
THE IMPACT OF VIRAL MARKETING ON CONSUMER'S PERCEIVED VALUE AND PURCHASE DECISIONS IN THE HOTELS OF LUXOR AND ASWAN

AHMED RABEE IBRAHIM

AHMED GAMAL TAGER

FACULTY OF TOURISM AND HOTELS, LUXOR UNIVERSITY, EGYPT

ABSTRACT

In the preceding decades, due to the advancement of social media, traditional marketing has become less significant. Managers and entrepreneurs are seeking novel, effective and efficient ways both for new and technological products/services. Drawing on the theory of reasoned action, information adoption model and technology acceptance model. This research aims to assess the impact of viral marketing on consumer's perceived value and purchase decisions (applied on the hotels of Luxor and Aswan). To achieve objectives of this research the quantitative approach was used via a questionnaire. It is conducted on a random sample of (391) tourists. The results indicate that there is a positive Impact of viral marketing on consumer's perceived value and on purchase decisions. The study recommended that hotels in Luxor and Aswan in order to improve customer perception of value and influence purchasing decisions, hotels in Luxor and Aswan are advised to give priority to developing and implementing efficient viral marketing tactics.

KEYWORDS: Viral Marketing, Consumer's Perceived Value, Purchase Decisions.

INTRODUCTION

The goal of viral marketing is to inspire individuals to share a marketing message with friends, family, and other individuals to create exponential growth in the number of its recipients (Rosiyana et al., 2021). Viral marketing seeks to spread information about a product or service from person to person by word of mouth or via the Internet (Afifah et al., 2022). Perceived value indicates how much a customer is prepared to pay for a product or service. This is determined by a product or service's ability to meet the customer's needs and inspire desire, especially in comparison with competitors (Miao et al., 2022).

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand (Rachmad, et al., 2023).

This research aims to identify the impact of viral marketing on consumer's perceived value and purchase decisions in the hotels of Luxor and Aswan

RESEARCH QUESTIONS

1. What are the concepts related to viral marketing, consumer's perceived value and purchase decisions?
2. What is the impact of viral marketing on consumer's perceived value?
3. What is the impact of viral marketing on consumer's purchase decisions?

LITERATURE REVIEW

VIRAL MARKETING

According to Hamidi and Özgül (2020) viral marketing refers to situations that are now hotly debated and then leveraged by marketers in a marketing plan, in order for the message intended by marketing to quickly and easily spread throughout a large geographic area. A product or brand can be introduced using viral marketing, which can also increase sales. Viral marketing is an online marketing strategy that involves the creation of engaging and entertaining content with the intention of having it widely shared across the Internet. Viral marketing can have several different objectives, from boosting brand awareness to increasing sales (Krishnan et al., 2022). It can also take many forms: Videos, images, memes (a phrase or image, often humorous, that is frequently copied and spread on social media), eBooks, articles, lists and more. When properly executed, viral marketing can be very cost-effective as the content is distributed by the audience rather than the creator (Abbas et al 2021).

VIRAL MARKETING AND PURCHASE DECISIONS

The primary distinction between viral marketing and social media marketing is that viral marketing focuses on something that was seen to be viral at the moment, whereas social media marketing focuses on employment of social deep medium marketing (Razali et al., 2023). Hassan et al. (2021) decision purchase is step final for buyer in decide for do transaction purchase. make decision purchase is stage where buyer has set choice and do purchase on waiter or goods which aim, as well as use it. Purchasing decisions can too interpreted as something provision done buyer when buy

something initial product with understanding will his needs and wants, purchase decision is action consumer buy or nope to something goods and or desired service. Stage this also show if a buyer truly does process shopping (Iskamto, 2020).

VIRAL MARKETING METHODS

steps of designing an online viral marketing campaign are as follows :

Phase I: company and business context - Phase one involves analyzing the internal (including competitors, consumer behavior, etc.) and external (including strategies, resources, products, etc.) environment. Regarding external analysis, the company must carefully consider competitors' customers, market share, promotion strategies, and product developments (Lisnik & Majerník, 2023).

Phase II: objectives and goals - The next phase includes defining the goals and objectives of the campaign. There are three different types of objectives that marketers must determine: cognitive (how will we reach customers?), behavioral (how do we want customers to react?), and financial (how will this campaign help in building the brand?)(Krishnan et al., 2022).

