

Analyzing the Influence of Brand Ambassadors, Promotion, and Viral Marketing on Purchase Decisions for a Snack Brand

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ABSTRACT

This study analyzes the effect of brand ambassadors, promotion, and viral marketing on purchase decisions of Tos Tos, a brand of tortilla chips snack. This study uses primary data. This study uses quantitative research with a population of NCT Dream fans in Indonesia. The sample taken in this study consisted of 105 respondents using a non-probability sampling method with a purposive sampling technique. The study used a questionnaire. The results of this study found that brand ambassadors, promotions, and viral marketing together have a significant effect on the decision to purchase Tos Tos snack. Brand ambassadors affect the decision to purchase Tos Tos snack. Promotion affects the decision to purchase Tos Tos snack. Viral marketing affects the decision to purchase Tos Tos snack. The researcher suggests that the Tos Tos snack company can maintain the number of advertisements on social media, the quality of message delivery, the reach of promotions, prize offers, and special offers offered. When viewed from the average promotion indicator, the special offer indicator has the lowest value, so the company needs to re-evaluate what special offers should be given to consumers. The results of the research show that the promotion of the Tos Tos snack is very attractive to NCT Dream fans.

Keywords: Brand Ambassador; Korean-Pop; Promotion; Purchasing Decision; Viral Marketing

INTRODUCTION

Indonesia is a country rich in diverse cultures, but it cannot be denied that globalization has introduced various foreign cultural influences. One of the most prominent foreign cultural influences in Indonesia is the Korean Wave, commonly known as Hallyu. This wave of Korean culture encompasses various aspects, including food, music, films, fashion, dramas, and beauty products, all originating from South Korea, often referred to as the “Land of Ginseng.”

Among the many aspects of the Korean Wave, Korean Pop (K-pop) has gained significant attention. The rise of K-pop in Indonesia presents a major opportunity for businesses, as many companies leverage the popularity of K-pop groups, including NCT, as brand ambassadors to attract consumers and boost sales. NCT is one of the most well-known K-pop groups worldwide, with NCT Dream as one of its subunits. Utilizing Korean celebrities as brand ambassadors has become a widely adopted marketing strategy. A brand ambassador serves as a representative of a company, disseminating information about its products and services to the public.

According to [Maulida et al. \(2022\)](#), purchasing decisions involve individuals evaluating various options before selecting a product from multiple choices. The growing snack industry, for instance, allows consumers to choose from a wide range of products. At the purchasing decision stage, the role of information is crucial, requiring companies to maximize their efforts in influencing consumer choices. Businesses must strategically position themselves within potential customers’ internal and external environments to effectively communicate product information. Additionally, the purchasing decision is a key factor in shaping a company’s marketing strategy. A well-executed marketing strategy is essential for introducing new products to the market, and companies achieve this through brand ambassadors, promotions, and viral marketing. These approaches help attract consumers and ultimately influence their purchasing decisions.

Influencer marketing has a significant positive influence on consumer behavior in the fashion industry, particularly in the era of social media. The impact of influencer marketing on consumer behavior has been investigated by [Nissa’ et al. \(2024\)](#), who demonstrated that factors such as attractiveness, credibility, product fit, and the ability to transfer meaning shape consumers’ acceptance and preference for the fashion styles promoted by influencers. Influencer marketing has become an essential strategy for fashion brands aiming to influence consumer behavior in a desired manner.

[Hakiki et al. \(2024\)](#) found that influencer marketing significantly impacts consumer purchase intention, whereas viral marketing does not show a noticeable effect. As a result, Skintific is advised to focus on refining its influencer marketing strategies. Their research confirms that trust in influencers plays a crucial role in shaping consumer purchase intentions. Additionally, a study by [Mathea and Laksmidewi \(2024\)](#) revealed that active social media interactions foster strong emotional and cognitive bonds between users and influencers, leading to high user satisfaction and affiliation with those influencers. [Dharma et al. \(2024\)](#) further highlighted that four key criteria significantly impact Gen Z consumers’ purchase intentions in Indonesia, Malaysia, India, and Nigeria, namely perceived influencer credibility, product-influencer relevance, expertise, and trustworthiness.

