

THE FACTORS INFLUENCE BEHAVIORAL
INTENTION OF CONSUMERS MALAYSIA TO
FORWARD VIRAL MARKETING

NUR NAJIHAH BINTI MOHD ALID

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

NUR NAJIHAH BINTI MOHD ALID

BTM (HIGH TECH MARKETING)

2018

UTeM

SUPERVISOR'S APPROVAL

“I hereby acknowledge that this project paper has been accepted as part fulfillment for Bachelor Degree of Technology Management (High Technology Marketing)”

Signature :

Name of Supervisor : DR MURZIDAH BINTI AHMAD MURAD

Date : 6 June 2018

Signature :

Name of Panel : IR BUDIONO HARDJONO

Date : 6 June 2018

THE FACTORS INFLUENCE BEHAVIORAL INTENTION OF CONSUMERS
MALAYSIA TO FORWARD VIRAL MARKETING

NUR NAJIHAH BINTI MOHD ALID

This Report Submitted In Partial Fulfillment of The Requirements For The Award
Bachelor of Technology Management (High Tech Marketing) With Honors

Faculty of Technology Management and Technopreneurship
Universiti Teknikal Malaysia Melaka

JUNE 2018

DECLARATION

“I declared that this project is the result of my own research except as cited in the references. This research project has not been for any degree and is not concurrently submitted in candidature of any other degree.”

Signature :

Name : NUR NAJIHAH BINTI MOHD ALID

Date : 6 June 2017

DEDICATION

To my parents,
Hj. Mohd Alid Bin Selamat and Hjh Seniah Binti Budin.
who always supported me in terms of spiritual and financial,
and encouraged me to on every adventure,
Especially this one.

ACKNOWLEDGEMENT

Alhamdulillah, and praise be upon Allah S.W.T the Most Gracious and Most Merciful for His Blessing and be Upon His Messenger Muhammad S.A.W.

I would like to express my deepest appreciation to my supervisor, Dr. Murzidah Binti Ahmad Murad for the continuous support for my thesis and study research, for her patience, motivation, and immense knowledge. Without her guidance and persistent help this thesis would have not been possible. Besides, the appreciation goes to my panel, Ir. Budiono Hardjono for his insightful comments and encouragement.

I would like to thank my family members, for their encouragement and support they give to me in everything I do. With their support especially in financial and moral support, I am now here on my way to get my bachelor degree.

Lastly, I would like to thank to all my teammates, my love and my friends of University Teknikal of Malaysia Melaka for all their support which make my stay and studies in Malacca more enjoyable.

ABSTRACT

This study is designed to examine the content that should be in effective and successful viral marketing and to validate factors that influence the user to transmit the virus message. In the first part of the study discuss the principles that have been the theory of viral marketing which are Wilson's principles. But it is not the main objective of studying this principle. The main purpose of the researcher is to analyze the content that plays an important role in viral marketing. There are three content studied in this study whereby about social currency, triggers and stories. Next, the focus of this study is to strengthen this study by identifying the effective social media channels for viral marketing. There are, 389 of respondents from Johor, Selangor and Sabah. From the analysis most of respondents spend more than five hours on Internet so can classified as active internet users. In addition, Facebook become effective social media to marketers' channel viral marketing in which the respondents agreed. Moreover, using advertising negatively affected their attitudes and behaviors toward Facebook advertising this means too much negative content that not attract consumers to forward it on social media. By having a result, companies should understanding the behavior of consumers to forward and sharing a viral marketing in online communities.

