Original Research Article

Analysis of Viral Marketing, Celebrity Endorser, Brand Awareness, and E-WOM in Influencing Purchase Decisions

ABSTRACT

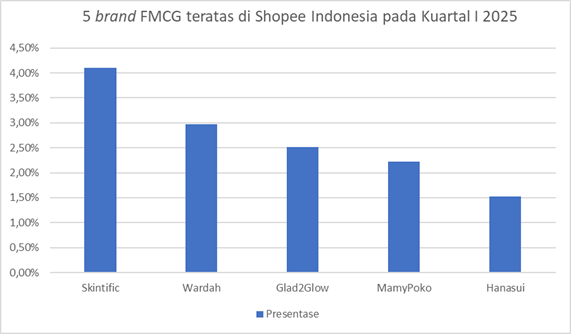
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| --- |
| Modern developments have led to increased public attention to appearance, making fashion, care, and now beauty products increasingly important needs. This view has a significant impact on the growth of the beauty industry in Indonesia, especially on the production of skincare products. The purpose of this study is to analyze the influence of viral marketing, celebrity endorsement, brand awareness, and e-WOM on consumer behavior towards Glad2Glow Brand products. The population studied consisted of customers and users of Glad2Glow products in Purwokerto. This type of research uses quantitative methods and sample preparation techniques, such as non-probability sampling using purposive sampling and SmartPLS 3.0 analysis software. This study used a sample of approximately 130 respondents. The results of the study show that the variables Viral marketing, Brand Awareness, and E-WOM each have a positive and significant influence on purchasing decisions, the celebrity endorser variable does not have such an influence. The results of this study are useful for academics and marketing practitioners who want to learn more about how consumers behave in the digital era and develop more contextual and effective marketing strategies for the local Indonesian market. |

*Keywords: Viral Marketing, Celebrity Endorser, Brand Awareness, E-WOM, Purchase Decision*

1. INTRODUCTION

Fashion, personal care, and beauty goods are becoming more and more necessary as a result of modern innovations that have raised public awareness of appearance. Numerous new businesses, both online and offline, have emerged in the care and beauty industry as a result of the increased interest in and demand for these items (Mulyaningsih, 2024). One contributing factor is the widespread belief among women that an attractive appearance is necessary for developing self-confidence. The development of Indonesia's beauty sector, especially in the manufacturing of skincare products, has been greatly influenced by this view point (Sari & Sitompul, 2023). One contributing factor is the widespread belief among women that an attractive appearance is necessary for developing self-confidence. The development of Indonesia's beauty sector, especially in the manufacturing of skincare products, has been greatly influenced by this viewpoint (Ventures, 2024).

Competition in the beauty industry is getting tighter as trends change influenced by product innovation, marketing strategies, and ever-evolving consumer preferences. Sales data shows a shift in brand position every year. GoodStats notes that in 2022, Ms Glow was ranked first, followed by Scarlett and Wardah. But in 2023, Skintific rose to the top spot, while Ms Glow dropped to second place and Scarlett to sixth. New brands such as The Originote and Azarine are starting to enter the top 10. This trend continues into 2024, with Skintific remaining in first place and Wardah moving up to second, while Ms Glow drops to fourth and Scarlett dropping out of the top 10. New brands such as Glad2Glow, Azarine, and The Originote are showing significant growth, reflecting the high market dynamics and the importance of innovation and adaptability (Al-Fajri, 2024).



**Figure 1:** Top 5 FMCG Brands in All Categories on Shopee Indonesia

Source: (Compas.co.id, 2025)

According to data from the Compas Market Insight Dashboard for the January–March 2025 period, Skintific continues to lead the market with a 4.10 percent market share, followed by Wardah (2.97%) and Glad2Glow (2.51%). This local dominance determines the level of adaptation to consumer preferences in e-commerce. Specifically, Glad2Glow's growth demonstrates the success of its marketing strategy and product innovation in meeting market needs.

Glad2Glow was chosen as a research object due to its stable performance and market support, thus helping to reduce consumer reluctance. Its e-commerce popularity indicates that its products and communication strategies have successfully captured consumer attention. This study aims to find out what makes people in Indonesia buy Glad2Glow products. This study focuses on Glad2Glow customers in Purwokerto since this area is one of the main hubs for the growth of consumer goods in Jawa Tengah.

