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Viral Marketing for Cultural Product: The Role of Emotion and Cultural Awareness to Influence Purchasing Intention

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ABSTRACT

Marketing communication tools evolve and this trend enables the marketers to design and implement powerful but still affordable marketing communication programs. Viral marketing plays an important role to communicate product offerings ranging from digital products, services, and tangible products. Previous studies investigated the role of emotion in viral marketing to increase brand awareness and intention to forward the message. In particular, the continuum of emotion (i.e., positive and negative emotion) distinguishes the effect of viral marketing on consumer behavior through a lack of consensus on its robustness. This study extends the discussion the role of emotion in the context of viral marketing especially for a cultural product namely Batik. Based on the nature of cultural products, this study examines the role of emotion to enhance viral marketing towards consumer decisions. In particular, its role to boost the effect of cultural awareness as intervening variable between viral marketing and consumer decision for cultural products. The proposed model fills the gap from previous studies by taking into account the role of emotion and cultural awareness in the viral marketing model.

INTRODUCTION

Marketing communication has shifted from traditional media such as tv commercials, radio, newspapers and etc. particularly since the inception of marketing communication through the internet (Khajeheian & Mirahmadi, 2015). Marketing communication tools evolve and this trend enables the marketers to design and implement powerful but still affordable marketing communication programs. This opportunity allows a company especially a small-scale company to elevate its product in the marketplace through broader international exposure (Odhiambo, 2012) and an efficient distribution channel (Kuswanto et al., 2012). In the current era, internet marketing has

been the main platform to conduct marketing activities especially for a small-scale company (Mokhtar, 2015; Deraz & Gebrekidan, 2018). Among various internet marketing tools is the use of viral marketing (Hirvijärvi, 2017). This approach is characterized by a form of co-operation between marketer and all the parties concerned to distribute marketing messages to the marketplace like a viral or virus (Sohn et al., 2013). The impetus of social media allows the increased use of viral marketing to communicate product offerings (Miller & Lammas, 2010). The diffusion of marketing messages through their networks is based on the notion that the messages are interesting as well as beneficial (Akyol, 2013).

Viral marketing plays an important role to communicate product offerings ranging from digital products (Wardana & Pradana, 2016), service (Khuong & Thanh, 2016), and tangible products (Agam, 2017). Specifically, marketers also have made use of viral marketing for cultural products. The cultural product includes but not limited to various products such as film, music, book, magazine publishing, TV, radio, and fashion (Magno, 2017). Some success stories of exploiting viral marketing strategy for cultural product are in the case of online shop brands (Wardhana & Pradana, 2016) although, there is also failure-story such as in the case of PSP video game system and Mc Donald's Campaign (Hakimey & Yazdanifard, 2014). Therefore, the marketers attempt to investigate factors that may contribute to the effectiveness of viral marketing particularly for cultural product. One of the most discussed factors is the role of emotion to enhance the effectiveness of viral marketing (Binggeser et al., 2014). Previous studies investigated the role of emotion in viral marketing to increase brand awareness (Sharma & Sharma 2015; Parker 2015) and intention to forward the message (Botha & Reyneke, 2013). In particular, the continuum of emotion (i.e., positive and negative emotion) distinguishes the effect of viral marketing on consumer behavior through a lack of consensus on its robustness. (Eckler & Bolls, 2011; Lindebaum & Jordan, 2012; Roy, 2011).

Regardless of the lack of consensus, emotional connection potentially triggers customer willingness to disseminate the viral content in forms of video, picture, and article (Eckler & Kuntum-Kuntum, 2011). Marketers consider to include emotion cue to arouse the effects of viral content on consumer attitude and behavior (Berger & Milkman, 2012). This study extends the discussion of the role of emotion in the context of viral marketing especially for a cultural product namely Batik. UNESCO recognized Batik as a Masterpiece of Oral and Intangible Heritage of Humanity in 2009 (UNESCO, 2009) and this recognition is certainly critical for Indonesia due to an effort from another country to claim Batik as its own heritage (Clark, 2013). Such a claim might arouse emotion which drives consumers to activate their cognitive and conative elements towards the viral content associated with a cultural product such as Batik.

