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# Developing a Viral Video Marketing Framework: A Systematic Literature Review of Emotional Triggers, Social Influence, and AI Algorithms (2011-2024)

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## ABSTRACT

The rapid evolution of social media has transformed marketing strategies, with viral video advertising emerging as a dominant force in digital engagement. This study systematically reviews the core mechanisms driving viral video consumption and sharing behaviours, analysing the interplay between emotional appeal, social validation, and platform algorithms. Using a Systematic Literature Review (SLR) methodology, this research examines viral video characteristics from 2011 to 2024, sourced from Google Scholar, Scopus, and Web of Science. Key findings highlight the role of emotional arousal (joy, surprise, and outrage), user-generated content (UGC), and participative dissemination in viral success. Additionally, this study explores viral videos' sociological and psychological impact, including their influence on consumer behaviour and digital culture. Ethical concerns, such as negative virality, misinformation, and influencer manipulation, are critically assessed, with recommendations for responsible viral marketing strategies. The study proposes a viral video marketing framework integrating algorithmic optimisation, authenticity, and interactive engagement. Future research should explore cross-cultural variations in virality, AI-driven content amplification, and long-term consumer-brand relationships. This research contributes to a deeper understanding of viral video marketing dynamics and its implications for digital marketing ethics and audience behaviour.

## 1. INTRODUCTION

Short-form and long-form videos now dominate attention on major social platforms, making viral video marketing a central mechanism for brand reach, persuasion, and social diffusion. Unlike paid placement, viral spread depends on peer-to-peer sharing, social endorsement signals (likes, comments, shares), and platform recommendation systems that algorithmically allocate exposure. In Malaysia and similar high-mobile markets, this interaction between human sharing motives and algorithmic amplification has accelerated the role of video as a primary advertising and commerce channel.

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However, the academic literature remains fragmented. Studies often examine emotional triggers (e.g., high-arousal emotions), social influence mechanisms (e.g., source credibility, social proof, eWOM), or algorithmic/AI-driven distribution in isolation, producing findings that are difficult to integrate into a single actionable explanation of why certain videos go viral while others fail. Moreover, boundaries such as platform format (TikTok vs. YouTube), cultural context, and trade-offs between virality and persuasion are not consistently synthesised into a coherent framework.

Accordingly, this study conducts a systematic literature review (2011–2024) to (i) identify and synthesise the key drivers and characteristics of viral video marketing, (ii) map how emotional arousal, social influence, and algorithmic amplification interact, and (iii) propose a unified Viral Video Marketing Framework to guide research and practice. The paper contributes a structured synthesis of themes and indicators, highlights gaps for future inquiry (including ethical risks of negative virality and algorithmic manipulation), and provides practical implications for marketers designing video content for social platforms.

## 2. LITERATURE REVIEW

### 2.1 Overview of Economic Globalisation and Digital Transformation in Malaysia

Malaysia's economy has been deeply integrated into the global market since its independence, with international trade as a cornerstone of its economic development. The World Trade Organization (WTO) has highlighted that Malaysia's trade policies have fostered economic growth, particularly since the 1960s, when the country began diversifying its economy from agriculture to manufacturing and services (Okafor & Teo, 2019). Globalisation further accelerated this shift, facilitating Malaysia's participation in global supply chains and enhancing its competitiveness across sectors, including electronics and palm oil (Amin & Mohammad, 2021). The impact of globalisation on Malaysia is multifaceted, affecting social work practices, cultural exchanges, and economic policies (Amin & Mohammad, 2021). The integration into the global economy has also led to increased foreign direct investment (FDI), which has been crucial for technological transfer and skill development (Radzi et al., 2023). However, globalisation has also introduced challenges, such as economic vulnerability to global market fluctuations and increased income inequality, necessitating robust policy responses to mitigate these effects (Ibrahim, 2022).

The global population's move towards the Industrial Revolution 4.0 also influenced the rapid pace of technological development. It is a new revolution that will provide greater convenience to human life while increasing economic productivity across hospitality, services, and other sectors. The transition from traditional manufacturing to a digital economy underscores the growing importance of digital skills and innovation, which are essential to maintaining global market competitiveness (Ayob et al., 2022). Moreover, the digital economy in Malaysia is not only about technological advancement but also about fostering inclusivity and addressing the digital divide. Initiatives empowering small and medium enterprises (SMEs) through digital platforms have enhanced economic resilience and promoted financial inclusion.

Digital transformation in Malaysia has gained momentum, particularly after the COVID-19 pandemic, which catalysed the rapid adoption of digital technologies across various sectors (Ha & Chuah, 2023). The Malaysian government has recognised the importance of the digital economy as a key driver of economic growth, implementing policies aimed at enhancing digital infrastructure and promoting digital literacy among its workforce (Edrak et al., 2022). The National Economic Recovery (PENJANA) initiative was established as an all-inclusive approach to mitigate the economic consequences of the global COVID-19 pandemic. The strategy employed a swift and pre-emptive protection plan for the people, support for businesses, and shoring up an economy battered by protracted challenges. The designing of PENJANA saw wide consultations with more than 100 stakeholders from both the public and private sectors.

The programme outlined 40 measures, totalling more than RM35 billion, centered around four core objectives: facilitating employment, reducing unemployment, creating jobs, and reducing unemployment in different sectors. The second objective, promoting affordability and Improving liquidity, introduced measures to increase financial liquidity for households and businesses to alleviate short-term economic

pressures. The third objective, digital transformation and operating in the new normal, supported adopting digital technologies and changes in operations to help businesses adapt to the new economic reality and lastly, boosting consumer and investor confidence aimed at restoring trust and optimism among consumers and investors to jump-start the economy.

These initiatives underline the commitment of the Malaysian government toward using digitalisation as one of the founding pillars of its recovery efforts. PENJANA reflects a forward-looking approach, ensuring the country's economic resilience and adaptability in the face of unprecedented challenges. The relationship between economic globalisation and digital transformation in Malaysia is symbiotic. As globalisation expands market access, the digital economy provides the tools for Malaysian businesses to compete internationally. The rise of e-commerce and digital trade has allowed Malaysian companies to reach global consumers directly, thereby enhancing their market presence and revenue potential (Hu, 2024). Furthermore, the digital economy supports industrial structural upgrades, enabling businesses to innovate and adapt to changing market demands (Su et al., 2021).

## 2.2 Evolution of Social Media

The evolution of social media and viral marketing has transformed the marketing landscape, enabling brands to engage with consumers in unprecedented ways. This transformation is characterised by the emergence of various social media platforms, the significant role of user-generated content (UGC), and the transition from traditional to digital marketing methods.

**Table 1.** Literature on the History of Social Media

No	Social Media Platform	Year Launched	Primary Function
1	Six Degrees	1997	Introduced features like profile creation, messaging, and friend connections.
2	LinkedIn	2002	Launched as a professional networking platform, it focused on connecting professionals, job seekers, and employers.
3	Friendster	2002	Emphasised connecting friends and sharing personal updates, but lost its prominence over time.
4	MySpace	2003	First widely adopted social networking platform. Its focus on customisable user profiles and music sharing helped it dominate the early social media landscape.
5	Facebook	2004	Initially launched for college students, Facebook quickly expanded to a broader audience, becoming the leading platform for personal connections, brand pages, and media sharing.
6	Youtube	2005	Revolutionised video content sharing, allowing users to easily upload, share, and discover videos. This marked the beginning of user-generated video content as a significant form of online engagement.
7	Twitter	2006	Introduced microblogging, allowing users to share short updates or "tweets." Its focus on real-time communication and trending topics made it a go-to platform for news and public discourse.
8	Instagram	2010	A visually focused platform for photos. Instagram emphasises aesthetic and user engagement.
	Pinterest	2010	Designed as a digital pinboard, Pinterest allowed users to save and share ideas, recipes, and inspiration across various categories.
9	Snapchat	2013	Introduced ephemeral content with disappearing messages and stories. It popularised features like filters and augmented reality, significantly influencing other platforms.
10	TikTok	2016	Known for its short-form video content, became a game-changer for user engagement and entertainment. Its algorithm-driven model made it a platform for trends, challenges, and viral content.
11	Threads	2023	Developed by Meta (Facebook), emerged as a Twitter competitor, focusing on text-based updates and discussions while integrating with Instagram's ecosystem.

Source: Adapted from "The Evolution of Social Media" by K. Budhiraja (2025) and "The History of Social Media and Its Impact on Business" by S. Edosomwan et al. (2011).

### 2.3 Emergence of Social Media Platforms

The rise of social media platforms such as Facebook, Instagram, and TikTok has revolutionised how individuals and businesses interact. Facebook, launched in 2004, quickly became a dominant social networking platform, allowing users to share content, connect with friends, and engage with brands (Alfonsius, 2023). Instagram followed in 2010, focusing on visual content, which has proven particularly effective for brands aiming to showcase products and engage with younger audiences (Pandey et al., 2020). TikTok, emerging in 2016, introduced short-form video content that has captured the attention of millions, particularly Gen Z users, and has become a powerful tool for viral marketing (Ziółkowska, 2021).

These platforms have facilitated personal connections and become essential for businesses seeking to reach broader audiences. The interactive nature of social media allows brands to engage directly with consumers, fostering a sense of community and loyalty (Sivaraman et al., 2023). As a result, companies have increasingly invested in developing their social media presence, recognising its potential to drive brand awareness and sales.

### 2.3 Effectiveness of Advertising on Social Media

The essential factor for achieving success in advertising is to design a compelling message that effectively targets potential buyers in the correct location at the right time. Nasution, F. S. P., & Suyanto, A. (2016) delineate the requisite criteria for the minimum efficacy of advertising as follows: Advertising should augment the marketing plan. Advertisements can be effective when aligned with other components of a cohesive, integrated marketing communications plan; they should incorporate the consumer's perspective; effective advertising must be convincing; and advertisements should adopt a distinctive approach to stand out amidst the competition. This indicates that advertising must be innovative; appropriate advertisements do not overpromise and avoid excessive strategising.

### 2.4 Roles of User-Generated Content (UGC) in Viral Video Growth

Across the globe, including Malaysia, social media users have experienced significant shifts in how they interact with various platforms. Initially, users shared their thoughts through written status updates but gradually transitioned to sharing images with captions, videos, and music. This evolution highlights the importance of user-generated content (UGC), a key driver of virality on social media. Weerasinghe (2019) noted that video content marketing has become highly influential due to its ability to captivate audiences and communicate messages effectively. For instance, platforms like Instagram, originally designed for image sharing, underwent a pivotal transformation in 2013 when they introduced video-sharing capabilities (Smith, 2013).

This type of content is often perceived as more authentic and relatable, which enhances its shareability (Iffan & Khoir, 2020). The viral nature of UGC is evident in campaigns where consumers create content around a brand, thereby increasing visibility and engagement. For instance, viral TikTok challenges often involve users creating their own versions of a brand's campaign, thereby exponentially increasing reach and engagement (Raj, 2023). Brands that leverage UGC effectively can tap into their audience's creativity, fostering a sense of ownership and community around their products. This strategy enhances brand visibility and builds trust, as consumers are more likely to engage with content created by peers than with traditional advertisements (Zhezha, 2023).

User-generated content (UGC) has emerged as a critical factor in the growth of viral videos, significantly influencing viewer engagement and content dissemination across various social media platforms. UGC refers to any content created and shared by individuals rather than brands or professional creators. This democratisation of content creation enables diverse voices and perspectives to resonate more authentically with audiences than traditional advertising (Nelson-Field et al., 2013; Li, 2023). The emotional impact of UGC is particularly noteworthy; videos that evoke strong emotional responses, such as joy, surprise, or even sadness, are more likely to be shared, increasing their viral potential (Nelson-Field et al., 2013; Botha & Reyneke, 2013).

The role of credibility in UGC cannot be overstated. Research indicates that content perceived as credible is more likely to influence viewer behaviour, including sharing and engagement (Muda & Hamzah, 2021; Febriane et al., 2023). For instance, videos created by individuals sharing relatable experiences or insights tend to foster a sense of trust among viewers, leading to higher engagement rates and increased likelihood of sharing (Muda & Hamzah, 2021; Hautz et al., 2014). The perceived authenticity of the content often enhances this credibility, as audiences are more inclined to share videos that reflect genuine experiences rather than polished marketing materials (Cuomo et al., 2020).

Moreover, the mechanics of social media platforms facilitate the rapid spread of UGC. Features such as likes, comments, and shares create an interactive environment where users can engage with content and each other, amplifying the reach of viral videos (Wallsten, 2010; Hautz et al., 2014). The interconnectedness of social media ecosystems means that a single piece of UGC can quickly spread across multiple platforms, reaching diverse audiences and driving exponential growth in visibility (Li, 2023; Fang, 2023). For example, a viral TikTok video can be shared on Instagram, Twitter, and Facebook, further enhancing its reach and impact (Klug et al., 2021).

The characteristics of viral videos often include elements that provoke emotional arousal, which is a significant driver of sharing behaviour (Nelson-Field et al., 2013; Botha & Reyneke, 2013). Videos that surprise or entertain tend to perform better in virality, capturing viewers' attention and encouraging them to share the content with their networks (Gómez, 2014; Gómez et al., 2020). Additionally, the low production cost associated with UGC allows for a higher volume of content creation, increasing the chances that some videos will resonate with audiences and achieve viral status (Li, 2024; Fang, 2023). Therefore, this study will focus on the impact and significance of UGC videos in social media, especially on viral video characteristics.

## 2.5 Foundation of Virality

The evolution of viral communication can be traced back to the two-step flow theory by Lazarsfeld, Berelson, and Gaudet (1948), which emphasised the importance of interpersonal influence over direct media effects. This theory introduced the role of opinion leaders in mediating information and laid the groundwork for understanding how personal relationships shape decision-making processes. The concept of word-of-mouth emerged from this foundation, signifying the significance of personal influence in spreading information, ideas, and behaviours. Over time, this phenomenon evolved into the more complex framework of viral communication, characterised by the rapid propagation of messages through social and digital networks.

