketing strategies.

Another key function of influencers is to build and maintain relationships with their followers. Influencers are often perceived as more authentic and trustworthy compared to traditional advertising, as they engage in two-way communication with their audience (Audrezet et al., 2020). This relationship-building function is crucial for

fostering loyalty and long-term engagement. For example, influencers often respond to comments, host live sessions, and share personal stories, which create a sense of intimacy and connection with their followers. This function not only benefits the influencer but also enhances the effectiveness of their promotional efforts.

The objectives of influencers vary depending on their niche, audience, and collaboration with brands. One primary objective is to drive brand awareness and visibility. Influencers achieve this by showcasing products or services to their followers, often in creative and engaging ways. For instance, a beauty influencer might demonstrate how to use a new skincare product, while a travel influencer might highlight a destination or hotel (Kapoor et al., 2021). By doing so, influencers help brands reach a wider audience and generate interest in their offerings.

Another objective of influencers is to influence consumer behavior, particularly purchase decisions. Influencers often serve as opinion leaders, guiding their followers on what to buy or try. According to Lou and Yuan (2020), the persuasive power of influencers stems from their perceived expertise, authenticity, and relatability. For example, a fitness influencer recommending a particular protein powder can significantly boost its sales, as their followers trust their judgment and expertise. This objective aligns with the broader goal of driving conversions and revenue for brands.

In addition to promoting products, influencers also aim to shape cultural and social trends. They often set trends in fashion, beauty, lifestyle, and even social issues by sharing their perspectives and experiences. For example, influencers advocating for sustainability or body positivity can inspire their followers to adopt similar values and behaviors (Abidin, 2021). This objective highlights the broader societal impact of influencers, as they contribute to shaping public discourse and cultural norms.

In conclusion, influencers play a multifaceted role in modern marketing and communication. Defined by their ability to sway opinions and behaviors, they function as content creators, relationship builders, and intermediaries between brands and consumers. Their objectives include driving brand awareness, influencing purchase decisions, and shaping cultural trends. As the digital landscape continues to evolve, the

role of influencers is likely to expand, making them an integral part of marketing strategies and societal influence.

2.4.1. Influencer Indicators

Influencers play a significant role in shaping consumers' intentions to purchase niche perfumes, which are often perceived as luxurious, exclusive, and identity-expressive products. Their impact can be measured through specific indicators that reflect how they influence consumer behavior and decision-making. Below are key indicators of influencer impact in the context of niche perfumes, supported by recent research:

1. **Product Endorsements and Reviews**

One of the most direct indicators of influencer impact is their endorsement and review of niche perfumes. Influencers often share their personal experiences and opinions about specific fragrances, which can significantly sway their followers' purchase intentions. According to Djafarova and Bowes (2021), when influencers provide detailed reviews or demonstrate the use of a niche perfume, it creates a sense of trust and authenticity, making their followers more likely to consider buying the product.

2. **Visual and Sensory Appeal in Content**

Influencers frequently use visually appealing content, such as high-quality photos and videos, to showcase niche perfumes. This visual and sensory appeal is a strong indicator of their impact, as it helps consumers imagine the experience of using the product. For example, an influencer might create a video showing the unboxing of a luxury perfume or describe its scent profile in vivid detail, enhancing its desirability (Kapferer & Bastien, 2021). This type of content can evoke emotional responses and drive purchase intentions.

3. **Engagement Metrics (Likes, Comments, Shares)**

The level of engagement an influencer's content receives, such as likes, comments, and shares, is a quantifiable indicator of their impact. High

engagement rates suggest that the content resonates with the audience and has the potential to influence their purchasing decisions. According to Lou and Yuan (2020), posts about niche perfumes that generate significant interaction are more likely to drive interest and sales, as they indicate a high level of audience trust and interest.

4. Collaborations with Luxury Brands

Influencers who collaborate with luxury or niche perfume brands often signal their credibility and expertise in the fragrance industry. These collaborations, such as sponsored posts or exclusive product launches, serve as indicators of their influence. Followers perceive these partnerships as a mark of quality and exclusivity, which can enhance their intention to purchase the endorsed products (Hennigs et al., 2021).

