



Original Article

The Influence of Emotional Experience on the Success of Viral Marketing Strategies in the Food and Beverage Industry

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Abstract:

This research explores the impact of emotional experiences on the effectiveness of Viral Marketing strategies within the Food and Beverage (FnB) industry. The study examines the correlation between emotional content in social media and its ability to engage consumers, ultimately contributing to the success of viral marketing campaigns. The research utilizes a sample collected over a brief period, focusing on emotional factors and the relevance of content to consumer sharing behavior. Academic recommendations emphasize the need for future studies to employ larger samples and more specific variables to enhance the depth and accuracy of results in understanding Viral Marketing strategies. Practical recommendations suggest that businesses in the FnB industry should consider incorporating specific emotional elements into their social media content, alongside ensuring relevance to current trends and public interests. The findings indicate that emotionally resonant and relevant content holds the potential to captivate consumers, fostering increased interaction and content sharing.



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Keywords: Viral Marketing, Emotional Experience, Food and Beverage Industry, Social Media, Consumer Engagement, Content Relevance.

Introduction

Currently, the Food and Beverage Industry (FnB) is one of the most popular sectors in Indonesia ([Nugroho & Sari, 2019](#)). The food and beverage industry is a major contributor to revenue and a key driver of the country's economic and manufacturing growth ([Kemenprin, 2017](#)). The industry's vast potential has attracted interest from various segments of society, ranging from the lower to upper classes, all contributing to the sector with a variety of products that tantalize taste buds, delight visually, and fulfill the needs to stay relevant to specific lifestyles.

Advancements in technology and infrastructure have facilitated access to various new media content through the internet. In this digital era, most FnB companies and businesses promote their products through the internet using various platforms. This has had a positive impact on the development of the food and beverage industry. Social media plays a significant role as one of the most commonly used communication methods by the Indonesian population. [Anwar \(2017\)](#) stated, "Around 70% of internet users worldwide are also active on social media," meaning information about various food and beverage products is easily accessible on the internet. Consequently, many companies seize this opportunity to introduce their products to consumers through various social media platforms. So, how can a specific product or brand capture the attention of social media users? One effective method is employing Viral Marketing strategies.

[Golan and Porter \(2009\)](#) state that Viral Marketing is a promotional strategy aimed at making a particular product or brand known to a wide audience and rapidly spreading within a relatively short period, much like a virus. According to [H.B. Kloppe \(2002\)](#), the underlying concept of viral marketing is that people will interact with others and then spread information about a specific product or service. Viral Marketing heavily relies on the audience (readers, listeners, viewers) to become a "promotion funnel" for a product or service. Viral Marketing is considered suitable for various groups because this method is relatively more cost-effective compared to other conventional promotion methods.

There are many FnB brands or products that become "one-hit wonders" or become very popular and viral in a relatively short time, but shortly after, their popularity fades ([Agustina, 2021](#)). Many FnB brands or products attempt to go viral by using various methods to interact with potential customers, but the results tend to be inconsistent, with both positive and negative impacts ([Sari, 2021](#)). This situation indicates that the interactions and emotional approaches undertaken by FnB businesses can influence the reactions shown by potential customers.

Research indicates that individuals often purchase a product because they are driven by emotion ([Richins, 1997](#); [Raghunathan, et al., 2006](#)). These emotions are embedded in the connection created through the customer's relationship with the brand and the interaction between the customer and the salesperson ([Singh and Venugopal, 2015](#)). Thus, the improper use of emotional approaches to potential customers can create a negative impression of the product, while the appropriate use of emotional approaches and interactions can create a positive image of the marketed product.

Based on the identified issues above, the researcher limits the scope of this study to the influence of the Emotional Experience variable on the success of Viral Marketing strategies in the FnB industry located in the Jakarta, Bogor, Depok, Tangerang, Bekasi areas, and surrounding areas. This study does not address other aspects related to pricing, product quality, innovation, the use of marketing tools, and other aspects beyond what has been mentioned.

