

The Influence of Viral Marketing and Price on Purchasing Decisions Through Customer Trust: Case Study of the Skintific Brand Skintific

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ABSTRACT

This study aimed to explore the impact of viral marketing, pricing strategies, and consumer trust on purchasing decisions regarding products released by Skintific. The approach utilized in this study was quantitative, with a sample size of 90 respondents who had already made purchases of Scientific products. Analysis conducted using SEM-PLS revealed that both viral marketing and consumer trust in Scientific products positively influenced consumers' willingness to transact, while pricing did not significantly affect purchase decisions. Additionally, it was found that other factors such as gender, age, and duration of consumer engagement with social media also had an impact

Keywords:

customer trust, price, creative, viral marketing

INTRODUCTION

Skintific is a skincare brand that originates from Canada and officially entered the Indonesian market in 2021. Since its arrival, Skintific has adopted a very effective marketing strategy by utilizing the power of social media. Through platforms such as Instagram and TikTok, Skintific not only introduces its products but also makes them easily accessible to consumers. To date, Skintific's Instagram account has gathered 862 thousand followers, while his TikTok account has 831 thousand followers. This success on social media cannot be separated from the use of influencers who actively promote Skintific products, helping to increase the brand's visibility and credibility in the eyes of consumers.

Apart from social media, Skintific also utilizes large e-commerce platforms in Indonesia, such as Tokopedia and Shopee, to sell its products. Sales in this marketplace are very significant, but the presence of TikTok Shop as a Social Commerce platform also plays an important role. Through TikTok Shop, Skintific has successfully sold 1.1 million items for just one of its flagship products, namely 5x Ceramide Moisturizer. This product is known for its advanced and effective formula in repairing and protecting the skin layer. This success reflects how important integration between social media and e-commerce is in modern marketing strategies, and how Skintific was able to capitalize on this trend to achieve extraordinary success in the Indonesian market.

In marketing with social media, based on studies that have been conducted, viral marketing is a crucial point in attracting consumer attention. According to Purwanto (2023), viral marketing is a strategy that aims to encourage individuals to share marketing content widely and quickly through their social networks, so that messages or products can reach a larger audience in a short time. This strategy is very effective because it capitalizes on the trust and personal connections that already exist between social media users.

One of the key elements of viral marketing is creating interesting, unique, and relevant content (Sung 2021) . Content that triggers emotions such as happiness,

surprise, or even humor tends to be more easily shared. The use of interesting visuals, thought-provoking stories, and interactive elements such as challenges or competitions can also increase the potential for virality. Dwidienawati, et al (2020)' s study shows that engagement with influencers or public figures who have large and loyal followers can significantly increase the chances of virality. Influencers can add credibility and appeal to a campaign, helping expand the reach of a message to a wider, more focused audience.

Social media platforms such as TikTok, Instagram, and Twitter have algorithms that support the spread of viral content (Vrontis et al, 2021) . For example, TikTok is known for its "For You Page" algorithm which can quickly popularize videos if they get a lot of interactions in a short time. Likewise, the "Explore" features on Instagram and "Trending" on Twitter make it easier for content to reach a wider audience. Case study by (Prasetya et al, 2021) show that a successful viral campaign not only increases brand awareness but can also drive a significant increase in sales. For example, challenges supported by certain hashtags can encourage users to create and share related content, creating widespread buzz around the product or brand.

Apart from viral marketing, pricing plays an important role in encouraging consumers to make purchases, based on studies that have been conducted (Nurliyanti et al, 2022) . Product prices not only reflect monetary value but also influence consumer perceptions of the quality and value of the product. Setting competitive prices compared to similar products on the market can increase attractiveness and encourage purchases. Additionally, psychological pricing strategies such as pricing odd endings (for example, Rp. 99,000 versus Rp. 100,000) can create the impression of lower prices. Discounts and special promotions, such as product bundling or special offers, create the impression of added value and often drive purchasing decisions. Value-based pricing, where prices are determined based on the benefits perceived by consumers, has also proven effective in increasing willingness to pay.