Douglas Rushkoff (1994) is widely credited with introducing the term "virality" in his book *Media Virus: Hidden Agenda in Popular Culture*, which examined the mechanisms behind the exponential spread of free email services. Building on this, Welker (2002) formalised the concept of virality by identifying four key principles: interactive technology platforms, emotional incentives, the desire to share positive experiences, and the role of recipients as indirect ambassadors. Subsequent studies by Lippman and Reed (2003) and Porter and Golan (2006) highlighted how viral communication differs from traditional advertising, emphasising participatory dissemination rather than one-way broadcasting. Wilson (2012) highlighted the principles of viral marketing as: giving away free products and services; easily transferring to others; scales easily and effortlessly from small to large; utilising motivations and behaviours; utilising existing communication networks and taking advantage of other resources. Viral messages, which can take the form of videos, memes, or GIFs, are specifically designed to propagate through interpersonal channels, often leveraging trust and emotional connections to maximise engagement (Nguyen & Chaudhuri, 2019).

Petrescu (2016) contributed significantly to understanding viral communication, emphasising its relevance in marketing for achieving persuasive communication through social networks. Viral campaigns exploit the Internet's interactive, decentralised nature to foster user engagement, making it an effective tool for sharing messages, advertisements, and behaviours on a large scale. Psychological factors, such as empathy and trust, play a pivotal role in successful viral campaigns by fostering emotional connections

between the sender and receiver. This trust is enhanced when the motivation behind sharing appears non-commercial or altruistic (Aguado-Guadalupe & García-García, 2009; Rafailidis et al., 2014). Hansen et al. (2011) further underscored the importance of affective arousal, highlighting its theoretical and practical implications for viral marketing.

The classification of viral messages into six categories, which are pass-it-on, incentivised viral, undercover marketing, fan clubs, marketing rumors, and user-managed databases, offers valuable insight into their varied formats and uses. Among these, online video, often regarded as the "king" of viral content, stands out as the leading medium due to its strong emotional impact and high shareability (Nahon et al., 2011; Shifman, 2012). The success of viral campaigns can be further understood through the cascade recommendation model, which highlights the importance of reach, user-sharing behaviours, and public feedback (Rafailidis et al., 2014; Susarla et al., 2016).

Despite its potential, viral communication is not without challenges. Controversial or provocative content may generate visibility but often fails to build favorable brand attitudes or positive purchase intentions (Sabri, 2017). Moreover, as Thomas (2004) observed, the term "buzz marketing" was proposed to replace "viral marketing." However, its focus on rumor and conversation proved less aligned with viral strategies' self-replicating and participative nature.

Synthesis of the literature. Across the reviewed scholarship, three recurring explanatory clusters emerge. First, high-arousal emotions (both positive and negative) reliably increase sharing intention and engagement, whereas low-arousal emotions tend to suppress immediate transmission. Second, social influence cues—source credibility, relational ties, and social proof—reduce perceived risk and provide validation, thereby accelerating eWOM and peer-to-peer diffusion. Third, platform recommendation systems and AI-driven ranking operate as amplification mechanisms that can magnify or dampen exposure independent of content quality. These clusters, together with observable content features and boundary conditions (platform format and culture), are consolidated in the proposed framework (Figure 1) to explain how viral reach is produced and why virality may not always translate into persuasion or long-term brand outcomes.

### 3. METHOD

This study employed a systematic literature review (SLR) to synthesise peer-reviewed scholarship on viral video marketing from 2011 to 2024. The objective was to consolidate fragmented evidence on (i) emotional triggers and arousal, (ii) social influence mechanisms, and (iii) platform/AI-driven recommendation dynamics, and to translate these themes into a coherent set of constructs, indicators, and relationships that inform a proposed Viral Video Marketing Framework.

The development of the Systematic Literature Review arose from the need to ensure that decisions affecting individuals' lives are based on up-to-date, comprehensive knowledge derived from existing research (Higgins et al., 2008). A systematic literature review is a rigorous methodology that involves synthesising existing literature to generate a comprehensive piece without collecting empirical data (Kraus et al., 2020). Okoli and Schabram (2015) propose using a systematic literature review to obtain precise, transparent data during the review process. In order to carry out the research, Mohamed Shaffril, H.A., Samsuddin, S. F., and Abu Samah, A. (2021) proposed seven essential components of a systematic literature review (SLR). These components include (1) the establishment and validation of a review protocol, publication standard, reporting standard, or guidelines; (2) the formulation of research inquiries; (3) the implementation of systematic search strategies; (4) the assessment of quality; (5) the extraction of data; (6) the synthesis of data; and (7) the presentation of data.

The review followed four phases: planning the review, executing the search, screening and selecting studies, and synthesising findings. Searches were conducted in Web of Science, Scopus, and Google Scholar, with the final search completed on 18 September 2024. Only English-language, peer-reviewed sources were retained for synthesis. Search strategy. A broader keyword strategy was used to capture

diverse terminologies for social video diffusion. The core search logic combined video-virality terms with marketing/diffusion terms and mechanism terms (emotion, social influence, algorithms). Search string:

("viral video\*" OR "social video" OR "online video\*" OR "video sharing" OR "short-form video" OR TikTok OR YouTube) AND (marketing OR advertising OR eWOM OR "electronic word-of-mouth" OR diffusion OR sharing OR engagement) AND (emotion\* OR arousal OR valence OR outrage OR humor OR awe OR "social influence" OR "social proof" OR algorithm\* OR recommendation OR "AI")

Eligibility criteria. Studies were included or excluded based on the following criteria:

- i. Inclusion: empirical or conceptual studies on viral video marketing / sharing mechanisms in social media contexts; 2011–2024; English; peer-reviewed.
- ii. Inclusion: Studies reporting constructs relevant to emotional arousal/valence, social influence/eWOM, platform algorithms/recommendation, content features, or diffusion outcomes.
- iii. Exclusion: Non-scholarly sources; papers using "viral" in biomedical contexts; technical streaming/compression papers without marketing or diffusion mechanisms; studies unrelated to video.
- iv. Exclusion: Duplicates and records without accessible full text.

Screening and selection. Titles and abstracts were screened first, followed by full-text assessment against the criteria above. The final synthesis included 58 studies (see Appendix Table 2 for the full list). The journal recommends a PRISMA-style flow diagram; when database export counts are unstable (notably Google Scholar), this paper reports the final included sample ( $n = 58$ ) and documents the screening stages in the text.

Data extraction and thematic coding. For each included study, bibliographic information and key constructs (emotion/arousal, content features, social influence cues, platform/algorithm factors, outcomes, and context) were extracted. Themes were developed through qualitative thematic analysis, iteratively grouping similar constructs into higher-order categories that inform Tables 3–6 and the proposed framework.

### 3.1 Results

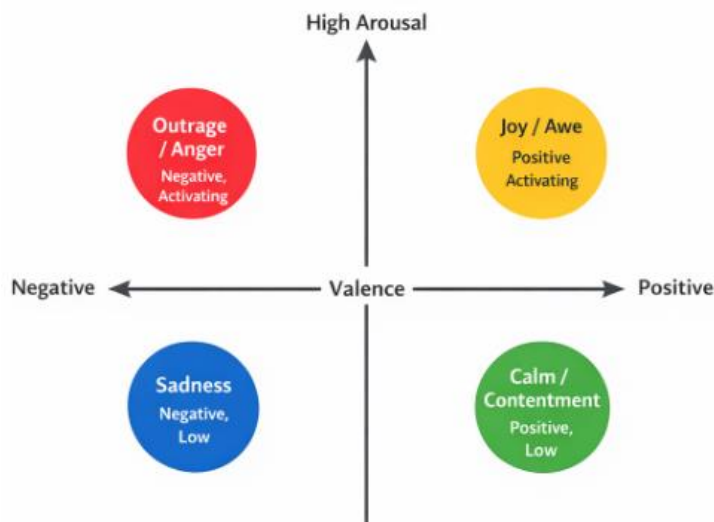
Table 2 summarises the final sample of studies included in the SLR (see Appendix). Addressing Objective 1, the synthesis indicates that emotional arousal is a primary driver of viral video sharing: high-arousal emotions such as joy, awe, and surprise are consistently associated with higher transmission rates (Berger & Milkman, 2012; Nelson-Field et al., 2013). Importantly, negative high-arousal emotions (e.g., anger) can also stimulate sharing under specific social or political conditions (Hoedemaekers, 2011; Rubenking, 2019). Beyond emotion, social influence mechanisms—peer endorsement, relational ties, and sender credibility - shape whether viewers convert attention into sharing behaviour.

For instance, research by Cho et al. (2014) suggests that videos shared by trusted individuals receive more positive reception, even when the brand itself lacks credibility. Additionally, practical value and novelty enhance shareability, as audiences are more likely to share content that offers useful insights or an element of surprise (Berger & Milkman, 2012). Storytelling techniques, such as the "Trojan Horse Effect," can also enhance engagement by embedding messages in entertaining narratives (Akpınar & Berger, 2017). Platform-specific factors further shape viral dynamics, with TikTok's recommendation system prioritising rapid engagement (Azis Riu et al., 2023) and YouTube favoring shorter video formats (Tellis et al., 2020). However, significant gaps remain in understanding algorithmic bias and how content dissemination varies across platforms (Dubal & Bhatia, 2022).

**Table 3.** Key Characteristics of Viral Videos

Characteristic of viral video	Description	Key References
Emotional Appeal	High-arousal emotions like joy, awe, surprise, humor, and inspiration drive higher sharing rates than low-arousal emotions like sadness or calmness.	Berger & Milkman (2012); Nelson-Field et al. (2013); Dafonte-Gómez (2014)
Authenticity and Relatability	User-generated and authentic content is more viral than highly polished branded content, as people prefer sharing videos that feel genuine.	Nelson-Field et al. (2013); Huang et al. (2013); Nikolinaou & King (2018)
Simplicity and Memorability	Easily digestible, memorable content with a clear message spread faster. Complex messages often fail to go viral.	Yazdanifard & Chung (2015); Tellis et al. (2020)
Surprise and Unexpectedness	Content that contains an unexpected twist or surprising element engages viewers and encourages social sharing.	Dafonte-Gómez (2014); Akpınar & Berger (2017)
Social Currency	People share content that enhances their self-image (i.e., it makes them look smart, funny, or socially aware).	Berger & Milkman (2012); Reichstein & Brusch (2019)
Interactivity and Engagement	Viral videos often encourage user interaction (e.g., challenges, reactions, duets on TikTok).	Ab Hamid & Adnan (2022); Nilsen & Kvia (2022)

To aid interpretation of the emotion-related findings in Table 4, Figure 2 visualises emotions along two dimensions—valence (positive vs. negative) and arousal (high vs. low activation). The synthesis suggests that arousal is the more consistent driver of sharing behaviour: high-arousal emotions can increase sharing regardless of whether they are positive (e.g., joy/awe) or negative (e.g., outrage/anger), whereas low-arousal emotions (e.g., sadness) are less likely to trigger immediate transmission.

**Fig. 2.** Valence–Arousal map (Circumplex Model of Affect) illustrating why both 'Joy' and 'Outrage' can drive sharing

**Table 4.** Emotional Elements that Drive Virality

Emotional Elements	Effect of virality	Key References
Joy and Humor	Increases shareability by making users feel good and encouraging them to pass on positive emotions.	Nelson-Field et al. (2013); Huang et al. (2013)
Awe and Inspiration	Evokes admiration and encourages users to share content that feels meaningful.	Berger & Milkman (2012); Tellis et al. (2020)
Surprise and Suspense	Keeps viewers engaged, making them more likely to watch and share.	Dafonte-Gómez (2014); Quesenberry & Coolsen (2019)
Fear and Anxiety	Can make videos go viral when associated with social issues or strong moral appeals.	Alhabash & McAlister (2014); Rubenking (2019)
Controversy and Shock	Provokes discussion and debate, leading to increased engagement.	Hoedemaekers (2011); Sabri (2017)

The second objective of this research is to understand how the viral technique can interact with and influence social, philosophical, and psychological structures where it may be possible to develop parameters for video virality adapted to the local cultural and community context. The thematic analysis of future recommendations study has been analysed to achieve this objective. As a result of this finding, viral videos interact with societal structures in complex ways, reflecting and shaping cultural norms. Localised storytelling and cultural adaptation are crucial for virality, as different audiences respond to content based on their regional values and humour preferences, as shown in Table 5 and Table 6.

**Table 5.** Content Features of Viral Videos

Feature	Impact	Key References
Short video length	Shorter videos (under 2 minutes) perform better, especially on platforms like TikTok, Instagram Reels, and YouTube Shorts.	France et al. (2016); Tellis et al. (2020)
Storytelling and Narrative Arc	Videos with a clear beginning, peak, and resolution engage viewers better. A strong emotional arc increases virality.	Quesenberry & Coolsen (2019); Reichstein & Bruschi (2019)
Music and Audio	Well-integrated music enhances emotional response and makes videos more memorable.	Karpasitis et al. (2018)
Celebrity Endorsement	Recognisable figures increase credibility and exposure, though authenticity is still crucial.	Dafonte-Gómez (2014)
User-Generated Content (UGC)	UGC is perceived as more authentic and relatable than branded content, increasing trust and engagement.	Muda & Hamzah (2021); Nilsen & Kvia (2022)

**Table 6.** Social and Platform Factor in Virality

Factor	Effect	Key References
Electronic Word-of-Mouth (eWOM)	The more people talk about a video, the higher its virality. Peer recommendations are key.	Sharma et al. (2012); Farzin & Fattahi (2018)
Influencer Amplification	Influencers play a significant role in spreading viral content due to their established audiences.	Azis Riu et al. (2023); Shi (2024)
Platform Algorithms and AI	Recommendation algorithms (e.g., TikTok's For You Page) boost viral content based on engagement metrics.	Nilsen & Kvia (2022); Dubal & Bhatia (2022)
Hashtags & Trends	Videos tied to trending topics and hashtags gain more exposure.	Ab Hamid & Adnan (2022)

Research by Sharma et al. (2018) highlights the importance of cultural context in shaping virality, while Fayuti et al. (2022) emphasise the need for region-specific campaigns, particularly in markets like Malaysia. From a psychological perspective, viral content reinforces identity and social belonging, as individuals often share videos to express themselves or strengthen social connections (Anggraeni & Diandra, 2017; Dafonte-Gómez et al., 2020). However, ethical concerns emerge when brands exploit societal norms through provocative content or misinformation. Studies suggest that shock value can drive virality, but such tactics risk public backlash and reputational damage (Hoedemaekers, 2011; Rath, 2018). While researchers acknowledge these risks, there is limited exploration of the long-term societal impacts of viral marketing, such as its effects on mental health, digital misinformation, and cultural homogenisation.