The objective of this research is to delve deeper into the influence of emotional experience on the willingness of the audience to share viral content or even skip or leave that content in the context of the FnB industry. Based on the background mentioned above, several problems can be formulated:

From the formulation of the problems, it can be concluded that the purpose of this research is to understand the influence of the use of emotional experience in implementing Viral Marketing strategies in the FnB industry. Also, to determine the effective use of emotional experience that can increase shareability in planning a Viral Marketing strategy.

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Provide insights into how interactions involving emotional experience can be considered in implementing a Viral Marketing strategy. It can serve as a reference for business practitioners in considering strategies that can increase willingness to share and avoiding strategies with low shareability. It can provide informed information and serve

as a reference or consideration for further research on the same topic. Not only that, it can also make a positive contribution to the development of knowledge, especially in the fields of marketing management and the food and beverages industry. It serves as a reference for future researchers who will conduct further research on the same topic.

Literature Review

Viral Marketing

Viral marketing is considered the most effective medium for attracting people's attention. It has a broad reach and influence, attracting and engaging people. Currently, most people are very familiar with the use of device features, and almost everyone has a social media account. Viral Marketing is also a promotion that uses "word of mouth" in the online world ([Glennardo, 2016](#)).

According to [Armstrong and Kotler \(2004:90 cited from Samuel & Tandijaya 2019\)](#), the definition of viral marketing itself is word of mouth on the Internet, related to creating email or highly contagious marketing methods, so that consumers or customers are ready to socialize and share with their friends. [Kotler \(2009\)](#) cited from [Armstrong & Tandijaya \(2019\)](#) also believes that viral marketing is a marketing technique aimed at allowing people to voluntarily send marketing messages to others. In viral marketing, consumers market their products or services in a way that minimizes or reduces marketing efforts and costs for businesses.

According to [\(Zernigah & Sohail, 2012\)](#) cited from [Samuel & Tandijaya \(2019\)](#), there are 4 dimensions in Viral Marketing that can influence consumer attitudes, namely Entertainment, Informativeness, Source Credibility, and Irritation.

a. Entertainment

[Ducofee \(1996\)](#) believes that Entertainment is something that can fulfill consumers' needs for enjoyable entertainment, visual pleasure, and emotional satisfaction. It is also crucial for companies to market messages or viral marketing messages that are entertaining for consumers. [\(Zernigah & Sohail, 2012\)](#) also believe that there are three indicators in entertainment, such as exciting (sending messages that excite consumers), entertaining (sending messages that entertain consumers), and interesting (sending messages that are interesting to consumers).

b. Informativeness

A good advertisement is one that can make consumers aware or knowledgeable about the product and create a positive impression of the product ([Hosseini & Saadeghvaziri, 2011](#)). Informativeness can be interpreted as a company's or individual's ability to share information with consumers about different product ranges to maximize consumer satisfaction and success in providing that information ([Waldt et al., 2009](#)). [\(Zernigah & Sohail, 2012\)](#) also state that there are three indicators in Informativeness: useful (conveying useful information to consumers), informative (conveying information relevant to consumers' needs), and important (conveying important information to consumers).

c. Source Credibility

Source Credibility is the perception of constraints and openness to marketing messages ([MacKenzie & Lutz, 1989](#)). [\(Zernigah & Sohail, 2012\)](#) also believe that the credibility of an advertisement can be influenced by several factors, such as the credibility of the message bearer and the credibility of the company. Source Credibility also has one indicator: trustworthiness (providing the level of credibility of information to consumers).

d. Irritation

Usually, some advertisements or messages can offend or contradict consumer values, which can be considered as irritation ([Xu & Oh, 2003](#)). According to [Waldt and colleagues \(2009\)](#), irritation can be interpreted as a tactic in an advertisement that is insulting, disturbing, offensive, or overly manipulative. This phenomenon is usually rejected by society because the content of the advertisement is disruptive or offensive. Viewers will feel disappointed and annoyed, leading to a negative attitude toward the ongoing viral marketing ([Palka et al., 2009](#)). There are also four indicators believed by ([Zernigah & Sohail, 2012](#)), namely irritating (conveying messages that make consumers angry or annoyed), dangerous (conveying messages that are dangerous to consumers), misleading (conveying messages that are incorrect and can mislead consumers), and annoying (conveying messages that can give a negative or annoying impression to consumers).

