The Role of Attitude Towards Behavior and Utilitarian Benefit in Intention to Purchase Based on Theory of Planned Behavior in Generations Y and Z

Yayi Candradewi[1], Endy Gunanto Marsasi[2*]

[1,2]*Indonesian Islamic University, Yogyakarta – Indonesia*

ABSTRACT

Salah satu industri yang mulai berkembang pesat di Indonesia adalah industri parfum. Perkembangan parfum yang meningkat terutama pada merek parfum milik desainer atau parfum mewah yang kini mulai menjadi incaran konsumen. Tujuan penelitian ini adalah untuk mengetahui pengaruh *Attitude Toward Behavior, Perceived Behavior Control, Utilitarian Benefit*, dan *Marketing Mix* terhadap niat membeli. *Theory Planned Behavior* adalah teori dasar dari penelitian ini. Konsumen generasi Y dan Z adalah populasi yang digunakan. Pengukuran menggunakan metode purposive sampling nonprobability untuk mengumpulkan data. Terdapat 189 responden yang menjawab survei. Hasil menunjukkan bahwa data dapat diandalkan untuk uji reliabilitas. Penelitian ini bersifat kuantitatif dan diolah menggunakan program AMOS Graphic 24 dan IBM SPSS 27. Hasil analisis data menunjukkan bahwa *attitude* berdampak positif dan signifikan pada keinginan untuk membeli. Hasil juga menunjukkan bahwa *utilitarian benefit* berdampak positif secara signifikan terhadap *attitude toward behavior*. Selain itu, hasil hipotesis lain penelitian ini yaitu marketing mix tidak memiliki pengaruh yang signifikan terhadap keinginan untuk membeli. Kesimpulannya *attitude* dan manfaat utilitarian dapat mempengaruhi keinginan pelanggan untuk membeli parfum.

A B S T R A C T

The fragrance industry is experiencing fast growth in Indonesia. The demand for perfume, particularly in the designer and luxury segments, is experiencing significant growth. This study aims to investigate the impact of ATB, PBC, utilitarian benefits, and marketing mix on intention to purchase. This study employs the TPB as its primary theoretical framework. The population comprises customers belonging to Generation Y and Generation Z. The data collecting strategy employs purposive sampling is incorporated into the nonprobability sampling strategy. The sample comprised 189 respondents. The results of the reliability test suggest that the data can be relied upon. The present study utilized a quantitative research methodology and conducted data analysis using IBM SPSS 27 and AMOS Graphic 24 software applications. The findings of the data analysis suggest that there is a statistically significant positive relationship between attitude and purchase intention. Additionally, the results suggest that utilitarian benefit has a notably favorable effect on behavior-related attitudes. Furthermore, the findings of this study suggest that there is no statistically significant relationship between the marketing mix and purchase intention. Consumers' propensity to purchase perfume may be affected by their utilitarian benefit and attitude.

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* Corresponding author.
  E-mail: 183111301@uii.ac.id (Endy Gunanto Marsasi)

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1. Introduction

The perfume industry is one sector that is starting to develop rapidly in Indonesia. As the perfume trend gains popularity, it alters individual beautification routines and becomes an indispensable item in daily life (Ou & Chuang, 2023). The increasing development of perfume, especially designer perfume brands, is starting to become the target of many young people, coupled with the virality of several luxury perfume products. Perfume is a product that requires direct involvement of the five senses of smell, but now, more and more consumers are buying perfume online (Barbosa et al., 2021). Consumers are even willing to pre-order or buy perfume from international brands or luxury brands abroad so they can own the perfume. With online purchases, the level of perfume purchases has increased. The statistical data derived from the expert market search indicates that the perfume industry is experiencing exponential growth; by 2028, it is projected to have amassed a value of 45.9 billion dollars, expanding at an annual rate of 5.5% (Search Expert Market, 2023). Belief in a brand can be formed from the brand's product image itself. There are many international perfume brands owned by well-known designers that are the target of many consumers. One of the advantages of perfume produced by designers is their brand image, most of them are categorized by luxury brand. According to (Databoks.katadata.co.id, 2021), YSL is the most popular perfume brand among Indonesians, with a 5.4% market share, followed by Bvlgari and Dior with 4.8% and 4.2%, respectively. The presented data indicates that there is a significant following of these three perfume brands in Indonesia. YSL, Dior, and Bvlgari are examples of prestige brands that enjoy widespread recognition and popularity, particularly within the cosmetics, perfume, and fashion sectors.

Generations Y and Z tend to be dominated by young people or people who are still active in their daily lives. Generation Y is dominated by workers who already have their own income. Generation Z society is a young society that tends to follow current developments. Generation Y and Generation Z are the right targets to be the subjects of this research related to the perfume industry. Company can choose Generations Y and Z as potential consumers in larger numbers. The government can also involve the younger generation in efforts to encourage sustainable consumption and ensure a bright future (Pandey & Yadav, 2023).

Theory Planned Behavior is used in this study. TPB is adapted from a previous theory, namely the Theory of Reasoned Action that was discovered by Ajzen, a psychologist. TPB comprises a number of components, including attitude, perceived behavior, and subjective norms. These factors may impact consumer behaviour, including the inclination to make a purchase. (Al-Mamary & Alraja, 2022) states behavior studies the relationship between individual attitudes and behavior, which is one of the most influential behavior or psychology theories. Based on the findings of (Carrión Bósquez et al., 2023), this study investigates the application of three crucial determinants that are fundamental elements of the Theory of Planned Behaviour. This study conducts a comprehensive analysis of the influence that subjective norms, attitudes, and perceived behavioural control have on the purchase intention. TPB is the notion that human behavior is predictable because most of their actions are planned based on various scenarios. Behavior is influenced by intention; the stronger the intention, the greater his performance with the attitude they have.