The third objective is to identify viral elements and characteristics. Several key elements contribute to viral video success, including emotional storytelling, authenticity, and technical precision, as shown in Table 3 and Table 4. Positive narratives with relatable characters and unexpected plot twists tend to perform well, drawing audiences in and encouraging shares (Tellis et al., 2020; Quesenberry & Coolsen, 2019). Authenticity remains a crucial factor, with user-generated content (UGC) often outperforming branded advertisements due to its perceived relatability and trustworthiness (Nelson-Field et al., 2013; Muda & Hamzah, 2021).

Humour is another strong driver of virality, though its effectiveness depends on cultural factors (Sharma et al., 2018; Petrescu et al., 2015). Technical aspects such as short-form storytelling, high-quality visuals, and synchronized music further enhance engagement, with studies suggesting that videos between 60-90 seconds tend to perform best (Karpasitis et al., 2018). Despite these insights, research on interactive elements like augmented reality (AR) filters, live polls, and audience participation remains underdeveloped (Bakalo & Zewude, 2023). Additionally, there is limited understanding of how viral content adapts across diverse cultural frameworks, making cross-cultural analysis an important area for future research.

The fourth objective is to identify critical gaps in existing viral marketing research. One notable issue is the overemphasis on Western markets, with Asia, Africa, and Latin America being underrepresented in studies on viral content dissemination (Sharma et al., 2018; Mishra & Satish, 2016). Additionally, research primarily focuses on positive viral marketing, with limited discussion on negative electronic word-of-mouth (eWOM) and its effects on brand perception (Farzin & Fattahi, 2018; Roy et al., 2021). Another significant gap is the prioritisation of short-term engagement metrics like views and shares, with little focus on the long-term impact of viral marketing on brand loyalty or social attitudes (Tellis et al., 2020).

The role of platform algorithms in amplifying or suppressing content remains poorly understood, particularly with AI-driven recommendation systems (Motoki et al., 2020). To address these challenges, future research should prioritise cross-cultural comparative studies, the development of ethical frameworks for responsible virality (Nikolinakou & King, 2018), and longitudinal studies examining the effects of viral content on consumer behaviour and societal norms. Emerging methodologies, such as AI-driven sentiment analysis (Kulkarni et al., 2020) and neuroimaging techniques (Motoki et al., 2020), could provide deeper insights into the psychological and algorithmic drivers of virality.

#### **4. DISCUSSION**

Apart from the key characteristics that make a video go viral, the dataset also uncovered additional insights into broader trends in video marketing. These findings highlight the complex relationship between virality, persuasiveness, cultural factors, and long-term brand impact.

One of the critical observations is the trade-off between virality and persuasiveness. While highly viral videos can reach large audiences and generate significant engagement, they often lose persuasive power. This means that viral success does not always translate to increased sales or long-term customer conversion. Tucker (2015) found that as a video becomes more viral, its ability to influence consumer purchase intent declines. This suggests that while brands may aim for virality, they must also ensure their messaging retains its ability to drive action rather than merely capturing attention.

Another key finding is the role of sentiment analysis in viral content. Research indicates that positive sentiment is strongly correlated with higher virality, as people are more likely to share uplifting, humorous, or inspiring content. However, Roy et al. (2021) and Kulkarni et al. (2020) found that mixed or neutral content is often perceived as more credible by audiences. This implies that while positivity drives shares, a balance of emotions or an authentic, neutral tone may enhance credibility and engagement, particularly for informational or brand-driven content.

The dataset also highlights cross-cultural differences in viral content, showing that what resonates in one culture may not necessarily achieve the same level of engagement elsewhere. Humour, storytelling styles, and emotional triggers vary significantly across regions. Sharma and Kaur (2018) and Moldovan et al. (2019) found that Western audiences tend to engage more with humour and surprise elements, whereas Eastern audiences may prefer storytelling rooted in emotional depth or social values. These differences emphasise the need for brands to localise their content strategies to ensure cultural relevance when targeting global audiences.

Another important insight is the impact of negative virality. Controversial, shocking, or provocative content can spread rapidly, drawing significant attention. However, this does not always translate to positive brand perception. Sabri (2017) and Rath (2018) warn that while controversy can drive engagement, it also carries the risk of reputational damage. Brands leveraging shock value or social controversy must carefully assess the long-term risks, as negative associations can lead to consumer backlash or loss of trust.

Finally, the dataset highlights the long-term effects of viral content, revealing that while viral videos generate short-term engagement, they do not necessarily foster long-term brand loyalty. Tellis et al. (2020) and Fayuti et al. (2022) found that viral content often creates immediate spikes in brand visibility but fails to sustain consumer interest over time. This suggests that brands should not rely solely on virality for long-term growth but should integrate viral content into a broader marketing strategy that fosters continuous engagement and brand connection.

In conclusion, while viral videos have the potential to reach vast audiences, their effectiveness depends on more than just shareability. Marketers must navigate the balance between engagement and persuasion, consider cultural differences, and be mindful of the risks associated with controversial content. Furthermore, sustaining brand relevance beyond the initial viral wave remains a critical challenge, reinforcing the importance of strategic, long-term content planning.

The extensive review of relevant literature underscores the critical role of technological advancements, social media engagement, emotional appeal, and inherent complexities in viral marketing. The ever-evolving virtual landscape is shaped by viral dissemination mechanisms, audience interaction patterns, and algorithms that define modern marketing approaches. While these insights offer valuable perspectives on the driving forces behind content virality, they also introduce ethical and strategic dilemmas that warrant deeper exploration, such as data privacy concerns and manipulative marketing tactics. The collection and use of consumer data in viral campaigns raises significant privacy issues, as many users may not be aware of how their personal information is being tracked and leveraged for marketing purposes. Additionally, brands sometimes employ emotionally charged narratives that manipulate consumer behaviour, potentially leading to misleading advertising practices that erode trust over time.

Social networks such as Facebook, TikTok, YouTube, and Instagram prioritise high-value, vibrant content to drive user activity. The algorithmic recommendation systems employed by these platforms amplify reach based on interaction metrics rather than follower count, enabling lesser-known creators to achieve virality. Features like duets, challenges, and short-form videos are pivotal in generating high engagement and encouraging organic content dissemination. However, each platform has distinct content preferences. TikTok thrives on short, energetic clips, while YouTube supports longer, narrative-driven content. Continuous real-time analysis allows marketers to refine content strategies by tracking engagement indicators such as likes, shares, and comments. Nevertheless, numerous complications arise, including disinformation, algorithmic bias, and ethical issues in virtual marketing approaches, even with such technology-provided benefits.

#### 4.1 The Role of User-Generated Content (UGC)

User-generated content (UGC) has become a fundamental element of digital marketing, shaping consumer perception and cultivating trust. In contrast to conventional marketing, user-generated content (UGC) is regarded as more trustworthy, as recommendations from peers and influencers bolster audience assurance. Consumers are more inclined to interact with relatable, peer-generated content than with traditional brand-focused advertising. Micro-influencers and peer endorsements are more effective than celebrity endorsements because of their perceived authenticity and relatability. Moreover, interactive user-generated content formats, such as viral challenges and meme culture, have demonstrated efficacy as potent engagement tools, enhancing emotional investment in the content.

#### 4.2 Evolution and Relevance of Viral Marketing Principles

The fundamental ideas of virality established by Welker (2002), Lippman & Reed (2003), Porter & Golan (2006), and Wilson (2012) retain partial relevance today but necessitate modification for the digital age.

**Welker's Four Key Principles (2002)** - Interactive technology platforms, emotional incentives, positive experience sharing, and indirect ambassadorship continue to be relevant but should incorporate algorithm-driven reach, influencer marketing, and the impact of negative virality.

**Lippman & Reed (2003) and Porter & Golan (2006)** - Viral communication functions as participative dissemination rather than one-way broadcasting still holds, but algorithmic curation currently coexists with participative sharing.

**Wilson's Viral Marketing Principles (2012)** - Free product giveaways, ease of transferability, scalability, and network utilisation are still valid but should consider monetisation incentives, influencer partnerships, and AI-driven engagement methods.

#### 4.3 The Influence of Social Validation and Network Effects

The progression of social media has altered the dissemination of viral information, highlighting engagement tactics based on social evidence and psychological affirmation. Individuals disseminate content not solely for amusement but to construct their social identity, portraying themselves as knowledgeable, witty, or socially aware. Network effects amplify virality, facilitating the rapid dissemination of content through peripheral social circles instead of intimate communities.

This challenges the presumption that close acquaintances predominantly disseminate viral information. Platform-specific trends greatly influence viral success. TikTok amplifies humour, trends, and interactive formats, whereas YouTube thrives on high-production, narrative-centric films. Despite these insights, researchers must further evaluate the relationship between viral exposure and enduring brand loyalty.

#### 4.4 Emotional Stimuli and Ethical Considerations

The emotional appeal is essential for content virality. Intense emotions like delight, surprise, awe, and inspiration foster significant participation and sharing. Positive emotions primarily drive virality. However, negative emotions such as indignation and moral outrage can also amplify material dissemination, though they may harm the company's reputation. Content attributes, such as humor and relatability, markedly enhance the probability of spreading.

Strategic storytelling is a highly effective engagement method, primarily when centered on suspenseful or unforeseen scenarios. Subtle branding methods, which blend a brand into an emotionally resonant narrative instead of explicit promotion, increase shareability and maintain audience engagement. This technique has ethical considerations, as manipulative emotional tactics may provoke audience resentment if seen as false or fake. Consumers are becoming more cognizant of emotional marketing tactics, and the apparent manipulation of emotions for profit may undermine brand confidence.

#### 4.5 Marketing Implications

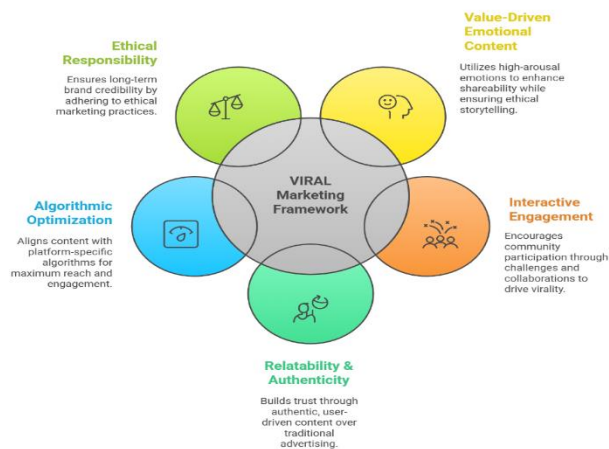
These findings facilitate the formulation of viral marketing tactics, providing a systematic method to augment shareability. The suggested viral video marketing framework offers a structured direction for marketers and providers to enhance social media content. Moreover, enhancing understanding of these strategies might assist audiences in distinguishing authentic material from deceptive marketing tactics, thereby promoting more ethical digital marketing activities.

One of the most compelling aspects of this framework is its balanced approach, which seamlessly integrates ethical responsibility with emotional storytelling and engagement tactics. This ensures that viral marketing strategies do not solely prioritise reach and engagement but also adhere to ethical guidelines, aligning with modern consumer expectations. As audiences become increasingly aware of manipulative advertising tactics, this framework's emphasis on ethical considerations enhances credibility and long-term consumer trust.

A key strength lies in its drivers of virality, particularly the recognition of value-driven emotional content. Studies consistently show that high-arousal emotions such as joy, surprise, and excitement are critical in determining shareability. By leveraging these emotions strategically, brands can enhance user engagement while maintaining authenticity. Additionally, the framework highlights interactive engagement, particularly relevant for social media platforms like TikTok and Instagram, where user participation, challenges, and trends dictate viral success. This focus on community-driven interaction ensures that content remains dynamic and resonates with audiences on a deeper level.

The framework also strongly emphasises trust and authenticity, both of which are critical in today's digital marketing landscape. Consumers increasingly favor relatable, user-generated content over traditional advertising, as research suggests it is perceived as more credible and trustworthy. By prioritising relatability and authenticity, the framework encourages brands to move away from overly polished, corporate-driven narratives and instead embrace more organic, audience-centered storytelling. Furthermore, it addresses ethical concerns, such as the potential for misleading content, algorithmic bias, and lack of transparency in viral marketing. This proactive stance on ethical marketing differentiates the framework from conventional viral strategies that may prioritise virality at the expense of integrity.

From a technical and strategic standpoint, the framework's algorithmic optimisation component ensures that content is engaging and strategically positioned for maximum reach. Understanding platform-specific algorithms is crucial for brands to enhance engagement and visibility. By leveraging data-driven marketing strategies, this framework ensures that viral campaigns remain effective, adaptive, and sustainable, maximising impact while maintaining ethical integrity.



**Fig 1.** Proposed Viral Video Marketing Framework

**Source:** Authors' own illustration (adapted from prior studies)

The framework integrates three interacting drivers of virality: (1) emotional activation (especially high-arousal emotions that motivate immediate sharing), (2) social influence cues (source credibility, social proof, and eWOM that validate content and reduce sharing risk), and (3) algorithmic amplification (recommendation and ranking systems that scale exposure). Content features (e.g., humor, novelty, storytelling, and production cues) serve as observable inputs that trigger emotions and social responses, while platform and cultural context act as boundary conditions. The framework also highlights trade-offs between reach (virality) and persuasion/brand outcomes, and it flags ethical risks when negative virality or manipulative tactics drive engagement.

