

AWARENESS OF VIRAL MARKETING TOWARDS ENTREPRENEURS IN KELANTAN: AN APPLICATION OF TPB THEORY

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Abstract: *This study aims to investigate the awareness of the use of viral marketing among entrepreneurs in the State of Kelantan, by using the Theory of Planned Behavior (TPB) as a conceptual framework. The conclusion of this study is expected to provide a better understanding of the factors that influence the awareness and use of viral marketing among Kelantan entrepreneurs. The implications of these findings can guide stakeholders, including entrepreneurs, marketers, and policymakers, to develop more effective and contextual marketing strategies in the face of increasingly dynamic and digital market demands. By TPB approach, this paper is expected to provide a more holistic understanding of attitudes, norms, and controls that influence entrepreneurs' awareness of viral marketing in the State of Kelantan.*

Keywords: *Awareness, Viral, Viral Marketing, Entrepreneurs*

Introduction

Marketing is "a social and administrative process whereby individuals and organizations get what they need and want, creating and exchanging value with others (Firdaus et al., 2023). Since the way that businesses create value for their customers has changed in recent years due to technological advancements, marketing professionals need to be able to adapt and recognise new ways that they can meet the needs of their clients. The last several years have seen several events that have drastically altered the social and technological lives of consumers. These events have altered how people interact with organisations and with each other, shifting the landscape from analogue to digital, altering their attitudes and behaviours towards the message of the product or service, and displacing traditional media with social media (Puriwat & Tripopsakul, 2021).

Nowadays, the media has to do the impossible to keep their audience's attention through something novel and extraordinary before the competencies do, to get leadership and be different from the rest (Rompis et al., 2021). The expansion of connectivity and the internet domain has generated the consumers' attention and acquired great power. So, today customer relationships must be done with current tools, such as websites, blogs, videos, online communities and social networks (Facebook, YouTube, Twitter, among others). Consumers give as much as they receive in a bidirectional way, they have an active participation in the dissemination of messages regarding a brand, in other words, they are generating marketing content. Consumers have become creators and providers of much of the information they receive from each other. They have been divided according to their preferences, lifestyles, and personal interests for social networks, blogs, forums, wikis, etc., leading to the formation of a strategy called "viral marketing", where electronic communication systems and current social networks are used, so in this way, consumers can establish dialogues and add value to the products and services (Ravichandran & Karthika, n.d.).

The traditional forms of marketing, including radio, television, newspaper ads, magazines, and so forth, are no longer effective. They are no longer preferred by the audience since they consider them to be intrusive and dull. In response, viral marketing is suggested as a viable substitute that any business should take into consideration (Ladokun, 2019; Puriwat & Tripopsakul, 2021). The aforementioned highlights the significance of the new marketing approach known as "viral marketing," which also highlights the need for more research that could advance academic and business practices in understanding this novel marketing approach. Thus, the goal of this study was to develop a conceptual framework for viral marketing through a review of the literature on the various studies that have been conducted in recent years. which can be used as a guide.

Viral is media such as images, videos or information content that is widely distributed on the internet. The term "viral" is usually used to describe content or information that quickly spreads widely among society, especially through social media and online platforms. A piece of content is considered "viral" if a lot of people start sharing it, liking it, or interacting with it within a short period. Content that goes viral can be articles, images, videos, memes, or even certain trends. Rapid spread often occurs because the content has elements that are interesting, funny, controversial, emotional, or something that people can connect with instantly.

Viral marketing is a marketing strategy in which companies or individuals create content or campaigns designed to spread quickly and widely through various channels, especially through social media and online platforms. The concept is to create content that is interesting, funny,

controversial, or meaningful enough that people feel like sharing it with others. When a campaign or piece of content goes viral, the effects can be powerful, as the message or information can reach a much larger audience than could be achieved through traditional marketing methods. Viral marketing often relies on the power of social networks, where one person engaging with content can spread it to thousands or even millions of others. Some of the hallmarks of a viral marketing campaign include creativity, authenticity, and the ability to stimulate user participation and engagement. Apart from that, conformity with current trends and the attractiveness of content that can trigger positive emotions or reactions from the audience are also important factors in the success of viral marketing. The issues that arise in viral marketing's impact on users and commerce cover a wide range of aspects, including privacy, ethics, emotional impact, and business sustainability.