Price segmentation by providing special prices for certain groups such as students or loyalty members, as well as the use of reference prices that display the original price before discounts, can help consumers understand the value of the offer (Anggraini & Budiarti, 2020) . Perceptions of quality are also often influenced by price, where setting a higher price can sometimes increase the perception of product quality, especially for premium products. A study by Pratiwi (2020) shows that consumers are more responsive to price changes in the short term, and timely discounts or promotions can significantly increase sales. However, it is important to strike a balance between attractive pricing and still maintaining healthy profit margins. Strategic pricing, which takes into account psychological factors and consumer perceived value, can be a highly effective tool for driving consumption and increasing customer loyalty.

Therefore, the author intends to examine how viral marketing will influence purchasing decisions for Skintific products. This research is motivated by the phenomenon of increasing use of social media as the main platform for marketing campaigns, where viral marketing strategies are often the choice because of their ability to reach a wide audience quickly. Skintific's products, which operate in the beauty and skincare sector, are very relevant to study in this context considering the characteristics of its target market which tends to be active on social media and responsive to online trends and recommendations. By understanding how viral

marketing influences purchasing decisions, it is hoped that this research can provide valuable insight for companies in designing more effective and efficient marketing strategies, as well as helping increase sales and brand awareness of Skintific products.

METHOD

This study was carried out with a quantitative approach using data collection methods through questionnaires. 90 respondents who had purchased Skintific products *online* were selected as the research sample. The data collected from this questionnaire was then analyzed using the Structural Equation Modeling (SEM) method, using the Partial Least Squares (PLS) analysis tool. This approach allows researchers to test the relationships between complex variables in the proposed model, including the influence of viral marketing, price, consumer confidence, and purchasing decisions.

RESULTS AND DISCUSSION

RESEARCH RESULT

1. Respondent Characteristics

In this study, data was collected from 90 respondents who were consumers who had purchased Skintific products online. In terms of gender, the majority of respondents were women (84.44%), while men were the minority (26.67%). Regarding age, respondents were divided into three groups, namely 18-22 years (31.11%), 23-30 years (48.89%), and over 30 years (20.00%). Interestingly, the majority of respondents were between 23 and 30 years old, indicating that this age group may be the main target for online marketing of Skintific products. Apart from that, the characteristics of the duration of accessing social media per day are also an important factor in this study. Most respondents (60.00%) spend 4-6 hours on social media every day, while 25.56% spend more than 6 hours and 14.44% spend less than 4 hours. This indicates that the majority of respondents have significant exposure to social media content, which makes them potential targets for viral marketing and price influence.

Table 1. Characteristics of Respondents

No.	Characteristics	Amount	Percentage
1	Gender		
	Man	24	26.67%
	Woman	76	84.44%
2	Age		
	18 - 22 years old	28	31.11%
	23 - 30 years old	44	48.89%
	over 30 years old	18	20.00%
3	Duration of Accessing Social Media per Day		
	under 4 hours	13	14.44%
	4 - 6 hours	54	60.00%
	more than 6 hours	23	25.56%
<i>Total respondents = 90</i>			

2. Validity and Reliability Test

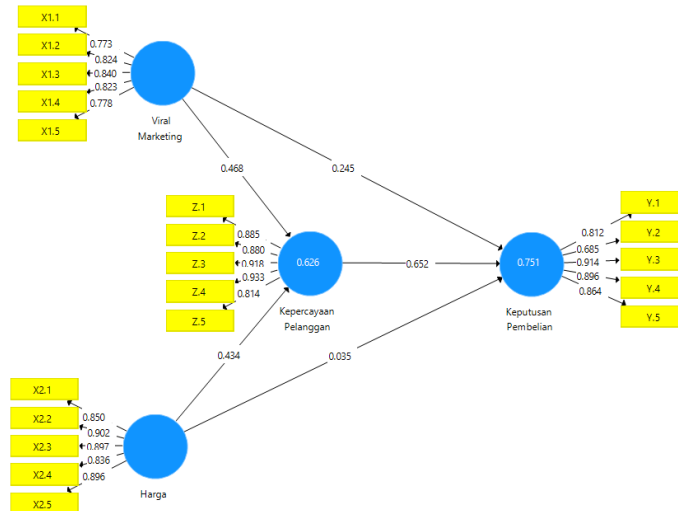


Figure 1. Validity and Reliability Test Results

From the results of the extracted variant (AVE) analysis and loading factors, the author found that all the components used by the author for this research could be declared as instruments that have a good level of validity. Meanwhile, based on Cronbach's alpha and composite reliability values, the test results also state that reliability is also considered good. *Cronbach's alpha* and *composite reliability* are statistical measures used to measure the internal consistency of measurement instruments, such as the questionnaire in this study.

