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About

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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and abstracted in Asian Digital Library (ADL). Moreover, it is also an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This Volume 6 is the second special issue for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, this volume focuses mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROFESSOR DR. SAUNAH ZAINON

Deputy Rector of Research, Industrial Linkages & Alumni
Editor-in-Chief for INSIGHT Journal
Universiti Teknologi MARA Cawangan Johor

A Study on Consumer's Attitude Towards Viral Advertising on Social Media: A Case Study in An Ice Cream Manufacturing Company

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Abstract

With the explosive growth of social media in recent years, viral advertising seems the best tool to release promotional message activities through an interactive network-based channel. This study investigated the effect of viral advertising as a marketing strategy used by an ice cream manufacturing company, Al Jazeera Sdn Bhd. The company had very little experience in viral advertising and has been relying on conventional marketing strategies for many years. Thus, it is crucial for the company to assess consumer's perception towards their current advertising strategy, which plays a crucial role in brand awareness of the company. This study aimed to determine relationships between factors such as the perception of informative, entertainment, irritation and source credibility on consumer's attitudes towards viral advertising. In the study, data were collected from 115 respondents, which questionnaires were distributed on social media platforms. Then, the data were analysed using SPSS (Statistical Package for the Social Sciences). The findings revealed a significant relationship between consumer's attitudes and two of the factors being studied which were informative and entertainment perceptions. In conclusion, marketers need to understand the effect of viral advertising because it will shape the dynamics of the business marketing strategy. Hence to cope with the rapid advancement of technology, marketers need to be more creative in conveying the messages that would reach their consumers.

Keywords: Viral Marketing, Consumer Attitudes, viral advertising.

1. Introduction

Marketers should consider changing from conventional to digital marketing. In recent years, consumer demands have shifted and responded to changes in the digital ecosystem. For the organization to be known and for the promotional activities to reach their targeted segmentation, consumers' preference must be taken seriously. As compared to conventional marketing, viral marketing offers additional benefits, which includes lower-cost, closer firm, client relationship, redesigning distribution and among others (Dixit & Kesarwani, 2018). These would advantage the company and more potential customers can be reached. While indirectly increase brand awareness of the business, the organization could utilize viral marketing to the most. In doing so, the company needs to be well equipped on the appropriate strategy of viral marketing while taking into consideration of their consumers' feedback.

1.1 Background of the Company

Al-Jazeera Ice Cream Sdn. Bhd is an ice cream manufacturer that was established since 2005 and Located in Batu Caves, Selangor. In 2012, the ownership of the company was taken over by 100% Bumiputera Muslim.

The products were manufactured according to the high-quality procedure. The company has been accredited by Good Manufacturing Practice (GMP) certification and Hazzard Analysis and Critical Control Points (HACCP), which is an international certification in the food industry. Furthermore, Al-Jazeera Ice Cream Sdn Bhd has Halal certification for all products and had launched its brand of ice cream in 2016, which is Hadji Ice Cream. Nevertheless, before 2016, the company only focuses on business to business (B2B), which supply ice cream to Hotels, Restaurants, and Café around Malaysia. The company sells ice cream in 6- litre tub of ice cream for B2B customers. Other than that they also sell ice cream, soft ice cream, and syrup especially to B2B customers.

To expand their business, they decided to have their brand of hard ice cream. The brand offers two (2) series of ice cream which is Essential Series and Natural Series. The best seller ice creams were Durian King and Double Chocolate. Since then, the company participates in event marketing to introduce the brands to potential customers. Usually, the events were held under private company and Ministry of Trade, Co-Operatives and Consumerism (KPDNKK). Other than that, the company had also promoted their product on social media such as Facebook.

1.2 Problem Statement

As technology advances, social media marketing including word of mouth, as well as advertising campaign are used to induce brand awareness that results in increased sales and revenue. Unlike conventional marketing, target consumer could be reached accurately provided an appropriate strategy. However, many marketing professionals find it difficult to measure the extent of which these social media advertisement can produce effective interactions among social network user especially in assessing their perception

towards the advertisement (Lee & Hong, 2016). To be effective in delivering the advertising message, the company must be able to lead a favourable response from the users toward advertising activities. This is because the user's positive responses are likely to help spread the message and contribute to the increase of awareness of the featured brand.

