



Perfume Influencers Impact on Customers' Purchase Decision of HMNS Perfumery

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ABSTRACT: Nowadays, due to the fast growth of social media, the number of people using social media increases day-by-day. Influencer is one marketing strategy that has been used by marketers to strengthen brands' reputations. Hence, the use of digital platforms as a marketing channel has increased. Influencer marketing has been observed whereby well-known social media users are employed by brands to promote their products. However, the problem in the perfume industry's marketing is that it differs from other things in that its function and utility can be proved and seen easily, whereas it does not apply in the perfume industry. Fragrance is considered to be a personal preference. Online descriptions rarely correspond to what the consumer imagines. Customers will not know how the perfume smells unless they read other people's reviews on the internet. Therefore, the author wants to delve more into the impact of those people who are known as perfume influencers evaluations on HMNS brand consumer purchase decisions. This study was created to fill this gap. The purpose of this study is to explore the effect of social media influencers on HMNS Perfumery customer's decision in purchasing perfume. This paper adopted the Ohanian model of source credibility since the authors aim to examine association between SMIs' perceived attractiveness, trustworthiness, and expertise. For perfume influencer there is also one competence which the author assumes is needed to have, which is storytelling competence. The relationship between brand image and purchasing decision of perfume was then also investigated. The survey method was used as the research method. Online questionnaire was employed to gather primary data from the respondents in Indonesia. A total of 265 sample HMNS Perfumery customers participated in the survey and collected data was analyzed using PLS-SEM analysis with WarpPLS 8.0 software. Trustworthiness and expertise were found to have substantial impacts to increase brand image. Meanwhile, attractiveness and storytelling competence is not significant for the brand image increase. The results also showed that there was a favorable connection between brand image toward perfume influencers and their decisions to purchase fragrances. In addition to highlighting the study's contributions to theory and practice, this paper also emphasizes those contributions.

KEYWORDS: Brand Image, Influencer Marketing, Perfume Influencer, Purchase Decision, Source Credibility, Storytelling Competence.

INTRODUCTION

The WHO classified COVID-19 an emergency in 2020. Indonesia imposed a wide-ranging social restriction to stop the spread of the Coronavirus. To survive, businesses must develop new tactics and go online. The perfume and fragrance industries are prospering. Christian Dior's fragrances and cosmetics division saw a profit increase in 2021. The business unit's organic revenue grew 27% from 2020 to 2021, bringing in over \$7.25 million. During the pandemic, perfume sales soared. Customers want longer-lasting smells. Current technology lacks smell-o-vision. Despite this, the scent community is thriving. By narrating a story about ambrette, bergamot, or sea-like aroma, you'll bring back reader's recollections. For the customer to be able to know the scent, they read reviews online, whether it is an influencer or customer reviews.

Customer reviews have overtaken the reach and power of traditional media marketing. To gain and retain online customers, organizations must understand their behaviors and anticipate any changes. When selling online, perfume companies must preserve their brand identities online. Consumers need personal experience and external environment-based product information before buying. People's fragrance preferences are influenced by personal experience and environmental factors. When browsing the website or social media. The nicer evaluations a customer receives, the more he wants to try it. When information volume reaches a certain level, customers begin assessing and evaluating, then compare and judge before buying (Bhakar et al., 2013).



Consumers always seek trusted sources before making a purchase. Social media influencers (SMIs) may earn many followers by sharing online (204.57 million daily users; Statista, 2022). Perfume influencers utilize these networks to establish fan communities and share advice. Before submitting a review, internet opinion leaders would use the product to show how it fit their lifestyle.

A. Company Profile

HMNS (pronounced Humans) is an Indonesian perfume company that specializes on scent items. HMNS was formally created in June of 2019. Rizky Arief Dwi Prakoso, CEO & Founder of HMNS, entered the fragrance sector for a variety of reasons, including his own discomfort. Rizky's previous job required him to interact with a wide range of people, and he finds it difficult to choose an appropriate fragrance for meeting those clients. There is also no high-quality, locally created perfume that can compete on a global scale. HMNS sought a perfumer with twenty years of experience in order to create a fragrance that was both approachable and exquisite. As a result, HMNS put the company online. HMNS has been developing a perfume with the motto "made for humans" in order to reduce wasted spending.