5. Authenticity and Relatability

The perceived authenticity and relatability of an influencer are critical indicators of their impact. Influencers who share genuine stories or personal connections with niche perfumes, such as how a particular fragrance aligns with their lifestyle or values, are more likely to influence their followers. According to Audrezet et al. (2020), authenticity builds trust and emotional connections, making followers more inclined to act on the influencer's recommendations.

6. Frequency of Mentions and Hashtags

The frequency with which an influencer mentions or uses hashtags related to a niche perfume is another indicator of their impact. Repeated mentions and consistent use of branded hashtags can increase brand visibility and reinforce the product's desirability. For example, an influencer who frequently posts about a specific niche perfume and uses its hashtag can create a buzz and keep the product top-of-mind for their followers (Kapoor et al., 2021).

7. Influence on Trends and Preferences

Influencers often set trends and shape preferences within the fragrance community. Their ability to introduce new niche perfumes or highlight

underrated ones is a strong indicator of their impact. For instance, an influencer who popularizes a particular scent profile or brand can drive their followers to explore and purchase those products (Abidin, 2021). This trendsetting role is particularly relevant in niche markets, where consumers seek unique and exclusive products.

8. Follower Demographics and Alignment with Target Audience

The alignment between an influencer's follower demographics and the target audience of a niche perfume brand is a crucial indicator of their potential impact. Influencers whose followers match the brand's ideal customer profile—such as age, income level, or lifestyle—are more likely to drive purchase intentions. For example, a luxury perfume brand targeting high-income professionals would benefit from collaborating with influencers whose audience shares similar characteristics (Freberg et al., 2020).

In summary, the impact of influencers on the intention to buy niche perfumes can be measured through indicators such as product endorsements, visual appeal, engagement metrics, brand collaborations, authenticity, frequency of mentions, trendsetting influence, and alignment with target audiences. These indicators highlight the multifaceted ways in which influencers shape consumer behavior and drive interest in niche fragrances.

2.5. Intention to Purchase

Intention to purchase is a critical concept in consumer behavior and marketing, representing the likelihood that a consumer will buy a specific product or service. It is often considered a precursor to actual purchasing behavior and is influenced by various psychological, social, and contextual factors. According to Ajzen (2020), intention to purchase is closely linked to the Theory of Planned Behavior (TPB), which posits that intention is driven by attitudes toward the behavior, subjective norms, and perceived behavioral control. Understanding the factors that shape purchase intention is essential for businesses to design effective marketing strategies and influence consumer

decision-making. One of the primary determinants of purchase intention is product quality and perceived value. Consumers are more likely to intend to purchase a product if they perceive it to be of high quality and good value for money. Zeithaml (2021) emphasizes that perceived value is a trade-off between the benefits received from a product and the costs associated with acquiring it. For example, in the context of luxury goods like niche perfumes, consumers may be willing to pay a premium if they believe the product offers superior quality, uniqueness, and exclusivity. This perception of value directly influences their intention to purchase.

Brand image and reputation also play a significant role in shaping purchase intention. A strong brand image, built through consistent messaging, positive customer experiences, and effective marketing, can enhance consumer trust and loyalty. According to Keller (2020), brand equity—the value a brand adds to a product—directly impacts purchase intention by creating emotional connections and reducing perceived risk. For instance, consumers are more likely to intend to purchase products from brands they perceive as trustworthy, innovative, or aligned with their values.

Social influence is another critical factor affecting purchase intention. Consumers are often influenced by the opinions, recommendations, and behaviors of others, particularly in the age of social media. Research by Arora et al. (2021) highlights that social proof, such as reviews, testimonials, and influencer endorsements, can significantly increase purchase intention. For example, seeing a trusted influencer recommend a product can create a sense of credibility and desirability, motivating consumers to consider purchasing it.

Emotional and psychological factors also contribute to purchase intention. Emotions such as desire, excitement, or fear of missing out (FOMO) can drive consumers to intend to purchase a product. According to Bagozzi et al. (2020), emotional responses to marketing stimuli, such as advertisements or product displays, can trigger impulsive or deliberate purchase intentions. For example, limited-time offers or exclusive product launches can create a sense of urgency, heightening purchase intention.