Therefore, to influence consumer purchasing decisions, it is important for them to understand several key components, such as Viral Marketing, Celebrity Endorsements, Brand Awareness, And E-WOM. These elements help shape consumer perceptions and preferences, which can then be used to influence purchasing decisions more rationally and sustainably.

A marketing technique known as "viral marketing" uses internet media and communication channels to quickly disseminate product information. A product's success going viral could greatly raise consumer skepticism (Bukit et al., 2023). Viral marketing is a way to use social media to show ads and messages to customers. Reaching as many people as possible and spreading the word are the objectives (Werdayanti, 2023). The results of the study demonstrate that the inquiry Febrianri & Putra, (2024), Parasari et al., (2023), Tapparan & Allo, (2022) which claims that the purchase decision is significantly improved by viral marketing. However, in the research conducted by Fajriyah & Karnowati, (2022), Pratiwi et al., (2024); Saktiendi et al., (2022) stated that viral marketing has no effect on purchasing decisions.

Celebrity Endorsement is a marketing tactic that involves using well-known individuals to promote something. The goal of this strategy is to increase product sales, build emotional connections with customers, and establish a positive brand image (Bukit et al., 2023). Celebrity Endorsement is a marketing tactic that involves using well-known individuals to promote something. The goal of this strategy is to increase product sales, build emotional connections with customers, and establish a positive brand image (Mulyaningsih, 2024). The results of the study demonstrate that the inquiry Amanda et al., (2023), Gabriella & Hutauruk, (2023), Maro’ah & Rosyidi, (2024), stated that celebrity endorsers have a significant positive influence on consumer purchasing decisions. However, in the research conducted by Inggasari & Hartati, (2022), Katiandagho & Hidayatullah, (2023), Rahmawati et al., (2022) claimed that buying decisions are unaffected by celebrity endorsements.

The degree to which customers are aware of or comprehend a product in a specific category is known as brand awareness. It draws attention to how customers view a product, particularly their capacity to evaluate its features and link them to those of similar products (Manik & Siregar, 2022). Brand Awareness can increase consumer trust, facilitate development decisions, and prevent purchase decisions from occurring (Bukit et al., 2023). The results of the study demonstrate that the inquiry Ekaputri & Winarno, (2023), Prameswari et al., (2022), Utama & Farizi, (2022) which states that brand awareness has a significant positive influence on purchasing decisions. However, in the research conducted by Gabriella & Hutauruk, (2023), Nabilah & Anggrainie, (2022), Nurfadilah & Maringan Hutauruk, (2024), Ramadani & Rachmawati, (2022) states that Brand Awareness has no effect on the Purchase Decision.

Electronic Word of Mouth (E-WOM) in research Yulindasari & Fikriyah,( 2022)customer feedback is when people openly share what they think about a product or service, whether it's good or bad. The results of the study demonstrate that the inquiry Handayani & Ambardi, (2022); Liyono, (2022); Viani, (2023) which states that E-WOM which states that E-WoM has a significant positive influence on purchasing decisions. However, in the research conducted by Kusuma & Vidyanata, (2022), Oktaviani & Hanafiah, (2022), Sastri & Harsoyo, (2023) declares that E-WOM has no effect on the Purchase Decision.

This research is a development of previous research conducted by Bukit et al., (2023), which shows that the variables of Viral Marketing, Celebrity Endorser, and Brand Awareness have a significant positive effect on purchasing decisions. The main difference in this study lies in the addition of Variable E-WoM, which is adapted from the research Yulindasari & Fikriyah, (2022), because these variables have also been shown to have a significant positive influence on purchasing decisions. The addition of E-WOM variables aims to identify additional variables that can influence purchasing decisions. Based on the background of the problem and the varied findings from previous research, the researcher raised the title "Analysis of Viral Marketing, Celebrity Endorser, Brand Awareness, and E-WOM in Influencing Purchase Decisions"