Phase III: designing a message and selecting the medium - The following phase involves selecting the message type, including the emotional appeal that the campaign will use to encourage viewers to forward the content and the medium through which the message will be conveyed (Mora et al., 2021).

Phase IV: implementation and results - The final stage includes implementing the viral campaign and analyzing the results. A helpful method of campaign implementation in viral marketing includes seeding (Puriwat & Tripopsakul, 2021).

VIRAL MARKETING ELEMENTS

Emotional Appeals - A crucial element of a viral marketing campaign is the emotional appeal used. Emotional appeals are essential for capturing the audience's attention and are powerful tools used to encourage people to forward content on social media (Yousef et al., 2021).

Motivation to forward content to others - Another crucial element of viral marketing campaigns is their ability to entice viewers to forward the content to others rather than simply engage the viewer. The message and content must have a unique view on a particular topic and should be relevant to current situations or trends (Çakirkaya & Aytaç Afşar, 2024).

Opinion leaders and influencers - Finally, certain brands attempt to go viral by partnering with an opinion leader, e.g., an influencer or a celebrity. For instance, Nike often uses famous athletes like Serena Williams or Michael Jordan to draw attention to its new campaigns (Ozuem & Willis, 2022).

CONSUMER PERCEIVED VALUE

Perceived value indicates how much a customer is prepared to pay for a product or service. This is determined by a product or service's ability to meet the customer's needs and inspire desire, especially in comparison with competitors (Srivastava et al., 2023).

Consumer perceived value is the overall assessment of the worth or benefit that a customer believes they will receive from a product or service. It takes into account both tangible and intangible things such as quality, functionality, price, brand reputation, and post-purchase support (Geiger & Naacke, 2023).

Understanding the customer's perception of value through market research can help a business to position itself correctly and use marketing to effectively highlight the benefits that customers are most prepared to pay for. Benefits that attract customers can range from convenience and affordability to how aesthetically pleasing or cutting-edge the design is (More, 2023).

PURCHASE DECISION

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. A customer's purchasing decisions are one of the final stages that make up the purchasing process. As a result, the consumer decides to purchase a particular product or use a particular service (Saputro & Setyaningrum, 2023).

VIRAL MARKETING IN HOSPITALITY

Motivation is one of the most effective viral marketing tools and has a positive role in customers' decision to purchase hotel services, because it attracts customers and encourages them to buy the product and pass on advertising messages to their friends. It has also become clear that the most effective electronic publishing methods are social networking sites such as Facebook and YouTube, because they are characterized by their rapid access to millions of customers around the world and have lower publishing costs, and develop a spirit of discussion and dialogue among

their users, which helps in exchanging opinions, all of which contribute directly to the decision to purchase hotel products and services. People's continuous exposure to viral advertising ultimately leads to enhancing the purchase of the product. Viral advertising has a positive effect in terms of message content, mental image, advertising medium, and incentives combined in influencing the purchase decision (Salam et al., 2023).

METHODOLOGY

SAMPLE SIZE

This research aims to assess the impact of viral marketing on consumer's perceived value and purchase decisions in the hotels of Luxor and Aswan. It is conducted on a convenience sample of (391) tourists in Luxor and Aswan. The population of this study was selected randomly.

Appropriate sample size of the study population was calculated using the Cochren, J. formula (Cochren, 1977) as follows:

$$n = \frac{z^2 \times \hat{P}(1 - \hat{p})}{\epsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 387$$

where:

n: Sample Size

Z: Standard Degree (1.96 at significant level of 0.05).

\hat{p} : Sample proportion, and neutral = 0.50

e: maximum allowed error (0.05 at significant level of 0.05).

Applying these values to the Cochren, J. formula reveals that the appropriate sample size for this study is (387) participants. The researcher distributed (410) questionnaires, after analysis (391) were valid with respondent rate of (95.36%).

RESEARCH QUESTIONS

1. What are the concepts related to viral marketing, consumer's perceived value and purchase decisions?
2. What is the impact of viral marketing on consumer's perceived value?
3. What is the impact of viral marketing on consumer's purchase decisions?

RESEARCH TOOLS

The questionnaire was adopted to collect the data. Questionnaire was divided into two sections. Section one focused on personal data while section two was about questionnaire statements, which are the Viral Marketing, Consumer’s Perceived Value and Purchase Decisions.

