



Brand Awareness as a Mediator of the Influence of Endorsement Marketing and Product Scarcity Appeal on Impulse Buying: A Study on Mykonos Perfume Products

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Abstract

This study investigates the mediating role of brand awareness in the relationship between endorsement marketing and product scarcity appeal on impulse buying behavior among consumers of Mykonos perfume products in Indonesia. The research is motivated by the increasing prevalence of digitally driven impulse purchases and the strategic use of influencer endorsements and limited-edition product releases in the local perfume market. A quantitative approach was employed using a cross-sectional survey design, with data collected from 150 respondents who met specific criteria related to brand familiarity and purchasing experience. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test both direct and mediating relationships. The results reveal that endorsement marketing and product scarcity appeal significantly influence impulse buying, both directly and indirectly through brand awareness. Additionally, both independent variables were found to significantly increase brand awareness, which in turn amplifies consumers' likelihood of making spontaneous purchases. These findings underscore the strategic importance of brand awareness in digital marketing communication and highlight the need for transparent scarcity messaging and authentic influencer-brand alignment. Theoretically, the study contributes to the literature by clarifying the mediating function of brand awareness in impulsive purchasing contexts, while practically offering guidance for marketing strategies aimed at enhancing consumer engagement and purchase behavior in competitive digital marketplaces.

Keywords: Brand awareness, endorsement marketing, impulse buying, product scarcity appeal.

1. Introduction

In the digital era, social media has evolved into a primary marketing channel capable of stimulating impulse buying behavior, namely spontaneous purchasing decisions made without careful rational consideration (Ngo et al., 2024). This condition is reinforced by digital marketing strategies that employ visual stimuli, time-limited promotions, and persuasive messaging designed to create a sense of urgency (Kotler & Keller, 2016). The phenomenon of impulse buying has become increasingly visible in Indonesia's local perfume industry, which has experienced

rising consumer demand in line with e-commerce and social media-driven shopping trends. One notable brand is Mykonos, which has recorded significant growth across digital platforms, achieving sales of IDR 20 billion during the period of May–July 2024 and securing 2.6% of the local perfume market share on Indonesian e-commerce platforms (Muhamad, 2025).

The success of Mykonos is closely associated with its endorsement marketing strategy, which involves influencers (Amorsa, Rahayu, Widyaningtyas, & Kharismasyah, 2025) as figures capable of strengthening consumers' emotional connections with the brand. Collaborations with influencers such as Niky.cu and Setiawan Ade have effectively increased engagement, visibility, and sales. For instance, the "California Signature" variant sold 10,000 units within 24 hours, and "Glitch" experienced a 300% increase in sales during its first week of release. These cases illustrate the ability of endorsements to shape positive brand perceptions and trigger spontaneous purchasing behavior.

In addition, Mykonos implements product scarcity appeal through the release of limited-edition products with restricted quantities and short purchase windows. This approach successfully generates perceptions of exclusivity and urgency, prompting rapid and emotionally driven consumer purchase decisions. Variants such as "Glitch" and "Invade" sold out within seconds, while "Avra Kehdabra" and "Jynx" generated IDR 547 million in sales within 30 minutes. This strategy is consistent with findings by Tuncer et al (2024) caution that perceived manipulation of scarcity may reduce consumer trust, suggesting variability in the effectiveness of scarcity-based tactics.

Despite the practical effectiveness of these strategies, previous studies present inconsistent findings. Some research indicates that endorsement marketing positively influences impulse buying (Li, Suhari, Shidiqqi, Aras, & Mani, 2023), while other studies report that exposure to paid endorsements does not necessarily increase purchase intention (Amelia Yulia Ningrum & Anik Lestari Andjarwati, 2025). Likewise, scarcity strategies may encourage impulsive purchases (Zhang, Jiang, Turner, & Pahlevan-Sharif, 2022), yet can also produce negative effects if perceived as coercive. Furthermore, prior research has predominantly employed mediators such as arousal, parasocial interaction, or FOMO, whereas the role of brand awareness as a mediator remains underexplored, particularly in the context of local perfume products.