As to a cognitive element, viral marketing creates awareness towards cultural aspects. The increased cultural awareness indicates that consumers have better consumer knowledge and understanding towards cultural aspects both the way of thinking and behaving of people from different cultures (Buckley, et al 2006). Increased cultural awareness is in turn to influence consumer behavior (Tunkari, 2017). Interestingly, the role of cultural awareness has been rarely discussed in previous studies on viral marketing for the cultural product, as another form of cultural aspects. Cultural product is characterized by more intangible, less utilitarian value and more subjective in the assessment of experience quality than other product (Magno, 2017). Based on the nature of cultural products, this study examines the role of emotion to enhance viral marketing towards consumer decisions. In particular, its role to boost the effect of cultural awareness as an intervening variable between viral marketing and consumer decision for cultural products (i.e., Batik). The proposed model fills the gap from previous studies by taking into account the role of emotion and cultural awareness into viral marketing model.

1. RESEARCH BACKGROUND AND THEORETICAL FOUNDATION

1.1 Viral Marketing

The popularity of viral marketing has been identified over the past decade (Cruz & Fill, 2008; Botha & Reyneke, 2013). This popularity has raised questions about important components that cause a piece of media, such as video, to become viral. The study of tactics used in videos to engage the best audience to be motivated to watch and share videos has also gained popularity (Teixeira et al., 2012; Libert & Tynski, 2013). Viral Marketing was first introduced by Tim Draper and Steve Jurvetson of the Venture Capital Company, Draper Fisher Jurvetson in 1996 when describing marketing strategies via free e-mail Hotmail (Pasa, 2011). The term "viral marketing" describes the phenomenon where consumers share and spread marketing relevant information, originally sent intentionally by marketers to stimulate and utilize word-of-mouth (WOM) (Van der Lans et al., 2010). Gobert (2006), argues the concept of viral marketing is quite simple because viral marketing is a derivative of word of mouth using internet media. This strategy is done by sending messages about popular products, usually sent to friends or colleagues. The message by itself will promote the brand of a product through other intermediaries.

Viral marketing is expected to have a multi-effect because multiple people who receive messages can deliver to dozens or even hundreds of other internet users. This is where the marketing virus enters, the process of encouraging and exchanging positive information about certain brand products by consumers and all digital fields or buyers' environments (Helm, 2000; Wiedermann, 2007; Dobeles, 2005; Grifoni, 2012). Angel and Sexsmith (2009) said viral marketing success can be measured from two sides. both quantitatively and qualitatively. Quantitative measurements are focused on website traffic, hit rates, click-throughs, time spent online, comments, and so on. While the measurement is qualitatively seen from the symptoms of the desires of consumers as well as the quality and benefits of the interactions that occur. While viral marketing success, according to Fisher (2009), also includes measurements of visitor uniqueness, level of interaction, relevant actions are taken, measures of conversation intensity, message credibility, freshness, and relevance. This measurement explains that the success of viral marketing is not only on whether there is an attachment between the communicator and the communicant but also how they attach themselves to one another.

The growth of social media contributes to the effectiveness of viral marketing (Hafeez, 2015). According to Solis (2007) research, social media has created a new culture in the process of disseminating information. Social media has facilitated and improved information flow by making it easier to spread useful information to many people (Smith & Zook, 2011) Social media is formed when users can easily participate, share and create content. Dann and Dann's research (2011) illustrated how social media is formed based on three interconnected elements, namely social interaction, content, and communication media. With the existence of social media in the midst of society, information disclosure and cross-referral opinions become very easy to occur. Everyone is free to express their views and judgments about anything. Viral marketing is spread thanks to people's natural motives to communicate and inform others in their networks about things they find interesting or useful (Akyol, 2013).

In line with previous research, Kaplan & Haenlein (2011) said viral marketing must meet 3 criteria to be fulfilled, which are as follows: (1) Media and people who act to deliver the message being campaigned. This person must have a fairly extensive and trusted social network and media that is easily accessible to everyone. (2) Messages or invitations to the campaign that is easy to remember and inspire people to follow. (3) A supportive environment and the right time to launch a viral marketing program.