In this regard, the present research was carried out to gauge the effect of the advertising message on the consumer's attitude. A few studies have examined the predictors of user's attitude towards viral advertising, but they offer little assistance in predicting attitude of the positive response from the users that could help improve the brand awareness on social network (Huang, Su, Zhou, & Liu, 2013, Lee & Hong, 2016). Therefore, it is imperative to understand the factors that drive online user's favourable behaviour towards the viral advertisement. Also, without information on the effect of viral marketing may affect the image and reputation of the business (Hayes, King, & Ramirez, 2016). Therefore, to increase the potential effectiveness of the advertising campaign, a study on the consumer's attitude towards advertising is demanded, hence, a case study targeted on the specific firm was useful. Thus, to gain insight into the predictors of viral advertising, four factors namely informative perception, entertainment perception, irritation perception and source credibility were selected in the proposed conceptual framework. These predictors, believed to play a sizeable role in affecting the consumer's attitudes towards viral marketing, were drawn from the literature. Therefore, findings of this research would offer useful implication, seeking a favourable return on investment in the viral advertisement.

2. Literature Review

2.1 Definition of Viral Marketing

Viral marketing can be described as any tools or strategy that encourages individuals to pass on a marketing message to other people (Camarero & San Jose, 2011). It also helps the organization to create growth opportunity in terms of brand exposure and able to influence other people. Viral marketing can also be called in terms of viruses where one message that is going viral can be reached to thousands and millions of people. It can also be called as infection disease where people will get infected with one another.

2.2 Consumer Attitude

Early conceptions of attitude were largely restricted to specific predispositions or mental sets (Fishbein & Ajzen, 1975). From a business perspective, consumer attitudes are responsible for an evaluation of a product or service and consequently the purchase or not of this product or service (Fishbein & Ajzen, 1975). Attitude can be defined as a continuing organization of cognitive, perceptual, emotional and motivational processes concerning some feature of surroundings (Trevathan, 2017). Consumer attitudes are a composite of three elements including cognitive, affective and behaviour towards product and services. Attitude refers to positive or negative feelings and knowledge about activity or object.

2.3 Factor of Consumers' Attitude

Informative Perception

The message in advertising serves as a purpose to inform consumers about the product that can influence the consumer to make a purchase (Can & Kaya, (2016). The advertising objective is to inform the consumers about the new product in the market and increase the brand awareness of the product (Kotler & Keller, 2006). The Effectiveness of the message relies on the information provided by the advertiser. Informative can be expressed as the ability of the organization to convey the message or information they intended to the consumer regarding different ranges of product to maximize the consumers' satisfaction (Waldt et al.2009). Besides, according to Tarabashkina, Quester, & Tarabashkina, (2018), perceived informative can be defined as the usefulness of the information and how up-to-date the information is. Good information can help the customer to decide whether or not to purchase the products. Informative perception has a significant impact on consumer's attitudes towards online marketing (Muzaffar and Kamran, 2011). According to (Muzaffar and Kamran, 2011) revealed that there is a relationship between advertisement information and consumer attitudes towards SMS advertisements. According to Taecharungroj, (2017), information is considered as a precious inspiration that leads receivers to respond positively towards marketing.

Advertisements should contain interesting and customized information that matches customer preferences which will result in their positive attitude towards mobile advertisements (Shaouf, Lü, & Li, 2016). Consumers can possess adequate information through viral marketing and believed that email, internet blogs provides more information about products and services. It is essential that comprehensive information is important to consumers (Bhardwaj, 2017).

Entertainment Perception

Entertainment can be defined as something entertaining, enjoyable and pleasing (Vieira, & da Silva, 2017). Entertainment can also be defined as "the ability to fulfil an audience's need for escapism, diversion, aesthetic enjoyment or emotional enjoyment" (Yang, Huang, Yang, & Yang, 2017). Entertainment is considered as an important and the strongest determinant for digital marketing messages acceptance among consumers. According to Zernigah & Sohail (2012) entertainment content of viral marketing messages does affect consumers' attitudes towards viral marketing and is able to generate positive responds towards viral marketing. In addition, according to Sharma, & Kaur, (2016) they stated that entertainment would be able to add value for customers and increase customers' loyalty thus resulting in positive attitudes towards viral marketing. People will start viral the product or information if they find those videos or pictures are interesting enough to share it with others. In conclusion, the effective advertisement will be achieved if the content can give pleasure and excitement to the consumers and audience.

