

The Attitudes on Consumer Perceptions towards Viral Marketing: A Study on Foodpanda Food Delivery in Malaysia

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Abstract:

Introduction: Consequence of the development of social network, viral marketing has become a new popular pattern of consumption for Subang Jaya consumers. Foodpanda is the German mobile food delivery market headquartered in Berlin, Germany, which operates in a few countries and territories including Malaysia.

Methodology: The data was collected using a structured questionnaire. The questionnaire was designed following a wide review of the literature on viral marketing. It was divided into four parts. The first part was based on personal profile of the consumers. (M Eltaj, 2017).

Findings: The five factors; i) perceived informativeness, ii) perceived entertainment, iii) irritation perception, iv) perceived source credibility and v) incentive perception, have significant effects on attitudes of consumers towards viral marketing in Subang Jaya.

Conclusions / and Recommendations: Online business website companies need to propose some rules or regulations to protect costumers' rights. When conflicts occur, e-vendors can follow these rules to provide solutions that are reasonable and satisfying for consumers.

Keywords: Attitudes of Consumers, Viral Marketing, Subang Jaya, Foodpanda, Perceived Informativeness, Entertainment, Irritation Perceptions, Source Credibility and Incentive.

I. INTRODUCTION

Viral is a term now commonly used to describe entire marketing campaigns, or elements of promotional strategies for any number of consumer goods, services and media products. The term 'viral' is one that has only recently become a part of our everyday media vocabulary (Janes S, 2015).

The marketing communication is the range of tools marketers use in order to attract the attention of the consumer. Due to the extensive use of internet in sharing information among young adults, marketers should focus on viral marketing as one of the new source of marketing. The growth in number of internet users has been dramatic ever since it came into existence (Haryani S, Motwani B, Sabharwal, 2015).

No longer confined to diseases or computer bugs, anything from advertising campaigns to dancing hamsters and video of

cats playing the keyboard have been described as having 'gone viral'. But, when we attempt to define what 'viral marketing' is, it becomes clear that the meaning of this now familiar phrase is somewhat blurred. One reason for this is that 'viral marketing' tends to overlap with related concepts such as 'buzz' or 'word-of-mouth' (Janes S, 2015).

In terms of sharing messages, Social Media is ahead of Email and messaging apps like WhatsApp, Viber, Facebook, Messenger and We Chat are major contributors for its success (BI Intelligence, 2016). This has implications to understand and analyze how and which mode of Viral Marketing can magnetize the potential consumers (Gulati N, 2018).

Ler Sin Wei, 2014 suggested that business people had to understand the effectiveness of viral advertising and improvise it by identifying the consumers' attitudes of viral marketing. Advertisers are enthusiastically integrating social media into their advertising programs to drive digital engagement. For example, stating "digital engagement is key to us," sports brand Adidas recently announced it will focus its marketing efforts exclusively on digital and social channels (McCarthy, 2017).

II. LITERATURE REVIEW

Perceived Informativeness

Perceived informativeness can be defined "the ability of advertising to inform consumers of product alternatives so that purchases yielding the greatest possible satisfaction can be made". The quality of information placed on a company's website influences customers' perceptions of the company and its products. (YP Wei, PH Long, 2015)

Accordingly, information delivered to customers via mobile devices also needs to show qualitative features, like accuracy, timeliness, and usefulness for the consumer. Information is thus considered a very valuable incentive in mobile marketing because recipients react very positively to an advertisement that offers an incentive. (YP Wei, PH Long, 2015)

Perceived informativeness refers to how well consumer considers information to its full utility (Oh & Xu, 2006). Since, buying is decision of product is influenced by information shared and availability of Web Portals, consumer consider internet as a reliable source for information (Tsang,

Ho, & Liang, 2004). Thus, the focus of marketers is towards viral marketing. It is a pathway of positive response of consumer towards product if they perceive viral marketing message connected, reliable and applicable to them (Haghirian, Madlberger & Tanuskova, 2005).