Table 2. Construct Validity and Reliability Test Results

No.	Construct	Item Items	Loading Factors	CR	AVE	Cronbach's Alpha
1	Viral Marketing	X1.1	0.773	0.904	0.653	0.867
		X1.2	0.824			
		X1.3	0.840			
		X1.4	0.823			
		X1.5	0.778			
2	Price	X2.1	0.850	0.943	0.768	0.925
		X2.2	0.902			
		X2.3	0.897			
		X2.4	0.836			
		X2.5	0.896			
3	Customer trust	Z.1	0.885	0.948	0.787	0.932
		Z.2	0.880			
		Z.3	0.918			
		Z.4	0.933			
		Z.5	0.814			
4	Buying decision	Y.1	0.812	0.921	0.703	0.891
		Y.2	0.685			
		Y.3	0.914			
		Y.4	0.896			
		Y.5	0.864			

The results of the path analysis test show significant findings in the relationship between the variables studied. First, viral marketing has a significant positive influence on customer trust ($p < 0.05$, $t = 5.699$), which confirms hypothesis H1a. Furthermore, viral marketing also has a significant positive effect on purchasing decisions ($p < 0.05$, $t = 2.840$), which supports hypothesis H1b. Furthermore, the test results show that price has a significant positive influence on customer trust ($p < 0.05$, $t = 4.688$), which is by hypothesis H2a. However, there is no significant influence between price and purchasing decisions ($p > 0.05$, $t = 0.533$), so hypothesis H2b is rejected. Furthermore, customer trust has a significant positive influence on purchasing decisions ($p < 0.05$, $t = 7.166$), confirming hypothesis H3. Furthermore, viral marketing also has a significant positive influence on purchasing decisions through customer trust ($p < 0.05$, $t = 4.729$), which supports hypothesis H4. Finally, the price also has a significant positive influence on purchasing decisions through customer trust ($p < 0.05$, $t = 3.761$), confirming hypothesis H5. These findings illustrate the importance of viral marketing and customer trust in shaping purchasing decisions, while price influences purchasing decisions through customer trust.

Table 3. Path Analysis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price -> Customer Trust	0.434	0.446	0.093	4,688	0,000
Price -> Purchase Decision	0.035	0.038	0.063	0.553	0.580
Customer Trust -> Purchase Decision	0.652	0.651	0.091	7,166	0,000
Viral Marketing -> Customer Trust	0.468	0.462	0.082	5,699	0,000
Viral Marketing -> Purchase Decision	0.245	0.246	0.086	2.84	0.005
Price -> Customer Trust -> Purchase Decision	0.283	0.291	0.075	3,761	0,000
Viral Marketing -> Customer Trust -> Purchase Decision	0.305	0.3	0.064	4,729	0,000

The results of the path analysis test based on gender show that there are differences in the influence of the variables studied between men and women. First, the effect of viral marketing on customer trust does not show a divergence between men and women, because both have a p-value of less than 0.05. However, the influence of viral marketing on purchasing decisions shows significant differences between men and women. In women, this effect is significant with a p-value of 0.012, while in men it is not significant with a p-value of 0.128.

Second, the effect of price on customer trust does not show a difference between men and women, because both have a p-value of less than 0.000. However, the influence of price on purchasing decisions does not show a significant difference between men and women, because both have a p-value greater than 0.05.

Third, the influence of customer trust on purchasing decisions also shows differences between men and women. For men, the effect is not significant with a p-value of 0.052, while for women, the effect is significant with a p-value of 0.000.

Furthermore, the influence of viral marketing on purchasing decisions through customer trust and the influence of price on purchasing decisions through customer trust also show differences between men and women. In men, the effect of both is not

significant with a p-value greater than 0.05, while in women, the effect of both is significant with a p-value less than 0.05.