B. Problem Identification

HMNS started online and used tiny influencers (under 10.000 followers) to advertise their fragrance. Perfume consumers rely on verbal and visual fragrance descriptions. Consumers are captivated by a fragrance they discover online for a variety of reasons, including the packaging, parallels to a person they respect, or the perfume's description. Customers prefer to physically inspect items before buying them because they can't smell or taste online. The pandemic has driven fragrance companies that were sluggish to adopt e-commerce to expand their digital services. One scent segment is booming. Several things can produce this trend.

Therefore, consumers' desire to acquire a given fragrance will be impacted by the perfume brand, the customers' prior experiences with comparable perfumes, and the perfume influencer's evaluation of the scent. Before buying online, they read reviews. As consumer behavior shifts, buying fragrance online can be hit or miss for individuals unaware of quality and aroma characteristics. The author wants to discover how effective perfume influencers are in the fragrance market and how they affect online purchasing decisions, especially for HMNS Perfumery.

C. Research Questions

Based on the research background, this research has several questions to be analysed as follow below:

1. What is the current customer's behaviour towards online perfume purchase?
2. What factors encourage the purchasing of perfume online?
3. Does Perfume Influencer influence the customers to purchase the products?

LITERATURE REVIEW

A. Digital Scent Marketing

Marketers must modify their strategy now that company is multichannel. Digital marketers are finding it tougher to capture consumers' attention as their attention spans shorten. Marketers must use new technologies, not only flashy colors, logos, films, and website design. Replicating a product's fragrance online is tough. Only touch can describe fragrance. Marketers utilize fragrances to help shoppers develop product links. Unexperienced customers may misdescribe aromas. Multimodal stimulation is needed to reinvigorate consumers' olfactory senses. Digital marketers can display graphics or videos with emotional descriptions to evoke a product's fragrance or taste (Griffith, 2020).

B. Perfume Influencer

Fragrance is a popular cosmetic used to enhance sensory characteristics and identify a person or thing (Gonçalves et al, 2013). A fragrance influencer recommends their favorite scent. Perfume influencers work in a niche, high-end market and can be great brand partners because they are fragrance experts (Barnett, n.d.). S. Ballay and Hanifah (2017) said describing smells visually is difficult. Perfumers' jargon might be confusing. Describe a fragrance in numerous ways. Others use pictures, not words. For example: "It reminds me of vanilla or chocolate-flavored coffee". By using this words, the buyer can only imagine the fragrance as chocolate. As Tannor, (2017) explaining how to describe smell:

- Make impressions or feelings during smelling experience



- Use adjectives and verbs
- Borrow from the other scents to explain a fragrance
- Visualize what the scent does

C. *Storytelling in Advertising*

Storytelling is an excellent advertising format for communicating messages (Padgett & Allen, 1997). According to Till and Busler (2000), storytelling's popularity and talents influence customers' purchasing decisions. In traditional advertising, celebrities and experts are enticing speakers. Kang, Hong, and Hubbard (2020) suggest that there are new ad forms, storytelling advertising, such as leveraging a person's story, and the audience's job is to embrace themselves as characters in a tale. (a) the founder's (CEO's) narrative, (b) the consumer's tale, and (c) the non-story informational ad (Hong & Cho, 2016).

D. *Influencers' Source of Credibility*

Marketing has always relied on trustworthiness (Dwivedi et al., 2018; AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour, AL-Haddad, 2021). Credibility impacts if customers embrace a message and if it influences their decisions. Advertisers utilize celebrity endorsers to persuade people to buy their brands (Goldsmith et al., 2019). High-level notion with three subdimensions: Trust - the recipient's confidence in the source; Expertise - the sender's expertise; Attractiveness - the sender's ability to sell the service or product (Ahmed & Sallam, 2012; Gotlieb & Sarel, 1991; Sharif & Ahmad, 2016; Goldsmith et al., 2019; Manideep, A Sai., 2020).