**2. LITERATURE REVIEW**

**2.1 Consumer Behavior**

According to Petter & Olson, (2018), consumer behavior is the result of the interaction between the environment, awareness, and actions that occur in the consumption process. This behavior includes consumer thoughts, feelings, and actions that are influenced by various factors, such as advertisements, reviews, pricing, packaging, and product information. Therefore, understanding consumer behavior is essential for companies in developing the right marketing strategy. In this case, there are two important aspects that affect consumer behavior, namely affection and cognition. Affection refers to the feelings or emotions of consumers towards a product, such as likes or dislikes, which are often the basis for purchasing decisions (Petter & Olson, 2018). Affection can be reflected in consumers' emotional response to aesthetic packaging, pleasant product aromas, and positive sensations after use. The feeling of pleasure and comfort that arises from the experience of using it is able to strengthen the emotional bond between the consumer and the brand, thus encouraging loyalty and the tendency to make a repeat purchase. Meanwhile, cognition is related to the way consumers think and judge products based on their knowledge, experience, and beliefs (Petter & Olson, 2018). This cognitive plays a role when consumers consider the content of active ingredients, the effectiveness of the product in caring for the skin, and the suitability of their skin type. In addition, user testimonials, reviews on social media, and brand credibility also form rational judgments that influence purchasing decisions. Thus, when it comes to influencing customer decisions on product purchases, both affection and cognition are significant factors.

**2.2 Purchase Decision**

According to Tjiptono, (2019) the process by which customers become aware of an issue, research a particular brand or product, and weigh their options in order to determine the best course of action culminates in a purchasing decision. The final step before post-purchase behavior is the purchase decision, during which the customer evaluates a number of potential options before deciding to buy the product (Mulyaningsih, 2024).

**2.3 Viral Marketing**

Creative and visually appealing web material is used in viral marketing, a form of digital word-of-mouth advertising, to encourage people to share the content (Mohamad et al., 2024). Viral marketing can increase sales because it can cause consumer curiosity and interest in products. This strategy has the potential to influence purchasing decisions by leveraging consumers' psychological responses (Wiyanti, 2022). In the digital age, the primary method of viral marketing is the use of easily obtainable content that can quickly and significantly increase visibility (Singh et al., 2025). The results of previous studies show that research Febrianri & Putra, (2024), Parasari et al., (2023), Tapparan & Allo, (2022) stated that Viral Marketing has a significant positive effect on Purchase Decisions.

**H1 : Viral Marketing has a positive and significant effect on purchase decisions**

**2.4 Celebrity Endorser**

In research Maro’ah & Rosyidi, (2024) using well-known individuals as brand advocates in print, web, and television is known as celebrity endorsements. In research Rahmawati et al., (2022) The celebrity endorser is a well-known individual who leverages his popularity to promote products through advertising. The presence of celebrities in media, such as television, is considered effective in increasing product recognition and building brand image. The results of previous studies show that research Amanda et al., (2023), Gabriella & Hutauruk, (2023), Maro’ah & Rosyidi, (2024) declare that the Celebrity Endorser has a significant positive effect on the Purchase Decision.

**H2 : Celebrity Endorsers have a positive and significant influence on purchase decisions**

**2.5 Brand Awareness**

Brand awareness is when people recognize a brand, remember it, and link it to a particular product. A high degree of brand awareness aids in decision-making by guaranteeing that the brand is embedded in consumers' minds. Additionally, growing market share and boosting the company's brand equity are significantly influenced by raising brand awareness. A brand's value and strength tend to decrease when customer knowledge of it is poor (Utama & Farizi, 2022). The results of previous studies show that research Ekaputri & Winarno, (2023), Prameswari et al., (2022), Utama & Farizi, (2022)stated that Brand Awareness has a significant positive effect on Purchase Decisions.

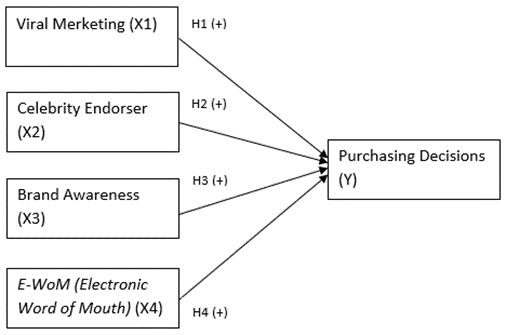
**H3 : Brand Awareness has a positive and significant effect on purchase decisions**

