

Global Management Journal for Academic & Corporate (GMJAC) Studies  
Fall 2023, Vol .13 No. 2, PP. 45-63  
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Published by Bahria Business School, Bahria University Karachi Campus

## **Factors Contributing to The Purchase Intention of Halal Fragrances (Ator): A Study on Dhaka City**

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### **Abstract**

Fragrance is identical to the cherry on the cake in personal grooming. The halal fragrance (Ator) has different acceptance among Muslim customers. Like many supplementary beauty products, the purchase intention for fragrance is also a complex one. To understand the drivers of the purchase intention of halal fragrance a structured survey questionnaire was formed and responses were collected from 500 respondents conveniently. Nine predictors including price, bottle design, brand, smell, personal care budget, advertisement, peer recommendation, sales promotion and online review are considered as the determinants through reviewing the past literature and hypotheses were developed as well. The Multiple Linear Regression analysis was used to test the hypotheses. The results found that price, smell, personal care budget and advertisement have significant associations with the purchase intention of halal fragrances (Ator). The study has also discussed the significance of this study's findings aligning with prior literature and provided guidelines for practitioners. Finally, the limitations and future research opportunities have been discussed.

**Keywords:** Halal, Fragrance, Smell, Personal Care, Purchase Intentions.

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### **1. INTRODUCTION**

The Arabic term halal means permitted or allowed to be consumed according to Islamic law" (Kaur, Osman, & Maziha, 2014). Hashim & Hashim (2013) concluded that, In contrast to regular product lines, halal products do not contain alcohol, porcine by-products, or their substitutes. Due to the religious need for halal product consumption, Muslim consumers always spend more on halal products including foods, drinks, fragrances and personal care products (Swidi *et al.*, 2010). In general,

Muslim consumers use perfumes for their religious and social events across different countries in the world since a long ago (Bellis, 2021). However, Non-Muslims who do not even practice Islam are also purchasing halal goods including foods and fragrances because they think these products are wholesome and safe (Hornby & Yucel, 2009).

The usage of scented products to enhance attractiveness and create a more pleasant environment in homes and public spaces

developed over time and fragrances are no longer considered to be a luxury commodity but rather an important part of daily life now (Aftel, 2004). People of various ages, genders and cultural backgrounds today often utilize and view fragrances as a need (Aftel, 2004). Consumers found it more challenging to choose which fragrance to purchase as it transitioned from being an expensive commodity to a fashionable item (Sadeghi *et al.*, 2011). Additionally, the concept of Ator (traditional, non-alcoholic perfumes) and its usage, particularly among males is highly widespread and even promoted in Muslim nations (Mohezar *et al.*, 2016).

According to Zaman *et al.* (2019) among the countries of the world, Brazil has the highest per capita fragrance consumption in the world, followed by the United Arab Emirates, France, Turkey, Argentina, Mexico, Belgium, Spain, Chile, and Switzerland. Over time, there has been an upward trend in the purchase of non-alcoholic fragrances (Zaman *et al.*, 2019) and in terms of scent output, these ten countries are ranked One to Ten. The market for fragrance will rise from \$53.70 billion to \$80.16 billion in 2030, at a Compound Annual Growth Rate (CAGR) of 5.9% from 2023 to 2030 (Burger *et al.*, 2019). According to Fortune Business Insights (2023), South Asia's perfume market is also increasing keeping pace with the global market. On the other hand, the cosmetics industry has long been a significant sector and now has one of Bangladesh's highest yearly growth rates at 12.61% (*Statista*, n.d.). Due to people's greater capacity to spend, which increases their propensity to seek out high-end cosmetics, fragrances, and skin

care products, Bangladesh's annual spending on cosmetics is predicted to reach \$2.12 billion by 2027, registering a CAGR of 8.1% from 2021 to 2027 (Correa, 2022). Consumers in Bangladesh also prefer to utilize foreign fragrances and cosmetics (Huda & Sultan, 2013). Lastly, the rapid expansion of beauty and health markets in Bangladesh have provided opportunities for businesses to deliver to a growing segment of consumers and offer them a wide variety of fragrances (Huda & Sultan, 2013).