Attractiveness: Attractiveness helps get fans and credibility. By beauty, they imply visual communication that grabs consumers' attention (Li et al, 2021). Using attractiveness was also prompted by the increased usage of celebrities as endorsers for businesses, services, and/or social concerns (Baker and Churchill 1977; Caballero, Lumpkin, and Madden 1989; Caballero and Solomon 1984; DeSarbo and Harshman 1985; Patzer 1983; Ohanian, 1990).

Trustworthiness: The level of trust and loyalty between customers and their influencers affects the sustainability of their connection, sales, advertising, brand image, brand loyalty, corporate image, and corporate loyalty (Hussain et al., 2020). Studies show that SMEs lose faith in their sponsors under specific scenarios. If the influencer's audience believes they are being spammed with sponsored content or if that content is low quality (template photos, mistakes), they may conclude that the influencer is not using the product and is abusing their trust to make money (Hudders et al., 2020; Konstantopoulou, Rizomyliotis, Konstantoulaki, and Badahdah, 2019; Balaban, et al, 2021)

Expertise: Expertise means delivering what's promised (Jeng, 2016; Sallam, 2014; Hussain et al., 2020). Isabel Morteo (2018) says an expert's organizational standing earns them respect and visibility from subordinates. If followers don't regard an influencer as informed and competent, they won't treat them as an authority (Schouten et al., 2019; AlFarraj et al., 2021). Influencers who have established trust and are regarded as "experts" in their fields (e.g., "Beauty Gurus" in the beauty industry and "Perfume influencer" in the fragrance industry) have a large number of devoted followers, and when the influencer reviews a product, the followers tend to believe it and have elevated purchasing intentions. Social media influencers can alter brand image and client loyalty.

E. *Brand Image*

According to Coaker (2021), Tharpe (2014), Simonson and Schmitt (2009), and Wardhana, brand image is a reinterpretation of consumer and brand experiences (2022). Perceptions of a brand's functional and psychological features (Martineau, 1959) contribute value by easing information processing, setting the brand apart from competitors, driving desire to buy, eliciting favorable feelings, and sparking additional product innovation (Aaker, 1991). Positive brand impressions enhance repeat purchases, according to Mcpheron and Wardhana (2022). Not just marketers may provide product information: competitors, retailers, influencers, and customers. A consumer's experience during a buying experiment can influence their view of a previously purchased item.

F. *Online Purchase Decision*

Actions, ideas, and feelings influence consumers' tendency to buy. Consumers build views and learn about a product through their purchases. Before making a purchase, a customer must consider several aspects. According to Zeeshan (2013), brand image affects men's purchase decisions. Brand awareness increases clients' purchase decisions (Tih & Lee, 2013; Akbariyeh et al, 2015). This shows brand image affects buying intent. The intricacy of a buying choice allows the consumer to change their mind based on factors like price or product quality and value. Customers may be impacted by internal or external impulses during the buying process (Gogoi, 2013; Akbariyeh et al, 2015).



RESEARCH METHODOLOGY

Positive study uses quantitative methods. The study focused on perfume influencers since they affect customers' buying decisions and HMNS' brand image. Because the study's authors regarded the participants picked by experienced researchers based on the sample's unique characteristics and attributes, they used judgemental sampling. Data collected from self-completed questionnaires. The questions were adapted from published information, which added credibility. The first section of the query screens out customers prompted to buy Indonesian native perfume by an influencer. Second, we asked about your age, gender, and education level. The third and fourth parts provided regional perfume facts. The fifth through tenth sections include reviews, attractiveness, trustworthiness, knowledge, brand image, and purchasing decisions. Respondents were asked to rate their agreement with each item on a 5-point Likert scale. The features considered guided categorisation into six groups. The questions aimed to determine the association between Storytelling Competence, Attractiveness, Trustworthiness, and Expertise and Purchase Decision. Image and experience mediated this association.