Most of the consumers regardless of their age level have considered entertainment factor as one of the most important factors in affecting the consumer attitude (Chen, & Lin, 2018). It shows that entertainment had positive attitudes towards mobile advertisements among consumers. Message that is concise and funny will immediately capture the consumer's attention (Ahmed, 2018).

Irritation Perception

According to the Cambridge Dictionary, irritation means that the feeling of being angry or annoyed or something that makes you feel like that. In marketing terms, making the consumer annoyed or offended will make them irritated with the marketers. Consumers will feel irritated and generate negative attitudes towards viral marketing when the messages become extremely manipulative (Lin, Hsu,., & Lin, (2017).

Irritation is one of the negative factors for consumer attitude (Aslam, Batool, & UI Haq, 2016). Irritation in advertising can make the consumer feel irritated and annoying (Ahmed, 2018) Mobile advertising may provide an array of information that confuses the recipient and can be distracting and overwhelming the consumer with information.

Source Credibility

Credibility is the quality of being trusted and believed in on something. The consumer must know the reliability of the messages that need to be delivered from the company. Source credibility was affirmed to be extensively related to the marketing value of viral marketing (Sharif, Ahmad & Ahmad, 2016). The higher the source credibility that consumers believe, the higher consumers can accept the advertising (Muzaffar and Kamran, 2011). Source credibility is consumer perception towards the company or the brand itself (Sharma, & Kaur, 2016).

The company credibility and reputation can influence the credibility of the advertisements (Gruber, Kaliauer, & Schlegelmilch, 2017). Some studies acknowledge that there is a positive relationship between consumer perceptions of the source credibility and consumer attitudes towards marketing (Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017). The consumers tend to feel insecure and have no privacy concern when they receive marketing messages from their social network (Cvach, Kahsay, & Shamoun, 2018). So, the higher the perceived credibility of the marketing tools, the higher is the impact on consumer attitude (Djafarova, & Trofimenko, 2018).

3.0 Methodology

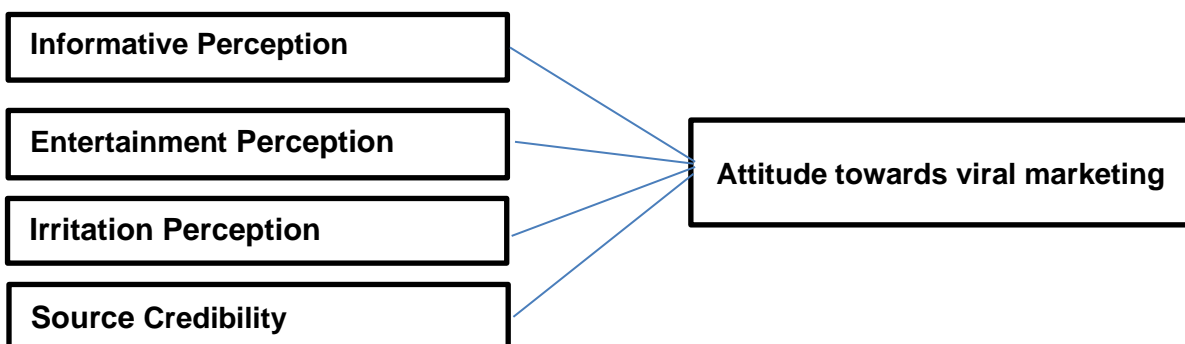


Figure 1: The conceptual framework

2.5 Definition

Research Hypotheses

H1: There is a significant relationship between **informative perception** and consumer's attitudes towards viral marketing

H2: There is a significant relationship between **entertainment perception** and consumer's attitudes towards viral marketing.

H3: There is a significant relationship between **irritation perception** and consumer's attitudes towards viral marketing.

H4: There is a significant relationship between **source credibility** and consumer's attitudes towards viral marketing.

Data Collection

Primary Data

The data collected in this study was using primary data through questionnaires given to the respondents of the study.

Secondary Data

The researcher used secondary data through electronic journals. The secondary data was easy to collect and obtained. The data also did not require high cost and accessibility is easy.