Key Words: Viral Marketing, The content of Viral Marketing, Attitudes of Consumer, Social Media

ABSTRAK

Kajian ini direka untuk mengkaji kandungan yang seharusnya perlu ada dalam pemasaran virus yang berkesan dan berjaya juga untuk mengenalpasti faktor-faktor yang akan mempengaruhi pengguna untuk menghantar mesej virus. Pada bahagian pertama kajian membincangkan prinsip-prinsip yang menjadi teori pemasaran virus iaitu prinsip Wilson. Tetapi bukan matlamat utama untuk mengkaji prinsip ini. Tujuan utama penyelidikan adalah menganalisis kandungan yang memainkan peranan penting dalam pemasaran virus. Terdapat tiga kandungan yang dikaji dalam kajian ini di mana mengenai mata wang sosial, pemicu dan cerita. Seterusnya, fokus kajian ini adalah untuk mengukuhkan kajian ini dengan mengenal pasti saluran media sosial yang berkesan untuk pemasaran viral. Terdapat 389 responden dari Johor, Selangor dan Sabah. Dari analisis kebanyakan responden menghabiskan lebih dari lima jam di Internet sehingga dapat diklasifikasikan sebagai pengguna internet aktif. Di samping itu, Facebook menjadi media sosial yang berkesan untuk pemasaran saluran saluran pemarkar di mana responden bersetuju. Lebih-lebih lagi, menggunakan pengiklanan secara negatif mempengaruhi sikap dan tingkah laku mereka terhadap pengiklanan Facebook ini bermakna terlalu banyak kandungan negatif yang tidak menarik pengguna untuk meneruskannya di media sosial. Dengan hasil kajian ini, syarikat harus memahami perilaku pengguna untuk memajukan dan berkongsi pemasaran viral dalam komuniti di talian.

Kata Kunci: Pemasaran Viral, Kandungan Dalam Pemasaran Viral, Tingkahlaku Pengguna, Saluran Sosial Media

Table of Content

CHAPTER	TITLE	PAGE
	APPROVAL	i
	TITLE	ii
	DECLARATION	iii
	DEDICATION	iv
	ACKNOWLEDGEMENT	v
	ABSTRACT	vi
	ABSTRAK	vii
	TABLE OF CONTENT	viii
	LIST OF TABLES	xi
	LIST OF FIGURES	xii
	LIST OF APPENDIX	xiii
Chapter 1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Background of the Study	2
	1.3 Problem Statement	4
	1.4 Research Question	5
	1.5 Research Objective	5
	1.6 Limitation of Study	6
	1.7 Significant of Study	6

Chapter 2 LITERATURE REVIEW

2.1	Introduction	8
2.2	Viral Marketing	9
2.2.1	Wilson's Six Principles Of Viral Marketing	10
2.2.2	Viral Content Characteristics	13
2.3	Channeling Viral Marketing on Social Media	16
2.4	The Influence Consumers toward Advertisement: Theory of Planned Behavior	19
2.5	Conceptual Framework	21
2.6	Hypothesis Testing	22

Chapter 3 RESEARCH METHODOLOGY

3.1	Introduction	23
3.2	Research Design	24
3.2.1	Explanatory	24
3.2.2	Methodological Choice	24
3.2.3	Quantitative Study	25
3.3	The Purpose of Using Questionnaire	25
3.3.1	Questionnaire Design	25
3.4	Data Collection Method	26
3.5	Sample Size	27
3.5.1	Target Population	27
3.6	Research Strategy	28
3.7	Pilot Study	30
3.8	Data Analysis	30
3.8.1	Reliability Analysis (Cronbach Alpha)	30
3.8.2	Descriptive Statistic	31

	3.8.3 Regression Analysis	31
	3.8.4 Hypothesis Test	32
	3.9 Time Horizon	32
Chapter 4	RESEARCH RESULT	
	4.1 Introduction	33
	4.2 Reliability Analysis	34
	4.3 Descriptive Analysis	35
	4.4 Regression Analysis	50
	4.5 Hypothesis Test	53
Chapter 5	CONCLUSION, LIMITATION AND RECOMENDATION	
	5.1 Introduction	56
	5.2 Summary of Findings	57
	5.2.1 Reliability Result	57
	5.2.2 Demographic	57
	5.3 Discussion of Objective and Hypothesis Test	58
	5.4 Implication of Studies	61
	5.5 Limitation	62
	5.6 Future Research Recommendation	63
	References	64
	Appendixes	71