A. Data Analysis

In order to determine how the different variables in the study are related to one another, structural model testing with Partial Least Square (PLS) was carried out. According to Hair et al. (2017), PLS-SEM has a concept in multivariate statistical analysis that is almost the same as PLS regression. One of the methods for structural model analysis is called Partial Least Square, or PLS for short. PLS-SEM is quite popular since it does not rely on any assumptions that are common to multivariate analysis, such as the assumption of normality (Hair, et al., 2016). PLS analysis is performed in two stages: the first step involves assessing the outer model, also known as the construct model. The second stage involves evaluating the inner model (structural model). In this particular investigation, the PLS-SEM analysis was performed with the WarpPLS 8.0 software.

RESULT AND DISCUSSION

This study examined HMNS perfumery. The researchers design the first questions to exclude unqualified responses. Only 204 of 342 responses met all eligibility requirements. The second filtration leaves 178 females and 32 men, or 84.8% female and 15.2% male. According to the poll, 55.7% of respondents were between 26 and 35. 18-23-year-olds made up 40.5% of respondents. This fits HMNS's target group of young people and young executives just starting their careers and concerned about their looks and fragrance. 56.7% of respondents are employed, while 37.1% and 7.1% are students or freelancers. Most respondents fit HMNS's target market, research shows.

While asked what to consider when buying perfume, most respondents said the pyramid of smells or fragrance notes is most important. Citrus, jasmine, vanilla, amber, patchouli, and cedar wood were mentioned. The cost is the second factor to consider while choosing a perfume. This is similar to the last response about why people buy perfume online. Third and fourth are brand and packaging. Respondents learnt about local perfume companies largely from social media platforms (68.3%) and online marketplaces (20.7%). Third is word-of-mouth from friends, relatives, and perfume enthusiasts, with only 1% from offline sources like drug stores, bazaars, or offline concept stores. This relates to unpleasant customer experiences and the idea that most local perfume products lack physical outlets, preventing customers from testing the product before buying.

A. Outer Model

Convergent Validity Evaluation

Evaluation of convergent validity determines if study indicators or questions accurately reflect latent variables. Outer loading illustrates measurement item association with measured variables. Each indicator's outer loading value is evaluated. Some statisticians say the indicator is legitimate if the outer loading value is significant at = 5% (p-value 0.05). (Kock, 2013). The outer loading value of the convergent validity test for each research variable is presented in the following table:

Variable	Item	Loading Factor	Std. Error	Expert
Fragrance Notes	Fragrance.1	1.000	0.057	<0.001
Storytelling	Story.1	1.000	0.057	<0.001



Visualization	Visual.1	1.000	0.057	<0.001
With Verb and Adjective	Verb.1	1.000	0.057	<0.001
Referring Other Perfume	Refer.5	1.000	0.057	<0.001
Attractiveness	Att.1	0.427	0.064	<0.001
	Att.2	0.862	0.059	<0.001
	Att.3	0.903	0.058	<0.001
	Att.4	0.865	0.059	<0.001
Trustworthiness	Trust.1	0.821	0.059	<0.001
	Trust.2	0.913	0.058	<0.001
	Trust.3	0.889	0.058	<0.001
Expertise	Expert.	0.834	0.059	<0.001
	Expert.	0.873	0.058	<0.001
	Expert.	0.858	0.059	<0.001
	Expert.	0.766	0.060	<0.001
Brand Image	Image.1	0.782	0.059	<0.001
	Image.2	0.874	0.058	<0.001
	Image.3	0.873	0.058	<0.001
	Image.4	0.801	0.059	<0.001
	Image.5	0.800	0.059	<0.001
Purchase Decision	Purchase.1	0.182	0.067	0.003
	Purchase.2	0.846	0.059	<0.001
	Purchase.3	0.838	0.059	<0.001
	Purchase.4	0.873	0.058	<0.001
Prior Experience	Exp.1	1.000	0.057	<0.001

All outer loading values of the measuring items have a p-value (5%), hence all study variables have valid items based on convergent validity standards. The construct's reliability was tested. Further evaluation was carried out to test the reliability of the construct.