Today's business world is characterized by several factors such as intense competition, entry of new competitors, open economy, buying and selling methods enabled in digital platforms and others. All this has prompted businessmen and marketers to take the help of newer and more advanced methods for marketing, advertising, promoting and making their products popular. A popular and highly used method by marketers to promote their products and services is by using Viral Marketing techniques (viral marketing). According to the Cambridge Advanced Learner's Dictionary & Thesaurus, the term 'Viral' about digital language or the internet refers to 'something that quickly becomes popular or famous that is published over the internet or sent from person to person through digital methods. Long & Wong (2014) and Mustikasari and Widaningsih (2019) defined marketing management as the art and science of selecting target markets and building profitable relationships with them. This involves acquiring, retaining and developing customers through creating and delivering and delivering the best customer value. Combining the concepts of 'viral' & 'marketing' above, researchers define viral marketing as a process where a marketing message, usually initiated by a company, spreads at a rapid rate through social media, email, chat and video applications and websites. Here, the term 'viral' is used to indicate the high speed at which the message spreads widely within 24 hours to 36 hours and subsides within a week or two. In the case of Viral Marketing, even a ring unrelated to the source can actively participate in spreading the message without directly benefiting or benefiting from the activity of spreading the message.

Problem Statement

In the rapidly developing digital era, the use of viral marketing strategies by companies has become increasingly common. While viral marketing can provide significant benefits in increasing visibility and engagement, there are still several issues that need to be addressed regarding its impact on users and commerce. In this context, it is necessary to understand further how the effects of viral marketing can have a positive or negative impact on user experience and business well-being.

Viral phenomena can vary, and something can go viral in a certain context, but not always in general. Virality is often influenced by factors such as the uniqueness of the content, relevance to current trends, and how people interact and share it across various platforms. As sellers, viral is a marketing concept that allows us to reach as many people as possible at a low cost.

Viral marketing can benefit entrepreneurs in several ways. Firstly, it is a cost-effective strategy that can generate attention and engagement online, which can help entrepreneurs to reach a wider audience and potentially expand their customer base (Ho & Dempsey, 2010; Mochalova & Nanopoulos, 2014; Reichstein & Bruschi, 2019; Stonedahl et al., 2010). Secondly, viral

marketing can help entrepreneurs build their brands and enhance their credibility through widespread approval. Thirdly, if the message of a viral campaign has its intended effect, chances are that users will want to subscribe to the business's services or buy directly from them, which can generate leads and more traffic. However, it is important to note that viral marketing may not be very beneficial for entrepreneurs who are just starting, as a viral campaign can increase demand exponentially and the business may not be able to keep up with the demand. Therefore, entrepreneurs should carefully consider the pros and cons of viral marketing and choose the right platforms to advertise and format their content to where it can be most effective. The impact viral marketing has on users and businesses can be considered from several perspectives, such as impact on users, business engagement, and factors influencing campaign success. Even though viral marketing is becoming more and more important in today's business environment, not much is known about how much awareness and use of these strategies there is among Kelantan, Malaysian entrepreneurs. A social psychology theory called the Theory of Planned Behaviour (TPB) can be used to analyse and forecast the degree of awareness, the degree of integration, and the perceived efficacy of viral marketing tactics among Kelantan entrepreneurs in a variety of industries. This knowledge gap may restrict the growth and competitiveness of businesses in the area and make it more difficult to develop efficient marketing strategies. As a result, a quantitative study evaluating the degree of awareness, the degree of integration, and the perceived efficacy of viral marketing techniques is required. Therefore, there is a need to conduct a quantitative study that assesses the level of awareness, the extent of integration, and the perceived effectiveness of viral marketing strategies among entrepreneurs across diverse industries in Kelantan, applying the TPB as the underpinning theory. By addressing this knowledge gap, the study aims to provide valuable insights that can inform the development of more effective marketing approaches and support the growth and competitiveness of businesses in the region. This problem statement highlights the lack of understanding and awareness of viral marketing strategies among entrepreneurs in Kelantan and emphasizes the importance of applying the Theory of Planned Behaviour to address this knowledge gap and provide valuable insights for the development of effective marketing approaches in the region.

Literature Review

Underpinning Theory

The Theory of Planned Behaviour (TPB) is a social psychological theory (Yang & Zhou, 2011) that can be applied to predict and explain an entrepreneur's intention to engage in a specific behaviour, such as adopting and implementing viral marketing strategies in the context of the study on awareness of viral marketing among entrepreneurs in Kelantan. The TPB suggests that four main factors influence an individual's intention to perform a behaviour:

Attitude: This refers to an individual's feelings, beliefs, and evaluations of a specific behaviour. A positive attitude towards viral marketing strategies is likely to increase the intention to adopt and implement them in one's business.