LIST OF TABLE

TABLE	TITLE	PAGE
2.3	Summary of Channeling Viral Marketing	17
3.8.1	Cronbach Alpha Coefficient Alpha Value	31
4.2	Reliability Analysis for All Variables	34
4.3.1	Genders of Respondents	35
4.3.2	Ages of Respondents	37
4.3.3	Races of Respondents	38
4.3.4	Profession of Respondents	40
4.3.5	States of Respondents	41
4.3.6	Average Hours Respondents Spend on Internet	42
4.3.7	Aware Term of Viral Marketing	44
4.3.8	Reasons to Forward Content of Viral Marketing	45
4.3.9	Social Media Channels Respondent Use to Forward Viral Marketing	47
4.3.10	Content of Viral Marketing Affects to Forward	49
4.4.1	Model Summary for Multiple Regressions	50
4.4.2	Anova for Multiple Regressions	51
4.4.3	Coefficients for Multiple Regressions	52
5.3.1	Review of Statistical Analysis	58
5.3.2	The Top Three Effective Social Media to Channel Viral Marketing	59

LIST OF FIGURE

FIGURE	TITLE	PAGE
2.4	Theory of Planned Behavior	20
2.5	Conceptual Framework	21
3.5.1	The Population Estimates by State, 2010-2017	28
4.3.1	Genders of Respondents	36
4.3.2	Ages of Respondents	37
4.3.3	Races of Respondents	39
4.3.4	Profession of Respondents	40
4.3.5	States of Respondents	41
4.3.6	Average Hours Respondents Spend on Internet	43
4.3.7	Aware Term of Viral Marketing	44
4.3.8	Reasons to Forward Content of Viral Marketing	46
4.3.9	Social Media Channels Respondent Use to Forward Viral Marketing	48
4.3.10	Content of Viral Marketing Affects to Forward	49

LIST OF APPENDIX

APPENDIX	TITLE	PAGE
A	Gantt Chart	71
B	Questionnaire Form	73

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides a brief overview of the study for this research. This chapter introduced the problem statement, research question, research objective, limitation of study and significance of the research

1.2 Background of the Study

Continuing advances in communication technologies make it of marketing strategy become highly focused, more direct to consumers and change of marketing strategy it is because the consumer changing through advancement of technology (Adriana et al., 2014). From the evolution of social network enables companies to communicate directly with the consumer which is giving a knowledge and information (Mayank et al., 2015). Implementing communication technologies for marketing strategy has involved a relationship between the developed strategies and the use of elements of marketing (Aigul et al., 2014). The small firms can be improved to medium sized an effect from the use of alternative marketing technologies (Christina Castronovo.J & J, 2012). Furthermore, most companies are distribute their advertisement messages through social networks but effective marketing within social network is a very challenging task for both big and smaller companies (Oren Gil-Or, 2010).

Through the evolution of social network makes effective marketing strategies including viral marketing as a part of marketing mix (Christian et al., 2014). Effect of that, viral marketing is the one of efficient transmitting messages to consumers (Martin, 2014) and as the concept of social media matures, marketers said that the most powerful marketing approach is personal recommendation through viral or infectious (Jonah, 2012). By this marketing approach takes the advantage by the awareness from people to promote the product to others which is that can be as future consumer. In addition, one of the most effective marketing strategies is viral marketing because the can convince someone to believe and trust the information spread from their friend or families (Cheng et al., 2014) and according by Michael Beverland et al., (2015) viral marketing attracts the success in business world but the limits from previous perspectives not studied widely yet about why consumers engage with content and importantly why they pass it.

Since widespread use a viral marketing pushed this technique to a whole new level. The right content on viral message created by company is very important and viral potential for persuaded someone to pass on to their friends (Anastasia Mochalova & Alexandros Nanopoulos, 2014). Through approach of viral marketing it can encourages people to spread the message while give the information about the brand, image, company, and product or service (Anastasia et al., 2014). Viral marketing has become the successful plan between other marketing tools because give the effect and benefits to marketers or company which is the advantages such as low cost between others advertisement, high reach and credibility, ease of usage and fast speed to reach a global audience. A key part of viral marketing success is providing a point of interest for consumers encouraged and convince them to spread the content of marketing messages voluntarily (Andreas et al. 2011).