Construct Reliability Evaluation

Construct reliability testing determines if research question items accurately measure research variables. Reliability is the extent to which an indicator/question item tested on the same object produces the same data analysis results. PLS test results are analysed for construct reliability. If the composite reliability score is more than 0.7, the variables in the study contain reliable indicator/question



items (Hair, et al., 2017), hence subsequent research on the same thing will give comparable results. The composite reliability value in this study is described in Table below:

Variable	Composite Reliability
Fragrance Notes	1.000
Storytelling	1.000
Visualization	1.000
With Verb and Adjective	1.000
Referring Other Perfume	1.000
Attractiveness	0.861
Trustworthiness	0.907
Expertise	0.901
Brand Image	0.915
Purchase Decision	0.808
Prior Experience	1.000

Table above shows that each variable in this study has a composite reliability value ranging from 0.808 to 1.000. The composite reliability value of each variable is greater than 0.7 meaning that each variable in this study already has reliable/reliable indicator/question items.

B. Inner Model

Corrected Determination Coefficient Evaluation (Adjusted R²)

In this study, the adjusted coefficient of determination is utilized to examine exogenous variables' effect on endogenous variables. Cohen et al. (2007) proposed using the corrected coefficient of determination to eliminate model bias. PLS's number of adjusted determination coefficients depends on endogenous factors. Brand Image and Purchase Decisions are endogenous factors in this study. The Adjusted R² value for each endogenous variable is presented in Table below.

Variable Endogen	Adjusted R ²
Brand Image	0.735
Purchase Decision	0.737
Average Adjusted R ²	0.736

The corrected coefficient of determination (adjusted R²) for brand image is 0.735. The value of 0.735 means that the storytelling, attractiveness, trustworthiness, and expertise variables are able to explain the brand image variable by 73.5% and the remaining 26.5% is explained by other variables outside the research. Meanwhile, the corrected determination coefficient (adjusted R²) for the purchase decision is 0.737. The coefficient of 0.737 means that the brand image variable, as well as the prior experience moderating effect is able to explain the purchase decision by 73.7% and the remaining 26.3% is explained by other variables outside the research.

The average adjusted R² in the structural model is 0.736 which indicates that the overall research model can be explained by 73.6% of the research variables, while the remaining 26.4% is explained by other variables outside the research. According to Ghazali



(2014) an adjusted R2 value of more than 25% indicates a close relationship between the variables in the study, so that it can explain the structural model well.

Evaluation of Goodness of Fit

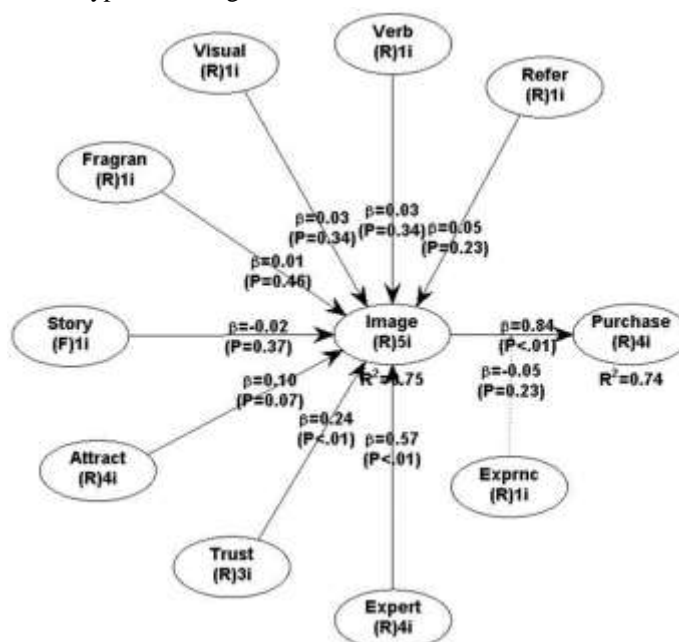
Kock's references can help you evaluate PLS fit using warpPLS (2013). The goodness of fit criteria for the structural model for Partial Least Square (PLS) using warpPLS are Average R-squared (ARS), Average Adjusted R-squared (AARS), Tennenhaus Goodness of Fit (TGoF), Sympson's Paradox Ratio (SPR), R-squared Contribution Ratio (RSCR), and Statistical Suppression Ratio (SSR). Table 4.4 shows Kock (2013)'s goodness-of-fit and cut-off values for warpPLS.

