

## CHAPTER IV

### RESULTS OF RESEARCH AND DISCUSSION

#### 4.1 Research Results

##### 4.1.1 Respondent Characteristics

The characteristics of respondents in a study are a general description of the individuals sampled in the study. These characteristics include demographic information such as gender, age, and education level, which are tailored to the focus of the study. The purpose of exposing the characteristics of the respondents is to provide a clear context for the data obtained, to assist in the analysis process, and to ensure that the results of the study can reflect conditions that are relevant to the intended population. By knowing the characteristics of the respondents, the researcher can understand how the respondents' background may affect the answers given and the extent to which the results of the study can be generalized to the wider population.

**Table 4.1. Respondent Characteristics**

Characteristic	Information	Sum	Percentage (%)
Gender	Man	58	43,94
	Woman	74	56,06
<b>Total</b>		<b>132</b>	<b>100</b>
Age	< 18 years old	<b>14</b>	
	18-25 years old	37	27,61
	26-30 years	43	32,09
	31-35 years old	37	27,61
	> 36 years old	3	2,24
<b>Total</b>		<b>134</b>	<b>100</b>
Employment Status	Student	3	6,67
	Civilian Serving	28	62,22
	Private Sector Employee	14	31,11
<b>Total</b>		<b>45</b>	<b>100</b>
Income	< 1 million	0	0,00
	1-3 million	9	6,72
	3.1-6 million	29	21,64
	6.1-7 million	47	35,07

Characteristic	Information	Sum	Percentage (%)
	> 7 million	49	36,57
<b>Total</b>		<b>134</b>	<b>100</b>

Source: Data Processed, 2025

Based on Table 4.1. Based on the demographic data of niche perfume users in the Jakarta area, it is known that the majority of respondents are women, namely 74 people or 56.06%, while men are 58 people or 43.94%. This shows that niche perfume products are quite in demand among women, although the difference is not too large with male users. This phenomenon can be caused by increasing women's awareness of personal grooming and self-image through distinctive scents. On the other hand, the presence of male interest in niche perfumes also indicates that these products are starting to be widely accepted by various genders. This relatively even distribution can be an opportunity for business actors to target two market segments at once. Promotional strategies should be tailored to each gender's preferences, considering that fragrance sensitivity and intended use can be different. Segmentation by gender can strengthen the brand's position in the high-end perfume market.

In the age category, niche perfume users were dominated by the age group of 26-30 years old, as many as 43 people or 32.09%, followed by the 18-25 years and 31-35 years old groups, which recorded 37 respondents or 27.61% respectively. The age group of <18 years only amounted to 14 people, and the age group of >36 years was very small, with only 3 respondents. This shows that niche perfumes are most in demand by productive-age and young adult consumers, who tend to have more stable incomes and a high interest in premium products. In addition, 26–35-year-olds generally have a more established lifestyle and are open to self-expression through personal products such as perfumes. This group also tends to be active on social media, so it has the potential to become brand ambassadors indirectly through digital reviews and recommendations. For this reason, marketing strategies should be focused on the age of 25-35 years, which is the main market. On the other hand, the <18-year-old and >36-year-old segments can be reached through educational campaigns and product personalization.

In terms of employment, most of the respondents who consume niche perfume are civil servants (PNS), as many as 28 people or 62.22% of the total 45 people who fill the job part. Followed by private employees at 31.11% and students at 6.67%. The dominance of civil servants shows that this segment has a preference for exclusive and unique perfume products, perhaps due to the guarantee of a stable income and the need for a professional image. Private employees are also a potential market because they often adopt a modern lifestyle and pay attention to appearance. Although the number of students is small, this group is still promising for the long term because they can become loyal customers in the future if loyalty is formed early. Thus, an occupation-based approach can be directed to the formal-professional segment. Product differentiation strategies for civil servants and private employees can help expand market share.

In terms of income, the majority of respondents have an income above 6 million rupiah, with the >7 million group amounting to 49 people (36.57%) and the 6.1-7 million group as many as 47 people (35.07%). While the income group of 3.1-6 million is only 21.64% and those below 3 million are very small or even nil. This suggests that niche perfume consumers are dominated by upper-middle-income individuals. With a fairly high purchasing power, this segment has a preference for premium quality products and is more willing to pay a lot for unique and exclusive scents. These findings show that pricing and branding strategies should reflect the value of luxury and uniqueness that suits the upper-middle segment. Exclusive offers, limited editions, and personalized shopping experiences will be the main attractions. Therefore, positioning as a high-end product needs to be maintained to maintain the perception of premium in the eyes of high-income consumers.

Niche perfume users in Jakarta are dominated by women aged 26–30 years old with employment status as civil servants and an income of more than 6 million rupiah. This shows that niche perfume products have a major market in the young professional segment with high purchasing power. Marketing strategies that focus on exclusivity, personalization, and luxury are essential to maintain loyalty and attract new customers. Demographic-based approaches such as gender, age,

occupation, and income are essential in designing targeted brand communications and distribution channels.

#### 4.1.2. Respondent's Response

In a study, the response response which is the answer to what is in the respondent's mind, is very important. This is because what they conveyed was preliminary data that will be used for various tests later.

Therefore, the data collection process carried out, especially through questionnaires, must be really considered for its validity. The goal is that the data obtained is able to represent the perception that exists in each respondent, not just the origin of the content. Based on the results of the study involving 134 respondents who use Niche perfume, below is a description of the respondents' responses related to each of the independent variables studied as follows:

#### 1. *Fear of Missing Out (FOMO)*

Based on the results of the research, the author presents the respondents' responses regarding the FOMO variable statement items as follows:

**Table 4.2. Respondents' Responses to FOMO Variables**

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
1	I feel anxious if I do not check social media for the latest information about niche perfumes.	0	0	0	0	1	0,7	41	30,6	92	68,7	627	4,68	Strongly Agree
2	I feel worried about missing out on the latest trends if I do not stay updated about niche perfumes.	0	0	0	0	0	0	48	35,8	86	64,2	622	4,64	Strongly Agree

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
3	I feel uncomfortable if I cannot access the latest information about niche perfumes.	0	0	0	0	8	6	54	40,3	72	53,7	600	4,48	Strongly Agree
4	I feel restless if I am unaware of trending niche perfume products.	0	0	1	0,7	1	0,7	52	38,8	80	59,7	613	4,57	Strongly Agree
5	I feel compelled to immediately purchase limited-edition niche perfumes.	0	0	0	0	1	0,7	53	39,6	80	55,9,7	615	4,59	Strongly Agree
6	I feel interested in purchasing exclusive and hard-to-find niche perfumes.	0	0	0	0	4	3	47	35,1	83	61,9	615	4,59	Strongly Agree

Source: Data processed, 2025

Based on the results of the frequency distribution of the Fear of Missing Out (FOMO) variable in the context of consumer interest in the perfume niche, it was found that all indicators showed the "Strongly Agree" category with an average score of above 4.4. This shows that respondents have a high tendency to fear missing out on the latest information or trends regarding niche perfumes. This phenomenon of FOMO reflects the psychological need to always be connected and up-to-date with exclusive product developments. An interest in the latest information, trends, and limited-edition products signifies that audiences are motivated by consumption influenced by social pressure and emotional urgency. The following is a narrative description of each statement item:

1. "I feel anxious if I do not check social media for the latest information about niche perfumes."

