

The Influence of Viral Marketing and Brand Awareness on Consumers Purchase Intention of Mixue Beverage Products in Jakarta

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ABSTRACT

Nowadays, the development of the beverage industry has progressed very rapidly which encourages beverage business entrepreneurs to create innovative products to meet the changing needs of society, namely boba drinks or bubble tea. Competition in the beverage industry makes companies compete to attract the attention of consumers to buy the products they sell, one of which is an ice cream and tea company, Mixue, by promoting its brands and products through social media. The theories in this study are viral marketing, brand awareness, and purchase intent. The variables in this study are divided into two types, namely independent and dependent variables. The independent variables in this research are viral marketing and brand awareness, while the dependent variables in this study are purchase intent. The object of the study is Mixue beverage products. Data collection was carried out by distributing questionnaires to 102 samples of male and female consumers who were at least 17 years old and above and had seen Mixue viral ads on Instagram or TikTok. Then, this research data were processed using SPSS 25 using non-probability sampling with judgment sampling technique. The results of this study are viral marketing and brand awareness have proven to have a positive significant effect on consumers purchase intention of Mixue beverage products in Jakarta

Keywords: Beverage Products, Brand Awareness, Mixue, Purchase Intention, Viral Marketing

INTRODUCTION

Nowadays, the development of the industry in the field of food and beverages continues to experience very rapid progress. This encourages business entrepreneurs in the food and beverage sector to be able to create innovative products to meet the needs of a changing society. One of them is a drink made from tea or more commonly known as its product by the people of Indonesia as milk tea or bubble tea, this drink is often combined with various additional sprinkles as a complement to the taste of the beverage product.

Beverage products that use tea-based ingredients mixed with additional sprinkles have become a trend of beverage products that are favored by the people of Southeast Asia and even Indonesia today. It can be seen from the data according to a report published by Momentum Works that the market value of boba in Southeast Asia is estimated to have reached US\$ 3.66 billion or around IDR 54 trillion in 2021. Indonesia is listed as the first rank as the largest boba drink market in Southeast Asia, with an estimated market value of US\$ 1.6 billion or around Rp. 24 trillion. This figure is equivalent to 43.7% of the total market value of boba in Southeast Asia, followed by the second largest market in Thailand is ranked second with a market value of US\$ 749 million and Vietnam is ranked third with a market value of US\$ 362 million. Seeing the market potential in Indonesia, which is the largest in Southeast Asia, makes many local and foreign companies compete with each other in producing tea-based drinks by providing their respective advantages, both from various flavors, concepts, promotions, and prices.

Fierce competition in the beverage industry makes companies compete to attract consumers' attention to the products they sell. Nowadays, almost all food and beverage companies market their products by promoting their products through various social media applications such as Instagram, TikTok, and various other applications by uploading various videos that attract the attention of Indonesian social media users.

Many food and beverage companies in Indonesia use one of the marketing techniques that are considered very suitable to be applied to the lifestyle of people who are active in using social media, namely by using viral marketing strategies. This strategy is an internet version of word-of-mouth marketing or content marketing that involves consumers wanting to spread it to others according to Kotler & Keller (2016). If the company successfully implements a viral marketing strategy, this strategy can help the company also to increase the brand awareness that the public has of the company's brand because brand awareness is the ability of consumers to identify brands in different conditions, as reflected by their brand recognition or reminder achievements according to Kotler & Keller (2016).

One of the beverage businesses that are currently popular and familiar among the Indonesian people, namely Mixue, an ice cream company and tea shop originating from China, has been established in 1997 by a young man, Zhang Hongchao in Zhengzhou District, Henan Province. Although it appeared first in Taiwan, Mixue franchise business originating from China became one of the highest numbers of boba outlets in Southeast Asia. According to data reported by Momentum Works noted, there are more than 1,000 Mixue outlets spread across several Southeast Asian countries, namely Vietnam, Thailand, the Philippines, Singapore, Malaysia, and Indonesia. Furthermore, Chatime has 595 outlets, Gong Cha has 276 outlets, and KOI The has 270 outlets in Southeast Asia.