Price and affordability are practical factors that influence purchase intention. While perceived value and quality are important, consumers must also feel that a product is within their financial means. Research by Lichtenstein et al. (2021) shows that price sensitivity varies across consumer segments, with some prioritizing affordability and others willing to pay a premium for perceived benefits. For instance, in the context of niche perfumes, price may be less of a barrier for luxury consumers who prioritize exclusivity and quality over cost.

Personal preferences and lifestyle alignment are also key drivers of purchase intention. Consumers are more likely to intend to purchase products that align with their tastes, values, and lifestyle. According to Solomon (2020), self-concept and identity play a significant role in consumer behavior, as individuals often choose products that reflect or enhance their self-image. For example, a consumer who values sustainability may intend to purchase eco-friendly products, while another who prioritizes luxury may gravitate toward high-end brands.

Finally, marketing and promotional strategies directly impact purchase intention. Effective advertising, discounts, and personalized marketing campaigns can increase consumer interest and drive purchase intentions. Research by Kotler and Keller (2021) highlights that targeted marketing efforts, such as personalized recommendations or loyalty programs, can enhance consumer engagement and motivate purchase decisions. For example, a well-crafted social media campaign showcasing the unique features of a niche perfume can attract potential buyers and increase their intention to purchase.

In conclusion, intention to purchase is a multifaceted concept influenced by factors such as product quality, brand image, social influence, emotional responses, price, personal preferences, and marketing strategies. Understanding these factors allows businesses to tailor their approaches and effectively influence consumer behavior, ultimately driving sales and fostering brand loyalty.

2.5.1. Intention to Purchase Indicators

Intention to purchase niche perfumes, which are often characterized by their exclusivity, luxury, and unique appeal, can be measured through specific indicators that reflect consumers' motivations, preferences, and decision-making processes. These indicators provide insights into the factors that drive consumers toward purchasing niche fragrances. Below are key indicators of purchase intention in the context of niche perfumes, supported by recent research:

1. Perceived Exclusivity and Uniqueness

One of the strongest indicators of intention to purchase niche perfumes is the perception of exclusivity and uniqueness. Niche perfumes are often produced in limited quantities and feature distinctive scent profiles that set them apart from mass-market fragrances. According to Kapferer and Bastien (2021), consumers who value exclusivity and individuality are more likely to intend to purchase niche perfumes, as they seek products that reflect their identity and differentiate them from others.

2. Willingness to Pay a Premium Price

The willingness to pay a higher price for niche perfumes is a clear indicator of purchase intention. Niche fragrances are typically priced higher than mainstream perfumes due to their premium ingredients, craftsmanship, and brand positioning. Research by Hennigs et al. (2021) shows that consumers who are willing to invest in luxury or niche products often perceive them as offering superior quality and value, which drives their intention to purchase.

3. Interest in Brand Story and Heritage

Consumers who are drawn to the brand story, heritage, and craftsmanship behind niche perfumes are more likely to intend to purchase them. Niche perfume brands often emphasize their artisanal production methods, unique inspirations, and cultural significance. According to Dion and Arnould (2020), a compelling brand narrative can create emotional connections with consumers, enhancing their desire to own and experience the product.

4. Positive Word-of-Mouth and Recommendations

Word-of-mouth and recommendations from friends, family, or influencers are significant indicators of purchase intention. Consumers who hear positive reviews or testimonials about a niche perfume are more likely to consider buying it. Research by Djafarova and Bowes (2021) highlights that social proof, particularly from trusted sources, can significantly influence consumer behavior and increase purchase intention.

5. Engagement with Niche Perfume Content

Active engagement with content related to niche perfumes, such as social media posts, blogs, or YouTube reviews, is a strong indicator of purchase intention. Consumers who frequently search for, watch, or interact with niche perfume content are demonstrating a high level of interest and curiosity. According to Kapoor et al. (2021), this engagement reflects a deeper involvement with the product category and a higher likelihood of making a purchase.