Subjective Norms: These are the individual's perceptions of what other people think and do in a given situation. Subjective norms can influence an individual's intention to adopt and implement viral marketing strategies. If entrepreneurs perceive that their peers or industry leaders consider viral marketing strategies effective and important, they are more likely to adopt them.

Perceived Behavioral Control: This refers to an individual's belief in their ability to perform a specific behaviour. A high perceived behavioural control means that the individual feels capable of implementing viral marketing strategies, which can increase their intention to adopt and implement them.

Level of knowledge: the level of knowledge in viral marketing can vary depending on the entrepreneur's experience, education, and exposure to marketing concepts and practices. A higher level of knowledge can lead to more effective marketing strategies and better decision-making, ultimately contributing to the success of a business.

The TPB is used in this study on viral marketing awareness among Kelantan entrepreneurs to comprehend and forecast the degree of awareness, the degree of integration, and the perceived efficacy of viral marketing strategies among entrepreneurs in Kelantan's various industries. The study attempts to shed light on the variables that influence Kelantan entrepreneurs' adoption and application of viral marketing techniques by using the TPB as its guiding theory. Entrepreneurs, marketers, and marketing researchers may find this knowledge useful in identifying strategies that effectively promote viral marketing and help overcome the obstacles that come with its adoption and application.

The TPB is a social psychological theory that explains how attitudes, subjective norms, and perceived behavioural control influence an individual's intention to perform a particular behavior, which in this case, is the adoption and implementation of viral marketing strategies among entrepreneurs in Kelantan. The study aims to understand the level of awareness of viral marketing among entrepreneurs in Kelantan and the challenges they face in implementing viral marketing strategies. The Theory of Planned Behaviour is used as the underpinning theory to guide the research process and provide a framework for analyzing the data collected from entrepreneurs across diverse industries in Kelantan. The TPB suggests that entrepreneurs' attitudes towards viral marketing, their subjective norms regarding the use of viral marketing, and their perceived behavioural control over implementing viral marketing strategies will influence their intention to adopt and implement these strategies in their businesses. By incorporating the TPB as the underpinning theory, the study aims to provide insights into the factors that drive the adoption and implementation of viral marketing strategies among entrepreneurs in Kelantan. This understanding can be valuable for entrepreneurs, marketers, and researchers in the field of marketing, as it can help identify effective strategies for promoting viral marketing and overcoming the challenges associated with its adoption and implementation. Theoretical framework: The underpinning theory provides a theoretical framework that helps to organize and structure the research. In the case of the study on viral marketing, the Theory of Planned Behaviour (TPB) can be used as the underpinning theory to guide the research process and provide a framework for analyzing the data collected from entrepreneurs across diverse industries in Kelantan. The TPB is a social psychological theory that explains how attitudes, subjective norms, and perceived behavioural control influence an individual's intention to perform a particular behavior, which in this case, is the adoption and implementation of viral marketing strategies among entrepreneurs in Kelantan.

Viral Marketing

The way that consumers behave has changed significantly as a result of various factors, including technology. Not to be overlooked are some significant occasions like the introduction of the first personal computer in 1965, the internet in 1969, and the social network in 1992. These incidents changed the way that customers interacted with businesses and organisations because, at the time, social media took the place of traditional media. Users' voluntary

involvement gave rise to viral marketing (Garcia-Salirrosas, 2020). This type of marketing relies on word-of-mouth referrals, as noted by Paus and Macchia (2014). The term "viral marketing" was published for the first time in the PC Use Magazine in 1980, in which they compared the adoption of Macintosh SE and COMPAQ. However, this term is attributed to two venture capitalists named Steve Jurvetson and Tim Draper, who wrote an article called "Viral Marketing" in 1997, in which they explained the practice of using Hotmail as a free service. They detailed how an advertising message could be seen as a flu virus; the advertising infected consumers and these consumers rapidly transmitted to other consumers. Then, in 1996, the first theoretical bases of viral marketing were given by Professor Douglas Rushkoff in his book "Media Virus", explaining that once the message got infected, it was ready to continue infecting other sensitive consumers, who exponentially transmitted the virus. (Aguilar et al, 2014). As users form a network of members that react as propagating valves causing the spread of the information, this process is defined as "viral marketing" (Bellon & Sixto, 2011). Viral marketing makes social networks explode so that the knowledge of the product or brand increases exponentially through a process of viral self-replication (Tuñez-Lopez & Sixto-Garcia, 2012). One of the most recent trends in viral marketing is the use of cellphones (especially the use of smartphones or ultimate generation cellphones), which many youngsters give a high value to entertainment, resulting in greater relationships in social interaction and promoting viral campaigns for themselves (Camarero & San Jose, 2012). Mobile Viral Marketing, relies on the customer's main role, which is spreading the viral information to other users or consumers so they continue spreading the information to others, and all this thanks to the use of their own mobile devices and communication techniques (Aguado & Garcia, 2015).

