

Viral Marketing and Social Media Influencer Roles in Purchasing Skincare Product: A Conceptual Paper

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Abstract

In the contemporary landscape of digital marketing, the influence of Viral Marketing and Social Media Influencers on consumer behavior, particularly in the skincare industry, has become increasingly pronounced. This study aims to explore and analyze the roles played by Viral Marketing campaigns and Social Media Influencers in shaping consumers' purchasing decisions regarding skincare products. By integrating theoretical frameworks with practical illustrations, this study investigates how Viral Marketing and Social Media Influencers influence consumer perceptions, attitudes, and behaviors within the skincare market. Furthermore, this research highlights the challenges and opportunities associated with these digital marketing strategies, emphasizing the importance of authenticity, transparency, and ethical practices in maintaining consumer trust and brand credibility. The findings of this study provide valuable insights for marketers, practitioners, and policymakers seeking to navigate the dynamic landscape of skincare marketing in the digital age, while also offering directions for future research in this burgeoning field. As such, this paper aims to investigate the role of Viral Marketing and Social Media influencers in purchasing skincare products among Malaysian consumers.

Keywords: Viral Marketing, Social Media Influencer, Skincare Product, Consumers

Introduction

In today's digitally connected world, the skincare industry is witnessing a transformative shift in consumer behavior and purchasing patterns, largely driven by the pervasive influence of viral marketing and social media influencers. Viral Marketing and Social Media Influencers play crucial roles in shaping consumer perceptions, preferences, and purchasing decisions in the skincare industry. Brands that effectively leverage these digital marketing strategies can enhance their visibility, engagement, and sales among target audiences.

Social Media Influencers often collaborate with skincare brands to promote products through sponsored posts, reviews, tutorials, or endorsements. Similarly, social media influencers have emerged as influential arbiters of taste, trends, and product recommendations in the skincare industry. With their ability to cultivate dedicated followings and establish credibility and trust with their audiences, social media influencers wield significant influence over consumer purchasing decisions.

Viral marketing, characterized by the rapid spread of marketing messages and content through social networks, holds immense potential for skincare brands seeking to engage with their target audiences in innovative and impactful ways. Viral Marketing can amplify brand awareness and reach, especially among younger demographics who are active on social media platforms. Therefore, this study will look into the roles of Viral Marketing and Social Media Influencer in purchasing skincare products among Malaysian consumers.

Literature Review

Viral Marketing

Viral marketing is characterized as dynamic and evolutionary, aiming to foster genuine communication among consumer networks. Furthermore, viral marketing devises strategies that enable users to generate and distribute content at an exponential rate (Chinelato et al., 2023; Reichstein and Bruschi, 2019). Viral marketing has also been demonstrated to be a more economical option Putri and Ernawaty (2020); Trusov et al (2009); Woerdl et al (2008) and capable of reaching a larger audience (Putri and Ernawaty, 2020; Kamal et al., 2014). Utilizing viral marketing leads to marketing campaign content being more memorable and readily accepted by the target audience (Putri and Ernawaty, 2020; Trusov et al., 2009).

Research by Hosseinikhah and Mirabolghasemi (2022) found that viral marketing strategies could significantly boost consumer interest in buying eco-labeled products. Consumers perceive viral messages as credible, enjoyable, and helpful sources of information for making purchasing decisions. Nevertheless, there's a potential for some consumers to view viral messages as unwelcome and bothersome.

Social Media Influencer

Social media platforms have evolved into a vital network that connects people within a global community. This phenomenon represents an emerging marketing model (Putri and Ernawaty, 2020; Salehi et al., 2012). The study conducted by Zhao et al (2021) found that social media offers various practical implications and recommendations on how companies can enhance their utilization of social media and social networks for marketing purposes. From an economic standpoint, the analysis of current marketing research suggests that consumer-centric strategies in social media and social network marketing consistently yield positive effects on business performance.

