

THE RISE OF VIRAL MARKETING AND BRAND AWARENESS

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THE RISE OF VIRAL MARKETING AND BRAND AWARENESS INFLUENCE PURCHASE DECISIONS OF SOMETHINC PRODUCTS

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Abstract: The purpose of this study is to analyze and explain the effect of viral marketing and brand awareness on purchasing decisions for something. The population in this study is people who use Something products in Samarinda, East Kalimantan. The sampling technique uses a non-probability sampling approach with purposive sampling. With a total sample of 120 people. Data collection techniques using a questionnaire. The analysis was carried out using SmartPLS software version 3. This research is quantitative in nature. The results of this study indicate that the effect of viral marketing has a positive and significant effect on purchasing decisions; the effect of brand awareness has a positive and significant effect on purchasing decisions.

Keywords: Viral Marketing, Brand Awareness, Purchase Decision

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1. Introduction

Now, technological developments make the business world more accessible to carry out marketing strategies that can provide information and promote a product. The development of this era of globalization is better known as digital marketing, namely the internet. The internet has spread widely in the community through word-of-mouth marketing by creating a new concept, as marketing communications. Marketing communication has the advantage that it can be brought to marketers by the presence of an innovation in technology to be able to carry out a marketing practice through viral marketing via the internet with the latest platform. This feature is used as an advertising method that is viral marketing.

Viral marketing has begun to be widely adapted by internet-based retailers or online stores that have emerged as they are famous today. Digital marketing has various strategies that can be carried out by businesses, one of which is viral marketing (Tumbuan et al., 2019). The existence of viral marketing can make it easier for a company to carry out a promotion and it is easier to be well-known in the community to find out what consumers need. In increasing a sales company must be aware of the intended brand consumers to make purchasing decisions.

The current product that is much sought after by the public is skincare as a daily necessity. In Indonesia, there are many skincare brands that are starting to grow rapidly and various sales strategies for skincare products have different variants according to skin needs. The development of the skincare business is currently very rapid. Product development is so fast, many new skincare and makeup brands have emerged.

Something is a local brand that has been successful in the skincare industry. Something markets products using some assistance, namely social media to share information about the

various types of products that will be offered. One of the social media that Somethinc uses is Instagram and TikTok. According to a survey conducted by iPrice Somethinc occupies the first most popular position on social media TikTok with a total of 57.3 million hashtag views. It is known that Somethinc itself has a wide variety of skincare products from facial soap, facial serum, toner, and various types of makeup that women need. Somethinc's best-selling product is serum. Somethinc is the newest skincare, but something has become the best-selling skincare in various e-commerce or offline stores today.

Based on the results of the Kompas team's sales research on 213 thousand product listings on the Shopee Official and Non-Official Store brand Somethinc in August 2021, the best-selling facial serum, namely the first, Somethinc 5% Niacimade + Moisture Sabi Beet serum, was successfully sold through approximately 9 thousand transactions at shoppe official store of IDR 841.67 million. Second, Hyaluronic 9+ Advanced + B5 serum managed to sell approximately 5 thousand transactions at the official store shoppe for IDR 58.35 million. Third, Somethinc 10% Niacimade + Moisture Sabi Beet Max serum has sold approximately 3,000 transactions at the shoppe official store.

Brand awareness in skincare somethinc which is currently virally known in the community and plays a role in society can influence consumer purchasing decisions. Something already has a halal certificate. Somethinc already has a BPOM number and has received many positive reviews on various social media.

Purchase Decision

Purchasing Decisions are at the evaluation stage, consumers form brands in a collection of choices and also form intentions to buy the most preferred brand in accordance with purchase intentions to make decisions (Kotler & Keller, 2016: 198). Where there is a need and desire for a product through an assessment of existing sources to set purchasing goals in the purchase decision making process accompanied by post-purchase behavior (Fahrudin & Yulianti, 2015). (Yanti & Sukotjo, 2016). There are two factors that cause a person to decide to buy, namely (Yulianti et. al, 2019: 19). Attitudes of other people, the decision to buy can be influenced by friends, family, relatives, or anyone you trust. Unforeseen situational factors, such as income price factors. Consumers will buy a product at a certain brand with very good quality according to their wishes, consumers will tend to buy back the product even though there are other brands (Sudaryanto et al., 2019).

