

The Trust of Viral Advertising Messages and Its Impact on Attitude and Behaviour Intentions of Consumers

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Abstract

The purpose of this paper is to contribute to the growing body of research on viral advertising messages which is based on viral marketing, while concentrating on trust of viral advertising messages and its effect on attitude and consumer behavior intention. To achieve the objectives of this study, we used marketing technology and techniques specific to viral marketing. The implementation of the study depended on a questionnaire (with 27 items) used to collect the required data from 305 customers. The information collected was based on a primary exploration study with the purpose of constructing and designing a study model.

Six hypotheses were proposed based on literature related to viral marketing, viral advertising messages and behavior intention. The study model was divided into six dimensions. The first four was concerned with trust of viral advertising messages, the fifth with attitude and customer behavior intention, while the sixth focused on the correlation between components of the study model.

Many descriptive statistical methods were used, e.g., one sample T-test, Pearson's Correlation for the statistical analysis. The indicated results accepted all six hypotheses (assumed for each dimension). Consequently, there was an impetus to achieve trust of viral advertising messages on all attitudes and customer behavior intention.

Although this study was limited, it tried to use many factors to test trust effect of viral advertising messages on attitudes and consumer behavior intention. It is considered as an attempt that can be developed for future studies.

Keywords: trust, virak advertising messages, attitude, bahavoir, inentionis, consumers

1. Introduction

Marketing is considered as a dynamic science that evolves according to developments in the environment, and its total reaction to the surrounding activities and movements in the society.

The technological developments across all levels of communication, with massive expansion of internet users, were of great effect on all branches of science including Marketing. Its activities and the used techniques took a different direction in the applications and behaviour which leads to new concepts based on the internet to apply activities and gauge reactions. New marketing branches evolved e.g., Digital Marketing, Electronic Marketing, Marketing through Internet, Selling and Buying through Internet, Viral Marketing, and many others.

Conversely, communications are developing, especially electronic communication which has the advantages of speed, capability and low cost.

These factors are very attractive for many firms and organizations that depend on this type of communication. Further, giant strides in communication methods and tools development and the spread of the social media like Facebook, Twitter, YouTube, E-mail, etc. became the most popular tools for advertising messages, announcement, and to communicate with customers.

Viral advertising, with tools such as viral announcement, represents one of the new directions and techniques used widely in the past few years.

Although viral advertising is not new, Hotmail is a leader in advertising messages. Currently its use is spreading and is used by many firms and organizations to influence customer behaviour, even to transfer messages to others (Schulze, Scholer, & Skiera, 2014). Viral advertising is considered one of the marketing strategies that use e-mails,

social networks, and blogs to achieve specific marketing goals, however, its effect is limited to marketing goals. (Brkic, 2012).

Through viral marketing, advertising and promotion of product or services, the transfer of some other desired message is carried out with the help of the consumers (Tomse & Snoj, 2014). Viral advertising is considered a marketing strategy for encouraging consumers to use (or buy) a certain product, and provide their friends with positive information about it. Through viral messages, these consumers promote and play a marketing role on behalf of the manufacturing organization (firm). The phrase (word-of-mouth) on the internet using advertising and promotion messages or on the social media is the most effective tool in viral marketing.

Van der lans, Burggen, Eliashbreg, & Wlerenga, (2010), suggested that the term viral marketing describes the phenomenon by which customers mutually share and spread relevant information, initially sent out deliberately by marketers to stimulate and capitalize on word-of-mouth (WOM), behaviours. Hinz, Skiere, Barrot, & Becker (2011) explained that because viral marketing campaigns leave the dispersion of marketing messages to consumers, they tend to be more cost efficient than traditional mass media advertising. As indicated by (Gardner, Sohn, Seo, & Weaver, 2013) the theory for building a viral marketing definition could come from the field of epidemiology, given the viral metaphor that underlies the term.

Viral marketing is a strategy of using advertiser initiated shopper action that spreads, promoting unaltered message over a marker or portion in constrained time period, mimicking a plaque. Cardner et al. (2013) indicated that viral marketing is a tactic utilizing consumer activity spread, unaltered marketing message across a market or segment in a limited time provided, mimicking an epidemic.

From other authorities, (Abu Farah, 2008; Alsamydai & Rudaina, 2010) viral marketing is a viral contact and marketing activity in which the organization (firm) enlists users/customers to be part of the sales force for its products, and work to spread the effective word through viral advertisement. Messages about the organization's (firm) products considering some negative effects that marketing staff try to avoid.