1.2 Cultural Awareness

The principle of the task of gaining an understanding of cultural awareness is to collect information about the culture and transform it through additions in providing progressive meaning as an understanding of culture. Cultural awareness is the ability of a person to look outside himself and be aware of cultural values, cultural habits that enter (Vacc et al., 2003). Wunderle (2006) stated that cultural awareness (cultural awareness) as an ability to recognize and understand the influence of culture on human values and behavior. Implications of cultural awareness on understanding the need to consider culture, important factors in dealing with certain situations. The formation of cultural awareness in individuals is something that just happens. Cultural awareness occurs through various things and involves a variety of factors including perception and emotion (Ferguson, 2008).

1.3 Purchasing Intention

Purchase behavior intentions refer to buying actions that might be carried out by consumers after exposure to stimuli, for example, viral marketing messages (Robbins et al., 2016). This is widely documented in the literature that viral marketing strategies are very important for consumer behavior (ie purchase intentions, product advocacy, referrals) (Zernigah & Sohail, 2012). The intention of customer buying behavior is important in this research because it is considered as a measure of the effectiveness of viral marketing strategies. Dasari et al. (2010) examined the intention of consumers to buy products marketed through viral bidding to buy marketed viral products. Purchase intention can measure the likelihood of a consumer to buy a product, and the higher the purchase intention, the higher the consumer's willingness to buy a product.

Perera and Dharmadasa (2016) say the intention is considered to capture motivational factors that influence behavior, in viral marketing studies, it is very important to look at interpersonal communication motives that encourage individuals to engage in viral marketing. According to (Schiffman & Kanuk, 2007) said that purchase intentions occur due to external influences namely the emergence of a need for a product, product introduction, and information evaluation are things that can lead to a consumer purchase intention. Before making a purchase, consumers collect product information based on personal experience. When the amount of information reaches a certain level, the consumer starts the assessment and evaluation process and makes a purchasing decision after comparison and assessment.

1.4 Emotion

Richard Buchanan in Urgen (2006) defines emotions as the ability to have feelings that arise until the point of consciousness turns into a powerful product and directs people to the possibility of making decisions. Emotions influence one's decisions, social relations, communication and well-being in an undeniable way. Because products are objects that people choose and experience emotions determine an important part of evaluation, choice, and experience. Consumers do not look for products/services that meet rational needs and processes, but for objects that are central to symbolic, psychological and cultural meanings, sources of feelings, relationships, and emotions (Consoli, 2010). Much of the research developed about emotions in sharing content via e-mail, social media, or instant messaging applications comes from the field of viral marketing. Because the emotional appeal of content can affect consumers, (Eckler & Kuntum-Kuntum, 2011). Among the research available in this field and in viral marketing, emotions are being researched thoroughly because they influence the interest of the viewer in a subject, influence the potential for sharing messages, affect social interaction, communication, and information sharing online (Chakrabarti & Berthon, 2012; Teixeira et al., 2012; Phelps et al., 2004). We know that advertisements that use emotional content produce more connections between consumers and brands than those based

on the rational argument (Micu & Plummer, 2010).

Research on the main emotions found in viral marketing was conducted by Libert and Tynski (2013), which concluded that the strong emotions generated in messages will contribute to the possibility of sharing advertising messages. Emotions in viral marketing are subjective towards an object. At least one of the six emotions (ie, surprise, joy, sadness, anger, fear and disgust) must be the basis of a viral marketing strategy, as long as it is relevant to the brand, product or message (Lindgreen & Vanhamme, 2005). This means that the emotions found in advertisements may be under one of the eight parts of the emotional wheel of Plutchik (2003) and can cause videos to go viral. Their findings show conclusions that are similar to the conclusions of the study found by Teixeira et al. (2012).