Mixue is still able to enter and compete fiercely in the Indonesian beverage industry market with other trademarks that were established first such as Chatime, OneZo, Gong Cha, and KOI The. This can be proven since Mixue has been present in Indonesia since 2020 with a total of all Mixue franchise outlets that have been opened in several major

cities in Indonesia, with a total was 317 outlets, and Mixue is still aggressively opening outlets in various regions of Indonesia. This made the Indonesian people by creating various content related to Mixue so that it became viral and earned the nickname the empty shophouse hunter. And also, with the price of Mixue products which can be said to be cheap, starting from the range of Rp. 8,000 to Rp. 28,000, consumers can already get a variety of variants of beverage and ice cream products. Mixue takes advantage of the advantages in prices and product variants by carrying out promotional activities that it carries out on social media, so that many Indonesians spread these posts on their social media and are seen by other social media users, making Mixue products and brands popular among Indonesians. There is one video from viral marketing uploaded by Mixue on TikTok social media to promote her product which has reached 2.1 million views.

Showing the product, logo, or emblem contained in Mixue's viral marketing advertisement has also made many Indonesians more familiar with and know the brand name of the product in the video, namely Mixue itself so it can be said that the company has also succeeded in creating or growing perceptions related to brand awareness from social media users towards the Mixue brand. So it can be concluded that the viral marketing and brand awareness that has been carried out by Mixue are closely related to consumers' buying intentions because they can help companies in creating desires or intentions to make purchases by consumers in accordance with the targets that the company has set.

LITERATURE REVIEW

Purchase Intention

According to Kotler and Keller (2016), purchase intention is the evaluation stage of purchasing decisions, where consumers form preferences between brands in a collection of choices and can also form an interest in buying a brand they like. Chen, Chai, Bee, Chen, and Setya (2022), add that purchase intention is a metric that assesses a customer's desire to engage in a specific behavior or make a purchase decision. Rahmaningtyas, Hartono, and Suryantini (2017), purchase intention as the possibility of consumer desire to be able to buy products or services in the future. According to Chung, Yu, Kim, and Shin (2016), purchase intention is post-behavioral after evaluating overall product attributes and emotional reactions to take certain actions. Sanny, Julianto, Savionus, and Kelena (2022), purchase intention is related with perceptions, behavior, and interest of consumers. In the changing process from purchase intention to purchase decisions, there's some possibility that these intentions do not turn into purchase decisions. Bayu and Sulistyawati (2019), purchase intention is something related to the consumer's plan to buy a particular product, as well as how many units of the product are needed in a certain period.

Viral Marketing

According to Fitriana and Utami (2017), viral marketing is a desire to create an impulse to spread a message or information into a group network or in their social media circles. Kotler and Armstrong (2018), viral marketing is a digital version of word-of-mouth marketing, involving the creation of videos, advertisements, and other marketing content that is so contagious that customers will look for them or give them to their friends. (3) Eltaj in Alfifto and Hasman (2022), viral marketing is a marketing technique by utilizing social networks to achieve a certain marketing objectives are carried out through a chain communication process. Syahidah (2021), viral marketing is the way and process and dissemination of electronic messages as a channel to communicate information about products to the public vast and growing. Astasari and Sudarwanto (2021), viral Marketing is an attempt to promote that uses word of mouth.

Brand Awareness

According to Kotler and Keller (2016), brand awareness is the ability of consumers to recognize or remember a brand in sufficient detail to make a purchase. Firmansyah (2019), brand awareness is the general purpose of marketing communication, the existence of high brand awareness is expected whenever category needs arise, and the brand will be resurfaced from memory which is then used as consideration for various alternatives in decision making. Aaker (2018), brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular brand category. Min (2022) Purchase intention is a metric that assesses a customer's desire to engage in a specific behavior or make a purchase decision.