Gani *et al.* (2019) conducted research on counterfeit luxury goods in Bangladesh where product attributes, brand image and level of income are found as the key determinants of purchase intentions. Additionally, Gani *et al.* (2022) found significant impact of social media influence on the ultimate purchase intention of organic beauty products in Bangladesh. However, none of the studies are conducted focusing on the purchases of the fragrance. Although a few studies are found in European (Abusrour, 2016) and Asian context (Azizah, 2022; Agha, 2016) focusing on the customers' purchase behavior of perfumes. No study is found focusing on the purchase intention of halal fragrances. Particularly, studies on this specific halal fragrance (Ator) is scarce till date. Thus, the purpose of the study is to determine the factors contributing to the purchase intentions of halal fragrances (Ator).

According to Riaz *et al.* (2004), Bangladesh is the world's third-largest country in terms of Muslim population. The population density of Muslims and its ancient importance in the Mughal and British empires

made Bangladesh a business hub and an epicenter of the Muslim community (Khatun *et al.*, 2011). As Muslims use halal fragrance or Ator on a regular basis and the product is produced targeting the Muslim community (Kaur, Osman & Maziha, 2014), the researchers investigated the factors that have an impact on consumer behavior and particularly the purchase intention of halal fragrances.

## 2. LITERATURE REVIEW

Due to growing purchasing power and preference for halal products, Muslim consumers are now spending more on halal cosmetics and other personal items (Daud *et al.*, 2012). According to research by Batu *et al.* (2020), Price plays a key role in the purchase intention of fragrances in Indonesia. Additionally, Azizah & Purwanegara (2022) found that price is a significant factor in purchasing online purchase intentions of local perfume brands in Indonesia but the brand is found insignificant in their research. Nevertheless, Abusrour (2016) found price and brand of the perfumes play a key role in the purchase intention of perfume products in a case study conducted in Famagusta–North Cyprus.

All dimensions of the packaging are found significant in the purchase intention of fragrance by Jordanian females except packaging materials (Saed *et al.*, 2020). Besides, packaging is found as a significant factor behind the purchase intention of fragrances by women in Spain (Salem, 2018). Additionally, Agha (2016) found a comparatively weak relationship between packaging with the purchase intention of perfumes among the working females of

Karachi. Moreover, perfume packaging plays a key role in the intention-making process of Lebanese customers' fragrance purchase intentions both online and offline purchases (Hayek, 2021). Both male and female customers get influenced by the aroma of the fragrance which leads them in shaping their purchase intention (Putra, 2020). Abusrour (2016) found that 71% of the respondents consider fragrance smell as a key factor behind the purchase intention of fragrance.

Adolescents are price sensitive and try celebrity brands of lower-cost fragrances even though their income levels vary they are more attracted to celebrity brands and the budget plays a role in shaping the purchase intention of fragrance (Rai & Pradip, 2000). Additionally, Soman (2001) concluded that people consider budget as one of the most important components in shaping any purchase intentions. Moreover, Social media marketing plays a significant role in the purchase intention of local perfume brands in Indonesia (Azizah & Purwanegara, 2022). Besides, there is a weak relationship between the purchase intention and advertisement among working females of Karachi are found (Agha, 2016).

Abusrour (2016) concluded that recommendations of surroundings including family members, friends, co-workers, etc. have a positive influence on the purchase intentions of perfume products. Additionally, Peer influence is found closely associated with the purchase intentions of perfumes by the working females of Karachi (Agha, 2016). Moreover, sales promotion has found as a significant factor behind the purchase

intention of fragrances in different research (Batu *et al.*, 2020; Fadillah *et al.*, 2022; Sadeghi, Tabrizi & Noroozi, 2011). Azizah & Purwanegara (2022) has considered online customer review as a factor behind the purchase intention of local perfume brands in Indonesia and found it significant. Moreover, there is a significant relationship found between the recommendations from the internet, blogs and consumer reviews on fragrance purchase intentions by younger consumers because of their significant use of technology and the internet (Abusrour, 2016).