From other perception by (Navid Adelsarbanlar et al., 2016) stated that, viral marketing often faced objection and criticism, it is because the argue point is it can be widely to spread of unethical and unconventional issues that giving a bad impact in the field of marketing. In fact, from perspective of Islamic marketing modifies the effect of viral marketing implementation by four dimensions need take into consideration which is spirituality dimension, ethical dimension, realistic dimension and humanism. But as interesting idea and with positive features, process of using viral marketing there are advantage factor include financial resources which comes lower charges and speed of dissemination (Molkaklaghi and Zomorodi, 2013). From this, the motivation for this research in understanding the concept of viral marketing, as well as, knowing the factors that encourage consumers to forward viral marketing via on internet and to identify the effective channel on social media for viral marketing.

1.3 Problem Statements

The companies has realize social media as communication mechanism that allows companies to making contact with consumers (Williams et al.,2012) and companies need to measure of benefit from various social media channel for marketing purposes (Anita Whiting & David Williams, 2013) include effect of social media to forward viral marketing to target audience (Christina Castronovo et al., 2012). Source from the finance ministry department (2015), over 25 million users Internet in Malaysia and this figure cannot be ignored as any business target conducted by using just the website, blog or social media such as Facebook, Twitter and YouTube, also as entrepreneurs and potential entrepreneurs can reach the market bigger at a fairly low cost, so the researcher wants to identify which ways of the channel viral message on social media is the most effective.

Moreover, to reach out the potential consumers at social network through viral marketing, the value and content messages of this approach is being questioned (Lisette de Vries et al.,2012) , and according by Jonah Berger (2012) a company need to create the right marketing message once they created viral message. That's the problem with creating content that is unrelated to the product or service. The people talking about content and people talking about a company is not the same and there's a big difference between them (Jonah Berger, 2012).

Furthermore, relatively viral marketing is a simple but powerful tool in the field of marketing (Dr.V.Antony Joe Raja, 2012) and become the phenomenon in part of marketing strategy today is viral marketing (Hillary Gabriella Barri et al., 2017). But, due online searching from website, reports, articles in professional journals, articles in academic journals and theses not yet widely research in Malaysia compared to researchers from other countries. For example in PQDT Open website have 5898 total of article by year 2012 to 2017 but case study in Malaysia don't have mention, and for

ScienceDirect have 3376 results in viral marketing scope by years 2012 to 2017. In addition, there is difference result and opinion by researcher had been carried out in Malaysia about factors to forward viral messages and according by Ler Sin Wei, (2014) she investigate the attitude of consumers towards viral marketing in Malaysia. This is one of the research gap found through literature review.

1.4 Research Question

As the problem statement stated, there are three questions were identified:

- I. Which are the most effective ways to channel viral marketing on social media?
- II. What does the factors influence consumers to forward viral marketing on social media?
- III. What is the strongest factor in viral marketing to make consumers forward on social media?

1.5 Research Objective

The three main research questions are the following:

- I. To identify the most effective channel on social media for viral marketing.
- II. To identify the factors influence consumers to forward viral marketing on social media.

- III. To determine the strongest factor in viral marketing to make consumers forward on social media.

1.6 Limitation of Study

According to this study, there are some limitations for researchers to focus on this study. Among the first factors were the less time of study whereby only for two semesters to get the questionnaire answers because of the need for a large respondent. Furthermore, the researcher gets the data about 32 049 700 million. Therefore, the researcher should narrow the scope of the study area by using the theories of Krejcie & Morgan also by purposive sampling technique to selecting the number of respondents.

Furthermore, the second factor is the lack of data required. This is because the data collected for research is limited as there are not many researches in this scope widely in Malaysia. Moreover, the existing statistical data on Google is mostly data from 2005 - 2010. This makes it difficult for researcher to obtain a solid data to prove the study.

