



The Impact of Viral Marketing on Purchase Decisions of Skincare Consumers: A Field Study of Arvea Product Consumers in Algeria

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Received: 06/12/2024

Accepted: 26/12/2024

Published: 31/12/2024

Abstract:

This study aims to investigate the impact of viral marketing, encompassing its dimensions (the organization's message, trusted source, material incentives, and customer engagement), on the purchase decisions of skincare product consumers. To achieve this, a structured questionnaire was adopted as the primary data collection tool, targeting a randomly selected sample of 205 consumers of Arvea product in Algeria. The collected Data analysis was conducted using SPSS statistical software to test the study's hypotheses.

The findings revealed a statistically significant impact of viral marketing dimensions on the purchase decisions of Arvea consumers. Specifically, the dimensions of trusted source, material incentives, and customer engagement demonstrated a notable impact on purchasing decisions. Based on these results, The study recommends that companies engage creative marketers to strategically plan and design viral marketing, such campaigns should incorporate innovative ideas to ensure effective and rapid reach to the target market segment quickly and less- cost effectively.

Keywords: Viral marketing; consumer; purchase decision; Skin care products; Arvea brand.

JEL Classification Codes: M31, L66.

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1. INTRODUCTION

In accordance with the rapid advancements in internet, information, the extensive use of communication technology, and the subsequent transformations in the business world, digital transformation has become a prominent trend in marketing. This necessitates the adoption of modern digital tools to lead this transformation. Consequently, new marketing concepts like viral marketing have emerged and rapidly gained popularity in recent years, significantly fueled by social media platforms. Businesses are increasingly relying on viral marketing as traditional marketing methods fail to meet evolving consumer needs. This shift towards contemporary marketing approaches, aligned with the external environment, aims to attract consumers and influence their preferences and purchase decisions due to viral marketing's high effectiveness relative to its low cost and rapid dissemination among individuals. However, viral marketing is a double-edged sword. Consumer-generated content about a company can be either positive or negative depending on individual experiences. Consumers readily share personal experiences online and post comments within their social circles, potentially influencing the purchase behavior of other consumers seeking information about new and innovative products and ideas before making a purchase. This information-gathering process aims to mitigate risks and uncertainty. Therefore, companies must understand and leverage the role of viral marketing in consumer purchase decisions to favor their products.

Based on the above, the research problem of this study is formulated in the following main research question: To what extent do the dimensions of viral marketing influence the purchase decisions of Arvea product consumers in Algeria?

This main research question leads to the following sub-questions:

- To what extent does company messaging within viral marketing influence the purchase decisions of Arvea product consumers?
- To what extent does the trusted source aspect of viral marketing influence the purchase decisions of Arvea product consumers?

- To what extent do material incentives within viral marketing influence the purchase decisions of Arvea product consumers?
- To what extent does customer engagement within viral marketing influence the purchase decisions of Arvea product consumers?

Hypotheses:

To address the research problem and sub-questions, the following hypotheses were formulated:

Main Hypothesis: There is a statistically significant impact of viral marketing dimensions on the purchase decisions of Arvea product consumers in Algeria at a significance level of 0.05.

Sub-Hypotheses: The following sub-hypotheses are derived from the main hypothesis:

- There is a statistically significant impact of The Organization's Message on the purchase decisions of Arvea product consumers in Algeria at a significance level of 0.05.
- There is a statistically significant impact of trusted source on the purchase decisions of Arvea product consumers in Algeria at a significance level of 0.05.
- There is a statistically significant impact of material incentives on the purchase decisions of Arvea product consumers in Algeria at a significance level of 0.05.
- There is a statistically significant impact of customer engagement on the purchase decisions of Arvea product consumers in Algeria at a significance level of 0.05.

Significance of the Study:

this study lies in providing a theoretical framework for viral marketing and clarifying its ambiguities as a contemporary subject. This is achieved by exploring the theoretical frameworks associated with its concept and dimensions, and examining how they influence the purchasing decisions of skincare consumers for the brand "Arvea." Furthermore, the study aims to utilize the obtained results to guide viral marketing activities within organizations effectively, ensuring maximum impact on consumer behavior.