Viral marketing is connected to transferring communication information via electronic communication. Like e-mail, social media or as indicated by Silverman (2007), it is a marketing phenomenon that facilitates and encourages individuals to volunteer to edit advertising and promotion messages via the internet to transfer the spoken word.

According to Alsamydai (2014), Soyoen, Hubj, & Faber (2014), the viral advertising messages have two major sources: the creator, and the sender as the message distributor.

Personal electronic pronounced/spoken word (word-of-mouth) represents one of the important tools for viral marketing and advertising. This is because of its ability to create deep, positive effect on the firm's image and products. What advertising and promotion messages carry information? What is true and credible about the product features without exaggeration? The producer (creative) should take care of the contents of the messages and give special care about it because if she is misled with false or unreliable information, it will make the customer to lose confidence in the message and the sender, thereby eroding trust.

The major element is that the provided information that affects customers should be based totally on truth, credibility and reliable data. For that, the relationship between the sender and receiver will be affected by the credibility level of the provided information. For that, the studies and research in the scope of viral advertisement indicates that the features of the relationship between the sender and receiver act an important role in clarifying the effect (Diffusion and persuasion) of the sender towards the viral advertisement (Huang et al., 2009).

The current development in communications and usage of internet acts to employ the power of speech (word-of-mouth) and its circulation among people to impact, attract and motivate them to spread advertising message and to buy the products. Afterwards, it will shift using the pronounced/spoken word from the weak and slow domains to wider and faster domains by breaking geographic borders. Individuals become able to transfer and circulate information to any part of the world. It encourages marketing people to use the electronic pronounced/spoken word to circulate viral advertisement messages (Alsamydai & Rudaina, 2012).

On the other hand, recognition of the reality in viral advertisement messages reflects the positive situation towards credibility and validity of messages.

Let us not forget that sometimes reliability and credibility considerations are general causes why firms lose customers.

Smith, 2006, declared that credibility can be achieved if the organization develops its relations with their clients, this can be done by establishing company's blog with interesting content and online reader comment (Dwyer, 2007).

Information sent through advertising messages, including viral ones, plays a major role to influence people perception to accept the advertising message.

The information sent must be characterized with many issues like introducing the facts, credibility, simple and clear language. Information is always related to its designer, creator, sender and the advertiser. It simply and clearly reflects how they are committed to the truth and credibility, which plays an important role in acceptance of the message. Continuing, it is related to the influence of the people and intention of their behaviour (Alsamydai & Rudaina, 2012).

E-mail is considered to be one of the early tools used in electronic communication. It is used as a personal tool and many messages may be sent through it towards one direction or many directions. It also has privacy, it is more advanced than the normal traditional mail.

E-mail messages must be short with small and clear sections with credibility and transfers real information about marketing messages.

Avoiding the trust while transferring information via viral advertising message reflects a negative image that is going to be very hard to change later, especially when those messages will be circulated to many, many people and very fast without hope of retrieval.

Social media networks are currently the most popular and important tool for electronic communications. It reflects the social relations among people, organizations and authorities of mutual interests. It is for those who are after gaining specific benefits by communicating through their sites and e-mails and achieving an online reaction between the parties of the communication.

Interaction and communication among people on the social media platform have an important role in information exchange about products, organizations and knowledge about the type of commercial relation which will contribute to spread information widely. The important issue is the role of social media network in circulating viral advertising messages concerning different products among participants. Both Romn & Setzek (2008), indicate that the new generation from connecting social networks starts to flourish by friendly store appearance in 2002. Year 2006 showed increased momentum in directing people to networks locations, which became very popular.

Facebook is considered, by Knapp (2006) to be one of social media channels of wide use. It is also one of the avenues to disseminate viral advertising messages. The advertising messages sent through e-mail or Facebook or viral when it contains true and clear information it certainly influences the position of products and services introduced to people. Consequently, it will also affect the behaviour intention. As it is known, there is a relationship between attitudes and behaviour intention towards buying. (Alsamydai & Rudaina, 2006).

This study will focus on how many viral advertising messages derive from facts and its effect on attitudes and behaviour intention of customers towards various types of products and services that are promoted through those messages.