In general, it has been believed that perceived informativeness of consumer is an imperative aspect which may influence consumers' attitudes towards viral marketing (SW Ler, 2014). Informativeness is able to change recognition, attitude, satisfaction, and effect of providing resources. In short, informativeness perception is considered as the evaluation of people whether all of the information that they receive is useful or useless (SL Wang, NTN Lan, 2018).

Perceived is an important factor in determining the effectiveness of advertisements (Saadeghvaziri and Hosseini, 2011). Perceived informativeness has an impact on consumers' attitude towards viral marketing as it helps them in making purchase decisions (Tsang et al., 2004). An informative advertisement not only makes consumers aware about new products, but also informs consumers that how the product is better than the competitors offers (Saadeghvaziri and Hosseini, 2011).

Information is considered as a valuable incentive in mobile advertising and recipients react positively to the advertisements that transfer quality information to them. Information provided to the consumers by means of mobile phones should consist of the features like accuracy, timeliness, and usefulness for generating positive consumers' attitude. Consumers are interested in receiving messages that are relevant for them (Haghirian et al. 2005). A study of Muzaffar and Kamran (2011), revealed a positive association between perceived informativeness and consumers attitude towards SMS advertisements. Therefore, more importance should be given to the quality of information delivered through the SMS advertising messages (Muzaffar and Kamran, 2011).

However, people usually perceive low level of informativeness in mobile advertisements that they find boring. Consequently, they develop a negative attitude towards them (Blanco et al., 2010). Reyck and Degraeve (2003) maintain that advertisements containing interesting and customized information that matches customer preferences will results into their positive attitude towards mobile advertisements. Furthermore, message variety, appropriate message delivery timings with a right message frequency could also results into a positive customers' attitude towards mobile marketing.

Perceived Entertainment

Ducoffe (1996) (as cited in Waldt et al., 2009; Gao & Wu, 2010; Karthik, 2014) define entertainment as satisfaction of a user's desire for distraction, virtual and affective pleasure. In addition, entertainment is important as a platform for advertising as Zabadi et al. (2012) found that entertainment is

the most significant element that affects consumer attitude. Therefore, this dimension should be developed by marketers to improve their effectiveness in mobile advertising (Blanco et al., 2010).

Perceived stimulation (or entertainment) in the advertising context indicates that the advertising is pleasurable, enjoyable, and fun to watch. It is commonly argued that entertaining and/or humorous advertisements attract consumers' attention and therefore are more effective. Thus, it is essential that the advertising message is concise and funny, and can immediately capture the consumer's attention. (YP Wei, PH Long, 2015).

Perceived entertainment is probably entertaining, pleasing, enjoyable, fun to use and exciting of people after experiencing objects (Tsang et al, 2004). Noris and Colman (1994) suggested marketers had to invest highly to the enjoyment and entertainment properties of program contexts to enhance the effectiveness of accompanying advertisements. There is positive relationship between two factors: entertainment or reported enjoyment and advertisement effectiveness (Gullen, 1993; Lloyd & Clancy, 1991). Bauer (2005) confirmed that hedonic joy, for instance, excitement, esteem, significantly positive impact on attitude towards advertising. Moreover, entertainment factors charges value for the consumers, simultaneously, build customer's loyalty (Saadeghvaziri and Hosseini, 2011). Therefore, group authors Tsang et l., 2004 and Baur et al., 2005 always emphasized that entertainment was the most important feature affecting attitude of the customer toward advertising.

Customer's feelings of enjoyment linked with advertisements play an important role in developing attitudes towards advertisements. It is necessary that viral marketing messages contents are concise and, are able to capture consumers' attention. Entertainment services add value for the customers and increase customers' loyalty thereby, leading to a positive consumers' attitude (Saadeghvaziri and Hosseini, 2011). Entertainment is a significant predictor of the value of web-based advertisements hence, determines their efficiency. Interesting and pleasing advertisements have a positive impact on consumers' attitude towards brands. Moreover, entertainment is the most important feature that affects consumers' attitude towards viral marketing (Tsang et al., 2004; Baur et al., 2005).

