



PRICE DYNAMICS AND PRODUCT QUALITY IN FORMING PERFUME PURCHASE DECISIONS: A LITERATURE REVIEW STUDY

Willy Rapel Apentri Sitohang^{a*}, Edwin Zusrony^b, Sri Murtini^c

^a Manajemen; willyrapel28@gmail.com, Sekolah Tinggi Ilmu Ekonomi Studi Ekonomi Modern; Jl. Diponegoro No. 69, Dusun I, Wirogunan, Kecamatan Kartasura, Kabupaten Sukoharjo, Jawa Tengah 57166

^b Manajemen; edwin.zusrony@stekom.ac.id, Universitas Sains Dan Teknologi Komputer; Jl. Majapahit No.605, Pedurungan Kidul, Kec. Pedurungan, Kota Semarang, Jawa Tengah 50192

^c Manajemen; irimurtini@stekom.ac.id, Universitas Sains Dan Teknologi Komputer; Jl. Majapahit No.605, Pedurungan Kidul, Kec. Pedurungan, Kota Semarang, Jawa Tengah 50192

*Penulis Korespondensi: Willy Rapel Apentri Sitohang

ABSTRACT

The rapid development of the perfume industry in Indonesia and the increasing competition between brands in luring consumers become the motivation of this study. In this respect, price and product quality are major variables in purchase decisions. This study attempts to evaluate the dynamics of price and product quality in determining the decision to buy perfume. The research used literature review method with descriptive qualitative methodology. The data were secondary data acquired from eleven relevant scientific journals, published in the 2023–2026 period. Data analysis consisted of identifying, selecting, appraising and synthesising prior study findings. The results show that the most dominant factor affecting the perfume purchasing decision is product quality, in particular through scent, durability, packaging, and product safety. Price is also a consideration in purchasing decisions as buyers weigh the benefits they will receive against the expenditures they will incur. Furthermore the supporting variables such as brand image, electronic word of mouth and online customer feedback, enhance the consumer choice making process. Therefore, product quality and pricing are the major criteria that influence the decision to buy perfume.

Keywords: Price; Product Quality; Purchase Decision; Perfume; Literature Review.

1. INTRODUCTION

In recent years, the Indonesian perfume business has undergone remarkable growth. (Ikhsan et al., 2026) Perfume has become an integral part of consumers' identity and self-expression as public knowledge increases about appearance, self-care and modern lives [1]. The development of digital technology and the advent of e-commerce also contributed to the increasing consumption of perfume since customers have more access to information and buy different perfume brands, both local and worldwide. This has made competition among perfume manufacturers more and more intense. Companies need to know the aspects that affect consumers to purchase [2].

Purchasing decisions are the process that customers go through in choosing and determining a product, after examining the numerous alternatives accessible [3]. There are several elements that influence the buying decisions in the perfume market but the two main criteria that are most commonly mentioned are the pricing and the quality of the product. Price is the value consumers have to give up to get a product, whereas product quality is the capability of the product to satisfy the requirements and expectations of consumers [4]. Before making a purchasing decision, consumers typically evaluate the benefits gained with the price spent.

Product quality is an important factor that influences consumer perceptions and happiness towards a perfume brand [5]. Consumers pay attention to quality characteristics, such as distinctive aroma, fragrance longevity, ingredient safety, and appealing packaging [6]. Quality products will improve consumer confidence to purchase [7]. Based on the research of (Yuda et al. [4], the quality of the product has a major influence on the decision to buy perfume.

Besides product quality, price is another very important consideration in the purchasing decision making process. Consumers usually demand high quality products, but at a price that is affordable and reflects the value they perceive. A suitable and competitive pricing can attract consumers to purchase the goods [8]. Research Jamiat and Musyaffa et al. [8] reveals that pricing has a favorable and significant effect on customer purchasing decisions. The same is shown by research [9]; [10].

Despite the fact that many research have investigated the effects of price and product quality on purchase decisions, the conclusions gained vary. There are some studies that state that both price and product quality have a substantial influence on purchasing decisions, while others state that one variable has more dominant influence than the other [1]; [2]; [4]. The difference in the results indicates that the correlation between price, product quality and purchasing decisions is still interesting to be studied further through literature review study approach so that a more comprehensive understanding can be obtained regarding the dynamics of these two variables in shaping perfume purchasing decisions.