As many as 68.7% of respondents strongly agree that they feel anxious if they don't check social media for the latest information on niche perfumes. This shows that digital platforms, particularly social media, are becoming the main channel for finding out perfume trends. This feeling of anxiety indicates a dependence on digital information to support consumers' lifestyles.

2. "I feel worried about missing out on the latest trends if I do not stay updated about niche perfumes."

This statement received a full level of approval from respondents (100% agree and strongly agree), which confirms that the fear of falling behind perfume trends is very real. This concern is the main trigger in the search for information and strengthens the consumer's drive to continue to follow the development of the niche perfume market.

3. "I feel uncomfortable if I cannot access the latest information about niche perfumes."

As many as 94% of respondents admitted that they felt uncomfortable if they could not access the latest information. This discomfort indicates the importance of information continuity in shaping perceptions and beliefs about brands, as well as the role of media as a fulfiller of lifestyle information needs.

4. "I feel restless if I am unaware of trending niche perfume products."

Respondents who strongly agreed with 59.7%, indicating that the lack of information about niche perfume trends is causing anxiety. This is an indication that niche perfume exclusivity is the main attraction that encourages consumer emotional engagement.

5. "I feel compelled to immediately purchase limited-edition niche perfumes."

As many as 59.7% of respondents felt compelled to immediately buy limited edition perfumes. The impulse to buy limited products immediately shows

a strong FOMO tendency and can be leveraged by brands through scarcity marketing strategies.

6. "I feel interested in purchasing exclusive and hard-to-find niche perfumes."

The high approval (61.9% strongly agree) confirms that exclusivity and scarcity are the main driving factors in niche perfume purchase decisions.

The desire to have a unique product that no one else has is a form of personal validation in the perfume-loving community.

All FOMO indicators show that respondents have a high level of interest and emotional attachment to the perfume niche, especially regarding the need not to be left behind in the latest information and trends. Marketing strategies that leverage limited editions, exclusive information, and real-time social media campaigns can strengthen the perception of value and urgency of purchases among target consumers.

## 2. Influencer

Based on the results of the research, the author presents the respondents' responses regarding the influencer variable statement items as follows:

**Table 4.3. Respondents' Responses to Influencer Variables**

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
1	I feel that I frequently follow influencers who discuss niche perfumes.	0	0	0	0	2	1,5	51	38,1	81	60,4	615	4,59	Strongly Agree

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
2	I feel actively engaged with influencer content about niche perfumes (likes, comments, shares).	0	0	0	0	2	1,5	56	41,8	76	56,7	610	4,55	Strongly Agree
3	I feel confident in the recommendations of niche perfumes from influencers I follow.	0	0	0	0	6	4,5	49	36,6	79	59	609	4,54	Strongly Agree
4	I feel assured by influencer recommendations about niche perfumes.	0	0	0	0	1	0,7	43	32,1	90	67,2	625	4,66	Strongly Agree
5	I feel pleased to like or comment on influencer content about niche perfumes.	0	0	1	0,7	1	0,7	49	36,6	83	61,9	616	4,60	Strongly Agree
6	I feel inclined to share influencer content about niche perfumes with friends.	0	0	0	0	5	3,7	43	32,1	86	64,2	617	4,60	Strongly Agree

Source: Data processed, 2025



Based on the frequency distribution table above, the indicators used to measure the Influencer variable showed very positive results, with all items earning the "Strongly Agree" category. The following is a discussion of each indicator narratively:

1. "I feel that I frequently follow influencers who discuss niche perfumes."

A total of 60.4% of respondents strongly agreed and 38.1% agreed, which shows that the majority of respondents follow influencers who specifically discuss niche perfumes. This indicates that influencers are an important source of information in consumer preferences for niche perfumes. The mean score of 4.59 reflects the high engagement between the audience and the influencer's content in the realm of exclusive perfumes.

2. "I feel actively engaged with influencer content about niche perfumes (likes, comments, shares)."

With 56.7% strongly agreeing and 41.8% agreeing, it is seen that active engagement, such as liking, commenting, and sharing content, is common among respondents. An average value of 4.55 indicates that influencer content is not only passively watched but also triggers active audience participation, potentially expanding the brand's reach.

3. "I feel confident in the recommendations of niche perfumes from influencers I follow."

59% strongly agreed and 36.6% agreed that they felt confident in the recommendations of the influencers they followed. This shows that the credibility and authority of influencers have a huge impact on forming trust in the perfume brands they promote. A score of 4.54 reflects the power of influence possessed by endorsements from influencers.

4. "I feel assured by influencer recommendations about niche perfumes."

A total of 67.2% strongly agreed and 32.1% agreed, which reflects that recommendations from influencers provide consumers with a sense of security or confidence in making purchasing decisions. With the highest score of 4.66, this indicator shows that endorsements from influencers have a significant emotional impact on consumers.

5. "I feel pleased to like or comment on influencer content about niche perfumes."

As many as 61.9% strongly agreed and 36.6% agreed that interactions in the form of digital engagement, such as liking or commenting on content, provide satisfaction for respondents. A mean value of 4.60 shows that influencer content has succeeded in creating high satisfaction and emotional engagement with its audience.

6. "I feel inclined to share influencer content about niche perfumes with friends."

With 64.2% strongly agreeing and 32.1% agreeing, this indicator indicates a high tendency of respondents to disseminate influencer content to others. An average score of 4.60 reinforces the evidence that influencer content is not only consumed but also re-recommended, creating a beneficial viral effect for niche perfume brands.