1.5 Model and hypotheses

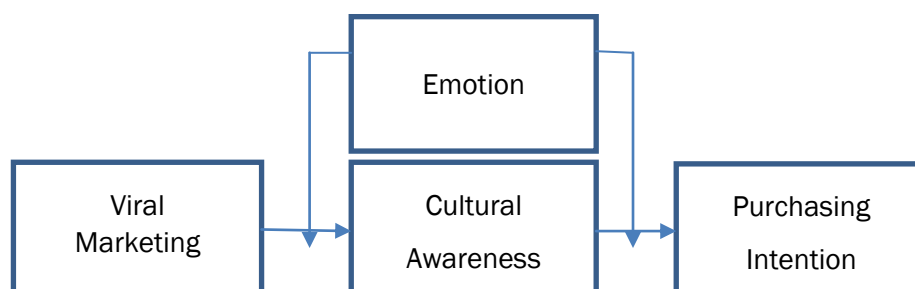


Figure 1. The Research's Model

2. METHODS

In this study, the design used was true experiments. True experiments are the best choice (Nahartyo & Utami, 2015). This design requires randomization, control over manipulation and the presence of a comparison group or control group. Experimental research was chosen because it is the most powerful research method and can describe the influence between independent variables and dependent variables clearly because it makes it possible to carry out controls with a relatively high level in a situation. This control is intended so that researchers can say with confidence that the independent variables cause changes in the dependent variable (Shaughnessy et al., 2007). The experimental design in this study were three groups, each of which had different conditions: the experimental group that received the first manipulation, the second group that received the second manipulation, and the third group without manipulation.

The experimental process requires standard operating procedures (SOP), this SOP guides the researcher and all parties involved in the research. The SOP helps researchers to ensure that the experimental design is carried out in an orderly manner so that it can provide maximum benefit. In this study, the researchers arranged in detail step by step the experimental procedures carried out. In conducting experiments, researchers will conduct experiments conducted electronically on the subject of the experiment. The following are the stages of experiments conducted by researchers: 1) Researchers spread website links to the subjects of the experiment on various social media. 2) Experimental subjects interested in participating can click directly to the link and start working on the instructions. 3) After the experimental subject has finished working on the simulation, the computer program automatically thanks the subject 4) The researcher checks the simulation results electronically (database)

2.1 Research context and data collection

Sampling was conducted from 17 January 2019 to 25 January 2019, positive video content was conducted from 17 January 2019 to 25 January 2019 with 334 respondents participating, negative video content collected. from 18 January 2019 to 25 January 2019 the number of respondents collected was 390 respondents who participated so that the total number of respondents who participated in this study were 724 respondents but those who met the criteria as a sample were 588 respondents.

2.2 Research Instruments Test

After the respondent watches a video with neutral, positive and negative content that will be tested for effectiveness on Purchase Intention according to the specified procedure, then the respondent's answer data to the research questionnaire has been collected. Furthermore, the questionnaire and the respondent's answer to the instrument must then be tested, namely the validity and reliability test as follows:

3. RESULTS

3.1. Validity test

Based on the predetermined research methodology, the following are the results of the analysis of convergent validity tests (Convergent Validity) using SmartPLS 3.0:

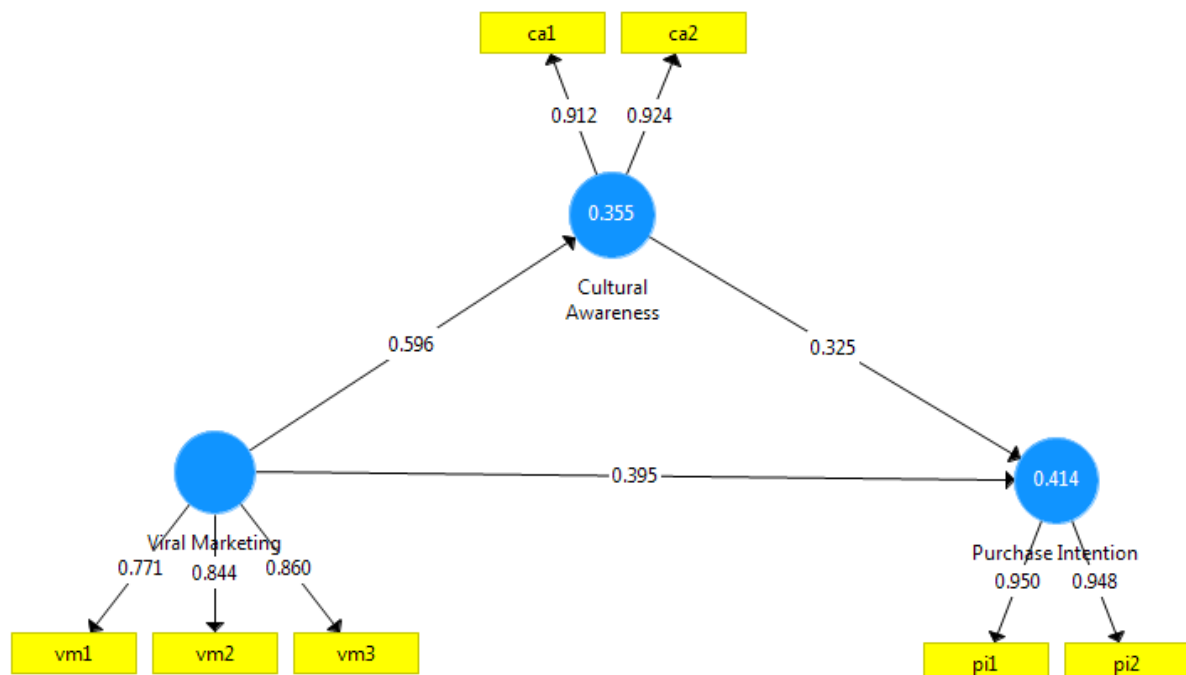


Figure 2. Convergent Validity Factor Loadings

Based on Figure 4.1 above, it can be concluded in the table below that the convergent validity of each indicator in this study is as follows:

Table 1. Interpretation of Convergent Validity

<i>Variable</i>	<i>Indicator</i>	<i>Value Factor Loading</i>	<i>Conclusion</i>
Viral Marketing	Message	0,771	Valid
	Messenger	0,844	Valid
	Environment	0,860	Valid
Cultural Awareness	Information	0,912	Valid
	Understanding	0,924	Valid
Purchase Intention	Purchase intention	0,950	Valid
	Purchase recommendation	0,948	Valid

Source: Authors research

Based on the Table above, it is known that all indicators have a loading factor value of more than 0.60 (Ghozali, 2015) so that all indicators are valid. It is known that the Viral Marketing indicators namely vm1, vm2, and vm3 have a loading factor value of more than 0.60 so that the questionnaire is valid, Cultural Awareness indicators namely ca1, and ca2 have a loading factor value of more than 0.60 so that the questionnaire is valid, and indicators Purchase Intentions namely pi1, and pi2 have a loading factor value of more than 0.60 so that the questionnaire is valid.

3.2 Convergent Validity Test

Based on the predetermined research methodology, the following are the results of the Average Variance Extracted (AVE) of each variable in this study as follows:

Table 2. Interpretation of Average Variance Extracted (AVE)

<i>Variable</i>	<i>AVE</i>	<i>Value Recommendation</i>	<i>Conclusion</i>
Viral Marketing	0,682	> 0,60	Valid
Cultural Awareness	0,843	> 0,60	Valid
Purchase Intention	0,900	> 0,60	Valid

Source: Authors research

Based on Table above, it is known that the Viral Marketing variable has an Average Variance Extracted (AVE) value of 0.680 more than 0.60 so that the Viral Marketing variable is valid, the Cultural Awareness variable has an Average Variance Extracted (AVE) value of 0.850 greater than 0.60 so the Cultural Awareness variable is valid, and the Purchase Intention variable has an Average Variance Extracted (AVE) value of 0.898 over 0.60 so that the Purchase Intention variable is valid.

3.3. Reliability Test

Based on the predetermined research methodology, the following are the results of the composite reliability of each variable in this study as follows:

Table 3. Interpretation of Composite Reliability

<i>Variable</i>	<i>Composite Reliability Value</i>	<i>Recommendation Value</i>	<i>Conclusion</i>
Viral Marketing	0,865	> 0,70	Reliable
Cultural Awareness	0,915	> 0,70	Reliable
Purchase Intention	0,948	> 0,70	Reliable

Source: Authors research

Based on Table above, it is known that the Viral Marketing variable has a Composite reliability value of 0.864 greater than 0.60 so that the Viral Marketing variable is reliable, the Cultural Awareness variable has a Composite reliability value of 0.919 greater than 0.60 so the Cultural Awareness variable is reliable, and Purchase Intention variable has composite reliability value of 0.946 more than 0.60 so that the Purchase Intention variable is reliable.

