

Evaluating the Influence of Viral Marketing and Brand Awareness on Purchase Decisions a Study Tiktok Shop

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ARTICLE INFO

Keywords: Viral Marketing, Brand Recognition, Purchasing Decisions, Social Media, Tik Tok Shop

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ABSTRACT

This study examines the impact of Viral Marketing and Brand Awareness on Purchasing Decisions, individually and collectively. The quantitative study approach examines 90 consumers using the Tik Tok Shop in Tebing Tinggi. The sample was selected using a purposive sampling approach grounded in particular criteria. Data collection was conducted using an online questionnaire, and Data analysis was conducted via SPSS version 25. The findings indicated that Viral Marketing significantly influences Purchasing Decisions and Brand Awareness. Both Viral Marketing and Brand Awareness have a substantial and beneficial influence on Purchasing Decisions. This research enhances comprehension of The impact of digital marketing methods on consumer behavior in the era of social media.

INTRODUCTION

The marketing industry has seen substantial changes as clients have become more interconnected and discerning, leading to innovative marketing tools that utilize the Internet. Ghosh et al. (2018). While conventional advertising tactics such as print, television, and outdoor media maintain their advantages, internet-driven word-of-mouth marketing, known as Viral Marketing, is progressively emerging as a crucial marketing strategy. Viral marketing initiatives motivate consumers to share their product preferences through social networks, thus enhancing brand recognition among a large audience. Ghosh et al. (2018). According to We Are Social (2024), Indonesia ranks ninth globally in online shopping prevalence, with 59.3% of internet users participating in purchasing activities each weekend. Numerous individuals broadcast their activities on social media, exemplifying the role of modern consumers.

Presenting product-focused information from various brands and sharing their experiences and assessments. This phenomenon offers marketers opportunities to refine their tactics by leveraging digital marketing channels to increase brand recognition Stephen (2016). According to Exploding Topics, Tik Tok received over 2.5 billion monthly visits in September 2024. Predictably, most of these (almost 70%) emanate from mobile devices. Tik Tok attracts fewer than 1 billion distinct visitors each month. The average Tik Tok user accesses 4.46 pages per visit and spends roughly 8 minutes and 18 seconds on the network. Tik Tok's bounce rate is 55.46%.

Brands aid consumers in differentiating similar products and services offered by other entities, increasing their attractiveness. Brands represent consumers products and services authenticity, value, and dedication. They also fulfill different roles, including reducing consumer risk related to products and services and promoting social interactions while maintaining anonymity. Organizations that effectively foster brand awareness and recognition own a distinct market position compared to other enterprises regarding their products and services. TikTok has been selected as a social media platform to investigate the impact of brand awareness and familiarity on the purchasing intentions of millennials exposed to marketing campaigns, owing to its diverse features. Tik Tok is a more efficacious medium for engaging a wider audience than conventional advertising (Haenlein et al., 2020). Studies demonstrate that viral marketing positively affects purchasing decisions (Geofakta Razali et al., 2023). Certain studies indicate that viral marketing minimally influences buying decisions (Aprillio & Widodo, 2020).

Developing strong brand recognition is essential in a competitive market. Brand awareness allows consumers to differentiate between similar products and services other firms offer, increasing their attractiveness. Moreover, trademarks signify the legitimacy, worth, and dedication of the goods and services offered to consumers. Brands mitigate customer risk associated with products and services while fostering social connections without necessitating identity disclosure. In this context, companies that have successfully cultivated brand awareness and recognition are regarded as distinct from other businesses concerning their products and services. (Bilgin 2020).

LITERATURE REVIEW

Tik Tok as a Medium for Marketing Initiatives

Tik Tok is a marketing platform renowned for its brief, amusing videos that often showcase humor and creativity. Tik Tok aims at an audience desiring to amuse others through creative self-expression, serving as a platform for personal articulation. The adverse effects of the COVID-19 pandemic have affected millions worldwide (Yang & Zilberg, 2020). (Ma and Hu, 2021) described Tik Tok addiction as a phenomenon associated with a video and social networking platform that fosters user engagement and interaction, similar to other social media applications. TikTok, driven by user involvement, is emerging as a prominent social media tool that marketers utilize to connect with and engage their target audience.