Research Instruments

Questionnaire

This study used questionnaire to investigate the consumer attitude towards viral marketing. The questionnaire consists of three (3) sections which is Section A, Section B and Section C. The total number of question in the questionnaire is 29 questions. The instrument used a five-point Likert Scale and the questions were close-ended questions.

Sampling

Sampling Frame

The sampling frames for this research are internet users in Malaysia. The questionnaire was only given to the respondents who were exposed to viral marketing and internet.

Population

This study sample size is 115 respondents and the questionnaires were distributed using internet platforms such as Facebook, WhatsApp's and Messenger. The sampling method used is convenience sampling technique.

Data Analysis

Data collected were transferred to SPSS (The statistical Packages for Social Science) to run the analysis of the result. All data collected were keyed in the SPSS program to get the result of the study.

4.0 Result and finding

Demographic profile

61.7% of the respondents are female meanwhile male respondents represent 38.3% of the sample. Majority of the respondents are from 20-24 years old which are 50.4%. 32.2% of the respondents are from 25-29 years old while 10.4% from 30-35 years old. The respondents from 35-39 years old are 4.3% and the rest are from 40 years old and above.

Majority of the respondents are Malay respondents which are 73.9 %. 13.9% of the respondents are Indian respondents while another 12.2 % are Chinese respondents. The highest education levels among respondents are 13% represent SPM while 9.6% represents STPM / A-LEVEL education. For Diploma holder, there are 33% while for Bachelor Degree holders are 42.6% of the respondents. There is only 1.7% of the respondents are Master Degree holder.

Main Variables

Table 1: Cronbach's Alpha

VARIABLES	CRONBACH'S ALPHA
Consumer Attitudes	0.749
Informative Perception	0.740
Entertainment Perception	0.603
Irritation Perception	0.744
Source Credibility	0.872

Table 1 above showed the reliability test of the questionnaire. The question for the dependent variable which is Consumer attitudes towards viral marketing consists of three items that can measure the variable itself.

Table 2: Correlation between construct

	Consumer attitude	Informative Perception	Entertainment Perception	Irritation Perception	Source Credibility
Consumer Attitude	1	.556**	.522**	.115	-.139
Informative Perception	.556**	1	.541	.150	-.194*

Entertainment Perception	.522**	.541**	1	.157	-.407**
Irritation Perception	.115	.150	.157	1	-.392**
Source Credibility	-.139	-.194*	-.507**	-.392**	1

Table 2 above showed the result of the correlation value between dependent value (Consumer Attitude towards viral marketing) and independent value (informative perception, entertainment perception, irritation perception and source credibility). This value will show the net strength relationship between the two variables.

Table 3: Multiple regression analysis

Model	R	R Square	Adjusted Square	R	Std Error
1	.620	.385	.362		.41189

The results of R square implied that all the independent variables were explained by 38.5% of the variance in the dependent variable. 61.5% of the variance in the dependent variable is not explained by an independent variable in this study. It shows that other independent variables are not included in this study.

Based on the coefficient calculated in this study,

Hypothesis1

*H1: There is a significant relationship between **informative perception** and consumer's attitudes towards viral marketing.*

*H0: There is no significant relationship between **informative perception** and consumer's attitudes towards viral marketing*

The P-value shows that informative perception has a significant relationship with consumer's attitudes towards viral marketing. Since the p-value of informative perception was 0.000 which is the p-value less than 0.000.

Therefore, this study accepts H1.

Hypothesis 2

*H2: There is a significant relationship between **entertainment perception** and consumer's attitudes towards viral marketing.*

*H0: There is no significant relationship between **entertainment perception** and consumer's attitudes towards viral marketing.*

The P-value shows that entertainment perception has a significant relationship with consumer's attitudes towards viral marketing. Since the p-value of entertainment perception was 0.000 which is the p-value less than 0.05.

Therefore, this study accepts H2.

Hypothesis 3

*H3: There is a significant relationship between **irritation perception** and consumer's attitudes towards viral marketing.*

*H0: There is no significant relationship between **irritation perception** and consumer's attitudes towards viral marketing.*

The P-value shows that irritation perception has no significant relationship with consumer's attitudes towards viral marketing. The p-values for this variable is 0.637 which is more than 0.05.

Therefore, this study failed to reject H0.