2. Research Objectives

The main objective of this study (research) is to explore the domain of the facts of the viral advertising messages and its impact on attitude and behaviour intention of customers. The following is a summary of the objectives:

- ✓ Knowing the reality of viral advertising messages and its impact on intention and behaviour intention of customers.
- ✓ To identify the trust of sender (sender trust).
- ✓ To identify the trust of Advertiser (advertiser trust).
- ✓ To identify the trust of context (context Trust).
- ✓ To identify the trust of Media (media Trust).
- ✓ To identify the impact on attitudes and behaviour intention of customers.

3. Study Model

This study is based on many studies concerned about viral advertising, considering that viral advertising message is one of the important tools in viral advertising techniques (Leskovec, Lada, & Bernordo, 2007; Soyen et al., 2014; Bampo, Michae, Wing, David, & Wallace, 2008; Van der lans et al., 2010; Rudaina, 2009).

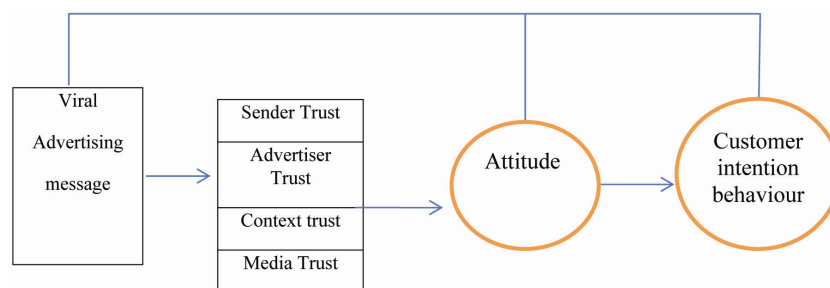


Figure 1. Study model

4. Literature Review

Attention of researchers increased on viral marketing as one of new marketing strategies to enrich its branches and its different tools gained traction.

Viral advertising messages are considered one of the important tools to implement viral marketing strategy. The studies that took viral advertising messages were not on the same level as for viral marketing.

The study of Rudaina (2009), concentrates on measuring impact of viral marketing on buying decision. It concluded that viral, electronic, advertising messages are of high credibility and have an impact on customer-buying decisions.

A study by Al Akalleh (2015), concerning viral marketing impact to encourage clients to open transactions with commercial banks, concludes that electronic advertising messages is an important tool in viral communication that encourages clients to deal with commercial banks. On another hand, Aladaylah, 2015, focused on the role of the social media on customers' buying decisions through internet. And electronic advertising messages of these networks have an effect on buying decisions.

Both Soh et al. (2009) and Huh & Shin (2012), compared credibility sources and reality sources in advertising, and they found that it concentrates on relationship characteristics involving the two interacting parties.

Saparito et al. (2004) indicated that the power and the degree of reality impact almost look like the difference between calculative and relational trust.

The study of Soyen et al. (2014) focused on testing impact of trust of both sender and advertiser on the stages of viral advertising. The study concludes that there is a different effect for each on the stages, and the effect on advertiser reality is not moral if the sender behaved in reality on sending viral advertising messages.

Kumar (2016) posited that viral marketing provides many benefits for the marketing organization, such as fast transfer of advertising and promotion messages to huge numbers of people, with a lower cost than the traditional channels of marketing. The reason is that users of social media messages exchange advertising messages among themselves, which contributes to the speed of spread and increases impact.

As the study of Rollins (2014) concluded, the organization that initiates viral marketing campaigns has the ability to share promotion messages faster and more effectively. Also, messages spread and its correspondence refers to the organization with many benefits like financial and also returns to the clients with social benefits.

The experimental study of Schulze et al. (2014), analyzes viral marketing campaign for Facebook for 75 products. It reveals the methodology that shares the same advertising methodologies that made Farmville very successful. It became bad when promoting expedient products. This is because consumers do not visit Facebook to know more products. It depends on simple signs and conclusions to manipulate viral marketing messages concerning these products.

Botha & Reyneke (2013) indicate the enormous speed of corresponding messages among users of social media networks. Organizations try to use viral spreading of messages as a result of that. The viral messages play an increasing role to impact and transfer (change) the idea about organization reputation, trade mark, products and other domains like public characters, political parties. In spite of that, this study did not identify much about motives, attitudes and human behaviours that usually correspond and redirect viral messages via internet. But this study reveals that there is a strong relationship between viral advertising methods and emotions.

The most important thing the study of Garadner et al. (2013), clarified is that there are major differences between promotion using transferred word or traditional people transfer (WOM), and viral marketing which is a transfer

of words and messages but through internet. Accordingly, viral marketing will not be suitable for places without internet access.

