

The Influence of Perceived Product Innovation on Purchase Intention through the Mediating Variable of Local Brand Pride in Perfume Products

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Abstract

The growth of Indonesia's creative industry highlights the importance of understanding how innovation and consumer perceptions shape purchasing behavior toward local products, particularly in the perfume sector. This research focuses on identifying the role of Local Brand Pride in mediating the influence exerted by Perceived Product Innovation on Purchase Intention within Indonesia's local perfume product segment. This study employs a quantitative causal-associative design, with data collected through structured questionnaires from 150 consumers of local perfume products in Indonesia and analyzed using SmartPLS 4. The results indicate that Perceived Product Innovation has a significant positive effect on Purchase Intention and Local Brand Pride, while Local Brand Pride significantly influences Purchase Intention and acts as a mediating variable. From practical and policy perspectives, these findings suggest that innovation-driven product development can foster pride in local brands and enhance consumers' willingness to purchase. Future research is encouraged to explore additional psychological or cultural variables and to extend the analysis to other creative industry sectors.

INTRODUCTION

Recent lifestyle transitions within society have contributed to the rapid advancement of Indonesia's perfume industry, especially among the younger generation. The use of perfume has become an important part of modern life as it reflects personality and boosts self-confidence (Pohan et al., 2020). The Indonesian perfume market continues to grow, with revenues reaching USD 400.3 million in 2022 and estimated to increase to USD 462.1 million in 2026 (Statista, 2023). This growth is also supported by an increase in e-commerce transactions and a 53% rise in sales in the Perfume & Fragrance category in the first quarter of 2024 (Kompas.co.id, 2024). This increase in demand has encouraged many local perfume brands to emerge with innovative fragrance variants and increasingly competitive quality, enabling them to compete with international brands and better suit the preferences of Indonesian consumers.

An essential determinant affecting consumers' intention to buy is perceived product innovation. It reflects the level at which individuals interpret a product as innovative, unique, and offer added value compared to competitors (Sii et al., 2023). Innovation in perfumes can take the form of developing new scents, unique packaging designs, and production technologies that can produce longer-lasting fragrances. Consumer-perceived innovation contributes to forming a positive impression of the product, thereby increasing their interest in purchasing it. Previous studies by (Ilmiah & Wardhani, 2024) and (Maulidiah & Addinpujoartanto, 2025) emphasize that product innovation contributes positively and significantly to purchase intention. (Afriyanti & Rahmidani, 2019) presented different findings, mentioning a negative influence, while (Ernawati, 2019) and (Putu et al., 2024) found no significant influence.

In addition, local brand pride is also identified as an influential mediating factor that drives consumers toward purchasing local product offerings. Local brand pride reflects a sense of pride when using local products because they are considered to represent cultural identity while contributing to the national economy. This pride can strengthen consumers' emotional bonds, encourage loyalty, and increase the tendency to recommend products to others (Nandy & Sondhi, 2020). The results of studies by (Aji, 2021) and (Fitriana & Afifah, 2024) revealed that local brand pride exerts a positive impact on consumers' purchase intention. Meanwhile, (Rohqayati & Lestari, 2025) concluded that local brand pride fails to produce a significant impact on purchase intention.

Several previous studies have discussed local perfume products in Indonesia from various perspectives, such as brand image, customer engagement, perceived quality, electronic word of mouth, and trust in purchase intention (Fahmi et al., 2025) (Waskita & Setyaning, 2025) (Rinjani et al., 2025). However, to date, no research has specifically examined the effect of perceived product innovation on purchase intention with local brand pride as a mediating variable, particularly in the context of local perfume products in Indonesia. Based on the phenomena and research gaps described above, the researcher is interested in conducting research with the title "The Influence of Perceived Product Innovation on Purchase Intention through the Mediating Variable of Local Brand Pride in Perfume Products."

This study refers to the Stimulus-Organism-Response (SOR) Theory, which explains that consumer behavior is formed through three stages, namely stimulus (external stimuli), organism (internal responses in the form of emotions, perceptions, or attitudes), and response (actions or behavioral intentions) (Molinillo et al., 2021). In this study, perceived product innovation is positioned as a stimulus in the form of external stimuli received by consumers through the novelty, uniqueness, and added value of local perfume products, while local brand pride is viewed as an organism because it reflects an internal response in the form of pride and emotional attachment of consumers to local products. These two factors then influence the response in the form of purchase intention, which is the consumer's intention to buy local perfume products.