## **2.1. Hypotheses Development and Conceptual Framework**

### **2.1.1. Price**

The primary factor driving customer behavior is the price (Kotler *et al.*, 2021). Prices have an impact on customers of all income levels when they are deciding what to buy (Gani *et al.*, 2019), but they have a greater impact on low- and average-income consumers than on high-income consumers and price play a key role in the purchase intention of fragrance (Fadillah *et al.*, 2022). On the other hand, Wijanarko & Fachrodji (2020) found price as an insignificant factor behind the purchase intention of fragrances because the respondents assume that quality perfume requires a good price. Thus, it is rational to investigate how price influence the purchase intention of Ator.

*H<sub>1</sub>: Price has a significant influence on the halal fragrance (Ator) purchase intention.*

### **2.1.2. Brand**

Faster and more readily recognizable brands are more popular and more likely to be chosen (Kenton, 2021). Approximately

59% of customers will buy new products from a brand they are familiar with, whereas 21% of consumers would buy new products because they come from a brand they like (Rudolph, 2015). Abusrour, (2016) found the brand of perfumes plays a key role in the purchase intention of perfume products in a case study conducted in Famagusta–North Cyprus. Nevertheless, the Brand has a positive but not significant impact on the purchase intention of fragrance and it is found that respondents pay attention to the benefits rather than brand (Wijanarko & Fachrodji, 2020). Thus, it is assumed that brand will have a higher influence in purchase intention of Ator.

*H<sub>2</sub>: Brand has a significant influence on halal fragrance (Ator) purchase intentions.*

### **2.1.3. Bottle Design**

According to Pezoldt (2012), the scent container's aesthetics are important since they act as both an attention-getter and a criterion for intention-making by both genders. Only 40% of those who use fragrance can identify their favorite aroma without the bottle (Wellmann, Bruder & Oltersdorf, 2003). Moreover, customers are far more likely to purchase scent bottles with an attractive appearance than fragrance bottles with a useful design (Chang & Chen, 2018). Nevertheless, Azizah & Purwanegara (2022) found bottle design do not significantly influence on the online purchase intentions for the local perfume brands because the first judgement from customers do not rely on bottle design. Moreover, it is found that customer review has a greater impact than package design in the purchase intention of eighteen to twenty-five years old woman

(Willis, 2012). Thus, it is assumed that customers consider bottle design as a determinant factor in their purchase intentions of Ator.

*H<sub>3</sub>: Bottle design has a significant influence on customer's halal fragrance (Ator) purchase intentions.*

#### **2.1.4. Smell**

Both men and women are influenced by smell when making purchases because smell influences how buyers evaluate a product's performance (Putra, 2020). Additionally, Agha, 2016 found that fragrance of a perfume brand has a strong influence on working woman's perfume purchase intentions. Moreover, the smell is a determinant factor for younger customers' fragrance purchase intentions (Abusrour, 2016). The following fourth hypothesis is developed in light of this,

*H<sub>4</sub>: Smell has a significant influence on halal fragrance purchase intentions.*

#### **2.1.5. Personal Care Budget**

According to Soman (2001), one of the most important considerations while making a purchase is the budget. When clients create personal care budgets, some things are bought more frequently while others are bought less frequently (Heath & Soll, 1996). According to the study of Scheer, Shehryar and Wood, (2010), understanding one's budget aids in understanding why one made a certain purchase. These arguments form the base of the fifth hypothesis.