Brand awareness plays an essential role in influencing consumer purchasing decisions (France, Davcik, & Kazandjian, 2025), as higher levels of brand recognition increase the likelihood of brand selection in the decision-making process. Several studies have demonstrated that brand awareness mediates the relationship between digital marketing strategies and purchase decisions (Erislan, 2025; Rachman,

Rahman, & Sakitri, 2024). In the context of local perfume products, Pondra, Al Firdaus, Sari, & Agustina (2024) confirmed that brand awareness mediates the influence of influencer marketing on purchase decisions. Therefore, this study aims to examine the effects of endorsement marketing and product scarcity appeal on impulse buying, with brand awareness as a mediating variable in the case of Mykonos perfume products, in order to address the research gap and provide theoretical and practical contributions to digital marketing literature.

2. Method

This study employed a quantitative approach with a cross-sectional survey design to examine the relationships between endorsement marketing and product scarcity appeal on impulse buying, with brand awareness as the mediating variable. Data were collected using a structured questionnaire based on a five-point Likert scale constructed to represent the indicators of each latent variable. The instrument was distributed to Mykonos perfume consumers in Indonesia who had purchased and followed the brand’s activities through digital platforms, particularly Instagram, Shopee, and TikTok Shop.

A purposive sampling technique was applied, as the exact population size was unknown and it was not feasible to construct a sampling frame. The respondent criteria included individuals aged at least 17 years, possessing a Shopee or TikTok Shop account, being aware of Mykonos endorsers, and having purchased or recognized Mykonos products, either regular or collaborative editions. A total sample size of 150 respondents was determined based on the minimum requirement of ten times the number of indicators within the research model, ensuring adequacy for structural model analysis.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The measurement model evaluation included assessments of convergent validity, discriminant validity, and reliability through Composite Reliability and Cronbach’s Alpha. Structural model evaluation involved examining R^2 and Q^2 values, as well as testing the significance of direct and mediating effects between constructs. PLS-SEM was selected due to the predictive and complex nature of the research model and the moderate sample size.

3. Results and Discussion

3.1 Respondent Demographic

Table 1. Respondent Demographic Profile (N = 150)

Variable	Category	Frequency	Percentage
Gender	Male	65	36.67%
	Female	95	63.33%
Age	17-28 years	104	69.33%

	29–45 years	45	30.00%
	46–60 years	1	0.67%
Education Level	Junior High School or equivalent	21	14.00%
	Senior High School or equivalent	84	56.00%
	Diploma	15	10.00%
	Bachelor’s Degree (S1)	29	19.33%
	Master’s Degree (S2)	1	0.67%
Monthly Income	< Rp1,500,000	19	12.67%
	Rp1,500,000 – Rp2,500,000	61	40.67%
	Rp2,500,000 – Rp3,500,000	14	9.33%
	> Rp3,500,000	56	37.33%
Occupation	Student (University)	60	40.00%
	Private Employee	41	27.33%
	Student (High School)	15	10.00%
	Entrepreneur	12	8.00%
	Civil Servant (PNS)	6	4.00%
	Police Personnel (POLRI)	3	2.00%
	Freelance/Labor	3	2.00%

The demographic profile indicates that the majority of respondents are female (63.33%) and predominantly young consumers aged 17–28 years (69.33%). This aligns with the market characteristics of the perfume industry, which is strongly driven by lifestyle expression, sensory preference, and trend-based purchasing behavior. Additionally, a large proportion of respondents (56%) hold a senior high school education, suggesting that the brand appeals significantly to consumers within the middle educational tier who are highly active on digital platforms. The dominance of university students (40%) and private sector employees (27.33%) further indicates that the consumer base is digitally engaged, socially attentive to influencer endorsement dynamics, and responsive to persuasive marketing tactics typically found on social commerce platforms.

