

ABSTRACT

In the evolving landscape of the fragrance industry, the strategic use of attractive design has emerged as a powerful instrument to prompt positive customer responses and secure its position in the competitive market. HMNS Perfumery has become a prominent local brand, particularly in the Gen Z demographic. This research investigates the dynamics of HMNS Perfumery's success, focusing on the impact of aesthetic product packaging on brand preference mediated by brand experience. Employing a quantitative approach through an online survey, 441 respondents contributed to the findings, revealing a 42.7% impact of aesthetic product packaging on brand preference mediated by brand experience. While the research shows a moderate direct impact of aesthetic product packaging on brand preference, it highlights the crucial role of brand experience in connecting the relationship between aesthetic product packaging and brand preference. The research affirms the effectiveness of aesthetic product packaging, mediated by brand experience, as a potent marketing communication strategy in shaping brand preferences within the market.

Keywords: Aesthetic Product Packaging, Brand Preference, Brand Experience, HMNS Perfumery, Gen Z