*H<sub>5</sub>: Personal care budget has a significant influence on customers' halal fragrance purchase intentions.*

#### **2.1.6. Advertisement**

Customers frequently believe that a brand that receives a lot of advertising offers great value (Kokoi, 2011). Additionally, (Gani *et al.*, 2022) found that social media advertisement influences customers' in the purchase intention of organic beauty products. According to Singh (2014), customers with higher incomes are more impacted by advertisements than those with lower incomes. Advertisements play a significant role in the purchase intention of local perfume brands in Indonesia (Azizah & Purwanegara, 2022). The sixth hypothesis was developed in light of this:

*H<sub>6</sub>: Advertisement has a significant influence on the halal fragrance purchase intention.*

#### **2.1.7. Peer Recommendation**

Studies have demonstrated that suggestions from the surroundings, as well as recommendations from websites or customer evaluations, affect consumer buying intentions regarding fragrances (Abusrour, 2016). Additionally, Sullivan and Ghaham (2010) believe that younger customers are more impacted by recommendations from friends, family, and co-workers than older consumers. But, Wijanarko & Fachrodji, (2020) found reference groups an insignificant factor behind customer's fragrance purchase intentions. Thus, the seventh assumption is,

*H<sub>7</sub>: Peer recommendation has a significant influence on halal fragrance purchase intentions.*

### 2.1.8. Sales Promotion

Advertising, individual sales, and sales promotion are the major activities of promotion, according to Stanton (1996), and they are used to inform and persuade markets about the company's new items. Purwanti et al. (2020) claim that sales promotion has a substantial impact on 41.5% of consumers' purchase intentions. Additionally, the research on service quality by Sudarsono & Sunarsi (2020) found that sales promotion plays a crucial role in purchasing intentions. Batu et al. (2020) found a significant impact of sales promotion on the purchase intention of fragrances. Therefore, the assumption is,

*H<sub>8</sub>: Sales promotion has a significant influence on halal fragrance purchase intentions.*

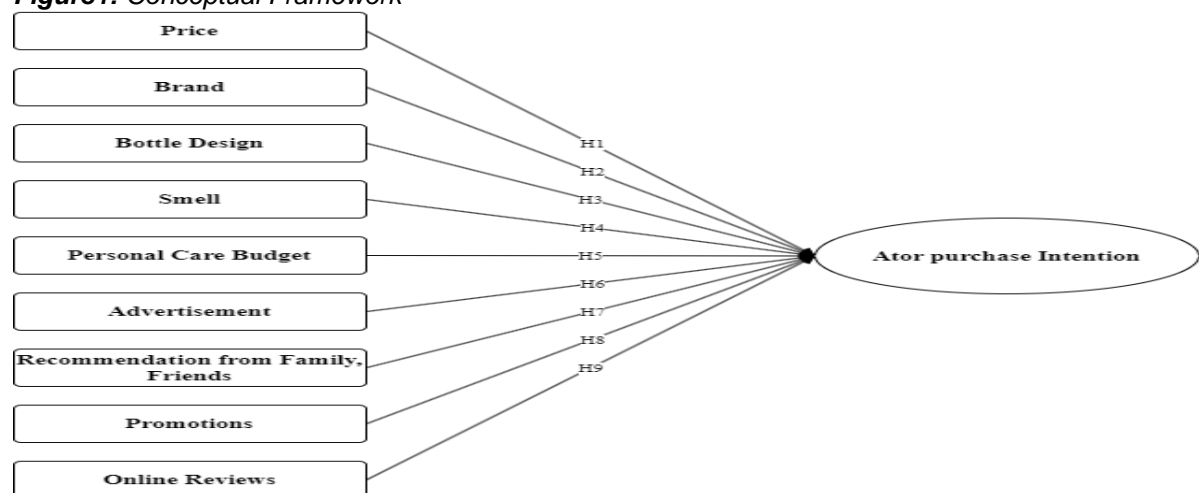
### 2.1.9. Online Review

According to Guo et al. (2020), positive online customer reviews boost the chance of purchasing more than negative ones. Besides, a study conducted by Putri & Wandebori (2016) found that, argument

quality, perceived usefulness and quality of review influence the customer's purchase intention of cosmetic products based on customers' online recommendations both in online and offline purchases. Additionally, Azizah & Purwanegara (2022) found online customer reviews as a significant factor behind the purchase intention of domestic perfume brands in the Asian context. Besides, customer review has a greater impact than package design in the purchase intention of young women over the age range of 18 to 25 (Willis, 2012). Duan et al. (2008) found that online ratings and user reviews have no significant impact on the purchase intention of customers. Moreover, positive online review is found insignificant toward purchase intention and risk perception of the sales of online commodities (Zhang et al., 2020). Therefore, it is rational to investigate how online reviews affect consumer's purchase intentions for halal fragrances,