The increase in purchasing decisions for a product is closely linked to the crucial role of promotion. Promotion involves activities carried out by individuals or businesses to inform and persuade consumers to buy a product, thereby enhancing interest and ultimately leading to a purchase ([Handayani, 2022](#)). Promotion is a determining factor in

the success of a marketing program, as it plays a pivotal role in attracting consumer interest and driving sales.

Designing a competitive marketing strategy begins with analyzing competitors. Companies continually assess consumer value and satisfaction by comparing their products, prices, distribution, and promotional efforts with those of their competitors. To effectively market a product, companies must adopt a well-planned marketing strategy, and viral marketing has emerged as a powerful tool for this purpose. Viral marketing enables products to reach consumers across Indonesia by leveraging electronic distribution channels. It functions as a strategic method of communicating and disseminating product information to the public through Internet-based networks (Tendean et al., 2020). Viral marketing operates similarly to a virus, spreading rapidly from one individual to many others without limitations. The greater the number of internet users engaged, the higher the potential for viral marketing to create a widespread impact.

Based on the explanation of the problem, the researcher is interested in examining a snack brand, namely Tos Tos. Tos Tos is the latest product from PT Dua Kelinci, made from corn flour and processed into corn chips known as tortillas. PT Dua Kelinci is widely recognized for its snack products made from peanuts, with Dua Kelinci peanuts being a locally produced snack and a pioneer in the peanut-based snack industry. Introducing a new product is not an easy task, especially when it is not yet well known to the public due to high market competition. To address this challenge, PT Dua Kelinci, the company behind Tos Tos, has implemented a marketing strategy through advertising media.

To enhance product recognition, the company has employed a marketing strategy that involves the use of brand ambassadors. In this era, many brands and companies are utilizing Korean idols as brand ambassadors due to their immense popularity and global appeal. Fans of Korean idols are spread across the world, and by collaborating with them, brands can reach a broader, international audience.

Tos Tos has specifically chosen the South Korean boy band NCT Dream as its brand ambassador. NCT Dream is a subunit of the K-pop group NCT, managed by SM Entertainment. In 2020, the group successfully sold 3,279,861 albums, solidifying its popularity and influence. Their rise in prominence has further established them as sought-after brand ambassadors.

The collaboration between NCT Dream and Tos Tos led to a promotional strategy in which limited-edition NCT Dream photocards were included in Tos Tos snack packaging. These photo cards were distributed randomly and in limited quantities, making them exclusive collectibles that not all consumers could obtain. The appointment of NCT Dream as a brand ambassador generated significant enthusiasm among fans in Indonesia, leading to widespread discussions and viral marketing within fan communities and Korean idol enthusiasts.

This research is supported by existing research gaps identified in previous studies. Suparwi and Fitriyani (2020) found that the brand ambassador variable significantly influenced purchasing decisions for the Top White Coffee product. However, contrasting findings were reported by Faradasya and Trianasari (2021), who concluded that brand ambassadors did not have a significant impact on the purchasing decisions of e-commerce shoppers. Their study suggested that the role and popularity of brand ambassadors were not the primary factors influencing purchasing behavior. These differing results highlight the need for further research on the effectiveness of brand ambassadors in different product categories and consumer segments.

This study analyzes the effect of brand ambassadors, promotion, and viral marketing on purchase decisions of Tos Tos snack. The novelty of this research is about the product that becomes the object of the purchase decision. This research is expected to be a development of management science, and further research can provide additional information that will be useful for students who conduct research with the same objectives and problems. This study aims to contribute ideas in the form of helpful information for the company PT Dua Kelinci, which is a manufacturer of Tos Tos snack, whether the introduction of new products by the company through brand ambassadors, promotions, and viral marketing is successful in making purchasing decisions for Tos Tos snack.