From this analysis, it can be concluded that there is no difference in the influence exerted by viral marketing and price on consumer trust and purchasing decisions between men and women even though there are differences in the influence of customer trust on purchasing decisions. Therefore, hypothesis H6 is rejected.

Table 4. Path Analysis Test Results Based on Gender

	Man		Woman		Conclusion
	T Statistics	P Value	T Statistics	P Value	
Price -> Customer Trust	6,217	0,000	2,769	0.006	Male > Female
Price -> Purchase Decision	0.366	0.714	0.286	0.775	Male > Female
Customer Trust -> Purchase Decision	1,945	0.052	6,274	0,000	Female > Male
Viral Marketing -> Customer Trust	3,047	0.002	5,981	0,000	Female > Male
Viral Marketing -> Purchase Decision	1,523	0.128	2,536	0.012	Female > Male
Price -> Customer Trust -> Purchase Decision	1,670	0.096	2,612	0.009	Female > Male
Viral Marketing -> Customer Trust -> Purchase Decision	1,695	0.091	4,293	0,000	Female > Male

The results of the path analysis test based on age group show that there are variations in the influence of the variables studied on consumer confidence and purchasing decisions. First, the effect of viral marketing on customer trust does not show significant differences in various age groups, because all of them have a p-value of less than 0.05, indicating that there is a significant influence.

However, the influence of viral marketing on purchasing decisions does not show significant differences in various age groups, because all of them have a p-value greater than 0.05, which indicates there is no significant influence. Then, the effect of price on customer trust shows differences between age groups. At ages 18-22 years and over 30 years, the effect is significant with a p-value of less than 0.05, while at ages 23-30 years it is not significant with a p-value greater than 0.05. Furthermore, the influence of price on purchasing decisions does not show significant differences based on age group, because all of them have a p-value greater than 0.05. The influence of customer trust on purchasing decisions shows differences between age groups. At ages 23-30 years, the effect is significant with a p-value of less than 0.05, while at ages 18-22 years and over 30 years, it is not significant with a p-value greater than 0.05. Furthermore, the influence of viral marketing on purchasing decisions through customer trust also shows differences based on age group. At ages 23-30 years, the effect is significant with a p-value of less than 0.05, while at ages 18-22 years and over 30 years, it is not significant with a p-value greater than 0.05. Finally, the influence of price on purchasing decisions through customer trust does not show significant differences based on age group, because all of them have a p-value greater than 0.05. So, the test results show that the influence of viral marketing, price, and customer trust on purchasing decisions does not completely differ based on age group, so hypothesis H7 is rejected.

Table 5. Path Analysis Test Results Based on Age

	18 - 22 Years		23 - 30 Years		over 30 years old		Conclusion
	T Statistics	P Value	T Statistics	P Value	T Statistics	P Value	
Price -> Customer Trust	7,859	0,000	1,428	0.154	2,421	0.016	18 - 22 Years > above 30 Years > 23 - 30 Years
Price -> Purchase Decision	0.045	0.964	1,171	0.242	0.352	0.725	23 - 30 Years > above 30 Years > 18 - 22 Years
Customer Trust -> Purchase Decision	1,897	0.058	7,683	0,000	1,791	0.074	23 - 30 Years > 18 - 22 Years > above 30 Years
Viral Marketing -> Customer Trust	2,657	0.008	4,784	0,000	3,514	0,000	23 - 30 Years > above 30 Years > 18 - 22 Years
Viral Marketing -> Purchase Decision	1,402	0.162	0.933	0.351	1,512	0.131	over 30 Years > 18 - 22 Years > 23 - 30 Years
Price -> Customer Trust -> Purchase Decision	1,668	0.096	1,525	0.128	1,278	0.202	18 - 22 Years > 23 - 30 Years > above 30 Years
Viral Marketing -> Customer Trust -> Purchase Decision	1,633	0.103	3,968	0,000	1,559	0.120	23 - 30 Years > 18 - 22 Years > above 30 Years

The results of the path analysis test based on the duration of social media use reveal interesting findings. First, the effect of viral marketing on customer trust does not show a significant difference based on the duration of social media use, because all of them have a p-value of less than 0.05, indicating a significant influence.