Emotional Experience

[Jonah Berger \(2013\)](#) states that both positive and negative emotions play a crucial role in the audience's decision to share content. Positive emotions are divided into Awe, Excitement, Amusement, and Contentment, while negative emotions are divided into Anger, Anxiety, and Sadness. The following are the emotions along with some examples in the context of viral content in the FnB industry:

a. Positive Emotions

1) Awe

Example: The audience's admiration for a content creator's ability to consume a large amount of food.

2) Excitement

Example: Audience excitement when witnessing food processed using an attractive method.

3) Amusement

Example: Audience entertained by the unique presentation of a content creator in reviewing a food product.

4) Contentment

Example: Audience satisfaction when seeing an honest review from a media channel or influencer about a specific food product.

b. Negative Emotions

1) Anger

Example: Audience anger when seeing a content creator wasting food for the sake of virality.

2) Anxiety

Example: Audience anxiety when seeing foreign objects or hazardous chemicals in a food product.

3) Sadness

Example: Audience sadness when learning that a food vendor with certain disabilities did not get customers despite selling all day.

c. Emotional Value

According to [Abbidin, Ashiddin, and Borhan \(2015\)](#), in developing countries, individuals associate foreign brands with symbolic meanings (such as wealth and status), which also enhance emotional appreciation, such as joy and happiness when using this brand. More and more consumers purchase brands to satisfy their emotional needs ([Kumar et al., 2009](#)). Consumers who feel pleased and happy with a brand purchase are

more likely to repurchase the same brand even when given other options. Emotional value toward a brand is related to positive feelings when using the brand, which enhances consumer loyalty to a brand.

Perceived value is a direct antecedent of purchase decisions. Perceived value has been widely discussed at the general level, especially in practitioner literature, and can easily be confused with satisfaction. However, these constructs differ. Perceived value can be generated without the product or service being purchased or used, while satisfaction depends on the experience of owning and using the product or service ([Sweeney and Soutar, 2001](#)). Emotional value is defined as the benefits obtained from affective or emotional expressions (i.e., pleasure or enjoyment) produced by a product ([Sweeney and Soutar, 2001](#)).

Emotional value is the benefit one obtains from experiencing something new or different. [Dodds et al. \(1991\)](#) argued that there is a positive impact of emotional value on consumer purchase intention. Consumer perceptions of foreign brands versus local brands are also built on affective components ([Kumar et al., 2009](#)). This includes emotional value derived by consumers from pleasant and enjoyable experiences. Additionally, ([Bagozzi et al., 1999](#)) indicate that emotions related to consumption are formed as responses to considerations made by consumers.

Relevance

Relevance of attitude objects is "the extent to which consumers perceive [the object] to be related to themselves or somehow instrumental in achieving their goals and values." ([Celsi & Olson, 1988](#)). Personal relevance is a significant feature of involvement commonly used in attitude studies ([Petty & Cacioppo, 1981](#)) and studies on controversial persuasion ([Claypool et al., 2004](#)) ([Petty & Cacioppo, 1981](#)).

According to [Campbell and colleagues \(2008\)](#), personal relevance has been shown to have both direct and indirect effects on attitudes. While the direct impact on attitudes has been demonstrated, the mitigating impact of personal relevance has also been shown ([Liberman & Chaiken, 1996](#)). ([Liberman & Chaiken, 1996](#)) illustrate how high levels of personal relevance enhance attitudes, while lower levels have the opposite effect. ([Claypool et al., 2004](#)) investigated the effects of personal relevance, repetition, and argument strength on attitude change. They found that repeating a message increases attitude change in both weak and relevant discussions. However, it was found that negative attitude change (intentional opposition) occurred in weak and highly relevant discussions and decreased in weak and unrelated discussions.