Viral Marketing

Viral marketing is another form of online word of mouth or "word of mouth" that encourages consumers to be able to spread products via audio or writing to other people online (Kotler & Keller, 2016: 646). Dissemination of information to market a product with the internet where businesspeople viral information through influencers (Haryanto et al., 2021). Providing information about brands that exist in a short time among mass media with the use of digital networks (Roy, 2022). A place to support branding and advertising promotions to attract consumers to visit or buy as a marketing strategy that follows lifestyle digital trends (Agesti et al., 2021).

Brand Awareness

Brand awareness is the recognition of a brand as a condition for product purchasing decisions as a factor for remembering a name, logo, and attributes (Febrian, 2018). Where consumers can find out about a brand that currently uses a lot of social media as a level of

brand awareness (Ardiansyah & Sarwoko, 2020). A potential buyer's ability to remember brands such as logos and names that promote products by market players (Firmansyah, 2019: 44). A brand strength in memory that can be measured as the ability of consumers to identify brands under different conditions (Keller, 2013: 73). The ability to recognize a brand or name to encourage consumers to make certain purchases by promoting a product (Kholiq & Sari, 2021). Based on the theory that has been presented and the problems described earlier as a basis for thinking in retrieving and analyzing data that will be tested for validity, the hypotheses used in this study are as follows:

H1: Viral Marketing influences Purchasing Decisions

H2: Brand Awareness influences Purchasing Decisions

2. Research Method

This study uses 2 (two) types of variables, namely the dependent variable and the independent variable. The dependent variable consists of purchasing decisions and the independent variable consists of viral marketing, brand awareness. The objects in this study are Something products in Samarinda.

Table 1. Variables, Indicators dan Items

Variables	Indicators	Items
Purchase Decision	Product Choice	- Somethinc suits my face
	Brand Choice	- The Somethinc brand fits my needs
	Product reseller	- I decided to buy Somethinc products through e-commerce
	Amount Purchase	- I decided to buy many types of products according to my needs.
Marketing Viral	Social Media	- I found out about Something's products through social media.
	Invol opinion leader	- I introduced Somethinc's products to relatives
	Product knowledge	- I see that there are good ingredients in Somethinc products
	Accesibility Information	- Somethinc's product information is self-explanatory
	Product word of mouth	_ I found out about several types of products through a friend's recommendation
Brand Awaareness	Top of mind	something is always in my heart
	Brand recognition	The "S" logo on the Something product packaging is easy for me to remember.
	Brand reminder	I bought Something product as first choice

The research sample is the people of Samarinda who use Something products. In this study, the number of indicators is 12 using the Hair et al formula with the assumption that $n \times 5$ to $n \times 10$, then the number of indicators is multiplied by the sample size on a scale of 5-10 from 1-10. The number of samples in this study is based on the formula above, namely: $n = 12 \times 10 = 120$, where the number of samples in this study is 120 respondents.

In this study, data were collected using questionnaires or questionnaire techniques with closed and open formats. The research scale used in this study is a Likert scale measurement starting from Strongly Disagree (STS) to Strongly Agree (SS). This study uses an index

analysis technique that describes the respondents to the question items asked. The scoring technique used in this study is a score of 1-5. The analysis tool for this research uses the SmartPLS version 3.2.9 software program which consists of evaluating the outer model and inner model.

3. Results and Discussion

3.1 Results

The description of the subject of this study consisted of composition based on age, gender, occupation, and frequency of using Something at least once. Based on the age of the majority using the product, namely aged 15-25 years with a percentage of 65.8% or as many as 79 people, while the minority aged ≥ 35 years with a percentage of 5.8% or as many as 7 people. Based on gender, the majority used the product, namely women with a percentage of 86.7% or as many as 104 people and men with a percentage of 13.3% or as many as 16 people. Based on the work, the majority use the product, namely students with a percentage of 50% or as many as 60 people while the majority are entrepreneurs with a percentage of 4.2% or as many as 5 people. Based on the frequency of users of Something's product, the majority used Something's product 5-10 times with a percentage of 46.7% or as many as 56 people, while the minority used Something's product ≥ 10 times with a percentage of 12.5% or as much as 15 people.