Consumers' perception of the novelty and advantages of a company's product is captured by the concept of perceived product innovation, which reflects the relationship between a company's innovation behavior and consumer acceptance and satisfaction (Chen et al., 2021). This concept emphasizes that innovation does not only come from the company side but also from how consumers assess the quality, uniqueness, and relevance of the product to their needs. Good quality perceptions have been shown to improve product performance and increase company productivity (Schmidt et al., 2023). Two fundamental dimensions characterize perceived product innovation: perceived newness and perceived usefulness. Additionally, it is commonly understood as the extent to which a product offers novel and distinctive features over competing products, providing added value in a competitive market. In the context of modern marketing, the role of consumers is a major factor because their preferences and long-term perceptions determine the success of innovation in the market (Boisvert & Khan, 2020). Therefore, companies need to ensure that their innovations are not only oriented towards creating new products, but also relevant to consumer expectations.

Local Brand Pride is a feeling of pride and emotional attachment that consumers have towards local brands that reflect cultural identity and the quality of domestic products. In the context of marketing, local brand pride functions as a psychological factor that drives consumer preference for domestic products because they are considered capable of representing local values while providing emotional satisfaction (Safeer et al., 2022). With this sense of pride, consumers not only buy local products because of functional needs, but also because of a desire to support the positive image and sustainability of domestic brands. Local brand pride is influenced by several factors, such as brand reputation, product quality, and consumer awareness of the importance of supporting local products. Consumers who have high pride in local brands tend to show stronger

loyalty, even when faced with competition from global products (Rohqayati & Lestari, 2025). Therefore, companies need to develop branding strategies that can promote cultural values and quality so that pride in local brands can develop naturally.

Consumers' purchase intention refers to their mental tendency to purchase goods or services in accordance with the value, needs, and personal preferences. Purchase intention is considered an important stage in consumer behavior because it is the initial factor in actual purchasing decisions (Putri et al., 2021). According to (Moslehpour et al., 2022), purchase intention reflects the extent to which consumers feel satisfied and confident about purchasing a product or service. The higher the level of consumer confidence and trust in a product, the greater the likelihood that this intention will be realized in a purchase. In addition, (Ariyanti & Darmanto, 2020) identified that quality, brand, packaging, price, and product availability are the main factors that influence purchase intention. Furthermore, (Liu, 2021) outlines five dimensions of purchase intention, namely interested in finding information, consider buying, interested to try, desire to know, and desire to use.

Appropriate perceived product innovation can increase consumer appeal and purchase interest in a product. Innovations that consumers perceive as new, unique, and value-added can provide both emotional and functional value in purchasing decisions. Research by (Ilmiah & Wardhani, 2024) confirmed that product innovation positively and significantly impacts the purchase intention of Surabaya consumers of Citra Hand & Body products. Similar results were shown by (Sirait et al., 2022) which confirmed that product innovation has a positive effect on purchase intention for Vivo mobile phone products. Another study by (Maulidiah & Addinpujoartanto, 2025) also demonstrated that product innovation positively and significantly affects purchase intention in the context of Indonesia's healthy food industry.

H1: "Perceived Product Innovation has a positive influence on Purchase Intention."

Appropriate Perceived Product Innovation can increase consumer pride in local products. Innovation that is perceived by consumers as something new, unique, and of added value can create a positive image of the local brand's ability to compete with international products. Research by (Chen et al., 2024) found that product innovation can encourage consumers in China to appreciate and support domestic brands more, as they are considered to have quality and competitiveness equivalent to global products. (Puspita, 2025) emphasizes that product innovation strategies for local fashion brands can build prestige and pride, making consumers feel proud to use domestic products that are competitive in the international market.

H2: "Perceived Product Innovation has a positive influence on Local Brand Pride."

Strong Local Brand Pride can increase consumers' purchase intention for local products because it fosters confidence and pride in supporting domestic products. The sense of pride that arises when using local products creates an emotional bond that encourages consumers to prefer and recommend these products. (Septiani et al., 2024) local Brand Pride is considered a major factor influencing consumers' purchase intention toward local products. (Kim & Kuo, 2022) indicates that pride in local brands significantly impacts purchase intention for value-added pulse products in the U.S. Another study by (Le et al., 2025) highlight its role in driving consumer interest in local products.

H3: "Local Brand Pride has a positive influence on Purchase Intention."