Consumer Attitude

According to [Sumarwan \(2011\)](#), which is also cited by [Keren and Sulistiono \(2019\)](#), consumer attitudes are an important factor influencing consumer choices. The concept of attitude is closely related to beliefs and behavior. Attitude expresses consumers' feelings toward an object, whether they like it or not, and can also represent consumers' beliefs about various attributes and benefits of an object. Consumer belief is the knowledge consumers have about an object, its characteristics, and benefits.

a. Willingness to Share

Research conducted by ([Hajli, 2014](#)) and ([Liang et al., 2011](#)) found that customers' intention to participate in social commerce is influenced by the quality of the relationship between the company and customers. In addition, satisfaction as one of the constructs of relationship quality also influences the intention to participate ([S.-C. Chen & Lin, 2019](#)).

as well as trust, which plays a significant role in increasing consumers' intention to participate ([Agag & El-Masry, 2016](#)).

b. WOM & OWOM

Word of Mouth (WOM) is a marketing activity undertaken by a brand to encourage consumers to talk about, promote, and sell the company's brand to others ([Sumardy, Silviana, and Melone, 2011](#)). [Arndt \(1967\)](#) first defined WOM as 'oral, person-to-person communication between a perceived non-commercial communicator and receiver concerning a brand, product, or service offered for sale' (p. 190). However, with technological advancements, [Cialdini \(2009\)](#) cited by ([Leung, 2020](#)) proposed that WOM is broadly defined as social influence on consumer choices. This social influence includes both long-distance or digital communication—opposed to face-to-face or in-person communication, such as Facebook comments ([Blazevic et al., 2013; Libai, Muller, & Peres, 2013](#)).

On the other hand, Online Word of Mouth (OWOM) refers to online users offering their opinions or thoughts on a brand, product, service, or business ([Y. L. Chen & Huang, 2012](#)). OWOM communication can accelerate and broaden interpersonal information transmission.

Online Word of Mouth (OWOM) has become a common research topic in computer-mediated communication, especially in the context of consumer-to-consumer interactions. Supported by tools like email, weblogs, bulletin boards, chat rooms, and instant messaging clients, online WOM communication has helped foster various types of online communities. In the process, online WOM has attracted researchers' attention as a cost-effective and less intrusive space for sharing interests and ideas in online communities ([Sun et al., 2006](#)).

Methods

Research Design

Research design is a structured guideline used for rational decision-making to produce valid and reliable research ([Cavana et al., 2001](#)). The research method employed in this study is quantitative, involving the processing of statistical data to gather measurable insights that can be analyzed and acted upon.

Data Collection Method

In this research, we utilized a closed questionnaire method with a Likert scale of 1-6 designed digitally using the Google Form format. This method was chosen because we knew in advance the variables to be measured and the responses expected from the respondents. We distributed the questionnaire through various social media platforms such as Twitter, Facebook, Instagram, and chat applications like WhatsApp and LINE Chat.

Data Analysis Method

This research employs quantitative data analysis methods to process and calculate numerical and statistical data obtained from the data collection. The study also uses probability sampling, which employs a sampling technique that equalizes the likelihood that all population members will be selected as sample members.

Population and Research Sample

a. Population

[Sugiono \(2010\)](#) states that the population is a generalization area consisting of objects/subjects with specific characteristics and qualities set by the researcher for study

and subsequent conclusion drawing. The population of this research is the community in the Jakarta, Bogor, Depok, Tangerang, Bekasi, and surrounding areas interested in the viral content phenomenon in the food and beverage (FnB) industry.

b. Research Sample

Due to time, manpower, and resource constraints, this study will concentrate only on unit samples representing the population mentioned in section 3.4.1 above. The research sample criteria applied by the researcher are:

- 1) Active social media users.
- 2) Residing in the Jakarta, Bogor, Depok, Tangerang, Bekasi, and surrounding areas.
- 3) Interested in and following viral trends in the FnB industry.

In determining the sample size for this study, we used Roscoe's reference in Sekaran (2006: 150), which states that a sample size greater than 30 and less than 500 is appropriate for most research. The questionnaire distributed contains a total of 52 questions related to the influence of Emotional Experience on Viral Marketing. The researcher used a closed questionnaire method with Likert scale answer options ranging from 1-6 (1 indicating strongly disagree - 6 indicating strongly agree).

To capture interest and enhance respondent enthusiasm to complete the questionnaire, the researcher used a reward method or a reward equivalent to Rp 100,000 in credit, randomly drawn for 3 lucky questionnaire respondents.

Types and Sources of Data

This study utilizes quantitative data, which is numerical or statistical format data. The data sources in the study consist of primary and secondary data. Primary data is directly obtained from the data source or respondents, while secondary data complements and supports primary data, sourced from previous research, journals, articles, theories, company documents, and so on.