Research Descriptive Analysis

Table 2. Responses to Viral Marketing Respondents (X1)

No.	Indicators	Responden's										Indexs
		1		2		3		4		5		
		F	%	F	%	F	%	F	%	F	%	
1.	PV.1	1	0,8	1	0,8	14	11,7	39	32,5	65	54,2	87,7
2.	PV.2	0	0	1	0,8	13	10,9	47	39,2	59	49,1	87,3
3.	PV.3	1	0,8	2	1,6	8	6,6	43	35,8	66	55,0	88,4
4.	PV.4	1	0,8	1	0,8	18	15,0	47	39,2	55	45,8	86,6
5.	PV.5	1	0,8	0	0	23	19,2	45	37,5	51	42,5	84,2
Mean												86,8

Based on table 2, the results of the data analysis above can be seen that the answers of respondents who use Something products in Samarinda regarding indicators of the viral marketing variable have an average index of 86.8, which means that the level of respondents to the viral marketing variable on Something products in Samarinda is high. Of the 5 viral marketing indicators that have the highest index is the social media indicator, which is 87.7.

Table 3. Respondents' Responses to Brand Awareness (X2)

No.	Indicators	Responden's Answer										Indexs
		1		2		3		4		5		
		F	%	F	%	F	%	F	%	F	%	
1.	KM.1	1	0,8	0	0	14	11,7	46	38,3	59	49,2	79,4
2.	KM.2	0	0	0	0	16	13,3	50	41,7	54	45,0	86,3
3.	KM.3	1	0,8	0	0	20	16,7	44	36,7	55	48,3	87,8
Mean												84,5

Based on table 3, the results of the data analysis above can be seen that the answers of respondents who use Something products in Samarinda regarding indicators of brand awareness variables have an average index of 84.5, which means that the level of respondents to brand awareness variables on Something products in Samarinda is high. Of the 3 brand awareness indicators that have the highest index is the recall indicator which is equal to 87.8

Table 4. Respondents' Responses to Purchase Decisions (Y)

No.	Indicators	Responden's Answer										Indexs
		1		2		3		4		5		
		F	%	F	%	F	%	F	%	F	%	
1.	KP.1	1	0,8	2	1,6	14	11,6	43	35,8	60	50	86,4
2.	KP.2	2	1,6	1	0,8	12	10,0	49	40,8	56	46,7	85,9
3.	KP.3	2	1,6	2	1,6	17	14,2	43	35,8	56	46,7	84,8
4.	KP.4	1	0,8	2	1,6	12	10,0	53	44,2	52	43,3	85,4
Mean												85,6

Based on table 4, the results of the data analysis above can be seen that the answers of respondents who use Something products in Samarinda regarding indicators of purchasing decision variables have an average index of 85.6, which means that the level of respondents to purchasing decision variables on Something products in Samarinda is high. Of the 4 purchasing decision indicators that have the highest index is the product selection indicator, which is equal to 86.4

Path Validity & Reliability Result

Convergent validity test can be measured by the loading factor value parameter and the Avarage Variance Extracted (AVE) value. Rules of growth are used for convergent validity with outer loading > 0.7. The outer loading value obtained by the researcher after performing the PLS logarithm iteration is as follows:

The results of processing analysis using SmartPLS show that the measurement of each research variable has an outer loading that ranges from 0.810 to 0.913. This means that the convergent validity above shows that the measurement of each research variable has fulfilled the requirements or has a loading factor value of 0.7 or between 0.5-0.7. The discriminant validity test, based on the test results, shows that all constructs have a value of more than 0.7 and the construct correlation of each latent variable with its indicator is greater than the other latent variables so that all indicators prove valid as construct measurements.