Questionnaire form utilized a five-point Likert scale on which respondents were asked to indicate their level of agreement or disagreement for the second to fifth part as follows: strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree=1.

Data analysis was conducted by using the Statistical Package for Social Sciences (SPSS) version 23.

RELIABILITY

Table (1): Reliability Analysis of Study Variables.

The Axes	No. of statements	Alpha Coefficient
Viral Marketing	13	0.871
Consumer’s Perceived Value	7	0.816
Purchase Decisions	8	0.946
The Overall Cronbach's Alpha	28	0.928

According to Sürücü and Maslakçi (2020) reliability is the used measuring instrument stability and its consistency. Creswell (2014) declared Alpha Coefficient as a model of internal consistency, based on the average inter-item correlation. Gliem and Gliem (2003) pointed that Cronbach’s α reliability coefficient usually ranges between 0 and 1; they also referred to the following rules: variables more than 0.9 was excellent, variables more than 0.8 was good, variables more than 0.7 was acceptable, variables more than 0.6 was questionable, variables more than 0.5 was poor, and variables less than 0.5 was unacceptable. Reliability of current study variables was tested by Cronbach’s alpha coefficient; all axes were more than 0.8. The Overall Cronbach’s Alpha exceeded 0.9 for the variables; this means that all variables were excellent and reliable (see table, 1). Number of statements refers to number of variables in every axis.

VALIDITY

Table (2): Validity Analysis of the Study Variables

The Axes	No. of statements	Loading
Viral Marketing	13	0.915
Consumer’s Perceived Value	7	0.903
Purchase Decisions	8	0.826
The Overall Loading	28	0.907

The factor analysis shown in Table (2) stated that all statements of the questionnaire (28 statements) were responsible for all study dimensions with a percentage of (90.7%), this means that all variables were acceptable and valid (see table, 2).

1- PERSONAL DATA

Table (3) Demographic Data

	Frequency	percentage	rank
Gender			
(1) Male	184	47.1%	2
(2) Female	207	52.9%	1
Sum	391	100%	
Age			
(1) Less than 25 years	86	22.0%	3
(2) From 25 to 34 years	106	27.1%	2
(3) From 35 to 45 years	138	35.3%	1
(4) More than 45 years	61	15.6%	4
*Sum	391	100%	

Table(3) presents sample size demographic data, according to participants gander, result shows that the percentage of females (52.9%) is more than males(47.1%). According to participants age, ranking number one is “From 35 to 45 years” with percentage(35.3%) and ranking number four is “More than 45 years” with percentage(15.6%).

VIRAL MARKETING

Table (4): Statistics for the Viral Marketing

Viral Marketing	Mean	SD	Rank
Viral marketing gives customers freedom to talk about the hotel.	4.28	.98	4
People make positive comments via viral marketing about the hotel.	3.98	.63	11
Viral marketing effects on your decision to stay in hotels	4.48	1.16	2
hotel gains more popularity through a Viral Marketing platform.	4.34	.97	3
Viral marketing assists the hotel in acquiring more referrals and a good reputation.	4.24	.78	5
Viral marketing created more awareness and more popularity about hotels.	3.80	1.17	12
Viral Marketing is used as a source of information about the hotels.	3.98	.89	11
Information and brand reputation about hotels has increased due to the use of viral marketing strategies.	4.11	.77	8
Hotels Customers understand their responsibilities of using viral marketing.	4.10	.94	9
Viral marketing has helped hotels to build a strong relationship with our target customers.	4.17	.87	6
Viral marketing influences customers in terms of learning about hotel features.	4.01	.75	10
Viral marketing helps customers learn about new hotels.	4.15	1.01	7
Viral marketing can help change customers' decision to book a particular hotel.	4.51	.98	1
Overall	4.39	.78	

Table (4) viewed that concerning viral marketing, the first variable was “Viral marketing can help change customers’ decision to book a particular hotel”, where the mean value was (4.51) and the standard deviation was(.98). On the other hand, the least variable was “Viral marketing created more awareness and more popularity about hotels”, where the mean value was (3.80)

and the standard deviation was (1.17). The overall mean of the variables was (4.39), the standard deviation of means values was (.78).