Viral campaigns that are based around entertainment, surprise, and joy have a major impact on consumers' response towards them. Customers show positive response towards funny and amusing messages. Therefore, entertainment is identified as one of the strongest determinants of mobile marketing acceptance among consumers' (Palka et al., 2009). According to Gangadharbatla (2008), web sites that enhance visitors' perceived sense of control, entertainment, interactivity, and brand experiences are most likely to draw out positive consumers' attitudes. This results into actual acceptance of the

products and services by customers that are offered on those sites.

However, Blanco et al. (2010), propose that consumers perceive mobile advertisements less entertaining as compared to other advertising mediums. In order to improve consumers' attitude towards mobile advertising and its effectiveness, marketers should consider other kinds of mobile advertising formats as well, as consumers perceive that SMS advertising alone does not offer them value. Entertainment, being an essential component of advertising messages, should be incorporated into advertising messages to capture recipients' interest and to generate favorable consumers' attitude.

Irritation Perception

When advertising employs annoying, offensive, insulting, or overly manipulate techniques, consumers are likely to perceive it as unwanted and irritating. Mobile advertising may provide an array of information that confuses customers and can be distracting as well as overwhelming (YP Wei, PH Long, 2015).

Thus, complex mobile advertising messages may irritate consumers and in turn, this disturbance decreases the value of advertising for consumers and forces them to react negatively. Another point of possible annoyance is advertising is unwanted messages, commonly known as spam. Spam intrudes into consumer privacy and stifles consumer acceptance (YP Wei, PH Long, 2015)

Irritation perception refers to negative feelings, especially, displeasure, discomfort and infatuation. The customer will feel irritated when they receive or endure high frequency advertising at the same time that advertisers take advantage of techniques excessively to annoy, offend, or insult (SL Wang, NTN Lan, 2018). Therefore, they will respond negatively towards advertising. Irritation due to unpleasant viral marketing message may lead to negative consumers' attitudes towards viral marketing (SW Ler, 2014).

Viral marketing message recipients fell irritated when the advertisers make use of the techniques that annoy, offend, or insult message recipients. Moreover, if the message contents become excessively manipulate, it also irritates message recipients and results into a negative consumers' attitude (Palka et al., 2009; Haghirian et al., 2005). Likewise, mobile advertising provides a range of information that may easily confuse, distract and over load the message recipients with information. Therefore, they may react negatively towards viral marketing messages.

Moreover, as the quantity of promotional message rises, the consumers' attitude towards the promotional vehicle worsens as it causes irritation. Irritation can be reduced by delivering appropriate message to the relevant target group that delivers value to them (Haghirian et al., 2005). Irritation caused by the SMS advertising can be reduced by using permission based marketing concept. Hence, non-irritating mobile viral

marketing leads to positive consumers' attitude (Muzaffar and Kamran 2011; Saadeghvaziri and Hosseini 2011).

According to Morimoto and Chang (2006) consumers' attitude towards e-mail marketing are determined by three factors which include perceived advertising intrusiveness, perceived loss of personal information and the irritation which is caused by such marketing techniques. Perceived ad intrusiveness is the extent to which an undesired marketing communication interferes with an individual's cognitive process and tasks. Individual get irritated by deleting unsolicited commercial e-mails as it is time consuming. Furthermore, these unsolicited e-mails redirect the audience to other commercial websites without their consent that results in the message recipients' annoyance. Hence it has been observed that marketing messages can also lead to annoyance and irritation among its recipients and can lead to unfavorable consumers' attitude.

In Indian context, the work by (Poorvika & Kavitha, 2015) found that viral marketing possesses enormous potential as a marketing tool. Though viral marketing messages help to increase consumer awareness, but they do not significantly impact the buying decision or intention. It has been found by (Dawar & Dawar, 2015) that informativeness, relevancy, entertainment, credibility, message clarify, incentives and brand familiarity influence consumers' attitude towards viral marketing and have positive relationship whereas. Irritation has negative impact. Though, the literature points towards informativeness being treated as a positive factor that determines consumers' attitudes towards viral marketing, but none has focused on the consumers Perceived Informativeness of Viral Marketing Messages (PIVMM) towards different modes of viral marketing. The present work tends to bridge this gap.