## 5. CONCLUSION

This systematic review demonstrates that viral marketing effectiveness is shaped by the interplay of technological affordances, user-generated content, social network dynamics, and emotionally charged messaging. Together, these factors explain why certain campaigns achieve rapid diffusion and high levels of engagement across digital platforms. However, the literature also makes clear that virality should not be treated as an uncomplicated indicator of marketing success. The same mechanisms that accelerate visibility and consumer interaction can also amplify misinformation, controversy, reputational damage, and strategic loss of control.

A major contribution to this review is its identification of three persistent weaknesses in the current body of knowledge. First, although prior studies have extensively examined the drivers of sharing behaviour, far less attention has been given to the governance of virality, particularly regarding legal accountability, algorithmic mediation, and ethical responsibility. Second, the literature remains heavily concentrated in Western settings, limiting its explanatory power across culturally diverse markets where humor, emotional triggers, symbolic meanings, and sharing norms may differ substantially. Third, evidence on the long-term consequences of viral marketing remains fragmented and inconclusive. While viral campaigns may generate immediate reach and short-term visibility, their capacity to produce enduring outcomes, such as repeat purchases, loyalty, consumer trust, and brand equity, remains insufficiently understood.

These findings suggest that the field must move beyond a performance-centered understanding of virality. Reach, impressions, and short-lived popularity are insufficient as standalone measures of effectiveness if they are detached from questions of sustainability, ethical legitimacy, and post-viral brand resilience. Viral marketing should therefore be understood not merely as a diffusion strategy, but as a form of strategic communication that must balance engagement, authenticity, cultural sensitivity, and ethical responsibility. Without such a balance, virality risks becoming a volatile asset that delivers attention without securing durable value.

In this regard, the review provides a strong basis for future research to develop more robust theoretical and evaluative models of viral marketing. There is a clear need for frameworks that integrate strategic performance with ethical assessment, cross-cultural sensitivity, and long-term brand outcomes. Such work is especially important in non-Western contexts, including Malaysia, where local cultural values and normative expectations may shape the acceptability and effectiveness of viral content in distinct ways.

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The authors agree that this research was conducted without any self-benefit, commercial, or financial conflicts and declare that there are no conflicts of interest with the funders.

## AUTHORS' CONTRIBUTIONS

Mohd Hanif Mohd Omar was responsible for conceptualisation, developing the theoretical framework, writing the original draft, and reviewing and editing the manuscript. Azahar Harun supervised the research process and validated the findings. Shafezah Abdul Wahab contributed to data collection.

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## Appendix

**Table 2.** Systematic Literature Review Matrix (2011-2024)

Authors/ Years	Title	Finding summary	Future recommendations
Hoedemaekers, C. (2011)	Viral marketing and imaginary ethics, or the joke that goes too far	This study explores the role of humor, shock, and transgression in viral marketing, particularly how banned TV ads become highly successful online. The research applies psychoanalytic theories from Freud and Lacan to explain why viewers are drawn to controversial, socially inappropriate humor in advertising. Key findings reveal that viral ads succeed by leveraging humor that breaks social norms, making audiences feel guilty and entertained simultaneously. This "forbidden pleasure" (jouissance) drives engagement, as people are drawn to share content that feels too rebellious or offensive for mainstream media. The research suggests that advertisers intentionally create ads that will be banned, knowing that controversy fuels online virality. The paper analyzes real-world viral ads, such as the Ford SportKA "Evil Twin" ad (depicting animal cruelty) and Volkswagen's "Built to Last" ad (mocking terrorism), demonstrating how offensive humor and societal transgression make content more shareable. However, the study criticizes these ads for falsely appearing progressive, arguing that they do not actually challenge social norms but reinforce them under the guise of rebellion.	Future research should explore how different demographics and cultural groups perceive transgressive viral ads, compare humor-based virality across platforms like TikTok and YouTube, and examine whether controversial marketing builds or harms brand loyalty over time.
Berger & Milkman. (2012)	What Makes Online Content Viral?	Content that evokes high-arousal emotions like awe, anger, or anxiety tends to be shared more frequently than content associated with low-arousal emotions, like sadness. These high-arousal emotions activate viewers, prompting them to engage and share the content with others. Additionally, positive content is generally more viral than negative content. People prefer sharing positive stories because it reflects well on them as sharers, contributing to their self-image and spreading positive energy. Finally, content that provides practical value captures interest or delivers an element of surprise also demonstrates a higher likelihood of being shared. Practical and surprising content engages audiences by offering useful information or unexpected insights, which encourages further distribution.	Investigate platform-specific factors that affect virality (e.g., YouTube vs. Facebook). Examine how demographic factors influence sharing behaviors. Explore the interaction between emotions and other creative elements like visuals or storytelling. Research real-time factors (e.g., weather or events) that might modulate virality
Hsieh, JK et al. (2012)	Exploring the disseminating behaviors of eWOM marketing: persuasion in online video	This study investigates how electronic word-of-mouth (eWOM) in online video marketing influences consumers' likelihood of forwarding and sharing content. Using Lasswell's communication model, the researchers examine three key factors: awareness of persuasive intent, perceived humor, and multimedia effects. Key findings show that awareness of advertising intent negatively affects sharing behavior—when consumers perceive a video as a commercial, they are less likely to forward it. However, humor plays a significant role in increasing virality, as humorous videos generate positive emotional responses and social sharing motivation. Additionally, high-quality	Future research should explore cross-platform viral dynamics, sentiment analysis in eWOM, and how viral content affects brand loyalty over time.

		multimedia effects (rich visuals and sound) improve engagement, making viewers more likely to share and discuss the content. Using experimental research with 274 participants, the study finds that videos with humor and strong multimedia effects but subtle branding have the highest virality potential. The research also confirms that viewers' attitude toward the video mediates sharing intentions, meaning that if a viewer likes the video, they are more likely to share it.	
Sharma, R., Morales-Arroyo, M., & Pandey, T. (2012).	The emergence of electronic word-of-mouth as a marketing channel for the digital marketplace	This study investigates the impact of Electronic Word-of-Mouth (eWOM) on music album sales, demonstrating its critical role in reducing consumer uncertainty and driving purchases. The research identifies MySpace posts and listens as the most effective eWOM predictors, followed by YouTube views and uploads. Interestingly, comments had a relatively weaker impact, suggesting that engagement metrics like views and listens hold greater significance. A notable finding is the latency effect, where eWOM influences sales for up to 2.5 weeks after its occurrence. This highlights the importance of strategic timing in viral marketing efforts. The study also emphasizes that eWOM is particularly effective for hedonic products, providing consumers with peer-generated insights that reduce uncertainty in decision-making. Despite its insights, the research is limited by its focus on the U.S. market and music albums, with no differentiation between positive and negative eWOM.	Future studies should explore cultural and regional variations, the impact of sentiment, and the applicability of eWOM to other product types.
Nelson-Field et al. (2013)	The emotions that drive viral video	This study examines which emotions drive viral video sharing by analyzing 800 videos (400 commercial, 400 user-generated) and tracking their daily Facebook shares. The research finds that high-arousal emotions (whether positive or negative) are the strongest factors in making a video go viral. Videos that trigger joy, inspiration, humor, or surprise are shared twice as much as those that evoke low-arousal emotions like boredom, calmness, or sadness. Interestingly, positive videos are shared 30% more than negative ones, showing that people prefer to share happy, entertaining, or inspiring content rather than videos that provoke fear, sadness, or anger. However, the study also finds that arousal (high-energy emotions) matters more than whether the emotion is positive or negative, meaning that a highly emotional negative video can still go viral if it strongly engages viewers. Another key insight is that user-generated videos are shared more frequently than branded advertisements. This suggests that authenticity and relatability play a big role in virality. Highly produced brand ads may struggle to achieve the same organic engagement as content created by everyday users. Overall, the study highlights the importance of high-arousal emotional content, positive storytelling, and authenticity in making videos highly shareable. Marketers and content creators should focus on evoking strong emotions and maintaining a relatable, organic feel to maximize viral potential.	Expand Research to Different Social Media Platforms by compare viral video effectiveness on YouTube, TikTok, Instagram, and Facebook. Analyze Cross-Cultural Differences by examine how viral video perception varies in Western vs. Asian markets. Conduct Sentiment-Based eWOM Analysis by investigate how positive vs. negative video sentiment affects brand perception. Assess whether viral video exposure leads to long-term brand loyalty and higher conversion rates.

Huang, J., Su, S., Zhou, L., & Liu, X. (2013).	Attitude toward the viral ad: Expanding traditional advertising models to interactive advertising	This study investigates how attitude toward viral advertisements (Av) and attitude toward embedded brands (Ab) influence sharing behavior (SI) and purchase intention (PI) in viral video marketing. Using 602 Chinese undergraduate students as participants, the researchers examined three viral videos from YouKu (China's YouTube), testing how viewers' reactions to these videos influenced their sharing and brand perceptions. Key findings reveal that a positive attitude toward a viral video (Av) is the most critical factor in determining sharing intention (SI). Unlike traditional advertising, where cognitive processing of brand information (Cb) plays a major role, viral video success is driven by emotional engagement. If viewers like a video, they will share it, regardless of brand presence. Additionally, a positive attitude toward the brand (Ab) also influences sharing behavior, suggesting that viral videos must strike a balance between entertainment and brand messaging. The study confirms that Affect Transfer Hypothesis (ATH) best explains viral video success, meaning that emotions toward the ad directly influence brand perception and sharing intent. This contrasts with traditional advertising, where the Dual Mediation Hypothesis (DMH), which assumes cognition leads to brand attitude formation, is more applicable. For marketers, this study highlights the importance of entertainment, emotional engagement, and subtle branding in creating highly shareable viral videos. Brands should avoid overloading content with explicit marketing messages and instead focus on storytelling, humor, and inspiration to maximize sharing and brand impact.	Expand Research to Different Product Categories. Analyze Platform-Specific Virality: Compare viral factors on TikTok, YouTube, Instagram, and Facebook. Investigate Long-Term Effects by examine whether viral video exposure leads to brand loyalty or repeat purchases. Conduct Sentiment-Based eWOM Analysis by assess how positive vs. negative emotions in video comments affect virality.
Shen, B., & Bissell, K. (2013).	Social media, social me: A content analysis of beauty companies' use of Facebook in marketing and branding.	This study examines how six U.S. based beauty brands use Facebook to engage with consumers, enhance brand awareness, and foster loyalty. Key findings reveal that interactive content, such as Q&A, surveys, and polls, are central to driving engagement. Surveys and polls, in particular, garnered the highest number of comments, making them highly effective tools for interaction. High-end brands (e.g., Estée Lauder, MAC Cosmetics, Clinique) focus more on community engagement, while department store brands (e.g., L'Oreal, Maybelline, CoverGirl) emphasize promotions and sales. Additionally, post timing significantly affects engagement: high-end brands achieve better results with weekday posts during office hours, while weekend posts are more effective for department store brands. The study also highlights the importance of multi-channel integration by incorporating visuals, videos, and collaborations with influencers like makeup artists and spokesmodels. However, the research is limited to Facebook and lacks analysis of other social media platforms or cultural differences in consumer engagement.	Conduct cross-platform studies to explore how beauty brands engage audiences on different social media platforms. Study regional and cultural variations in social media engagement strategies and outcomes. Investigate the long-term effects of social media engagement on customer loyalty and sales. Examine how sentiment (positive vs. negative) in comments affects brand perception.
Alhabash & McAlister (2014)	To comment or not to comment? How virality, arousal level, and	This study examines how virality, arousal level, and commenting behavior on YouTube videos influence civic behavioral intentions (CBI), particularly in the context of cyberbullying	Expand Research to Other Social Causes & Commercial Marketing: Study whether high-arousal emotional effects apply to political activism.

	commenting behavior on YouTube videos affect civic behavioral intentions	awareness campaigns. Using an experimental study with 95 university students, the research explores the effects of emotional intensity, video popularity (views), and commenting behavior on audience engagement and offline civic actions. Key findings indicate that highly arousing videos (those that evoke strong emotional responses) are more effective at motivating civic engagement than low-arousing ones. Additionally, commenting on videos amplifies engagement, particularly when the video already has high views, suggesting that audience interaction reinforces the perceived importance of a cause. Interestingly, non-commenters were more engaged when the video had low views, possibly because they felt more responsibility to advocate for an under-recognized issue. One of the most important conclusions is that viral behavioral intentions (VBI), such as sharing, liking, or commenting, are the strongest predictors of civic action, surpassing attitudes toward the video or the issue itself. This suggests that active social media engagement is a key driver of real-world action, highlighting the power of viral content in mobilizing audiences.	environmental campaigns, and commercial viral ads. Compare Platform-Specific Viral Effects: Investigate how TikTok, YouTube, and Facebook differ in terms of viral engagement, commenting behavior, and civic outcomes. Track whether initial viral engagement leads to sustained offline activism or brand loyalty. Conduct Sentiment-Based eWOM Analysis: Examine whether positive or negative emotional engagement in comments influences the spread of viral content.
Cho et al. (2014)	The influence of sender trust and advertiser trust on multistage effects of viral advertising	Key findings reveal that sender trust (trust in the person who shares the ad) plays a more critical role in engagement than advertiser trust. When a trusted sender forwards an ad, people are more likely to open it and perceive it positively, regardless of their trust in the advertiser. However, engagement drops significantly when the advertiser is highly trusted, but the sender is not. This suggests peer endorsement is more important than brand credibility in viral marketing. The study also confirms that ads perceived as entertaining or informative drive higher engagement, while those seen as annoying or risky lead to lower engagement. Additionally, the positive emotions associated with a trusted sender can transfer to brand perception, meaning that even an unknown or less reputable brand can benefit from viral sharing when shared by a trusted friend. For marketers, this study highlights the importance of leveraging peer-to-peer sharing, ensuring ads are entertaining or informative, and minimizing perceived risks or intrusiveness to maximize viral potential.	Compare how sender trust and advertiser trust influence engagement on platforms like TikTok, YouTube, and Facebook. Investigate whether viral ad exposure leads to long-term brand affinity, repeat engagement, and conversions. Study whether positive or negative comments affect brand perception differently. Evaluate how viral ad effectiveness varies between services, consumer goods, luxury brands, and advocacy campaigns.
Tucker, C. E. (2015).	The reach and persuasiveness of viral video ads.	This study investigates the relationship between virality and persuasiveness in video advertising, revealing a tradeoff between high viewership and advertising effectiveness. On average, viral video ads become 10% less persuasive for every additional one million views, meaning that as a video becomes more viral, its ability to influence consumer purchase intent declines. However, ads that generate high engagement in the form of user comments, especially those mentioning the product, can retain their persuasiveness. The study also highlights the role of humor and visual appeal, which helps maintain effectiveness even at high view counts. Conversely, while effective at driving virality, outrageous content tends to weaken persuasiveness. For marketers, the findings suggest that tracking views alone is	Expand the study to other social media platforms to compare the dynamics of virality and persuasiveness. Conduct sentiment analysis on comments to distinguish whether engagement is positive or negative. Examine long-term consumer behavior beyond immediate purchase intent, such as brand loyalty and repeat purchases. Investigate how cultural and demographic factors influence the balance between virality and persuasiveness.