All indicators show that influencers have a strong influence on audiences in the context of niche perfumes, both in building trust, creating engagement, and triggering the intention to share information. Marketing strategies through influencers have proven to be very effective and have a high emotional and social reach. Niche perfume brands can take advantage of this result by establishing more strategic collaborations with influencers to strengthen loyalty and market expansion.

### ***3. Social Influence***

Based on the results of the research, the author presents the respondents' responses regarding the statement items of social influence variables as follows:

**Table 4.4. Respondents' Responses to Social Influence Variables**

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
1	I feel that I often receive recommendations about niche perfumes from friends or family.	0	0	0	0	2	1,5	38	28,4	94	70,1	628	4,69	Strongly Agree
2	I feel that friends or family influence my decision to purchase niche perfumes.	0	0	0	0	3	2,2	42	31,3	89	66,4	622	4,64	Strongly Agree
3	I feel the need to follow niche perfume trends that are popular in my community.	0	0	0	0	3	2,2	46	34,3	85	63,4	618	4,61	Strongly Agree
4	I feel compelled to purchase niche perfumes that are trending in my community.	0	0	0	0	1	0,7	55	41	78	58,2	613	4,57	Strongly Agree
5	I feel enthusiastic about discussing niche perfumes in online forums or communities.	0	0	0	0	3	2,2	50	37,3	81	60,4	614	4,58	Strongly Agree

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
6	I feel actively seeking information about niche perfumes through forums or communities.	0	0	0	0	3	2,2	50	37,3	81	60,4	614	4,58	Strongly Agree

Source: Data processed, 2025

Based on the frequency distribution table on the Social Influence variable, it can be concluded that respondents are strongly influenced by their social environment, either through family, friends, or online communities. All indicators are in the "Strongly Agree" category, indicating that social factors play a big role in shaping consumer interest and purchasing decisions for niche perfume products. Here is an explanation of each indicator:

1. "I feel that I often receive recommendations about niche perfumes from friends or family."

As many as 70.1% of respondents strongly agree and 28.4% agree that they often get niche perfume recommendations from friends or family. This reflects the importance of word-of-mouth in the consumer decision-making process. An average score of 4.69 indicates that references from the nearest environment are one of the sources of information that are highly trusted by consumers.

2. "I feel that friends or family influence my decision to purchase niche perfumes."

A total of 66.4% of respondents strongly agreed and 31.3% agreed that their purchasing decisions were influenced by friends or family. This means that the opinions and experiences of the people closest to you are factors that can encourage consumers to buy. A score of 4.64 indicates a strong interpersonal influence in determining buying interest.

3. "I feel the need to follow niche perfume trends that are popular in my community."

A total of 63.4% of respondents strongly agreed and 34.3% agreed that they felt the need to keep up with the trending niche perfumes that were popular in their communities. This indicates the existence of social conformity or a desire to remain relevant in the social environment. A score of 4.61 illustrates that the trends that are developing in the community are able to influence product preferences.

4. "I feel compelled to purchase niche perfumes that are trending in my community."

Respondents who strongly agree with 58.2% and those who agree with 41% indicate that the urge to buy trending products is very strong. This shows that trends are not only a reference but also a major trigger for purchase decisions. A score of 4.57 supports that community trends have high appeal to consumers.

5. "I feel enthusiastic about discussing niche perfumes in online forums or communities."

As many as 60.4% of respondents strongly agree and 37.3% agree that they are enthusiastic about discussing niche perfumes in online forums. This indicates a high sense of ownership and involvement in the niche perfume-loving community. A score of 4.58 indicates active participation in the online community as a source of validation and exchange of information.

6. "I feel actively seeking information about niche perfumes through forums or communities."

As many as 60.4% of respondents strongly agree and 37.3% agree that they actively seek information through forums or online communities. This shows that communities are becoming important information centers in shaping consumer preferences. With a score of 4.58, it can be concluded that searching for information through social networks is a common practice among niche perfume users.

Social influence factors, both from the immediate environment and online communities, play a significant role in shaping the behavior of niche perfume consumers. These findings confirm that marketing strategies that involve

communities and word-of-mouth from those closest to them are highly effective in driving purchase decisions.

#### 4. Brand Awareness

Based on the results of the research, the author presents the respondents' responses regarding the statement item of brand awareness variables as follows:

**Table 4.5. Respondents' Responses to the Brand Awareness Variable**

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
1	I feel that I can easily recognize niche perfume brands that are trending.	0	0	0	0	4	3	56	41,8	74	55,2	606	4,52	Strongly Agree
2	I feel familiar with niche perfume brands that frequently appear on social media.	0	0	0	0	4	3	47	35,1	83	61,9	615	4,59	Strongly Agree
3	I feel that I can recall niche perfume brands without needing to see their packaging.	2	1,5	1	0,7	19	14,2	41	30,6	71	53	578,9	4,32	Strongly Agree
4	I feel that I can easily remember niche perfume brands I have seen before.	2	1,5	0	0	7	5,2	33	24,6	92	68,7	614,5	4,59	Strongly Agree

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
5	I feel that the niche perfume brands I know have an exclusive and luxurious image.	2	1,5	0	0	6	4,5	31	23,1	95	70,9	618,5	4,62	Strongly Agree
6	I feel that the niche perfume brands I am aware of offer high-quality products.	2	1,5	1	0,7	4	4	38	28,4	89	66,4	611,9	4,57	Strongly Agree

Source: Data processed, 2025

Based on the frequency distribution in the Brand Awareness variable, it can be concluded that respondents have high brand awareness of the perfume niche. All statements have obtained the "Strongly Agree" category, which indicates that the elements of recognition, recall, and perception of the quality and brand image of niche perfumes have been well established. The following is a discussion of each indicator:

1. "I feel that I can easily recognize niche perfume brands that are trending."

As many as 55.2% of respondents strongly agree and 41.8% agree that they can recognize trending niche perfume brands. This suggests that the brand's popularity among the user community is very recognizable, perhaps because it often appears on social media and online discussions. An average score of 4.52 indicates a high level of visual and referential awareness of niche perfume trends.

2. "I feel familiar with niche perfume brands that frequently appear on social media."

Most respondents (61.9% strongly agree and 35.1% agree) feel familiar with the brands that often appear on social media. This indicates that social media exposure is very effective in shaping brand awareness. With a score of 4.59,

social media has proven to be a very influential channel in creating brand familiarity.

3. "I feel that I can recall niche perfume brands without needing to see their packaging."