Perceived Source Credibility

Perceived source credibility could be defined as the believability of the addresser and its perceptions in the netizen's mind. As personalization plays an important role in social media, consumers may feel annoyed or offended by advertising messages delivered in an unwanted manner, or more seriously, by perceived disclosure of personal information (YP Wei, PH Long, 2015).

Therefore, a consumer may avoid or not respond to an advertisement from social media, if they do not consider it trustworthy. Perceived source credibility is thus, one of the most important consumer perceptions towards viral marketing and social media advertising (YP Wei, PH Long, 2015).

The primary concern of viral marketers is primary anchored on credibility. Credibility is core to the effective advertisement is the key that glue consumers to appreciate products advertised. One fundamental fact is that the stronger and credible the advert is, the higher the number of the consumer are likely to subscribe to it thus translating to profit from sales (Haghriam et al, 2005). This is because, with

credibility, market value is likely to be higher especially when the information comes from a trusted and reliable source (Muzaffar & Kamran, 2011). However, one crucial aspect to consider lies with the fact that the higher the level of trust put in a viral message platform, then the same will replicate on the risk associated with it which is inherently low due to the level of honesty and diligence – similar grounds.

If the message is relevant, it will have a positive effect having inculcated the aspect of entertainment, informativeness, and entertainment. One key factor regarding consumer attitude pertaining a particular product is referred to as source credibility. It entails a potential consumer inquiring about a particular product or even being informed about the effectiveness of a particular product. He or she is likely to purchase such a product owing to the existence of strong trust between family members.

The credibility of an advertisement is influenced by various factors, one of which is the company's credibility and the credibility of the bearer of the message. Similarly, the advertising media also, influence it. Hence, higher the perceived credibility of the advertising medium, higher is value of advertisements and their impact on message recipients (Haghirianet al. 2005). Higher source credibility results into more favorable consumers' response towards the SMS advertisements (Muzaffar and Kamran, 2011). The credibility and trustworthiness of viral message source is also closely linked with the perceived risk. If the viral marketing message comes from a trusted source, the perceived risk associated with the message is low. The message recipients express no security and privacy concerns, when they receive viral message from their social network (Palka et al., 2009).

Therefore, such risks adversely affect consumers' attitudes towards viral marketing in Pakistan (Baeur et al 2005). According to Chu and Kamal (2008), if the blogger's trustworthiness is high the blog readers will be willing to trust the information provided on blog and would read the arguments made and vice versa. Moreover, blogger's high trustworthiness will have a positive impact on blog readers and their attitude towards the brand. On the basis of the reviewed literature a strong association has been observed between message credibility and its affect on consumers' response towards the marketing medium.

Incentive Perception

Free is the most powerful word Marketer's vocabulary (Sznajder, 2014). In order to have a successful viral marketing campaign, Businesses have to offer incentives for individuals/customers to participate i.e. a reason to pass on the message to others. The reason for this should be obvious – why should people choose to forward your marketing message to others? Our need to give them an incentive to do so (PR Ekene, 2015).

The important point here is that an incentive can take many forms – the exact choice of the incentive depends on your

goals, resource and audience. One of the main reasons people share information is because it useful. Coupons or an article about good beauty shop helps others save money (PR Ekene, 2015). Consumers might share these information for altruistic reasons (e.g. to help others) or for self enhancement purposes e.g. to appear knowledgeable (Wright, 2014).

Several viral marketing research support the relationship between incentives and attitude towards viral marketing (SW Ler, 2014). Incentive in marketing is an appealing element such as discount, bonus, gift, game, or some special offer that aim to encourage a desired action (SL Wang, NTN Lan, 2018).