CONSUMER’S PERCEIVED VALUE

Table (5): Statistics for the Consumer’s Perceived Value

Consumer’s Perceived Value	Mean	SD	Rank
To what extent do you agree that viral marketing helps to achieve the following elements(consumer’s perceived value) when it is used in hotels:			
The product price offered is inexpensive and affordable.	4.18	1.02	6
The product price is compatible with the product quality.	4.33	1.16	5
The value perceived when visiting is suitable with the expectation.	4.52	.93	2
The product provided is well accepted.	4.36	.82	4
The service provided is well accepted	4.03	1.10	7
The value perceived is compatible with the sacrifice undertaken.	4.37	.78	3
The value perceived provides the experience in accordance with the expectation.	4.77	.66	1
Overall	4.49	.87	

Table (5) viewed that concerning consumer’s perceived value, the first variable was “The value perceived provides the experience in accordance with the expectation ”, where the mean value was (4.77) and the standard deviation was(.66). On the other hand, the least variable was “The service provided is well accepted”, where the mean value was (4.03) and the standard deviation was (1.10). The overall mean of the variables was (4.49), the standard deviation of means values was (.87).

PURCHASE DECISIONS

Table (6): Statistics for the Purchase Decisions

Purchase Decisions	Mean	SD	Rank
Useful, interesting, and informative content has a positive impact on purchase decisions for hotels.	4.32	.82	3
Interaction with viral content has a positive impact on the awareness of purchase decisions for hotels.	4.59	.76	1

The reception of viral content has a positive impact on purchase decisions for hotels.	4.27	1.03	4
Offensive content has a negative effect on purchase decisions for hotels.	4.18	.99	6
Brand awareness, quality, and value has a positive impact on consumer purchase intentions.	4.13	.82	7
Viral marketing content helps in making purchasing decisions for hotel services.	4.19	1.10	5
Viral marketing helps in providing valuable information about hotels.	4.39	.89	2
Viral marketing creates emotional desire for hotel service.	4.08	.67	8
Overall	4.38	.72	

Table (6) viewed that concerning Purchase Decisions, the first variable was “Interaction with viral content has a positive impact on the awareness of purchase decisions for hotels”, where the mean value was (4.59) and the standard deviation was(.66). On the other hand, the least variable was “Viral marketing creates emotional desire for hotel service”, where the mean value was (4.08) and the standard deviation was (.67). The overall mean of the variables was (4.38), the standard deviation of means values was(.72).

Impact of viral marketing on consumer’s perceived value (applied on the hotels of Luxor and Aswan). To achieve the second objective and answer the second question of the study, the researcher adopted the multiple regression coefficients as follows:

Obj: - Impact of viral marketing on consumer’s perceived value (applied on the hotels of Luxor and Aswan).

Table (7): Impact of viral marketing on consumer’s perceived value (applied on the hotels of Luxor and Aswan).

Dependent Variable		Independent Variables
		Viral Marketing
	R	.799
	R ²	.831

Consumer's Perceived Value	Sig.		.000
	Constant		-0.398
			Sig. = 0.032
	B.	Eco innovation Policy	B.= .496
			Sig. =.000

From the previous table, its shown that the coefficient of determination (R^2) is (0.831), suggesting that 83.1% of the variation of Consumer's Perceived Value was explained by independent variable. variable have a positive impact on the consumer's perceived value where sig. values were less than (0.05).

Impact of viral marketing on purchase decisions (applied on the hotels of Luxor and Aswan).

To achieve the third objective and answer the third question of the study, the researcher adopted the multiple regression coefficients as follows:

Obj: - Impact of viral marketing on purchase decisions (applied on the hotels of Luxor and Aswan).

Table (8): Impact of viral marketing on purchase decisions (applied on the hotels of Luxor and Aswan).

Dependent Variable		Independent Variables	
		Viral Marketing	
Purchase Decisions	R	.776	
	R^2	.813	
	Sig.	.000	
	Constant		-0.381
			Sig. = 0.030
	B.	Eco innovation Policy	B.= .485
Sig. =.000			

In addition, that the previous table, its shown that the coefficient of determination (R^2) is (0.813), suggesting that 81.3% of the variation of purchase decisions was explained by independent variable. variable have a positive impact on the purchase decisions where sig. values were less than (0.05).