Henket (2013) targeted to search emotions and the flow of electronic marketing because of the increasing importance from consumers towards electronic messages. The study uses experimental design to evaluate the happy and the unhappy content. Also, emotion effects consumer intention. To have positive results, the content must be attractive and joyful. The study took into consideration impact of emotional interference which is described that it concentrates and audits on behaviour of consumer intention. The study concludes that the happy and joyful content leads to a large spread and an excellent promotion for the product through electronic messages.

The study of Hinz (2011) indicated that persons that have good communications were using their good contacts in more activities but do not influence their colleagues, compared to people with less contacts. It is mentioned that the reason is because the consumer does not do well with the traditional communications or promotions or marketing, while she goes for a personal advice or professional sites when the purchase decision is taken. For that reason, viral marketing depends on two essential factors: psychological response (how to make him feel good about message content), and the social motive is why you want to share with others Here, the importance to transfer the word (WOM) lies through electronic advertising messages. This study entered the factor of viral advertising messages, which has not been studied in depth content, also measuring the effect of the viral advertising messages on both of attitude and behavioural intention to consumers.

5. Study Hypotheses

In light of the study objectives and models, the study hypotheses were formulated as follows:

Category 1

From this hypothesis we derive the following hypotheses:

H1: Sender of viral advertising messages trust effect on attitude and behaviour intention of customers.

H2: Advertiser of viral advertising messages trust effect on attitude and behaviour intention of customers.

H3: Content of viral advertising messages trust effect on attitude and behaviour intention of customers.

H4: Media of viral advertising messages trust effect on attitude and behaviour intention of customers.

H5: attitude from viral advertising messages effect on behaviour intention of customers.

Category 2

H6: There is a significant relationship between the components of study model: Sender, advertiser, content, tools, and attitudes behaviour intention.

6. Methodology

6.1 Data Source

This study is based on two types of resources:

First, secondary resources including: books, magazines, references and previous studies.

Second, primary resources -related to data collection, design, development and analysis of questionnaire. The final questionnaire has 305 consumers for measurement.

6.2 Study Instruments

A special questionnaire designed according to the study model, utilizing the Likert scale (strongly agree, agree, neutral, disagree) strongly disagree was administered. This study was divided into six dimensions as follows: advertise trust, context trust, media trust, sender trust, attitude and customer intention behaviour.

6.3 Test of Natural Selection

The Kolmogorov-Smirnov test was used to test the extent to which the data followed natural selection. P-value was higher than 5% for each part of the research, which indicated that the data followed the natural selection model.

Several statistical techniques were used including Kolmogorov-Smirnov test, Cronbach's alpha, descriptive analysis and one sample T-test. The T-test was employed to accept /reject the hypotheses (group) through testing the average mean of single sample, based on the value of midpoint. The higher the value, the more favourable the attitude, and vice versa. A midpoint equal to (3) was chosen by adding the low-coded value of the Likert scale (1) and, the upper coded value (5) of the Likert scale, while using the Pearson correlation coefficient for

testing the four dimensions of the study model.

6.4 Test of Reliability

Cronbach's alpha test was used to determine the fitness of the measuring tool and concluded $\alpha = .81$ which is an excellent value when the accepted percentage is higher than 60%. Furthermore, the validity of the measuring tool was tested through consulting a panel of experts whose opinions were taken into consideration while designing the questionnaire in its final version. The results are shown in table (1):

Table 1. Coefficients reliability

No of cases	Cronbach's Alpha	No of items
305	.82	27

7. Results:

7.1 General Result

By using descriptive analysis, it was determined that the mean of all questions is over the midpoint (3), except for questions (3, 4, 7, 12 and 13) as shown in table (2):