The influence of viral marketing on customer buying behavior Technological improvements and the widespread use of the Internet have transitioned communication to online platforms, including Facebook, Instagram, YouTube, Snapchat, Twitter, and TikTok, generally referred to as electronic word-of-mouth (e-WOM). López and Sicilia, 2013 Conversely, viral marketing is a promotional tactic businesses utilize. Marketing communications are crafted to disseminate from individual to individual via incentives or rewards. (e.g., recommending a product or sharing material). (Ahlberg and Pal 2018). An effective viral marketing strategy utilizing explicit content, prominent brands, and secure access influences consumer purchasing behavior. (Motwani and Haryani 2018). Viral marketing exerts a favorable impact on purchasing decisions. This suggests that an escalation in viral marketing dissemination is associated with an elevated probability of product purchasing decisions. (Wati Rahma Tiara, Dr. Dra. Maduwinarti Ayun, and Ch. Nasution Ute, 2023)

H1. Viral marketing has a significant influence on purchasing decisions

Brand Awareness on Purchasing Decisions

The Internet and social media are essential communication platforms for cultivating consumer brand awareness (Dedeoğlu et al., 2020). Social media profoundly impacts consumers by transmitting information, enabling idea exchange, modifying awareness and understanding, and influencing post-purchase behavior. Tatar and Eren-Erdoğan (2016). Social media marketing efforts in the aviation industry enhance brand image and organizational reputation (Seo & Park, 2018). Seo and Park (2018). As consumers access abundant information across several channels, marketers face the challenge of developing effective campaigns to elevate brand awareness. Tik Tok facilitates cross-promotion, enabling consumers to quickly become acquainted with various interconnected products. Brand awareness profoundly affects the purchasing decision-making process; heightened brand awareness enhances the probability of consumer consideration. Shabbir, Khan, and Khan (2017). Brand awareness constitutes the basis for developing brand equity. Upon recognizing a brand, individuals often evaluate their purchasing intent, impacting their buying

decisions from the first stage to the deliberation phase. Brand awareness profoundly impacts consumer purchasing intent. Increased brand recognition often reduces risk and uncertainty in purchasing, as consumers have enhanced confidence and trust in the quality and benefits of known items. (Broto, Karnalim, and Anastasia 2024)

H2. Brand awareness has a significant influence on purchasing decisions

The Simultaneous Influence of Viral Marketing and Brand Awareness on Purchasing Decisions

Enhanced brand recognition and preference. Viral marketing markedly enhances brand recognition through interactive and shareable content. This improved awareness elevates brand preference, closely associated with purchasing decisions. Research indicates that successful viral marketing positively influences consumer views, increasing the likelihood of brand selection. (Puriwat and Tripopsakul 2021). Viral marketing markedly enhances brand awareness through interactive and shareable content. This heightened awareness enhances brand preference, which is closely associated with purchasing decisions. Research indicates that successful viral marketing positively influences consumer views, increasing the likelihood of brand selection. (Dumatri and Indarwati 2021).

H3. The simultaneous influence of viral marketing and brand awareness on purchasing decisions

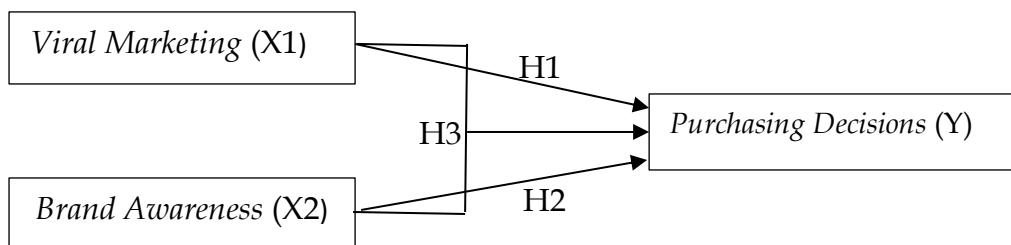


Figure. 1: Conceptual Framework

METHODOLOGY

Research Design

This research uses a quantitative approach to test the hypothesis by distributing questionnaires. The questionnaire included questions about viral marketing, brand awareness, and purchasing decision.

Sampling and Data Procedures

The study population consisted of Tik Tok Shop users in Tebing Tinggi, and the sampling method employed was purposive. This method is employed to choose samples according to established criteria. Hair, Joseph F., and David J. Ortinau, 2021. The qualifications encompass clients at least 18 years old, residing in Tebing Tinggi, owning the Tik Tok application, and engaging in online shopping for no less than one year. Gathered data via an online questionnaire

and analyzed it utilizing SPSS. Twenty-five of the eighteen statement items evaluated were deemed invalid and eliminated. We used 18 valid statements during retesting. By recommending six respondents per item, we established the sample size at 90 respondents (18 statements multiplied by five respondents). According to these results, the sample size for this study will consist of 90 respondents.