The Effect of Viral Marketing on Purchase Intention

The purpose of viral marketing is to spread the promotion of a brand or product more quickly and widely through the use of the internet and various other media channels. This strategy prioritizes the target community to help promote the company's brand to others so that the content from viral marketing must be made as attractive as possible to encourage this so that the content distributed can attract the wishes of the public who see the content interested and have the intention to buy the company's products.

According to the journal Alfian and Hariawan (2019), the more attractive a company's viral advertising content is, the greater the effect on the customer's purchase intention so viral marketing influences the customer's purchase intention. According to the journal Mulyaputri and Sanaji (2021), the more interesting the viral marketing content carried out by a brand, the more it will increase consumers' purchase intentions towards the brand. H1: Viral marketing has a positive effect on purchase intention.

The Effect of Brand Awareness on Purchase Intention

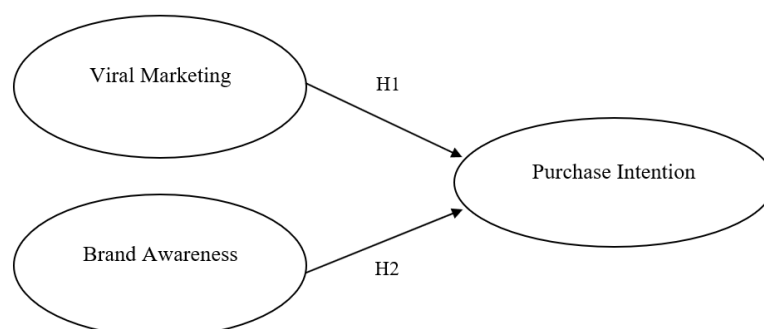
Every company wants to increase public awareness and the existence of the product or service brand, through brand awareness owned by the community, the company can increase the ability of consumers to recognize and remember the company's name, logo, and brand slogan. Increasing brand awareness will increase the intention to buy the brand or product.

Supposedly the name of a brand is easy to remember and also easy to mention, this can increase brand awareness when it has been formed in the minds of consumers about one brand against a product, it will certainly increase purchase intention. According to the journals Diwangkoro and Nata (2017), when the recommended product is good or has high brand awareness, consumers will have a very positive attitude toward the recommendation, and it will increase purchase intentions.

H2: Brand awareness has a positive effect on purchase intention.

Based on the explanation above, the frame of mind can be shown as follows:

Figure 1. Present The Proposed Research Framework



RESEARCH METHOD

The object used in this study was Mixue beverage products, while the subjects of the study were consumers with a minimum age of 17 years olds and over who were domiciled in Jakarta and had seen Mixue ads on Instagram and Tiktok. The sampling technique used in this study was nonprobability sampling. Meanwhile, the sampling method that will be used in this study is judgment sampling. Samples are taken based on criteria corresponding to the object of study with a total of 100 respondents.

The data analysis techniques used in this study are Validity Test, Reliability Test, Descriptive Analysis (Mean, Confidence Interval, Scale Ranges), Regression Analysis which consists of (1) Classical Assumptions Test (Residual Normality Test, Multicollinearity Test, Heteroskedasticity Test), (2) Model Significance Test (F Test), (3) Coefficient Significant Test (t-Test), (4) Coefficient of Determination Test (R²).

RESULTS

Respondent Profile

Table 1 shows that in terms of gender, the majority of participants were women (57,8%), and in terms of age, the majority of participants were between the ages of 17-21 (69,6%). Based on occupation, most of the respondents were students (85,3%).

Table 1. Respondent Profiles (*N* = 102)

Characteristic	Classification	Frequency	Percentage
Gender	Male	43	42,2%
	Female	59	57,8%
Age	17 – 21 years old	71	69,6%
	22 – 26 years old	28	27,5%
	27 – 31 years old	2	2%
	> 31 years old	1	1%
Occupation	Student	87	85,3%
	Employee / Self Employee	12	11,8%
	Housewives	0	0%
	Another	3	2,9%

Validity and Reliability Analysis

Table 2 Shows the results of validity tests conducted to 30 separate respondents and has been collected at the beginning. The statement indicator is declared valid, if the coefficient value is greater than 0.361 ($r \text{ count} > r \text{ table}$) so that the results can be reviewed in the following tables.