In line with this definition, this study seeks to assess and examine numerous prior research findings on the influence of price and product quality on perfume purchasing decisions. It is anticipated that this study will provide a broader picture of the function of pricing and product quality in influencing customer purchasing decisions through a literature analysis and be used as a reference for perfume companies in establishing more effective marketing tactics.

2. LITERATURE REVIEW

2.1. Purchase Decision

Product quality is the ability of a product to satisfy consumer expectations and to offer satisfaction through physical and psychical features such as aroma, durability, packaging and safety of ingredients [6]. Product quality has a strong beneficial effect on perfume purchase decisions, as revealed in several research. For example, research on Hiour Perfume by Yuda et al. [4], found that product quality is an important factor in establishing consumer trust and driving repeat sales.

2.2. Product Quality

Price is the amount consumers spend for a product and it is one of the primary factors influencing the purchase decisions [8]. Competitive prices that match consumers' perceived value can improve purchase intention and buy decisions [9]. Studies of local perfume boutiques like Rozs Perfumery and SAFF&Co. indicate that right pricing might be a technique to attract consumers and sustain customer loyalty [11].

2.3. Price

Price is the amount of money buyers pay to receive a product and is a crucial element influencing purchasing decisions [8]. Competitive prices aligned with consumer value perceptions can boost the purchase desire and buying decisions [9]. The proper price is one of the strategies that may be used to attract consumers and sustain customer loyalty, as seen in several studies of local perfume boutiques, such as Rozs Perfumery and SAFF&Co [11].

2.4. The Relationship between Price and Product Quality on Purchasing Decisions

Price and quality of the product combination is an essential factor in shaping the consumer purchase decisions. Research in several perfume shops reveal that product quality has a substantial effect on purchasing decisions, but price's effect can be contextual, depending on the perception of value and purchasing power of consumers [10]. Other results show that price and product quality may be interacting, because customers prefer to see price as a proxy for the quality acquired [5].

2.5. Framework

There are mainly two aspects that influence the buying decisions of perfume; product quality and price. The quality of a product is the aroma, durability, packaging, safety. The price is the value buyers get. The correlation between these two variables may impact consumer perceptions and purchasing decisions. This literature review framework provides the foundation for this study to assess various previous research results through a literature review approach.

3. RESEARCH METHODOLOGY

The research used a qualitative descriptive technique that took the form of a literature review. This method was chosen because the research seeks to review, analyze, and integrate the many prior research findings connected to pricing and product quality dynamics in the context of perfume purchase decision-making.

Through a literature review, researchers can obtain a better understanding of the correlations between variables from empirical results published by other researchers.

The data used in this study is secondary data acquired from several national and international scientific journals that are relevant to the topic of investigation. The sources of literature were picked according to numerous criteria, namely discussing the factors of pricing, product quality and purchasing decisions especially for scent items or products with similar qualities. They were published from 2023 to 2026 to give up-to-date information corresponding to the current research developments. The literature used was collected from the search of different scientific journals connected to the issue of the research.

The data collection was done by selecting and gathering different scientific papers that match the research objective. Each article was then assessed for its relevance to the issue, research objectives, methodologies and research findings. The selection process was conducted to guarantee that the literature included had enough relevance and credibility to allow objective study analysis.

The content analysis technique was utilized for the data analysis, which consists of reviewing and comparing the results of prior research about the effect of price and product quality on purchase decisions. This analysis was performed by comparison and contrast of the study findings. The results were then categorized into common themes to better understand the links between the examined variables. These several research were then combined to make conclusions on the role of price and product quality in the buying decisions of perfume.

The approach of this literature review is aimed to produce a thorough overview of the results of past research and enrich academic studies on the elements that influence perfume purchasing decisions in the increasingly competitive perfume market.

4. RESULTS AND DISCUSSION

4.1 Summary of Reviewed Articles

Based on the literature identification and selection method, the number of articles that are related to the research issue of pricing, product quality, and perfume purchasing decisions is 11 articles. These articles were collected from several national journals published from 2023 to 2026. Most of the research used quantitative approach using regression analysis, SEM-PLS and other statistical techniques to assess the correlations between variables.

