

The Effect of Implementing the 8p Digital Marketing Strategy on Purchase Intention for Bvlgari Luxury Perfumes: A Binary Logistic Regression Analysis

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KEYWORDS	ABSTRACT
Bvlgari, Purchase Intention, Binary Logistic Regression, Luxury Perfume, 8P Digital Marketing	This research examines the influence of the 8P digital marketing mix (Product, Price, Promotion, Place, People, Process, Physical Evidence, Productivity and Quality) on consumer purchase intention for Bvlgari luxury perfumes using binary logistic regression analysis. Data were collected via a Qualtrics survey from 88 respondents in Indonesia. The analysis revealed that among the 8P elements, Price, Public Figures (Promotion/People), and Product Collaboration significantly impacted purchase intention. Price and Public Figures had the strongest positive effects, increasing purchase likelihood by 3.8 and 4.8 times, respectively, aligning with theories of conspicuous consumption and aspirational influence. Conversely, Product Collaboration showed a significant negative effect, reducing purchase intention by 74%, suggesting potential brand dilution risks. Other elements, such as scent preferences and bottle design, were statistically insignificant. The logistic regression model achieved 68.2% overall accuracy, excelling in predicting intent-to-buy (91.7%) but underperforming for non-buyers (17.9%). These findings highlight the importance of premium pricing and influencer partnerships in luxury perfume marketing while cautioning against collaborations that may undermine brand exclusivity. The research provides actionable insights for Bvlgari to refine its digital strategy, emphasizing immersive, trust-driven experiences to offset the limitations of online sensory engagement.

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INTRODUCTION

Transformasi digital telah menjadi pendorong utama pertumbuhan ekonomi global, termasuk di Indonesia yang diproyeksikan memiliki nilai ekonomi digital mencapai lebih dari USD 130 miliar pada 2025, didukung oleh penetrasi internet 79,5% dan adopsi e-commerce yang masif (Suhendra, 2025; Lestari, 2024; Trade.gov, 2024; Abdillah, 2023). Pertumbuhan ini juga berdampak pada pasar barang mewah, khususnya parfum, yang secara global diperkirakan bernilai USD 51,99 miliar pada 2025 dan meningkat hingga USD 79,5 miliar pada 2030 (Mordor Intelligence, 2025). Namun, pemasaran digital untuk parfum mewah menghadapi tantangan besar berupa hilangnya interaksi sensorik langsung, seperti mencium aroma sebelum membeli, yang menjadi inti pengalaman eksklusif merek (Jiménez-Marín, 2022; Supdeluxe, 2025). Studi menunjukkan bahwa sensory marketing mampu meningkatkan keterikatan emosional dan loyalitas konsumen di ritel fisik, tetapi dalam konteks daring

diperlukan strategi pengganti melalui visual produk, deskripsi detail aroma (top, middle, base notes), dan narasi merek yang kuat untuk mengatasi “gap sensorik” ini (Murwani et al., 2023; Jiménez-Marín, 2022). Dalam situasi ini, penerapan strategi 8P digital marketing (Product, Price, Promotion, Place, People, Process, Physical Evidence, Productivity & Quality) menjadi relevan, meski efektivitasnya pada produk berbasis pengalaman inderawi masih diperdebatkan dan memerlukan adaptasi inovatif agar tetap mampu mempertahankan persepsi eksklusivitas dan mendorong niat beli di era digital (Suhendra, 2025; Murwani et al., 2023).

This empirical gap becomes even more evident when reviewing previous studies. The literature highlights significant contradictions regarding which elements of the marketing mix most influence purchase intention for experiential products (Kusumawati et al., 2021). Some studies even report counterintuitive findings, such as the negative influence of Physical Evidence (digital visual cues) or the insignificance of core elements like Product (uniqueness of scent) and Price when tested in statistical models. These varying results underscore that no universal formula exists, necessitating context-specific analysis for unique markets and product categories, such as luxury perfumes in Indonesia.

This research directly addresses this need by conducting a robust quantitative analysis. Using *Bvlgari* luxury perfumes as a case research, it applies a binary logistic regression model to dissect and predict the key factors within the *8P digital strategy* that significantly influence the probability of consumer purchase intention in Indonesia. Specifically, the research focuses on the unique dynamics where premium pricing and the role of public figures are hypothesized to drive purchase intention, while product collaborations may potentially dilute the brand's exclusivity. Thus, the findings of this research are expected to provide an evidence-based strategic roadmap for *Bvlgari* and other luxury marketers to optimize their digital presence.