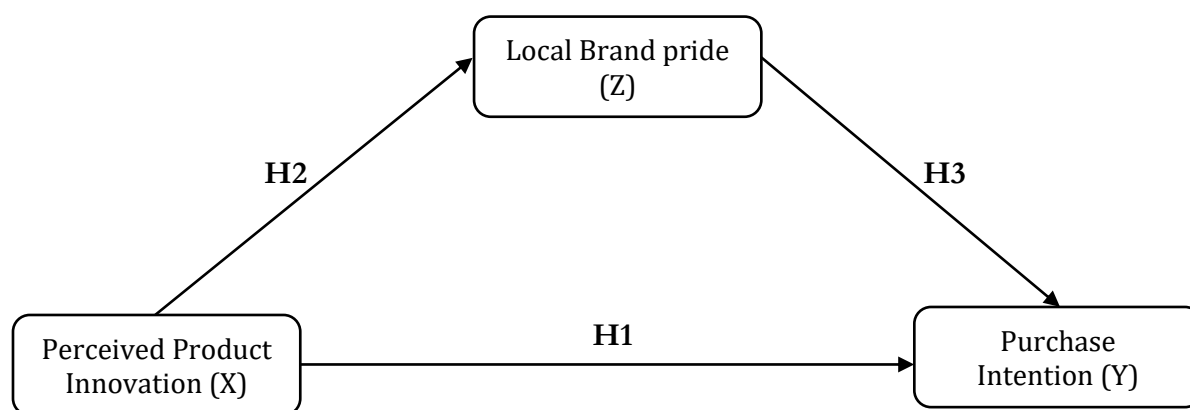


Figure 1. Research Model

METHODS

This study adopts a quantitative causal research design to examine the relationships among Perceived Product Innovation, Local Brand Pride, and Purchase Intention in the context of local perfume products. Primary data were obtained through an online questionnaire distributed via Google Forms, using a purposive sampling technique to ensure respondents were at least 17 years old and familiar with local perfume brands. The variables in this study were measured using indicators adapted from previous research, with Perceived Product Innovation based on Yi et al. (2022), Local Brand Pride on Kaur and Verma (2024), and Purchase Intention on Salirrosas and Duque (2022), all assessed through a Likert scale. Data analysis was conducted using SmartPLS 4, which involved evaluating the measurement model and structural model, including the testing of direct and indirect effects to determine the mediating role of Local Brand Pride. This analytical approach allows the research model to be examined comprehensively in accordance with structural equation modeling procedures.

Table 1. Respondent Identity

Profile	Amount	%
Gender		
Male	39	26%
Female	111	74%
Age		
17 – 25 Years	146	97,3%
26 - 35 Years	4	2,7%
36 - 45 Years	0	0%
> 45 Years	0	0%
Occupation		
Student	117	78%
Entrepreneur/Business Owner	11	7,3%
Civil Servant/Private Employee	5	3,3%
Others	17	11,3%

Frequency of Local Perfume Purchases (In the last 6 months)		
1-3 Times	87	58%
4-6 Times	41	27,3%
7-9 Times	10	6,7%
> 9 Times	12	8%
Local Perfumes Used		
HMNS	12	8%
Saff & Co	25	16,7%
Mykonos	21	0%
Alchemist	0	14%
Scarlett	30	20%
Others	62	41,3%

RESULTS AND DISCUSSION

Results

The results of this study were processed and analyzed using SmartPLS 4, which produced data such as Loading Factor, Composite Reliability, Average Variance Extracted (AVE), as well as Direct Effect and Indirect Effect Hypothesis Testing.