Study Objectives :

The objective of this study is to achieve several goals, the most important of which are :

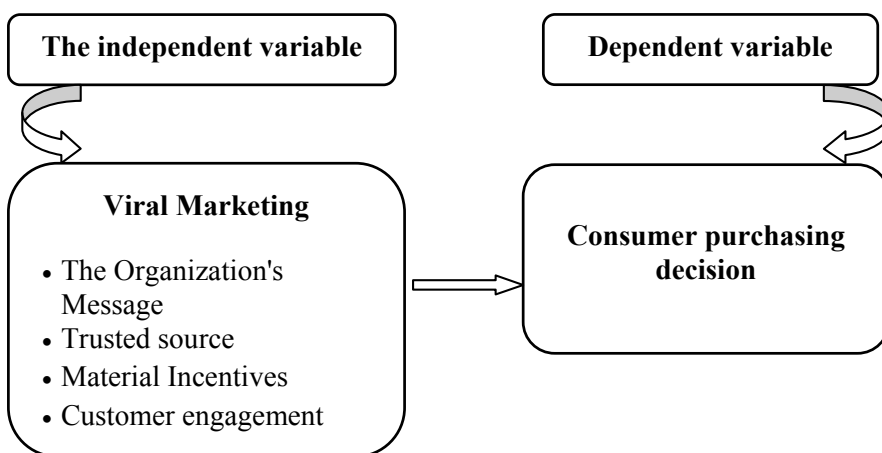
- To determine the extent to which consumers perceive viral marketing and its dimensions
- To highlight the relationship between viral marketing and purchasing decisions

-To measure the impact of the dimensions of viral marketing on the purchasing decisions of consumers of Arvia brand products in Algeria.

Study Model:

Based on the study's problem statement and objectives, we have developed a hypothetical model highlighting the study's variables. This model posits that Viral Marketing, encompassing its various dimensions, is the independent variable, while the dependent variable is the Consumer Purchase Decision, as illustrated in Figure (1) :

Figure 1: Study Model



Source: Prepared by the researchers based on previous studies.

Research Methodology:

To achieve the study's objectives, a descriptive approach was adopted for the theoretical aspect. Books, dissertations, and peer-reviewed scientific journals were used to describe the study variables: viral marketing and consumer purchase decisions. while in the applied aspect, the analytical approach was used by distributing a questionnaire containing several statements was distributed to consumers of Arvea products in Algeria. The collected data was analyzed, and the study results were extracted using SPSS software.

Literature Review:

- Ayu Nareswari, Yuliatin Azizah (2024) Complexity of Purchasing Decisions: The Role of Brand Image, Viral Marketing, and Purchase Interest:

This study aimed to explore the relationship between purchase interest, brand image, and viral marketing, and their impact on purchase decisions in the Indonesian market, focusing on the (Cabang Jember dan Lumajang) store as a case study. Using quantitative methods, questionnaires were collected from 100 participants and analyzed using Partial Least Squares (PLS). The results showed that while brand image did not significantly influence purchase decisions, viral marketing and purchase interest had a significant positive impact.

- Muhammad Ramadhan; Herni Justiana Astuti; Erny Rahmawati; Mastur Mujib Ikhsani (2024) The Effect of Influencer Marketing, Viral Marketing, and Customer Engagement on Purchase Intention at Bloods Store in Purwokerto:

This study investigated the influence of influencer marketing, viral marketing, and customer engagement on consumer purchase intentions. An online questionnaire was distributed to 150 students from the Faculty of Economics and Business, Jenderal Soedirman University, to assess their purchase intentions from the Bloods Store in Purwokerto. Data analysis was conducted using SmartPLS 3.0. The study concluded that influencer marketing, viral marketing, and customer engagement positively and significantly affect purchase intention. By understanding the synergistic effects of these marketing approaches, companies can strategically design campaigns to improve customer engagement and boost purchase intentions, ultimately leading to greater success in today's competitive market landscape.

- Ahmed Al-Sukari (2023) The Role of Viral Marketing in Purchase Decision-Making among Syrian Consumers – A Field Study on Social Media Users in Latakia:

This study examined the role of viral marketing in purchase decisions among Syrian consumers, represented by social media users (Facebook, Twitter, Instagram, YouTube, WhatsApp) in Latakia. An electronic questionnaire was distributed to a random sample of 88 social media users in Latakia. Data analysis and hypothesis testing were performed using SPSS 25. The study found a statistically significant relationship between viral marketing via social media platforms and purchase decisions. The strongest correlation was observed between viral marketing and purchase decisions on Facebook, followed by Twitter, WhatsApp, YouTube, and finally, Instagram.