Only 1.5% and 0.7% of respondents disagreed, while the remaining 83.6% said they agreed or strongly agreed. Although slightly lower than other indicators (score 4.32), it still shows that consumers' recall of brand names is quite good, even without looking at the packaging. This could be due to repetition and user experience.

4. "I feel that I can easily remember niche perfume brands I have seen before."

A total of 68.7% strongly agreed and 24.6% agreed, indicating that brands that once looked easy to remember by respondents. A value of 4.59 supports that a visual impression or previous interaction with the brand leaves a strong memory in the consumer's mind.

5. "I feel that the niche perfume brands I know have an exclusive and luxurious image."

With the highest score of 4.62, as many as 70.9% of respondents strongly agreed. This confirms that the perfume niche is indeed associated with exclusivity and luxury, which is the main attraction in this market.

6. "I feel that the niche perfume brands I am aware of offer high-quality products."

As many as 66.4% strongly agree and 28.4% agree that the perfume niche they know offers high-quality products. A score of 4.57 indicates that the perception of quality is part of a strong brand awareness.

Overall, brand awareness of niche perfume among respondents is very high. Whether from the aspect of visual recognition, familiarity through social media, the ability to remember, to the perception of quality and luxury image, everything forms a solid brand awareness. These findings are an important foundation for branding and marketing communication strategies for the perfume niche to continue to build and maintain the awareness that has been formed.



#### 4. *Intention to Buy*

Based on the results of the research, below the author presents the respondents' responses regarding the variable statement item intention to buy as follows:

**Table 4.6. Respondents' Responses to the Intention to Buy Variable**

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
1	I feel willing to pay a higher price for niche perfumes.	0	0	0	0	4	3	47	35,1	83	61,9	615	4,59	Strongly Agree
2	I feel that exclusive niche perfumes are worth purchasing at a premium price.	0	0	0	0	5	3,7	47	35,1	82	61,2	613	4,57	Strongly Agree
3	I feel that I frequently search for information about various niche perfume options.	0	0	0	0	2	1,5	50	37,3	82	61,2	616	4,60	Strongly Agree
4	I feel excited to explore new niche perfume products that are released.	0	0	0	0	2	1,5	50	37,3	82	61,2	616	4,60	Strongly Agree

Yes	Items	STS		TS		CS		S		SS		Value	Interpretation	Category
		FK	%	FK	%	FK	%	FK	%	FK	%	F(X)	[n=F(X)/n]	
5	I feel that I intend to purchase niche perfumes in the near future.	0	0	0	0	0	0	53	39,6	81	60,4	617	4,60	Strongly Agree
6	I feel that I plan to buy niche perfumes in the near future.	0	0	0	0	2	1,5	40	29,9	92	68,7	626	4,67	Strongly Agree

Source: Data processed, 2025

Based on the frequency distribution table above, all indicators in the Intention to Buy variable show the "Strongly Agree" category with a high average value. This reflects that consumer buying interest in niche perfumes is at a very strong level. The following is a narrative explanation of each indicator:

1. "I feel willing to pay a higher price for niche perfumes."

As many as 61.9% of respondents strongly agree and 35.1% agree that they are willing to pay a higher price for niche perfumes. This shows that the perception of high value for niche perfume products encourages consumers' readiness to pay more. The average score of 4.59 reflects an appreciation for the exclusivity of the product, so the premium price is considered reasonable.

2. "I feel that exclusive niche perfumes are worth purchasing at a premium price."

As many as 61.2% of respondents strongly agree and 35.1% agree that exclusive perfumes are worth buying at a premium price. This reinforces the perceived value of niche perfumes as high-value products that have

uniqueness and above-average quality. With a score of 4.57, it can be concluded that exclusivity is the driver of purchase intent.

3. "I feel that I frequently search for information about various niche perfume options."

As many as 61.2% strongly agree and 37.3% agree, indicating that information search is an important part of the purchase consideration process. Consumers exhibit active behavior in looking for references before purchasing, reflecting high engagement. A value of 4.60 supports that buying intent is also marked by information exploration efforts.

4. "I feel excited to explore new niche perfume products that are released."

Consumers enthusiastically welcomed the emergence of new products, with 61.2% strongly agreeing and 37.3% agreeing. This enthusiasm shows that the niche perfume market has the innovation dynamics that its consumers are waiting for. A value of 4.60 reinforces that curiosity and enthusiasm also reflect buying interest.

5. "I feel that I intend to purchase niche perfumes in the near future."

With 60.4% strongly agreeing and 39.6% agreeing, this indicator confirms that consumers' desire to buy is quite close in time. A score of 4.60 indicates that the intention to buy is not only passive, but becomes a real plan in the near future.

6. "I feel that I plan to buy niche perfumes in the near future."

A total of 68.7% strongly agreed and 29.9% agreed, making this indicator have the highest score of 4.67. This is the strongest evidence that the majority of respondents do have a concrete purchase plan, not just a discourse. This planning is most likely influenced by a combination of quality, exclusivity, and brand awareness that has been formed beforehand.

All indicators show that niche perfume consumers have high purchase intentions, both emotionally (enthusiasm), rationality (search for information and premium value), and actions (purchase planning). This gives a positive signal for niche perfume brands to immediately carry out promotional strategies, launch new