Due to the rapid evolution and increasing fragmentation of the social media landscape, influencer marketing has emerged as a successful and cost-effective strategy for companies to target specific audiences (Musa et al., 2023; Gamage and Ashill, 2023; Jun and Yi, 2020; Mukherjee, 2020). Social media has become an indispensable component of marketing strategies, ushering in a paradigm shift in this domain. Recent reports indicate substantial growth in social media marketing over the past five years, with expectations of exponential

future expansion. Nevertheless, despite organizations' keen intentions to embrace social media marketing strategies, challenges persist in effectively implementing these initiatives. Hence, marketing managers must be cognizant of the success factors associated with social media marketing to ensure the optimal return on investment (Pour et al., 2021; Musa et al., 2022).

Marketing strategies have increasingly integrated social media experiences centered around user-generated video content to influence consumer behavior (Zhu et al., 2023; Kim and Song, 2018; Lee, 2022; Mirzaalian and Halpenny, 2019). Recent research indicates that TikTok has emerged as a crucial social media platform for tourists (Zhu et al., 2023; Zhu et al., 2022a, 2022b; Deng et al., 2022).

Methodology

This study aims to explore how skincare product purchasing decision influenced by Viral Marketing and Social Media Influencer. Skincare product purchase is the dependent variable for this study. Viral Marketing and Social Media Influencer are the suggested independent variables. This study will make use of descriptive questionnaires to more fully comprehend and articulate the connection between Viral Marketing and Social Media Influencer that influences decisions to buy skincare product. Structured questions will be given to respondents to determine how likely they are to make purchases.

Additionally, the study can benefit from several statistical methods, including correlation and multiple regression. By employing a mixed-methods approach, this research aims to uncover nuanced insights into the role of viral marketing and social media influencers in shaping skincare product purchases, contributing to both academic knowledge and practical implications for skincare brands and marketers. Therefore, the proposed conceptual framework is:

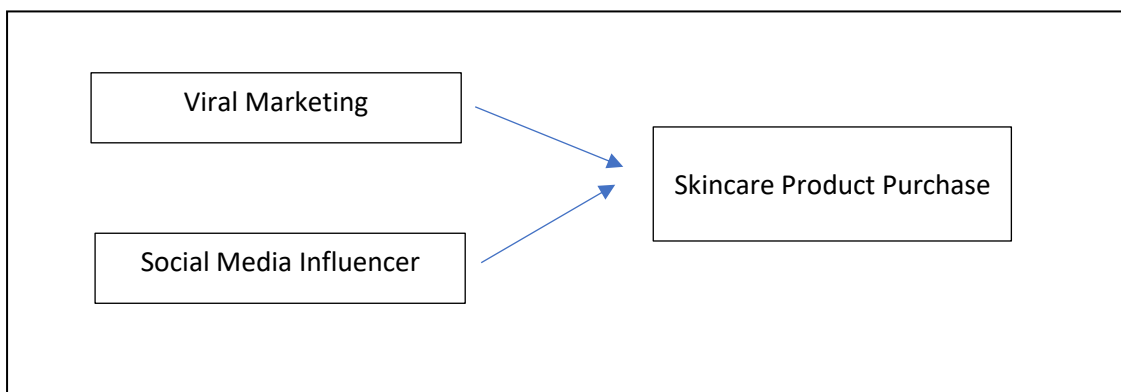


Figure 1. Proposed Framework

Conclusion

The proposed study would look into how Viral Marketing and Social Media Influencer affect their choice of purchasing skincare products. The proposed variables in forming a decision to buy skincare product include Viral Marketing and Social Media Influencer. Overall, this research contributes to both academic knowledge and practical implications for skincare brands and marketers. By understanding the complex dynamics of viral marketing and influencer influence in the skincare market, brands can strategically leverage digital marketing

strategies to engage with consumers, foster brand loyalty, and drive sales. Moreover, insights from this study can inform the development of more effective and ethical influencer partnerships, emphasizing the importance of transparency, authenticity, and consumer-centricity in brand collaborations. The proposed framework is intended to assist academics, skincare industries, and marketers in gaining useful insight. Therefore, future researchers are urged to carry out an empirical study using the proposed methodology.

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All authors are equally contributed to the conceptual as well as the design of the study.

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