*H<sub>9</sub>: Online review has a significant influence on consumers' halal fragrance purchase intentions.*

**Figure1: Conceptual Framework**



### 3. RESEARCH METHODOLOGY

This study employs conclusive research particularly an explanatory research approach to determine the factors contributing to the purchase intentions of halal fragrances (Ator). The population of this study includes fragrance users in Dhaka city. This research was carried out on a convenient sample of fragrance users based on Dhaka city, Which includes both males and females who use fragrances aged 16 to 70. Halal fragrance term came from the Islamic viewpoint (Mukhtar & Butt, 2012). Therefore, Dhaka was chosen as Bangladesh's 91% of people are Muslim and it has the highest number of Muslim consumers among the other cities of Bangladesh (Khatun et al., 2011). The researchers has used snowball sampling technique to collect the responses. Data were collected using online survey method administered by Google Forms. A structured questionnaire was created and sent to the intended respondents. The researchers first contacted 30 respondents as a convenience sample using their Facebook networks as the Snowball sampling technique was used. The remaining responses were collected based on recommendations from these first thirty respondents within their networks. This procedure was continued till the data collection process was completed.

The survey questionnaire had two sections including respondents' demographic information and scale questions regarding the respondents' purchase intention toward independent and dependent variables.

#### 3.1. Questionnaire Design and Pretesting

The questionnaire was pre-tested in the first week of November 2022 on a sample of twenty-five respondents. A preliminary survey was carried out with these twenty-five participants to know how they understand, interact and provide their opinions. Ultimately, the questionnaire is adjusted in light of the pilot survey results before starting the real data collecting.

#### 3.2. Scaling Technique

The study employs a five-point Likert scale which falls under the ordinal data measurement level. Every point of the measurement scale has a corresponding score. Strongly agreeing gets a score of 5, agreeing gets 4, neutral gets 3, disagreeing gets 2, and strongly disagreeing gets 1. The researchers categorized the responses but the interval among the levels is not presumed as equal.

#### 3.3. Sample Size

According to "The 10 Times Rule Method" the number of sample size will be ten times the number of variables (Kock, 2018). Thus, the minimum required sample size is  $(10 \times 10) = 100$  respondents. 500 respondents were conveniently approached from various areas in Dhaka in order to gather responses. Three of them had never used Ator. As a result, the total sample size of 497 satisfies the required minimum sample size of 100 respondents.

**Table1:** Demographic Statistics of the Respondents (N=497)

Description	Frequency	Percentage
Gender		
Male	280	56%
Female	217	44%
Profession		
Business	116	23%
Retired Person	97	19.5%
Student	92	18.5%
Jobholder	144	29%
Unemployed	48	10%
Monthly Income		
0-5000	59	12%
5001-10000	148	30%
10001-15000	133	27%
15001-20000	67	13%
20000+	90	18%
Monthly PersonalCare Budget		
Below 500	232	47%
501-1000	201	40%
1001-2000	44	9%
2001-5000	15	3%
5000+	5	1%

Source: Author's Calculations

### 3.4. Data Analysis Tools and Methods

With the aid of Microsoft Word, Microsoft Excel and SPSS, data has been computerized and administered. Data has been presented in percentage form, tabular form with the relevant charts and graphs, for the benefit of analysis.

### 4. DATA ANALYSIS AND FINDINGS

Out of 497 respondents, 56% were male and 44% were female. This study shows that most of the customers purchase fragrances when they run out and they use fragrances for special occasions not for a regular basis.