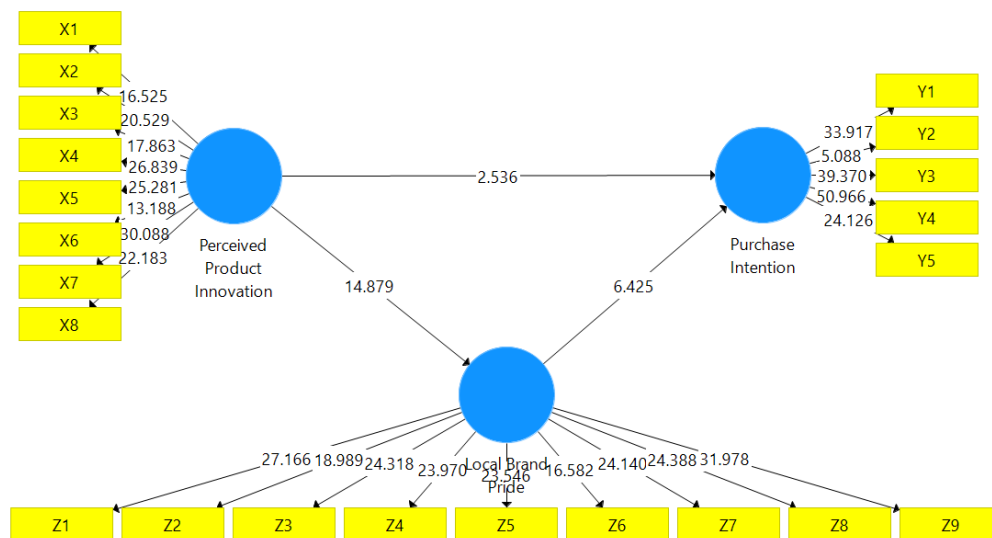


Figure 2. Bootstrapping Results

The loading factor indicates how strong the relationship is between each indicator and the measured variable. This value is used to see how well each item is able to represent its respective variable (Hair et al., 2021).

Table 2. Outer Loading

Variables and Indicators	(λ)	AVE	(α)	CR
Perceived Product Innovation (X) Adapted from (Yi et al., 2022)				
Local perfume products offer a variety of attractive scents.	0,777	0,638	0,919	0,933
Local perfume products are more innovative than imported perfumes.	0,791			

Local perfume products are often the first to introduce new scents to the market.	0,767			
Local perfume products regularly launch unique new products.	0,854			
Local perfume products are highly innovative.	0,838			
Local perfume products have a more modern composition than imported perfumes.	0,695			
Innovations in local perfume products are very trendy.	0,835			
Local perfume products provide a new fragrance experience.	0,819			
Local Brand Pride (Z) Adapted from (Kaur & Verma, 2024)				
I feel proud to use local perfume brands.	0,872	0,744	0,957	0,963
Local perfume brands reflect the creativity of the Indonesian people.	0,855			
Local perfume brands reflect the identity of the Indonesian people.	0,853			
I am happy to support Indonesian-made perfume brands.	0,882			
I feel more confident when using local perfume brands.	0,837			
Local perfume brands showcase Indonesian cultural values.	0,812			
I feel proud when others know that the perfume I use is a local brand.	0,877			
I feel that I am contributing to the development of the local perfume industry.	0,876			
I feel satisfied because local perfume brands are able to compete with global brands.	0,898			
Purchase Intention (Y) (Salirrosas & Duque, 2022)				
I will buy a local perfume brand.	0,887	0,676	0,868	0,908
I will consider buying a local perfume brand.	0,425			
I hope to buy a local perfume brand.	0,909			
I intend to buy a local perfume brand.	0,926			
I intend to buy a local perfume brand in the near future.	0,852			

Based on the outer loading results in the table above, it can be seen that most of the indicators in the Perceived Product Innovation, Local Brand Pride, and Purchase Intention variables have values above 0.7, indicating that these items are valid and able to represent their constructs well. However, there are several items, such as X6 and Y2, that have values below the minimum limit of 0.7, so they are declared invalid and excluded from further data analysis.

Construct reliability was evaluated through the Composite Reliability values of each variable. (Hair et al., 2021), note that a variable is deemed reliable if the CR > 0.70, implying that the measurement indicators consistently capture the construct. Higher CR values indicate stronger reliability of the instrument. Table 2 illustrates that all variables achieved internal consistency standards, with Cronbach's Alpha and CR values > 0.70. Specifically, Perceived Product Innovation recorded a Cronbach's Alpha of 0.919 and CR of 0.933, while Local Brand Pride had the highest reliability with Alpha 0.957 and CR 0.963. The Purchase Intention variable achieved

Alpha 0.868 and CR 0.908. These results demonstrate that all indicators are reliable for further statistical testing.

Average Variance Extracted (AVE) is used to see how well a variable can explain the variation of each indicator used to measure it. This value also shows how well the indicators are related to each other in explaining the same variable. (Hair et al., 2021), note that variables with AVE values of 0.5 or higher are considered to have good convergent validity. As indicated in Table 2, all constructs in this study meet this criterion, namely 0.638 for Perceived Product Innovation, 0.744 for Local Brand Pride, and 0.676 for Purchase Intention. Each construct explains > 50% of the variance in its indicators, indicating that all variables in this study achieve convergent validity and are declared constructually valid.