LITERATURE REVIEW

Buying Decision

A purchase decision is a choice between two or more purchasing options. In other words, individuals must have multiple options available to make a purchase decision. The process of making a purchase decision involves recognizing needs, conducting pre-procurement research, evaluating alternatives, and ultimately making a decision (Brestilliani & Suhermin, 2020). Meanwhile, according to Schiffman et al. (2013), a purchase decision is defined as the stage at which consumers determine which products or services they will buy. A purchase decision arises when consumers develop an interest in and perceive a need for a particular product or service.

According to Nugraha and Badrawi (2018), the purchasing decision structure consists of seven components, namely: determination of product type, determination of product shape, brand decisions, seller's decision, determination of the quantity of goods, determining the time of purchase, and payment decision

According to Kotler and Keller (2022), several key factors influence purchasing decisions. Cultural factors play a significant role, as an individual's culture and social class shape their perceptions, desires, and behaviors—often developed since childhood—which in turn affect their intention to make repeat purchases. Social factors also have an impact, including the influence of reference groups and family. Reference groups, in particular, can shape consumer attitudes, opinions, norms, and behaviors. In addition, personal factors such as the individual's stage in the life cycle, economic condition, lifestyle, personality, and self-concept contribute to their level of buyer satisfaction. Finally, psychological factors, including motivation, perception, beliefs, and attitudes, also significantly influence purchasing decisions by affecting how individuals evaluate and choose products or services.

Brand Ambassador

Lea-Greenwood (2013) states that brand ambassadors are individuals accustomed to communicating with consumers, demonstrating how they can enhance sales of a company's products. Royan (2005) defines brand ambassadors as celebrities who frequently promote products by providing testimonials, encouragement, and reinforcement while acting as both advertising figures and company spokespersons. According to Handayani (2022), brand ambassadors carefully disseminate selected product information through well-known artists and actors who are active in the entertainment industry, both domestically and internationally.

According to Royan (2005), the role of brand ambassadors is to influence brand personality. Companies utilize brand ambassadors in their advertising because selecting the right ambassador can contribute to market share growth, while the ambassador's personality can foster brand attachment and attract users by capturing audience interest.

The use of brand ambassadors often enhances audience trust and engagement with a product, ultimately influencing brand awareness.

Based on [Lea-Greenwood \(2013\)](#), at least a brand ambassador has the following characteristics. The first characteristic is transference, which can be interpreted as a celebrity's attitude in supporting brands related to their field of work. The second characteristic is the thing when choosing a brand ambassador is congruence or consistency. Therefore, companies must ensure that the celebrities and public figures they choose are suitable for the products they want to promote. The third characteristic is credibility, which is the extent to which consumers believe that a brand ambassador has the skills, knowledge, or experience necessary to convey accurate information. The fourth characteristic is attractiveness, which is what can attract consumers when promoting a product, whether its physical or non-physical appearance is attractive. The fifth characteristic is strength, namely the aura or charisma that a brand ambassador exudes to make consumers decide to buy or use a product.

Promotion

Promotion is the delivery of information from the seller to the buyer to influence attitudes and behavior and create an exchange with the aim of increasing the number of sales ([Veren & Kalpikawati, 2020](#)). Meanwhile, according to [Gitosudarmo \(2000\)](#), promotion is a specific activity that encourages consumers to become more familiar with and purchase a product or service.

[Ramadhan et al. \(2022\)](#) state that promotion is one way to directly or indirectly inform, persuade, and remind consumers about the products and brands sold. Promotion plays a crucial role for traders and companies in increasing the sales volume of products and services. A well-planned promotional strategy is essential in a competitive market, as business competition is intense, requiring an effective promotional approach to attract consumer purchasing decisions for products and services offered in the marketplace.