The following are the data sources in this study:

a. Primary Data

Primary data in this research was obtained through a questionnaire in Google Form format distributed to the public online through various social media platforms and chat applications.

b. Secondary Data

Secondary data in this research was obtained through various literature, articles, theories, and journals accessed both online and offline.

Results

1. Respondent Characteristics

Based on the data gathered from the questionnaire distribution, we obtained a total of 175 respondents who participated and completed the distributed questionnaire. Here are the characteristics of the respondents obtained:

a. Characteristics based on Gender

Jenis kelamin
180 responses

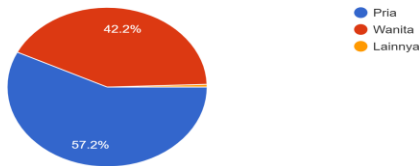


Figure 1

b. Characteristics Based on Age

Usia saya saat ini
180 responses

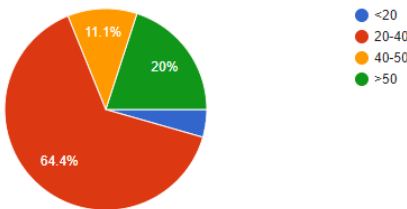


Figure 2

Based on age groups, we obtained data that 64.4% of our respondents are aged around 20-40 years, 20% are above 50 years, 11.1% are aged 40-50 years, and 4.4% are below 20 years.

c. Characteristics Based on Status

Status
180 responses

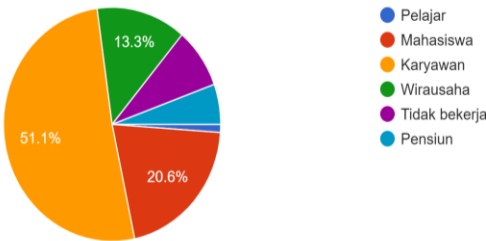


Figure 3

Based on the gathered data, 51.1% of the respondents have employee status, 20.6% are students, 13.3% are entrepreneurs, 8.3% are unemployed, 5.6% are retired, and 1.1% are students.

d. Characteristics Based on Domicile

Domisili
180 responses

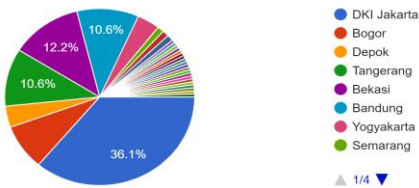


Figure 4

Based on domicile, 36.1% of the respondents reside in DKI Jakarta, 8.3% in Bogor, 3.9% in Depok, 12.2% in Bekasi, 10.6% in Tangerang, and 71.1% are from various areas across Indonesia outside the Jabodetabek region.

e. Characteristics Based on Social Media Platforms Used

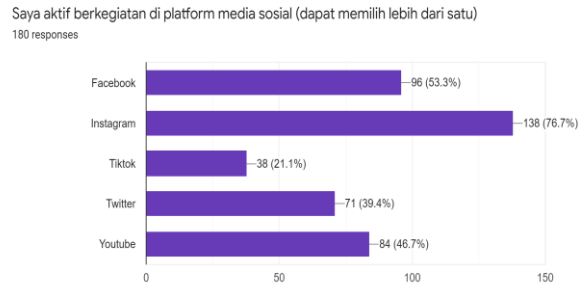


Figure 5

A total of 76.7% of respondents actively use the Instagram platform, 53.3% use Facebook, 46.7% use Youtube, 39.4% are active on Twitter, and 21.1% are active on the TikTok platform.

2. Instrument Test

Validity testing was conducted to determine which questions are suitable or representative for use in representing variables in a study. The researcher used SmartPLS software to process data collected through the Google Form platform to obtain correlation statistics and validity regarding the hypotheses formulated in Chapter II.