Table 2. Validity Test Result

Statement	r Count	r Table	Explanation
Viral Marketing			
Messaging on Mixue ads by influencers can be seen through Instagram and TikTok	0.714	0.361	Valid

Statement	r Count	r Table	Explanation
Messaging by influencers in Instagram and TikTok ads Mixue is trustworthy	0.610	0.361	Valid
The message on Mixue Instagram and TikTok ads made me interested in finding out about the Mixue brand	0.653	0.361	Valid
Mixue products provide a persuasive message for me to buy their products	0.533	0.361	Valid
Mixue related advertisements are widely discussed by the surrounding audience	0.747	0.361	Valid
Mixue advertisement is very interesting to share or tell friends	0.745	0.361	Valid
Brand Awareness			
When I want to buy ice cream and tea products, I am reminded of the Mixue brand	0.746	0.361	Valid
Mixue beverage product variants are easy to remember	0.768	0.361	Valid
Mixue has an easy-to-recognize logo	0.807	0.361	Valid
Mixue is identical to the image of a snowman so it is easy to recognize	0.725	0.361	Valid
Mixue brand becomes alternative choice compared to other brands when choosing ice cream and tea drink products	0.658	0.361	Valid
I remember the Mixue brand when consuming other brands	0.500	0.361	Valid
Purchase Intention			
I am interested in finding information related to Mixue	0.716	0.361	Valid
I considered buying the Mixue brand from the information obtained	0.641	0.361	Valid
I am interested in buying Mixue products After considering several other brands	0.752	0.361	Valid

Table 3 Shows the results of reliability tests conducted on 30 separate respondents and have been collected at the beginning. One variable can be declared reliable if the value of Cronbach's Alpha > 0.7, so that the reliability test results can be obtained as follows.

Table 3. Reliability Test Result

Cronbach's Alpha	N of Items
Viral Marketing	
0.867	0.700
Brand Awareness	
0.884	0.700

Purchase Intention	
0.838	0.700

Descriptive Analysis

Table 4 shows the results of a descriptive analysis related to the average of each statement of each variable with a description of the scale range i.e. (1) 1.0 – 1.8 = Strongly Disagree (SD), (2) 1.81 – 2.6 = Disagree (D), (3) 2.61 – 3.4 = Neutral (N), (4) 3.41 – 4.2 = Agree (A), and (5) 4.21 – 5.0 = Strongly Agree (SA). Based on this information, the results of the descriptive analysis per variable can be seen as follows.

Table 4. Descriptive Analysis Result

Statement	Value					Mean	Interval 95%
	SD	D	N	A	SA		
Viral Marketing							
Messaging on Mixue ads by influencers can be seen through Instagram and TikTok	1	1	11	50	39	4.23	4.08-4.37
Messaging by influencers in Instagram and TikTok ads Mixue is trustworthy	-	1	16	56	29	4.11	3.97-4.24
The message on Mixue Instagram and TikTok ads made me interested in finding out about the Mixue bran	1	3	17	44	37	4.11	3.94-4.28
Mixue products provide a persuasive message for me to buy their products	-	4	18	40	40	4.14	3.97-4.30
Mixue related advertisements are widely discussed by the surrounding audience	-	2	11	38	51	4.35	4.21-4.50
Mixue advertisement is very interesting to share or tell friends	1	1	21	34	45	4.19	4.02-4.36
Viral Marketing Variables Final Score						4.18	4.09-4.27
Brand Awareness							
When I want to buy ice cream and tea products, I am	1	5	21	36	39		