- Amira Mohamed El-Nady et al. (2021) The Impact of Viral Marketing on the Purchase Decision for Tourism and Hotel Services:

This study aimed to identify the impact of viral marketing tools (viral advertising campaigns, opinion leaders, incentives, electronic publishing) on the purchase decision for tourism and hotel services. 688 questionnaires were distributed to a random sample of five-star hotel customers in Sharm El Sheikh. The results indicated that incentives, electronic publishing, and viral advertising campaigns influence the purchase decision for tourism and hotel products. The study also found a positive impact of viral advertising in terms of message content, brand image, advertising medium, and combined incentives on purchase decisions. The study recommended that tourism and hotel companies adopt viral marketing tools that can influence purchase decisions, particularly by broadcasting viral advertising campaigns due to their lower cost and higher success rate.

Comentary on Previous Studies

A review of prior literature relevant to our study revealed that they have explored the relationship between viral marketing and purchase decisions from various perspectives. Some studies examined this relationship through the lens of specific dimensions or components of viral marketing, such as viral advertising campaigns, opinion leaders, and electronic distribution channels. Others investigated the impact of viral marketing in conjunction with other marketing techniques (e.g., influencer marketing, customer engagement, purchase intention, and brand image) on consumer purchase decisions. Additionally, certain studies focused on a particular form of viral marketing, namely social media, highlighting its role in influencing consumer purchase decisions. What distinguishes the current study from previous research is its unique approach to addressing the topic of viral marketing by adopting a different set of dimensions, specifically: company message, trusted source, material incentives, and customer engagement. Furthermore, the applied aspect of this study was conducted in a distinct context, with the empirical research carried out on a sample of skincare product consumers of the Arvea brand in Algeria, differing in both the study sample and the geographical setting of the study.

2. Theoretical Framework of the Study

This chapter presents the fundamental concepts and theoretical underpinnings of the study variables: viral marketing and consumer purchase decisions.

2.1 Introduction to Viral Marketing

2.1.1. Definition of Viral Marketing

Viral marketing has become a crucial element in the promotional mix for organizations seeking to bolster their advertising campaigns and enhance product promotion. It can be defined as a strategy where customers disseminate news and information about a brand, product, or service through various online channels (images, audio, and text content) to entice and encourage other potential customers to try it (Adela & Tuti, 2024, p. 106).

Viral marketing is akin to word-of-mouth marketing, where information is transmitted from one person to another. However, in viral marketing, the information spreads rapidly and extensively online.

define viral marketing as a type of online marketing that utilizes a "viral" approach, signifying that the intended message spreads rapidly across the internet, much like a virus (although the term does not imply damaging computer programs, but rather carries a positive connotation) (Rinandiyana, Badriatin, & Saepudin, 2022, p. 118). This approach was initially coined by Steve Jurveston in 1997 in a news article about Netscape's promotional campaign for its email program (Hotmail). The first viral marketing campaign was launched under the slogan "Get your private email on Hotmail" (<http://www.hotmail.com>). Since then, viral marketing has gained significant traction and generated considerable buzz in the advertising world. Within a short period, the term viral marketing became widespread, creating a viral phenomenon in advertising. describe viral marketing as an effective promotional method, particularly advantageous for marketers leveraging technology for enhanced effectiveness and efficiency (MEZHOUDA, 2018, p. 61).

adds (Fayçal, 2016, p. 11) that viral marketing is a technique aimed at promoting a company or its activities through a compelling message transmitted from one individual to several others, spreading like a virus. In viral marketing, information can reach tens or hundreds of internet users, resulting in a multiplicative effect.

This rapid dissemination of information online distinguishes viral marketing from traditional word-of-mouth. This study was conducted in a distinct environment regarding the sample and the location of the applied research.