The distribution of monthly income demonstrates that most respondents fall within the lower to medium income range (40.67% earning Rp1,500,000–Rp2,500,000), yet still exhibit interest in purchasing Mykonos products. This supports the brand’s positioning as an “affordable premium” fragrance accessible to young consumers. The demographic characteristics observed are relevant to the behavioral tendencies examined in this study, particularly impulse buying. Younger consumers with active social media exposure are generally more susceptible to external stimuli such as influencer endorsements and product scarcity messaging, which trigger emotional arousal and reduce deliberative purchasing evaluation. Therefore, the demographic pattern of respondents strengthens the suitability of the sample in analyzing the

mediating role of brand awareness on the relationship between endorsement marketing, scarcity appeal, and impulse buying behavior.

The results of the convergent validity test on Table 1 above show that most indicators for the variables Work Experience (X), Supervisor Performance (Y), and Self-Efficacy (Z) meet the validity criteria with outer loading values above 0.7. However, some indicators, such as Y1.1.1 (0.649), Y1.6.1 (0.662), Y1.7.2 (0.696), and Z1.1.1 (0.607), have loading values below 0.7. Nevertheless, these indicators are still acceptable as the study is at an early stage of scale development (Ghozali & Latan, 2015). with loading values above 0.5. Additionally, the T-statistics for all indicators are above 1.96 with p-values of 0.000, indicating that all indicators are significant in measuring the latent variables. Therefore, the constructs of this study have convergent validity.

3.2 Validity and Reliability Test Results

3.2.1 Validity Test Results

Table 2. Validity Test Results (Convergent and Discriminant Validity)

Variable	Indicators	Loading Factor	AVE	Validity Status
Impulse Buying (Y)	Y1.1	0.755	0.590	Valid
	Y1.2	0.746		
	Y1.3	0.778		
	Y1.4	0.792		
Endorsement Marketing (X1)	X1.1	0.823	0.680	Valid
	X1.2	0.857		
	X1.3	0.793		
Product Scarcity Appeal (X2)	X2.1	0.762	0.661	Valid
	X2.2	0.863		
	X2.3	0.821		
	X2.4	0.792		
	X2.5	0.822		
Brand Awareness (Z)	Z1.1	0.852	0.696	Valid
	Z1.2	0.873		
	Z1.3	0.775		

As shown in Table 2, The results of the convergent validity test show that all item indicators for the constructs Impulse Buying, Endorsement Marketing, Product Scarcity Appeal, and Brand Awareness meet the minimum loading factor threshold of >0.70, as recommended by Hair et al (2021). Additionally, the Average Variance Extracted (AVE) values for all constructs are above 0.50, indicating that each latent variable is capable of explaining more than half of the variance of its indicators. These results confirm that the measurement model satisfies the requirement for convergent

validity and that the constructs are measured reliably and consistently within the study.

Furthermore, discriminant validity was assessed through the cross-loading evaluation, where each indicator demonstrated a higher loading on its respective construct compared to other constructs within the model. This indicates that each construct is empirically distinct and does not overlap conceptually with other variables, fulfilling the criteria for discriminant validity (Hair, 2021). Accordingly, the constructs used in this study can be considered valid in distinguishing one theoretical concept from another, ensuring robustness in the measurement model prior to structural analysis.

3.2.2 Reliability Test Results

Table 3. Reliability Test Results (n = 150)

Variable	Cronbach's Alpha	Composite Reliability (pc)	Description
Impulse Buying	0.775	0.852	Reliable
Endorsement Marketing	0.769	0.864	Reliable
Product Scarcity Appeal	0.872	0.907	Reliable
Brand Awareness	0.780	0.873	Reliable

The reliability test was conducted to evaluate the internal consistency of indicators in measuring each latent construct. As shown in Table 3, Cronbach's Alpha and Composite Reliability (CR) were utilized as the primary reliability criteria. Following the recommendation by Hair et al (2021), a construct is considered reliable when both Cronbach's Alpha and Composite Reliability exceed the threshold value of 0.70, indicating that the measurement items consistently represent the underlying latent variable. As shown in the table, all constructs—Impulse Buying, Endorsement Marketing, Product Scarcity Appeal, and Brand Awareness—demonstrate Cronbach's Alpha values within the acceptable reliability range.