6. Desire for Self-Expression and Identity Alignment

Niche perfumes are often purchased as a means of self-expression and identity alignment. Consumers who seek fragrances that resonate with their personality, values, or lifestyle are more likely to intend to purchase niche perfumes. As noted by Solomon (2020), products that align with an individual's self-concept are perceived as more meaningful and desirable, driving purchase intention.

7. Frequency of Exploring Niche Perfume Options

Consumers who frequently explore niche perfume options, such as visiting specialty stores, attending fragrance events, or sampling different scents, demonstrate a strong intention to purchase. This behavior indicates a proactive interest in finding the perfect fragrance and a willingness to invest time and effort in the decision-making process (Turunen, 2020).

8. Emotional Response to Fragrance Experience

The emotional response evoked by experiencing a niche perfume, such as joy, nostalgia, or excitement, is a key indicator of purchase intention. Fragrances have a powerful ability to evoke emotions and memories, which can create a

strong desire to own the product. According to Bagozzi et al. (2020), emotional connections to a product are a significant driver of purchase intention.

9. Preference for Artisanal and Natural Ingredients

Consumers who prioritize artisanal craftsmanship and natural ingredients in their fragrance choices are more likely to intend to purchase niche perfumes. Niche brands often emphasize their use of high-quality, ethically sourced materials, which appeals to consumers seeking authenticity and sustainability (Bian & Moutinho, 2021).

10. Influence of Limited Editions and Scarcity

The appeal of limited editions or scarce products is a strong indicator of purchase intention. Niche perfumes that are marketed as exclusive or available for a limited time create a sense of urgency and desirability. Research by Cialdini and Goldstein (2020) shows that scarcity tactics can significantly enhance purchase intention by triggering the fear of missing out (FOMO).

In summary, the intention to purchase niche perfumes can be measured through indicators such as perceived exclusivity, willingness to pay a premium, interest in brand heritage, positive word-of-mouth, engagement with content, desire for self-expression, exploration of options, emotional responses, preference for artisanal ingredients, and the influence of scarcity. These indicators highlight the unique motivations and behaviors of consumers in the niche perfume market.

2.6. Brand Awareness

Brand awareness is a fundamental concept in marketing, referring to the extent to which consumers are familiar with and recognize a brand. According to Keller (2020), brand awareness is defined as the ability of consumers to identify a brand under different conditions, reflected by their recognition and recall of the brand. It encompasses both brand recognition (the ability to recognize a brand when prompted) and brand recall (the ability to spontaneously remember a brand). Brand awareness is a critical component of brand equity, as it serves as the foundation for building

consumer trust, loyalty, and preference. The primary function of brand awareness is to create a strong presence in the minds of consumers, making the brand easily recognizable and memorable. As noted by Aaker (2021), brand awareness acts as an anchor for other brand associations, such as perceived quality and brand loyalty. For example, when consumers are aware of a brand, they are more likely to consider it during their purchasing decisions, even if they have not yet formed a strong emotional connection. This function is particularly important in crowded markets, where brands compete for consumer attention and differentiation is key.

Another essential function of brand awareness is to reduce perceived risk and simplify decision-making for consumers. When consumers are familiar with a brand, they perceive it as more reliable and trustworthy, which reduces the uncertainty associated with trying new products. According to Romaniuk and Sharp (2020), high brand awareness increases the likelihood of a brand being included in the consumer's consideration set, thereby enhancing its chances of being chosen. This function is especially critical for high-involvement purchases, where consumers seek reassurance and confidence in their choices.

The objectives of brand awareness are multifaceted, with one of the primary goals being to increase market share and customer acquisition. By enhancing brand recognition and recall, companies can attract new customers and expand their reach. For instance, a brand that consistently appears in advertisements, social media, and retail spaces is more likely to capture the attention of potential buyers (Keller, 2020). This objective aligns with the broader goal of driving sales and revenue growth. Another objective of brand awareness is to build and maintain brand equity. Brand equity refers to the value a brand adds to a product, which is influenced by consumer perceptions and experiences. According to Yoo et al. (2021), brand awareness is a key driver of brand equity, as it establishes the foundation for other brand associations, such as perceived quality and brand loyalty. By increasing brand awareness, companies can strengthen their brand equity and create long-term competitive advantages.