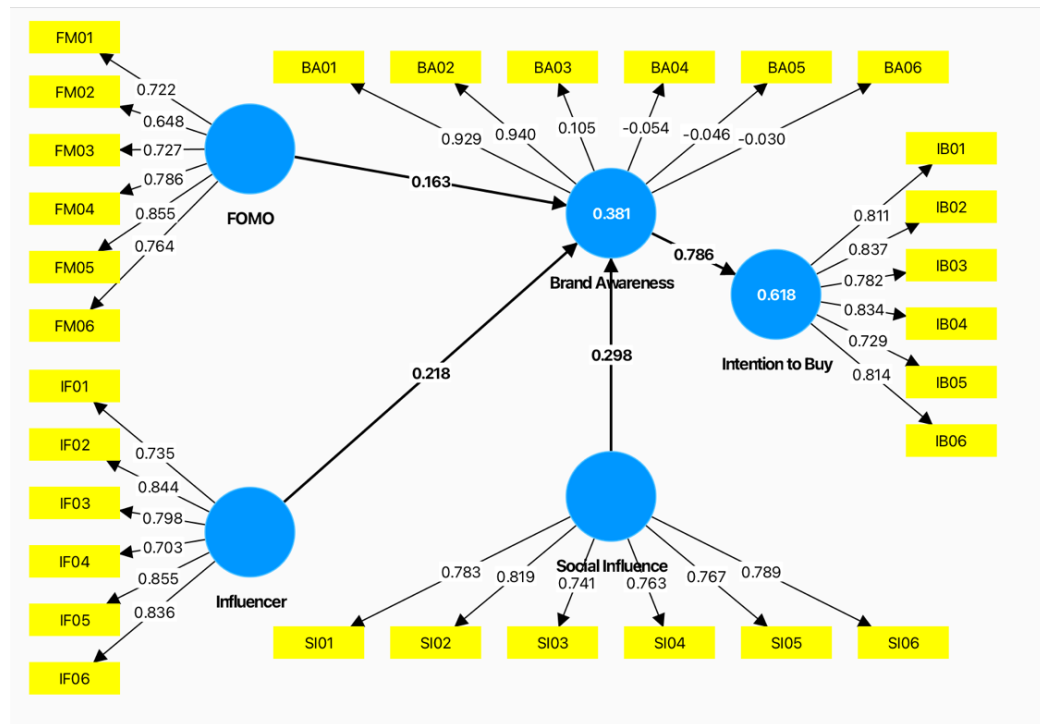
products, and maintain the perception of exclusivity to encourage the conversion of intent into real purchases.

#### **4.2. Results of PLS-SEM Data Analysis**

In this study, the data analysis method used to test the hypothesis, namely *FOMO, Influencer, and Social Influence*, is the factor that is suspected to affect *Brand Awareness* and *Intention to Buy*. The results of the analysis used the *Partial Least Squares - Structural Equation Modelling* (PLS-SEM) method using SmartPLS Version 4 software. The series of data management processes includes measurement model testing and structural model testing. The description is as follows:

##### **4.2.1 Evaluation of Measurement Models (*Outer Model*)**

The analysis of the measurement model (*outer model*) was carried out by looking at the validity values (convergent and discriminatory) and the reliability of the indicators and research variables. Convergent validity testing aims to test whether the indicator variables used are truly significant in terms of reflecting contrarian or latent variables. The convergent validity test was carried out by looking at *the outer loading* or *factor loading* value of each indicator against its construct. An indicator is said to be valid if the *outer loading* value is greater than 0.7. This means that indicators that have (Chin W W, 1998) *an outer loading* value or *factor loading* of less than 0.5 will be eliminated and retested. The statistical results of the measurement model convergent validation test can be seen in the following figure:



**Figure 4.1 Indicator Whole Measurement Model**

Source: SmartPLS.4 Data Processing Results

**Table 4.7 Convergent Validity Test Results**

Variable	Indicators	Outer Loading / Factor Loading	Information
<b>FOMO (X1)</b>	FM01	0,722	Valid
	FM02	0,648	Invalid
	FM03	0,727	Valid
	FM04	0,786	Valid
	FM05	0,855	Valid
	FM06	0,764	Valid
<b>Influencer (X2)</b>	IF01	0,735	Valid
	IF02	0,844	Valid
	IF03	0,798	Valid
	IF04	0,703	Valid
	IF05	0,855	Valid
	IF06	0,836	Valid
<b>Social Influence (X3)</b>	SI01	0,783	Valid
	SI02	0,819	Valid
	SI03	0,741	Valid

Variable	Indicators	<i>Outer Loading / Factor Loading</i>	Information
	SI04	0,763	Valid
	SI05	0,767	Valid
	SI06	0,789	Valid
<b>Brand Awareness (W)</b>	BA01	0,929	Valid
	BA02	0,940	Valid
	BA03	0,107	Invalid
	BA04	-0.054	Invalid
	BA05	-0.046	Invalid
	BA06	-0.030	Invalid
<b>Intention to Buy (Y)</b>	IB01	0,811	Valid
	IB02	0,837	Valid
	IB03	0,782	Valid
	IB04	0,834	Valid
	IB05	0,729	Valid
	IB06	0,814	Valid

Source: SmartPLS.4.0 Data Processing Results

Based on Table 4.7 above, the *path diagram of the outer loading* on the measurement model on the indicator has an *outer loading or factor loading* value > 0.7, which means that all indicators are valid in measuring their constructs. Therefore, it can be concluded that the model has met the requirements for convergent validity, except for the BA03, BA04, BA05, and BA06 indicators because they have an *outer loading* value less than 0.7; then the indicators will be *dropped* from the model.

#### 4.2.1.1. Discriminatory Validity Testing

Discriminant validity is carried out to ensure that each concept of each latent variable is different from the others. The validity of the discriminator can be seen through the *Fornell-Lacker Criteria test*. Discriminant validity is good if the square value of the AVE of each exogenous construct (value on the diagonal) exceeds the correlation between the construct and the other construct (value under the diagonal) (Henseler et al, 2015). The results of the *Fornell-Larcker criterion test* were obtained as follows:

**Table 4.8 Results of the Fornell-Larcker Criterion Discriminant Validity Test**

Construct	<i>Brand Awareness</i>	<i>FOMO</i>	<i>Influencer</i>	<i>Intention to Buy</i>	<i>Social Influence</i>
<i>Brand Awareness</i>	<b>0,936</b>				
<i>FOMO</i>	0,477	<b>0,786</b>			
<i>Influencer</i>	0,578	0,656	<b>0,797</b>		
<i>Intention to Buy</i>	0,784	0,595	0,662	<b>0,802</b>	
<i>Social Influence</i>	0,581	0,622	0,644	0,710	<b>0,777</b>

Source: PLS.4 Processing Results

Based on Table 4.8 above, the results of the *Fornell-Larcker criterion test* show that the square root value of AVE for each construct is greater than the correlation value between the constructs and other constructs in the model. So that the requirements for convergent validity are met.

#### 4.2.1.1. Reliability Testing

The reliability test is carried out to determine the level of internal consistency of the indicators in measuring contractions or certain latent variables. A good reliability or questionnaire is used as a reliable and consistent research tool if *Cronbach's Alpha* value is more than 0.70 and the *Composite Reliability* value is more than 0.70. The statistical results of the reliability test can be seen in the following table: (Hair et al., 2019)

**Table 4.8 Reliability Test Results**

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Information
<i>FOMO</i>	0,858	0,859	Reliable
<i>Influencer</i>	0,844	0,847	Reliable
<i>Social Influence</i>	0,884	0,894	Reliable
<i>Brand Awareness</i>	0,888	0,891	Reliable
<i>Intention to Buy</i>	0,869	0,869	Reliable

Source: SmartPLS.3.0 Data Processing Results

Table 4.8 above shows that all variables have a value of *Cronbach's Alpha*  $> 0.7$  and the value *Composite Reliability*  $> 0.7$ , so it can be concluded that all variables or constructs have met the required reliability. Thus, the data can be

carried out to the next stage of testing, namely the evaluation of the structural model.