However, the influence of viral marketing on purchasing decisions shows significant differences. Those who use social media for 4-6 hours have a significant influence with a p-value of less than 0.05, while in other groups it is not significant with a p-value of greater than 0.05. Then, the effect of price on customer trust also does not show a significant difference based on the duration of social media use, because all of them have a p-value of less than 0.05. However, the influence of price on purchasing decisions does not show a significant difference based on the duration of social media use, because all of them have a p-value greater than 0.05. Furthermore, the influence of customer trust on purchasing decisions shows differences based on the duration of social media use. Those who used social media for less than 4 hours did not show a significant effect, with a p-value greater than 0.05, while in the other groups, it was significant with a p-value less than 0.05. Finally, the influence of viral marketing and price on purchasing decisions through customer trust also shows

differences based on the duration of social media use. For consumers who use social media for more than 4 hours, the effect is significant with a p-value of less than 0.05, while for those who use social media for less than 4 hours, it is not significant with a p-value of greater than 0.05.

So, the results of the analysis show that there are not entirely differences in the influence of viral marketing, price, and customer trust on purchasing decisions based on the duration of social media use, so hypothesis H7 is rejected.

Table 6. Path Analysis Test Results Based on Duration of Playing Social Media per Day

	under 4 Hours		4 - 6 Hours		above 6 hours		Conclusion
	T Statistics	P Value	T Statistics	P Value	T Statistics	P Value	
Price -> Customer Trust	2,468	0.014	3,673	0,000	2,215	0.027	4 - 6 Hours > under 4 Hours > above 6 Hours
Price -> Purchase Decision	0.236	0.813	0.304	0.761	0.323	0.747	above 6 Hours > below 4 Hours > 4 - 6 Hours
Customer Trust -> Purchase Decision	0.749	0.454	7,044	0,000	3,114	0.002	4 - 6 Hours > above 6 Hours > below 4 Hours
Viral Marketing -> Customer Trust	2,551	0.011	4,338	0,000	2,685	0.007	4 - 6 Hours > above 6 Hours > below 6 Hours
Viral Marketing -> Purchase Decision	1,314	0.190	2,074	0.039	0.894	0.372	4 - 6 Hours > under 4 Hours > above 6 Hours
Price -> Customer Trust -> Purchase Decision	0.726	0.468	3,192	0.002	1,974	0.049	4 - 6 Hours > above 6 Hours > below 6 Hours
Viral Marketing -> Customer Trust -> Purchase Decision	0.517	0.605	3,992	0,000	2,076	0.038	4 - 6 Hours > above 6 Hours > below 6 Hours

DISCUSSION

1. The Influence of Viral Marketing on Consumer Trust

In this research, the findings are in line with Suciati & Moeliono's (2021) study highlighting that viral marketing plays a significant role in forming customer trust. This indicates consistency in the influence of viral marketing on consumers' psychological aspects in the purchasing process. Thus, this study confirms that marketing strategies that utilize viral marketing have a strong impact on creating customer trust in certain brands or products. High consumer trust can increase their likelihood of purchasing because they feel confident and confident in the value and quality offered by the brand.

This research brings interesting and significant conclusions, especially in illustrating the role of viral marketing in shaping customer trust across various demographic segments and in the context of diverse social media use. In observing the influence of viral marketing on customer trust, the study findings show that not only men and women from various age groups, from 18 years old to more than 30 years old but also those who access social media for various durations, from less from 4

hours to over 6 hours, all of which can be positively influenced by viral marketing strategies. These findings indicate that the success of viral marketing is not limited to one demographic group or social media users with intensive usage patterns. Through smart campaigns and relevant content, viral messages can reach and influence various market segments by building strong trust in the brand or product being promoted.

The reasons behind these findings can be seen from several factors. First, viral marketing can convey messages that are interesting and easily spread via social media platforms, which are the main communication channels for various age groups today. Creative and entertaining content has great potential to attract attention and build an emotional connection with the audience, which in turn increases brand trust. Second, viral marketing takes advantage of the power of recommendations from friends or family in the online environment. In an era where consumers often rely on reviews and recommendations from people they trust before making purchasing decisions, messages spread virally can serve as a powerful form of recommendation. This creates a domino effect where trust in a brand can spread widely within online social networks.