Brand awareness also plays a crucial role in fostering customer loyalty and retention. When consumers are familiar with a brand, they are more likely to develop an emotional connection and remain loyal over time. As highlighted by Chaudhuri and Holbrook (2020), brand awareness contributes to brand loyalty by creating a sense of familiarity and trust. This objective is particularly important for brands aiming to build long-term relationships with their customers and reduce churn rates.

In conclusion, brand awareness is a vital component of marketing strategy, serving as the foundation for brand recognition, recall, and equity. Its functions include creating a strong brand presence, reducing perceived risk, and simplifying consumer decision-making. The objectives of brand awareness range from increasing market share and building brand equity to fostering customer loyalty and retention. By understanding and leveraging the importance of brand awareness, companies can enhance their competitive positioning and achieve sustainable growth.

2.6.1. Brand Awareness Indicators

Brand awareness plays a crucial role in shaping consumers' intention to purchase niche perfumes, which are often characterized by their exclusivity, luxury, and unique appeal. In this context, brand awareness can be measured through specific indicators that reflect how well consumers recognize, recall, and associate the brand with desirable attributes. Below are key indicators of brand awareness relevant to the intention to buy niche perfumes, supported by recent research:

1. Brand Recognition

Brand recognition refers to the ability of consumers to identify a brand when prompted, such as seeing its logo, packaging, or name. In the context of niche perfumes, high brand recognition means that consumers can easily identify the brand when browsing in stores or online. According to Keller (2020), brand recognition is a critical first step in building purchase intention, as it ensures the brand is considered during the decision-making process.

2. Brand Recall

Brand recall is the ability of consumers to spontaneously remember a brand when thinking about a product category. For niche perfumes, strong brand recall indicates that the brand is top-of-mind for consumers when they consider purchasing a luxury or exclusive fragrance. Research by Romaniuk and Sharp (2020) shows that brands with high recall are more likely to be included in the consumer's consideration set, increasing the likelihood of purchase.

3. Association with Luxury and Exclusivity

Niche perfumes are often associated with luxury, exclusivity, and premium quality. Brand awareness in this context includes the extent to which consumers associate the brand with these desirable attributes. For example, a niche perfume brand like Creed or Byredo is often linked with craftsmanship, artistry, and sophistication (Kapferer & Bastien, 2021). These associations enhance the brand's appeal and drive purchase intention.

4. Social Media Presence and Engagement

A strong social media presence is a key indicator of brand awareness for niche perfumes. Brands that actively engage with their audience through platforms like Instagram, TikTok, and YouTube can increase their visibility and recognition. According to Hennigs et al. (2021), high levels of engagement, such as likes, comments, and shares, reflect strong brand awareness and can positively influence purchase intention.

5. Word-of-Mouth and Recommendations

Positive word-of-mouth and recommendations from friends, family, or influencers are strong indicators of brand awareness. When consumers hear about a niche perfume brand through trusted sources, they are more likely to recognize and consider it. Research by Djafarova and Bowes (2021) highlights that word-of-mouth and influencer endorsements significantly enhance brand awareness and purchase intention.

6. Visibility in Retail and Online Channels

The visibility of a niche perfume brand in retail stores, luxury boutiques, and online platforms is another indicator of brand awareness. Consumers are more likely to recognize and recall brands that are prominently displayed in high-end stores or featured on popular e-commerce platforms like Sephora or Net-a-Porter (Turunen, 2020). This visibility reinforces the brand's presence and increases its chances of being purchased.

7. Emotional Connection and Storytelling

Niche perfume brands often build awareness through storytelling and emotional connections. Brands that effectively communicate their heritage, craftsmanship, and inspiration create a strong emotional bond with consumers. According to Dion and Arnould (2020), this emotional connection enhances brand awareness and makes the brand more memorable and desirable.

8. Media Coverage and Publicity

Media coverage in fashion magazines, blogs, and luxury lifestyle publications is a key indicator of brand awareness for niche perfumes. Brands that receive positive reviews or features in prestigious media outlets gain credibility and visibility, which can drive purchase intention (Kapoor et al., 2021).