To assess the structural (inner) model, the strength of variable relationships was examined using the R-Square (R^2) values of endogenous constructs. This measure indicates the degree of influence the independent variables have on the dependent variable. Hair et al., (2021), suggest that R^2 values of 0.75, 0.50, and 0.25 reflect strong, moderate, and weak effects, respectively. Therefore, R^2 is utilized to evaluate the explanatory power of the research model.

Table 3. R-Square Value

Variable	R Square	R Square Adjusted
Local Brand Pride	0,608	0,605
Purchase Intention	0,703	0,699

As presented in Table 3, local brand pride has an R-Square value of 0.608 and an Adjusted R-Square of 0.605, while Purchase Intention has an R-Square of 0.703 and an Adjusted R-Square of 0.699. Following Hair et al., (2021), an R^2 of 0.608 represents a moderate level of explanatory power, whereas 0.703 indicates a strong effect. This demonstrates that Perceived Product Innovation accounts for about 60.8% of the variability in local brand pride, and when combined with local brand pride, explains roughly 70.3% of the variance in Purchase Intention. Thus, the structural model in this study has good predictive power for the endogenous variables studied.

Direct hypothesis testing was conducted to see how much influence the exogenous variables had on the endogenous variables directly. A relationship is considered to have a positive and significant effect if the t-statistic value is greater than 1.96 and sig. value (p-value) < 0.05.

Table 4. Direct Effects Hypothesis Test Results

Hypothesis	Original Sample	T Statistics	P Values	Description
Perceived Product Innovation - > Purchase Intention	0,239	2,536	0,012	Supported
Perceived Product Innovation - > Local Brand Pride	0,780	14,879	0,000	Supported
Local Brand Pride -> Purchase Intention	0,638	6,425	0,000	Supported

The bootstrapping results in Table 4 reveal that all tested relationships are both positive and significant, with t-values above 1.96 and p-values below 0.05. Perceived Product Innovation has a significant positive effect on Purchase Intention ($t = 2.536$, $p = 0.012$) and a highly significant effect on Local Brand Pride ($t = 14.879$, $p = 0.000$). Moreover, Local Brand Pride significantly and positively impacts Purchase Intention ($t = 6.425$, $p = 0.000$). This indicates that higher perceived innovation in local perfumes strengthens consumer pride in the brand, ultimately encouraging greater purchase intention.

Hypothesis testing was not conducted directly to see how much influence the mediating variable had on the endogenous variable through the exogenous variable. A relationship is said to have a positive and significant indirect influence if the t-statistic value is greater than 1.96 and the significance value (p-value) is less than 0.05.

Table 5. Indirect Effects Hypothesis Test Results

Hypothesis	Original Sample	T Statistics	P Values	Description
Perceived Product Innovation -> Local Brand Pride -> Purchase Intention	0,498	5,885	0,000	Supported

Based on the bootstrapping results in Table 5, it is known that the Local Brand Pride variable significantly mediates the effect of Perceived Product Innovation on Purchase Intention, with a t-statistic value of 5.885 and a p-value of 0.000 ($t > 1.96$ and $p < 0.05$). These results indicate that consumers' perceived product innovation not only has a direct effect on purchase intention, but also indirectly increases purchase intention through pride in local brands. Thus, Local Brand Pride is proven to be a mediating variable that strengthens the relationship between Perceived Product Innovation and Purchase Intention for local perfume products.

DISCUSSION

The results in Table 4 confirm that perceived product innovation has a significantly and positive impact on Purchase Intention, with $t = 2.536$ (> 1.96) and $p = 0.012$ (< 0.05). Hence, H1 is validated, suggesting that product innovation positively drives consumers' intention to buy local perfumes. This means that the higher consumers' perception of innovation carried out by local perfume brands, such as unique scents, product variant updates, and attractive packaging designs, the greater consumers' desire to purchase these products. These results demonstrate that product innovation significantly contributes to enhancing consumers' interest in purchasing. When consumers perceive a product as having new and different value, they will be more interested in trying it and even making repeat purchases. These results are consistent with (Putu et al., 2024), who found a positive effect of perceived product Innovation on purchase intention. This agreement reinforces the evidence that as consumers perceive greater innovation in aspects such as product design, features, and updated variants, their intention to purchase the product increases.