The following are the results obtained by the researcher from the data processing using SmartPLS software:

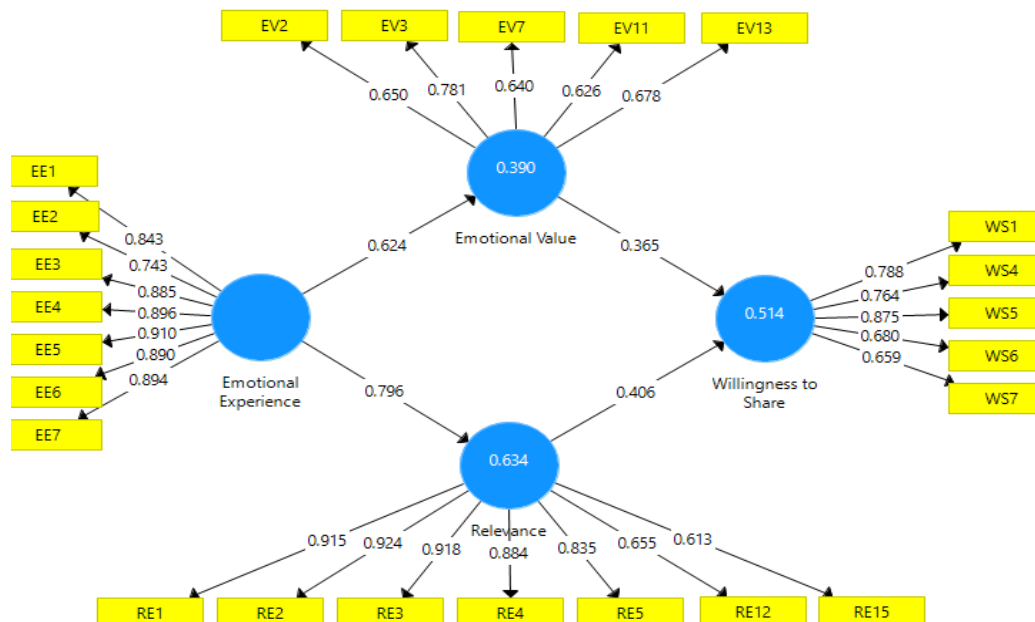


Figure 5: PLS Algorithm Testing Results

Outer Loadings

Matrix				
	Emotional Experience	Emotional Value	Relevance	Willingness to Share
EE1	0.843			
EE2	0.743			
EE3	0.885			
EE4	0.896			
EE5	0.910			
EE6	0.890			
EE7	0.894			
EV11		0.626		
EV13		0.678		
EV2		0.650		
EV3		0.781		
EV7		0.640		
RE1			0.915	
RE12			0.655	
RE15			0.613	
RE2			0.924	
RE3			0.918	
RE4			0.884	
RE5			0.835	
WS1				0.788
WS4				0.764
WS5				0.875
WS6				0.680
WS7				0.659

Figure 6: Loading Factor Results

Table 1: Loading Factor and Cronbach's α Conclusion

Variable	Indicator	Outer Loadings	Construct Reliability & Validity
Emotional Experience	EE1	0.843	$\alpha = 0.944$
	EE2	0.743	
	EE3	0.885	
	EE4	0.896	
	EE5	0.910	
	EE6	0.890	
	EE7	0.894	
Emotional Value	EV11	0.626	$\alpha = 0.704$
	EV13	0.678	
	EV2	0.650	
	EV3	0.781	
	EV7	0.640	
Relevance	RE1	0.915	$\alpha = 0.920$
	RE12	0.655	

	RE15	0.613	
	RE2	0.924	
	RE3	0.918	
	RE4	0.884	
	RE5	0.835	$\alpha = 0.812$
Willingness to Share	WS1	0.788	
	WS4	0.764	
	WS5	0.875	
	WS6	0.680	
	WS7	0.659	

Indicators of a variable are considered valid if they have significant loading factor values, i.e., ($\alpha = 0.5$). In the test results presented in Table 1 above, the loading factors of the indicators obtained by the researcher through Smart PLS testing show good results, i.e., $\alpha > 0.5$. It can be concluded that the variables formulated by the researcher are valid.