#### 4.3. Evaluation of Structural Models (*Inner Model*)

Structural model analysis is the second part of the *Partial Least Squares-Structural Equation Modelling* (PLS-SEM) method. Structural model analysis consists of structural model evaluation and path coefficient significance level. Structural model evaluation is carried out to ensure that the structural model built is robust and accurate. The evaluation of the inner model can be seen from several indicators, including the model fit test through *the Standardized Root Mean Square Residual* (SRMR) value and *the R-Square determination coefficient* ( $R^2$ ). The significance level of the path coefficient is used for hypothesis testing, namely, predicting the relationship between latent variables.

After the conditions in the measurement model are met, namely convergent validity, discrepancy validity, and reliability, a model fit test (*Goodness of fit model*) is then carried out. The fit of the PLS model can be seen from the *Standardized Root Mean Square Residual* (SRMR) value of the model. The PLS model is declared to have met the *criteria of Goodness of fit* if the SRMR value is  $< 0.1$ , and the model is declared a *perfect fit* if the SRMR value is  $< 0.08$ . (Bentler & Bonett, 1980)

**Table 4.9 Standardized Root Mean Square Residual (SRMR) Values**

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0,074	0,009

Source: PLS.4.0 Processing Results

The results of the *Goodness of fit model* test in Table 4.14 show that the SRMR value of the saturated model is  $0.074 < 0.08$ , and the SRMR value estimated of the model is  $0.009 < 0.08$ . Both values are smaller than 0.08. Thus, it can be concluded that the model is declared *fit* and therefore suitable for testing the research hypothesis.



#### 4.3.1. Coefficient of Determination ( $R^2$ )

The  $R$  Square ( $R^2$ ) coefficient of determination indicates how much an exogenous variable explains its endogenous variable. The value of  $R$  Square ( $R^2$ ) is zero to one. If the value of  $R$  Square ( $R^2$ ) is getting closer to one, then the independent variables provide all the information needed to predict the variation of endogenous variables. Conversely, the smaller the value of  $R$  Square ( $R^2$ ) approaches 0, the more limited the ability of independent variables to explain variations in endogenous variables. According to Chin (1998), the  $R$  Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. The results of the  $R$  Square ( $R^2$ ) determination coefficient of this study are shown in the following Table 4.8.

**Table 4.10 Value of  $R$  Square ( $R^2$ )**

Construct	R Square	R Square Adjusted
<i>Brand Awareness</i>	0,374	0,360
<i>Intention to Buy</i>	0,614	0,611

Source: SmartPLS.4.0 Data Processing Results

Based on Table 4.10 above, it is explained that *the brand awareness* variable is moderately influenced by *the FOMO, Influencer, and Social Influence* variables, which is 0.36 or 36% and the remaining 64% is influenced by other factors outside the model. Meanwhile, the *intention to buy* was strongly influenced by *the brand awareness* variable, which was 0.611 or 61.1% and the remaining 38.9% was influenced by other factors outside the model.

#### 4.4. Research Hypothesis Test Results

The analysis of the significance level of the pathway coefficient in PLS-SEM was carried out using *the bootstrapping technique*, which aims to determine the direction of the relationship and the significance of the relationship between exogenous latent variables and endogenous latent variables. The assessment of the relationship between exogenous latent variables and endogenous latent variables

was carried out by looking at t-statistical values or p-values. The decision-making in the PLS-SEM analysis for the one-way hypothesis with a 5% significance test is if the value  $|t\text{-statistic}| > 1.645$  or a significance value (p-value)  $< 0.05$ , then reject H0 or accept H1. On the other hand, if  $|t\text{-statistic}| \leq 1.645$  or a significance value (p-value)  $\geq 0.05$ , then accept H0 or accept H1. (Chin W W, 1998)

**Table 4.11 Hypothesis Testing Results**

Hypothesis	Relationship	T Statistics	P Values	Conclusion
H1	<i>FOMO -&gt; Brand Awareness</i>	1.959	0.050	Not Influential
H2	<i>Influencer -&gt; Brand Awareness</i>	1.190	0,234	Not Influential
H3	<i>Social Influence -&gt; Brand Awareness</i>	1.544	0,123	Not Influential
H4	<i>Brand Awareness-&gt; Intention to Buy</i>	17.594	0.000	Significant Impact

Source: SmartPLS.4.0 Data Processing Results

Based on the results of the hypothesis testing between variables listed in Table 4.11 above, it can be explained as follows:

Based on the results of the H1 hypothesis test, it can be seen that the *Fear of Missing Out* (FOMO) variable does not have a significant effect on *brand awareness*. This is shown by the T-statistical value of 1.959 with a p-value of 0.050, so H1 is unacceptable. This means that FOMO is not strong enough in driving increased brand awareness among consumers in the context of this study. A possible cause is that the fear of being left behind (FOMO) influences direct consumption behaviors more, rather than in the early stages, such as awareness. This suggests that an urgency-based strategy or social trend needs to be supported by a more explicit branding approach. Therefore, companies need to align FOMO content with clear brand messages in order to effectively build awareness.

The H2 hypothesis shows that influencer marketing also does not have a significant influence on brand awareness, with a T-statistic value of 1.190 and a p-value of 0.234. A p-value well above 0.05 indicates that the effect of influencers on

brand awareness is not strong enough in the context of this study. This can be due to a lack of credibility or linkage between the influencer being used and the brand's target audience. In addition, the effectiveness of influencers also depends heavily on communication styles and the followers' level of trust. If influencers are not perceived as authoritative in the product category, then brand awareness is difficult to form. Therefore, influencer selection should be based on the suitability of the audience's values and characteristics, not just the number of followers. A more relevant and authentic collaboration strategy is needed to increase the effectiveness of promotion through influencers.