2.7. Previous Study

Narrative Explanation of Previous Research on FOMO, Influencer, and Social Influence on Intention to Purchase

Dhir et al. (2020), In their study titled "Fear of Missing Out (FOMO) and Online Shopping Behavior: A Conceptual Framework," Dhir et al. (2020) explored the impact of FOMO on online shopping behavior. Using a quantitative survey method, they found that FOMO significantly influences impulse buying and the intention to purchase exclusive or limited-edition products. The study highlighted that consumers experiencing FOMO are more likely to make impulsive purchases, especially when products are marketed as scarce or time-sensitive.

Djafarova & Bowes (2021), Djafarova and Bowes (2021) conducted a study titled "Instagram Made Me Buy It": Generation Z Impulse Purchases in the Fashion Industry." Using a mixed-methods approach (combining surveys and interviews), they examined how influencer endorsements on Instagram affect purchase intention among Gen Z. The results showed that influencers significantly increase purchase intention due to their perceived authenticity and relatability, particularly in the fashion industry.

Arora et al. (2021), In their meta-analysis titled "Social Influence and Consumer Behavior: A Meta-Analysis," Arora et al. (2021) analyzed the role of social influence on consumer behavior. Their meta-analysis of multiple studies revealed that social influence, including peer recommendations and social proof, has a strong positive effect on purchase intention across various product categories. The study emphasized the importance of social validation in driving consumer decisions.

Buglass et al. (2021), Buglass et al. (2021) conducted a longitudinal study titled "Social Media Use and Fear of Missing Out: A Longitudinal Analysis." They investigated how FOMO drives engagement with social media and its impact on purchase intention. The findings indicated that FOMO leads to higher social media engagement, which in turn increases the intention to purchase trending or exclusive products. The study highlighted the cyclical relationship between FOMO, social media use, and consumer behavior.

Kapoor et al. (2021), Kapoor et al. (2021) published a literature review titled "Advances in Social Media Research: Past, Present, and Future." They examined the role of influencers and social media in amplifying FOMO and its impact on purchase intention. The review concluded that influencers and social media platforms significantly enhance FOMO, leading to higher purchase intention, particularly for luxury and niche products.

Lou & Yuan (2020), In their study titled "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content," Lou and Yuan (2020) used a quantitative survey to explore the impact of influencer credibility on purchase intention. The results showed that influencers with high credibility and

engaging content significantly increase purchase intention by building trust and reducing perceived risk among consumers.

Baker et al. (2021), Baker et al. (2021) conducted a study titled "Fear of Missing Out: Relationships with Depression, Mindfulness, and Physical Symptoms." Using a quantitative survey, they examined the relationship between FOMO and impulsive buying behavior. The study found that FOMO is positively correlated with impulsive buying and intention to purchase, particularly for products marketed as exclusive or time-sensitive.

Hennigs et al. (2021), Hennigs et al. (2021) published a study titled "Luxury Brands in the Digital Age: The Impact of Social Media on Brand Perception." Using a quantitative survey, they explored how social influence and FOMO drive purchase intention for luxury products. The results indicated that social influence and FOMO are key drivers of purchase intention, with influencers playing a critical role in shaping consumer perceptions of luxury brands.

Turunen (2020), In her study titled "Differentiating Luxury: The Role of Product Quality and Uniqueness in Creating Value," Turunen (2020) used qualitative interviews to examine the impact of FOMO and social influence on purchase intention for niche and luxury products. The findings revealed that FOMO and social influence enhance purchase intention by emphasizing the exclusivity and scarcity of luxury products.

Cialdini & Goldstein (2020), Cialdini and Goldstein (2020) conducted a literature review titled "Social Influence: Compliance and Conformity." They analyzed the effectiveness of social influence tactics, such as scarcity and social proof, on purchase intention. The review concluded that these tactics significantly increase purchase intention, particularly when combined with FOMO and influencer endorsements.