This study consists of five variabels, attitude toward behavior, utilitarian benefit, perceived behavior control, marketing mix, and intention to purchase. Researchers use these factors since attitude and PBC are key components of TPB that might potentially impact customers' purchasing intention. A consumer's favourable attitude towards a product might elicit an inclination to make a purchase. Attitude Toward Behavior is where they will act in accordance with the attitude they have. Attitude refers to the tendencies of consumers when it comes to obtaining products or services, which can be influenced by sales promotions such as discounts and cheap pricing (Arfansyah & Marsasi, 2023). PBC refers to the consumer's behaviour based on their beliefs such as individual's perception or image of the task's simplicity or complexity. The marketing mix is a strategic approach used to promote items with the aim of captivating customer attention. The marketing mix has the ability to impact an individual's impression of a product, which in turn may affect their intentions to make a purchase. The marketing mix comprises 4P, specifically Product, Price, Place, and Promotion. Marketers must study and possess expertise regarding the components of each marketing mix in order to furnish consumers with information and devise marketing strategies that align with the products being given. Purchase intention arises when consumers exhibit interest in the product being presented and possess the inclination to make a purchase. The consumers' income has the potential to impact their intention to purchase. An individual may experience the inclination to purchase a goods at a substantial cost when they possess a significant monthly income. Individuals with greater financial capabilities will choose luxury brands in an effort to increase their social status and self-confidence, which can influence emotional attachment and purchase intentions (Marsasi & Yuanita, 2023).

Utilitarian Benefit, as an element of novelty, are benefits that can provide value to consumers. Customers will prioritize utilitarian benefits over hedonic benefits. Therefore, the benefits associated with

promotions and purchasing goods depend on the greater effort that consumers make when purchasing goods (Jee, 2021). Consumer sentiments have a substantial impact on their purchasing decisions. There is a positive correlation between consumers' perception of the benefits they will receive from purchasing a product and their likelihood of doing so. Consumers often possess the intention to purchase things that provide advantages or benefits for their own.

Table 1. Research Gap

Connection	(Elhoushy, 2020)	(Jain, 2020)	(Linh & Minh, 2022)	(Nystrand & Olsen, 2020)
ATB – ITP	Significant			
ATB – ITP		Insignificant		
PBC – ITP			Significant	
PBC – ITP				Insignificant

From **Table 1**. The aforementioned research (Elhoushy, 2020) asserts that ATB significantly and positively affects purchase intentions. Customers who possess an exceptionally positive outlook will exhibit more deeper intentions. (Jain, 2020) stated that ATB isn't significant on purchase intention. This is attributed to a deficiency in comprehension and knowledge regarding the utilized entities. Based on other data from (Linh & Minh, 2022), PBC has a significant impact on ITP. This research examines consumer intentions based on variables in the TPB. (Nystrand & Olsen, 2020) the effect of PBC on purchase intention is not statistically significant. Consumer confidence in their capacity to participate influences their motivation to do so. In conclusion, based on the explanation above, that prior research has not demonstrated a high degree of consistency. Using the Theory of Planned Behaviour, the author re-examined the impact of each relationship through additional research. Researchers conducted the study titled "The Role of Attitude Towards Behaviour and Utilitarian Benefit in Intention to Purchase Based on the Theory of Planned Behaviour in Generations Y and Z" in response to the aforementioned findings. This study aims to investigate the impact of attitude, PBC, utilitarian benefits, and marketing mix on intention to purchase.

Literature Review

Attitude toward behavior is one of the models of TPB. The concept of "attitude," as defined in the TPB, refers to the extent to which an individual maintains a positive or negative assessment of a particular product (Pacho, 2020). In consumer psychology studies, attitudes toward behavior are a key component of behavioral intentions and actual behavior (N. Ahmed et al., 2021). Based on (Lehberger et al., 2021) Attitude is an evaluation of the behaviour of another individual, which may be favourable or unfavourable. A person's attitude towards a specific object or action is a compilation of thoughts that may motivate that individual to engage in that behaviour (Tan et al., 2022). An individual's Attitude Towards Behaviour refers to their disposition or stance concerning a particular action or behaviour prior to engaging in it, encompassing their positive or negative sentiment towards it. Buying behaviour or the inclination to purchase can result from an individual's attitude when selecting a product.

Utilitarian benefit is one of the parameters used in the research field to evaluate the perceived benefits associated with a particular product or service. Utilitarian benefit is determined by functional motivations related to the physical attribute, price, promotions, and products, including quality, convenience, and price (Hu & Zhang, 2021). Consumers can derive utilitarian benefit from engaging in cognitively motivated self-expression that fulfils their desire to construct and establish self-identity (Morgan & Townsend, 2022). Utilitarian benefits are the advantages, practical, or functional benefits that a product or service provides to consumers (Wu et al., 2022). Consumers are more likely to exhibit positive behavioural intentions when they perceive that their experience offers substantial hedonic and utilitarian value (Akdim et al., 2022). When individuals purchase products or services, they obtain advantages referred to as utilitarian benefits. The utilitarian benefit is a characteristic that buyers will seek out. Utilitarian benefits pertain to the efficacy of a product as well as the advantages that consumers will acquire through its utilisation. Consumers have a tendency to seek out products that offer advantages to them.