Likewise, the Composite Reliability results also indicate strong internal consistency for all variables, with scores ranging between 0.852 and 0.907. These results confirm that the indicators used in this study are cohesive and consistently measure the respective constructs. Therefore, the reliability analysis supports that the measurement model is statistically robust and suitable to proceed to the next stage of structural model evaluation.

3.3 R² and Q² Test Results

Table 4. Results of R-Square (R²) and Q-Square (Q²) Tests (n = 150)

Variable	R ²	Interpretation (R ²)	Q ²	Interpretation (Q ²)
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Impulse Buying	0.560	Moderate	0.371	Strong Predictive Relevance
Brand Awareness	0.243	Weak	0.202	Moderate Predictive Relevance

The R-square (R^2) values indicate the extent to which the exogenous variables explain the variance in the endogenous constructs within the structural model. As shown in Table 4, impulse buying has an R^2 value of 0.560, which falls into the moderate explanatory category, suggesting that endorsement marketing and product scarcity appeal are able to explain 56% of the variance in impulse buying. Meanwhile, brand awareness has an R^2 value of 0.243, categorized as weak, indicating that the predictors explain 24.3% of its variance. These results imply that while the model moderately explains impulse buying, its explanatory power for brand awareness is relatively limited.

The Q-square (Q^2) values reflect the predictive relevance of the model using the blindfolding procedure. A Q^2 value greater than zero indicates that the model has predictive relevance. As shown in Table 4, impulse buying has a Q^2 value of 0.371, indicating strong predictive relevance, while brand awareness has a Q^2 value of 0.202, indicating moderate predictive relevance. These findings confirm that the structural model possesses adequate predictive accuracy, meaning the independent variables are capable of producing meaningful predictions for the dependent constructs in the context of consumer behavior toward Mykonos perfume products.

3.4 Path Coefficient Test Results

3.4.1 Direct Path

Table 5. Direct Path Coefficient Results (Bootstrapping Analysis)

Hypothesized Path	Coefficient (O)	Mean (M)	Std. Dev. (STDEV)	t-Statistic	p-Value	Significance
X1 (Endorsement Marketing) → Y (Impulse Buying)	0.144	0.139	0.070	2.041	0.041	Significant
X1 (Endorsement Marketing) → Z (Brand Awareness)	0.254	0.257	0.101	2.516	0.012	Significant
X2 (Product Scarcity Appeal) → Y (Impulse Buying)	0.322	0.323	0.088	3.661	0.000	Significant
X2 (Product Scarcity)	0.304	0.303	0.119	2.548	0.011	Significant

Appeal) → Z (Brand Awareness)						
Z (Brand Awareness) → Y (Impulse Buying)	0.449	0.449	0.075	6.001	0.000	Significant

The structural model evaluation using bootstrapping demonstrates that all path coefficients in the model are positive and statistically significant. This indicates that each independent variable contributes to strengthening the dependent variable in the hypothesized direction. In other words, both endorsement marketing and product scarcity appeal influence impulse buying directly, while also enhancing brand awareness, which subsequently reinforces impulse buying. The magnitude and direction of the coefficients confirm the theoretical framework suggesting that marketing stimuli can shape consumer cognitive and affective responses, leading to impulsive purchase decisions.

According to Table 5, The results reveal that endorsement marketing has a positive and significant influence on impulse buying ($p = 0.041$). This finding implies that endorsement strategies employed by Mykonos, particularly collaborations with influential content creators, successfully evoke spontaneous purchasing behavior among consumers. The credibility, attractiveness, and persuasive communication style of endorsers appear to stimulate consumers' affective responses, thus reducing rational evaluation and increasing impulsive purchasing tendencies. Therefore, Hypothesis 1 is supported.