No	Criteria	Cut-off	Results	Desc
1	Average R-squared (ARS)	p-value ≤ 0,05	<0.001	Model Fit
2	Average Adjusted R-squared (AARS)		<0.001	Model Fit
3	Tennenhaus Goodness of Fit (TGoF)	small ≥ 0.1, medium ≥ 0.25, large ≥ 0.36	0.799	Large Fit
4	Sympson's Paradox Ratio (SPR)	Acceptable if ≥ 0.7, ideally = 1	0.900	Model Fit
5	R-squared Contribution Ratio (RSCR)		0.997	Model Fit
6	Statistical Suppression Ratio (SSR)	Acceptable if ≥ 0.7	1.000	Model Fit

Based on the opinion of Kock (2013), a structural model is said to be good if at least 1 criterion is met. The value of the goodness of fit criteria resulting from the PLS analysis in this study is explained in Table 4.4. Based on Table above it can be seen that the assessment on each goodness of fit criterion has met the cut-off so that based on the six existing criteria, it can be concluded that the structural model used in this study is good (fit) and can be used in further studies.

Research Hypothesis Testing

After analyzing fit, the structural model's influence is tested. This study tests five direct-effect hypotheses, one indirect-effect hypothesis, and one moderating-effect hypothesis. Figure below shows the direct effect model without moderating variables.





The image above displays a structural model that shows the influence of storytelling, attractiveness, trustworthiness, and competence on brand image, as well as brand image's influence on purchase decisions. The table below explains the direct influence test findings.

Direct Effect	β	Std. error	p-value
Fragrance Notes towards brand image	0.007	0.069	0.460
Storytelling towards brand image	-0.023	0.069	0.370
Visualization towards brand image	0.029	0.068	0.338
With Verb and Adjective towards brand image	0.029	0.068	0.338
Referring Other Perfume towards brand image	0.051	0.068	0.229
Attractiveness towards brand image	0.101	0.068	0.069
Trustworthiness towards brand image	0.242	0.066	<0.001
Expertise towards brand image	0.571	0.062	<0.001
Brand image towards purchase decision	0.840	0.059	<0.001

Table above shows the results of testing the direct effect on the model without moderating variables. β in Table shows the path coefficient indicating the direction and magnitude of the influence of the exogenous variables on the endogenous variables, std. error. indicates the standard error value, the p-value indicates the probability value of the test results to be compared with the error level (α) in this study, which is 5%. The test results in Table show that fragrance notes, storytelling, visualization, with verbs and adjectives, and referring to other perfumes have not proven to have a significant effect on brand image, seen from a p-value greater than 5%. Similar results were also obtained for the attractiveness variable with a p-value (0.069) greater than 5%, so that it can be stated that there is no significant effect of attractiveness on brand image. In contrast to the influence of trustworthiness and expertise which has been proven to have an impact on brand image, Table 5.5 shows that a culture of trustworthiness and expertise has proven to have a significant effect on the performance of health professionals directly which is explained by a p-value which is much smaller than 5% (<0.001). The path coefficient on the effect of trustworthiness and expertise on positive brand image (0.242 and 0.571) means that the better the trustworthiness and expertise of the influencer, the brand image of the product being promoted will increase, and vice versa. Brand image in this study was found to have a significant effect on purchase decisions seen from a p-value that is smaller than 5%. The coefficient of path brand image to purchase decision is positive (0.840) indicating that the better the brand image of a product, the consumer's decision to buy the product will increase.