Table 2.1. Previous Study

No.	Name and Year	Title	Method Analysis	Result
1	Dhir et al. (2020)	<i>Fear of Missing Out (FOMO) and Online Shopping Behavior: A Conceptual Framework</i>	Quantitative Survey	FOMO significantly influences online shopping behavior, particularly in impulse buying and intention to purchase exclusive or limited-edition products.
2	Djafarova & Bowes (2021)	<i>'Instagram Made Me Buy It': Generation Z Impulse Purchases in the Fashion Industry</i>	Mixed Methods (Survey + Interviews)	Influencer endorsements on Instagram significantly increase purchase intention, especially among Gen Z, due to perceived authenticity and relatability.
3	Arora et al. (2021)	<i>Social Influence and Consumer Behavior: A Meta-Analysis</i>	Meta-Analysis	Social influence, including peer recommendations and social proof, has a strong positive effect on purchase intention across various product categories.
4	Buglass et al. (2021)	<i>Social Media Use and Fear of Missing Out: A Longitudinal Analysis</i>	Longitudinal Study	FOMO drives higher engagement with social media, which in turn increases purchase intention for trending or exclusive products.

No.	Name and Year	Title	Method Analysis	Result
5	Kapoor et al. (2021)	<i>Advances in Social Media Research: Past, Present, and Future</i>	Literature Review	Influencers and social media platforms amplify FOMO, leading to higher purchase intention, especially for luxury and niche products.
6	Lou & Yuan (2020)	<i>Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content</i>	Quantitative Survey	Influencers with high credibility and engaging content significantly increase purchase intention by building trust and reducing perceived risk.
7	Baker et al. (2021)	<i>Fear of Missing Out: Relationships with Depression, Mindfulness, and Physical Symptoms</i>	Quantitative Survey	FOMO is positively correlated with impulsive buying behavior and intention to purchase, particularly for products marketed as exclusive or time-sensitive.
8	Hennigs et al. (2021)	<i>Luxury Brands in the Digital Age: The Impact of Social Media on Brand Perception</i>	Quantitative Survey	Social influence and FOMO are key drivers of purchase intention for luxury products, with influencers playing a critical role in shaping consumer perceptions.

No.	Name and Year	Title	Method Analysis	Result
9	Turunen (2020)	<i>Differentiating Luxury: The Role of Product Quality and Uniqueness in Creating Value</i>	Qualitative Interviews	FOMO and social influence enhance purchase intention for niche and luxury products by emphasizing exclusivity and scarcity.
10	Cialdini & Goldstein (2020)	<i>Social Influence: Compliance and Conformity</i>	Literature Review	Social influence tactics, such as scarcity and social proof, significantly increase purchase intention, particularly when combined with FOMO and influencer endorsements.

2.7. Conceptual Framework

According to Wiratna Sujarweni in Sentot Baskoro and Sari Marthadinata (2017), the conceptual framework is a temporary explanation of the relationship between symptoms of research object, i.e., Fear of Missing Out (FOMO), Influencers, and Social Influence as key factors influencing Intention to Purchase. FOMO, defined as the anxiety of missing out on rewarding experiences, drives consumers to seek exclusive or scarce products, creating a sense of urgency and desire. This emotional response directly increases purchase intention, particularly for niche or luxury items. For example, limited-edition perfumes or trending fashion items often trigger FOMO, compelling consumers to act quickly to avoid missing out (Dhir et al., 2020). The relationship between FOMO and purchase intention is further mediated by perceived exclusivity and scarcity, as consumers perceive these products as more valuable and desirable when they are rare or time-sensitive (Kapferer & Bastien, 2021).

Influencers play a critical role in shaping purchase intention by building trust and credibility with their audience. Through endorsements, reviews, and relatable content, influencers create emotional connections that make their recommendations highly persuasive. For instance, a beauty influencer showcasing a niche perfume can enhance its appeal by highlighting its unique scent and luxurious packaging (Djafarova & Bowes, 2021). This relationship is mediated by trust and credibility, as consumers are more likely to purchase products endorsed by influencers they perceive as authentic and knowledgeable. Influencers also amplify FOMO by promoting limited-time offers or exclusive products, further driving purchase intention (Lou & Yuan, 2020).