Viral Marketing

[Kotler and Keller \(2022\)](#) stated that viral marketing is online word-of-mouth marketing or content marketing that involves consumers and encourages them to share it with others. [Maulida et al. \(2022\)](#) argue that viral marketing works like a virus with a specific target, where the message delivered to the public is disseminated to individuals within someone's network. The author concludes that viral marketing is a strategy in which electronic messages spread from one individual to another, serving as a channel for communicating product or service information.

According to [Kotler and Armstrong \(2024\)](#), viral marketing can be categorized into two types: active and frictionless. Active viral marketing aligns with the traditional concept of word-of-mouth, where users are directly involved in encouraging others to try a product or service, often by sharing their experiences or endorsements. In contrast, frictionless viral marketing does not require active participation from consumers; instead, promotional messages are automatically disseminated to target audiences, often through embedded features within the product itself. As a result, the process of going viral in frictionless marketing typically begins even before the company fully launches the product, leveraging automated mechanisms to drive initial exposure and reach.

According to [Kaplan and Haenlein \(2011\)](#), viral marketing is shaped by three key dimensions that serve as benchmarks for its success: the messenger, the message, and the environment. The messenger plays a crucial role, as the effectiveness of viral marketing depends on having the right individuals—such as influencers, celebrities, or brand ambassadors—to spread the company's message. Equally important is the

message itself, which must be compelling, engaging, and shareable to encourage widespread dissemination. Lastly, environmental conditions significantly influence the success of viral marketing. Beyond just sharing the message, social surroundings—such as the influence of family, friends, and broader social networks—can amplify or hinder the reach and impact of the marketing campaign.

Hypotheses Development

Brand Ambassadors and Purchasing Decisions

According to [Siskhawati and Maulana \(2021\)](#), brand ambassadors are cultural icons or identities acting as marketing tools that represent a product. Brand ambassadors can influence consumer purchasing decisions, as research results show that the Scarlett product brand ambassador variable has a positive and significant effect on purchasing decisions. When consumers see their idols become brand ambassadors for a brand, they tend to be more interested in trying products from that brand. This can influence their purchasing decisions because they are more confident and believe that the product provides good value for them.

H1: Brand ambassadors, promotions, and viral marketing significantly influence the decision to purchase Tos Tos snack.

H2: Brand ambassador positively and significantly influences the decision to purchase Tos Tos snack.

Promotion and Purchasing Decisions

Giving photocards is one form of sales promotion. Giving gifts can influence consumer purchasing decisions by providing motivation to buy a product. Photocards can provide additional value for buyers so that buyers decide to buy the product. The statement is proven by research by [Fairliantina and Paniroi \(2022\)](#), stating that promotion positively and significantly affects purchasing decisions. When consumers see a product promotion, they will be interested in the promotion given by the product. This can influence purchasing decisions and is an opportunity for companies to increase company sales.

H3: Promotion has a positive and significant influence on the decision to purchase Tos Tos snack.

Viral Marketing and Purchasing Decisions

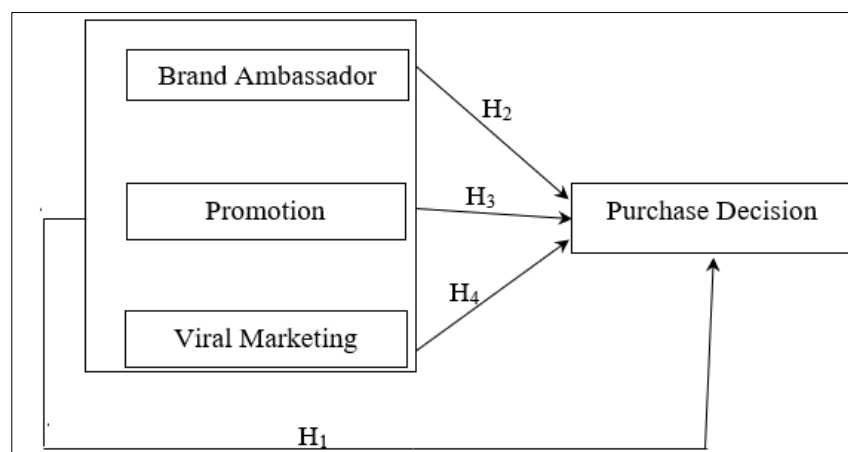
Viral marketing is used as a promotional medium to attract public attention. This business promotion can spread quickly without requiring large marketing efforts and promotional costs. According to [Kim \(2018\)](#), not all diffusion metrics effectively increase the acceptance of comment messages. Viral marketing is another form of oral speech or news from mouse click to mouse. [Rahayu and Kusumadewi \(2023\)](#) stated that viral marketing positively and significantly influences purchasing decisions. When consumers see a viral product on social media, they tend to follow it and market it on their social media. This makes viral marketing able to influence purchasing decisions. The advantage of this viral marketing is that it can duplicate activities for all internet users.