Viral marketing works best when a valuable and tangible incentive is offered, encouraging individuals to forward an email message to their friends. However, marketers should cap the incentive to a specific quantity to avoid spam-like distribution of the message – for example, offering an incentive of 20 percent off referrers' next purchase if they forward the message to five friends. Open-ended incentives, such as offering some money credit for every five friends referred, can end up causing a marketer customer service, financial, and privacy-related problems.

Consumers' Attitude towards Viral Marketing

The consumers' attitudes towards viral marketing can be changed continuously in different periods of time and can be strongly affected by both external and internal factors, such as their previous experience, outside relationships (friends, family, reference...) advertising, sampling,... Consumers' attitude can be mentioned as the associations or evaluations towards objects (SL Wang, NTN Lan, 2018).

That processes are built through memory, cognitive based on information or contextual processing and affect-based information processing. Consumers' attitude towards viral marketing is defined as a predisposition to respond in a favorable or unfavorable manner to a particular viral video advertising stimulus during particular exposure situation (SL Wang, NTN Lan, 2018).

Few researches were made in order to verify the relation between attitudes and purchasing behavior. In this study, the purchase behavior is related to the attitude of consumers towards viral marketing. Furthermore, they also believed that consumer attitude towards a company marketing and their products tend to affect the consumer purchase intention. (SW Ler, 2014).

In order to gauge the effectiveness of the advertisement put forth, one has to apply the aspect of informative (Saadeghvaziri & Hosseini, 2011). This tool is a very great essence as it is that can be adequately is used to enable a client to make an informed decision regarding a particular item he or she may want to purchase. Information is key to the buyer as lack of it is characterized by low sales because it is only through it that buyers can know that a particular product exists, that this set of product is better when it comes to qualify than

the other one and even where that particular product can be found (Tsang et al., 2004).

In order to really address key concern, the quality of information shared should be that the entail salient features such as the form of timelessness that is it should go with the current timings, accuracy in the sense that it should be reliable and should be a meter used to gauge information regarding the product in the market (Muzaffar & Kamran). 2011). Customers will be more receptive to that platform that spreads quality and accurate information thus much emphases ought to be put on the information given out since poor quality information makes consumers develop a dislike on the information conveyed (Blanco et al. 2010).

Addressing customer preferences is also critical as it generates positive attitudes thus creating enthusiasm and wants to hear more and more about the product. Similarly, persons carrying out adverts should be able to relate the information to local consumer settings based on culture, age, timing and preference of the market and the target audience targeted. Failure to do this renders, the information conveyed ineffectively. Much effort also ought to be out on the target audience of the product. Many at times, business organizations have advertised products and in those periods failed to get a grasp of their target audience, as such, the information ends up getting disoriented hence reduction in the level of sales.

II. METHODOLOGY

It is the overall plan for connecting the conceptual research problems with the pertinent (and achievable) empirical research. In other words, the research design set the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Grey, 2014).

PEST analysis is a scan of external macro-environment in which an organization exists. It is a useful tool for understanding the political, economic, socio cultural and technological environment that an organization operates in. It can be used for evaluating market growth or decline, and as such the position, potential and direction for a business.

A SWOT analysis is a simple but widely used tool that helps in understanding the strengths, weaknesses, opportunities and threats involved in a project or business activity. It starts by defining the objective of the project or business activity and identifies the internal and external factors that are important to achieving that objective. Strengths and weakness are usually internal to the organization, while opportunities and threats are usually external. Often these are plotted on a simple 2x2 matrix.

Porter's five forces of competitive position analysis were developed in 1979 by Michael E. Porter of Harvard Business School as a simple framework for assessing and evaluating the competitive strength and position of a business organization.

For the purpose of this research, in depth interviews were used. In depth interviews are personal and unstructured interviews, whose aim is to identify participant's emotions, feelings, and opinions regarding a particular research subject (S Langkos, 2014).