Measurement

This study employed a 5-point Likert scale from "strongly disagree" to "strongly agree." Viral marketing is assessed through four primary dimensions: content quality, social dissemination, audience engagement, and influencer endorsement. (Puriwat and Tripopsakul 2021). Brand awareness encompasses four primary dimensions: brand recognition, brand recall, brand familiarity, and brand exposure (Krisnawan and Jatra 2020). Simultaneously, three aspects assess the purchasing decision variable: identification of the issue, information retrieval, assessment of alternatives (Kotler, Philip, and Gary Armstrong, 2019).

RESEARCH RESULT

Table 1 presents the demographic characteristics of the 180 respondents, the majority female (51%), and the predominant age group is 18-25 years (49%). The predominant income bracket was Rp 1,500,000 to Rp 2,000,000, including 42% of the population, 32% earning Rp 1,000,000, and just 26% above Rp 2,000,001. Private employees are the largest segment of the workforce at 39%, followed by students at 37%, with self-employed individuals comprising the smallest group at 23%. The data indicates that the respondents predominantly consist of young women from lower middle-income backgrounds in the nascent phases of their professions. These features suggest that respondents are acquainted with digital activities, including shopping via Tik Tok Shop.

Table 1. Descriptive

Descriptive Characteristics	Frequency	Cumulative (%)
Gender		
Male	89	49
Women	91	51
		100
Age		
18 - 25	88	49
26 - 35	52	91
36 and above	40	53
		100
Monthly Income		
Rp. 1,000,000	57	32
Rp. 1,000,001 - Rp. 2,000,000	76	42
Above Rp. 2,000,000	38	26
		100
Employment		

Student	67	37
Private employee	71	39
Entrepreneurship	42	23
		100

Coefficient of Determination

Table 2. Coefficient of Determination

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.736 ^a	.541	.531	1.62110	.541	51.369	2	87	.000
a. Predictors: (Constant), Brand Awareness (X2), Viral Marketing (X1)									
b. Dependent Variable: Purchase Decisions (Y)									

The adjusted R-squared value is 0.531, which is equivalent to 53.1%, as indicated in Table 2. 53.1% of purchase decisions (Y) are influenced by viral marketing (X1) and brand awareness (X2). In contrast, the remaining 46.9% (100% - 53.1%) is attributed to external variables not accounted for in this research model, including trust, learning, and lifestyle factors.

Multiple Linear Regression Test

Anova (F test) Simultaneous test

(Situmorang, 2023) The F test, which employs the F statistic, is utilized to ascertain the acceptance or rejection of the proposed hypothesis. If Fcount is inferior to Ftable, H0 is accepted and Ha is rejected; conversely, if Fcount surpasses Ftable, H0 is rejected and Ha is accepted.

Table 3 Anova^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.990	2	134.995	51.369	.000 ^b
	Residuals	228.632	87	2.628		
	Total	498.622	89			

a. Dependent Variable: Purchase Decisions (Y)

b. Predictors: (Constant), Brand Awareness (X2), Viral Marketing (X1)

The table above shows that the calculated F value is 51.369, with a significance level of 0.000. The F-table value at the 95% confidence level ($\alpha = 0.05$) is 3.35. The calculations, Fcount > Ftable and a significance level of 0.000 < 0.05, suggest that the simultaneous impact of the independent variables (Brand Awareness, Viral Marketing) on purchase decisions is both positive and significant.

T Test: Partial Test

(Situmorang, 2023) The T-test, which employs the T statistic, is utilized to ascertain the acceptance or rejection of the proposed hypothesis. If Thitung is

less than Ttabel, H0 is accepted, and Ha is refused; conversely, if Thitung surpasses Ttabel, H0 is rejected, and Ha is accepted.

Table 4. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	5.912	1.769		3.34	.00		
X1	.133	.056	.176	2.36	.02	.951	1.05
X2	.441	.048	.677	9.09	.00	.951	1.05

a. Dependent Variable: *Purchase Decisions (Y)*

According to Table 1.4, the initial hypothesis resulted in a tcount value of 2.361. 2.048 is the t-table value for n-k = 28 at $\alpha = 5\%$. The research discloses that tcount (2.361) exceeds ttabel (2.048), and the significance value of 0.020 is less than 0.05. Therefore, it is possible to infer that the initial hypothesis is confirmed, suggesting that the Purchase Decisions Variable (Y) is influenced by the Viral Marketing Variable (X1). tcount (9.094) exceeds ttabel (2.048) according to the second hypothesis, and the significance value of 0.000 is less than 0.05. Therefore, it is possible to infer that the initial hypothesis is confirmed, suggesting that the Purchase Decisions Variable (Y) is influenced by the Brand Awareness Variable (X2).