The word 'viral' or viral is taken from an English word that refers to rapid and rapid spread, generally used in the health field which refers to the spread of a virus to humans. In a business context, viral marketing is one way for entrepreneurs to reach a large audience by leveraging the strength and tendency of social media surfers to spread, share, and influence others. Viral marketing is the process of disseminating information about a good or service from person to person via email, the Internet, or word-of-mouth. The purpose of viral marketing is to encourage people to spread a promotional message to their friends, family, and other people to exponentially increase the number of people who receive it. In recent years, the increased use of the internet and internet-based services such as Facebook, WhatsApp, YouTube, Instagram and TikTok have created a greater scope for spreading marketing messages around the world. Ho & Dempsey (2010) found that messages delivered online or on digital platforms have become more popular with the increased use of social networking sites. Ho & Dempsey, (2010) argues that social media and social networking sites nowadays play an important role in a company's marketing strategy. Companies that choose social media as an important part of their marketing strategy have a greater chance of influencing consumers. Every time people use the internet, they are automatically exposed to hundreds or thousands of marketing communications that eventually make the product or service in question popular in a short time. All viral marketing examples deliberate or accidental have three things in common: the message, messenger, and environment. Each part must be leveraged to create a successful viral marketing campaign. Viral marketing campaigns may be created by any size business and can stand alone or be a part of a larger traditional campaign. These campaigns may use several tools (e.g., videos, games, images, email, text messaging, and free products) to appeal to the emotions of users or viewers, raise awareness of a worthy cause, and make it easier to consume and share. Viral marketing often relies on the help of an influencer, who has a large network of followers. With the help of social networks as a "force multiplier," viral marketing is quicker than traditional marketing campaigns, as well as less expensive. Since it can receive so much traffic

in a short time, it can also lead to mainstream media attention. Social media can also cause viral marketing efforts to misfire, as messages are altered, misconstrued, considered spam, or called out for missing the mark. Viral marketing success can also be hard to measure.

With the primary goal of effectively disseminating commercial messages through the various online channels in which people are the media, viral marketing maximises the use of social networks by all internet users (Carpio et al., 2019). Getting positive feedback from customers and seeing the impact on the brand's companies' value is another crucial goal (Aguilar et al., 2014). This kind of marketing aims to spread information as widely as possible through social networks and user initiatives. Similarly, getting a lot of satisfaction from the people who receive the message, they become excited about spreading the word about the viral business to other prospective customers (Rojas & Saavedra, 2015). In addition to spreading the content, another crucial goal is to include other members in it and mentor them in creating new forms of solidarity when spreading the word about the advantages of a good or service, which should only be unknown to a small number of people (Bellon & Sixto, 2011). Additionally, it is said that viral marketing aims to lower advertising expenses by sending a message that causes a chain reaction among consumers, with word-of-mouth and the internet serving as the foundation for attracting ever-increasing numbers of customers (Del Pino, 2007). Viral marketing is a tactic that aims to quickly raise brand awareness for businesses, with the primary goal being brand growth at zero or extremely low risk. As a strategy, viral marketing seeks to rapidly increase the company's recognition and its main objective is to boost the growth of its brand with zero or, at least, very low risk of wasting time and money in advertising campaigns (Ramirez, 2014). Finally, a very important objective is to increase sales through the communication between the brand and the target audience, thus generating an added value (Salazar, 2013).