Perceived Behavior Control describes an individual's disposition towards performing a behaviour, specifically whether or not the behaviour decision is risky. PBC assesses each individual's propensity to take risks; for example, each individual's PBC will be high if he or she has a high tendency to make risky purchases or consumption (Boobalan et al., 2021). PBC pertains to the evaluation that individuals provide

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concerning the ease or difficulty of performing specific behaviours (Ngah et al., 2021). Perceived Behavioural Control, as defined by Ajzen, pertains to an individual's personal evaluation of the simplicity with which they are able to execute a specific behaviour (K. et al., 2022). Perceived behavioral control relates to individuals' cognition regarding the extent of challenge they feel in carrying out certain actions (Chen, 2020). PBC refers to an individual's perception of they own behavioural control over they own beliefs and convictions. A person may experience confidence in a particular matter, which may motivate them to take action. When someone considers a task to be simple, they will persist in performing it despite the fact that it may appear challenging to others.

Marketing mix consists of a collection of important components that are under the control of marketers to influence consumers to choose their products over competitors' products. The marketing mix functions as a strategic instrument that helps the market understand the potential of a product and design effective strategies (Marc Lim, 2023). Product, Price, Place, Promotion, People, Process, and Physical Evidence are the marketing components (Das et al., 2021). A crucial component of a business's marketing strategy, the marketing mix serves as an intermediary between the business and the target market (Wichmann et al., 2022). Marketing mix combination is a standardised terminology within the marketing community, and determining which combination is most effective can present a difficulty (Dörnyei, 2020). A variety of marketing strategies are implemented by businesses, including the marketing mix. Price, product, location, and people are all components of the marketing formula. In order to develop marketing strategies that are both effective and efficient, marketers must proactively acquire knowledge and understanding of the marketing balance. In order to ascertain what must be evaluated prior to developing a marketing strategy, the marketing mix may facilitate the process for marketers. Consumers may be more inclined to purchase the offered products or services if an effective marketing formula is implemented.

Intention to Purchase is a complex process that is often associated with attitude, perceptions, and purchasing behavior (Vuong & Khanh Giao, 2020). Intention to purchase pertains to the approach that each individual applies in making an effort to obtain a specific brand (Akkaya, 2021). An indication of consumers' propensity to purchase a product is their purchase intention (Rakib et al., 2022). The determination of intention involves the interplay of three sociopsychological constructs: an individual's attitude towards a specific behaviour, subjective norms that are shaped by social pressure, and their perceived behavioural control, which represents their ability to execute the behaviour (Dorce et al., 2021). An individual's Intention to Purchase is their desire or interest in a product or service upon first observing it. The purchase intention of an individual may be affected by a variety of internal and external factors. As a result, purchasing intentions and purchasing decisions are interconnected. In order for individuals to develop an interest in purchasing products or services, marketers must engage them.

Marketing Mix makes it easy for marketers to find information with clear discussion in the form of important points such as the 4Ps. Perceived Behaviour Control (PBC) pertains to the conduct that individuals are inclined to engage in when they possess knowledge regarding the potential benefits or drawbacks of the behaviour for themselves. Perceived behaviour control is significantly influenced by a number of marketing mix components (Sirajuddin et al., 2023). Perceived behavioural control is most significantly impacted by the marketing mix (Karambut, 2021). Perceived Behaviour Control is significantly impacted by the marketing mix (JagadeeshBabu et al., 2020).
H1: There is a positive influence from the Marketing Mix on PBC.

Marketers have utilized the marketing mix as a marketing strategy in order to promote their products. Intention to Purchase is an intention where consumers have the desire to buy a product or service. The impact of the marketing mix on purchase intention is substantial and advantageous (R. R. Ahmed et al., 2023). The marketing component known as the Marketing Mix demonstrates a noteworthy association with Intention to Purchase (Hossain et al., 2020). that the Intention to Purchase is significantly impacted by the Marketing Mix (Salhab et al., 2023).
H2: There is a positive influence of Marketing Mix on ITP.

The marketing mix is composed of the following elements: product, price, place, and promotion. The more clearly a person's inclination towards a product, the more likely they are to demonstrate positive behavior. Attitudes toward behaviour are directly impacted by the marketing mix (Ong et al., 2021). The influence of the marketing mix on attitude towards behaviour is substantial (Patwary et al., 2022). The impact of the marketing mix on attitude towards behaviour is strong (Alfayad, 2021).
H3: There is a positive influence of Marketing Mix on ATB.

Consumers ought to evaluate the features and functionalities provided by each product prior to reaching a conclusion. The pursuit of profit holds significant value for consumers. When consumers feel confident about a product, they will have the intention to take certain actions, such as making a purchase. According to (Pérez-Villarreal et al., 2020), utilitarian benefit has a significant impact on attitude Towards

Behaviour. (Asif et al., 2023) found a positive and statistically significant relationship between utilitarian benefit and attitude Towards Behaviour. The influence of utilitarian benefit on behavior-related attitudes is substantial (Lee et al., 2021).

H4: There is a positive influence of Utilitarian Benefit on ATB.

Consumers feel about the product such as when the offer provided is quite attractive, a positive assessment of a product will arise and influence them to take action. Intention to purchase occurs when consumers have an interest in a product or service, resulting in a desire to buy. An intention to purchase is significantly and robustly correlated with one's attitude (Yaakop et al., 2021). A significant correlation has been observed between an individual's intention to make a purchase and their attitude towards particular behaviours (Khan et al., 2023). Research has demonstrated that attitude plays a substantial role in determining the intention to engage in a purchase (Moon, 2021).

H5: There is a positive influence of Attitude Toward Behavior on ITP.