H4: Viral marketing has a positive and significant influence on the decision to purchase Tos Tos snack.

Conceptual Framework

The study framework model is depicted in [Figure 1](#).

Figure 1. Conceptual Model



RESEARCH METHOD

This study employs a quantitative research approach, which emphasizes the use of numerical data and statistical analysis to examine the relationship between brand ambassadors, promotions, and viral marketing on purchasing decisions for Tos Tos snacks in Indonesia.

Population and Sample

[Sugiyono \(2019\)](#) states that the population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that researchers determine to study and then draw conclusions. The population in this study are NCT Dream fans and consumers of Tos Tos snack in Indonesia. A sample is a portion of the population and the characteristics possessed by the population. The sample in this study was taken from a portion of the research population, namely NCT Dream fans and consumers of Tos Tos snack in Indonesia.

Instrument Test

[Sugiyono \(2019\)](#) states that validity is used to measure whether a questionnaire is valid or not. In this case, the correlation coefficient or level of significance of less than 5% (level of significance) indicates that the questions are valid as indicators. Based on the results, it is known that $n = 30$, so by using an alpha value of 5%, the resulting r value is 0.361. Because $r_{\text{count}} > r_{\text{table}}$, it can be seen that the 11 questions of the viral marketing variable questionnaire survey are declared valid and can be used in the next analysis.

A measuring instrument of data scale and the data produced is said to be reliable or can be trusted if the instrument consistently produces the same results every time a measurement is produced ([Sugiyono, 2019](#)). The method used to test the reliability of the questionnaire in this study is the Cronbach alpha. It can be seen that the Cronbach Alpha coefficient = 0.6; therefore, all question indicators in the questionnaire on the Purchasing Decision (Y), Brand Ambassador (X1), Promotion (X2), and Viral Marketing (X3) variables on Tos Tos snack in Indonesia are declared reliable.

Data Analysis Techniques

Multiple linear regression analysis is used to analyze more than one independent variable, namely brand ambassador, promotion, and viral marketing, significantly influencing consumer purchasing decisions for Tos Tos snack in Indonesia.

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

- Y: Consumer purchase decision of Tos Tos snack
 α : Constant, which is the value when all X variables = 0
 b_1 : Regression coefficient of variable X1
 b_2 : Regression coefficient of variable X2
 b_3 : Regression coefficient of variable X3
X1: Brand ambassador
X2: Promotion
X3: Viral marketing
e: Error

RESULTS

Multiple Linear Regression

Table 1. Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.269	1.118		4.713	0.000
	BA	0.077	0.036	0.185	2.139	0.035
	P	0.125	0.027	0.417	4.593	0.000
	VM	0.085	0.022	0.298	3.927	0.000
Dependent Variable: Purchase Decision						

The multiple linear regression equation is:

$$Y = 5.269 + 0.077 X1 + 0.125 X2 + 0.085 X3$$

The constant value (α) obtained in [Table 1](#) is 5.269, meaning that if the independent variables, namely brand ambassador (X1), promotion (X2), and viral marketing (X3), are equal to zero (0), then the purchasing decision of Tos Tos fans in Indonesia is 5.269. In the results of multiple linear regression results above, the regression coefficient value of the brand ambassador variable (X1) is positive, which is 0.777. This means that if the respondent's perception of the brand ambassador increases, the consumer's purchasing decision for Tos Tos snack in Indonesia will increase. Likewise, if the brand ambassador decreases, the consumer's purchasing decision for Tos Tos snack in Indonesia will decrease.