For Hypothesis H3, the results showed that social influence also had no significant effect on brand awareness, with a T-statistic of 1.544 and a p-value of 0.123. This means that the influence of social environments, such as friends, family, or community, has not been able to increase consumer awareness of the brand in a meaningful way. Social factors do have great potential in shaping opinions and preferences, but in this context, they are not strong enough to influence the early stages, such as awareness. One possible reason is that consumers may rely more on information from digital media or personal experiences than on social recommendations. Therefore, it is important for companies to strengthen brand communication channels that directly reach consumers. Increased exposure and consistent brand experience can be an alternative to growing brand awareness more effectively than relying solely on social media.

The results of the H4 Hypothesis test showed that brand awareness had a significant effect on intention to buy, with a very high T-statistic of 17,594 and a p-value of 0.000. This confirms that when consumers already know and remember the brand, they are more likely to have the intention to buy. These findings are in line with various theories of consumer behavior that state that brand awareness is the first step in the purchase decision process. Brand awareness creates familiarity and trust, which is the basis for consumers to take buying action. Therefore, while factors such as FOMO, influencers, and social influences do not directly increase awareness, when awareness is formed, the impact on purchase intent is huge.

Marketing strategies should be focused on systematically and continuously increasing brand awareness to drive higher purchase conversions.

## **4.5. Discussion**

### **4.5.1 The Effect of *Fear of Missing Out (FOMO)* on Brand Awareness**

Based on the results of the H1 hypothesis test, it is known that the Fear of Missing Out (FOMO) variable does not have a significant influence on brand awareness, shown by a T-statistic value of 1.959 and a p-value of 0.050. Although the value is at the threshold of significance, this result is still categorized as insignificant. This suggests that the psychological drive to stay out of trend (FOMO) is not yet strong enough to drive an increase in brand awareness directly. In the context of digital marketing theory, FOMO usually serves as a trigger for a quick response to a limited promotion or event, rather than to build long-term awareness. Therefore, FOMO tends to be more effective in tactical strategies, such as flash sales or countdown offers, than in building a solid brand image. Other factors such as brand consistency, quality of visual communication, and digital storytelling tend to have a greater influence on brand awareness. This shows that FOMO needs to be combined with stronger brand communication elements to have an impact on awareness.

Theoretically, FOMO is associated with urgency and short-term emotional arousal in consumer behavior. According to Balakrishnan et al. (2021), FOMO is more impactful on impulse buying than on brand awareness formation. Similarly, a study by Chotpitayasunondh & Douglas (2020) found that while FOMO increased online engagement and browsing behavior, it did not significantly elevate brand memory or recognition. Another relevant study by Pradhan et al. (2020) concluded that FOMO was effective in driving promotional response but lacked influence in fostering lasting brand connection, affirming that FOMO works best for conversion-oriented objectives. These studies reinforce the notion that FOMO acts more as a behavioral trigger than a brand-building mechanism. Consequently, frequent and unbalanced use of FOMO could risk diminishing brand trust if not supported by authentic brand value and narrative consistency. In practical terms,

these results provide important implications for marketers in designing digital campaigns. Instead of relying excessively on FOMO content to increase awareness, companies should focus on creating informative, educational, and relevant content that builds long-term trust. User testimonial-based campaigns, creative collaborations with other brands, and visual storytelling have greater potential to effectively shape brand awareness. For example, companies can use FOMO strategies as part of limited promotions in the context of new product launches, while still maintaining a brand image through quality content. Research by Youn & Shin (2022) also supports this, where it is stated that FOMO only has a significant impact on the perception of urgency, but does not directly increase brand recall. Therefore, the FOMO approach should be a complement, not a core strategy, in building brand awareness.

The results show that FOMO does not have a significant influence on brand awareness, either statistically or in a theoretical framework. This signifies that companies cannot fully rely on FOMO strategies to increase brand recognition by consumers. To build brand awareness in a sustainable manner, it is necessary to implement a more strategic approach, such as brand message consistency, long-term emotional engagement, and the credibility of the source of information. FOMO can still be used in the context of short-term promotions to create urgency, but it must be balanced with an in-depth and authentic brand communication strategy.

#### **4.5.2 Influence *Influencers Towards Brand Awareness***

Based on the results of the H2 hypothesis test, it is known that influencer marketing variables do not have a significant influence on brand awareness. This is shown by the T-statistical value of 1.190 and the p-value of 0.234, which is far above the significance threshold of 0.05. This means that the existence of influencers in the context of this study has not been able to increase consumer awareness of brands effectively. These results show that although influencers are often used in digital marketing strategies, their effectiveness in shaping awareness cannot be considered automatically successful. It could be that factors such as the

mismatch between the characteristics of the influencer and the target audience, or the low credibility and engagement of influencers with the product, are the main causes. Influencers who are not authentic or only engage in endorsements without an emotional connection to the brand are less likely to create a strong impact on consumers' minds. Therefore, the influencer marketing approach must be more strategic and selective if it is to be used to increase awareness.

Theoretically, influencer marketing has great potential in shaping public perception of a brand, especially through mechanisms of social identification and opinion leadership. However, according to a study by Djafarova & Trofimenko (2021), the effectiveness of influencers depends heavily on followers' perceptions of authenticity and trustworthiness. When influencers lack a strong relationship with their audience or are seen as overly commercial, their promotional efforts tend to lack credibility. This aligns with findings from this study that influencers did not significantly impact brand awareness. Supporting this, Widjaja et al. (2020) found that influencer endorsement only effectively influenced brand image when the influencer was perceived as credible and congruent with the brand's values. Similarly, research by Ariyanti & Kurniawan (2020) demonstrated that the mere number of followers does not significantly affect brand awareness unless accompanied by meaningful engagement and personalized content. In the framework of Integrated Marketing Communication Theory, building brand awareness requires not just frequency of exposure, but also message consistency and relevance—elements not always present in influencer-based campaigns. Therefore, the use of influencers must be aligned with brand identity and supported by strategic planning to maximize its effect on awareness.

Practically, this result is a warning for marketers not only to pursue exposure in collaboration with influencers. Many brands are stuck using influencers due to large followers, without considering the quality of engagement or audience suitability. In fact, micro-influencers with a smaller reach but who have a close relationship with their followers can be much more effective in building awareness authentically. In addition, collaborative content that is educational, storytelling, and based on personal experience tends to be more effective than just regular

endorsements. Research by Sudha & Sheena (2020) states that influencers who actively interact with followers and display original content have more impact on brand awareness. Therefore, influencer marketing strategies need to be redesigned so that they are not only cosmetic but also actually convey a strong and consistent brand message.