PBC is the idea of a person's self-confidence in his or her capacity to carry out behavior. Purchase intention is the inclination of a consumer to acquire a product subsequent to their initial awareness of it. (Zain & Marsasi, 2023). Purchase intention can appear suddenly when consumers feel interested in a product that previously did not interest them. The strongest and most significant influence on purchase intention is perceived behavioural control (Zahan et al., 2020). (Aitken et al., 2020) found that perceived behaviour control (PBC) is positively correlated with the intent to purchase. It has been demonstrated that Perceived Behaviour Control (PBC) affects Intention to Purchase (Qi & Ploeger, 2021).

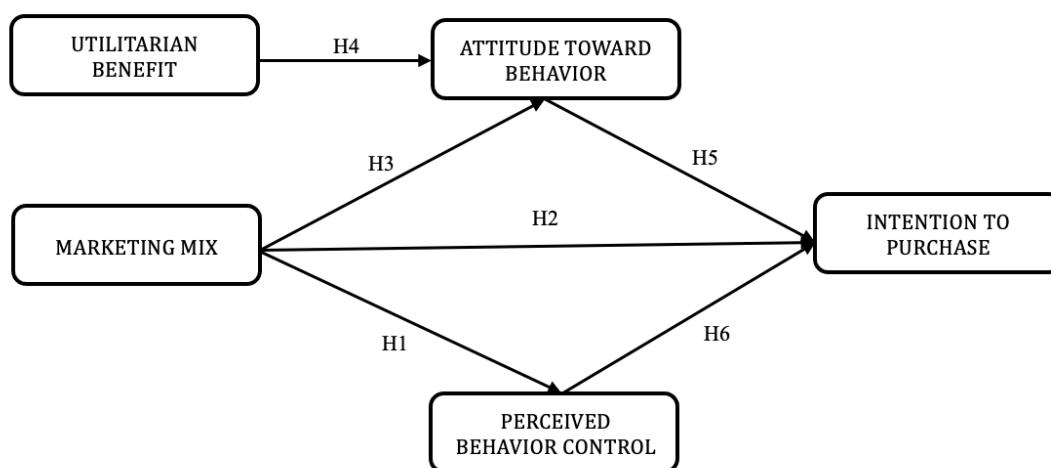**H6: There is a positive influence of PBC on Intention to Purchase.**

Figure 1. Research Model

2. Method

Data and sample collection

This study uses a quantitative approach. This research uses a nonprobability sampling technique with a purposive sampling method. There are several criteria for respondents, namely the respondent is someone who has used and used perfume, the respondent belongs to the Y and Z generation categories, the respondent lives in Jakarta, Surabaya, Bandung, Semarang, Yogyakarta, and Bali, and the respondent is a person who owns Dior, YSL, Bvlgari, and ZARA. The regions were chosen according to the greatest concentration of generation Y and generation Z in Indonesia (BadanPusatStatistik, 2020), the cities with the highest minimum wage and economic status (Annur & Databoks, 2023) (Kusnandar & Databoks, 2022)(Kusnandar & Databoks, 2023) (Mutia & Databoks, 2022), and metropolitan areas (Kumparan, 2023). Subsequently, the selection process was further refined by considering the placement of Dior, YSL, ZARA, and Bvlgari perfume brand stores.

The method used to collect data in this research was distributing questionnaires. Questionnaires used in quantitative data collection are typically intended for personal administration, electronic mail transmission, or personal delivery to respondents. In general, questionnaires require less time and are cheaper to administer than interviews and observations (Sekaran & Bougie, 2019). To exclude participants

who fail to meet the set criteria, researchers develop screening questions regarding the subjects and objects to be utilised in the study. Non-eligible respondents will be prohibited from going on the next stage and completing the questionnaire. The author uses structural equation modeling (SEM) to analyzes the configuration of linkages described in a series of equations, which have similarities to a set of equations for multiple regression (Hair et al., 2019). In the process of data analysis, IBM SPSS 27 and AMOS 24 are utilized. Multiple tests are conducted during SEM testing, including the following: Measurement Model Test, Validity and Reliability Test, Structural Model Test, Goodness of Fit Test, and Hypothesis Test.

3. Results and Discussion

According to the findings acquired, The research questionnaire screening questions identified 189 participants who satisfied the following characteristics: they were between the ages of 11 and 42, had experience using perfume, were consumers of the Dior, YSL, Bvlgari, or ZARA brands, and were residents of the following cities: Bandung, Jakarta, Surabaya, Semarang, Yogyakarta, and Bali. According to the findings, the majority of participants reside in Jakarta, comprising 50 individuals or (26.2%) of the total. Surabaya follows with 34 respondents (17.9%), Bandung has 31 respondents (16.2%), Semarang has 27 respondents (14.2%), Yogyakarta has 31 respondents (16.7%), and Bali has 16 respondents (8.8%). Researchers obtained reliable data regarding international fragrances for research purposes by selecting respondents from a restricted population, as demonstrated by the results.

Validity and Reliability Test

The validity examines the correlation coefficient between individuals and the level of statistical significance. A questionnaire is considered valid if the Pearson correlation coefficient exceeds 0.5 and the significance level is below 0.05. Analyzed data was obtained from a sample of 189 individuals who completed questionnaires. The data were analyzed utilizing the IBM SPSS 27 software tool.