Next, examine the indirect effect hypothesis. Sobel test indirect effects. Multiplying the route coefficient of the independent variable and the mediating variable with the path coefficient of the mediating variable and the dependent variable gives the indirect effect. Indirect effects are tested using the Sobel p-value. In this study, storytelling, beauty, trustworthiness, and competence impact purchasing decisions through brand image. Table below shows indirect effect test results.

Indirect Effect Testing	β	S.E	p-value
Fragrance Notes → Brand image → Purchase decision	0.006	0.049	0.452
Storytelling → Brand image → Purchase decision	-0.019	0.049	0.347
Visualization → Brand image → Purchase decision	0.024	0.048	0.310
With Verb and Adjective → Brand image → Purchase decision	0.024	0.048	0.309



Referring other perfume → Brand image → Purchase decision	0.043	0.048	0.189
Attractiveness → Brand image → Purchase decision	0.084	0.048	0.040
Trustworthiness → Brand image → Purchase decision	0.203	0.047	<0.001
Expertise → Brand image → Purchase decision	0.480	0.044	<0.001

Table above shows the path coefficient of the indirect effect (β), standard error (S.E), and the p-value of the Sobel test. Based on the results of the indirect effect test in Table 4.7, it was found that the indirect effect of fragrance notes, storytelling, visualization, with verbs and adjectives, and referring other perfumes on purchase decisions through brand image was not proven to be significant, indicated by a p-value that was equal to or greater than 5 %. Different results are found in the indirect effect of attractiveness, trustworthiness, and expertise on purchase decisions through brand image. The P-value on the indirect effect of trustworthiness and expertise on purchase decisions through brand image is smaller than the degree of research error (5%), so that it can be stated that attractiveness, trustworthiness, expertise indirectly have a significant effect on purchase decisions through brand image. The efficiency of the indirect effect of attractiveness, trustworthiness and expertise on purchase decisions through brand image of 0.084, 0.203 and 0.480 has a positive value meaning that the better the attractiveness, trustworthiness and expertise possessed by influencers will indirectly increase consumer decisions to buy products through the formation of a strong brand image and vice versa.

The last test in the research hypothesis is to test the moderating effect of prior experience on the influence of brand image on purchase decisions. Based on the test results in Figure above it was found that the p-value of prior experience moderating effect was 0.233. The p-value of the moderating effect of prior experience (0.233) is greater than 5%, so it can be stated that there is no evidence of a moderating effect of prior experience on the effect of brand image on purchase decisions.

C. Hypothesis and Result

The main topic of this thesis focused on which competencies of perfume influencers impact the most on brand image and customer's purchase intention of perfume. To do that, this thesis adopted and adapted the source credibility model in perfume influencer literature and storytelling to draw a conceptual framework with six main variables, which were attractiveness, trustworthiness, expertise, storytelling, brand image, and purchase decision. From those six factors, the authors developed five hypotheses. The authors argued that if the customers could feel the attractiveness from perfume influencers, a positive image towards the brand would be created (H1). The author also believed that there was a positive relationship between influencer trustworthiness and brand image (H2). Similarly, as previously discussed in the hypothesis development, the authors also expected customers would generate a favorable attitude towards influencers that were perceived as experts in certain areas (H3). On the other hand, the hypothesis of having storytelling as part of perfume influencer review impacts as significantly as the other variable with brand image (H4). Finally, the relationship between perfume influencers towards brand image and buying decisions was also expected to be positive (H5).

