

ABSTRACT

Body lotion Nivea brand is one of the various skin care brands circulating in Indonesia. This product is a cosmetic brand produced by Beiesforf AG. Nivea is one of the products that always on Top Brand Awards. However, as time goes by there is intense market competition between brands body lotion resulting in a decline in performance which led to a decline in Nivea market share. This shows a decline in consumer interest in making purchasing decisions body lotion Nivea. This research aims to test the influence of the independent variable viral marketing, endorser, and content marketing, on the dependent variable purchasing decisions brand awareness as an intervening variable for consumers body lotion Nivea.

In this study the sample used 100 respondents. The data method used distributing google form online questionnaires. This research was processed and analyzed using Structural Equation Modeling (SEM) AMOS 24.0.

The results of this research showed that viral marketing has a positive and significant effect on brand awareness. Endorser has a positive and significant effect on brand awarenes. Content marketing has a positive and significant effect on brand awareness. And Brand awareness has a positive and significant effect on purchasing decisions.

Keywords :Viral marketing, endorser, content marketing, brand awareness, purchase decision.