Table 2. Validity Results

Variable	Items	Statement	p-values	Status
Marketing Mix (MM)	MM1	I feel that this perfume can enhance one's appearance.	.703**	Valid
	MM4	I find this perfume product advertisement very interesting.	.641**	Valid
	MM6	I can easily get this perfume both offline and online.	.663**	Valid
	MM7	I willing to pay more for this perfume product.	.632**	Valid
	MM8	I believe this perfume has a reasonable price.	.604**	Valid
Utilitarian Benefit (UB)	UB1	I got a good offer on this perfume product.	.712**	Valid
	UB4	I feel that this perfume product has a good function.	.778**	Valid
	UB5	I think this perfume product can fulfill my needs.	.739**	Valid
Attitude Toward Behavior (ATB)	ATB1	I am intrigued by the idea of purchasing this perfume.	.686**	Valid
	ATB2	I have a positive attitude towards the perfume used	.651**	Valid
	ATB3	I feel that the perfume used so far is safe for my health.	.649**	Valid
	ATB4	I think this perfume shop provides an interesting environment.	.635**	Valid
	ATB5	I chose this perfume because it is easy to get.	.621**	Valid
	ATB6	I use this perfume because it is easy to obtain through outlets or the official website.	.685**	Valid
Perceived Behavioral Control (PBC)	PBC1	I feel able to always buy this perfume product.	.768**	Valid
	PBC2	I have money to buy this perfume.	.768**	Valid
	PBC3	I decided to buy this perfume on my own accord.	.621**	Valid
	PBC5	I am willing to take the time to buy the perfume that is my favorite choice.	.666**	Valid
	PBC6	I am willing to buy this perfume variant.	.636**	Valid
	PBC7	I feel I have sufficient knowledge regarding various types of perfume.	.674**	Valid

Intention to Purchase (ITP)	**ITP1**	I have always been enthusiastic about buying this perfume.	.704**	Valid
	ITP2	I enjoy buying quality perfume products at high prices.	.602**	Valid
	ITP5	I plan to purchase this perfume in the future.	.646**	Valid
	ITP7	I always use this perfume product in all situations.	.659**	Valid

Source: Primary data, 2023

The validity results presented in **Table 2** indicate that a total of 24 instruments were deemed legitimate. The following outcomes were derived by applying the Cronbach Alpha formula to the measurement of reliability.

Table 3. Reliability Results

No	Variable	Cronbach's Alpha value	Information
1	Marketing Mix (MM)	.742	Reliable
2	Utilitarian Benefit (UB)	.712	Reliable
3	Attitude Toward Behavior (ATB)	.761	Reliable
4	Perceived Behavior Control (PBC)	.775	Reliable
5	Intention to Purchase (ITP)	.722	Reliable

Source: Primary data, 2023

The dependability outcomes presented in **Table 3** indicate that all variables yield dependable results. ReliabilityBehavior asserts that the variables employed in this study precisely mirror the behavior under investigation. The determination of reliability for the variables assessed in this study is contingent upon the Cronbach's alpha values exceeding 0.70.

Confirmatory factor analysis is carried out on each variable to check whether the measurement indicators used for a variable or latent construct are valid or not. CFA evaluates the correspondence between a predetermined measurement theory consisting of measurable variables and factors and empirical data that represents reality (Hair et al., 2019). At this stage, invalid indicators will be removed. There are several items that failed the CFA test, namely MM3, MM5, UB6, ATB7, ITP4, and ITP6.

Normality and Outlier Test. The normality test plays a role in testing the distribution of data and ensuring that the data is normally distributed. The Critical Ratio or CR value was obtained. Based on the results of research with 189 respondents, there is some data that has a value of more or less than 2.58, which indicates that the data is not normal. The outlier test tests extreme values that will appear univariately and multivariately. The results showed that there were 13 data that were inappropriate and did not pass the outlier test. The researcher decided not to throw away the respondent's data.

Measurement Model Test The data utilized was processed utilizing AMOS 24 software. Every research variable is linked by double-headed curved vectors (Hair et al., 2019). This measurement model test does not use indicators that have failed based on previous factor analysis tests. The following is an illustration of the measurement test results:
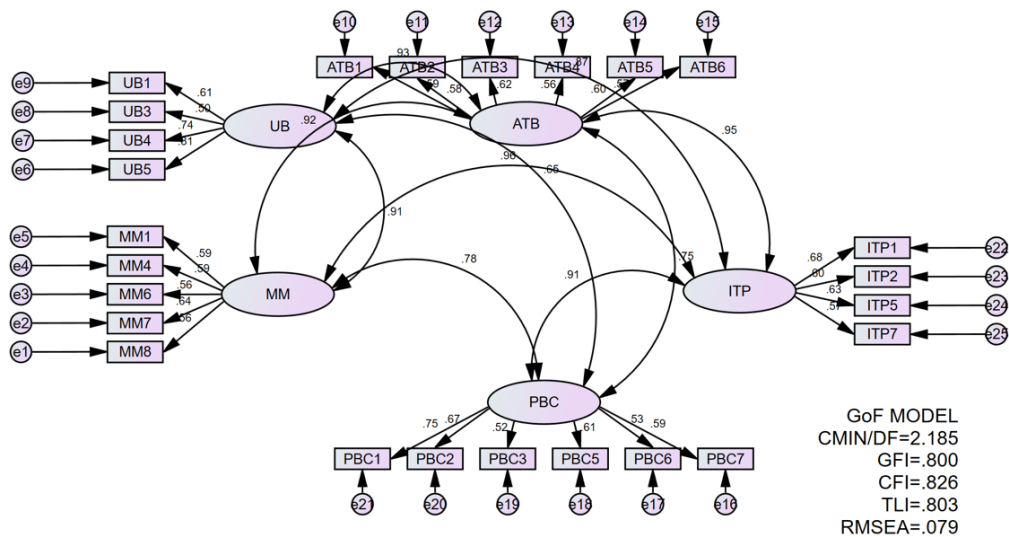
Figure 2. Measurement Test Results
Source: Primary data, 2023

The test results indicate that the loading factors in **Figure 2** require further correction. Twenty-four indicators in the dataset are deemed valid if their loading factor values are equal to or greater than five. However, among the indicators of utilitarian benefits, UB3 does not meet this criterion.