Third, viral marketing often creates the impression that the product or brand is part of popular culture or a current trend. By being part of trending online conversations, the brand can build a positive and relevant image in the eyes of consumers, which in turn strengthens trust in the brand. Thus, these findings demonstrate that viral marketing is not just an effective marketing tool, but is also a powerful means of building consumer trust across various demographic segments and social media usage patterns, making it a very important strategy in the modern marketing ecosystem.

The Influence of Viral Marketing on Purchasing Decisions

In this study, the author finds consistency with research by Pasaribu et al (2023) which confirms that viral marketing has a significant impact on purchasing decisions. These findings indicate that viral marketing strategies are effective in influencing consumer behavior, by encouraging them to purchase products or services promoted through viral campaigns. This phenomenon not only occurs in the context of the current research, but has also been observed in previous research which reveals that viral marketing has great power in creating interest and purchasing desire among consumers.

The study also found that women tend to be more responsive to viral marketing campaigns than men. This may be due to different communication and interaction preferences between the genders, as well as women's tendency to share information and recommend products to others. Second, the research results show that age does not have a significant influence on the effectiveness of viral marketing in influencing purchasing decisions. Even though there are differences in consumer preferences and behavior based on age, the influence of viral marketing remains consistent across various age groups. These findings are in line with previous research showing that viral marketing can be an effective strategy regardless of consumer age.

Third, this research also found that the effectiveness of viral marketing is very dependent on the duration of social media use, with the most effective duration being between 4 and 6 hours. These findings support previous research that highlights the

importance of broadcast time or duration of exposure to viral content in reaching the target audience. Using social media over a long period, but not too excessively, can increase the chances of viral content being seen, shared, and ultimately influencing purchasing decisions. Thus, these findings indicate that the effectiveness of viral marketing in influencing purchasing decisions is influenced by factors such as gender and duration of social media use, but is not influenced by age. This provides important insights for marketing practitioners in designing viral strategies that are more effective and suit the characteristics of their target audience.

The Effect of Price on Customer Trust

The results of this study illustrate the alignment with the findings of the study by Japariato & Adelia, (2020) which highlights the important role of price in forming customer trust. As stated in previous research, the results of this research show that price plays a crucial role in the process of forming consumer trust in a brand or product. This confirms that price is not just a transactional factor, but also has a significant impact on consumer perceptions of product value and quality.

The results of this study reflect similarities with the research findings of Japariato & Adelia, (2020) which shows that price plays an important role in shaping customer trust across gender and social media usage patterns. These findings indicate that successful pricing strategies are not limited to one particular demographic group or social media consumption pattern. First, in the context of gender, studies show that price has a significant impact in shaping customer trust, for both men and women. This is consistent with previous research findings highlighting that price perceptions can influence consumers' perceptions of product value and quality, independent of gender. For example, when prices are considered reasonable and in line with the value offered, consumers tend to trust the brand more, regardless of their gender.

Second, related to the duration of social media use, study findings show that price also influences customer trust in all usage time ranges, from less than 4 hours to more than 6 hours. This shows that the impact of price in forming trust does not depend on how long someone spends on social media. For example, competitive or affordable prices can leave a positive impression on consumers, regardless of how often they use social media. However, interesting findings emerged when looking at the influence of price on customer trust among certain age groups, particularly those aged 23 to 30 years. Although price influences customer trust in most other age groups, in this age group, the effect is not as significant. This argument is in line with previous research showing that consumers in this age range tend to be more critical of factors other than price, such as product quality or overall brand experience.

Thus, this study provides additional confirmation to previous findings that price influences customer trust across different demographic and social media usage contexts, but it is worth noting that the impact may vary among certain age groups, such as the 23- to 30-year-old age group.

The Influence of Price on Purchasing Decisions

This research finds findings that are contrary to research by Nurliyanti et al (2022) which shows that price has a significant impact on shaping consumers' desire to make purchases. These findings indicate that, although price can influence

consumers' perceptions of product value and quality, it is not able to have a large impact on purchasing decisions as expected.