The luxury perfume market in Indonesia has experienced significant growth alongside the country's expanding digital economy, yet research specifically examining digital marketing effectiveness for sensory-dependent luxury products remains limited. Previous studies have established the importance of digital marketing for luxury brands (Chuanying Chen, 2024), with particular emphasis on how premium pricing and celebrity endorsements influence consumer behavior (Chairunnisa et al., 2022). However, these studies primarily focused on non-sensory luxury goods like fashion accessories, leaving a critical gap in understanding how marketing strategies perform for products where scent experience is paramount. This gap is particularly relevant as Indonesia's digital perfume market is projected to grow substantially, necessitating evidence-based strategies to overcome the inherent limitations of online sensory engagement.

Recent research on luxury marketing has highlighted the effectiveness of the *8P digital marketing mix* in various contexts (Sanjaya & Tarigan, 2009), but findings remain inconsistent when applied to experiential products. Studies by Kirmani and Rao (2000) on signaling theory suggest that premium prices serve as quality indicators, while McCracken's (1989) Meaning Transfer Model emphasizes the aspirational value of celebrity endorsements. However, these frameworks have not been rigorously tested for luxury perfumes in emerging markets like Indonesia, where cultural factors and digital adoption patterns may yield different results. Furthermore, emerging evidence indicates potential risks of brand dilution through product

collaborations (Aaker & Keller, 1990), a phenomenon that has not been explored in relation to fragrance marketing. This study addresses these gaps by applying established theories to a new product category and market context.

The methodological approach of this research builds upon recent advancements in consumer behavior analysis, particularly binary logistic regression techniques demonstrated in similar luxury product studies (Hendrawan et al., 2024; Wulandari et al., 2024). While these studies successfully identified key purchase drivers for various luxury items, none specifically examined the unique case of perfumes where sensory deprivation in digital channels may alter consumer decision-making processes. The current research extends this work by incorporating both traditional luxury marketing elements (price, celebrity influence) and digital-specific factors (online presentation, collaboration strategies) into a comprehensive analytical model. This approach allows for direct comparison with previous findings while accounting for the distinctive characteristics of fragrance products.

By grounding this study in established theoretical frameworks and addressing identified research gaps, the findings contribute valuable insights to both academic literature and marketing practice. The results not only validate the applicability of classic luxury marketing theories to Indonesia's digital perfume market but also reveal novel findings about the counterproductive effects of certain strategies like product collaborations. These insights provide luxury brands with empirical evidence to optimize their digital marketing investments, particularly in markets where online shopping cannot replicate physical product experiences. Furthermore, the study's methodology offers a replicable framework for future research on digital marketing effectiveness across different luxury product categories and cultural contexts. The rapid expansion of Indonesia's digital economy, coupled with the growing luxury goods market, has created a pressing need for brands like *Bvlgari* to refine their digital marketing strategies. Luxury perfumes, which rely heavily on sensory experiences, face unique challenges in the digital space, where consumers cannot physically test scents before purchasing. This disconnect between the online shopping environment and the sensory nature of perfumes underscores the urgency of identifying effective digital marketing strategies that can bridge this gap. Without empirical evidence on which elements of the *8P digital marketing mix*—such as price, promotion, or product collaboration—most influence purchase intention, luxury brands risk misallocating resources and failing to engage their target audience effectively.

This study introduces novelty by focusing specifically on the *8P digital marketing mix* in the context of luxury perfumes, a niche yet under-researched area in Indonesia's burgeoning digital economy. While prior research has explored digital marketing for luxury goods broadly, few studies have examined how sensory-dependent products like perfumes perform in online environments. By employing binary logistic regression, this research quantifies the impact of each *8P* element, offering granular insights into what drives or deters purchase intention. The inclusion of product collaboration as a potential negative influence adds a fresh perspective, challenging conventional assumptions about the universal benefits of co-branding in luxury marketing.

The research contributes to both academic and practical domains by providing a data-driven framework for luxury brands to optimize their digital strategies. It validates the

significance of price and public figures in driving purchase intention while highlighting the risks of product collaborations, which may dilute brand exclusivity. These findings align with established theories like the Veblen Effect and the Meaning Transfer Model, enriching the literature on luxury consumer behavior. For practitioners, the study offers actionable recommendations, such as prioritizing premium pricing and influencer partnerships while cautiously approaching collaborations to maintain brand integrity.