2.1.2. The Importance of Viral Marketing

Viral marketing offers organizations three key success factors in achieving their marketing objectives: cost reduction, customer base

expansion, and improved brand image. These factors are particularly crucial for organizations operating in highly competitive environments, enabling them to sustain and expand their market presence, especially those with limited resources. Viral marketing provides an opportunity to enhance competitiveness at a very low cost within a short timeframe, leading to organizational growth and increased profitability (Abbassi, Boucif, & Ouladhaimoda, 2018, pp. 331-332). Furthermore, viral content possesses a significant capacity for rapid reach to a broad audience, overcoming the limitations of traditional advertising channels by leveraging social media and digital platforms (Çakirkaya & Aytac Afşar, 2024, p. 3).

2.1.3 Advantages and Disadvantage of Viral Marketing

Using of viral marketing can lead to positive consequences, impacting customer satisfaction and brand equity : (Saeidi & Hollensen, 2023, p. 1400)

-Wide Reach: Viral marketing enables rapid dissemination of messages or information, reaching large and diverse audiences. This is particularly advantageous for organizations targeting niche markets, as it allows them to expand their reach effectively.

-Credibility: Customer impressions, opinions, and reviews regarding an organization's products and services are perceived as more credible by potential customers than traditional advertising.

-customer Engagement: Viral marketing enables greater customer engagement compared to traditional advertising, fostering increased customer enthusiasm and interest in the organization and its offerings.

Despite its numerous advantages, viral marketing is not without drawbacks. Some of the key disadvantages include: (GIRISHA & ADARSHA, 2023, p. 84)

-Negative Customer Reactions: poorly designed or overly frequent viral campaigns can lead to customer dissatisfaction and alienation. Excessive messaging may irritate the audience, diminishing the effectiveness of the campaign.

-Reputational Risks: negative or inappropriate viral content can harm the organization's reputation

-If the shared message is perceived as offensive : misleading, or irrelevant, it can create a negative image of the brand, which might take significant effort and resources to repair.

-Creating a Sense of Discomfort : due to Spam and Persistent Emails that Harm Brand Value and Reputation.

2.1.4 Dimensions of Viral Marketing

The success of viral marketing campaigns conducted by an organization depends on the availability of fundamental pillars. If effectively utilized and integrated, these pillars can significantly contribute to achieving the desired outcomes of such campaigns. These dimensions are summarized as follows: (Laadj, 2021, p. 86)

-The Organization's Message: this refers to the marketing message the organization intends to convey to its target audience. The success of viral marketing hinges on the perceived value of the message outweighing the annoyance it might cause or the cost of disseminating it. The key challenge for marketers lies in creatively designing the message to ensure it is impactful and effective.

-A Trusted Source: trust is a pivotal factor in the success of viral marketing. Recognizing the sender of the message plays a critical role in its effectiveness, as audiences are less likely to trust anonymous sources. Trusted sources in viral marketing include entities that disseminate the message, which could be acquaintances, friends, thought leaders, celebrities, or influencers.

-Material Incentives: viral marketing campaigns based on rewards and incentives can facilitate the organization's ability to reach its target audience. Providing material motivators such as prizes, free samples, or other benefits encourages recipients to share the message with their networks at an accelerated rate. If the organization's message is distinct and well-crafted, customers themselves will play a role in disseminating it among others.

-Customers Engagement: Increased interaction with the message arises from the exchange of experiences, opinions, and information.

2.2 Fundamentals of Consumer Purchase Decision

2.2.1 Purchase Decision definition

Customer purchase decisions are defined as the process in which customers recognize their problems, determine their needs through relevant information, evaluate different alternatives, and finally choose the product or service that best fulfills their needs (Nareswari & Azizah, 2024, p. 38).

Consumer decisions refers to how customers allocate their resources, such as time and money, in selecting, purchasing, and using products or services to satisfy their needs and desires (Ramadhan & Faizi, 2023, p. 191). It is also defined as the consumer's decision to purchase a product, influenced by various internal or external factors, including environmental conditions (Siek & Nawawi, 2024, p. 510). This process involves evaluating and comparing multiple alternative

options, ultimately leading to the selection of the product perceived as the optimal solution to fulfill their desires (Shakuntala & Ramantoko, 2023, p. 10).

2.2.2 Stages of the Purchasing Decision-Making Process

The purchasing decision-making process is complex, involving several fundamental stages that consumers go through before arriving at a final purchase decision. The primary objective at each stage is to achieve their goals and fulfill their needs. These stages, as outlined by Timilsina and Jnawali (Timilsina & Jnawali, 2024, pp. 20-21), include the following:

-Need Recognition (Problem Identification): this is the initial stage of the purchasing process, where a consumer identifies a specific problem or unmet need. This awareness may arise due to internal or external stimuli.