1.7 Significant of Study

The findings of the study will provide valuable module references for marketer or manager in scope forward viral marketing in social media. Having studied among some studies, that there is a gap in existing research on the features of viral marketing content make consumers forward in social media and which the effective social media for this marketing tool and while previous studies focus attitudes consumer towards viral

marketing. Therefore, it has been proven that there are several tools to be chosen by marketers when formulating social media strategies as a communication platform (Christina, 2012).

The reality is that today, technology has successfully established the creation of smartphones and the internet, and the development of social networks among others, leads companies are facing “new” consumers, with new marketing strategy. From this research companies can get new business models which is viral marketing scope and together with the advantages that technology.

The marketers are able to reduce the cost through the viral marketing to deliver the information to consumers (Mira Rakic, 2014). Through the results of this study, the marketers are able to identify the content to make consumer forward the viral marketing and it will give the idea to companies or marketers to create a valuable of message. It also helps them to understand how the elements of content in viral marketing affect their intention to forward. By having this knowledge, marketers and companies who are trying applying this marketing tool can use the right viral marketing technique to market their products or services over the Internet. Therefore, it is significant to identify what makes consumer to forward and consequently, this research will be able to act as a guideline for viral marketing scope in Malaysia context.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter consists of the review of literature, review of relevant theoretical models, proposed conceptual framework to identify the network of relationship and hypotheses development. This chapter will define the independent variable and dependent variable of the research. In the final section, hypotheses on each of the components will be developed and be tested to evaluate the relationship.

2.2 Viral Marketing

Cooperation among the individual consumers may be helping in the propagating marketing message as viral marketing (Liu-Thompkins, 2012) also defined as a mix of marketing techniques that of advancements in digital technology, it can send the marketing messages like “viruses” to each other (Mira Rakic, 2014) similar “like a rampant flu virus” (Maria Jose et al.,(2013). Viral marketing is considered the similar in term of virus because it has the potential to reach many rapidly in short time and sometimes on a global scale (Michael Beverland et al., 2015) and identify as a type of marketing that can influence the perspective of internet users by bringing advertising messages and communicating to other users (Maria Jose et al., 2013).

Most of people think and see at the viral marketing as a form of verbal (word-of-mouth) advertising in which the same users have experience using the product or otherwise by telling others about the product or service (Ying Wu,2017), and according by Schuleze et al. (2014), the concept of viral marketing and word-of-mouth related to the similar ideas in marketing scope, but are not exactly the same actually. There are significant differences between two of the marketing message whereby word-of-mouth concept, a type of an informal channel of communication that involves direct (face-to-face) but viral marketing helps to increases brand awareness with spreading the brand message (Schulze et al., 2014). Moreover, viral marketing which can reach a large number of people to deliver information quickly and low investment costs (Archana Anand Boppolige et al., 2017).

There are various type of advertising in viral marketing such as videos encompasses visual and audio (Sabri, 2015) also supported by (Chaffey & Smith, 2013), viral content can be form include in the format of a viral video, picture, song, or public message as an advertisement in marketing world published advertising and the effects of creative message through perceived savings by using viral web promotion techniques (Berger & Milkman, 2012) and most shared viral video ads were characterized by amazing presence and excitement as dominant emotions (Dafonte-Gomez, 2014). Sabri also stated that effective viral marketing need to be creative and express emotions and feelings, whether positive or negative (Sabri, 2015).

2.2.1 Wilson’s six principles of viral marketing

The process of creating viral message only necessary the right content and according by (Wilson, 2012), argues that there are six principle needs in viral messages in order to succeed. Moreover, it depends on the success of viral marketing on elements in viral messages and interesting campaign to encourage consumers to pass the message. According (Fanny Hirvijarvi, 2017), also stated in viral marketing strategies these elements are considered important whereby doesn’t need to use all six principles but the more effective it will be.

2.2.1.1 It will give away products and/or services for free

“Free” is the most impressive word in successful viral marketing strategies rather than “cheap” or “inexpensive”. The marketers need to alert and understand from customer’s perception about vocabulary that can give impact to them, for example when marketers mention “cheap” maybe generating a wave of interest the society but “free” will be