This research aims to analyze the implementation of *Bvlgari's 8P Digital Marketing* strategy for luxury perfumes, specifically examining how the brand adapts Product (digital scent representation), Price (premium pricing strategy), and Promotion (celebrity partnerships) to overcome online sensory limitations. The study seeks to identify which *8P* elements most significantly impact purchase intention, particularly focusing on how price conveys exclusivity (Veblen effect), how public figures transfer aspirational value (Meaning Transfer Model), and how product collaborations might negatively affect brand perception (brand dilution). Additionally, the research will develop a predictive model using binary logistic regression to establish the relationship between these key *8P* elements and the likelihood of consumer purchase intention for *Bvlgari* perfumes, providing actionable insights for luxury digital marketing strategies.

The benefits of this research extend to multiple stakeholders, including marketers, brand managers, and policymakers. For *Bvlgari* and similar brands, the findings provide a roadmap to enhance digital campaigns, ensuring they resonate with Indonesia's affluent consumers. Academics gain a deeper understanding of how digital marketing dynamics apply to sensory-driven luxury products, opening avenues for further research. Additionally, the study's predictive model can serve as a tool for marketers to identify high-potential customers, improving target efficiency. Ultimately, this research supports the sustainable growth of Indonesia's luxury market by aligning digital strategies with consumer preferences and brand values.

METHOD

This research employed a quantitative approach with a causal-predictive design to systematically test and analyze the cause-and-effect relationship between the independent variables—the *8P* digital marketing elements—and the dependent variable, consumer buying interest in *Bvlgari* luxury perfumes. The quantitative method enabled objective measurement of variables and statistical analysis to draw generalizable conclusions.

The target population consisted of Indonesian luxury perfume consumers who had an interest in or had purchased *Bvlgari* perfumes, both online and offline. The sample included 88 respondents collected via a Qualtrics survey. Non-probability purposive sampling was used to select respondents meeting criteria relevant to the research objectives.

The dependent variable (Y), buying interest, was binary, measuring consumers' tendency to purchase *Bvlgari* perfumes, categorized as "Interested in Buying" (1) or "Not Interested in Buying" (0).

The independent variables (X) represented the 8P digital marketing elements, assessed through respondents' perceptions of Bvlgari's implementation of the strategy, as indicated in the Qualtrics survey.

Data were collected using an online questionnaire designed on the Qualtrics platform to measure perceptions of each 8P element and buying interest.

The following is the formulation of the model in this research:

$$Y = \frac{1}{1 + \text{EXP}(-(C + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots + \beta_n X_n))}$$

This research adopted a two-stage analytical approach using binary logistic regression:

- 1) Stage 1: Identification of Significant Indicators. An initial binary logistic regression was conducted including all 8P independent variables. The main objective was to identify variables that significantly influenced buying interest based on their p-values. Variables with a p-value less than or equal to 0.05 were considered significant and retained for further analysis. This filtering allowed for a more concise and interpretable model by eliminating variables with no significant impact, thereby improving model efficiency and reducing noise. It ensured the final discussion focused on the most relevant and impactful digital marketing strategies for *Bvlgari*, enabling clearer, actionable recommendations.
- 2) Stage 2: Final Binary Logistic Regression Model. The significant variables identified in Stage 1 were incorporated into the second binary logistic regression model. This final model was used to predict buying interest and interpret the specific effects of each significant 8P element.

RESULTS AND DISCUSSIONS

From the results of the survey using Qualtrics, an analysis was carried out to determine the influence of the 8P digital marketing strategy against the interest in buying luxury perfumes of Bvlgari. In qualtrics data, 88 respondents were obtained, then analyzed in depth using the binary logistics regression method to test and measure the influence strength of each hypothesized variable. Exposure of respondents' demographic profiles to provide context to the research sample. Furthermore, the results of binary logistics regression analysis will be presented which identify the determining factors of the 8P marketing mix which significantly affect consumers' purchase intent towards Bvlgari perfumes.