In [Table 1](#), the regression coefficient value of the promotion variable (X2) is positive, 0.125. This means that if the respondents' perception of promotion increases, the consumers' purchasing decisions regarding Tos Tos snack in Indonesia will increase. Likewise, if the promotion decreases, the consumer purchasing decision of Tos Tos snack in Indonesia will decrease. The regression coefficient value of the viral marketing variable (X3) is positive, which is 0.085. This means that if the respondents' perception of viral marketing increases, the decision to purchase Tos Tos snack in Indonesia will increase. Likewise, if viral marketing decreases, the consumer purchasing decision of Tos Tos snack in Indonesia will decrease.

Simultaneous Test Analysis

Table 2. Results of Simultaneous Test Analysis

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	150.502	3	50.167	40.395	0.000

	Residual	125.433	101	1.242		
	Total	275.936	104			
a. Dependent Variable: Purchase Decision						

Based on Table 2, the significance value is 0.000. Because the criteria used in this study use a significance of $0.000 < 0.05$, this shows that the independent variables (brand ambassador, promotion, viral marketing) together have a significant effect on the dependent variable, namely, the purchase decision. So, H1 is accepted.

Partial Test Analysis

Table 3. Results of Partial Test Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.269	1.118		4.713	0.000
	BA	0.077	0.036	0.185	2.139	0.035
	P	0.125	0.027	0.417	4.593	0.000
	VM	0.085	0.022	0.298	3.927	0.000
Dependent Variable: Purchase Decision						

Brand ambassadors significantly influence consumer purchasing decisions for Tos Tos snack in Indonesia. The analysis results in Table 3 indicate that the brand ambassador variable has a significance value of 0.035, which is below the threshold of 0.05 ($0.035 < 0.05$). This finding confirms that brand ambassadors play a crucial role in shaping consumer choices, leading to the acceptance of H2.

Similarly, promotion has a strong positive impact on consumer purchasing decisions for Tos Tos snack. The analysis results in Table 3 reveal that the promotion variable has a significance value of 0.000, which is also below the 0.05 threshold ($0.000 < 0.05$). This demonstrates that promotion is a key factor influencing consumer behavior, thereby supporting the acceptance of H3.

Furthermore, viral marketing is another important determinant of consumer purchasing decisions for Tos Tos snack in Indonesia. The analysis results in Table 3 show that the viral marketing variable has a significance value of 0.000, indicating a highly significant impact ($0.000 < 0.05$). This confirms that viral marketing effectively drives consumer interest and engagement, leading to the acceptance of H4.

Determination Coefficient Analysis

Table 4. Results of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.739 ^a	0.545	0.532	1.11441
Predictors: (Constant), V, BA, P				

Based on Table 4, this study obtained an adjusted R Square value of 0.532. This means that brand ambassadors, promotions, and viral marketing can explain the influence of 53.2% of the purchasing decision of Tos Tos snack in Indonesia, while the remaining 46.8% is influenced by other variables not examined in this study.

DISCUSSION

The Influence of Brand Ambassador, Promotion, and Viral Marketing Together on Tos Tos Snack Purchase Decisions

Brand ambassadors, promotions, and viral marketing influence the dependent variable of the decision to purchase Tos Tos snack in Indonesia. Where the results of the analysis using the f test show a value of f of 40.395 with a significance of $0.000 < 0.05$. This means that brand ambassadors, promotions, and viral marketing together will influence consumers to purchase a product so that H1 is accepted.