The findings showed that the price and product quality are the main criteria influencing the consumer buying choice in majority of the research. Furthermore, several research incorporated supporting variables such as brand image, e-WOM, online customer reviews, reference groups and buy intention as factors that reinforce the association between pricing, product quality and purchasing decisions.

In general, the evaluated articles reveal a similar finding that perfume purchasers generally examine product quality and pricing simultaneously before purchasing. In the research results, there were some discrepancies in the variables that were shown to have the most dominant influence on purchase decisions.

Table 1. Summary of the articles reviewed

No.	Author	Method	Key Findings
1.	Jamiat & Musyaffa [8]	Quantitative	Product price and quality significantly influence the purchase decision for Rozs Perfumery.
2.	Ikhsan, et al. [9]	Quantitative SEM	Product quality, price, and brand image influence the purchase decision for SAFF&Co.
3.	Yuda, et al. [4]	Quantitative	Product quality is significant, but price is not always significant for the purchase decision for Hiour Perfumery.
4.	Zahra & Rahmi [6]	Quantitative	Product quality, price, and online customer reviews positively influence the purchase decision for Miniso on Shopee.

5.	Septiani & Harwani [3]	Quantitative	Product quality, price perception, and reference group positively influence the purchase decision for Uchi Parfumery refillable perfume.
6.	Husni [1]	Quantitative	Product quality and price simultaneously influence cosmetic purchase decisions in Indonesia.
7.	Prabaninghyang, et al. [2]	Quantitative	Product quality and price simultaneously influence the purchase decision for Dann Parfum perfume.
8.	Simarmata, et al. [11]	Quantitative	Product quality, price, and online customer reviews influence the purchase decision for Baba Parfum.
9.	Dwiputra [5]	Quantitative	Product quality, price, and e-WOM significantly influence the purchase decision for Hambel Co. Perfume.

Source: Results of journal synthesis processed by researchers (2026)

4.2 General Pattern of Literature Findings

Product quality and price are the two most often reported reasons in the survey results to explain perfume purchasing decisions [8], [9], [2], and (Zahra & Rahmi, 2026) also found this result in their investigations. All four research indicate that customers consider the benefits they get from a product when making a decision to buy.

In the perfume industry, the quality of the product is evaluated not only by the generated aroma but also by the longevity of the fragrance, comfort of use, safety of ingredients, and design of packaging. Meanwhile, pricing is considered an indicator of value to allow consumers to judge whether the benefits received are worth the cost. Thus, the process of purchasing perfume is not simply driven by economic factors but also by the sensory and emotional sensations that customers encounter.

Another frequent theme is that modern scent customers are increasingly actively seeking information before purchase. They examine not just pricing and product quality directly, but also customer reviews, brand reputation and experience of other customers available through digital media.

4.3 The Role of Product Quality in Purchasing Decisions

According to literature synthesis, the key parameters influencing perfume buying decision are product quality. Research Yuda et al. [4] says that product quality has a major effect on the buying decision of Hior perfume. Similarly, Dwiputra [5], reached similar conclusions and concluded that product quality is one of the most important elements that drive consumers to choose a perfume brand.

Perfume customers often have high expectations about the quality of the things they buy. They desire a perfume that suits their own preferences, has good durability and comfort when worn. If the product matches these expectations, consumers will develop a positive perception of the product, and are more inclined to repurchase.

The quality of the product is not only a factor in the initial purchase but also contributes to the loyalty of consumers. Products that offer gratifying user experience will boost consumer trust on the brand and recommendation to other consumers. Therefore, product quality not only effects the purchasing choice, but also the sustainability of the relationship between consumers and the brand.

4.4 The Role of Price in Purchasing Decisions

Price is one of the crucial aspects influencing the purchase choice. Because it is closely related to the ability and willingness of the buyer to purchase a thing. According to research by Jamiat and Musyaffa [8], pricing has a good and significant impact on the purchasing decisions of perfume Rozs Parfumery. Research Ikhsan et al. [9] also found similar results that price mattered to the purchasing decision of SAFF&Co perfume.

For perfume purchasers, price is usually a good predictor of product quality. Higher prices are often perceived as a sign of better quality, whereas lower prices sometimes are perceived as less attractive. Consumers always want the balance between price and quality of their purchases.