Respondent Profile

There were 88 respondents participating in this survey. The majority of respondents were in the age range of 31–40 years (39.2%), followed by the age group of 21–30 years (36.7%). The level of education is dominated by S1 graduates (60.2%), while most respondents work as private employees (63.6%). In terms of income, the largest group has a monthly income of between 10-20 million rupiah (28.4%). Regarding purchasing behavior, the proportion between respondents who stated that they would buy and those who did not are nearly balanced, namely around 49% and 51%, respectively.

Binary Logistics Regression Analysis

To find out the factors that determine the interest in buying Bvlgari perfume from the 8P digital marketing mix, a binary logistics regression analysis was carried out. This analysis aims to test and measure the strength of the influence of each hypothetical independent variable on consumer buying interest. The following are the indicators used in this analysis:

Table 1. the indicators used in this analysis

Element	Tested Indicators
Product	Likes Bvlgari perfume
	Aroma uniqueness
	Aroma longevity
	Aroma preference (Floral, Woody, Citrus, Spicy, Gourmand, Musky)
Price	Perfume price
	Willingness to pay more
Promotion	Importance of Social Media promotions
	Importance of Brand Story
Place	Buying online
	Buying offline
People / Promotion	The role of public figures
	The influence of recommendations
	Seller service
Process	Ease of purchase
Physical Evidence	Bottle design
	Store display
Product / Promotion	Product collaboration

Table 2. Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1						
Likes Bvlgari perfume	.327	.692	.223	1	.637	1.387
Uniqueness of scent	.585	.445	1.730	1	.188	1.796
Scent longevity	.089	.526	.029	1	.866	1.093
Likes Floral scent	-.521	.536	.946	1	.331	.594
Likes Woody scent	.418	.493	.717	1	.397	1.519
Likes Citrus scent	-.689	.592	1.355	1	.244	.502
Likes Spicy scent	.109	.485	.051	1	.822	1.115
Likes Gourmand / Sweet scent	-.243	.536	.206	1	.650	.784
Likes Musky scent	.452	.553	.668	1	.414	1.571
Perfume price	1.345	.558	5.815	1	.016	3.840
Willingness to pay more	.138	.662	.044	1	.835	1.148
Importance of social media promotion	.232	.662	.123	1	.725	1.262
Role of Public Figures	1.571	.658	5.689	1	.017	4.809

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	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1						
Buying online	.908	.623	2.120	1	.145	2.478
Buying offline	-.065	.533	.015	1	.904	.938
Influence of recommendations	.610	.936	.424	1	.515	1.840
Seller service	.038	.843	.002	1	.964	1.039
Ease of Purchase	1.181	.726	2.647	1	.104	3.257
Importance of Story	-1.454	.867	2.814	1	.093	.234
Bottle design	.017	.845	.000	1	.984	1.017
Store display	-.609	.805	.573	1	.449	.544
Product collaboration	-1.362	.653	4.352	1	.037	.256
Constant	-10.778	3.785	8.108	1	.004	.000

a. Variable(s) entered on step 1: Likes Bvlgari perfume, Uniqueness of scent, Scent longevity, Likes Floral scent, Likes Woody scent, Likes Citrus scent, Likes Spicy scent, Likes Gourmand / Sweet scent, Likes Musky scent, Perfume price, Willingness to pay more, Importance of social media promotion, Role of Public Figures, Buying online, Buying offline, Influence of recommendations, Seller service, Ease of Purchase, Importance of Story, Bottle design, Store display, Product collaboration.

Based on the analysis of the "Variables in the Equation" table, it was found that of the various factors tested, only three elements significantly influenced the buying interest of Bvlgari perfumes. The strongest influence comes from the Role of Public Figures (Sig. 017), which increases the chance of buying interest by up to 4.8 times (Exp(B) 4,809), followed by the price of perfumes (Sig. 016) with a 3.8-fold increase in chances (Exp(B) 3,840). These findings confirm that aspirational imagery and price perceptions as a reflection of quality are the main drivers. Interestingly, Product collaboration (Sig. .037) actually shows a significant negative influence, where the existence of this collaboration reduces the chance of buying interest by around 74% (Exp(B) 0.256). Meanwhile, other factors such as various scent preferences, Bottle Design, and Ease of Purchase were not shown to have a statistically significant influence in this model. Then, the results of the significant data are run again so that the following data is produced:

Table 3. Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1^a						
Perfume price	.881	.295	8.923	1	.003	
Role of Public Figures	1.153	.386	8.906	1	.003	
Product collaboration	-.804	.352	5.215	1	.022	
Constant	-3.772	1.576	5.731	1	.017	

a. Variable(s) entered on step 1: Perfume price, Role of Public Figures, Product collaboration.