-Information Search: After identifying the problem, consumers seek information to find the best solution. This stage involves consulting various sources, such as personal networks (family and friends) or other mediums like advertisements and websites.

-Evaluation of Alternatives: at this stage, consumers compare the available options based on attributes that meet their preferences, such as price, quality, and performance.

-Purchase Decision Purchase Decision: following the evaluation, consumers are ready to decide on the product that best fits their needs.

-Post-Purchase Evaluation: this final stage involves assessing satisfaction levels with the purchase. Consumers evaluate whether the product or service met their needs and justified its cost. This evaluation influences their decision on whether to repeat the purchase.

3. Applied Framework of the Study

This section focuses on the study's methodological framework and presents its findings and discussions.

3.1 Study Methodology

3.1.1 Study Population and Sample

The study community consists of all consumers of skin care products in Algeria who have consumed Arvia brand products at least once, and we relied on the non-probability sample of its intended type, consisting of 205 consumers of Arvia product, where a paper questionnaire was distributed in addition to an electronic questionnaire through the groups bearing the brand name via Facebook.

3.1.2 Study Tool: a questionnaire was used as the primary tool for data collection, as it is well-suited for achieving the study's objectives.

The questionnaire was developed based on prior research and consisted of three main sections:

Section 1: Personal data.

Section 2: Viral marketing strategies of the Arvia brand.

Section 3: Consumer purchasing decisions for Arvia products and their relationship with the dimensions of viral marketing.

3.1.3 Statistical Tools: data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The statistical measures employed included Pearson correlation coefficient, Cronbach's alpha, arithmetic mean, standard deviation, skewness, kurtosis, and multiple linear regression.

3.2 Presentation and Discussion of Findings

3.2.1 Study Tool Validity: to ensure the face validity of the questionnaire, it was reviewed by a panel of subject-matter experts, and adjustments were made based on their feedback. Afterward, the questionnaire was distributed to the target sample. Construct validity was calculated to determine the correlation between each section of the study tool and the aggregate scores of the questionnaire items. The findings are summarized in Table 01.

Table 01: Results of Pearson Correlation Coefficient Test

<i>Statement number</i>	<i>Correlation coefficient</i>	<i>Significance level</i>	<i>Statement number</i>	<i>Correlation coefficient</i>	<i>Correlation coefficient</i>
01	0.736**	0.000	18	0.802**	0.000
02	0.716**	0.000	19	0.829**	0.000
03	0.727**	0.000	20	0.754**	0.000
04	0.674**	0.000	21	0.595**	0.000
05	0.720**	0.000	22	0.798**	0.000
06	0.807**	0.000	23	0.789**	0.000
07	0.823**	0.000	24	0.756**	0.000
08	0.814**	0.000	25	0.784**	0.000
09	0.765**	0.000	26	0.828**	0.000
10	0.719**	0.000	27	0.765**	0.000
11	0.761**	0.000	28	0.757**	0.000
12	0.761**	0.000	29	0.755**	0.000
13	0.772**	0.000	30	0.629**	0.000
14	0.774**	0.000	31	0.751**	0.000
15	0.747**	0.000	32	0.763**	0.000
16	0.868**	0.000	33	0.690**	0.000
17	0.839**	0.000			

****** : statically is significance 0.01

Source: Compiled by the researchers using SPSS outputs.

Validity of the Questionnaire

Based on the results shown in Table 01, all the significance level values of the questionnaire statements are below the significance threshold of 0.05. This indicates a correlation between each statement and the average score of all the statements forming each axis of the questionnaire. Additionally, the correlation coefficient values for each statement, in relation to the average score of statements within each axis, range between 0.595 and 0.839. These values are positive and exceed 0.50, suggesting a strong positive correlation between each statement and the average score of its respective axis. Consequently, the questionnaire demonstrates validity and is deemed suitable for measuring its intended purpose.

3.2.2 Reliability of the Study Tool

To assess the reliability of the study tool, Cronbach's alpha coefficient was calculated, with the results summarized in Table 02:

Table 02: Results of Cronbach's Alpha Test

<i>Survey dimensions</i>	<i>Number of statements</i>	<i>Cronbach's alpha coefficient</i>
Viral marketing	21	0.918
The Organization's Message	05	0.758
A Trusted Source	05	0.845
Material Incentives	05	0.819
Customer engagement	06	0.858
Purchase decision	12	0.930
Number of statements	33	0.953

Source: Compiled by the researchers using SPSS outputs.