**Table 2:** Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	5.320	.386		13.800	.000		
Brand	-.044	.036	-.056	-1.221	.223	.841	1.189
Smell	.243	.049	.230	.925	.000	.809	1.236
Online Review	-.015	.030	-.023	-.505	.614	.851	1.176
Personal Care Budget	-.087	.036	-.109	-2.398	.017	.855	1.170
Price	-.221	.102	-.107	-2.172	.030	.720	1.388
Peer Recommendations	-.022	.040	-.026	-.5534	.580	.789	1.268
Sales Promotion	.033	.032	.050	1.014	.311	.733	1.364
Advertisement	-.161	.036	-.232	-4.491	.000	.659	1.518
Bottle Design	.021	.030	.031	.690	.491	.872	1.146

Source: Author's Calculations

The Multiple Linear Regression Equation is used to determine the hypothesis's results, whether it is accepted or rejected. In order to determine whether to accept or reject the hypotheses developed in the earlier stage, the P-value of the independent variables and the level of significance in this model have been compared. The significance threshold for this testing is set at 5% or 0.05 ( $\alpha = 0.05$ ). The coefficient of the predictor is used to

know whether the dependent variable is more likely or less likely to change against the changes in the independent variables. When there is a positive correlation, there is a greater chance of a change in the dependent variable and vice versa when the independent variables increase. The results of the hypotheses testing are shown in Table3.

**Table3:** Result of Hypotheses Testing

Hypothesis	Variable	Coefficient	P-Value	Result
H1	Price	-.107	.030	Accepted
H2	Brand	-.056	.223	Rejected
H3	Bottle Design	.031	.491	Rejected
H4	Smell	.230	.000	Accepted
H5	Personal Care Budget	-.109	.017	Accepted
H6	Advertisement	-.232	.000	Accepted
H7	Peer Recommendation	-.026	.580	Rejected
H8	Sales Promotion	.050	.311	Rejected
H9	Online Review	-.023	.614	Rejected

Source: Author's Calculations

The above findings show that among the nine predictors, price, smell, personal care budget, and advertisement have a substantial relationship with the dependent variable, purchase intention. On the other hand, brand, bottle design, peer recommendation, sales promotion and online review are found insignificant towards the purchase intention of halal fragrances (Ator) as the p-values of

these five predictors are greater than the significance level, 0.05 or 5%. Therefore, the H2, H3, H7, H8 and H9 are rejected.

#### 4.1. Model Summary and Goodness-of-Fit

To assess how well the model employed in this study fits the data formats, the model summary is applied.

**Table 4:** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 <sup>a</sup>	.489	.377	.81065

Source: Author's Calculations

R stands for the Coefficient of Multiple Correlation in the model. This explains how the dependent variable and independent variables are correlated which has a value between -1 and +1 (Wooldridge, 2018). The value of R in this model is .699, indicating a moderate correlation between the factors influencing the purchase choice and that intention.

The model's R Square sometimes referred to as the coefficient of determination, indicates how well the independent variables can account for changes in the dependent variable (Wooldridge, 2018). R Square is 0.489 in this case which suggests that the purchasing choice can account for 48.9% of changes in the criteria. The model's Adjusted

Moreover, R-square indicates whether or not the model contains pertinent variables. This Multiple Linear Regression Equation model explains 48.9% of the deviation in the response variable. As a result, the deviation  $R^2$  score indicates that the model fits the data well.

#### 4.2. Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_i X_i + e_i \quad (1)$$

Where,  $Y =$  DV,  $\beta_0 =$  Line Intercept,  $\beta_i$  ( $i = 1, 2, \dots$ ) = Predictor's Coefficients,  $X_i$  ( $i = 1, 2, \dots$ ) = IV,  $e_i =$  An error term.

#### 4.3. Regression Equation

Purchase intention =  $\beta_0 + \beta_1 \text{Price} + \beta_2 \text{Brand} + \beta_3 \text{Bottle design} + \beta_4 \text{Smell} + \beta_5 \text{Personal care budget} + \beta_6 \text{Advertisement} + \beta_7 \text{Peer}$

recommendation +  $\beta_8 \text{Sales promotion} + \beta_9 \text{Online review}$ .