Statement	Value					Mean	Interval 95%
	SD	D	N	A	SA		
Viral Marketing							
reminded of the Mixue brand							
Mixue beverage product variants are easy to remember	1	5	21	41	34	4,00	3.82–4.18
Mixue has an easy-to-recognize logo	-	-	3	28	71	4,67	4.56–4.77
Mixue is identical to the image of a snowman so it is easy to recognize	-	1	8	17	76	4,65	4.52–4.78
Mixue brand becomes alternative choice compared to other brands when choosing ice cream and tea drink products	-	3	18	35	46	4,22	4.05–4.38
I remember the Mixue brand when consuming other brands	4	11	24	30	33	3,75	3.53–3.98
Brand Awareness Variables Final Score						4.22	4.12-4.32
Purchase Intention							
I am interested in finding information related to Mixue	2	3	29	36	32	3,91	3.73–4.10
I considered buying the Mixue brand from the information obtained	1	5	24	42	30	3,93	3.75–4.11
I am interested in buying Mixue products After considering several other brands	-	5	17	46	34	4,07	3.90–4.23
Brand Awareness Variables Final Score						3.97	3.83-4.10

Note. SD= Strong Disagree, D= Disagree, N= Neutral, A= Agree, SA= Strong Agree

Based on the final score of the viral marketing variable getting an average score of 4.18, then the scale range is in the agree range. Based on the final score of the brand awareness variable getting an average score of 4.22, then the scale range is in the agree range. Based on the final score of the purchase intention variable getting an average score of 3.97, then the scale range is in the agree range.

Residual Normality Test

By using the Kolmogorov-Smirnov (K-S) non-parametric statistical test expressed in Asymp.Sig (2-tailed) with the hypothesis: (1) Ho: Normal distributed residual data. (2) Ha: Residual data is not normally distributed. The results of this analysis are then compared with critical values, (1) if the sig number $> \alpha = 0.05$ then the data is distributed normally. (2) if the significant number (Sig) $< \alpha = 0.05$ then the data is not distributed normally. Based on Table 5, the results of this test are as follows.

Table 5. Residual Normality Test Results

Test Classical Assumptions	Sig.	Explanation
Normality	0.292	Normally distributed residuals

Note. Sig.= Signification

Multicollinearity Test

If independent variables are correlated with each other, they are not orthogonal. Orthogonal variables are independent variables that have no correlated values among the other independent variables. The main considerations for making decisions are (1) If the VIF value is < 10 and Tolerance > 0.1, then it does not occur or is free from multicollinearity. (2) If the VIF value > 10 and Tolerance < 0.1, it will occur or not be free from multicollinearity. Based on Table 6, the results of this test are as follows.

Table 6. Multicollinearity Test

Test Classical Assumptions	Variable	VIF	Explanation
Multicollinearity	Viral Marketing	1.438	No Multicollinearity Occurs
	Brand Awareness	1.438	No Multicollinearity Occurs

Note. VIF= Variance Inflation Factor

Heteroskedasticity Test

If the residual variant from one observation to another remains, then it is called homoscedasticity and if different it is called heteroscedasticity. With the criteria being (1) If the sig value > 5%, then there is no heteroskedasticity. (2) If the sig value < 5%, then heteroskedasticity occurs. Based on Table 7, the results of this test are as follows.

Table 7. Heteroskedasticity Test

Test Classical Assumptions	Variable	Sig.	Explanation
Heteroskedasticity	Viral Marketing	0.172	No Heteroskedasticity Occurs
	Brand Awareness	0.317	No Heteroskedasticity Occurs

Note. Sig.= Significant

Model Significance Test (F Test)

In the F test, it can be seen the signification of the regression model, whether the research regression model is feasible or not to be used. In his analysis using statistical hypotheses as follows: (1) Ho: 1 = 2 = 0. (2) Ha: not all. (3) I = 0. The main criteria for deciding are (1) If the Sig > 0.05 or F calculate < F table then not reject H0 means that the regression model cannot be used. (2) If the Sig < 0.05 or F count > F of the table then reject H0 means that the regression model can be used. Based on Table 8, the results of this test are as follows.