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Emotional Experience	0.944	0.947	0.955	0.753
Emotional Value	0.704	0.708	0.808	0.459
Relevance	0.920	0.933	0.938	0.688
Willingness to Share	0.812	0.827	0.869	0.574

Figure 7: Results of Construct Reliability & Validity Test

Not only should an instrument be valid, but it should also be reliable to obtain measurable and consistent values. In Table 1 and Figure 4 above, the Emotional Experience variable shows a Cronbach's α value of 0.944, Emotional Value shows Cronbach's α 0.704, Relevance shows Cronbach's α 0.920, and Willingness to Share shows Cronbach's α 0.812. These results indicate that the variables proposed by the researcher are valid and reliable.

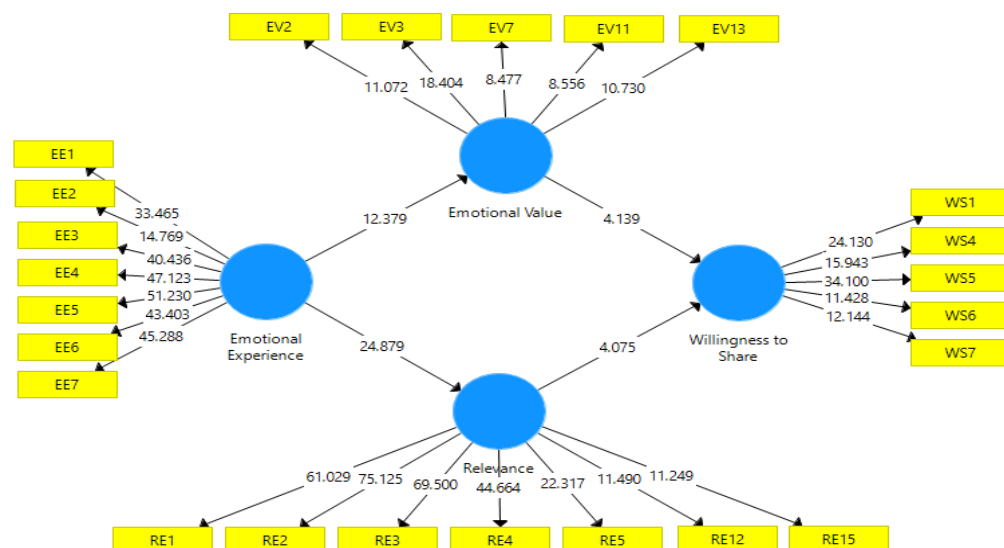


Figure 8: Bootstrapping Test Results

Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /STDEV)	P Values
Emotional Experience -> Emotional Value	0.624	0.631	0.050	12.379	0.000
Emotional Experience -> Relevance	0.796	0.797	0.032	24.879	0.000
Emotional Value -> Willingness to Share	0.365	0.379	0.088	4.139	0.000
Relevance -> Willingness to Share	0.406	0.399	0.100	4.075	0.000

Figure 9: Path Coefficients

Bootstrapping is a statistical method in SmartPLS software used to determine the significance of a hypothesis. The researcher used 1000 subsamples on 175 questionnaire data, with a Significance Level = 0.05.

Figures 5 and 6 show that Emotional Experience significantly influences Emotional Value, with a P Value of 0.000. This indicates that H1, "Emotional experience influences consumers' perception of the emotional value experienced," is valid and significant.

Figures 5 and 6 also show that Emotional Experience significantly influences Relevance, with a P Value of 0.000. This indicates that H2, "Emotional experience influences the relevance of viral content to consumers," is valid and significant.

Figures 5 and 6 also show that Emotional Value significantly influences Willingness to Share, with a P Value of 0.000. This indicates that H3, "The emotional value perceived by consumers in viral content has a positive effect on consumers' willingness to share that viral content and makes consumers willing to share the intended content," is valid and significant.

Figures 5 and 6 also show that Relevance significantly influences Willingness to Share, with a P Value of 0.000. This indicates that H4, "The relevance perceived by consumers in viral content has a positive effect on consumers' willingness to share that viral content and makes consumers willing to share the intended content," is valid and significant.