Questionnaire design is a multistage process that requires attention to many details at once. Designing the questionnaire is complicated because surveys can ask about topics in varying degree of detail, questions can be asked in different ways, and questions asked earlier in a survey may influence how people respond to later questions. Researchers also are often interested in measuring change over time and therefore must be attentive to how opinions or behaviors have been measured in prior surveys.

III. RESULTS AND DISCUSSION

The questionnaire was distributed to the public by hand. A total of 338 useable questionnaires were collected. There was no missing data. The main objective for descriptive analysis is to understand the profile of the respondent.

Proposition 1

- The study identified a relationship among the factors (perceived informativeness, perceived entertainment, irritation perception, perceived source credibility, incentive perceptions) and consumers' attitude towards viral marketing. In achieving this, Pearson r correlation coefficients between each pair of variables were examined. As depicted in Table 1, perceived informativeness ($r = 0.262$), perceived entertainment ($r = 0.288$), perceived source credibility ($r = 0.341$), incentive perception ($r = 0.151$), at the 0.5 level of significance were positively but low relationship related consumers' attitude towards viral marketing.
- While irritation perception factor result showed ($r = 0.48$), with ($p = 0.600$) which is more than 0.05 indicates that there was no significance, but the R-value showed moderate relationship. Researcher from previous study has also concluded that irritation perception does not have any significant impact on the dependent variable of consumers' attitude towards viral marketing. (Zernigah & Sohail, 2012).
- The results from this research study point out that most of Subang Jaya residents have a positive consumers' attitude towards viral marketing. This is shown through the result where the independent variable of perceived informativeness, perceived entertainment, irritation perception, perceived source credibility and incentive perception does not significantly affect the dependent variable of consumers' attitude towards viral marketing.

Table I. Pearson Correlation Coefficient between Variables with Consumer’s Attitude Towards Viral Marketing.

Variables	r - value	Results
Perceived Informativeness	0.262	Low Relationship
Perceived Entertainment	0.288	Low Relationship
Irritation Perception	-0.48	Moderate Relationship
Perceived Source Credibility	0.341	Low Relationship
Incentive Perceptions	0.151	Low Relationship

- In relation to the question of what are the main factors that influences the attitudes of consumers towards viral marketing in Subang Jaya, especially on Foodpanda, a multiple regressions analysis was conducted. Table 2 shows the results of regression analysis of the five independent variables which is perceived informativeness, perceived entertainment, irritation perception, perceived source credibility, incentive perception and regressed against dependent variable which is consumers’ attitude towards viral marketing.
- Based on the table, the value for perceived informativeness is ($\beta = 0.077$) with ($p = 0.489$) which is more than 0.05. Thus, it indicates that there is no significant relationship between perceived informativeness and consumers’ attitude towards viral marketing. The value for perceived entertainment is ($\beta = 0.129$) with $p = 0.238$ which is more than 0.05 indicates that there is no significant relationship between perceived entertainment and consumers’ attitude towards viral marketing. Next, the value for irritation perception is ($\beta = 0.044$) with ($p = 0.620$) which is more than 0.05.
- Thus, it indicates that, there is no significant relationship between irritation between perception and consumers’ attitude viral marketing. The value for perceived source credibility is ($\beta = 0.235$) with ($p = 0.029$) which is less than 0.05. Therefore, it indicates that there is a significant relationship between perceived source credibility and consumers’ attitude towards viral marketing. Lastly, the value for incentive perception is ($\beta = 0.077$) with ($p = 0.489$) which is more than 0.05. Thus, it indicates that there is no significant relationship between incentive perception and consumers’ attitude towards viral marketing.