Furthermore, endorsement marketing significantly influences brand awareness ($p = 0.012$). This suggests that promotional collaborations play a crucial role in reinforcing the cognitive recognition and recall of the Mykonos brand. Endorsers not only function as persuasive messengers but also serve as identity anchors that enhance brand memorability. The improvement in brand awareness aligns with the premise that repeated exposure to endorsed content increases familiarity and strengthens brand associations in consumers' memory. Thus, Hypothesis 2 is accepted.

The findings also show that product scarcity appeal significantly affects impulse buying ($p = 0.000$). Limited product availability combined with time-restricted promotions creates a sense of urgency, encouraging consumers to act quickly to avoid missing out on the product. This aligns with scarcity marketing theory, which asserts that perceived rarity increases desirability and triggers spontaneous purchase behavior. Therefore, Hypothesis 3 is accepted. Additionally, product scarcity appeal significantly affects brand awareness ($p = 0.011$), indicating that exclusivity-based

marketing not only drives immediate purchases but also enhances brand recognition and perceived value, supporting Hypothesis 4.

Finally, brand awareness significantly influences impulse buying ($p = 0.000$), highlighting the mediating role of consumer familiarity in the decision-making process. Higher brand awareness enhances trust, reduces perceived purchasing risk, and increases emotional preference toward the brand, which collectively intensify impulse buying tendencies. This confirms that brand awareness serves as a key psychological mechanism linking marketing stimuli and consumer behavioral outcomes. Thus, Hypothesis 5 is supported.

3.4.2 Indirect Path

Table 6. Specific Indirect Effects (Bootstrapping Results)

Indirect Pathway	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Values
Endorsement Marketing → Brand Awareness → Impulse Buying	0.114	0.116	0.050	2.274	0.023
Product Scarcity Appeal → Brand Awareness → Impulse Buying	0.137	0.133	0.051	2.659	0.008

The results in Table 6 show that both indirect effects are statistically significant, as indicated by p-values below the 0.05 threshold. Specifically, the indirect effect of endorsement marketing on impulse buying through brand awareness is significant ($p = 0.023$), indicating that brand awareness mediates this relationship. This suggests that endorsement strategies strengthen impulsive purchasing behavior more effectively when they first enhance consumers' recognition and recall of the brand.

Similarly, the indirect effect of product scarcity appeal on impulse buying mediated by brand awareness is also significant ($p = 0.008$). This finding indicates that scarcity-driven promotional messages encourage greater impulse buying behavior when the brand is already well-recognized and salient in the minds of consumers. Therefore, brand awareness serves as a crucial psychological mechanism that magnifies the influence of both endorsement marketing and scarcity appeal strategies on impulse buying. Consequently, Hypothesis 6 and Hypothesis 7 are supported.

3.5 Discussion

The findings indicate that endorsement marketing has a positive and significant influence on impulse buying for Mykonos perfume products, as shown by the p-value of 0.041, which is lower than the significance threshold of 0.05. This suggests that the

more effective the endorsement strategy, the greater the likelihood that consumers will engage in spontaneous purchases. Questionnaire results also demonstrate high mean scores for both endorsement marketing (4.02) and impulse buying (4.00), indicating that credible and attractive endorsers enhance emotional triggers that lead consumers to make unplanned purchases. This outcome aligns with the AIDA model, emphasizing how endorsements attract attention, stimulate interest, and drive action.

Endorsement marketing is also found to significantly increase brand awareness, as indicated by a p-value of 0.012. Consumers reported high levels of awareness (mean = 3.99), demonstrating that endorsers effectively reinforce recognition and recall of the Mykonos brand. Indicators such as the recognizability of packaging and the perceived credibility of endorsers further highlight how endorsements create strong brand associations. This supports prior research stating that credible public figures strengthen message reception and improve brand memory. However, literature also notes potential diminishing effects if endorsements lack authenticity or consistency.