Regarding the literature review, there is a relationship between viral marketing and attitude, subjective norms, perceived behavioural control, and level of knowledge. Attitude: Studies have found that a positive attitude towards viral marketing can positively influence behavioural intentions. In the context of the study on awareness of viral marketing among entrepreneurs in Kelantan, a positive attitude towards viral marketing can increase the intention to adopt and implement viral marketing strategies. Subjective norms: Studies have found that subjective norms can influence an individual's intention to adopt and implement viral marketing strategies. In the context of the study on awareness of viral marketing among entrepreneurs in Kelantan, the perceived social pressures or norms that influence an individual's decision to adopt and implement viral marketing strategies can be an important factor to consider. Studies have found that perceived behavioural control is a significant predictor of an individual's attitude toward viral marketing. In the context of the study on awareness of viral marketing among entrepreneurs in Kelantan, the perceived ability to perform viral marketing strategies can influence the intention to adopt and implement these strategies. The level of knowledge about viral marketing can influence an individual's attitude toward viral marketing. In the context of the study on awareness of viral marketing among entrepreneurs in Kelantan, the level of knowledge about viral marketing can influence the intention to adopt and implement viral marketing strategies. Overall, the literature reviews suggest that attitude, subjective norms, perceived behavioural control, and level of knowledge are important factors to consider in the context of viral marketing. These factors can influence an individual's intention to adopt and implement viral marketing strategies, and understanding them can help businesses and marketers develop more effective viral marketing campaigns.

Entrepreneurs' awareness of viral marketing is an important factor in determining marketing success and the visibility of their business in the ever-growing digital era. Viral marketing, as a strategy aimed at creating content that can spread quickly among an online audience, has a significant impact on the way entrepreneurs develop and promote their products or services.

Attitude Towards The Behavior And Viral Marketing

The previous study provides several resources related to the relationship between attitude towards behaviour and viral marketing. For example, one study examined the relationship between attitudes and behavioural intentions towards viral advertising and found that attitudes towards viral advertising positively influence behavioural intentions. Another study explored the antecedents of consumers' perceptions towards viral marketing and found that attitude towards viral marketing has a significant positive effect on consumers' perceptions. Additionally, a study on consumer perception towards viral marketing found that factors such as strength, sender benefits, customer satisfaction, and influence of buying attitude towards viral marketing can affect consumer perception of viral marketing (Aghdaie et al., 2012; Perera & Dharmadasa, 2016; Trivedi, 2017). These studies suggest that attitude towards viral marketing can play a significant role in shaping consumers' perceptions and behavioural intentions towards viral marketing. In the context of the study on awareness of viral marketing among entrepreneurs in Kelantan, the Theory of Planned Behavior can be applied to understand and predict the level of awareness, the extent of integration, and the perceived effectiveness of viral marketing strategies among entrepreneurs across diverse industries in Kelantan. By incorporating the TPB as the underpinning theory, the study aims to provide insights into the factors that drive the adoption and implementation of viral marketing strategies among entrepreneurs in Kelantan, including the role of attitude towards viral marketing. For this study, attitude was chosen as a factor that influences viral marketing among entrepreneurs in Kelantan.

Subjective Norms Towards The Behavior And Viral Marketing

The search results provide insights into the relationship between subjective norms and viral marketing. In the context of viral marketing, subjective norms refer to the perceived social pressures or norms that influence an individual's decision to adopt and implement viral marketing strategies. The Theory of Planned Behavior (TPB) has been applied to understand the connection between subjective norms and behavioural intentions in the context of mobile viral marketing. A study on American young consumers' mobile viral marketing attitudes, intent, and behaviour found that subjective norms, along with behavioural control and perceived cost, are significant predictors of young American consumers' attitudes towards mobile viral marketing (Yang & Zhou, 2011). The search results also highlight the importance of understanding the antecedents of consumers' perceptions towards viral marketing, which can be influenced by factors such as subjective norms, attitude towards the behaviour, and perceived behavioural control. Additionally, the perception of viral marketing has been found to significantly positively affect consumer purchasing behaviour, indicating the potential influence of subjective norms on consumer behaviour in the context of viral marketing (Asgarnezhad Nouri & Bashokouh, 2020; Trivedi, 2017; Yang et al., 2012). These findings suggest that subjective norms play a significant role in shaping individuals' attitudes and behavioural intentions towards viral marketing. Understanding the social pressures and norms that influence the adoption of viral marketing strategies is crucial for businesses and marketers seeking to effectively implement viral marketing campaigns. For this study, subjective norms were chosen as a factor that influences viral marketing among entrepreneurs in Kelantan.