One of the factors that influence purchasing decisions is the brand ambassador. Respondents responded that the brand ambassador for Tos Tos snack is trustworthy. Consumers, when making purchasing decisions, will consider who advertises the product. As researchers know, it is rare for non-NCT Dream fans to know about this Tos Tos snack. So, these fans make purchasing decisions because the brand ambassador is an idol they like. This brand ambassador can increase the number of Tos Tos snack purchased in Indonesia.

Respondents' responses to promotions on Tos Tos snack get significant results. This indicates that the promotion carried out by the Tos Tos snack itself is very attractive to NCT Dream fans. Fans of Korean boy bands usually always look for photo cards. Every purchase that includes this photocard will make fans want to always buy the product to get their idol's photocard. This promotion can increase purchasing decisions on Tos Tos snack.

Regarding marketing carried out by Tos Tos snack on social media, they always present content that can attract consumers so that Tos Tos snack can reach a wider range of potential consumers. Ultimately, consumers will make purchasing decisions on Tos Tos snack because brand ambassadors, promotions, and viral marketing are in accordance with what consumers expect.

It was found that promotion had the greatest influence compared to the other two variables, with a t-value of 4.593. This shows that the promotion of Tos Tos snack is very high when making purchasing decisions. Therefore, the researcher suggests that the Tos Tos snack company can maintain the number of advertisements on social media, the quality of message delivery, the reach of promotions, prize offers, and special offers offered. When viewed from the average promotion indicator, the special offer indicator has the lowest value, so the company needs to re-evaluate what special offers should be given to consumers. Consumers feel that the special offer of a cellphone as a prize is too much for the snack category.

It was found that viral marketing has the second largest influence after promotion, with a t-value of 3.927. This shows that viral marketing carried out by the Tos Tos snack company is already high in making purchasing decisions. Therefore, the researcher suggests that the Tos Tos snack company can improve informative content, entertaining content, and content that does not contain elements of SARA that disturb consumers, and the credibility of the source can be trusted. When viewed from the average viral marketing indicator, the informative indicator with the second question item has the lowest value; it is hoped that the marketing content carried out by the company on the Tos Tos snack can be more informative.

The results of this study are proven so that it supports previous research by [Hulu et al. \(2021\)](#), which shows that promotion partially has a significant effect on purchasing decisions.

The Influence of Brand Ambassadors on Tos Tos Snack Purchase Decisions

The brand ambassadors partially affect purchasing decisions for Tos Tos snack in Indonesia. This means that brand ambassadors are a factor that influences consumers in making purchasing decisions for Tos Tos snack. The presence of brand ambassadors can increase purchasing decisions for Tos Tos consumers.

According to [Royan \(2005\)](#), brand ambassadors can help strengthen the emotional bond between consumers and brands or companies, which will indirectly help create a positive perception of the product and influence consumer purchasing decisions and product usage. In this case, choosing a brand ambassador must also be considered; companies cannot carelessly choose a brand ambassador because if the selection of a brand ambassador is not done properly, the company will fail to introduce its products to the public.

In this study, respondents felt that NCT Dream was suitable as a brand ambassador because of its popularity, which is very well known, and because it also has many fans in Indonesia. The credibility of NCT Dream can be trusted in advertising Tos Tos snack, which are used to advertise a product. NCT Dream itself has an attraction that makes it able to attract consumers to buy Tos Tos snack. Not only attraction, but NCT Dream also has the power to influence and increase brand awareness of Tos Tos snack.

The strategy of the Tos Tos snack company in choosing a brand ambassador is right because, as we know, NCT Dream is a boy band that often visits Indonesia. NCT Dream's activities in Indonesia are not just concerts but also to become a brand ambassador for a product or e-commerce. The results align with [Suparwi and Fitriyani \(2020\)](#), which shows that brand ambassadors partially affect purchasing decisions.

The Influence of Promotion on Purchasing Decisions on Tos Tos Snack

The promotion affects the decision to purchase Tos Tos snack in Indonesia. This means that promotion is a factor that influences consumers in making decisions to purchase Tos Tos snack. The promotion can increase the purchasing decisions of Tos Tos snack consumers.