**2.6 Electronic Word of Mouth (E-WOM)**

E-WOM is a marketing tactic that supports a company's promotional activities and objectives by using online media to spread information from one person to another (Sahanaya & Madiawati, 2023). In research Liyono, (2022) the term "E-WOM" refers to comments about a business or product made by people who might buy it, who are buying it now, or who have bought it in the past. These comments can be good or bad, and they can be seen by many people or a whole organization online. E-WOM refers to social media communication that consumers engage in over the Internet, enabling buyers to send and receive information about a product or service (Layyina et al., 2025). The findings of earlier research indicate that Handayani & Ambardi, (2022), Liyono, (2022), Viani, (2023) stated that E-WOM has a significant positive effect on the Purchase Decision.

**H4 : E-WOM has a positive and significant effect on purchasing decisions**

The following framework can be set up in accordance with the findings of the hypothesis development process:



**Figure 2 : Frame of Mind**

3. METHODOLOGY

This study is quantitative because it collected information through questionnaires. The study's population consists of Purwokerto residents who purchase and use Glad2Glow cosmetics. Because nonprobability sampling and deliberate sampling methods were used, not everyone had the same chance to be chosen for the sample (Sugiyono, 2019). According to Sugiyono, (2019) Purposive sampling is a way to pick samples based on specific rules or standards. The people in this study are those who buy and use Glad2Glow products. We collected information by sending out questionnaires using Google Forms. We used the 5-point Likert scale to measure things. This scale ranges from stongly disagree to strongly agree. It shows how much the participants agree with the different thingks we are studying.

**Table 1: Research Variables and Indicators**

|  |  |
| --- | --- |
| **Variable** | **Indicators** |
| ***Viral Marketing (VM)*** | 1. *The Messenger* 2. *The Message* 3. *Environment*   (Tjiptono, 2018) |
| ***Celebrity Endorser (CE)*** | 1. *Trustworthiness* 2. *Expertise* 3. *Attractiveness* 4. *Respect* 5. *Similarity*   (Diawati et al., 2021) |
| ***Brand Awareness (BA)*** | 1. *Recall* 2. *Recognition* 3. *Purchase* 4. *Consumption*   (Tarigan & Siregar, 2023) |
| ***Electronic Word of Mouth (EWOM)*** | 1. Intensity 2. Valance *of Opinion* 3. Contents   (Charviandi et al., 2023) |
| **Purchase Decision (KP)** | 1. Identify Problems/Needs 2. Information Search 3. Alternative Evaluation 4. Purchase Decision 5. Post-Purchase Behavior   (Muhiban & Putri, 2023) |

The quantity of samples used in this investigation was decided upon using Roscoe's viewpoint in (Sugiyono, 2019) his is because we don't know exactly how many people in Purwokerto buy and use Glad2Glow products. In this study, there are five things we are looking at, so we need at least 20 × 5 = 100 people for the samples. But, to make sure our results are correct and to prepare for questionnaires that might not be returned or are unusable, we increased the number of samples by 30%. This means we assigned a total of 130 people to be respondents. Subsequently, we utilized the SmartPLS 3.0 software to examine the data. Potential respondents for this study include consumers in the Purwokerto region who have purchased and used Glad2Glow products and are a minimum of 17 years of age.

**4. RESULTS AND DISCUSSION**

This research employs Partial Least Square (PLS) to evaluate its concepts, focusing primarily on making predictions. PLS helps to lower the amount of difference left over in the variables being predicted when figuring out the model's details (Ghozali & Latan, 2015). The structural model, often called the inner model, and the measurement model, typically known as the outer model, are the two primary components of PLS-SEM. SEM-PLS was utilized to evaluate the hypotheses concerning the variables in this study and determine their validity and practicality (Farhan et al., 2024).

**4.1 Response Rate**

According to the data collected, up to 150 questionnaires were sent out to respondents, and all of them were successfully returned, yielding a 100% return rate. This indicates that responders' participation is excellent. Nevertheless, 20 questions, or 13.33%, failed the selection process after screening because they did not match the predetermined standards. Of these, nine people completed the questionnaires despite not having used or purchased Glad2Glow items, while eleven respondents are known to reside outside of the Purwokerto area. As a result, only 130 surveys, or 86.67%, were deemed genuine and utilized for the purpose of data analysis. This figure is deemed representative enough to move on to the study's next phase of analysis.