Table 4. Good of Fit Results

No	Variable	Cronbach's Alpha value	Information
1	CMIN	2.185	Good Fit
2	GFI	.800	Marginal Fit
3	CFI	.826	Marginal Fit
4	TLI	.803	Marginal Fit
5	RMSEA	.079	Good Fit

Source: Primary data, 2023

Table 4. shows that the research model mentioned above still does not meet the criteria, and several GOF indices still do not produce a good fit.

Structural Model Test (Modification Indices) The modifications implemented by researchers will be conducted using AMOS 24 graphical software. This program aims to enhance the outcomes of weak hypotheses and enhance the goodness-of-fit (GOF) values. This model will generate a flow diagram to aid researchers in establishing the correlation between the variables under investigation. The bidirectional arrow of the AMOS 24 graphic program visually represents the interdependence between the variables employed in this study.
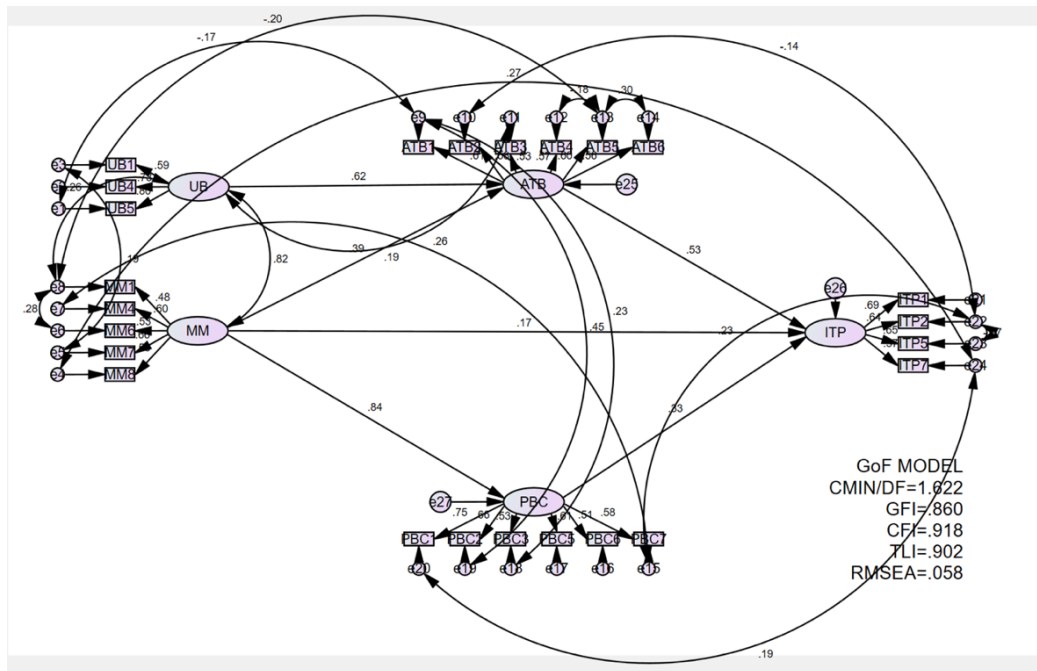
Figure 3. Structural Model Test (Modification Indices)
Source: Primary data, 2023

Table 5. GoF Structural Model Results (Modification Indices)

| No	Variable	Cronbach's Alpha value	Information
1	CMIN	1.622	Good Fit
2	GFI	.860	Marginal Fit
3	CFI	.918	Good Fit
4	TLI	.902	Good Fit
5	RMSEA	.058	Good Fit

Source: Primary data, 2023

Hypothesis Testing (Modification Indices) After applying the modification index method to structural testing, the results stated that all model structural testing had met the requirements. This research proposes a lack of Regression Weights and Standardized Regression Weights.

Table 6. Hypothesis Test (Modification Indices)

Hypothesis	Path	Std. Estimation	SE.	CR.	P	Std. Reg Weight	Information
H1	PBC <---MM	.988	.174	5.685	***	.839	H1 Supported
H2	ITP <--- MM	.206	.327	.630	.529	.170	H2 Not Supported
H3	ATB <--- MM	.508	.197	2.581	.010	.389	H3 Supported
H4	ATB <--- UB	.533	.133	4.014	***	.619	H4 Supported
H5	ITP <--- ATB	.495	.184	2.691	.007	.533	H5 Supported
H6	ITP <--- PBC	.343	.154	2.227	.026	.333	H6 Supported

Source: Primary data, processed in 2023

The research findings, as shown in **Table 6**, suggest the existence of five hypotheses that demonstrate a positive and statistically significant correlation, whereas 1 hypothesis exhibits a positive but statistically insignificant correlation. It may be inferred that 5 out of the 6 hypotheses in this study were determined to be positive significant.