According to Table 4, perceived product innovation has a significantly positive impact on Local Brand Pride, as evidenced by a t-value of 14.879 and a p-value of 0.000. Consequently, H2 is confirmed, demonstrating that product innovation contributes to greater consumer pride in local perfume brands. When consumers perceive that local perfume products have unique scents, attractive packaging, and innovations that can compete with international brands, they tend to feel proud to use these products. This finding reinforces the view that innovation not only increases product competitiveness but also builds an emotional bond between consumers and local brands. Innovation that is perceived as the result of the creativity of the nation's children fosters confidence and appreciation for the quality of domestic products. This statement is in line with the results of research conducted by (Puspita, 2025) which shows that there is a positive influence between perceived product innovation and local brand pride. The consistency of these results reinforces the evidence that product innovation perceived by consumers can foster pride in using domestic products, as such innovation becomes a symbol of quality and progress for

local brands on the global stage.

According to Table 4, Local Brand Pride significantly and positively influences Purchase Intention, as evidenced by a t-value of 6.425 and a p-value of 0.000. Thus, H3 is confirmed. This indicates that pride in local brands can increase consumers' purchase intention for local perfume products. This means that the higher consumers' pride in Indonesian-made perfume products, such as the belief that local products are of high quality, have cultural identity, and are able to compete with international brands, the greater the consumers' desire to buy and use these products. This pride fosters emotional loyalty to local brands and encourages repeat purchasing behavior. Such results are in agreement with the study carried out by (Tesalonika & Susilowati, 2023) which shows that local brand pride has a positive influence on purchase intention, where the higher a person's pride in a brand, the greater the consumer's willingness to make a purchase. The consistency of these results reinforces the evidence that pride in local brands can foster emotional attachment and consumer trust, which ultimately increases purchase intention for the product.

Table 5 reveals that Perceived Product Innovation has a positive and significant indirect effect on Purchase Intention through Local Brand Pride ($t = 5.885 > 1.96$; $p = 0.000$), supporting H4. These results indicate that product innovation perceived by consumers can increase consumer purchase intention towards local perfumes through pride in local brands. This means that when consumers perceive local perfumes to have attractive innovations such as unique scents, modern packaging designs, and competitive quality, it fosters a sense of pride in domestically made products. This sense of pride then strengthens consumers' desire to buy and support local perfume products. This finding is in line with research (Bu et al., 2023) which states that local brand pride mediates the relationship between perceived product innovation and purchase intention among consumers of traditional restaurants in China. Similar findings were revealed by (Abualbasal & Hasan, 2024) which confirmed that local brand pride acts as a mediator in the relationship between perceived product innovation and purchase intention for local brands. Thus, it can be concluded that product innovation perceived by consumers can indirectly increase purchase intention through pride in local brands.

CONCLUSION

The aim of this study is to explore the effect of Perceived Product Innovation on Purchase Intention through the mediating role of Local Brand Pride in Indonesia's local perfume sector. The analysis shows that Perceived Product Innovation positively and significantly impacts Purchase Intention and Local Brand Pride. Additionally, Local Brand Pride significantly and positively affects Purchase Intention. The findings confirm that Local Brand Pride functions as a mediator, meaning that when consumers perceive local perfumes to be innovative through distinctive scents, modern packaging, and superior quality they develop pride in the brands. This pride reinforces emotional engagement and motivates purchase intention toward local perfume products. These results extend the literature by highlighting the mediating role of Local Brand Pride in enhancing the influence of Product Innovation on Purchase Intention, particularly within Indonesia's local perfume industry.

From a practical standpoint, these findings suggest that local perfume manufacturers should continue to improve product innovation, particularly in terms of fragrance development, packaging design, and quality improvement, in order to foster consumer pride in local brands. Strengthening brand narratives that emphasize cultural identity and local values can strengthen emotional connections with consumers, while policymakers and industry stakeholders can support the growth of the local perfume industry through innovation-oriented programs, branding

initiatives, and support for small and medium-sized enterprises to improve the competitiveness of domestic products. However, this study has several limitations. Data was collected through an online survey, with most respondents being young consumers, primarily students, which limits the generalizability of the findings. Additionally, this study focused on only three variables. Future research should involve a more diverse respondent profile and a wider geographical area using probability sampling techniques, as well as include additional mediating or moderating variables, such as brand trust, perceived value, or consumer ethnocentrism, to provide a more comprehensive understanding of consumers' purchase intentions toward local products.

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