Perceived Behavioral Control Towards The Behavior And Viral Marketing

The search results provide insights into the relationship between perceived behavioural control (PBC) and viral marketing. A study on American young consumers' mobile viral marketing attitude, intent, and behaviour found that perceived behavioural control is a significant predictor of young American consumers' attitude towards mobile viral marketing. The search results also indicate that subjective norm, behavioural control, and perceived cost are significant predictors of young American consumers' attitudes towards viral marketing (Aghdaie et al., 2012; Asgarnezhad Nouri & Bashokouh, 2020; "Chris" Yang et al., 2012; Perera & Dharmadasa, 2016; Trivedi, 2017; Yang et al., 2012; Yang & Zhou, 2011). The TPB states that perceived behavioural control is the final antecedent of behavioural intent. It is defined as an individual's perceived ability to perform the behaviour, which varies across situations based on factors that either assist with or obstruct the performing of the behaviour. The previous research also suggests that perceived behavioural control not only influences behavioural intent but also directly influences behaviour. However, in a social media context, studies have shown that PBC does not directly influence behaviour. These findings suggest that perceived behavioural control plays a significant role in shaping individuals' attitudes and behavioural intentions towards viral marketing. It is an important factor in understanding and predicting the adoption and implementation of viral marketing strategies, particularly in the context of consumer attitudes and behaviours. For this study, perceived behavioural control was chosen as a factor that influences viral marketing among entrepreneurs in Kelantan.

Level Of Knowledge And Viral Marketing

Based on the search results, there is limited literature specifically on the relationship between the level of knowledge and viral marketing. However, the literature review on viral marketing suggests that knowledge management can be a determinant of successful social media viral marketing. The review also highlights the importance of understanding the decision-making process of individuals in viral marketing and the need to clarify the basic decision-making process from content reception to interaction (Richardson & Domingos, 2002). Additionally, the literature suggests that viral marketing can be an effective and low-cost marketing technique for small businesses to reach a wider audience and potentially expand their customer base (Reichstein & Bruschi, 2019; Stonedahl et al., 2010). However, small businesses may face challenges such as limited resources, difficulty in measuring success, privacy concerns, risk of negative word-of-mouth (Ferguson, 2008), and difficulty in keeping up with demand. Overall, while there is limited literature on the relationship between the level of knowledge and viral marketing, the literature suggests that knowledge management and understanding the decision-making process are important factors in successful viral marketing. For this study, the level of knowledge was chosen as a factor that influences viral marketing among entrepreneurs in Kelantan.

Conclusion

Viral marketing aims to spread as much information as possible on social networks on its initiative so that online users are excited to share the message of the viral campaign with other potential customers (Almahdi, 2022, 2022; Ferguson, 2008; Guede et al., 2017; Hinz et al., 2011; Leskovec et al., 2007; M, 2022; SARIOĞLU, 2023; Wilson, 2000). The primary goal of viral marketing is to successfully send commercial messages through various chains where people are the source (Carpio et al., 2019). to get positive comments from the users and increase the value of the brand (Taino et al., 2021). The meaningful characteristics of viral marketing include the lowest level of investment that the brand will put into practice because it will not put into practice other traditional marketing strategies as it will use only online sources (Del

Pino, 2007). It also requires a creative team that designs a viral campaign with a positive impact on the users (Ramírez, 2014) some techniques are necessary to follow to make effective use of viral marketing, like keeping track of the spots to avoid misunderstanding the message, we should define properly the launch date of the viral campaign and it is also important to evaluate user's behaviour (Ayala, 2015). The main advantage of viral marketing is that this tool has become a marketing option at a lower cost with the help of social networks, the rapid growth of the brand, and the loyalty of the users. On the other side, it is important to take into account, that the message of the company could be misunderstood, or not generate an impact, becoming a total failure which means a disadvantage that should be considered (Ramírez, 2014). The technological tools and the use of the internet make it easy to interact online and are the starting point for viral marketing. Facebook and Twitter are some other important online platforms for promoting products and launching a marketing campaign (Almahdi, 2022, 2022; Firdaus et al., 2023; Garcia-Salirrosas, 2020; M, 2022; Sarioğlu, 2023; Yang & Zhou, 2011). Launching a marketing campaign using these sources doesn't guarantee that it will be successful as it will depend on how creative and attractive the message is (Salazar, 2013). The strategy recommended to companies is to launch a marketing campaign with touchy content such as sadness, happiness or fear, and at the same time, they share suspense or surprise to keep the attention of the users (Bakar & Zaini, 2022; Ladokun, 2019; Puriwat & Tripopsakul, 2021). This study shows positive indicators that can be used by entrepreneurs in creating phenomena and initial sensations to increase customer awareness of their products or services. Although it is temporary, this technique allows a wide reach, a large audience, and a fun sensation and is also involved equally in covering the use of products making customers like to choose products that use viral marketing.

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