Table 2 summarizes the hypothesis test results:

	Hipotesys	P Value	Confirmed/Rejected
H1	Emotional experiences have an impact on the perceived emotional value experienced by consumers.	0.000	Confirmed
H2	Emotional experiences influence the relevance of viral content to consumers.	0.000	Confirmed
H3	The perceived emotional value of consumers towards viral content positively influences their willingness to share the viral content and encourages consumers to share the intended content.	0.000	Confirmed
H4	The perceived relevance of consumers to a viral content positively influences their willingness to share the viral content and prompts them to share the intended content.	0.000	Confirmed

Conclusion

Through sampling using a closed questionnaire method via the Google Form platform with 175 respondents and data processing using SmartPLS software, the following are the results that the researcher can conclude:

The measurement of a construct can be known from the values of its indicators. Indicators with high contributions to explaining the latent construct can be indicated by high Loading Factor values or weights ≥ 0.50 . According to [Hair, et al. \(2018\)](#), indicators with non-significant weights should be eliminated if the loading is deemed insignificant. Loading Factors with weights below 0.50 indicate that the indicator is not significant, and it is recommended to remove the indicator unless there is a strong reason to include it based on measurement theory. Based on the validity test conducted, the researcher obtained significant Loading Factor values (> 0.5) for the used indicators, averaging 0.86 from 7 indicators for the Emotional Experience variable, an average of 0.67 from 5 indicators for the Emotional Value variable, an average of 0.82 from 7 indicators for the Relevance variable, and an average of 0.75 from 5 indicators for the Willingness to Share variable. This indicates that all indicators and variables used by the researcher are significant and have a high correlation with their latent constructs.

In measuring reliability values, [Jöreskog \(1971\)](#) states that higher values generally indicate higher reliability. For example, reliability values ranging from 0.60 to 0.70 are considered "acceptable," while values from 0.70 to 0.90 range from "satisfactory to good." However, values above 0.95 are considered problematic as they may indicate redundancy of indicators, thus reducing construct validity ([Diamantopoulos et al., 2012](#); [Drolet and Morrison, 2001](#)). Based on the construct reliability test conducted, the researcher found that the Emotional Experience variable shows a Cronbach's α value of 0.944, Emotional Value shows Cronbach's α 0.704, Relevance shows Cronbach's α 0.920, and Willingness to Share shows Cronbach's α 0.812. This indicates that the variables proposed by the researcher have reliable values.

P Value, also known as the probability value, is a number that indicates how likely your data occurred by chance. P Value between 0 and 1 is usually used to represent the level of statistical significance. P Value less than 0.05 (< 0.05) is considered statistically significant, while P Value greater than 0.05 (> 0.05) is not statistically significant ([McLeod, 2019](#)). In the test of the significance of a hypothesis, the researcher used the bootstrapping method using SmartPLS software. Bootstrapping results using 1000 subsamples on 175 respondent questionnaire data show P Values = 0.000 for H1, H2, H3, and H4, indicating that the proposed hypotheses are significant. These findings support the researcher's hypotheses, namely that:

The factor of emotional experience, whether positive emotions (amazement, joy, entertainment, satisfaction) or negative emotions (anger, anxiety, sadness) found in viral content circulating on social media, has an influence on consumers' perception of emotional value and relevance of viral content to consumers. Furthermore, the factors of emotional value and relevance of viral content also have an influence on consumers' willingness to share viral content.

Thus, it can be concluded that based on the research results, the use of Emotional Experience in creating social media content in the FnB industry can have a positive impact on consumers' willingness to share that content.

Recommendations

Based on the findings, the recommendations that the researcher can provide are as

follows:

1. Academic Recommendations

This research was conducted using samples collected over a relatively short period (4 days), and the variables and indicators used are limited to the emotional factors of content and the relevance of the content to consumers' willingness to share it. In the future, researchers hope that academics intending to explore similar topics will use larger-scale samples and add more specific variables to obtain more comprehensive and accurate results regarding Viral Marketing strategies in the FnB industry.

2. Practical Recommendations

Social media content that lacks specific emotions or is deemed irrelevant will be overlooked by social media users. Players in the FnB business industry need to consider incorporating specific emotional elements into social media content, such as positive emotions that evoke admiration, joy, entertainment, or satisfaction in consumers, or even negative emotions that trigger moderate levels of anger, anxiety, or sadness that are acceptable to the public. In addition to emotional elements, FnB business players should also consider the relevance of the content they intend to convey to current trends or public interests.

Social media content that contains emotional elements and feels relevant to consumers can make them more interested in interacting with and sharing that content.

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