CONCLUSION

The internet's take on word-of-mouth advertising, or viral marketing, encourages customers to share goods and services created by businesses via websites, videos, emails, and other extremely contagious marketing channels, this results in consumers wanting to share this information with their friends. Viral marketing emphasizes the importance of encouraging honest communication between consumers as a method of acquiring new customers (Salam et al., 2023). Purchase decisions are directly impacted by viral marketing. Purchase decisions are influenced by viral marketing and product quality at the same time (Fitri et al., 2023). In addition, the study aims to measure the impact of viral marketing on consumer's perceived value in the hotels of Luxor and Aswan, determine impact of viral marketing on consumer's purchase decisions in the hotels of Luxor and Aswan. Moreover, the findings of this study have useful and practical implications for the hotels in Luxor an Aswan, the governmental bodies responsible for the tourism activity in Luxor and Aswan. In addition, based on the data analysis, there is a positive Impact of viral marketing on consumer's perceived value (applied on the hotels of Luxor and Aswan), there is a positive Impact of viral marketing on purchase decisions (applied on the hotels of Luxor and Aswan). Moreover, viral marketing can help change customers' decision to book a particular hotel, Viral marketing effects on the guest's decision to stay in hotels, Interaction with viral content has a positive impact on the awareness of purchase decisions for hotels and Viral marketing helps in providing valuable information about hotels.

RECOMMENDATIONS

Based on the findings of this research, it is recommended that hotels in Luxor and Aswan in order to improve customer perception of value and influence purchasing decisions, hotels in Luxor and Aswan are advised to give priority to developing and implementing efficient viral marketing tactics. Hotels may enhance their brand recognition, generate positive word-of-mouth, and eventually draw in more visitors by producing captivating content, collaborating with influencers, and utilizing social media channels. Additionally, in order to make sure that their viral marketing initiatives are in line with changing consumer trends and tastes, hotels should constantly track and evaluate the results of these campaigns.

The research's conclusions led to the following suggestions

Regarding Hotels in Aswan and Luxor:

- Make use of social media: Engage in active conversation with possible clients on social media sites like Facebook, Instagram, and TikTok. Provide interesting information, such time-lapsed construction, guest testimonials, and behind-the-scenes films.
- Join forces with influencers: Assist travelers who share the same values as your target market. In return for advertising your hotel, give them free stays or exclusive experiences.
- Produce material that may be shared: Provide social media-shareable content, including interesting info graphics, funny memes, or attractive images.
- Promote user-generated content by holding challenges or competitions that entice visitors to post about their experiences on social media. This may result in free publicity and sincere recommendations.
- Make use of viral marketing strategies: Try out viral marketing techniques to get attention and encourage reservations, such as challenges, freebies, or flash sales.
- Enhance website visibility and draw in organic visitors by making sure your hotel's website is search engine friendly.
- Provide special offers and promotions: To promote reservations and sharing, make time-limited or unique offers.
- Keep an eye on and reply to internet reviews: Keep a close eye on online review sites and swiftly address any comments, whether favorable and unfavorable. This indicates your dedication to ensuring client happiness.
- Calculate and evaluate the outcome: Make use of analytics tools to monitor the results of your viral marketing initiatives. This will assist you in determining effective tactics and opportunities for development.

FUTURE RESEARCH

- Examine the enduring consequences: To determine the long-term effects of viral marketing on customer behavior and hotel performance, do follow-up research.
- Examine the effects on nearby communities: Examine the possible social and economic effects of viral marketing on the Aswan and Luxor communities.

- In contrast to other tourist locations: Examine how successful viral marketing is in Luxor and Aswan compared to other well-known travel locations.