By putting the values from the table into the equation ,

$$\begin{aligned} \text{Purchase intention} = & 5.320 + (-.221) \\ & \text{Price} + (-.044) \text{Brand} + .021 \text{Bottle design} + \\ & .243 \text{Smell} + (-.087) \text{Personal care budget} + \\ & (-.161) \text{Advertisement} + (-.022) \text{Peer} \\ & \text{recommendation} + .033 \text{Sales promotion} + (-.015) \text{Online review}. \end{aligned}$$

#### 4.4. F-Test

The null and alternate hypotheses are denoted by  $H_0$  and  $H_1$  respectively at 5% significance level. Where  $H_0$  indicates no significant impact of mentioned variables on the purchase intention and  $H_1$  indicates a significant impact of mentioned variables on the purchase intention of Ator.

**Table 5:** Analysis of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	50.979	9	5.664	9.147	.000 <sup>b</sup>
1	Residual	300.346	485	.619		
	Total	351.325	494			

Source: Author's Calculations

From the mentioned analysis of variance table we found that the P value is  $< \alpha$  (0.05) which indicates that at least one independent variable of the model has a significant impact on the purchase intention of halal fragrance (Ator).

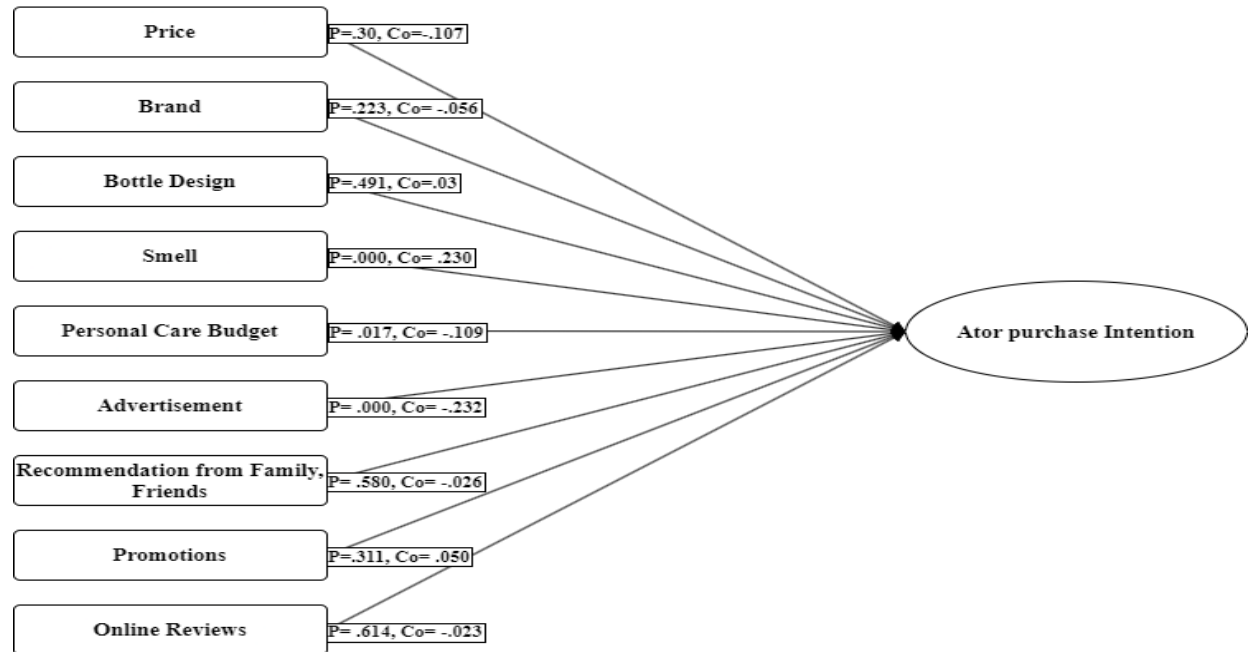
#### 4.5. Findings Summary

Five predictors, including brand, bottle design, peer recommendation, sales

promotion and online review do not affect the halal fragrance purchase intention of customers significantly. Alternatively, The correlation between the coefficient value and the comparison between the significance threshold (0.05) suggests that price, smell, personal care budget, and advertising have a significant relationship with the purchase intention. Among the predictors, price and smell are the two main factors behind

purchasing Ator. The summary of the findings is presented in Figure 2:

**Figure 2:** Findings Summary



P = P-Value, Co. = Regression Coefficient

## 5. DISCUSSIONS

Previous studies have found that Price plays a key role in shaping purchase decisions (Kotler et al, 2021; Gani et al., 2019; Fadillah et al., 2022). This study has also found price as a significant factor behind purchase decisions. According to the study's findings, people hardly consider brand in purchasing Ator where price plays a key role. Bangladeshi customers make more purchases when prices are down. When dealing in Bangladeshi markets, marketers should pay close attention to halal fragrance prices. Because the country is developing and people are particularly price sensitive.

This study has also found that the smell of the halal fragrance (Ator) plays a significant role in the purchase intentions of consumers' halal fragrance purchases which

also supports the findings of Putra (2020) and Agha (2016). Ator buyers give a lot of thought to the aroma of the fragrance, they wish to purchase. Thus, it is advised that the brand practitioners should invest much in creating high-quality Ator that is appropriate for the cost they charge. Additionally, Ator producers should concentrate their efforts on the quality of their goods by highlighting the fragrance's smell endurance quality and overall dependability.

Kokoi, (2011) and a few other researchers have found that advertisement plays a vital role in consumers' fragrance purchase intentions. Accordingly, this study has found that advertisement has a significant impact on consumers' Ator purchase intentions. Therefore, advertising in

various conventional media, such as TV, newspapers, and magazines can be helpful

in expanding the market share. As customers frequently use social media rather than traditional media, social media advertising may become more impactful in motivating customers.

Although brand, bottle design, peer recommendations, sales promotion, online reviews have found significant towards fragrance purchase intentions of customers by Abusrou, (2016); Pezoldt (2012); Wijanarko & Fachrodji, (2020); Batu et al. (2020); Azizah & Purwanegara (2022) respectively, these factors have found least impactful on Bangladeshi halal fragrance (Ator) customers in this research. Nevertheless, with the help of adequate marketing tactics, all these factors can bring success in this specific product (Ator) market and create a Win-Win situation.

## **6. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS**

Although this research has contributed to theoretical and practical fields, it has some limitations. As previously said, a non-probability sampling approach was used to obtain primary data from a convenient sample in Dhaka city. As a result, the results cannot be generalized or applied to other parts of Bangladesh. Future researchers could use representative or probability sampling techniques using a larger sample of respondents covering a wider area and taking into account both rural and urban locations. Besides, this study has considered only nine variables, but other overlooked variables, including packaging, lifestyle, new launch,

quality, may influence the halal fragrance purchase intention of customers. This research could not look deeply into the demographic characteristics of customers in their purchase intentions of Ator. Future researchers can try to find the relationship between demographic factors and other independent variables including these. Therefore, further research can be executed, including the mentioned variables, to get more insights into the halal fragrance purchase intention. Additionally, most of the respondents of this study are between the 16-35 age group, and only a few are from other eternities. Moreover, it is assumed that people of all occupations use fragrances, future studies should include respondents of diverse occupational backgrounds.

## **7. CONCLUSION**

This study was directed to identify the key factors influencing the purchase intention of halal fragrances where it is found that, price and smell play the most influential role in purchase intention along with personal care budget and advertising. To conclude, the results of this study have provided a valuable understanding of what factors contribute to the purchase intention of halal fragrance (Ator). This explanatory research may help researchers get an initial idea about the halal fragrance market dynamics and understand the preferences of niche customers of halal fragrance in Bangladesh. Additionally, the usage and development of the constructs may help future researchers strengthen their literature backups and unleash new findings. Moreover, the practitioners may get assistance in shaping their marketing strategies and making

rational decisions regarding the Bangladeshi fragrance market specifically the halal fragrance market.

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