The table reveals that the overall reliability coefficient of the questionnaire is very high, reaching 0.953 for all statements. This exceeds the acceptable threshold of 0.60 (Vinzi, Chin, Henseler, & Wang, 2010, p. 695). Additionally, the reliability coefficients for the Dimension were 0.918 for the "Viral Marketing" Dimension and 0.930 for the "Consumer Purchase Decision" Dimension related to Arvea products and their connection to viral marketing. These results indicate a very high degree of reliability, making the questionnaire dependable for field application.

3.2.3 Personal Characteristics of the Study Sample

The Personal characteristics of the study sample—categorized by gender, age, years of Arvea product usage, and monthly income—are presented below: Here is the translation while maintaining a

formal and academic tone and preserving statistical and economic marketing context:

Table 03: Distribution of the Study Sample by Personal Variables

<i>Personal data</i>		<i>Count</i>	<i>Percentage</i>
gender	Male	35	17.1
	Female	170	82.9
Age	From 18 to 30 years old	128	62.4
	From 31 to 45 years old	70	34.4
	From 46 to 60 years old	7	3.4
Years of Arvea product usage	Less than one year	158	77.1
	From one years to 5 years old	40	19.5
	More than 5 years old	7	3.4
Monthly income	Less than 18000 DZD	111	54.1
	From 18000 DZD to less than 30000 DZD	27	13.2
	From 30000 DZD to 50000 DZD	36	17.6
	More than 50000	31	15.1

Source: Compiled by the researchers using SPSS outputs.

From the table, the majority of the sample consists of females, representing 82.9%, compared to 17.1% males. This indicates that women are the primary consumers of skincare products. Regarding age groups, individuals aged 18–30 constitute 62.4% of the sample, followed by those aged 31–45 (34.1%), and those aged 46–60 (3.4%). No participants were aged over 60. This suggests that younger individuals are the main consumers of Arvea skincare products, as they tend to use such products more frequently than older age groups. Concerning years of usage, 77.1% of respondents reported using Arvea products for less than a year. This implies that recent intensive viral marketing campaigns have contributed to the growing popularity of Arvea products among consumers in Algeria. Regarding monthly income, the largest consumer segment comes from the low-income group, earning less than 18,000 DZD per month (54.1%). The other three income groups showed relatively similar proportions: 13.2%, 17.6%, and 15.1%, respectively. This can be attributed to the affordability of Arvea products, making them accessible to low-income consumers.

3.2.4 Normality Distribution of the study variables

To verify the normal distribution of the study variables, skewness and kurtosis coefficients were calculated, as summarized in the following table:

Table 04 : Normality Distribution Test Results (Skewness and Kurtosis coefficients)

Variables	Skewness coefficient	Kurtosis coefficient
The Organization's Message	0.488	0.415
A Trusted Source	0.222	-0.554
Material Incentives	-0.94	-0.029
Customer engagement	-0.153	-0.613
Viral marketing	-0.347	0.284
Purchase decision	0.148	-0.092

Source: Compiled by the researchers using SPSS outputs.

For the variables to follow a normal distribution, the skewness coefficient must fall between -3 and +3, and the kurtosis coefficient must be below 20 (Boukrrit & Chorfi, 2022, p. 186). The results in Table 04 indicate that the skewness values range from -0.594 to 0.488, all below the threshold of 3. Similarly, the kurtosis values range from -0.613 to 0.415, which are well below 20. These findings confirm that the study variables follow a normal distribution, allowing parametric tests to evaluate the study hypotheses.