Hypothesis 4

*H4: There is a significant relationship between **source credibility** and consumer's attitudes towards viral marketing.*

*H0: There is no significant relationship between **source credibility** and consumer's attitudes towards viral marketing.*

The P-value shows that source credibility has no significant relationship with consumer's attitudes towards viral marketing. The p-value for source credibility is 0.302 which is more than 0.05.

Therefore, this study failed to reject H0.

5.0 Discussion and Conclusion

In conclusion, four factors will affect the consumer's attitude towards viral marketing (Gunawan, & Huarng, 2015). The factors are informative perception, entertainment perception, irritation perception and source credibility. The questionnaire was distributed through the online platform such as Facebook and WhatsApp's. A set of 115 respondents were collected among internet user.

Based on the data collected, the informative perception has a significant relationship with consumer's attitudes toward viral marketing. The result is consistent with previous research. According to Shareef, Mukerji, Alryalat, Wright, & Dwivedi, (2018), informative perception generates positive consumers' attitude towards viral marketing. It showed that information in conveying the message is important in viral marketing and it will determine consumers' attitude towards it. The findings of the study showed that informative perceptions play important roles in consumers' attitudes towards viral marketing. Provided adequate and informative messages of viral marketing, the consumers were able to show a positive attitude towards the messages. The information provided should help the consumer to have the product or brand easily.

The second variable analysed in the study was entertainment perception. The findings showed that entertainment perception has a significant relationship with consumers' attitude towards viral marketing, which was consistent with the results of the previous study. According to Zernigh & Sohail, (2012), the entertainment content of viral marketing messages does affect consumers' attitude towards viral marketing and was able to generate positive response among them. This result proved that Internet users in Malaysia have positive responses towards viral marketing whenever an element of entertainment was included. This suggests that consumers in Malaysia preferred advertisement that contains an aspect of humour and entertainment, which the messages would be shared

with others if the message were interesting. This confirmed a positive attitude towards viral marketing messages and entertainment is very important factors that will lead the consumers to accept the messages and able to share the message with others.

The third variable is irritation perception. The result of this study indicates no significant relationship between irritation perception and consumer's attitude toward viral marketing. The results are in agreement with the previous study conducted by Zernigah & Sohail, (2012), which stated that irritation has no significant impact on consumers' attitude towards viral marketing. This revealed that internet users were not irritated with viral marketing content such as spam on the email that they may receive. Hence, the irritation does not affect the consumers' attitudes toward viral marketing. The respondents in the study show that they did not felt irritated toward unsolicited emails and they will nevertheless ignore the emails or SMS received through viral marketing. Since the internet users in Malaysia were not exposed to their rights as a consumer, the users did not take any action towards any misuse of the internet. They also did not concern about their private information online.

Lastly, source credibility shows that they are no significant relationship with consumers' attitude towards viral marketing. Nevertheless, the results were inconsistent with the previous study done by Zernigah & Sohail, (2012), which stated that source credibility does have an impact on consumers' attitude towards viral marketing. This concludes that the respondents in Malaysia are not concern about the information that they received through viral marketing compares to respondents in Pakistan. Other than that, they also did not concern about the reliability of the information received even the sources are unsure

6.0 Recommendation

Based on the findings and the conclusion of the study, several recommendations can be considered. Since viral marketing become one of the marketing activities, the company need to understand the factors of consumer's attitude towards viral marketing. Viral marketing will help the company to increase its brand awareness.

According to the result of the study, consumers prefer more if the messages or advertising content in viral marketing is informative. So, the company needs to provide adequate information about the brand or product itself. The company must make sure the information will be helpful towards consumers. Inconsistent information will lead to negative consumers' attitude towards advertising. Consumers will viral the messages if the information is good and give knowledge to them.

Secondly, based on the result, it shows that entertainment in viral marketing has a positive attitude towards viral marketing. The company must ensure the message in viral marketing has some entertainment or humour element in it. The study shows that internet user in Malaysia prefers entertainment in any advertising messages. For example, if the company produces a video or content, they need to make sure that there are entertainment elements in the video. Consumers will participate in viral marketing if the video or content is entertaining. They will share the video and make other users see the video too. So the company must be creative to cater to the consumer's wants. The boring or not interesting message will lead to negative acceptance toward it.

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