Hypothesis	Result
H1: Perfume Influencer attractiveness has a positive impact towards brand image and then customer's online purchase decisions.	Unsupported
H2: Perfume Influencer trustworthiness has a positive impact towards brand image and then customer's online purchase decisions.	Supported
H3: Perfume Influencer expertise has a positive impact towards brand image and then customer's online purchase decisions.	Supported
H4: Perfume Influencer storytelling's competence has a positive impact towards brand image and then customer's online purchase decisions.	Unsupported
H5: Brand image is an important aspect in ensuring a customer's buying decision.	Supported



D. Solution

The author recommends that HMNS Perfumery begin omni-channel marketing strategies within the next year and begin prioritizing the execution of influencers for the next promotion as soon as possible. HMNS Perfumery is able to engage with a wide variety of customer personas thanks to their partnership with particular categories of influencers. According to this study, the vast majority of HMNS Perfumery's clients are young professionals, which is consistent with the demographic profile of the company's ideal customer. However, the type of influencer that they favor the most is one that possesses both expertise and trustworthiness; these individuals are referred to as opinion leaders in the field of perfume. Because of this development, HMNS Perfumery is now in a position to work with perfume opinion leaders and influencers who are also representatives of their target market. Specifically, they can collaborate with an influencer who speaks about professionals and corporate life.

This study provided proof for brand managers regarding the significance of perfume influencers in the marketing of HMNS Perfumery brands. The findings of this research presented marketers with a variety of useful considerations to keep in mind when choosing a perfume influencer for a particular perfume commercial in order to obtain competitive advantages in the market. Instead of relying solely on attractiveness and the ability to tell a good story, brands can select influencers by considering consumers' impressions of the influencers' expertise and trustworthiness rather than relying solely on those factors. According to the analysis of the collected data, there are two characteristics that contribute favorably to brand image. However, the most significant effect comes from experience. As a result, brands have the opportunity to invest more in selecting perfumes made by people who have knowledge and experience with perfume. It has been demonstrated that a favorable brand image has a significant influence on the purchasing decisions made by customers of HMNS Perfumery. Therefore, brands need to place their primary emphasis on cultivating a favorable perfume influencer, which, in turn, may cultivate a positive image of brands and, eventually, stimulate purchasing decisions.

LIMITATION AND FUTURE RESEARCHER

This study article has limitations, like many others. It exclusively considers the customer's perspective without business interaction. Future research can compare company and customer perspectives for more objective outcomes. Influential opinion leaders' counsel can also be studied. Future study that contrasts these two categories of opinion leaders could be useful. Determine whether perfume-specific influencers or general SMIs will be more helpful for the brand.

This study's sample size is a limitation. Since only HMNS Perfumery clients in Indonesia were questioned, external validity may be compromised. This study used convenience sampling because the researchers circulated the questionnaire on social media. The sample size may not represent the full population. When testing the study's findings in the future, a bigger sample size may be beneficial. Since this channel is growing relevance as a marketing tool for firms and social media popularity may vary by country or region, it would be good to explore cross-cultural variances in perfume influencers' impact on buyers. This would be ideal as this channel grows as a brand promotion tool.

CONCLUSION

Social media has made influencer endorsements less important in recent years. Digital influencers fulfill a similar function as online community influencers; therefore, marketers trust them. Influencer marketing has been well-studied. Despite the prevalence of social media as a marketing tool, there is little scholarly research on influencers, especially scent influencers. Perfume-only market study is rare. Prior studies largely focused on general variables, such as perfume. This study examined the effect of Perfume Influencer on Purchase Decision for HMNS Perfumery items using storytelling and the source credibility model.

For this research, HMNS Perfumery customers were surveyed online. Consumers are more likely to buy a perfume if they have a favorable image of the brand, which is influenced by two of the three source credibility model characteristics (trustworthiness and competence). Credibility and competence of perfume influencers are vital in imagining HMNS Perfumery. Expertise has the most impact on a brand's reputation. According to this study, consumer impression of a brand influences their buying decision. The authors speculated that perfume influences could affect HMNS's brand image, promoting perfume purchases. The narrative competency was assumed to affect HMNS Perfumery's brand image, but this research shows it doesn't. Expertise and trustworthiness are vital for a perfume influencer's company image.



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