According to [Tjiptono \(2025\)](#), the factors that influence purchasing decisions are product, price, location, and promotion. Promotion is a marketing communication carried out to inform, influence, persuade, and expand a company's target market and its products so that the public accepts, buys, and is loyal to the products offered.

In this study, the promotion carried out by the Tos Tos snack through social media advertisements is often seen on the timeline, and the delivery of promotional messages carried out by the Tos Tos snack is easy to understand so that the information provided can be conveyed very well. The reach of the promotion carried out by the Tos Tos snack is spread throughout Indonesia. The prize offer made by the Tos Tos snack is also very interesting, and it includes an NCT Dream photocard in the product packaging. The promotional offer made by the Tos Tos snack with a cellphone prize for the lucky winner makes consumers interested in buying the Tos Tos snack.

In this case, the company on the Tos Tos snack has provided promotions that make consumers interested in buying Tos Tos snack. As we know, there are many competitors for corn-based processed products, and where this Tos Tos snack is still relatively new, the company must provide promotions that attract consumers to buy Tos Tos snack. The results are in line with research by [Hulu et al. \(2021\)](#), which shows that promotions have a partial effect on purchasing decisions.

The Influence of Viral Marketing on Tos Tos Snack Purchase Decisions

The last factor that influences purchasing decisions is viral marketing. According to [Kotler and Keller \(2022\)](#), viral marketing is an online version of word-of-mouth marketing or content marketing that involves consumers and shares it with others. The content of Tos Tos snack is informative, and Tos Tos provides advertisements that contain complete information. The content created by the Tos Tos snack is entertaining, and the advertisement has a cheerful atmosphere that keeps consumers entertained. The content of the Tos Tos snack also has no negative elements so that consumers do not feel disturbed by the content they see. The credibility of the source of the Tos Tos snack content can also be trusted, where consumers trust the information obtained from social media. Consumers can also trust the information provided by NCT Dream for the Tos Tos snack. So that consumers buy Tos Tos snack.

In this case, the company must think about content that can attract consumers. The company can create different content every day so that different content will attract participants every day; consumer curiosity about existing products causes purchasing decisions on Tos Tos snack, or potential consumers seeing Tos Tos snack advertisements passing by on the timeline every day will cause curiosity about the product and end with a purchasing decision. The results of this study prove that they support previous research by [Velia and Candraningrum \(2019\)](#), which shows that viral marketing has a partially positive effect on purchasing decisions.

CONCLUSION

This study aims to examine the influence of brand ambassadors, promotions, and viral marketing on purchasing decisions related to Tos Tos snack. Based on the analysis presented in the previous chapter, the findings indicate that these three variables—brand ambassadors, promotions, and viral marketing—collectively have a significant effect on consumer purchasing decisions. This confirms the first hypothesis of the study. Furthermore, the results show that brand ambassadors individually have a positive and significant influence on purchasing decisions, thereby supporting the second hypothesis. Similarly, promotional activities are found to have a positive and significant impact, validating the third hypothesis. Lastly, the findings also demonstrate that viral marketing positively and significantly affects purchasing decisions for Tos Tos snack, confirming the fourth hypothesis.

Based on the results of statistical calculations, it was found that promotion has the most significant influence compared to the other two variables. This shows that the promotion carried out by Tos Tos snack has been very high in making purchasing decisions. Therefore, the researcher suggests that the Tos-to product company can maintain the number of ad views on social media, the quality of message delivery, and the range of promotions, gift offers, and special offers offered. When viewed from the average promotion indicator, the special offer indicator has the lowest value, so the company needs to re-evaluate what special offers should be given to consumers.

Further researchers are expected to be able to analyze other dependent variables outside the variables studied by researchers so that other variables can influence purchasing decisions, such as brand awareness variables. As for other researcher suggestions, further researchers are expected to test the co-branding of Tos Tos snack.

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DECLARATION OF CONFLICTING INTERESTS

All of the authors declared no potential conflicts of interest.

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