

UNIVERSITI TEKNOLOGI MARA

**AN EXPLORATORY ANALYSIS OF
CONSUMERS' VIRAL BEHAVIOUR
TOWARD MARKETING VIDEO
EXPERIENCE IN SOCIAL MEDIA**

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ABSTRACT

Due to the increasing number of social media users, marketers are focusing on social media as a means of promoting their products. This study aims to fill gaps in existing literature, especially in practical, theoretical, methodological, and context perspectives by exploring the phenomenon of viral behaviour in video marketing on social media. The objectives of this study are; to explore the type of social media and marketing video preferred by Malaysian Gen Y social media users, to explore the factors of viral behaviour on social media marketing videos, to explore the consequences of failed social media marketing video related to viral behaviour and to propose a framework on factors of viral behaviour in the consumer research domain. The study employs qualitative method, analysing data from five focus group discussions and eight semi-structured interviews with social media users. The obtained data were analysed thematically and go through constant comparative analysis. The findings reveal that Facebook is the preferred social media platform for marketing content, and some factors identified in previous studies lead to purchase behaviour rather than viral behaviour. Additionally, video duration, a previously overlooked factors, has an impact on viral behaviour. The study identifies a new category of attitude, which is the vague attitude, and highlights the negative effects of the ‘bawang army’ on social media marketing. The study recommends further research on the new category of attitude that emerges and also on the burst due to a negative attitude towards the marketing content, which is known as the ‘bawang army’.

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CHAPTER 1

INTRODUCTION

1.1 Research Background

Consumer buying behaviour is the study of the ways in which individuals, groups, and organizations buy and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler & Keller, 2011). According to Engel et al. (1986), consumer behaviour encompasses the acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. Similarly, Schiffman (2007) defines consumer behaviour as the behaviour displayed by consumers when searching for, purchasing, using, evaluating, and disposing of products and services they expect will meet their needs. Individuals may make numerous decisions when choosing goods or services to consume, as various factors influence their consumption behaviours (Piron, 2000). This includes viral behaviour because Iriani et al. (2021) demonstrated that viral behaviour influences consumer behaviour when making a purchase. When marketing content becomes more viral, it increases product purchases among consumers. The study by Iriani et al. (2021) supports the opinion of Strauss and Frost (2014) that viral behaviour is more significant than purchase behaviour for marketing research on social media.

In the current times, social media has gradually garnered the attention of businesses in terms of marketing their products. Many studies have been conducted to further understand and illustrate how the social media marketing can explain the effectiveness of marketing campaigns in attracting consumers especially to viral the content. Previous studies have covered the source of the social media marketing (Alsamydai, 2016; Esmailpour & Aram, 2016; Shareef et al., 2019; Tien et al., 2018; Zainal et al., 2017) social aspect (Arif et al., 2016; Hong, 2018; Ketelaar et al., 2016; Lee & Hong, 2016) and as well as the content of the campaigns (Hamouda, 2018; Kim et al., 2016; Tien et al., 2018). However, there are still many social media marketing campaigns that have failed (Egan, 2018) because they were seen as irrelevant and were not received positively by social media users (Ruckenstein & Granroth, 2019).

Within the viral marketing context, there are two types of behaviours that are always used to measure the effectiveness of advertising, namely purchase behaviour