REFERENCES

- Abbas, A. A., Badawi, S., & Almaahdi, M. H. (2021). Toward Successful Social Media Viral Marketing: A Knowledge Management Approach. In *The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries: The Impact of New Technologies and Entrepreneurship on Business Development* (pp. 377-389). Springer International Publishing.
- Afifah, N., Daud, I., & Mulyadina, M. (2022). Viewer behavior on social media: Viral marketing of a movie trailer in Indonesia. *Gadjah Mada International Journal of Business*, 24(2), 178-197.
- Çakirkaya, M., & Aytaç Afşar, Ö. (2024). Bibliometric and content analysis of viral marketing in marketing literature. *Cogent Business & Management*, 11(1), 2364847.
- Fitri, S., Wardana, Y. F. W., Mustafa, F., Sari, E. N., & Arief, I. (2023). Analysis of The Influence of Online Purchase Decisions, Digital Perceive Value of Quality and Digital Viral Marketing on Consumer Satisfaction of Skincare Products. *Jurnal Informasi dan Teknologi*, 148-152.
- Geiger, I., & Naacke, D. (2023). “What’s it really worth?” A meta-analysis of customer-perceived relationship value in B2B markets. *Journal of Business & Industrial Marketing*, 38(4), 751-773.
- Hamidi, F. A., & Özgül, U. Y. A. N. (2020). The impact of online viral marketing on impulse buying. *International JOURNAL OF SOCIAL HUMANITIES SCIENCES RESEARCH*, 7(50), 241-256.
- Hassan, M. M., Ahmad, N., & Hashim, A. H. (2021). The conceptual framework of housing purchase decision-making process. *International Journal of Academic Research in Business and Social Sciences*, 11(11), 1673-1690.
- Iskamto, D. (2020). Role of products element in determining decisions of purchase. *Inovbiz: Jurnal Inovasi Bisnis*, 8(2), 200-207.
- Krishnan, C., Majid Baba, M., Singh, G., & Mariappan, J. (2022). Viral marketing: a new horizon and emerging challenges. *Principles of social networking: The new horizon and emerging challenges*, 161-175.

- Krishnan, C., Majid Baba, M., Singh, G., & Mariappan, J. (2022). Viral marketing: a new horizon and emerging challenges. *Principles of social networking: The new horizon and emerging challenges*, 161-175.
- Lisnik, A., & Majernik, M. (2023). Aspects of strategic management and online marketing. In *Developments in Information and Knowledge Management Systems for Business Applications: Volume 7* (pp. 49-80). Cham: Springer Nature Switzerland.
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184-2206.
- Mora, E., Vila-Lopez, N., & Küster-Boluda, I. (2021). Segmenting the audience of a cause-related marketing viral campaign. *International Journal of Information Management*, 59, 102296.
- More, A. B. (2023). Implementing digital age experience marketing to make customer relations more sustainable. In *New Horizons for Industry 4.0 in modern business* (pp. 99-119). Cham: Springer International Publishing.
- Ozuem, W., & Willis, M. (2022). Influencer marketing. In *Digital Marketing Strategies for Value Co-creation: Models and Approaches for Online Brand Communities* (pp. 209-242). Cham: Springer International Publishing.
- Puriwat, W., & Tripopsakul, S. (2021). The role of viral marketing in social media on brand recognition and preference. *Emerging Science Journal*, 5(6), 855-867.
- Rachmad, Y. E., Meliantari, D., Akbar, I., Rijal, S., & Aulia, M. R. (2023). The Influence of Product Quality, Promotion and Brand Image on Brand Trust and Its Implication on Purchase Decision of Geprek Benu Products. *Jurnal EMT KITA*, 7(3), 597-604.
- Razali, G., Nikmah, M., Sutaguna, I. N. T., Putri, P. A. N., & Yusuf, M. (2023). The Influence Of Viral Marketing And Social Media Marketing On Instagram Adds Purchase Decisions. *CEMERLANG: Jurnal Manajemen dan Ekonomi Bisnis*, 3(2), 75-86.
- Rosiyana, R. N., Agustin, M., Iskandar, I. K., & Luckyardi, S. (2021). a New Digital Marketing Area for E-Commerce Business. *International Journal of Research and Applied Technology (Injuratech)*, 1(2), 370-381.

- Salam, H. M., Emam, H. E., & Elziny, M. N. (2023). The Influence of Viral Marketing on Customers Behavioral Intention In Restaurants. *International Academic Journal Faculty of Tourism and Hotel Management*, 9(1), 97-123.
- Saputro, E. P., & Setyaningrum, D. P. (2023). The Impact of Brand on Purchasing Decisions. *International Journal of Management Science and Information Technology*, 3(1), 30-38.
- Srivastava, A., Mukherjee, S., Datta, B., & Shankar, A. (2023). Impact of perceived value on the online purchase intention of base of the pyramid consumers. *International Journal of Consumer Studies*, 47(4), 1291-1314.
- Yousef, M., Dietrich, T., & Torrisi, G. (2021). Positive, negative or both? Assessing emotional appeals effectiveness in anti-drink driving advertisements. *Social Marketing Quarterly*, 27(3), 195-212.