3.2.5 Presentation and Analysis of Participants' Attitudes Toward Study Variables

Participants' responses regarding the study dimensions and axes were analyzed using mean scores and standard deviations. The evaluation employed boundaries for the five-point Likert scale as shown in Table 05:

Table 05:Categories and Interpretation of the Five-Point Likert Scale

Category Range	Scores	Weights	Category Significance
From 1 to 1.79	Strongly disagree	01	Very low
From 1.80 to 2.59	Disagree	02	Low
From 2.60to	Neutral	03	Medium

3.39			
From 3.40 to 4.19	Agree	04	High
From 5.20 to 5	Strongly agree	05	Very high

Source: Compiled by the researchers using the five-point Likert scale

The mean scores and standard deviations are presented in Table 06:

Table 06: Participants' Attitudes Toward Study Variables

<i>variables</i>	<i>Arithmetic Mean</i>	<i>standard Deviation</i>	<i>Ranking</i>	<i>Degree of Agreement</i>
First Dimension :viral marketing	2.448	0.587	—	Low
The Organization's Message	2.179	0.605	4	Low
A Trusted Source	2.268	0.759	3	Low
Material Incentives	2.729	0.736	1	Moderate
Customer engagement	2.587	0.776	2	Low
The second Dimension: Purchase decision	2.317	0.943	—	Low

Source: Compiled by the researchers using SPSS outputs

The results in Table 06 show that the mean scores for the dimensions of viral marketing were rated as low. Among these, "Material Incentives" ranked first, with a mean score of 2.729 (moderate agreement) and a standard deviation of 0.736. It was followed by "Customer engagement" with a mean score of 2.587 and a standard deviation of 0.776. "A Trusted Source" ranked third, with a mean of 2.268 and a standard deviation of 0.759. Lastly, "The Organization's Message" ranked lowest, with a mean of 2.179 (low agreement) and a standard deviation of 0.605. These results indicate that participants perceive low agreement with the dimensions of viral marketing, suggesting that Arvea should reconsider its viral marketing campaigns by incorporating creative and innovative ideas to convey its marketing message.

For the second axis, concerning the dependent variable (consumer purchase decision for Arvea products), the mean score was 2.317, categorized as low, with a standard deviation of 0.943. This

implies that the viral campaigns and messages are unclear and ineffective in driving consumers' purchasing decisions.

3.2.6 Model Fit and Hypothesis Testing

To verify the validity of the study's main hypothesis, multiple regression analysis was conducted based on the decision rule that compares the p-value (sig) with the significance level (α).

Table 07: Results of ANOVA for Regression Analysis of the Relationship Between Independent and Dependent Variables

The Model		Sum of Squares	Degrees of Freedom	Mean Squares	Calculated F Value	Significance Level Sig	Correlation Coefficient R	Coefficient of Determination (R ²)
01	Regression	63.648	1	63.648	388.784	0.000	0.811	0.655
	Residual Error	33.233	203	0.164	—	—	—	—
	Total	96.882	204	—	—	—	—	—

Source: Prepared by the researchers based on SPSS outputs.

Regression Analysis Results

The regression analysis results indicated that the calculated F-value is ****388.784****, with a significance level of ****0.000****, which is lower than the significance threshold of ****0.05****. This finding confirms the statistical significance of the model. Additionally, the coefficient of determination (****R²****) was ****0.655****, indicating that the dimensions of the independent variable (the organization's message, trusted source, material incentives, and customer engagement) explain ****65.5%**** of the variance in the dependent variable (purchasing decision of Arvia brand consumers). The remaining ****34.5%**** is explained by other variables not included in this study's model. Consequently, the primary hypothesis, stating that **"there is a statistically significant effect of viral marketing dimensions on the purchasing decision of Arvia brand consumers in Algeria at the 0.05 significance level,"** is accepted.

3.2.7 Testing the Sub-Hypotheses

The study examined the effect of each dimension of viral marketing, including institutional message, reliable source, material incentive, and customer interaction, on the purchasing decision of Arvia brand consumers in Algeria. This analysis was conducted using multiple linear regression, as summarized in Table Here are the

translations, keeping the academic tone and ensuring the terms retain their static and technical meaning:

Table 08: Multiple Regression Analysis of Independent Variables on the Dependent Variable

	The model	Non-standard coefficients		Standardized coefficients	Calculated t-value	Significance Level Sig
		B	Standard error	Beta		
01	Constant	0.082	0.125	-	0.656	0.512
	The organizatio's message	0.083	0.057	0.073	1.447	0.149
	Trusted source	0.274	0.050	0.302	5.500	0.000
	Material incentives	0.195	0.050	0.0209	3.937	0.000
	Customer engagement	0.348	0.056	0.393	6.193	0.000

Source: Prepared by the researchers based on SPSS outputs.