Table 8. Heteroskedasticity Test

F Score	Sig.
33.745	< 0.000

Note. Sig.= Significant

Coefficient Significant Test (t-test)

The t-test is performed to show how far an individual free or independent variable influences in explaining the variation of its dependent variables. The hypotheses used are (1) $H_0: 1 = 0$. (2) $H_a: 1 > 0$. The basis for decision makers is as follows, (1) If the value of $Sig < 0.05$ or $t \text{ count} > t \text{ table}$, then reject H_0 which means that the independent variable individually affects the dependent variable. (2) If the value of $Sig > 0.05$ or $t \text{ count} < t \text{ of the table}$ then it does not reject H_0 which means that the independent variables individually do not affect the dependent variables. Based on Table 9, the results of this test are as follows.

Table 9. Coefficient Significant Test (t-test)

Variable	Regression Coefficient	Standardized Regression Coefficient	t	Sig. (1-tailed)
Viral Marketing	0.338	0.454	4.882	0.000
Brand Awareness	0.175	0.262	2.815	0.006

Note. Sig.= Significant

Coefficient of Determination Test (R^2)

The value of the coefficient of determination is always positive because it is the ratio of the sum of squares, that is, it is worth between 0 and 1. If the value of R^2 obtained is negative, then the R^2 will be considered to be worth 0. It can be explained that (1) $R^2 = 0$, meaning that the independent variable (X) does not have the ability to describe the dependent variable (Y). (2) $R^2 = 1$, meaning that the independent variable (X) fully has the ability to describe the dependent variable (Y). Based on Table 10, the results of this test are as follows.

Table 10. Coefficient of Determination Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.637	0.405	0.393	1.622

Note. Sig.= Significant

DISCUSSION

The Effect of Viral Marketing on Purchase Intention

The results of the research that has been carried out, produce evidence that the viral marketing indicator has an average score of 4.18 which shows that the viral marketing indicator is in the range of the agreed scale. This is proven from the average results of responses from 102 respondents associated with each element of the viral marketing variable statement. "Advertisements related to Mixue are widely discussed by the surrounding audience" has the largest average answer result of 4.35.

The results of variable hypothesis testing show a sig value of $0.000 < 0.05$, which means that there is a positive and significant influence of viral marketing variables on purchase intentions. It can be interpreted that the more interesting the viral marketing content created and spread by Mixue will make the public, especially social media users, to participate in disseminating various information obtained from Mixue viral marketing content to anyone around it so that more and more people who see Mixue viral marketing

content will make Mixue brand more known and have the intention to purchase Mixue beverage products.

The Effect of Brand Awareness on Purchase Intention

The results of the research that has been carried out, produce evidence that the brand awareness indicator has an average score of 4.22 which indicates that the brand awareness indicator is in the range of the agreed scale. This is proven from the average results of responses from 102 respondents associated with each element of the viral marketing variable statement "Mixue has an easily recognizable logo" has the largest average answer result of 4.67.

The results of variable hypothesis testing showed a sig value of $0.000 < 0.05$, which means that there is a positive and significant influence of the brand awareness variable on purchase intent. It can be interpreted that the brand is one of the basic things that are very important for Mixue because it can provide a separate identity in the minds of consumers that can increase awareness of the brand of Mixue Beverage products compared to competitors' beverage products, so that with the higher level of awareness of the Mixue brand, it will also increase the attractiveness for consumers to have the intention of buying Mixue beverage products.

CONCLUSION

Based on the analysis conducted in this study, the results of this study show that viral marketing and brand awareness have proven to have a positive and significant effect on consumer purchase intention of Mixue beverage products in Jakarta.

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DECLARATION OF CONFLICTING INTERESTS

Related to the preparation, research, and publication of this thesis, there is no potential for conflicts between interests.

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