		insufficient they must also monitor user engagement and brand mentions in comments to assess an ad's true impact.	
Dafonte-Gómez (2014)	The key elements of viral advertising, from motivation to emotion in the most shared videos.	This study examines the key emotional and narrative elements that make video advertisements go viral, using content analysis of the 25 most-shared viral ads from 2006 to 2013. The research confirms that surprise (76%) and happiness (92%) are the most dominant emotions in viral content, supporting previous studies that emphasize the role of emotional arousal in driving engagement. Key findings indicate that users share viral videos to reinforce their identity, gain social approval, and contribute to community knowledge, aligning with the psychological motivation behind social media engagement. The study also highlights that humor (56%) is a major driver of virality, while erotic content (8%) and violence (16%) are far less common, contradicting the belief that controversial or provocative content is necessary for viral success. By classifying surprise into four types: real stunt, fictional stunt, surprise event, and narrative surprise, the study provides valuable insights into how storytelling techniques contribute to video-sharing behavior. Additionally, the presence of celebrity endorsements (32%) suggests that known personalities can enhance engagement, particularly when integrated into humor-driven or stunt-based videos. This research underscores the importance of emotionally engaging content, humor, and storytelling for advertisers and marketers in driving viral video success. Brands should focus on evoking joy, surprise, and authentic storytelling rather than relying on shock value or controversy to maximize shareability and audience engagement.	Analyze Negative eWOM and Controversial Content by investigating whether negative emotions like fear or anger contribute to or hinder virality. Expand to Different Examine Long-Term Brand Impact by assess whether viral video exposure leads to increased brand loyalty and conversion rates over time. Cross-Cultural Studies on Viral Advertising by compare how emotional triggers differ in Asian, European, and Latin American markets.
Petrescu, M., Korgaonkar, P., & Gironde, J. (2015).	Viral advertising: A field experiment on viral intentions and purchase intentions	This study examines what makes viral advertisements successful by analyzing how ad appeal, sender credibility, and audience demographics influence viral and purchase intentions. Using 388 participants in a controlled experiment, the researchers tested three ad types (humor, sex, information) to determine their impact on engagement, sharing, and purchasing behavior. Key findings reveal that humor-based ads generate the highest viral engagement, outperforming sexual and informational ads. This suggests that entertaining and lighthearted content is most effective for driving shares and brand awareness. Additionally, the study confirms that a positive attitude toward an ad significantly increases viral intentions, meaning that ads must be enjoyable to be shared. Another crucial finding is that viral intentions directly translate to purchase intentions, indicating that successful viral ads can positively influence sales. However, the study challenges previous assumptions by showing that the sender's credibility (friend vs. stranger) does not significantly affect virality, meaning that ads can spread effectively regardless of who shares them.	Study viral ad effectiveness across YouTube, TikTok, Instagram, and Twitter. Investigate how controversial or disliked viral ads impact brand perception and engagement. Compare viral ad effectiveness in Western vs. Asian vs. Latin American markets. Track whether viral engagement leads to long-term brand loyalty and repeat purchases.

		For marketers and advertisers, these findings emphasize the importance of humor, emotional engagement, and easy shareability in crafting successful viral videos. Brands should focus on making content entertaining, relatable, and interactive to maximize engagement and purchase influence.	
Williams, N. L., Inversini, A., Buhalis, D., & Ferdinand, N. (2015).	Community crosstalk: An exploratory analysis of destination and festival eWOM on Twitter.	This study explores how festivals contribute to electronic word-of-mouth (eWOM), particularly in the context of destination marketing. The findings reveal that festivals act not only as direct generators of eWOM but also as animators of ongoing discussions about the tourism destination. This means that while festival-specific conversations occur, they also influence broader narratives about the host location. A key insight from the study is that eWOM networks are structured around key influencers, such as media professionals, performers, and government officials, rather than average attendees. This suggests that eWOM dissemination is not entirely organic, as information is often filtered and amplified by authoritative voices. Using Social Network Analysis (SNA) and text analysis, the study identifies distinct clusters (Communities of Interest, COIs) discussing different aspects of the event, such as performances, logistics, and local attractions. Twitter emerges as a dominant channel for real-time engagement, with retweets and mentions being primary mechanisms for spreading festival-related eWOM.	Expand Research to Other Social Media Platforms Assess whether positive or negative sentiment affects festival eWOM impact on tourism. Investigate how festival-generated eWOM influences tourism demand months after the event. Examine how eWOM varies for international festivals compared to local events.
Leung, X. Y., Bai, B., & Stahura, K. A. (2015).	The marketing effectiveness of social media in the hotel industry: A comparison of Facebook and Twitter.	This study evaluates the marketing effectiveness of Facebook and Twitter for hotel brands by integrating the Attitude-Toward-the-Ad (Aad) Model and the Attitude-Toward-the-Website (Aws) Model. It finds that both platforms are equally effective in shaping customer attitudes, booking intentions, and electronic word-of-mouth (eWOM) behavior. A positive social media experience on a hotel's page improves customers' attitudes toward the brand, which in turn increases their likelihood to book a hotel and recommend it online. Interestingly, the study challenges conventional advertising models by showing that brand cognition does not influence brand attitude but instead directly impacts booking decisions. The research suggests that hotels should focus on enhancing social media experiences, creating engaging and interactive content rather than tailoring different strategies for Facebook and Twitter. However, the study has limitations, including a lack of sentiment analysis, a short-term focus, and limited generalizability due to its reliance on one major hotel brand.	Expand the study to other social media platforms (Instagram, YouTube, TikTok) to compare their effectiveness. Conduct longitudinal studies to assess the long-term impact of social media engagement on customer loyalty. Analyze sentiment variations in eWOM (positive vs. negative) to determine their influence on brand perception. Examine how cultural and demographic factors affect customer engagement on social media platforms.
Yazdanifard & Chung (2015)	Comprehensive Review of Viral Marketing in Advertisement of an Organization	The study highlights the importance of viral marketing as a digital extension of word-of-mouth (WOM) advertising, leveraging social media platforms for content distribution. Emotional engagement, unique storytelling, and ease of sharing are crucial factors in making an advertisement go viral. The success of viral advertisements is often linked to their ability to evoke strong emotions, provide entertainment,	Conduct empirical studies using data analytics to measure the actual effectiveness of viral marketing. Explore the influence of cultural and demographic differences in shaping viral campaign success. Investigate how brands can mitigate the risks of negative virality (e.g., backlash, misinformation).

		and offer free incentives or promotions. Additionally, the research emphasizes the role of social media as a link between traditional WOM and digital marketing, enabling faster and more widespread content dissemination. While the study provides valuable theoretical insights, it lacks empirical validation, which future research should address by analyzing real-world viral campaigns with data-driven methods.	
Hayes, J. L., King, K. W., & Ramirez, A. (2016).	Brands, friends, & viral advertising: A social exchange perspective on the ad referral processes	This study investigates the social exchange mechanisms that drive viral advertising, focusing on how brand relationships, interpersonal relationships, and sharing motivations influence ad referrals and acceptance. Using an experimental study with 404 U.S. Facebook users, the researchers examine how brand trust, social ties, and perceived risk affect viral behaviors. Key findings reveal that both brand relationships and interpersonal relationships play a crucial role in ad-sharing behavior. The study identifies two distinct processes in viral advertising: Referral Process – The decision to share an ad is based on reciprocal altruism, meaning that people share content not just to help others but because they expect a social or reputational benefit in return. Referral Acceptance Process – The decision to engage with a shared ad depends more on trust in the sender than on trust in the brand. One of the most surprising findings is that perceived risk (whether the product is high-risk or low risk) does not impact sharing behavior. Instead, the strength of the sender's relationship with the recipient plays a bigger role in ad acceptance. This suggests that brands should focus on building strong relationships with consumers rather than relying on product characteristics to drive virality. These findings highlight the importance of leveraging social trust, building strong brand relationships, and encouraging organic sharing among personal networks for marketers and advertisers. Viral ads should be designed to create emotional engagement, reinforce social bonds, and provide value to both sharers and recipients.	Investigate how gender, age, and other demographics influence viral sharing behaviors. Use longitudinal field experiments to study actual sharing behaviors in natural settings. Explore how ad creative elements (e.g., humor, storytelling) interact with brand and interpersonal relationships to affect sharing decisions. Study the long-term effects of viral advertising on brand relationships and customer loyalty.
Dianthe & Iskandar (2016)	The Effect of Content Viral Video to Engagement and Conversation	Viral videos are significantly influenced by the emotions they evoke, opportunities for self-expression, and their alignment with current cultural trends or issues (zeitgeist). Elements such as the presence of celebrities, compelling music, and engaging storytelling play a vital role in enhancing audience engagement. Videos that elicit positive emotions, like humor or happiness, tend to generate higher levels of audience interaction. In contrast, those invoking negative emotions like sadness or disgust are more likely to spark deeper conversations. Interestingly, viral content typically avoids focusing heavily on product features. Instead, it emphasizes relatable and emotionally resonant stories to connect with viewers. Moreover, videos that reflect aspects of daily life or convey strong emotions often drive greater participation and conversations, particularly on platforms like YouTube and Facebook, where user interaction and sharing amplify the content's reach.	Incorporate larger datasets to better generalize findings. Conduct longitudinal studies to assess the long-term effects of viral video campaigns. Explore the role of cultural differences in shaping audience engagement. Develop guidelines for the ethical use of negative emotions to avoid backlash.

France, S. L., Vaghefi, M. S., & Zhao, H. (2016).	Characterizing viral videos: Methodology and applications.	<p>This study presents a mathematical framework for modeling viral video behavior, analyzing over 150 viral YouTube videos and comparing them with a random sample of 10,000 videos. Using growth curve modeling techniques, the researchers identify three main viral growth patterns:</p> <p>Delayed Viral – Videos that start with low viewership but later gain momentum through social sharing.</p> <p>Initial Viral – Videos that have a large number of views upon release but quickly decline in popularity.</p> <p>Polynomial Growth – Videos that sustain moderate but steady viewership over time.</p> <p>The study confirms that high-arousal emotions (e.g., awe, joy, humor, surprise) are key drivers of virality, reinforcing previous research that emotional engagement predicts sharing behavior. Furthermore, different video categories exhibit distinct viral trends for example, sports and gaming videos tend to peak early, while pets and animation videos experience delayed virality. The study also highlights that most viral videos peak within five weeks and decline within ten weeks, indicating that virality is often short-lived. Predictive models using logistic, Gompertz and negative exponential functions accurately forecast future video views, providing a useful tool for marketers and content creators. For marketers and content creators, this study provides valuable insights into how videos go viral, what emotional triggers drive engagement, and how to predict future video success. By understanding different viral growth patterns and optimizing content for emotional engagement, brands can strategically design videos with higher chances of virality.</p>	<p>Develop hybrid models combining quantitative and qualitative insights into virality. Study how specific video categories or themes influence viral growth and emotional responses. Explore cross-platform sharing behaviors (e.g., from YouTube to TikTok) to understand virality's multi-platform impact. Investigate real-time tracking tools to monitor viral growth and trigger managerial interventions.</p>
Khaneja (2016)	Viral Marketing: A Magic Wand to Success	<p>The paper emphasizes that viral marketing is a powerful tool that leverages social networks to create exponential brand awareness. Key factors for success include creating emotionally engaging content, simplifying sharing mechanisms, and offering free incentives that attract attention. The effectiveness of viral campaigns also depends on trust and peer credibility, as people are more likely to share content recommended by their friends. Successful viral campaigns like the ALS Ice Bucket Challenge, Dove's Real Beauty, and Lay's "Do Us a Flavor" demonstrate how creativity, emotional appeal, and incentives can generate massive consumer engagement.</p>	<p>The paper highlights gaps such as the lack of empirical data, limited cultural analysis, and the need to manage potential risks like negative virality.</p>
Mishra & Satish (2016).	eWOM: Extant Research Review and Future Research Avenues	<p>The study provides a comprehensive review of electronic word-of-mouth (eWOM), highlighting its critical role in influencing consumer behavior at every stage of the purchase process. Key drivers of eWOM include emotional engagement, trust, and ease of sharing. Social media platforms amplify eWOM's reach, enabling rapid dissemination of positive and negative content. eWOM is especially impactful for weak brands, as positive eWOM can bolster brand equity, while negative eWOM can harm it. The review emphasizes the importance of credibility, with</p>	<p>Study cultural and demographic factors influencing eWOM generation and impact. Investigate the role of platform-specific features in driving eWOM virality. Develop strategies to counter negative eWOM, such as fake reviews or malicious campaigns. Research the long-term effects of eWOM on brand loyalty and equity. Explore how emerging influences eWOM creation and diffusion.</p>