Table 2. Regression Analysis Summary for Attitude of Consumers’ Towards Viral Marketing

Variables	Standardized	Sig.	R2
(Constant)		0.002	0.140

Perceived Informativeness	0.077	0.489	
Perceived Entertainment	0.129	0.238	
Irritation Perception	-0.044	0.620	
Perceived Source Credibility	0.235	0.029	
Incentive Perception	0.056	0.513	

- As shown in Table 2, R^2 is only equal 14.0% which informed that 14.0% of R^2 is influenced by the perceived informativeness, perceived entertainment, irritation perception, perceived source credibility and incentive perception. Therefore, another balance of 86.0% is left to be explained by another factor. To conclude, perceived source credibility is the most significant predictor variable that affected consumers’ attitude towards viral marketing with the value of Beta Coefficient (0.235) or 23.5% and significant at 0.029.
- The only independent variable that shows a positive outcome in this research study is, perceived source credibility. Perceived source credibility plays as the significant predictor in this research study as the results shows that the Subang Jaya respondents tend to only believe and trust advertising content that they received from reliable and trusted sources. This study finding is seen to be similar to the findings of previous study, “The Attitudes of Consumers towards Viral Marketing in Malaysia.” Viral Marketing Thesis (SW Ler, 2014) as their research outcomes also showed a positive effect of perceived source credibility on consumers’ attitude towards viral marketing.
- The above theoretical models clearly explain the relationship between factors determining consumer attitude towards viral marketing. Perceived source credibility is the mediating factor and having highest influence to determine (0.729) the consumer attitude, followed by perceived informativeness influenced by (0.509). Relevancy is the factor not having significant relationship to determine consumer attitude. Except relevancy all other factor are explained well to determine consumer attitude towards viral marketing. Goodness of fit tested with Baseline comparison (Both TLI & NFI are close to 1) and badness of fit tested with RMSEA (0.04 Less than the accepted level of error). Hence, researcher infers that this model properly fits to estimate consumer attitude towards viral marketing.

Proposition 2

Positive Findings from the survey

- I conducted this survey to understand the customer feedback of Foodpanda at Subang Jaya currently.

The result gave me diverse answer. Most of the respondents were fairly satisfied with the service of Foodpanda at Subang Jaya.

- The customers were fairly happy with overall condition of good delivering marker of Subang Jaya which is matter of great hope. 63.3% customers rated the overall online food delivering service of Subang Jaya a 4 on scales 5. We can say that they are satisfied with the current scenario.
- People found Foodpanda website and app as user-friendly. 51.4% of the customers rated it 4 on a scale of 1 to 5, where 1 to be bad and 5 to be excellent. However, 21.7% of the customers rated the user friendliness of Foodpanda website as excellent as they gave it 5.
- The number of restaurant in Foodpanda service received a satisfactory response. Foodpanda currently have over 600 restaurants signed in their web portal. 53.3% of people believe that the number of restaurants in Foodpanda portal is efficient.
- The delivered food had the ability to bring smile on the customer's face that can be told by the response of the respondents in this survey. 58.3% of the respondents rated the food a 5 on scale of 1 to 5. This means the food is reaching the customers safe and sound.
- Foodpanda is comparatively a new venture in Subang Jaya which is continuously improving its service. 75% of the respondents believe that Foodpanda has improved over last 2 years.

Negative Findings from the survey

Despite of the outstanding service of Foodpanda at Subang Jaya, there is some negative feedback I received from the survey too. They would be;

- Most of the respondents of Foodpanda at Subang Jaya do not order food regularly. From my survey, 65% of the respondents said that they order food from online sources randomly. In other words, Foodpanda needs to be more cautious about generating loyal customers who will order food from Foodpanda regularly.
- The delivery timing of Foodpanda is not as efficient as it should be. 23.3% of the respondents rated it as a 2 on a scale of 1 to 5 and 48.3% rated it as 3. This needs to be improved dramatically.
- The delivery charge of Foodpanda is not satisfactory considering the service. On my survey, 46.7% of respondents are not happy with it. They marked it as 3 out of 5. 28.3% of respondents gave it 4.
- Delivery locations of Foodpanda are limited. Even if they want to, they cannot provide service to many areas even in Subang Jaya city. However, the customers are not happy about it. 51.7% respondents

believe that the delivery area covered by Foodpanda is not efficient.