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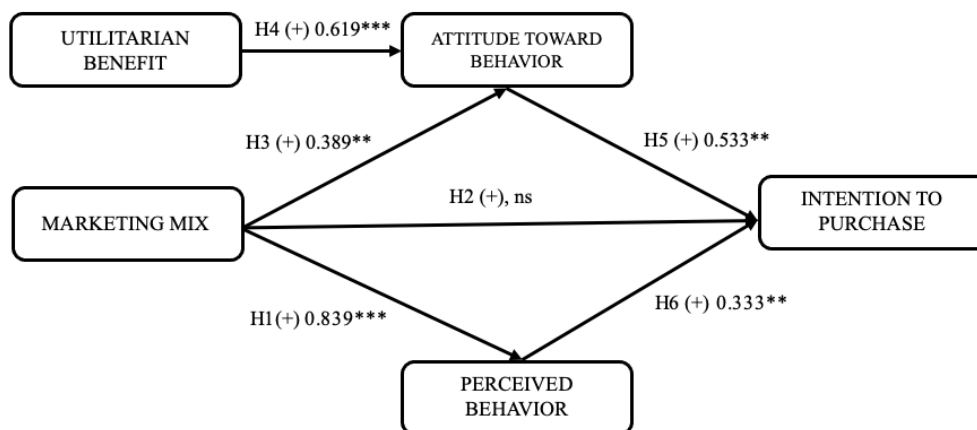
*** P <0.001
** P < 0.05
*P ≤ 0.100

Figure 4. Final Research Model

Hypothesis Discussion
H1: Marketing Mix on Perceived Behavior Control

The relationship between marketing mix variables and PBC has a P-value of 0.000. The marketing mix has a significant positive effect on PBC. This supports previous research, which shows that marketing mix has the most significant influence on perceived behavioral control (Karambut, 2021). Research conducted by (Sirajuddin et al., 2023) demonstrates that a number of marketing combinations have a substantial positive effect on perceived behavioral control. Appropriate application of marketing strategies can affect an individual's behavioral control. The results of this study provide evidence in favor of the proposed hypothesis that the marketing mix controls consumer behavior control significantly (Alnaim & Albarq, 2023). Based on the findings of the study, it can be concluded that the marketing mix positively and significantly affects perceived behavioral control. Employing efficient marketing strategies, this product has exhibitably demonstrated its capacity to impact consumer behavior. The marketing mix possesses the capacity to augment consumer desire and exert an impact on their behavior in relation to a particular product. The marketing mix strategy employed by this product is deemed acceptable, thereby potentially influencing an individual's behavioral control with regard to the offered product. It is possible for scholars to infer that a direct correlation exists between the degree of PBC demonstrated by consumers who utilize the product and the efficacy of the Marketing Mix.

H2: Marketing Mix on Intention to Purchase

The P-value for the correlation between marketing mix variables and purchase intent is 0.529. The data suggests that the marketing combination toward purchase intent is positive; nevertheless, this effect does not reach statistical significance. The findings align with the outcomes of prior studies, (Ho et al., 2022) the results indicate that there is a correlation between variables. Marketing mix does not affect purchase intent. Further previous research, namely (Kaur et al., 2022) have similarly concluded that the marketing mix strategy fails to have a substantial influence on purchase intentions. Lastly, research conducted by (Habib et al., 2022) Contradicts the assertion that the marketing combination exerts a direct influence on purchase intention. The research findings indicate that the marketing mix does not exert a substantial influence. The efficacy of the brand's marketing mix in influencing consumer purchasing intentions remains unverified. This situation might arise when the marketing method employed is insufficiently impactful, hence diminishing consumer interest in the product. Employing an appropriate marketing mix is likely to enhance the likelihood of customers intending to make a purchase. A correlation between the effectiveness of the marketing mix and the probability that a consumer will intend to make a purchase can be inferred by researchers. Alternatively stated, the efficacy of marketing mix does not influence purchase intention if customers lack interest in the offered goods.

H3: Marketing Mix on Attitude Toward Behavior

A P-value of 0.010 indicates that there is a correlation between marketing mix variables and ATB. This value indicates that the influence of the marketing mix on ATB is substantially positive significant. This aligns with the results obtained from prior investigations, including the one carried out by (Ong et al., 2021) which asserts, based on Structural Equation Modeling (SEM) results, that the marketing combination significantly influences attitude. Previous research (Alfayad, 2021) States that marketing strategy and attitude are inseparably linked. Research results (Patwary et al., 2022) marketers ought to prioritize consumer attitudes due to the substantial influence that attitudes exert on purchase intentions. These results indicate that the marketing mix strategy has a significant impact on consumer attitudes and behavior. The research findings indicate that the marketing mix exerts a substantial and favorable impact on attitudes towards behavior. This product has been empirically demonstrated to exert a significant impact on consumers' opinions through the implementation of its marketing methods. An individual's perception of a product significantly impacts their inclination to engage in a transaction. The results of the study suggest that the marketing combination possesses the capacity to pique consumer interest and encourage intent to purchase the offered products. A correlation has been established by researchers between the efficacy of the marketing mix and the attitude of consumers toward the product-associated behavior.

H4: Utilitarian Benefit on Attitude Toward Behavior

The P-value for the relationship between utilitarian benefit and behavior attitude is 0.000. This value demonstrates that utilitarian benefit influences behavior-related attitudes in a substantial positive way. This is consistent with the results of prior investigations, specifically (Pérez-Villarreal et al., 2020) which indicate that attitudes are positively impacted by utilitarian benefits. Subsequently, (Asif et al., 2023) reported that attitudes toward behavior are significantly and positively influenced by utilitarian benefit. Utilitarian benefits are a significant predictor of attitudes (Lee et al., 2021) Utilitarian benefits have a substantial and positive impact on attitudes. According to the research findings, ATB are significantly and favorably impacted by utilitarian benefits. This product has been empirically demonstrated to exert a significant impact on consumer sentiments through the acquisition of utilitarian advantages. Consumers typically evaluate the advantages they will receive when purchasing the available products. This can foster a positive perception among consumers towards the product. The advantages of the product can exert a substantial influence on individual perspectives. A positive correlation can be deduced by researchers between the degree of utilitarian benefit and consumers' perception of the product's behavior.