However, other study indicates that the impact of pricing does not always surpass the quality of products. Perceived product quality has stronger effect on perfume buying decisions compared to price [4]. The findings indicate that consumers are willing to pay a premium price given the quality of a product meets their expectations.

4.5 Relationship between Price and Product Quality

Price and product quality are two interrelated variables in the consumer decision-making process. Before making a purchase, consumers typically evaluate whether the quality of the product offered is commensurate with the price paid. If consumers perceive that the benefits outweigh the costs, the likelihood of a purchase is higher.

Research Simarmata et al. [11], shows that price and product quality can simultaneously influence perfume purchasing decisions. These findings demonstrate that consumers do not evaluate price or quality separately, but rather as a whole, shaping the perceived value of a product.

The relationship between price and product quality also suggests that effective marketing strategies must strike a balance between the two. A high-quality product but an inappropriate price can reduce consumer purchasing interest. Conversely, competitive pricing will be more effective when supported by product quality that meets consumer needs and expectations.

4.6 Supporting Variables in Purchasing Decisions

Several research indicate that perfume buying decisions are influenced by several elements in addition to price and product quality. These variables are brand image, online customer reviews, electronic word of mouth (e-WOM), reference groups and purchase intention. The presence of these variables shows that the purchase decision is a complex process driven by a variety of information sources.

According to Zahra and Rahmi [6], internet customer reviews have a part in enhancing the consumer's decision to buy. When buying perfume, consumers often look for evaluations from other users, so they do not run the risk of the product not matching their expectations. Meanwhile Dwiputra [5], discovered that e-WOM influences purchase decisions since it helps consumers to access information that is regarded to be more objective.

Besides that, study Ikhsan et al. [9], indicates that brand image has a substantial influence on purchasing decisions. Positive brand image could boost the consumer's confidence in quality of product and so increases the chances of purchase.

4.7 Journal Article Discussion Synthesis

From all the articles analyzed, product quality can be taken as a main element affecting the perfume buying decision. Quality is important for consumers since it is directly associated with the benefits they will get from the product. The most commonly evaluated qualities before purchasing are an appropriate smell, high durability and comfort of usage.

Price acts as a balancing factor that enables buyers to decide whether the quality they are getting is equal to the amount they pay. Consumers don't necessarily want the lowest price, but rather the best value for their demands and how much they can pay.

The synthesis result also shows that perfume purchase decisions are influenced not just by price and product quality but also by a number of supporting elements such as brand image, e-WOM and online customer reviews. Therefore, perfume producers should design marketing strategies to improve product quality and appropriate pricing, as well as strengthen brand image and build good engagement with consumers via digital media.

5. CONCLUSION AND SUGGESTIONS

Synthesizing the eleven reviewed articles, it can be concluded that the two key elements influencing perfumes purchasing decision are product quality and price. Product quality is the main basis for affecting consumer perceptions of fragrance, durability, packaging and product safety. Price functions to balance perceived value. Moreover, the supporting variables, namely online reviews, brand image and e-WOM help in boosting the

consumer confidence in making purchase decisions. Therefore, perfume purchase decision making is the outcome of complicated interaction between product factors, pricing and external views.

In the perfume sector, marketing tactics should be directed to improve product quality and pricing based on consumer perception of value and to improve the purchasing choice through customer reviews and digital brand image. To create a solid brand image contributing to consumer loyalty and maximizing sales prospects in the competitive perfume market, it is essential to adapt the choice of promotional channels such as influencers or digital content in accordance with the target market and a coherent user experience.

There are various limitations to this study that need to be noted. Firstly, it was solely based on literature review method, which limited the analysis to secondary data only published in scientific publications and not gathering primary data directly from perfume buyers. Second, the literature studied was limited to publications produced between 2023 and 2026, thus previous discoveries or historical data were not included, which could alter the coverage of long-term trends in the perfume industry. Third, this study was focused on product pricing and quality characteristics while other variables such as promotion, distribution, smell preference, and brand loyalty were not investigated in depth. Finally, the majority of the analysed publications were quantitative research, qualitative perspectives on consumer perceptions, psychological reasons and experiences of perfume use have not been adequately examined. Such limitations are indicative of the fact that the results of the research are interpretative and need to be complemented with field studies or mixed-methods approaches to get a more holistic perspective.