Findings from Internal Data

My internal data show that 47% of Foodpanda customers are female while 53% are male. That implies a decent demographic reach by the service itself. Most of their customers are aged from 18 to 30 years range. Foodpanda's target market is people aged from 15 to 45 years age range. So, Foodpanda at Subang Jaya is exactly on the right track. The current number of restaurants in Foodpanda web portal is more than 600.

The number is rapidly rising. From January 2018 to March 2018, they have 119 new restaurants signed up with them which are an astonishing number. After the rebranding and merger with Foodora, Foodpandas number of receiving orders increased rapidly. The average number of received orders on Foodpanda portal was 1,200 per day previously. As of the data of 2017, it is 1,700 per day now. The revenue also increased by 25% for Foodpanda during this phase of time.

IV. DISCUSSION

With the advance of technology and the growth of viral marketing, consumers are able to provide reviews or comments from various devices which they own on almost every e-commerce websites, blogs and group buying sites. Further with the growth of social networking and smart phone users, consumers are now easier to express their comments on the Internet. Thus, there is a need for marketers to understand how the viral marketing might influences consumer attitude.

Further, the viral marketing needs to be managed properly as it consists of the comments from informants and recommenders (Lin et al., 2013). The information could be strategically as a communication channel and firms can make use of this useful information for their corporate strategy. Additionally, corporate website and blog will help to build relationship with their customers by providing factual information and encourage consumers to contribute their knowledge and comments (Selnes & Sallis, 2003). Providing real time feedback or promptly response to consumer's problem can help to build customer loyalty, thus generating sales (Senecal & Nantel, 2004).

Therefore, this study aims to provide valuable information and insights to companies and researchers in this area. Firms which are aiming to venture into online business buying may use this paper as guide for improvement whilst companies that are already running online businesses may find this paper useful as a benchmark to improve they grey areas.

Although the viral marketing strategy of Foodpanda carried out a comprehensive study, but because of a company is competitive, market and consumer have the right to speak; there is no exception for the online business. Therefore, it also puts forward higher requirements for the study of online

business viral marketing strategy, which mainly embodies the following three aspects:-

Upgrading

In the face of changes in the market and consumer demand, the online business in the process of formulation and implementation of marketing strategy, it should improve managements awareness, pay attention to the marketing strategy into the overall business strategy. While learning from the important elements of successful marketing strategy, we should constantly innovate and develop new marketing strategies.

Updating

The marketing strategy design in this project paper also needs to be further tested and perfected by online business company in marketing practice.

Contributing

The growth of an online business is inseparable from the business, closely linked to the world of economic trends and close to the national economic policy. Online business marketing strategy should be closely linked to Malaysia's reform policy, adhere to the people – oriented, service the needs of the people, rooted in the local community, have the whole world in view, bigger and stronger, ultimately become a world – class online business company, and make greater contributions to the cause of human education.

V. CONCLUSION

This study focuses on the determinants of consumer attitude towards viral marketing in Subang Jaya, a study on Foodpanda. The discussion of the hypothesis testing concluded that entire hypothesis was supported except H2. The perceived entertainment on consumer attitude towards viral marketing was found not significant impact in this study.

Whilst, this study implies that it might due to consumers in Malaysia are technologically savvy and experienced in online shopping platform. Thus, they do not require further guidance from others. It also implies that Subang Jaya consumers are adapted to a new technological platform such as Foodpanda, which is still at the initial stage of development.

This research highlighted that perceived informativeness, perceived entertainment and perceived source credibility have a strong influence on consumer attitude towards viral marketing. Irritation perception and incentive perception were shown significant and moderate needs to focus on the top three key areas, if they would like to enhance and boost their Foodpanda sales in Subang Jaya context.

There is several impact respectively on consumer participation in Foodpanda. This implies that Foodpanda website limitations found in this study. First, the Foodpanda business model is still at the initial stage of development in Subang

Jaya context. Thus, there are limited studies and findings to reference. Second, consumer satisfaction was not included in this study. It is interesting area to study.

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