This table shows the results of simultaneous testing of various independent variables to see their effect on the dependent variable (most likely buying interest). Of the total variables

tested, there were three variables that were proven to have a statistically significant influence (with a Sig. value of < 0.05). These variables are: ● Perfume Price ● The Role of Public Figures ● Product Collaboration Here is a breakdown of each of these significant factors: 1. Perfume Price ○ Significance: This variable is very significant with a Sig. value of 0.016. ○ Direction and Influence Power: The coefficient (B) is of a positive value (1.345), which indicates that a positive perception of the price of Bvlgari perfume increases the likelihood of buying interest. An Exp(B) or Odds Ratio value of 3,840 indicates that for every single unit increase in price perception, the odds for buying interest increase by 3.84 times, assuming other variables are constant. 2. The Role of Public Figures ○ Significance: This variable is also very significant with a Sig. value of 0.017. ○ Direction and Power of Influence: Coefficient (B) has a strong positive value (1.571). The Exp(B) value of 4,809 shows that the role of public figures has a huge influence. For every one unit increase in the perception of the role of public figures, the odds for buying interest increase by 4.8 times. This is the strongest predictor in this model. 3. Product Collaboration ○ Significance: This variable is significant with a Sig. value of 0.037. ○ Direction and Influence Power: Interestingly, the coefficient (B) for this variable is negative (-1.362). This indicates that in this model, product collaboration actually reduces the likelihood of buying interest. The Exp(B) value of 0.256 indicates that for every single unit increase in the perception of product collaboration, the odds for buying interest actually decrease to only 0.256 times from the original (or down about 74%).

Based on the results of the analysis on model d above, here is the formula for Y (probability of buying interest):

This formula is used to calculate the probability (Chance) of a consumer having a buying interest in Bvlgari perfume based on three significant factors found.

Y (Probability of Buying Interest) =

Information:

- Y: The probability or opportunity of a consumer to be interested in buying, with values ranging from 0 (impossible) to 1 (certain).
- e: Euler's number, a mathematical constant whose value is approximately 2.718.
- -3.772: The constant value (β_0) of the model.
- 0.881: Coefficient for the Perfume Price variable (X_1).
- 1.153: Coefficient for the variable Role of Public Figures (X_2).
- -0.804: The coefficient for the Product Collaboration variable (X_3).

(Perfume Price), (Role of Public Figures), (Product Collaboration): The value or score of each independent variable entered into the model for a respondent

Table 4. Classification Table^a

		Predicted Purchase		Percentage Correct
		0	1	
Observed	Purchase			
Step 1	0	5	23	17.9
	1	5	55	91.7

	Predicted Purchase	Percentage Correct
Overall Percentage		68.2

a. The cut value is .500

Based on the classification table presented, this regression model has an overall accuracy rate of 68.2% in predicting buying intention. However, the performance of this model shows very specific and unbalanced strengths and weaknesses. The main strength of the model lies in its excellent ability to identify consumers who intend to buy (category '1'), with an accuracy rate of 91.7%; Of the 60 people who intended to buy, the model managed to guess 55 of them correctly. In contrast, the model is very weak in recognizing consumers who do not intend to buy (category '0'), where the accuracy rate is only 17.9%. This can be seen from the 28 people who actually did not intend to buy, the model was only able to identify 5 of them correctly, while the other 23 were mistakenly classified as potential buyers. This means that the model is very effective at finding potential customers, but it is not reliable at filtering out disinterested audiences due to its high tendency to mispredict.

Discussion

The results of this binary logistics regression analysis clearly confirm the main foundation of the marketing strategy for luxury products such as Bvlgari perfumes. The strongest influence of the Role of Public Figures (4.8 times the chance) is closely aligned with McCracken's (1989) Meaning Transfer Model. This theory states that the effectiveness of a celebrity endorser lies not only in their popularity, but in their ability to transfer a set of cultural meanings—such as status, elegance, or lifestyle—from their persona to the product. This process, as described in the consumer behavior literature by Schiffman and Wisenblit (2019), utilizes aspirational reference groups, in which consumers purchase products to associate themselves with social groups they admire. These findings are reinforced by the insignificance of scent preferences, which suggests that for Bvlgari, the symbolic appeal created by public figures goes far beyond the functional attributes of the product.