DISCUSSION

The Influence of Viral Marketing

The results demonstrate that viral marketing significantly influences consumer purchase decisions, as indicated by a t-value of 2.361 and a significance level of 0.020, which is below the 0.05 threshold. This underscores the effectiveness of engaging content, emotional resonance, and influencer endorsements in driving consumer behavior. Viral marketing employs user involvement and sharing effectiveness to enable the rapid dissemination of marketing messages. These findings align with prior research (e.g., Wati et al., 2023) that highlights the positive impact of electronic word-of-mouth (e-WOM) on purchase behavior.

The Role of Brand Awareness

Brand awareness demonstrates a more pronounced effect on purchase decisions, evidenced by a t-value of 9.094 and a significance level of 0.000. This suggests that brand familiarity, achieved through regular visibility and recall, diminishes customer ambiguity, augmenting trust and confidence in purchasing

decisions. The findings underscore the significance of cultivating brand equity via strategic marketing strategies, as proposed by Bilgin (2020).

Simultaneous Influence

The research indicates that viral marketing and brand awareness collectively account for 53.1% of the variance in purchasing decisions ($R^2 = 0.531$). This suggests that although these criteria are essential, additional elements, including consumer trust, lifestyle, and individual preferences, contribute. The synergistic effect of viral marketing and brand awareness highlights the interplay between content-driven engagement and brand visibility in shaping customer behaviour.

CONCLUSIONS AND RECOMMENDATIONS

This study illustrates the substantial impact of Viral Marketing and Brand Awareness on Purchase Decisions among Tik Tok Shop users. Viral Marketing demonstrably influences Purchase Decisions positively and significantly, highlighting the significance of compelling content, audience interaction, and influencer involvement. Brand Awareness significantly impacts Purchase Decisions, underscoring the importance of brand identification, memory, and visibility in customer behaviour. Moreover, the concurrent impact of Viral Marketing and Brand Awareness enhances the strategic importance of amalgamating these elements to maximize marketing results. These findings indicate that enterprises employing digital platforms like Tik Tok should prioritize the development of impactful viral marketing campaigns and enhancing brand awareness to influence customer purchasing decisions. Subsequent studies may investigate supplementary variables such as consumer trust, lifestyle, and learning behaviour to comprehend purchase decision determinants thoroughly.

To enhance the efficacy of viral marketing and brand awareness methods, the following guidelines are proposed:

1. Augmenting Viral Marketing Initiatives

Create emotionally impactful and shareable content to increase reach and influence—Enhance user engagement by instituting challenges or competitions to generate organic content. Engage with influencers who align with the brand's identity to enhance advertising efforts.

2. Strengthening Brand Awareness

Guarantee uniform communication across all channels to uphold visibility. Emphasize brand-specific identifiers (e.g., logos, taglines) to enhance recognition. Employ cross-promotion and collaborations to expand brand exposure to broader audiences.

3. Integrating Marketing Strategies

Integrate viral marketing with brand awareness strategies to develop synergistic campaigns. Consistently assess and evaluate campaign efficacy for ongoing enhancement.

ADVANCED RESEARCH

This study's findings and recommendations provide various advanced research avenues to enhance understanding of customer behaviour dynamics in digital marketing, especially on platforms like Tik Tok. These avenues will improve the comprehension of the impact of viral marketing and brand awareness on purchasing decisions while also introducing novel elements and approaches to advance the subject.

ACKNOWLEDGMENT

We extend our profound appreciation to all who have supported and contributed to the successful completion of this project. This research was conducted with their indispensable support, direction, and motivation. We express our profound gratitude to our academic advisor, Mr. Syafrizal Helmi Situmoran, for his unwavering support, insightful feedback, and competence during the research process.

Their guidance has been essential in refining our study and enhancing its quality. We would like to recognize the participants of this study, especially the Tik Tok Shop users from Tebing Tinggi, whose time and willingness to participate in the survey were essential to the success of this research. This study was only feasible with their involvement. We thank our families and friends for their unwavering support and encouragement along this journey.

Their patience, comprehension, and confidence in our capabilities enabled us to endure the hurdles faced during the research. We thank all authors and researchers whose contributions were cited in this study. Their study established a basis for our development, and their insights persist in motivating our efforts. This research has been a profoundly enlightening experience, and we are grateful for the opportunity to contribute to the expanding corpus of knowledge in digital marketing and consumer behaviour.

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