3.4 Cronbach's Alpha Test

Based on the predetermined research methodology, the following are the results of the composite reliability of each variable in this study as follows:

Table 4. Cronbach's Alpha interpretation

<i>Variable</i>	<i>Cronbach's Alpha Value</i>	<i>Value Recommendation</i>	<i>Conclusion</i>
Viral Marketing	0,770	> 0,70	Reliable
Cultural Awareness	0,814	> 0,70	Reliable
Purchase Intention	0,889	> 0,70	Reliable

Source: Authors research

Based on Table above, it is known that the Viral Marketing variable has a Cronbach's Alphabet value of 0.765 greater than 0.60 so that the Viral Marketing variable is reliable, the Cultural Awareness variable has a Cronbach's Alpha value of 0.824 greater than 0.60 so that the Cultural Awareness variable is reliable, and the Purchase variable Intention has a Cronbach's Alpha value of 0.886 over 0.60 so that the Purchase Intention variable is reliable.

3.5 Common Bias Method Test

Common Test Bias Method or common method variance is about variants that might occur as a result of the measurement method, not because of the constructs that measure represent. Data collected from the same respondents for predictor and criterion variables using a single method and or at the same point in time may have a part of the variant for which measurement items share similarities. This is because it is more concerned with the method of data collection rather than the relationship of hypotheses in the proposed research model. The Bias method, if any, causes measurement errors that negatively affect the validity of the conclusions drawn. The calculation results show that the VIF value is less than 5 (<5), then the variable is avoided from BIAS.

Table 5. Common Method Variance

	<i>Cultural Awareness</i>	<i>Purchase Intention</i>
Cultural Awareness		1,551
Purchase Intention		
Viral Marketing	1,000	1,551

Source: Authors research

3.6 Hypothesis testing

After passing the validity and reliability test of the research instrument, the next step is to test the research hypothesis. Following are the results of hypothesis testing using SmartPLS 3.0 software:

Table 6. Research Hypothesis Test Positive Emotions

	4 Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
Viral Marketing -> Cultural Awareness	0,594	0,599	0,049	12,013	0,000
Viral Marketing -> Purchase Intention	0,362	0,363	0,070	5,185	0,000
Cultural Awareness -> Purchase Intention	0,365	0,362	0,068	5,337	0,000

Source: Authors research

Table 7. Research Hypothesis Test Negative Emotions

	4 Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
Viral Marketing -> Cultural Awareness	0,598	0,605	0,044	13,604	0,000
Viral Marketing -> Purchase Intention	0,424	0,420	0,060	7,018	0,000
Cultural Awareness -> Purchase Intention	0,290	0,293	0,073	3,983	0,000

Source: Authors research

Based on tables 6 and 7, it can be concluded in the table below that the hypothesis test for each variable in this study is as follows:

Table 8. Interpretation of Hiphoteses Testing

<i>Variables</i>	<i>Video</i>	<i>p-Value</i>	<i>Interpretation</i>	<i>Result</i>
Viral Marketing -> Cultural Awareness	Positive	0,000	Significant	Hypothesis Accepted
	Negative	0,000	Significant	Hypothesis Accepted
Viral Marketing -> Purchase Intention	Positive	0,000	Significant	Hypothesis Accepted
	Negative	0,000	Significant	Hypothesis Accepted
Cultural Awareness -> Purchase Intention	Positive	0,000	Significant	Hypothesis Accepted
	Negative	0,000	Significant	Hypothesis Accepted

Source: Authors research

Based on Table 8, it is known that the viral marketing variable against cultural awareness on positive and negative videos, has a p-value of 0,000 which is less than 0.05 so that the viral marketing variable Against Cultural Awareness has a significant effect, viral marketing seeks to increase awareness or adoption of a product with taking advantage of the network of relationships among consumer-awareness or the spread of adoption from consumer to consumer (Hill et al., 2008). Messages with a cultural approach from a viral marketing program are believed to be instruments that can influence cultural awareness in the recipient of the message. Messages with a cultural approach from a viral marketing program are believed to be instruments that can influence cultural awareness in the recipient of the message. According to Berger and Milkman (2012), they share usually contain useful information such as news, articles, coupons and so on. When the audience shares digital messages, there is another factor, namely, the audience wants to feel equality for what they feel to others. As empirical research has shown, a successful viral marketing campaign must consist of emotional messages that motivate consumers to spread messages on their social networks (Dobele et al., 2007).