		user-generated content trusted more than marketer-generated messages. Future research should address gaps like cultural differences, platform-specific trends, and the role of emerging technologies in shaping eWOM strategies.	
Shehu, E., Bijmolt, T. H., & Clement, M. (2016).	Effects of likeability dynamics on consumers' intention to share online video advertisements	The study finds that likeability dynamics significantly influence the virality of online video advertisements. Among the key factors, likeability at the end of a video has the strongest impact on sharing intentions, followed by likeability at the beginning. A well-defined peak moment also enhances sharing likelihood, but the difference between the peak and surrounding moments does not amplify this effect. Surprisingly, a gradual increase in likeability over time does not impact sharing, whereas high variability in emotional response (rollercoaster effect) increases virality. Additionally, while overall ad likeability partially mediates these effects, specific moments such as the beginning, peak, end, and emotional variability still play a crucial role in driving shares. Longer ads (above 30 seconds) tend to perform better, suggesting that storytelling depth contributes to engagement. Demographic differences reveal that younger audiences and males are likelier to share ads, and technology-related advertisements have higher sharing potential. These insights suggest marketers should focus on strong endings, engaging peak moments, and emotional variability to maximize viral potential.	Conduct research using actual sharing behavior to validate the findings. Explore motivations for sharing, including the role of emotional triggers and social dynamics. Examine the influence of cultural and demographic differences. Test the effects of likeability dynamics on other advertising outcomes, such as brand recall or sales.
Anggraeni, A., & Diandra, S. (2017).	Self-expressiveness as consumers' motivation to share online video advertisements in Jakarta	The study finds that self-expressiveness significantly influences consumers' motivation to share online video advertisements, especially when the ad aligns with their identity. High-involvement products (e.g., mobile phone services) generate stronger self-expressiveness and sharing intentions compared to low-involvement products (e.g., mineral water). There is a direct positive relationship between product category involvement and self-expressiveness, meaning consumers are more likely to share ads for products they care about. Additionally, self-brand congruity and entertainment value play key roles in encouraging shares. Marketers should focus on creating identity-driven, emotionally engaging advertisements to maximize virality, especially for high-involvement products.	Investigate other factors influencing viral video sharing, such as cultural nuances, platform-specific behaviors, and generational differences. Expand the study to include more diverse product categories and geographic locations. Explore the role of ad creativity and novelty in driving self-expressiveness and sharing.
Akpınar, E., & Berger, J. (2017).	Valuable virality	This study explores the balance between emotional appeal and informative content in viral advertisements, demonstrating that emotional ads are more likely to be shared, while informative ads enhance brand evaluation. A key takeaway is that making the brand an integral part of an emotional ad does not reduce shares, contradicting the belief that branding weakens virality. The research highlights the "Trojan Horse Effect", where successful viral ads use emotional storytelling to embed brand messaging subtly, making them more shareable. Additionally, timing matters most ad shares occur within six months of launch, with a peak in the first month. This suggests brands must focus on maximizing engagement immediately after release. However, the study leaves several gaps,	Expand research to other social media platforms (TikTok, Facebook, Instagram) to compare virality trends. Study the cultural influence on ad sharing and brand perception. Examine the long-term impact of viral video ads on consumer behavior beyond initial engagement. Investigate the role of AI and algorithms in amplifying the reach of viral ads.

		such as the need to analyze cross-platform virality (e.g., TikTok vs. YouTube) and the long-term impact of viral campaigns on brand loyalty. Future research should examine how AI and platform algorithms influence ad visibility and explore cultural differences in viral content preferences.	
Karpassitis, C., Polycarpou, I., & Kaniadakis, A. (2018)	The role of music in viral video advertisements.	The fit of music in a video advertisement plays a crucial role in its virality. When the background music aligns seamlessly with the video's plot and visuals, the likelihood of viewers sharing the advertisement increases significantly. However, the popularity of music alone is not enough to guarantee virality. While popular songs might capture attention, they only boost the chances of sharing when they also fit the overall theme and content of the video. The combination of both popularity and relevance amplifies the advertisement's appeal. Furthermore, the emotional impact of music is a powerful factor in enhancing the viewer's perception of the advertisement. Music creates a connection that evokes emotions, making the video more memorable and increasing its potential to be shared widely.	Expand research to include different product categories and genres of advertisements. Examine the role of cultural influences on music preferences and sharing behavior. Investigate the interaction between music and other video elements (e.g., visuals, narrative) in enhancing shareability.
Rath, M. (2018)	Virality as an ethical opportunity and challenge	Viral videos and advertising generate controversy, with proponents emphasizing their emotional appeal and authenticity, while opponents highlight risks for unsuspecting users, especially children and young people. Social media has accelerated the sharing of content, leading to new forms of one-to-many communication. The paper explores whether virality should be a topic in education and how students can develop media and ethical skills to handle virality critically. It emphasizes teaching students about responsible sharing and ethical considerations in the digital age.	Virality should be considered a relevant topic in media education and media ethics. Education should focus on teaching students to critically evaluate and ethically navigate viral content, especially given the speed of sharing in the digital age. Emphasize the importance of responsible sharing and understanding the potential consequences of viral content.
Nikolinakou, A., & King, K. W. (2018).	Viral Video Ads: Examining Motivation Triggers to Sharing	This study investigates which factors trigger consumers to share viral marketing content on social media. It finds that emotional appeal, message relevance, and social influence are the primary drivers of content sharing. High-arousal emotions (excitement, humor, surprise) increase sharing likelihood, while low-arousal emotions (calmness, sadness) result in lower engagement. Authenticity and trustworthiness also play crucial roles users prefer sharing content that appears genuine rather than overly promotional. Additionally, social network effects, such as peer endorsement and influencer involvement, enhance the likelihood of virality.	The study suggests expanding research to different social media platforms to compare how their algorithms influence virality. It also calls for longitudinal studies to track whether viral content leads to long-term consumer engagement or just short-term trends. Another recommendation is to investigate how negative viral content affects brand perception and sales, as most research focuses on positive engagement. Additionally, the study suggests exploring cross-cultural differences in content-sharing behavior to understand how virality works in different global markets.
Nikolinakou, A., & King, K. W. (2018).	Viral video ads: Emotional triggers and social media virality	Awe and affection emotions experienced in relation to online ads may prompt viral sharing. These emotions activate specific types of sharing expressions related to emotional connection and generosity in social media.	Tailoring content to evoke these emotions can lead to increased sharing and engagement by using positive emotions like awe and affection as triggers in the content of video ads to enhance their virality in social media.
Farzin, M., & Fattahi, M. (2018).	eWOM through social networking sites and impact on purchase intention and brand image in Iran	This study investigates how electronic word-of-mouth (eWOM) on social networking sites (SNSs) influences brand image (BI) and purchase intention (PI) among Iranian consumers. The research finds that eWOM plays a significant role in shaping brand perception and driving purchase behavior, as users trust peer recommendations more than traditional advertising. Key drivers of	Conduct studies on other demographics (e.g., professionals, Gen X, senior consumers) to improve generalizability. Investigate the role of negative eWOM in shaping brand perception and purchase intention. Compare different social media platforms (e.g., Facebook vs. Instagram vs. TikTok) to assess which platform generates the most impactful

		eWOM engagement include trust, informational influence, sense of belonging, altruism, moral obligation, and knowledge self-efficacy. Interestingly, the study reveals that weak ties (acquaintances) play a greater role in eWOM than strong ties (close friends), contradicting traditional word-of-mouth models. Consumers are more likely to seek product recommendations from wider social networks rather than intimate relationships. The study highlights the importance of brand image in driving purchase intent a strong brand perception resulting from positive eWOM increases the likelihood of purchase. However, the research focuses only on positive eWOM and does not explore how negative eWOM influences brand perception. Additionally, it does not compare the effectiveness of different SNS platforms (e.g., Facebook vs. Instagram vs. Twitter) or analyze the emotional sentiment of eWOM messages.	eWOM. Use sentiment analysis techniques to determine whether positive or negative tones affect consumer decision-making.
Pan, X., Hou, L., Liu, K., & Niu, H. (2018).	Do reviews from friends and the crowd affect online consumer posting behaviour differently?	This study examines how friend reviews and crowd reviews differently influence online consumer posting behavior. The findings reveal that friend reviews have a stronger impact than crowd reviews, as consumers trust recommendations from close social ties more than from strangers. Interestingly, negative crowd reviews drive posting behavior, whereas positive friend reviews encourage engagement, suggesting a trust-based eWOM mechanism. The study also highlights that review volume significantly impacts engagement, but friend-generated reviews are more influential than those from the general crowd. When analyzed separately, the valence and variance of crowd reviews do not significantly influence posting behavior, but when compared to friend reviews, they show a negative effect implying that consumers prioritize reviews from people they personally know. The research utilizes large-scale data from Yelp and applies a multilevel mixed-effects probit model to measure the probability of consumers posting a review based on their exposure to friend and crowd reviews. However, the study is limited to Yelp and does not account for long-term effects, sentiment variations, or cross-platform differences. Valence (positive or negative sentiment) and variance (diversity of opinions) of crowd reviews had no influence when ignoring friend reviews but had a negative influence when considering them. Positive friend reviews and negative crowd reviews were found to enhance posting behavior.	Study how eWOM influences engagement on TikTok, Instagram, and YouTube. Examine how review exposure impacts consumer loyalty and purchasing behavior over time. Sentiment Analysis: Incorporate emotional tone analysis to distinguish between positive and negative eWOM. Cultural Differences: Explore how eWOM varies across different regions and demographics.
Ramadan, Z. B., Abosag, I., & Zabkar, V. (2018).	All in the value: The impact of brand and social network relationships on the perceived value of customer endorsed Facebook advertising.	This study examines how users' relationships with Facebook, friends, and brands influence the perceived value of customer-endorsed advertisements. It finds that friend likability, trust in the platform, and brand similarity play crucial roles in shaping ad effectiveness. When users have positive experiences with their friends and trust Facebook, they are more likely to perceive ads as valuable and engage with them. A key finding is that Facebook's social endorsement model (e.g., "Page Like Ads") enhances ad value. Users trust ads more when they see that their	Expand Research to Other Social Media Platforms. Longitudinal Analysis: Investigate whether long-term exposure to customer-endorsed ads leads to brand loyalty and increased purchases. Sentiment Analysis by examine how positive vs. negative perceptions of ads affect engagement and sharing behaviors. Cross-Cultural Comparisons: Explore how regional and cultural differences shape ad trust and perceived value.

		friends have liked a brand, reinforcing the role of social proof in viral marketing. Additionally, users who feel a strong connection to a brand's identity are more likely to perceive its ads positively, which supports the idea that brand alignment is critical for engagement.	
Sharma, R. R., & Kaur, B. (2018).	Modeling the elements and effects of global viral advertising content: A cross-cultural framework.	<p>This study examines what makes viral advertisements effective on a global scale, focusing on cross-cultural differences in consumer response to viral ads in India and the US. Through content analysis of 35 viral ads and a survey of 510 respondents, the research identifies key elements that drive engagement, brand attitude, and purchase intent. The findings reveal that transformational advertising appeals, which focus on storytelling and emotional connection rather than product details, are the most effective in making ads viral. Positive emotions such as joy (60%), humor (20%), and surprise (17%) are the most frequently used elements in viral ads. Additionally, brand building (89%) is the primary function of viral advertising rather than directly promoting product information.</p> <p>The study also finds that shorter ads (60–90 seconds) are more likely to be shared and that borrowed interest devices like music, babies, and pets enhance engagement. While global advertising strategies are largely standardized, cultural differences influence how ads are perceived, highlighting the importance of adapting messaging to regional preferences.</p>	Future studies should explore the effectiveness of advertising in different cultural and regional settings. Additionally, research should focus on how social media platforms contribute to making advertisements viral. It is also essential to examine the long-term impact of customizing advertisements to align with specific cultural values and preferences.
Moldovan, S., Steinhart, Y., & Lehmann, D. R. (2019).	Propagators, creativity, and informativeness: What helps ads go viral.	<p>This study investigates what makes ads go viral, with a particular focus on the role of propagators (opinion leaders), creativity, and informativeness. Using field data from YouTube ads, a lab study with real advertisements, and an experimental study with custom-designed ads, the researchers conclude that creativity alone is not enough to ensure virality. Instead, ads that combine creativity with informativeness are more likely to be shared.</p> <p>The study identifies propagators, or socially active individuals, as key players in viral advertising. These individuals share ads not just for entertainment but also to maintain or enhance their social status. As a result, they prefer to spread ads that are both creative and informative, rather than ads that are just humorous or surprising. The research confirms this through YouTube engagement metrics (views, comments) and controlled experiments showing that participants were more likely to share ads that provided both entertainment and valuable information. The findings provide valuable guidance for marketers aiming to create effective viral advertising campaigns. By focusing on a balance between creativity and useful information, leveraging opinion leaders (propagators), and appealing to social status motivations, brands can maximize their chances of viral success.</p>	Compare Across Social Media Platforms by studying which platform (TikTok, Instagram, YouTube, Twitter) is best suited for viral ad success. Analyze Sentiment in eWOM by exploring how positive, neutral, or negative sentiment affects viral success. Study Long-Term Effects by investigating how viral content influences long-term brand engagement and purchasing behavior. Cross-Cultural Analysis: Compare viral ad effectiveness across different markets and cultural demographics.
Reichstein, T., & Bruschi, I. (2019).	The decision-making process in viral marketing. A	This paper introduces a dynamic decision-making process (DMP) model in viral marketing, distinguishing two stages: content reception	Validate the dynamic model with quantitative research to confirm its accuracy to study