REFERENCE

- [1] F. Husni, "Analisis Kualitas Produk dan Harga Terhadap Keputusan Pembelian Produk Kosmetik," *Movere J.*, vol. 6, no. 1, pp. 26–33, 2024, doi: <https://doi.org/10.53654/mv.v6i1.42>.
- [2] N. Prabaninghyang, U. Sembiring, and H. Ginting, "Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Minyak Wangi Di Toko Dann Parfum," *J. Ilm. Manaj. Ekon. dan Akunt.*, vol. 2, no. 2, pp. 158–162, 2024, doi: <https://doi.org/10.62017/merdeka>.
- [3] M. Septiani and Y. Harwani, "The Influence of Product Quality, Price Perception and Reference Groups on the Purchase Decision of Refillable Perfumes (Study on Uchi Perfume Refillable Solo, Central Java) Mia," *Business, Econ. Law, Commun. Soc. Sci.*, vol. 1, no. 6, pp. 8–11, 2025, doi: <https://doi.org/10.70550/belacoss.v1i6.502>.
- [4] A. Yuda, V. K. Sari, Y. D. Julianti, F. Y. Putri, and A. Yuda, "Analisis Pengaruh Kualitas Produk dan Harga Produk terhadap Keputusan Pembelian Produk Parfum Hiour," *J. Econ. Business, Manag. Account. Soc. Sci.*, vol. 1, no. 2, pp. 67–71, 2023, doi: <https://doi.org/10.63200/jebmass.v1i2.19>.
- [5] M. Dwiputra, "The Influence of Product Quality, Price and E-Wom on The Purchase Decision," *Syntax Idea*, vol. 5, no. 9, pp. 1288–1297, 2023, doi: <https://doi.org/10.46799/syntax-idea.v5i7.2416>.
- [6] F. Zahra and P. P. Rahmi, "Pengaruh Kualitas Produk , Harga dan Online Customer Review terhadap Keputusan Pembelian Parfum Miniso di Shopee," *RIGGS J. Artif. Intell. Digit. Bus.*, vol. 5, no. 1, pp. 31–42, 2026, doi: <https://doi.org/10.31004/riggs.v5i1.6301>.
- [7] E. B. M. B. Simanjuntak, "Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian Parfum Oriflame di Kota Palembang," *J. Manaj.*, vol. 3, no. 1, pp. 569–582, 2024, doi: <https://doi.org/10.32524/kkjm.v3i1.1087>.
- [8] N. Jamiat and R. N. Musyaffa, "The Influence of Product Quality and Price on Purchasing Decisions for Rozs Perfumery," *COSTING J. Econ. Bus. Account.*, vol. 7, no. 5, pp. 1036–1047, 2024, doi: <https://doi.org/10.31539/costing.v7i5.11813>.
- [9] M. A. Ikhsan, H. Hartoyo, and N. Tinaprillia, "The Influence of Social Media Influencer , Product Quality , Price , and Brand Image on Purchase Decisions for Local Perfume SAFF & Co," *J. Ekon. Manaj. Sist. Inf.*, vol. 7, no. 3, pp. 2656–2671, 2026, doi: <https://doi.org/10.38035/jemsi.v7i3>.
- [10] U. Natasya, C. Rizkiana, and E. Mulyantomo, "Pengaruh Persepsi Harga, Kualitas Produk, dan Lokasi Outlet Terhadap Keputusan Pembelian Parfum di Outlet Abna Parfum," *REVENUE J. Manaj. Bisnis Islam*, vol. 6, no. 1, pp. 11–25, 2025, doi: <https://doi.org/10.24042/p59mg506>.
- [11] L. A. Simarmata, R. N. Lestari, Sarwoto, and C. C. Cen, "Pengaruh Harga Referensi, Free Gift, Kemasan Produk Terhadap Keputusan Pembelian Dengan Kualitas Produk Sebagai Variabel Intervening," *Berajah J.*, vol. 4, no. 2, pp. 279–290, 2025, doi: <https://doi.org/10.47353/bj.v4i2.305>.