Table 5. Path Validity & Reliability Results

Variable	Loading Factor	AVE	CR
Viral Mark			
X1.1	0.870	0,741	0.935
X1.2	0.857		
X1.3	0.913		
X1.4	0.824		
X1.5	0.839		
Brand Awa			
X2.1	0.870	0,712	0.881
X2.2	0.857		
X2.3	0.913		
X2.4	0.824		

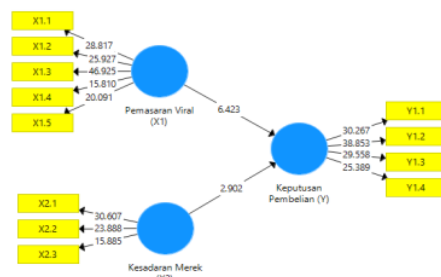
X2.5	0.839		
Purch. Decision			
Y1.1	0.882	0,786	0,936
Y1.2	0.910		
Y1.3	0.872		
Y1.4	0.883		

Source: Data processing results 2022

The second assessment is AVE (Average Variance Extracted). A minimum AVE value of 0.5 and higher indicates an adequate level of convergent validity. The test results in table 7 show that the AVE value for all constructs is greater than 0.50 and for individual characteristic variables a moderate AVE value close to 0.50 is said to be valid so that all constructs have adequate discriminant validity. Based on table 8, the output results of composite reliability and Cronbach alpha all have values above 0.70 indicating that reliability has been achieved. Thus, it can be stated that all latent variables have a good level of reliability.

Model Feasibility Test in model evaluation or evaluating models in SmartPLS is evaluated using R-Square for each latency that the R-Square for the purchase decision variable is 0.762. From these data it can be concluded that the Purchase Decision variable (Y) can be explained by the Viral Marketing and Brand Awareness variables of 76% and the remaining 24% is influenced by other variables outside the research.

The calculation results show a predictive relevance value of 0.76 or a relevant predictive value of 76%. This can be interpreted that the model is good enough that is more than (0) which indicates that the model has a value of Purchase Decision.



To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between exogenous and endogenous variables in the path coefficient table at the SmartPLS output below:

Table 4 Path Coefficient

Variabel Influence		Original Sample	Sample Mean	Standard Deviation	T Statistic	P values	Description
Exogenous Variabel	Endogenous Variabel						
Viral Marketing	Purchase Decision	0,628	0,618	0,098	6,423	0,000	Accepted
Brand Awareness	Purchase Decision	0,286	0,295	0,099	2,902	0,004	Accepted

2 Discussion

The Influence of Viral Marketing on Purchasing Decisions

From the results of data processing analysis, it can be concluded that Viral Marketing has a positive and significant influence on positive Purchase Decisions. This is evidenced by the influence of Viral Marketing on Purchase Decisions through a path coefficient of 0.628, a t-statistic of 6.423 and a p-value of 0.000. This value can be said to be greater than t-table (1.96) and p value <0.05. Thus, this shows that Hypothesis 1 is accepted.

The results of the analysis show that Viral Marketing has a positive influence on Purchasing Decisions in using Something products in Samarinda, the higher the level of doing Viral Marketing promotions, the higher consumers are to make Purchase Decisions in using Something products in Samarinda. The highest or dominating indicator on the Viral Marketing variable is product knowledge. The lowest indicator on the Viral Marketing variable is information clarity.

The results of the analysis show that the Viral Marketing variable on the product knowledge indicator has been able to provide a dominating influence on purchasing decisions. This means that consumers experience positive things, namely knowing what ingredients are in the product, such as the presence of ingredients that can help make changes to the face such as niacinamide which can brighten the face, aha bha and salicylic acid to exfoliate and clean clogged pores. This influence makes consumers to know more about the benefits of these products.

This means that consumers are aware that Something's product is aware of social media as a promotional tool for Something's product. As for the indicators of opinion leader involvement, it is enough to have a positive influence on purchasing decisions, so consumers already know about Something's products from reviews of people around them through social promotions or word of mouth. However, consumers consider that Something's product does not disappoint consumers because it makes many changes to the face and the price is affordable. The higher the product is known and widely promoted; the more consumers know about the product to make a purchasing decision for Something's product.

This result is in accordance with (Kholiq & Sari, 2021) which states that the more consumers talk about a product and promote it through social media, the more widely known the product will be and consumers will be more interested in making a purchase. In addition, the clarity of information on a product will make it easier for consumers to get detailed knowledge about a product to be purchased.