Influencer marketing in this study did not show a significant influence on brand awareness, either statistically or in theoretical reviews. This indicates that not all forms of promotion through influencers will succeed in building brand awareness, especially if they are not supported by the right selection strategy. To create effective awareness, collaboration with influencers who have value and credibility is needed in accordance with brand positioning. Strategies that focus on authenticity, engagement, and relevance of messages will be more effective in the long run than relying solely on pseudo-popularity. Therefore, companies must be more selective and strategic in designing influencer campaigns if the goal is to build strong and sustainable brand awareness.

#### **4.5.3 Influence of Social Influence on Brand Awareness**

Based on the results of the H3 hypothesis test, it is known that the social influence variable does not have a significant influence on brand awareness, with a T-statistical value of 1.544 and a p-value of 0.123. A p-value that exceeds the significance limit of 0.05 indicates that the social influence of others, such as friends, family, or community leaders, is not strong enough to shape consumer awareness of the brand in this study. This could be due to a shift in consumer behavior that is now more independent in seeking information through digital media, instead of relying solely on social recommendations. In the digital age, consumers have direct access to brand information, user reviews, and visual content that influences awareness faster and more widely than traditional word-of-mouth. Therefore, social influence is not always the main determinant in creating brand recalls, especially in product categories that rely heavily on identity or personal preferences. Other factors, such as digital experiences, creative content campaigns, and storytelling power, tend to be more dominant. As such, companies need to adapt

their branding approach to more individualistic and digital-oriented consumer behavior trends.

Theoretically, social influence is indeed an important element in consumer behavior theories such as the Theory of Planned Behavior (Ajzen, 1991), where subjective norms of the social environment can influence attitudes and decisions. However, in the context of brand awareness, social influence tends to have a greater impact on value perception and purchasing decisions than on initial brand awareness formation. A study by Lee and Eastin (2021) states that social influence is more relevant in the evaluation stage of consumer decisions, not in the exposure or awareness stage. Supporting this view, research by Fitriani & Hartono (2020) concluded that peer influence has a limited role in forming awareness, especially for tech-savvy consumers who rely more on digital search and content. Similarly, the findings of Pratama & Nugroho (2020) showed that although social environments contribute to brand trust, they are not strong predictors of brand recall. These results suggest that while social influence may enhance perceived credibility, it does not significantly affect the initial recognition of a brand unless supported by digital amplification. In today's marketing context, awareness is often generated through visually rich and consistently presented online content rather than informal recommendations. Thus, this study confirms the idea that social influence works better as a supporting factor rather than a leading mechanism in building brand awareness. Therefore, marketers should prioritize digital-first strategies for creating awareness while utilizing social influence to reinforce brand perception later in the consumer journey.

Practically, companies should not rely entirely on word-of-mouth or social influence in building brand awareness. While testimonials from people close to you can increase trust, this strategy needs to be combined with more massive and measurable approaches such as digital advertising, social media activation, and collaborations with content creators. Engaging visual campaigns and interactive content have greater potential to create broad and deep brand exposure. Moreover, modern consumers tend to conduct independent searches and judge brands from their online experience as well as their digital reputation. Research by Hidayat &



Karunia (2022) shows that visual branding and brand presence on social media have a more significant influence on awareness compared to social recommendations. Therefore, social approaches should be used as a complement to strengthen brand values after awareness is formed.

The results of this study show that social influence does not have a significant effect on brand awareness. In the current context, consumers are more influenced by direct digital channels than social opinions in shaping brand awareness. Therefore, awareness-building strategies need to be focused on more proactive and digital efforts such as social media campaigns, creative content, and visual exposure. Although social influence remains important in strengthening purchasing decisions, its role in the early stages, such as awareness, has proven to be less dominant. Companies need to invest in digital strategies that are able to reach consumers widely and consistently to strengthen brand recognition amid market competition.

#### **4.5.4 Influence *Brand Awareness Towards Intention to Buy***

Based on the results of the H4 hypothesis test, it was found that brand awareness has a significant influence on intention to buy, with a T-statistic value of 17.594 and a p-value of 0.000. A p-value well below the significance limit of 0.05 indicates that the relationship between brand awareness and purchase intent is very strong and statistically significant. This means that the higher a person's level of brand awareness towards a brand, the more likely they are to make a purchase. In the context of consumer behavior, awareness is the initial stage in the decision-making process and is the main requirement before consumers consider a product. Consumers tend to only buy products that they recognize and trust, so building awareness is crucial in marketing strategies. Therefore, companies must strive to keep their brand in the minds of consumers through various effective communication channels. This result provides a strong foundation for companies to make brand awareness a priority in marketing campaign planning.

Theoretically, these results support the concepts of the AIDA Model (Attention, Interest, Desire, Action) and the Hierarchy of Effects Model, which

states that brand awareness is a prerequisite for generating interest and ultimately generating a purchase action. Research by Keller (2021) also confirms that brand awareness not only builds brand recognition but also creates positive associations that can increase value perception and trust. Consumers who are aware of a brand tend to have a higher assessment of the quality and relevance of the product. In addition, awareness also influences the evaluation of alternatives in the consideration stage, where unknown brands are almost never chosen. Therefore, the results of this study reinforce the importance of a consistent and repeatable branding strategy in creating a long-term influence on purchasing decisions. Awareness is not only about existence, but also about the emotional and cognitive influence that is instilled through continuous communication.

Practically, companies must place brand awareness as a key indicator of marketing success. Digital campaigns such as paid advertising, SEO, social media marketing, and content marketing should be geared towards creating broad and repeatable exposure to consumers. The use of visual branding, consistent slogans, and authentic brand stories can strengthen consumer recall of the brand. In addition, previous positive customer experiences can also strengthen awareness organically through word-of-mouth or online reviews. Research by Rahi et al. (2022) states that brand awareness has a high correlation with repurchase and customer loyalty, especially in product categories that have high emotional engagement. Therefore, companies need to invest long-term investments in long-term branding activities, not only to attract new consumers but also retain existing ones. An effective awareness strategy will increase purchase opportunities and strengthen the brand's position in the market.

The results of this study prove that brand awareness has a significant effect on intention to buy. This shows that increasing consumer awareness of brands is an important step in influencing purchasing decisions. Both from a theoretical and practical perspective, awareness has proven to be a strong foundation for building long-term relationships with consumers. Therefore, companies must actively and consistently manage their branding strategies so that their brand is always present

in the minds of consumers. High brand awareness not only drives purchases but also strengthens loyalty and expands market reach.