Table 2. Descriptive statistics and one-sample t-test

Trust Dimensions Articles \ Participant opinion-position	Mean Score	Std Dev	T value	Sig
First Dimension: Sender Trust				
1- The sender has good marks.	3.94	1.23	13.34	0.000
2- The sender has truth and trust concerning information in his send messages.	3.82	1.26	11.31	0.000
3- The sender to be characterized with Trust concerning information in his send messages.	2.45	1.35	-7.00	0.000
4- Sender reality effects your attitude.	2.96	1.61	-0.39	0.097
5- Sender reality effects your behaviour intention.	3.47	1.15	7.25	0.000
Second Dimension: Advertiser Trust				
6- Advertiser has a good reputation.	3.65	1.10	10.34	0.000
7- Advertiser has a truth and credibility of information in his send messages.	2.40	1.57	-6.65	0.000
8- Advertiser to be characterized with Trust concerning information in his advertising.	4.01	1.22	14.35	0.000
9- Advertiser presents the real features of the product without exaggeration.	3.96	0.93	17.88	0.000
10- Advertiser reality affects your attitude.	3.92	0.99	16.16	0.000
11- Advertiser reality affects your behaviour attention.	3.74	1.04	12.46	0.000
Third Dimension: content Trust				
12- The contents of viral advertisement messages have to be clear and attractive.	2.61	1.51	-4.42	0.000
13- The contents of viral advertisement messages have to be exciting.	2.70	1.12	-3.64	0.000
14- The contents of viral advertisement messages must have reality in the presented information.	3.48	1.15	7.45	0.000
15- The contents of viral advertisement messages must avoid exaggeration in the presented information.	3.96	1.14	10.46	0.000
16- The contents of viral advertisement messages affect your behaviour intention.	4.32	0.79	28.99	0.000
17- The contents of viral advertisement messages affect your attitude.	3.89	0.94	16.63	0.000
Fourth Dimension: Media Trust				
18- The media carrier for the viral advertisement message must be described with Trust.	3.34	1.42	5.36	0.000
19- The media carrier for the viral advertisement message must have truth and credibility.	4.08	0.96	19.61	0.000
20- The media carrier for the viral advertisement message described to be exciting.	3.55	1.29	7.47	0.000
21- The email carrier for the viral advertisement message described of Trust.	3.64	1.21	9.15	0.000
22- Information carried by email described to be clear and exciting.	3.95	1.05	15.81	0.000
23- Information carried by the viral advertisement message described of Trust.	3.75	0.99	13.22	0.000
24- Information carried by facebook described to be clear and exciting.	3.46	1.24	6.52	0.000
Fifth Dimension: Attitude				
25- The Trust of viral advertisement messages affects your attitude.	3.46	1.27	6.31	0.000
26- The reality of viral advertisement messages affects your behaviour intention.	3.40	1.35	5.18	0.000
27- Your attitudes affect your behaviour intention.	3.75	1.07	12.26	0.000

7.2 Testing Hypotheses

Test results for the first hypothesis of the study. Statistical analysis illustrates an overall mean score of respondents which measures the dimensions (D1, D2, D3, D4 and D5). The mean values of these are (H1=3.38, H2= 3.61, H3 = 3.34, H4=3.7 and H5 = 3.53).

The values are above the scale midpoint (3). These results were further validated by the one sample t-test which revealed that the overall mean difference for these dimensions as a whole was statically significant ($N=0.000$) at ($N_s=0.05$), with a higher T-value (H1=10.04, H2=15.64, H3=7.30, H4= 17.84 and H5=9.39) these scores and higher than tabular $t = 1.96$ as a result of the hypothesis and accepted these results and shown in table (3).

Table 3. Testing hypotheses first category

Test value =3				
The hypothesis	Mean Score	Std Dev	T value	Sig
H1- sender of viral advertising messages trust effects on attitude and behaviour intention of customers	3.38	.67	10.04	.000
H2- advertiser of viral advertising messages trust effects on attitude and behaviour intention of customers.	3.61	.87	15.64	.000
H3- content of viral advertising messages trust effects on attitude and behaviour intention of customers.	3.34	.82	7.30	.000
H4- media content of viral advertising messages trust effects on attitude and behaviour intention of customers.	3.70	.69	17.84	.000
H5- Attitude from viral advertising message trust effects on behaviour intention.	3.53	1.00	9.39	.000

The second category: It tests the construct of the study model in order to test the relationship between the components of study model. Pearson correlation coefficient was adopted and hypothesis (H6) was developed. The test of this hypothesis indicated there is significant relationship between the constructs of study model: sender trust, advertiser trust, content trust and media trust. The result of analysis is shown in the table (4)

Table 4. Pearson correlation

Dimensions	D1	D2	D3	D4	D5
D1	1 .000				
D2	.393 .000	1 .000			
D3	.553 .000	.391 .000	1 .000		
D4	.391 .000	.191 .000	.309 .000	1 .000	
D5	.390 .000	0.99 .000	.558 .000	.686 .000	1 .000

8. Discussion and Conclusion

8.1 Discussion

The objective of this study is to evaluate impact of viral advertising messages credibility (reality) on both attitudes and customer behavior intention. The study model was designed and developed by factoring in many things. These factors were divided into five types (groups) to include all aspects of the study. They are: sender trust, advertiser trust, content trust, media trust, and attitude trust.