	review and suggestions for further research.	(view/reject) and interaction (share/engage). It highlights the importance of framework conditions, such as sender credibility, headline design, and platform fit, in influencing the decision to engage with content. The model emphasizes the role of emotions, with positive emotions (joy, humor) being the most effective in driving virality, while negative emotions can work under specific conditions. The study stresses the importance of content-platform alignment, where different platforms require tailored content strategies to maximize virality. Influencers and peer recommendations significantly encourage sharing, particularly when the content aligns with social norms or enhances self-presentation. While the study provides a comprehensive framework for understanding VM, it calls for empirical validation and further exploration of algorithmic and cross-cultural factors affecting viral content dissemination.	algorithmic influences on VM dynamics (e.g., seeding, virality triggers). Conduct cross-cultural studies to identify regional differences in VM effectiveness. Explore how different types of VM content (informative vs. emotional) affect brand perception and loyalty.
Rubenking, B. (2019).	Emotion, attitudes, norms and sources: Exploring sharing intent of disgusting online videos	This study highlights the critical role of emotional arousal and message type in driving the sharing intent of online videos. Socio-moral disgust, which involves social transgressions like injustice or harm, elicits the highest sharing intent among participants, outperforming sexual and pathogen disgust. Advertisements were the most shared video source, reflecting their professional production and alignment with social norms. Positive attitudes toward sharing and strong perceived social norms were also significant predictors of sharing intent. While socio-moral disgust encourages sharing due to its perceived relevance and importance, videos evoking pathogen disgust were the least shared, as viewers likely seek to distance themselves from such content.	Conduct longitudinal studies to assess actual sharing behavior over time. Investigate platform-specific dynamics influencing sharing, such as algorithms and user demographics. Explore cultural variations in the perception and sharing of disgust-eliciting content. Examine the interaction of disgust with other emotional triggers like humor or surprise to determine combined effects on virality.
Quesenberry, K. A., & Coolsen, M. K. (2019)	Drama Goes Viral: Effects of Story Development on Shares and Views of Online Advertising Videos	The study highlights the growing shift in marketing budgets towards digital video advertising, surpassing traditional TV. Viral marketing differs from traditional advertising as it relies on social media users to organically spread content. Viral videos must evoke emotions, such as joy or surprise, to be shared widely. Previous research suggests that emotional engagement and positive storytelling increase virality. Elements like storytelling structure (beginning, peak, and end) and emotional engagement significantly impact a video's likelihood of being shared. The study identifies a five-act story arc as a key structure for viral content, as seen in successful Super Bowl ads.	Future studies should investigate how different storytelling techniques impact viral success across various platforms (YouTube, TikTok, Instagram). Research should also explore how brand sponsorship in viral videos affects consumer perception. Examining the role of cultural differences in viral content reception could provide insights for global marketing strategies. Additionally, longitudinal studies are needed to assess the long-term impact of viral marketing on brand loyalty.
Artanti.Y. (2020).	Online Content Sharing Behavior: A Review on the Social Psychology Perspective	This study examines the factors influencing online knowledge-sharing behavior through social capital theory and individual motivation. It identifies trust, social interaction, shared language, the need to belong, altruism, and reputation as key drivers of knowledge sharing in online communities. Trust encourages openness, while social interaction strengthens relationships and enhances engagement. A shared language improves communication efficiency, making knowledge exchange more effective. The need to	Strengthen trust-building mechanisms, enhance social interaction features, encourage altruistic behaviors, leverage reputation systems, and conduct real-world analysis of online communities.

		belong motivates individuals to contribute, reinforcing their identity within a community. Altruism drives voluntary sharing without expecting rewards, whereas reputation encourages knowledge sharing for recognition and status. Ultimately, community participation emerges as a key outcome, fostering stronger social bonds and long-term engagement. These findings highlight the importance of social capital and individual motivations in building active online communities, driving marketing strategies, and creating viral content.	
Arjona-Martín et al. (2020)	Virality as a Paradigm of Digital Communication	The study reviews the concept of virality in digital communication and updates its theoretical framework. It finds that virality has evolved from traditional word-of-mouth to a complex system of digital interactions, integrating media platforms, influencers, and social behavior. The study emphasizes that virality is driven by emotional appeal, shareability, and social reinforcement. Furthermore, network-based communication is a collaborative process where credibility, trust, and engagement play critical roles in message dissemination.	The study suggests that future research should explore cross-platform virality, comparing engagement and message spread across platforms like TikTok, Instagram, and YouTube. It also recommends examining the long-term impact of viral campaigns on consumer behavior and brand loyalty. Additionally, research should focus on how brands can manage negative viral content and use emotional triggers effectively to sustain audience interest.
Baños-González, M., Tiralaso, H. C., & Fernández, M. R. (2020).	The broadcast of the music video on YouTube. Analysis of the viral capacity of the video clip.	The study highlights that emotional engagement, particularly through positive emotions like joy and love, is a key driver of virality in music videos. Performance-focused videos and those with mixed narrative styles are especially effective in capturing the audience's attention. The research also emphasizes the growing importance of Spanish-language music videos, reflecting a cultural shift toward Latin music. Social media is critical in driving video popularity, with active artist engagement significantly correlating with higher viewership. The inclusion of provocative content, such as sexual or violent themes, has also increased in recent years, aligning with trends in viral advertising. However, gaps remain in understanding the impact of algorithms, audience demographics, and non-traditional platforms like TikTok on music video virality.	Investigate the role of platform algorithms in amplifying or suppressing certain types of content. Conduct cross-cultural studies to explore variations in music video virality across different regions. Explore the impact of emerging platforms (e.g., TikTok) on the success of music videos. Study the relationship between music video virality and brand partnerships or sponsorships.
Castrillon, M. C., & Shehade, S. N. (2020).	Memes The New Language to Create Engagement and Reinforce Knowledge.	This paper explores how memes increase engagement, awareness, and knowledge retention in advertising and education. In advertising, humor has long been a key element in fostering emotional connections, and memes have emerged as a powerful medium in the digital age. The study demonstrates how memes can transform education by making complex or dull topics more engaging and relatable, fostering a positive learning environment. Through experimental research, the study tested the effectiveness of memes by measuring social media metrics like fans, likes, and engagement. Initial tests involved non-educational memes, followed by educational memes targeting specific segments. Results confirmed that memes are impactful for capturing attention, reinforcing knowledge, and even evaluating intellectual creativity when created by students.	Conduct longitudinal studies to assess the long-term effects of using memes in educational settings. Explore cultural and age-based differences in meme perception and engagement. Study the role of platform-specific dynamics (e.g., Instagram vs. TikTok) in meme effectiveness. Investigate the impact of humor on more technical or serious subjects to identify its broader applicability in education.
Dafonte-Gómez, A., Míguez-	Virality dissemination of content in advertising:	This paper highlights that emotional content is the cornerstone of viral advertising, with positive emotions such as surprise and joy being the most	Study the role of social media algorithms in amplifying or suppressing video content. Investigate the influence

González, M. I., & Corbacho-Valencia, J. M. (2020).	Emotional factors to reach consumers.	significant contributors to sharing behavior. Videos that combine emotions (e.g., sadness with joy) leverage the emotional rollercoaster effect to amplify engagement. A universal appeal, avoiding regional or cultural specificity, increases the likelihood of virality. The study also finds that shorter videos (under 4 minutes) tend to perform better, although exceptions exist for advocacy videos. Interestingly, the use of celebrities, eroticism, and violence is limited, suggesting that viral success relies more on emotional resonance than on provocative elements. While the research identifies key features of viral videos, gaps remain in understanding the role of platform algorithms, cultural interpretations, and the long-term impacts of viral advertising on brands. Future research should address these aspects to optimize content creation and dissemination strategies.	of cultural and regional differences on the perception of emotions in viral videos. Explore the long-term impact of viral videos on brand loyalty and consumer behavior. Examine the interplay between emotional triggers and other creative elements, like music or storytelling, in driving virality.
Dahka, Z. Y., Hajiheydari, N., & Rouhani, S. (2020).	User response to e-WOM in social networks: how to predict a content influence in Twitter	This study investigates how electronic word-of-mouth (e-WOM) spreads on Twitter and identifies the factors that influence tweet engagement, virality, and consumer interaction. Using data mining and text analysis techniques, the research analyzes 48,129 tweets related to Amazon and eBay, aiming to understand what makes e-WOM content successful. Key findings reveal that tweets from users with larger social networks (followers & followings) generate higher engagement, supporting the idea that network size plays a crucial role in viral content success. Additionally, media-rich tweets (videos and images) outperform text-only tweets, confirming that visual content drives virality. Interestingly, longer tweets (over 139 characters) gain more engagement, challenging conventional beliefs that shorter content performs better. However, hashtags and mentions do not significantly impact e-WOM effectiveness, suggesting that Twitter's algorithm prioritizes content quality and network effects over metadata tags.	Expand Research to Other Platforms: Study how e-WOM effectiveness differs on Instagram, TikTok, and LinkedIn. Analyze Long-Term Impact and investigate whether e-WOM influences brand loyalty and customer retention over time. Sentiment-Based Analysis; examine how positive vs. negative e-WOM affects engagement and sales conversion. Compare Multiple Industries by conducting a broader study across industries such as fashion, tech, and hospitality to generalize findings.
Motoki, K., Suzuki, S., Kawashima, R., & Sugiura, M. (2020).	A combination of self-reported data and social-related neural measures forecasts viral marketing success on social media.	This paper explores the predictive power of neuroimaging techniques combined with self-reported intentions to share video ads. It demonstrates that social-related neural activity, particularly in brain regions associated with mentalizing (understanding others' thoughts and emotions), is a key driver of viral video sharing. Self-reports alone were insufficient predictors, but they provided more accurate forecasts of sharing success when combined with neural data. The findings highlight that viral videos often engage audiences through emotional and narrative elements, such as likable characters, compelling storytelling, and surprise. Additionally, shorter video ads performed better, suggesting that concise content is more effective for sharing. While the study provides valuable insights, it calls for further exploration into cultural influences, platform dynamics, and creative storytelling techniques to optimize viral marketing strategies.	Conduct cross-cultural studies to examine how cultural factors affect neural and behavioral responses to viral ads. Explore platform-specific differences in sharing dynamics (e.g., TikTok vs. Facebook). Investigate the role of advanced storytelling techniques and how they activate neural regions driving sharing behavior. Incorporate multivariate brain analysis techniques for improved prediction of virality.
Seo, Eun & Park, Jin-Woo	The effect of social media usage	This study explores how social media usage characteristics personality, social, and	Future research should explore negative e-WOM, cross-cultural variations, and

& Choi, Yu. (2020).	characteristics on e-WOM, trust, and brand equity: Focusing on users of airline social media.	information affect e-WOM, trust, and brand equity within the airline industry. Key findings reveal that information characteristics (e.g., reliability and quality of content) play a crucial role in driving positive e-WOM. In contrast, social characteristics, such as bridging and bonding social capital, did not significantly influence e-WOM. The research highlights the critical relationship between e-WOM, trust, and brand equity. While e-WOM directly enhances brand awareness, its effect on brand image is mediated through trust. This underscores the importance of building trust to strengthen brand image and equity. However, the study is limited to Korean airline passengers and focuses only on positive e-WOM.	the impact of e-WOM on long-term financial performance.
Tellis, Gerard J. and MacInnis, Deborah J. and Tirunillai, Seshadri and Zhang, Yanwei, (2020)	What drives virality (sharing, spread) of YouTube video ads: Emotion vs brand prominence and information	The study highlights positive emotions, such as inspiration, warmth, and excitement, significantly drive the sharing of online video ads. Dramatic storytelling, likable characters (e.g., celebrities, babies, or animals), and elements of surprise further enhance emotional engagement and virality. Ads with late brand placement and an optimal length of 1.2 to 1.7 minutes are most likely to be shared. While informative ads are less shared in general, they perform better for new or high-priced products or on professional platforms like LinkedIn. The findings also underscore the financial importance of viral ads, as they are associated with abnormal positive stock market returns.	Conduct cross-cultural studies to explore how cultural differences impact sharing behavior. Investigate the long-term effects of viral ads on brand perception, loyalty, and sales. Study the interaction between different creative elements (e.g., music, visuals) and their combined effect on virality. Analyze platform-specific trends (e.g., YouTube vs. TikTok) to optimize content strategies.
Hsu, L. C. (2020).	Effect of eWOM review on beauty enterprise: a new interpretation of the attitude contagion theory and information adoption model.	This study examines how electronic word-of-mouth (eWOM) reviews on social media influence consumer attitudes, eWOM adoption, and purchase intention in the beauty industry. The research integrates the Attitude Contagion Theory and Information Adoption Model (IAM) to analyze the role of credibility, involvement, and social influence in shaping consumer behavior. Key findings highlight that perceived eWOM credibility and product involvement significantly influence consumers' attitudes toward online reviews, while perceived usefulness of eWOM does not have a direct impact. The study also reveals an attitude contagion effect, where a consumer's attitude toward online reviews strongly affects their attitude toward the product and brand, leading to higher eWOM adoption and increased purchase likelihood.	The research further emphasizes that trust and social proof are essential in eWOM adoption, especially in brand communities on social media. Consumers are more likely to trust user-generated content (UGC) from influencers or friends rather than traditional brand advertisements. However, the study is limited to Facebook and does not analyze negative eWOM or long-term brand loyalty.
Kulkarni, K. K., Kalro, A. D., Sharma, D., & Sharma, P. (2020).	A typology of viral ad sharers using sentiment analysis	This study explores how sentiment analysis can predict viral ad-sharing behavior more accurately than traditional cognitive response models. Through an experimental study with 344 university students, the research examines three viral ads (Google, Volvo, and Thai Life Insurance) and develops the ABCD Typology of Viral Ad Sharers based on their ad- and brand-related sentiments. The study finds that sentiment strength plays a critical role in driving virality, with Active Sharers (who have strong ad and brand sentiments) being the most likely to share viral ads, while Dormant Sharers (who have weak sentiment toward both) are least likely to engage. Furthermore, the research confirms that	Future research should explore how viral ad sharing differs across various social media platforms, including TikTok, Instagram, and LinkedIn, as each has unique user engagement patterns. Additionally, studies should analyze the role of negative sentiment in viral advertising, examining how controversy impacts consumer engagement and brand perception. There is also a need for longitudinal research to assess the long-term effects of viral advertising on brand loyalty and consumer retention, beyond short-term metrics like views and shares.