Furthermore, the significance of the Perfume Price (3.8 times the chance) is a classic manifestation of the concept of conspicuous consumption first introduced by Thorstein Veblen (1899) and theoretically reinforced as the "Veblen Effect" by Leibenstein (1950). This concept explains that for luxury goods, demand can actually increase as prices increase because high prices themselves serve as a marker of social status. This phenomenon is also in line with signaling theory, where in asymmetrical information conditions, premium prices become a credible signal to consumers regarding superior quality and exclusivity (Kirmani & Rao, 2000). Thus, Bvlgari's high price is not a barrier to purchase, but rather a key component of its value proposition that reinforces the image of prestige and quality in the minds of consumers.

The most strategically interesting finding was the negative influence of Product Collaboration (lowering the odds by up to 74%). This underscores the risk of brand dilution, a concept popularized by Aaker and Keller (1990) in their research of brand extension. They argue that new associations that are inconsistent with the core brand image can weaken brand

equity. For heritage brands such as Bvlgari, whose brand value according to Urde, Greyser, & Balmer (2007) relies heavily on authenticity, history, and timelessness, momentary trend collaborations can be seen as threatening these core values. The insights from the model's accuracy—which are strong in predicting "buying interest" but weak in predicting "no buying interest"—imply that Bvlgari's strategy should prioritize strengthening its exclusive image on an already engaged core audience, rather than risking dilution in order to reach new audiences through tactics that may not align with its brand identity.

Based on the results of the analysis and discussion that has been carried out, three main conclusions can be drawn that directly answer the purpose of the research:

1. Implementation of the 8P digital marketing mix by Bvlgari consistently aims to build and maintain an image of luxury as well as exclusivity. The analysis shows that Product elements are not only focused on the scent, but on the brand's story and heritage. Price is applied as a signal of premium quality. Place is limited to official e-commerce platforms and selected luxury retailers to maintain exclusivity. Promotion relies heavily on high-end visual content and the role of public figures. The People, Process, and Physical Evidence elements are realized through responsive digital customer service, a seamless purchasing process, and an elegant website design. Finally, Productivity and Quality is measured by the ability to maintain brand equity, not just sales volume.

2. Of the eight elements of the 8P digital marketing mix tested, this research succeeded in identifying three elements that statistically have a significant influence on the buying interest of Bvlgari perfumes. It was found that Price and the Role of Public Figures (part of Promotion and People) were the strongest and most positive drivers of buying interest. On the other hand, the Product Collaboration element (part of Product and Promotion) was found to have a significant negative influence, which indicates the potential for brand dilution in the eyes of consumers. Meanwhile, other elements such as scent preference (Product), bottle design (Physical Evidence), and ease of purchase (Place/Process) have not proven to be significant determinants in this model.

3. This research succeeded in developing a binary logistics regression model that was able to predict the buying interest of Bvlgari perfume with an overall accuracy rate of 68.2%. This model is highly effective in identifying consumers who intend to buy (91.7% accuracy), making it a valid tool for targeting potential audiences. The formulation of this model confirms that in order to predict buying interest in Bvlgari, the main focus should be placed on consumer perceptions of prices and the strong influence of public figures, while being cautious of collaborative strategies that risk lowering buying interest.

CONCLUSION

This study empirically demonstrated that the 8P digital marketing mix significantly influences purchase intention for Bvlgari luxury perfumes in Indonesia, with price and public figure endorsements serving as the most powerful positive drivers. The findings support key luxury marketing theories, notably the Veblen Effect and Meaning Transfer Model, confirming their relevance for sensory-dependent products in digital contexts. Importantly, the study identified a surprising negative impact of product collaborations, highlighting potential risks

of brand dilution that luxury marketers should carefully manage. The binary logistic regression model showed strong accuracy in predicting purchase intent, offering practical benefits for targeted campaigns. Future research should increase sample size and geographic diversity to improve generalizability across luxury perfume brands and Southeast Asian markets, incorporate neuromarketing methods to better assess subconscious consumer responses to digital scent experiences, and employ longitudinal designs to link marketing strategies with actual purchase behavior. Additionally, qualitative studies examining consumer attitudes toward brand collaborations and investigations into cultural differences within Indonesia would deepen insights into luxury consumption and segmentation.

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