H5: Attitude Toward Behavior on Intention to Purchase

A P-value of 0.007 indicates the correlation between ATB and intention to purchase. This value indicates that a favorable ATB significantly influences the intention to purchase. This is consistent with the results of prior investigations, as stated by (Khan et al., 2023) which indicated that each of the TPB variables has a substantial influence. The correlation between attitude and ITP was found to be highly consequential. Subsequently, an investigation carried out by (Yaakop et al., 2021) disclosed that their findings established a statistically significant and positive correlation between attitude and purchase intention in the present study. Last but not least, previous research (Moon, 2021) indicates that all TPB models produced statistically significant outcomes. The impact of one's ATB on the intention to purchase is substantial. According to the research findings, purchase intentions are significantly and positively influenced by ATB. This product has demonstrated its ability to impact consumer intention to purchase by affecting attitudes towards consumer behavior. An individual's attitude can be shaped by both external and internal circumstances. The intentions of consumers might be influenced by their attitudes towards a product. Consumers have the ability to make a purchase decision based on their level of interest in the product. The product in question has exhibited its capacity to influence consumer sentiments, resulting in a heightened inclination to engage in a purchase. It can be inferred by researchers that a positive correlation exists between the intensity of consumers' attitudes towards a particular action and their intention to make a purchase.

H6: Perceived Behavior Control on Intention to Purchase

A P-value of 0.026 means that there is a correlation between the variables perceived behavior control and intention to purchase. This value indicates that a favorable attitude toward behavior significantly influences the intention to purchase. This is consistent with the results of prior investigations, namely (Qi & Ploeger, 2021) which assert that the variable perceived behavioral control has a substantial impact on purchase intention. According to subsequent research (Zahan et al., 2020) the perceived behavioral control of consumers is a significant determinant of purchase intention and significantly influences environmentally conscious purchasing behavior. Subsequently, the results reported by (Nekmahmud et al.,

2022) indicate that ITP is significantly and positively correlated with PBC. According to the research findings, perceived behavioral control positively influences purchase intentions significantly. It has been shown that this product influences consumer intent by influencing consumer behavioral control. Diverse individuals manifest unique behaviors, and their convictions might not invariably coincide with those of others. This product has undergone scientific validation to inculcate in consumers a robust belief that it will produce advantageous results for them. It can be inferred by researchers that a positive correlation exists between consumers' Intention to Purchase and the degree of PBC they have over the product.

4.   Conclusions and suggestions

The research done with 189 respondents has revealed a significantly positive hypothetical link between ATB on ITP. The results of this hypothesis indicate that the attitude of an individual may influence their propensity to engage in a purchase. A positive consumer attitude toward a product is positively correlated with the consumer's apparent intent to purchase that product. The incorporation of the novelty variable produced significant results in this investigation. More specifically, the ATB was signifcantly improved by the utilitarian benefit. This hypothesis suggests that, on the whole, consumers are more favourable to products or services that provide them with advantages. The more substantial the utilitarian benefits provided, the more pronounced the influence on consumer attitudes regarding behaviour. An additional result of this study is the marketing mix, which exhibits a positive but insignificant influence on purchase intention. Based on the research findings, it can be concluded that the influence of the marketing mix on intentions is not significant. Field observations indicate that consumers who are uninterested in the products on offer will not possess the motivation to engage in a purchase.

This study offers an intellectual addition by examining the correlation between utilitarian benefit and ATB. The benefits obtained from a product have the potential to strengthen consumers' positive attitudes toward their intention to purchase the product. Considerable insight could be gained regarding the correlation between ATB and the intent to purchase from the results of this research, which could serve as a useful benchmark. Moreover, it illuminates the influence of utilitarian benefits on one's attitude toward conduct. The TPB, often known as the theory that elucidates the underlying factors that drive human behavior. Future researchers are anticipated to possess the capability to revise the employed theory, such as by incorporating the Consumers' Need for Uniqueness (CNFU) Theory, which pertains to the extent to which individuals possess a certain inclination toward uniqueness. The concept of 'needs for uniqueness' pertains to the encouragement of individual identity and the presence of items that purport to accentuate the distinct qualities of each consumer. The following recommendation pertains to variables, namely the several factors that can impact the inclination to make a purchase. One such factor is brand awareness. Consumer perception of a brand might influence their purchase intent.

The researcher anticipates that future research will yield an updated version of the object of study, provided that the topic remains consistent with the current research. Subsequent investigation might ascertain the subject of research by taking into account the most recent facets and commodities that are in great demand, such as the skincare and cosmetics sectors. The make-up and skincare industry falls under the umbrella of the beauty industry, which has consistently been the primary focus of interest, particularly among women, both historically and in the present day. Prospective researchers can capitalize on consumers' fascination with the business as a subject for investigation. The author's recommendation for future research is to ensure an equitable distribution of questionnaires among respondents, taking into account variables such as gender, age, occupation, and preferred city. This research is expected to serve as a valuable resource for organizations seeking insights into customer behavior patterns related to their purchasing intentions. Companies can adopt initiatives to enhance product quality, hence fostering favorable attitudes and reinforcing positive perceptions of consumer behavior management. Enhancing consumer loyalty to a product can be achieved through the consistent upkeep of product quality and reputation, as well as by implementing marketing strategies that effectively captivate consumer interest. Companies can implement promotional campaigns by employing Brand Ambassadors to generate consumer appeal, as exemplified by Dior's selection of Jisoo from Blackpink as their brand ambassador.

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