Viral marketing variable against purchase intention there is positive and negative videos having a p-value of 0,000,0,000 which is less than 0.05 so that the Viral Marketing variable against Purchase Intention has a significant effect. Purchase intention behavior refers to buying actions that might be carried out by consumers after exposure to stimuli, for example viral marketing messages (Robbins et al., 2016). This is widely documented in the literature that viral marketing strategies are very important for consumer behavior (ie purchase intentions, product advocacy, referrals) (Zernigah & Sohail, 2012). The intention of customer buying behavior is important in this research because it is considered as a measure of the effectiveness of viral marketing strategies. Therefore, it is important to understand how consumer attitudes towards viral marketing are related to consumer purchase intentions. Ghosh in Wei (2014) tries to combine several studies of purchasing behavior with the consumer decision-making process and it is evident that when consumers choose a product, the final decision depends on their intentions. As a result, most marketers think consumers' purchase intentions are effective techniques for predicting purchases.

The Cultural Awareness variable on Purchase Intention on positive and negative videos has a p-value of 0,000 which is less than 0.05 so that the Cultural Awareness variable on Purchase Intention has a significant effect. This shows that purchase intention means that consumers prefer to buy products or services because he finds that he needs a certain product or service, or even an attitude towards a product and product perception. Behavior can be seen as a key point for predicting consumer buying behavior as well as their subjective intentions (Keller, 2001). In other words, buying intention means the consumer will buy the product once again after he evaluates a product and knows that the product is worth buying. While consumers choose one particular product, the final decision about accepting a product to buy or reject depends on consumer intentions.

The intention to buy is a decision worthy of being studied by marketers and it may be closely related to consumer attitudes towards marketing.

3.7 Moderating Test Smith-Satterthwait

3.7.1 Moderating Test Emotion Viral Marketing Terhadap Cultural Awareness

Emotion does not moderate Viral Marketing Against Cultural Awareness. Emotion is one of the important factors in the process of having cultural awareness. The message will evoke an emotional response from the audience. Emotional content in a message tends to transfer emotional stimuli to the viewers and evoke their emotions and feelings (Royo-Vela, 2005). Viral marketing utilizing emotions to create relationships with their customers so the message must be persuasive and motivate the viewers (Kaplan & Haenlein, 2011). Success in viral marketing can be influenced by emotions that arise due to consumer responses or perceptions after watching a viral marketing program.

In this study, the emotions that emerge towards the viral marketing program are not able to influence the recipient of the message. This is based on several aspects namely according to cultural background, past experiences, values adopted and news that develops in the acceptance of the viral marketing program. Different as in the study conducted by Chu (2011). Emotion in viral marketing is subjective to an object that can be obtained from the process of hearing, seeing and feeling. Fowers & Davidov (in Thompkins et al., 2006) said the formation of cultural awareness in individuals is something that does not just happen. However, through various things and involving a variety of factors including perception and emotion, awareness will be formed so that it must be done repeatedly and continuously.

3.7.2 Moderating Test Emotion from Cultural Awareness of Purchase Intention

Emotions are an important aspect of interaction and sharing online, and individuals are more interested in experience rather than products, the study of understanding emotions in advertising is increasingly popular in the field of marketing (Chakrabarti & Berthon, 2012). Previous authors have suggested that emotions in advertising are one of the main contributors in making video advertisements viral because they involve the audience when emotions are at stake (Teixeira et al., 2012, Phelps et al., 2004).

According to Schiffman and Kanuk (2007), purchase intentions occur due to external influences namely the emergence of a need for a product, product introduction, and information evaluation are things that can lead to a consumer purchase intention. In this study, the message with the cultural approach of the viral marketing program is not able to be an instrument that can influence cultural awareness in the recipient of the message in order to get to know more closely the cultural products offered. Viral messages are sent to people who might have an interest in the message when people receive a viral marketing message they are encouraged to forward the message.