		brand integration in viral ads does not reduce sharing intention, countering the belief that strong branding weakens virality. Other key findings highlight that emotional engagement, trust, and social proof are crucial factors in viral ad success. Consumers are more likely to share ads that evoke strong emotions (joy, nostalgia, or inspiration) and those that align with their social identity. Ads with a balanced mix of branding and storytelling perform better than those that are either too commercial or purely entertainment focused.	Furthermore, cross-cultural comparisons should be conducted to identify universal vs. localized trends in viral ad sharing, helping brands tailor strategies for diverse audiences. These insights will enhance viral marketing effectiveness and guide brands in optimizing their digital advertising strategies for sustained consumer engagement.
Sawaftah, D., Calicioglu, C., & Awadallah, R. (2020).	The relationship between viral marketing and consumer purchase intention, the moderator role of brand image and age: Evidence from smartphone users in North Cyprus.	This study looks at how viral marketing influences consumer purchase decisions in the smartphone industry, focusing on how brand image and age affect this relationship. Based on a survey of 177 graduate students in North Cyprus, the study finds that viral marketing especially viral ads and electronic word-of-mouth (eWOM) positively impacts consumer buying behavior. One major finding is that brand image strengthens the effect of viral marketing, meaning that consumers with a positive view of a brand are more influenced by viral marketing. However, age does not make a difference, showing that viral marketing works similarly across different age groups. Between the two viral marketing methods, viral advertising has a stronger impact on purchase decisions than eWOM, emphasizing the importance of creative and engaging ads in boosting sales. The study also highlights the key role of social media in viral marketing success, especially in the smartphone industry. Despite these insights, the study has some limitations. It only focuses on university students, does not consider long-term customer loyalty, and does not analyze negative eWOM. Future research should look at broader demographics, compare the effectiveness of viral marketing on different social media platforms like TikTok and YouTube, and study how negative viral content affects brand perception.	Future studies should explore how viral marketing affects different groups, including working professionals and older consumers. Most research focuses on students but understanding how other age groups respond to viral marketing can help brands create better-targeted campaigns. Researchers should also compare viral marketing across social media platforms like TikTok, YouTube, Instagram, and Facebook. Since each platform attracts different users and content styles, studying their effectiveness can help identify the best platform for viral marketing success. Another important area is understanding the effects of negative electronic word-of-mouth (eWOM). While viral content can boost a brand, negative viral content can damage its reputation and sales. Future research should examine how brands can handle and reduce the impact of negative eWOM. Lastly, long-term studies are needed to see how viral marketing affects customer loyalty and repeat purchases. Most research looks at short-term results, like views and shares, but studying whether viral marketing creates lasting customer relationships can help brands plan for long-term success.
Avgeropoulou, A., & Melanthiou, Y. (2021).	Giving power to those having less power: NGOs, YouTube and virality	This study explores how YouTube can be leveraged as a powerful tool for NGOs through viral video strategies. The research examines the intersection of consumer behavior, viral marketing, and cinematography to determine which elements contribute to highly engaging and shareable video campaigns. Key findings indicate that emotional appeal and aesthetic quality significantly influence video virality. Viral videos frequently use narrative storytelling, suspense, and strong visual elements, particularly color choices (blue), music design, and close-up camera work. These elements create an immersive and emotionally engaging experience, increasing the likelihood of sharing. The results confirm that successful viral videos evoke strong emotions (love, joy, and knowledge), while NGOs underutilize these techniques, leading to lower engagement.	Future research should explore cross-platform virality (TikTok, Instagram), sentiment-driven engagement, and the long-term impact of viral marketing on NGO funding and activism.
Park, J; Hyun, H and Thavisay, T. (2021).	A study of antecedents and outcomes of social	The study examines how <b>social media word-of-mouth (WOM) influences consumer purchase intention for luxury brands</b> . It finds that	The study suggests expanding research to <b>different social media platforms such as TikTok, YouTube, and</b>

	media WOM towards luxury brand purchase intention.	<b>perceived quality strongly influences functional and social value</b> , which in turn impacts social media WOM. The study also reveals that <b>personal and functional values drive WOM engagement</b> , and that <b>demographics such as income, education, and perceived social status</b> moderate the relationship between WOM and purchase intention. The study confirms that <b>social media WOM significantly boosts luxury brand purchase intention</b> .	<b>Instagram</b> to compare engagement and WOM effects across different audiences. Future research should also explore the <b>long-term impact of viral marketing on brand loyalty</b> and investigate the role of <b>negative eWOM and consumer trust</b> in luxury brand purchase behavior. Additionally, <b>cross-cultural studies</b> are needed to compare WOM engagement in different markets.
Roy, G., Datta, B., Mukherjee, S., Basu, R., & Shrivastava, A. K. (2021).	Effect of eWOM valence on purchase intention: the moderating role of product	This study investigates the impact of eWOM valence (positive, negative, and mixed neutral) on online purchase intention and how it is moderated by the type of product (search vs. experience). The findings confirm that eWOM significantly affects consumer decision-making, with negative reviews (NWOM) having the strongest impact on hesitancy, while mixed neutral eWOM (MNWOM) is perceived as the most credible. A key takeaway is that experience products (e.g., hotel bookings) are more influenced by eWOM than search products. Consumers tend to spend more time analyzing reviews for experience products since their quality can only be assessed after usage. This suggests that video-based reviews and user-generated testimonials would be particularly effective for experience products. Using survey data from 175 online shoppers in India, the study applied ANOVA, Tukey HSD tests, and Structural Equation Modeling (SEM) to confirm that eWOM valence significantly influences purchase behavior. The results indicate marketers should leverage MNWOM strategies, as consumers prefer balanced reviews over purely positive or negative feedback.	Analyze eWOM's impact on viral video marketing and influencer-driven product recommendations. Investigate Long-Term Consumer Behavior: Study how repeat exposure to eWOM affects brand loyalty and consumer retention. Sentiment-Based eWOM Analysis: Examine how positive, negative, and neutral sentiment intensity influences purchase decisions. Cross-Cultural Studies: Compare eWOM effectiveness across different global markets to generalize findings.
Muda, M., & Hamzah, M. I. (2021)	Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention.	The study examines the impact of user-generated content (UGC) source credibility on electronic word-of-mouth (eWOM) and purchase intention. It finds that perceived source credibility (including trust, expertise, and attractiveness) significantly affects consumers' attitudes towards UGC, which in turn influences their purchase decisions. The study also confirms that eWOM serves as a mediator between UGC credibility and consumer behavior. Young consumers, particularly Generation Y, are the most influenced demographic group.	Future studies should expand beyond YouTube and analyze the impact of UGC on platforms like Instagram, TikTok, and Facebook. Researchers should also investigate whether the impact of UGC credibility varies across different consumer demographics, particularly among working professionals and older consumers. Additionally, long-term studies should assess whether the effects of UGC on eWOM and purchase intention persist over time.
Ab Hamid & Adnan, (2022)	TikTok's User Purchasing Behaviour towards Viral Products Among Adolescents in Malaysia	This study examines how TikTok influences purchasing behavior among adolescents in Malaysia, particularly when it comes to viral products. The research highlights that TikTok has become a powerful marketing platform, offering interactive features such as duets, filters, challenges, and short-form videos that allow users to engage with brands in creative ways. These interactive elements help increase user engagement, which in turn affects consumer decision-making. A key finding is that viral products on TikTok significantly impact purchasing intentions. Adolescents are highly engaged with short-form video advertisements, and their exposure to these ads influences their buying behavior. The study also highlights the	Compare TikTok's marketing effectiveness with Instagram and YouTube. Study long-term brand loyalty from viral marketing. Analyze negative viral content and its effects on consumer trust. Expand research into different product categories and the role of UGC and influencers.

		important role of user-generated content (UGC) in viral marketing. Many TikTok users rely on peer recommendations and influencer endorsements, which build trust and encourage purchases. Additionally, brands that create timely, relevant, and entertaining ads tend to reach younger audiences more successfully. One strong indicator of TikTok's marketing influence is the #TikTokMadeMeBuyIt hashtag, which has received over 5.8 billion views. This trend demonstrates how TikTok has become a go-to platform for discovering and promoting new products. The study concludes that brands looking to target younger consumers should leverage TikTok's unique features and focus on content that resonates with their audience's interests and emotions.	
Nilsen & Kvia, (2022)	#TikTokMadeMeBuyIt	The study examines the elements that contribute to the virality of TikTok videos and their impact on consumer engagement. It identifies that content characteristics (positivity, curiosity, amusement), product uniqueness, problem-solving ability, and creator attributes (entertainment value, storytelling ability, and follower count) significantly influence virality. The study also finds that viral videos enhance brand awareness and sales.	The study suggests expanding research to other social media platforms like Instagram and YouTube to compare engagement patterns. Additionally, it calls for research on the long-term impact of viral marketing on customer loyalty and studies on how brands can mitigate the effects of negative viral content.
Dubal & Bhatia, (2022).	Viral Video Advertising on Social Media Networks	The study explores how social media marketing has transformed brand communication, focusing on the role of viral video advertising on platforms like Facebook and YouTube. It highlights that creative determinants, including emotional appeal, storytelling, and social sharing mechanisms, significantly impact a video's ability to go viral. Social media has shifted power to consumers, enabling them to co-create and share content, making earned media (user-driven sharing) more impactful than traditional paid advertising. The study also finds that engagement metrics such as likes, shares, and comments are crucial indicators of a video's virality.	The study suggests expanding research beyond Facebook and YouTube to compare how different platforms influence viral marketing success. It also calls for longitudinal studies to determine if viral videos lead to sustained brand engagement and customer loyalty. Another recommendation is to investigate the role of negative viral content, exploring how brands can manage backlash and protect their reputation. Additionally, studying how cultural differences impact viral video sharing behavior could provide insights for global marketing strategies.
Fayuti et al. (2022)	A Study of The Key Elements in Viral Marketing Towards Consumers' Purchase Intention in Klang Valley, Malaysia	The findings highlight that creativity, emotional appeal, and message attractiveness are pivotal in driving viral marketing success, significantly impacting consumer engagement and purchase intentions. Viral campaigns that resonate emotionally and visually encourage peer sharing, boosting credibility and trust in the advertised brand. The study emphasizes the importance of tailoring campaigns to the cultural and regional characteristics of Klang Valley, as cultural relevance strengthens connections with the audience. However, predicting virality remains challenging due to diverse preferences, requiring a careful balance between creativity and cultural sensitivity. Integrating emotional and cultural elements, alongside data-driven digital strategies, is essential for maximizing campaign effectiveness.	To ensure viral marketing campaigns achieve maximum effectiveness, future research should explore the role of emerging platforms like TikTok, Instagram, and YouTube Shorts, which have gained prominence in recent years. These platforms offer unique content formats and engagement mechanisms that can significantly influence virality. Additionally, it is important to examine the long-term impacts of viral marketing on consumer loyalty and brand reputation, as most current studies focus on short-term effects. Cultural diversity should also be prioritized in future research, particularly within regions like Malaysia, to uncover how viral campaigns resonate with different cultural and demographic groups. Leveraging advanced tools such as artificial intelligence and machine learning can help advertisers predict and

			optimize the elements that drive successful viral content.
Azis Riu et al. (2023)	Influencer Marketing on TikTok: A Literature Review Analysis	This study analyzes influencer marketing trends on TikTok, comparing its effectiveness with other social media platforms. It finds that TikTok's algorithm-driven content distribution, short video format, and strong user engagement make it one of the most effective platforms for influencer marketing. The study identifies humor, relatability, and interactive content as key success factors for viral influencer campaigns. Additionally, influencer credibility, audience participation, and brand-influencer partnerships significantly impact engagement and brand trust among Generation Z users.	Future studies should compare TikTok influencer marketing effectiveness with Instagram, YouTube, and other platforms. More research is needed on how negative influencer marketing affects brand reputation and crisis management strategies. Longitudinal studies should examine the lasting impact of influencer campaigns on consumer loyalty and repeat purchases. Further exploration of AI-driven influencer marketing and the role of TikTok's algorithm in determining content virality is recommended. Research should explore cross-cultural differences in influencer marketing strategies, particularly in Western vs. Asian markets.
Bakalo, A., & Zewude, S. (2023).	Determinants of Consumers' Attitudes Toward Social Media Advertising: Systematic Review	The study examines the key determinants of consumer attitudes toward social media advertising. It identifies factors such as perceived usefulness, informativeness, credibility, entertainment, and trustworthiness as major influences on consumer attitudes. It highlights that advertisements on platforms like Facebook, YouTube, and Instagram have a significant impact on consumer purchasing decisions. Additionally, the study finds that personalization and e-WOM (electronic word-of-mouth) contribute positively to consumer engagement with social media ads	Future research should incorporate qualitative methods, such as interviews, to gain deeper insights into consumer behavior. Cross-cultural studies should be conducted to examine the variations in social media ad perception across different regions. Researchers should investigate negative e-WOM and how brands can mitigate its effects. Longitudinal studies are necessary to assess the long-term impact of social media advertising on brand loyalty and consumer retention. Multi-group investigations should be conducted based on different business models to explore how various industries utilize social media advertising
Shi, Z. (2024)	Discovering the Impact of Chinese Social Media Influencers on Generation Z Consumer Behaviour.	The study explores how Chinese social media influencers (Key Opinion Leaders - KOLs) impact Generation Z's consumer behavior. It finds that Gen Z places high trust in influencers due to their relatability, expertise, and interactive engagement. Social media influencers fulfill Gen Z's need for social identity and emotional attachment, which strengthens their influence on purchasing decisions. The study also highlights that influencer marketing success depends on content authenticity, trust-building, and strategic partnerships with brands. However, challenges like influencer scandals and the demand for transparency can impact consumer trust and brand perception.	Future research should investigate the long-term effects of influencer marketing on brand loyalty and repeat purchases. Studies should analyze how different influencer marketing strategies work across platforms like WeChat, Douyin, and Red. More research is needed on the role of negative influencer publicity and its impact on consumer trust and sales. Cross-cultural comparisons should explore how Gen Z in China differs from Western Gen Z in their response to influencer marketing. Companies should develop more transparent and authentic influencer marketing strategies to build consumer trust and minimize risks from influencer scandals.