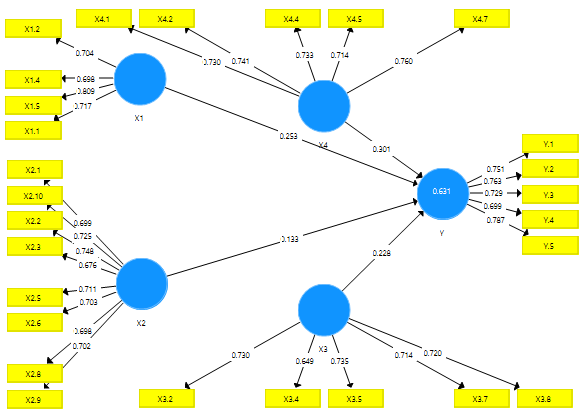
**4.2 Characteristics of Respondents**

This study involved 130 respondents who were in accordance with the criteria that had been set. According to the characteristics data of the respondents, a significant number were female, totaling 106 respondents or 81.54%, suggesting that Glad2Glow beauty products are preferred more by female consumers. With 101 responses, or 77.69% of the total, the majority of respondents were between the ages of 21 and 30, indicating that young adults are the primary target market for customers. The majority of responders (109, or 83.85%) were students, according to the work, indicating that Glad2Glow's primary market category is students.

In terms of domicile, the most respondents came from West Purwokerto, namely 42 respondents or 32.31%. Based on the latest education, most of the respondents had a high school education/equivalent as many as 81 people or 62.31%. In the monthly allowance category, the majority of respondents received allowances between IDR 1,000,000 and IDR 2,000,000, totaling 74 respondents or 56.92%. Regarding the products most commonly bought, a significant number of respondents selected moisturizers, with 57 respondents or 43.85% indicating that this item is among Glad2Glow's top offerings for consumers.

**4.3 Outer Model Analysis**

According to Ghozali & Latan, (2015) on research Farhan et al., (2024) The purpose of outer model analysis is to assess the correlation between an indicator’s or item’s score and its construct score, indicating the validity degree of the question item. The SmartPLS data analysis technique evaluates the outer measurement model using four criteria: average variance extracted (AVE), composite reliability (Cronbach's Alpha), discriminant validity, and convergent validity.

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**Figure 3: SEM-PLS Model Analysis Results**

Source : Data Processing in SEM-PLS 3.0, 2025

**Table 2: Construct Reliability And Validity Data Testing**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Items** | **LF1** | **LF2** | **CA** | **CR** | **AVE** |
| **Viral Marketing** |  |  | 0,713 | 0,823 | 0,538 |
| VM 1 | 0,687 | 0,327 |  |  |  |
| VM 2 | 0,696 | 0,704 |  |  |  |
| VM 3 | 0,575 |  |  |  |  |
| VM 4 | 0,679 | 0,698 |  |  |  |
| VM 5 | 0,779 | 0,809 |  |  |  |
| **Celebrity Endorsement** |  |  | 0,858 | 0,889 | 0,501 |
| CE 1 | 0,711 | 0,179 |  |  |  |
| CE 2 | 0,717 | 0,748 |  |  |  |
| CE 3 | 0,674 | 0,676 |  |  |  |
| CE 4 | 0,538 |  |  |  |  |
| CE 5 | 0,700 | 0,711 |  |  |  |
| CE 6 | 0,674 | 0,703 |  |  |  |
| CE 7 | 0,558 |  |  |  |  |
| CE 8 | 0,679 | 0,698 |  |  |  |
| CE 9 | 0,689 | 0,702 |  |  |  |
| CE 10 | 0,691 | 0,175 |  |  |  |
| **Brand Awareness** |  |  | 0,754 | 0,836 | 0,505 |
| BA 1 | 0,591 |  |  |  |  |
| BA 2 | 0,671 | 0,730 |  |  |  |
| BA 3 | 0,579 |  |  |  |  |
| BA 4 | 0,684 | 0,649 |  |  |  |
| BA 5 | 0,651 | 0,735 |  |  |  |
| BA 6 | 0,532 |  |  |  |  |
| BA 7 | 0,706 | 0,714 |  |  |  |
| BA 8 | 0,635 | 0,720 |  |  |  |
| Electronic Word Of Mouth |  |  | 0,788 | 0,855 | 0,541 |
| E-WOM 1 | 0,680 | 0,730 |  |  |  |
| E-WOM 2 | 0,705 | 0,741 |  |  |  |
| E-WOM 3 | 0,576 |  |  |  |  |
| E-WOM 4 | 0,708 | 0,733 |  |  |  |
| E-WOM 5 | 0,672 | 0,714 |  |  |  |
| E-WOM 6 | 0,578 |  |  |  |  |
| E-WOM 7 | 0,750 | 0,760 |  |  |  |
| E-WOM 8 | 0,569 |  |  |  |  |
| Purchase Decision |  |  | 0,801 | 0,863 | 0,557 |
| KP 1 | 0,750 | 0,751 |  |  |  |
| KP 2 | 0,766 | 0,763 |  |  |  |
| KP 3 | 0,728 | 0,729 |  |  |  |
| KP 4 | 0,696 | 0,699 |  |  |  |
| KP 5 | 0,788 | 0,787 |  |  |  |