One of the reasons why price is unable to have a major impact on purchasing decisions, according to previous research findings, is that today's consumers no longer only consider the price factor in making purchasing decisions. Previous research highlights that in addition to price, product quality, brand experience, and other psychological factors also play a significant role in consumers' purchasing decisions. (Anggraini & Budiarti 2020) . Therefore, although competitive prices or discounts can attract consumers' attention, their final purchasing decisions are not based solely on price factors alone. In addition, consumers may have different perceptions of product value, regardless of the price offered. Some research suggests that consumers may be more likely to trust brands or products that offer added value or certain advantages, even if the price is relatively higher. In this context, a low price alone may not be enough to convince consumers to purchase if they feel that the product does not meet their expectations or needs.

2. The Influence of Customer Trust on Purchasing Decisions

This study adds evidence regarding the influence of trust in a product on consumers' desire to consume the product, in line with research findings (Japarianto & Adelia, 2020) . These findings confirm that customer trust in a brand or product plays an important role in forming interest and desire to buy or consume the product. Thus, high consumer trust in a brand or product can be the main driver in the consumer decision-making process. This study shows that marketing strategies that utilize viral marketing can create and strengthen customer trust in certain brands or products, which in turn can increase consumer interest and desire to consume these products.

Trust in products has long been recognized as one of the key factors influencing consumer purchasing decisions. However, the role of trust is not uniform among all consumer groups. In-depth research has revealed that trust in a product has different impacts based on several factors, including gender, age range, and even social media usage patterns. Let's explore further how these three factors influence the way consumers view and purchase products.

The (Tonda & Tyas's (2022)) study suggests that women tend to have a more responsive reaction to product trust than men. One explanation may lie in the way women process information and make purchasing decisions. During the purchasing process, women often pay more attention to aspects of product trust, such as quality, brand reputation, and user testimonials. They tend to conduct more in-depth research, read reviews, and listen to recommendations from friends or family before deciding to buy. Therefore, in the context of marketing and branding, building strong product trust can be key to attracting the attention of female consumers.

A specific age range also has a significant impact on how important product trust is in the purchasing process. For example, individuals in the 23-30 age range are often in an important transition stage from adolescence to adulthood. During this period, they experience significant changes in preferences, life priorities, and financial independence. When it comes to purchasing, they tend to be more sensitive to aspects of product trust, such as quality, reliability, and brand suitability for their new lifestyle. Therefore, building strong trust in brands and products can be the key to attracting attention and winning the hearts of consumers in this age range.

In this digital era, social media has become the main platform for interaction, information, and influence. However, the influence of social media on product trust is not simple. Although it is often assumed that more active use of social media will increase trust in products, research shows that factors such as content quality, credibility of information sources, and personal interactions with brands have a greater impact. Thus, to influence consumers' desire to consume products through social media, companies need to pay attention to more than just the amount of time spent on the platform. They need to focus on relevant content, meaningful interactions, and building strong relationships with consumers through digital channels.

CONCLUSION

This study concludes that viral marketing has a significant positive influence on consumer trust in certain brands or products, and can influence purchasing decisions. Factors such as compelling messages, online recommendations, and relevance to cultural trends are some of the key factors in the success of a viral marketing strategy. Research also highlights the important role of price in shaping consumer perceptions of product value and quality. However, purchasing decisions do not only depend on price alone, but are also influenced by factors such as product quality, brand experience, and other psychological aspects. Women tend to be more responsive to product trustworthiness and viral campaigns, while certain age ranges, such as individuals aged 23-30, are also sensitive to aspects of product trustworthiness as they are experiencing important transitions in their lives. In addition, the role of social media in influencing product trust is very important, but complex. The quality of the content, the credibility of the information source, and personal interaction with the brand are more influential than the amount of time spent on social media platforms. Therefore, companies need to pay attention to relevant content, meaningful interactions, and building strong relationships with consumers through social media to increase trust and influence purchasing decisions.

While the study notes that its findings apply to a wide range of demographics, it's still worth keeping in mind that the study may have limitations in representing the diversity of the population as a whole. There may be differences in response to viral marketing among demographic groups not represented in the research sample. The impact of viral marketing can vary depending on culture, consumer habits, and other local factors. External factors that researchers cannot control, such as changes in social media trends or economic factors, may also influence research results. This study may not be able to isolate all variables that influence consumer confidence and purchasing decisions exclusively. Understanding these limitations is important to interpret research findings carefully and identify areas for further research that can address these limitations.

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