From the results presented in Table 08, the following conclusions were drawn:

The organizatio's message:

There is no statistically significant effect of the institutional message on the purchasing decision of Arvia brand consumers in Algeria. The significance level (**sig**) was ****0.149****, which is greater than the ****0.05**** threshold. Therefore, the first sub-hypothesis : "There is a statistically significant effect of the organizatio's message dimension on the purchasing decision of Arvia brand consumers in Algeria at the 0.05 significance level"—is rejected. This indicates that Arvia's marketing messages lack sufficient creativity and distinctiveness. Moreover, the viral messages fail to captivate or intrigue consumers enough to prompt them to explore the products and make purchasing decisions.

Trusted source:

There is a statistically significant effect of the reliable source on the purchasing decision of Arvia brand consumers in Algeria. The significance level (**sig**) was ****0.000****, which is below the ****0.05**** threshold. Therefore, the second sub-hypothesis : "There is a statistically significant effect of the trusted source dimension on the purchasing decision of Arvia brand consumers in Algeria at the 0.05 significance level" is accepted. This finding highlights the importance of trust in advertising sources, as it contributes significantly to the dissemination of viral campaigns. Recommendations and advice from trusted individuals influence consumers to purchase Arvia's products.

Material Incentive:

There is a statistically significant effect of material incentives on the purchasing decision of Arvia brand consumers in Algeria. The significance level (**sig**) was $**0.000**$, which is below the $**0.05**$ threshold. Therefore, the third sub-hypothesis : "There is a statistically significant effect of the material incentive dimension on the purchasing decision of Arvia brand consumers in Algeria at the 0.05 significance level" is accepted. This suggests that promotional offers and free incentives drive consumers to purchase products in large quantities. Additionally, consumers who received material incentives or gifts were encouraged to spread the marketing message online.

Customer engagement:

There is a statistically significant effect of customer interaction on the purchasing decision of Arvia brand consumers in Algeria. The significance level (**sig**) was $**0.000**$, which is below the $**0.05**$ threshold. Therefore, the fourth sub-hypothesis : "There is a statistically significant effect of the customer interaction dimension on the purchasing decision of Arvia brand consumers in Algeria at the 0.05 significance level" is accepted. This indicates that Arvia conducts advertising campaigns that prompt consumers to revisit its pages and engage actively. A direct relationship exists between sharing and engagement with advertising messages and the receipt of material incentives, motivating consumers to disseminate and reshare the marketing message.

4. Conclusion

Viral marketing is a promotional strategy that leverages the internet and social media to disseminate its message, encouraging recipients to interact with and share it within their social circles. This leads to the rapid and widespread distribution of the campaign. Viral marketing relies on its core dimensions to create a successful campaign that spreads from one person to hundreds or more, aiming to influence consumer purchasing decisions in favor of the advertised products.

-Key Findings

From the study, the following results were concluded:

1. There is a statistically significant effect of viral marketing dimensions on the purchasing decision of Arvia brand consumers in Algeria at the $**0.05**$ significance level.

2. There is no statistically significant effect of the organization's message dimension on the purchasing decision of Arvia brand consumers in Algeria at the ****0.05**** significance level.
3. There is a statistically significant effect of the trusted source dimension on the purchasing decision of Arvia brand consumers in Algeria at the ****0.05**** significance level.
4. There is a statistically significant effect of the material incentive dimension on the purchasing decision of Arvia brand consumers in Algeria at the ****0.05**** significance level.
5. There is a statistically significant effect of the customer engagement dimension on the purchasing decision of Arvia brand consumers in Algeria at the ****0.05**** significance level.

-Recommendations

Based on these findings, the following recommendations are proposed to support Arvia and other Algerian companies, as well as researchers in the field of viral marketing:

1. Companies should employ creative marketers to design innovative viral campaigns and messages to achieve campaign goals.
2. Viral marketing techniques should be tailored to the specific characteristics of the target market to enhance campaign success and ensure rapid dissemination within the intended segment.
3. Businesses should adopt the concept of viral marketing, especially on social media platforms, as a substitute for traditional marketing research by monitoring customer feedback on these platforms.
4. Companies should develop strategies to address potential negative impacts of viral marketing, such as the spread of unfavorable comments or misinformation, which can negatively influence consumer purchasing decisions.

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