The Effect of Brand Awareness on Purchasing Decisions

From the results of data processing analysis, it can be concluded that Brand Awareness has a positive and significant influence on Positive Purchase Decisions. This is evidenced by the effect of brand awareness on purchasing decisions through a path coefficient of 0.286, a t-statistic of 2.902 and a p value of 0.004. This value is greater than t table (1.96) and p value <0.05. Thus, this shows that Hypothesis 2 is accepted.

The results of the analysis show that brand awareness has a positive influence on purchasing decisions in using Something in Samarinda. It is known that the higher the level of awareness among consumers about a brand of Something, the higher the level of consumers to make product purchasing decisions. The highest or dominating indicator on the Brand Awareness variable is the top of the mind. The lowest indicator on the Viral Marketing variable is recall.

The results of the analysis show that the Brand Awareness variable on the top-of-mind indicator has been able to provide a dominating influence on purchasing decisions. This means that consumers are aware of the Somethinc product and can increase sales with brand awareness to consumers when buying Somethinc product. Currently, consumers are aware that many people already know the “S” logo on the Somethinc product packaging when buying a product. The existence of this logo can increase brand awareness of Somethinc products to be better known by the public. For example, cushion products where the front of the product packaging has an “S” logo as the symbol of Somethinc to make it easier for the public to know that the product is a Somethinc product. When buying Somethinc products, consumers will be aware of the existence of the logo and consumers can immediately recognize Somethinc products when they see advertisements about Somethinc products. So that the higher consumer awareness of the Somethinc product, the higher the consumer decision to purchase the product. Somethinc.

The results are in line with this research, namely according to (Kholiq & Sari, 2021) data analysis proves that Brand Awareness has an influence on Purchase Decisions. This shows that Brand Awareness is the ability of a potential buyer to recognize a product that is superior in a brand. Top of mind is the brand that first appears in the minds of consumers, the brand is the main brand of various brands that are in the minds of consumers. In addition, there are characteristics that a product has, such as a product logo or writing.

4. Conclusions and Recommendations

4.1 Conclusion

Based on the analysis that was carried out in the previous chapter using Partial Least Square (PLS) version 3.2.9 regarding the influence of viral marketing and brand awareness on purchasing decisions for Somethinc products, the following conclusions can be drawn: Based on the results of research that has been done that Viral Marketing positive and significant effect on purchasing decisions. The results of this study are in accordance with the hypothesis which states that Viral Marketing influences Purchase Decisions, so the hypothesis is accepted. This means that more and more products are discussed by consumers and promoted through social media to make purchases with the most dominant indicator being product knowledge as a response to the brand and the lowest contribution being clarity of information. significant to Purchase Decision. The results of this study are in accordance with the hypothesis stating that Brand Awareness influences Purchasing Decisions, so the hypothesis is accepted. This means that the increasing Brand Awareness of a product, the higher the level of product purchases in making purchasing decisions with the indicator with the highest response being peak thoughts and the lowest contribution being reminders.

4.2 Recommendation

Based on the above conclusions, further suggestions can be proposed that can be expected to provide benefits in the future, as follows: It is suggested that viral marketing variables consist of social media indicators, opinion leader involvement, product knowledge, clarity of product information and discussing products can promote products through social media. broad knowledge, introducing products through testimonials, being able to find out more product benefits and uses of products and introducing the types of products that are widely used. Moreover, the product knowledge indicator as an indicator that has the highest index so that it can generate understanding can carry out social media promotions or word of

mouth and become a reference for increase sales of Somethinc products and become more widely known in Samarinda.

It is suggested in this case the brand awareness variable which consists of peak thoughts that can increase consumer awareness to buy Something products, brand recognition indicators for consumers to know the characteristics of the product and reminder indicators for consumers to make Something a priority product or first choice. Moreover, the recall indicator as an indicator that has the highest index in analyzing factors to influence buyer interest and consumer loyalty to Somenthinc products.

It is suggested in this case that the purchase decision variables consist of product selection indicators, brand recognition, purchasing dealers and purchase quantities. Moreover, the product selection indicator is the indicator that has the highest index so that it can produce an understanding that consumers have compatibility using products with the ingredients they have, Somethinc products can be purchased in various e-commerce or directly and consumers use many types of Something products with more than 1 quantity so that consumers can make purchasing decisions for Something in Samarinda.

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