Social influence, which includes peer recommendations, social proof, and group norms, significantly impacts purchase intention by providing validation and reducing perceived risk. When consumers see others, especially friends or trusted individuals, purchasing or endorsing a product, they feel more confident in their decision to buy. For example, positive reviews or testimonials about a niche perfume can create a sense of social validation, making it more appealing (Arora et al., 2021). This relationship is mediated by social validation, as consumers rely on the opinions and behaviors of others to guide their purchasing decisions. Social influence also interacts with FOMO and influencer marketing, creating a powerful combined effect on purchase intention (Buglass et al., 2021).

Finally, the relationships between FOMO, influencers, social influence, and purchase intention are moderated by factors such as consumer demographics, product type, and cultural

context. Younger consumers, such as Gen Z, are more likely to be influenced by social media and influencers, while luxury and niche products are more susceptible to FOMO and exclusivity-driven marketing (Hennigs et al., 2021). Cultural values also play a role, as collectivist cultures may place greater emphasis on social influence and group norms (Turunen, 2020). By understanding these dynamics, marketers can tailor their strategies to effectively leverage FOMO, influencers, and social influence to drive purchase intention. This framework provides a comprehensive understanding of how these factors interact, offering valuable insights for both researchers and practitioners.

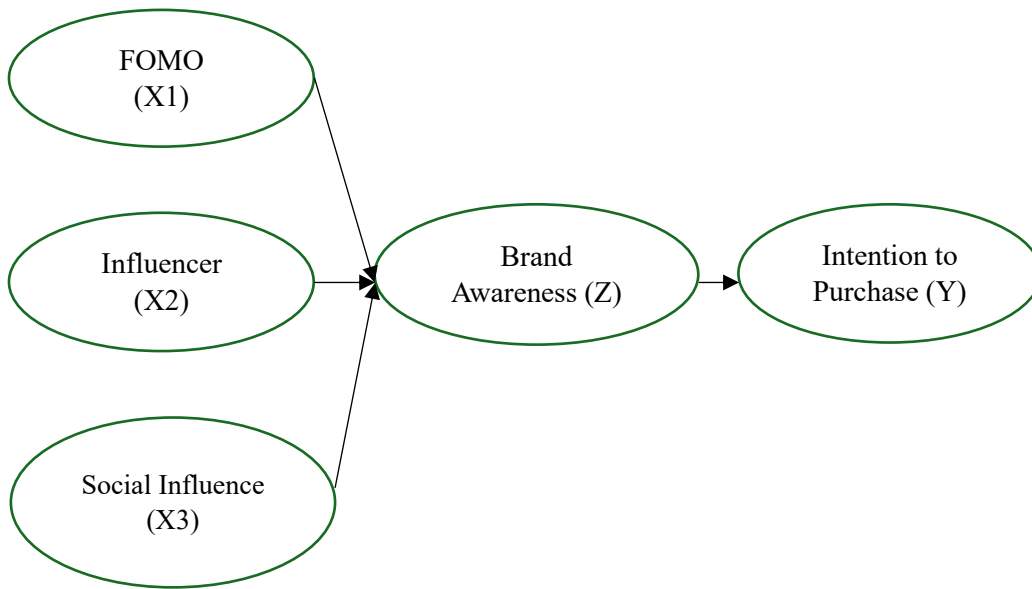


Figure 2.1. Research Model

2.8. Research Hypothesis

Based on the research questions provided, the following hypotheses are formulated to explore the relationships between FOMO (Fear of Missing Out), Influencers, Social Influence, Brand Awareness, and Intention to Use Niche Perfumes. These hypotheses are grounded in existing literature and theoretical frameworks.

H₀: FOMO does not directly influence the intention to use niche perfumes.

H₁: FOMO directly influences the intention to use niche perfumes.

1. H₀: FOMO does not directly affect brand awareness.

- H₁: FOMO affects brand awareness.
2. H₀: Influencers do not affect brand awareness.
H₂: Influencers directly affect brand awareness.
3. H₀: Social influence does not affect brand awareness.
H₃: Social influence directly affects brand awareness.
4. H₀: Brand awareness does not influence the intention to use niche perfumes.
H₄: Brand awareness directly influences the intention to use niche perfumes.