3.7.3 Intervening Sobel Test

Purchase behavior intentions refer to buying actions that might be carried out by consumers after exposure to stimuli, for example, viral marketing messages (Robbins et al., 2016). This is widely documented in the literature that viral marketing strategies are very important for consumer behavior (ie purchase intentions, product advocacy, referrals) (Zernigah & Sohail, 2012).

The intention of customer buying behavior is important in this research because it is considered as a measure of the effectiveness of viral marketing strategies. In this research message with a cultural approach from the viral marketing program is believed to be an instrument that can influence cultural awareness in the recipient of the message in order to get to know more about the cultural products offered. Viral messages are sent to people who might have an interest in the message when people receive a viral marketing message they are encouraged to forward the message.

5. DISCUSSION

A new concept that can be raised in this research is that viral marketing can create cultural awareness. This research has proven that the process of delivering messages through viral marketing can foster cultural awareness by rebuilding knowledge and the love of national culture through cyberspace. This is in line with the opinion of Buckley et al. (2006) which shows that increasing cultural awareness will show that consumers have better consumer knowledge and understanding of cultural aspects both ways of thinking and behavior of people from different cultures. The results of this study enrich the results with the opinion of Ferguson (2008) who said that the formation of cultural awareness in individuals is something that does not just happen. However, through various things and involving a variety of factors including perception and emotion, awareness will be formed. In cultural awareness of understanding the need to consider culture, namely important factors in dealing with certain situations. At a basic level, cultural awareness is information, giving meaning to humanity to know about the culture. Moalosi et al. (2010) imply that cultural capital must be contextualized and realized across different generations in a purposeful and appropriate manner.

This research is in line with Chu's (2011) research which says the emotion that arises towards the viral marketing program is based on several aspects namely according to cultural background, past experience, values adopted and news that develops in acceptance viral marketing program. Based on the findings in the field that the formation of cultural awareness in individuals is something that does not just happen. However, through various things and involving a variety of factors including perception and emotion, awareness will be formed (Thompkins et al., 2006).

As a result of research, researchers convey similar things from several researchers who have previously observed that cultural values also influence purchase intentions (Rajagopal, 2011). Purchase intention can be considered as the possibility that consumers will also plan or be willing to buy certain products or services in the future. According to (Schiffman and Kanuk, 2007) said that purchase intentions occur due to external influences namely the emergence of a need for a product, product introduction, and information evaluation are things that can lead to a consumer purchase intention. This research confirms the theoretical arguments of Perera and Dharmadasa (2016) that viral marketing has a relationship with purchase intentions because the intention is influenced by motivational factors that influence behavior, in viral marketing studies, it is very important to look at interpersonal communication motives that encourage individuals to engage in viral marketing. Previous researchers have determined that trust is a very important factor in consumer purchase intentions. Trivedi et al. (2017) say that consumers will actively search for products if they are notified about it through a viral message. When the amount of information reaches a certain level, the consumer starts the assessment and evaluation process and makes a purchasing decision after comparison and assessment.

CONCLUSION

² The use of viral marketing, especially social media, provides an opportunity for the public and offers space for audiences to not only stop being passive spectators but to participate, share and respond (comments, retweets, favorites, or likes). The use of viral marketing to spread culture is also felt to be quite effective in reaching the community because in its application the process of disseminating information using social media is very fast and does not recognize time and distance and can save costs. Messaging with a cultural approach from a viral marketing program is believed ¹ to be an instrument that can influence cultural awareness in the recipient of the message in order to get to know more closely the cultural products offered.

This experimental research design has limitations that are the wider scope of the population, as well as more samples with longer sampling times. So that future research is expected to broaden the scope of the population and get more samples by adding time in sampling in order to provide more specific research results. The design of this experimental research also has a weakness that researchers cannot investigate the effects of treatment interactions because they do not have groups without pretest so that they cannot investigate the effects of the interaction of the treatment with the pretest. In experimental research, this tends to be done over a short period of time. For future research, it is expected to be able to use the pretest-posttest control group design in this design. It can be understood that the researcher conducts a test or measurement before conducting the treatment (pre-test) and after treatment (post-test).

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