Source : Data Processing in SEM-PLS 3.0, 2025

When the AVE root value exceeds the correlation value for every element, the outer model is considered effective. However, if the root value is smaller, the outer model is inadequate due to an erroneous component. Table 3 demonstrates that every indicator has a greater cross-loading factor value for its respective component compared to the others. This indicates that the criteria for discriminant validity are dependable for additional analysis of the SEM-PLS model

**4.4 Inner Model Analysis**

We look at structural models (also called inner models) to see how latent constructs relate to each other, as we predicted in our research.

**Table 3: Testing of R Square Value data**

|  |  |  |
| --- | --- | --- |
|  | **R Square** | **R Square Adjusted** |
| Purchase Decision | 0,631 | 0,619 |

Source : Data processing in SEM-PLS 3.0, 2025

According to the results in Table 4, the R-Square value for purchase decisions was 0.631. This means that viral marketing, celebrity endorsers, brand awareness, and e-wom explain 63.1% of the changes in purchase decisions. The remaining 36.9% is affected by other things not covered in this study. Based on these numbers, the model for purchase decisions is considered to have a moderate level of explanation.

**Table 4: Fit Model Testing**

|  |  |  |
| --- | --- | --- |
|  | **Saturated Models** | **Estimation Model** |
| SRMR | 0,077 | 0,077 |

Source : Data processing in SEM-PLS 3.0, 2025

The Table presents the outcomes of the model fit assessment, and the SRMR value was 0.073. This figure is below 0.08, the maximum advised limit (Hair Jr. et al., 2021). So, we can say that the model works well with other things. Because of this, we can conclude that the model in this study is generally practical enough and can be used for analysis in future studies.

**4.5 Hypothesis Testing**

The influence test was carried out through a t-statistical test in the framework of Partial Least We employed SmartPLS 3.0 software to perform Square (PLS) analysis utilizing the bootstrapping technique. The analysis provided us with the R Square value along with the outcomes of a significance test. We examined our hypothesis by contrasting the t-statistical value (t-calculus) with the t-table value of 1.96. A significance level of 5% (α = 0.05) was employed by us. If the t-count exceeds 1.96 (t-count > 1.96), we dismiss the null hypothesis (Ho). If the t-value is below 1.96 (t-value < 1.96), we do not reject the null hypothesis (Farhan et al., 2024).

**Table 5: Hypothesis Testing**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Original Sample (O)** | **Sample Meam (M)** | **Standard Deviation (STDEV)** | **T Statistcs (|O/STDEV|)** | **P Values** | **Information** |
| Viral Marketing -> Purchase Decisions | 0,253 | 0,245 | 0,118 | 2,149 | 0,032 | Accepted |
| Celebrity Endorser -> Purchase Decision | 0,133 | 0,137 | 0,099 | 1,334 | 0,183 | Rejected |
| Brand Awareness -> Purchase Decisions | 0,228 | 0,246 | 0,103 | 2,224 | 0,027 | Accepted |
| Electronic Word of Mouth-> Purchase Decision | 0,301 | 0,296 | 0,098 | 3,060 | 0,002 | Accepted |

Source : Data processing in SEM-PLS 3.0, 2025

Table 6 shows that the Viral Marketing variable has a p-value of 0.032 (which is less than 0.05) and an original sample value of 0.253, showing a positive relationship. This means that Viral Marketing has a positive and important effect on Purchase Decisions. So, if the Viral Marketing strategy is better, consumers are more likely to decide to make purchases, and H1 is accepted.