To achieve the objectives of the study, two types of hypotheses were assumed:

The first type includes five hypotheses concerned to marks (signs) of this study according to the study model. The second type is related to selection of connection content among components of the study model.

Data were analysed according to descriptive statistics in abstracting means and the standard deviation. It was followed by using one sample T-test to test hypotheses of type one. As for the second type, Pearson's correlation coefficient was used to test the sixth hypothesis.

The answers of study samples for the questionnaire which includes (27) questions were positive, except five questions 3, 4, 7, 12 and 13.

As for their middle values less than (3) and it is (midpoint = 3).

Analysis of first dimension (sender trust) shows its impact on attitudes and consumer behaviour intention with a middle value (3.38) and a value T equals (10.04).

As for the second dimension, concerning advertiser trust has an impact on attitude and consumer behaviour intention with a middle value (3.61) and T-value equals (15.64). At the same time, the impact of the third dimension with middle value (3.34) and T-value equals (7.30) which is the least value in all dimensions.

The fourth dimension, concerning (media trust) its impact on both attitudes and consumer behaviour intention was the greater value among all dimensions with a middle value (3.70) and T-value equals (17.84). This indicates the importance of transfer from media to viral messages (from participants' point of view) in study sample. As for the fifth dimension (Attitude Trust) and its impact on consumer behaviour intention, it gained a middle value (3.53) and T-value equals (9.39), which indicates clearly that attitudes have an impact on consumer behaviour intention. That is indicated by different behaviour studies.

Among the (27) questions, there are only three questions that have a middle value greater than four. Where question (16) concerning impact of content on consumer behaviour intention with a greater value of the middle (4.32) and T-value equals (28.99), which is the highest value among all questions. After the question (19) concerning (the media carrier for the viral advertisement message must have truth and credibility), with a middle value (4.08) and T-value equals (19.61).

After that came question (8), concerning (advertiser to be characterized with reality concerning information in his advertising), with a middle value (4.01) and T-value equals (14.35).

The four dimensions of the viral advertisement message (sender trust, advertiser trust, content trust, media trust) its middle values greater than (midpoint=3), and have an impact on attitudes and consumer behaviour intentions. On that, the reality of viral advertisement messages has an impact on attitudes and consumer behaviour intention.

All hypotheses in the first type (group 1) were accepted according to descriptive statistics and One Sample T-Test, but different values for each hypothesis.

As the hypothesis of the second type (group) (hypothesis 6), we used Pearson's correlation coefficient. The result indicated that there is a moral relation among components of the study model (sender, advertiser, content, media, and attitude) and consumer behaviour intentions. The relationship of each of the confidence and both of attitudes and intention-behaviour was the strongest relationship with a value of 0.686. On the other hand, the relationship of content messages with both of attitudes and intention-behaviour came in the second degree with the value of 0.558.

Finally, this study attempted to find the effect of trust of viral advertisement messages on attitude and consumer behaviour.

This study can be considered as a base, or can be used for future studies by interfering (inserting) other factors that may have an effect on reality of viral advertisement messages in a way that this important subject can be developed.

8.2 Conclusion

Viral advertisement messages are considered as one of the basic tools for viral marketing. These messages have different impact, on consumers and their buying intention. It pushes and motivates them with what is advertised from products, services, ideas, or any other subject especially if these messages have the advantage of corresponding (transferring) to the truth that convinces those consumers.

The scope of these different messages is corresponding (transfer) reality (truth) in a way that creates a positive feeling towards them, from receivers of those messages, especially the consumers. The fact that sender, advertiser, content and transfer media have an impact on attitudes, further more on consumer behaviour intention.

This study concentrated on these four dimensions as a base to measure the reality and creditability of viral advertisement messages.

The conclusion confirms the fact that those four dimensions have a clear effect on attitudes and consumer behaviour intention. As a proof, the middle values of these dimensions exceed the point (midpoint=3) and also T-values of T-test, were greater than the tabular value T which equals (1.96).

Besides, there is a significant correlation between the six dimensions of the study by using Pearson's correlation coefficient indicator, which indicates that selecting factors of each dimension was a right selection and coincides with objectives of this study.

Although this study has entered many factors, but it is limited and that future studies must have introduction of other factors such as the word-of-mouth marketing, reference groups and its impact on the attitude and behavioral intention, as well as study the effect of the confidence of viral advertising messages on consumer purchasing behavior or consumer satisfaction.

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