The study further shows that product scarcity appeal significantly influences impulse buying, with a p-value of 0.000. Consumers rated scarcity cues highly (mean = 4.10), demonstrating that limited editions and time-restricted availability trigger urgency and fear of missing out (FOMO) (Baltasar et al., 2025), which in turn prompt spontaneous purchases. This supports the Stimulus-Organism-Response (SOR) framework, where scarcity acts as an external stimulus generating emotional urgency that leads to impulsive purchasing behavior. Yet, previous research cautions that artificial scarcity may cause negative emotional responses if perceived as manipulative.

Product scarcity appeal also significantly enhances brand awareness (p-value = 0.011). Scarcity strategies help Mykonos stand out in a saturated market by establishing exclusivity and uniqueness. When products are perceived as limited or special, consumers are more likely to remember and recognize the brand. This finding aligns with studies showing that scarcity strengthens brand recall and perceived value (Didit, Diansyah, & Kamaruddin, 2025). However, brand awareness benefits will only persist if scarcity messaging is communicated authentically to maintain trust.

Brand awareness itself plays a significant role in encouraging impulse buying (p-value = 0.000). When consumers are familiar with a brand and can easily recall it, they exhibit higher tendencies to purchase spontaneously (Indarsih, Sudodo, & Sri Nuryani, 2019; Souisa, 2022). The high mean scores for brand recognition indicate that visual identity and promotional exposure effectively reinforce familiarity, which reduces consumers' need for rational evaluation during purchase decisions. This

relationship is consistent with SOR theory, where familiarity forms part of internal processing that connects marketing stimuli to impulsive purchase behavior.

Brand awareness is also shown to mediate the relationship between endorsement marketing and impulse buying. The mediation is significant (p-value = 0.023), indicating partial mediation. This means that endorsements increase impulse buying both directly and indirectly by first strengthening brand awareness. Endorsers not only persuade consumers but also enhance brand memory, which then triggers spontaneous purchases when consumers encounter the product in marketing platforms or retail settings.

Similarly, brand awareness significantly mediates the effect of product scarcity appeal on impulse buying (p-value = 0.008), also in the form of partial mediation. Scarcity messaging increases brand salience by drawing more attention to the product, and this heightened awareness subsequently increases impulsive purchasing tendencies. While scarcity directly triggers urgency, its impact is strengthened when consumers already have strong recognition and positive associations with the brand. Therefore, maintaining authenticity and consistency in scarcity strategies is essential to avoid negative perceptions and preserve brand equity.

4. Conclusion

This study examined the influence of endorsement marketing and product scarcity appeal on impulse buying, with brand awareness serving as a mediating variable among consumers of Mykonos perfume products. The findings indicate that both endorsement marketing and product scarcity appeal have a positive and significant effect on impulse buying, both directly and indirectly. Additionally, both variables significantly enhance brand awareness, and in turn, higher brand awareness strengthens impulse buying behavior. The results further confirm that brand awareness plays a meaningful mediating role in the relationships between endorsement marketing and impulse buying, as well as between product scarcity appeal and impulse buying, highlighting its strategic importance in the consumer decision-making process.

Based on these findings, managerial implications emphasize the need for Mykonos to consistently collaborate with credible influencers whose personal image aligns with brand identity in order to reinforce authentic brand associations. The implementation of scarcity-based promotions, such as limited edition product releases, should continue but be communicated transparently to avoid perceptions of artificial scarcity that could undermine brand trust. Strengthening brand awareness through consistent visual identity, storytelling, and interactive digital engagement is also recommended. Furthermore, fostering emotional and time-sensitive

communication strategies on social media, including flash promotions and exclusive online campaigns, can effectively stimulate impulse buying and enhance consumer engagement.

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