The Celebrity Endorser data shows a p-value of 0.189 (which is more than 0.05) and a sample value of 0.133. This means that even though the effect is positive, it does not strongly affect the Purchase Decision from a statistical point of view. Simply put, using famous people to promote products does not directly make people decide to buy them. This implies that other things may have been more important, so H2 is not supported.

The Brand Awareness variable has a p-value of 0.027 (which is less than 0.05) and a sample value of 0.228. This shows that it has a positive and important effect on Purchase Decisions. These results show that how aware consumers are of brands is important in influencing what they buy. This means that if consumers are more aware of a product's brand, they are more likely to decide to buy that product, so we accept H3.

The E-WOM result had a p-value of 0.002 (which is less than 0.05) and a sample value of 0.301. These results show that e-WOM has a positive and important effect on Purchase Decisions. This means that if people see good reviews, comments, or suggestions online, they are more likely to want to buy something. If the information they find online is strong and believable, they are even more likely to decide to buy the product. H4 accepted.

5. Discussion

5.1 The Influence of Viral Marketing on Purchase Decisions

This study's results show that Viral Marketing has a real and positive impact on Purchase Decisions. Consumers are encouraged to buy products not only because of the benefits offered, but also because of the appeal of the message that is disseminated virally through social media. This research is in line with Affection Theory Petter & Olson, (2018), explaining that emotional responses to viral content can generate interest and influence consumers' decisions to make a purchase. Based on descriptive statistical data, the highest respondent answer value is found in the first statement which reads that information conveyed about Glad2Glow products through social media made me interested. On the other hand, the lowest respondent answer value is found in the fourth statement which reads that I shared information about Glad2glow products with my friends and family through social media. This research is supported by the results of the research Febrianri & Putra, (2024); Parasari et al., (2023), Tapparan & Allo, (2022)which states that Viral Marketing has a significant positive effect on Purchase Decisions. However, in research conducted by Fajriyah & Karnowati, (2022), Pratiwi et al., (2024), Saktiendi et al., (2022), which found that there was a positive and significant influence of viral marketing on purchase decisions.

5.2 The Influence of Celebrity Endorsers on Purchase Decisions

The study's findings indicated that Celebrity Endorser did not significantly influence purchase decisions in this sample. Even though celebrities promoting products have significant credibility, they do not explicitly prompt consumers to buy. Therefore, buying choices are more affected by factors deemed more significant by consumers. This research is not in line with the Theory of Affection from Peter & Olson, (2018), that indicates consumers' emotional connections with public figures may affect buying choices. Within the scope of this research, these emotional factors lack the strength to influence actual buying choices. Based on descriptive statistical data, the highest respondent answer score is found in the third statement which reads in my opinion that celebrities have extensive experience in the field of entertainment. Meanwhile, the lowest respondent answer value is found in the ninth statement which reads that I have the same life style as the celebrity. This research is supported by findings from Amanda et al., (2023), Gabriella & Hutauruk, (2023), Maro’ah & Rosyidi, (2024) which states that the Celebrity Endor has a significant positive effect on the Purchase Decision. However, in research conducted by Inggasari & Hartati, (2022), Katiandagho & Hidayatullah, (2023), Rahmawati et al., (2022)found different results, where the Celebrity Endor had no significant influence on the purchase decision.

5.3 The Influence of Brand Awareness on Purchase Decisions

The study results indicate that Brand Awareness positively influences the purchase decision for Glad2Glow products. When consumers identify a brand, they often develop a more favorable view of the product. This is in accordance with the Affection Theory from Petter & Olson, (2018), which states that recognition of a brand can elicit an emotional response and curiosity that encourages consumers to buy. Based on descriptive statistical data, the highest answer value is found in the third statement which reads that you know Glad2glow products as products in the skincare category. Meanwhile, the lowest answer value appears in the sixth statement which reads that you make Glad2Glow products the first or main choice when you want to buy skincare and makeup. This research is supported by the findings of Ekaputri & Winarno, (2023), Prameswari et al., (2022), Utama & Farizi, (2022) which states that Brand Awareness has a significant positive effect on Purchase Decisions. However, in research conducted by Gabriella & Hutauruk, (2023), Nabilah & Anggrainie, (2022), Nurfadilah & Maringan Hutauruk, (2024), Ramadani & Rachmawati, (2022), Subkhan & Barrygian, (2024) showed different results, where brand awareness had no significant effect.

5.4 The Influence of E-WoM on Purchase Decisions

The study's findings indicate that E-WOM positively influences the purchase decision for Glad2Glow products. E-WOM influences how consumers perceive a brand by means of reviews and suggestions from fellow users. This online information disseminates social validation and enhances consumer confidence in the product. This research is in accordance with the Theory of Cognition from Petter & Olson, (2018), which explains that consumers form understanding and beliefs based on the information they receive. Based on descriptive statistical data, the highest respondent answer score was found in the third statement which read that consumers decided to shop for Glad2Glow products after seeing many reviews about the product Meanwhile, the lowest respondent answer value was found in the fifth statement item which read that respondents were interested in buying Glad2Glow products because of other people's recommendations through social networking sites. These results are supported by research Handayani & Ambardi,(2022), Liyono, (2022), Viani, (2023) which states that E-WOM (has a significant positive effect on the Purchase Decision. However, in research conducted by Kusuma & Vidyanata, (2022), Oktaviani & Hanafiah, (2022); Sastri & Harsoyo, (2023) showed different results, where E-WOM had no significant effect.

6. Conclusions

Based on the results of research on the influence of Viral Marketing, Celebrity Endorser, Brand Awareness, and E-WOM on the purchase decision of Glad2Glow products in Purwokerto, it can be concluded that Viral Marketing has a significant effect on purchase decisions, which means that consumers are encouraged to buy products not only because of the benefits offered, but also because of the attractiveness of the message that is disseminated virally through social media. Celebrity Endorsers don't have a significant positive influence, indicating that even though celebrities endorsing products have a high level of credibility, they don't directly encourage consumers to make a purchase. Furthermore, Brand Awareness has a positive and significant influence, which shows that the higher the consumer's awareness of the brand, the more likely they are to buy the product. Finally, E-Wom also has a positive and significant effect, which means that reviews and recommendations from other consumers through digital media also drive purchase decisions. This research indicates that trust and information from online social networks are important for how consumers act.

7. Recommendations

For the company Glad2Glow, this study gives some ideas. First, it's clear that Viral Marketing has a good and important effect on Purchase Decisions. So, companies should keep creating viral marketing plans by sharing content that is creative, interesting, and current to get people's attention and make them want to buy. Second, Celebrity Endorsers do not show significant influence, so companies need to evaluate the effectiveness of using public figures in promotions, and consider other approaches that are more in line with the characteristics of the target market. Third, it has been shown that Brand Awareness has a big effect, so companies should keep their brand looking good by using consistent visuals, making quality products, and communicating in ways that customers want and expect. Finally, E-WOM really affects what people buy, so companies should try to get real, positive reviews and make sure the information shared online is believable and reliable.

For both academic and practical marketing perspectives, the unique Indonesian beauty industry boasts a strong and consumer-friendly culture in the Purwokerto region. By conducting a case study on the local brand Glad2Glow, this study offers new insights into the effectiveness of digital marketing strategies. Furthermore, the analysis shows that celebrity endorsements do not significantly influence consumer decisions. Therefore, this research is highly relevant for academics seeking to better understand consumer behavior in the digital age, as well as for marketing professionals seeking to implement more contextual and effective advertising strategies in the local Indonesian market.

For future studies, it is a good idea to include other independent variables to understand more about what affects people's decisions to buy Glad2Glow products. Also, future studies should look at different products with a variety of people with different traits. This way, the research will be more wide-ranging and show a better picture of what's happening. Given the adjusted R² value of 63.1%, there are still 36.9% of other variables that have not been researched and have the potential to influence purchase decisions.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

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