

# Viewer Behavior On Social Media: Viral Marketing of A Movie Trailer In Indonesia

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**Abstract:** A trailer is a brief description of a film and provides a 1 to 3 minute cinematic experience that displays images from the film to influence consumer behavior. This research was conducted to propose a conceptual model regarding affective, cognitive, and environmental responses to viral marketing, which are moderated by audience behavior, for the movie trailer of “Spiderman: Far from Home.” The film was released in July 2019 by Marvel Cinematic Universe (MCU). This study adopted the wheel of consumer analysis to bridge the research gap. An online survey was forwarded to 200 respondents using structured questionnaires through social media sites, such as Line, WhatsApp, Facebook, and e-mail. The data were then analyzed using structural equation modeling (SEM). The results showed that the audience’s affective, cognitive, and environmental responses significantly influenced viral marketing. The results further indicated that the audience’s behavior was not a moderating variable, as the significance level was less than 0.05. The results can contribute to determining social media marketing strategies for promoting film trailers that are beneficial for companies, especially in Indonesia. Therefore, the companies can grow and become more competitive in the film industry. Although this study discusses viral marketing in the film industry, the results can also contribute to other industries, in order to increase the popularity of their products.

**Keywords:** affective response, cognitive, environment, audience behavior, viral marketing

**JEL Classification:** M30, M31, M37

## Introduction

The foundation of an ideology, as a tool that allows user-generated content to be created and exchanged, can be built using social media (Chu, 2011; Kaplan & Haenlein, 2010). In the past few years, social media has undergone a massive growth around the world. In Indonesia, for example, social media has been widely used by companies for their marketing communication activities. Indonesian people are currently claimed to be very active on social media platforms, such as Line, WhatsApp, Facebook, Twitter, and Instagram. They spend an average of 8 hours and 52 minutes on social media every day (We are Social and Hootsuite, 2021). These platforms are often used to build social networks and share information without geographical limitations (Marti et al., 2019; Reich, 2010). For organizations, social media has been integrated into their marketing communications, which allows them to build strong relationships with their consumers (Chu, 2011; Hair et al., 2010) and increase their viral marketing (Aghdaie et al., 2012; Riasi & Pourmiri, 2015).

Currently, more and more companies use social media in their marketing activities. In the film industry, a film trailer is created to market a film that is being promoted. Trailers are advertisements that offer audiences a glimpse of what the promoted movie entails, and a unique narrative of film exhibitions (Kernan, 2004; Jerrick, 2013). A film's trailer is a brief description of the film providing a 1 to 3 minute cinematic experience that displays images from the film, while emphasizing its quality (Kernan, 2004). To influence audience behavior, film marketers must consider the message characteristics, viewer expectations, and environmental characteristics in their advertising strategies (Babin &

Harris, 2012). Although many people assess a film's attractiveness based on the title, the actors and actresses, its synopsis, and popularity, many others may appraise a film according to the trailer they watch. A trailer not only provides an attraction for audiences but is also intended to create viewers' understanding of a movie they have not seen yet (Kernan, 2004). According to Iida et al., (2012), it can stimulate viewers' feelings of curiosity and attraction. Thus, film marketers must create the right film trailers for their marketing strategies, because the consumers' choices might be based on their moods after watching the trailer. Scholars believe that prior experiences with certain stimulations may increase or decrease the likelihood of attendance at a movie (Devlin et al., 2011).

Film marketers basically have several strategies to promote their films. One of them is called viral marketing. This is defined as a business strategy that uses existing social networks to promote a product. This strategy enables consumers to share information about a particular product through their social media accounts. It is often used to create consumer awareness and interest, and influence consumers' decision-making behavior. The basic principle of viral marketing is to spread information by word-of-mouth. Today, the presence of modern technology allows the viral effect to include internet-based platforms. Earlier studies revealed that viral message senders tend to feel positive emotional experiences, such as happiness, excitement, and satisfaction, when sending messages to others (Eckler & Bolls, 2011; Huynh et al., 2016; Sharma & Kaur, 2019; Sustheerawong & Siripiyavatana, 2014). Furthermore, a strong emotional connection plays an essential role in creating a viral marketing message. Thus, a compelling viral message needs

to contain creative and innovative content. In contrast, Satrio et al., (2020) found that negative emotions can mediate the effect of viral marketing on consumer purchase intentions for cultural products. Tsekouropoulos and Theocharis (2018) found in their experimental approach that there was no association between consumers' perceptions and consumers' behavior when sharing electronic content by viral advertising messages. In addition, Sawaftah et al., (2019) and Trivedi (2017) revealed that viral marketing affects consumer purchase intentions through the role of the brand, in terms of the brand's image and people's attitude toward the brand. In our study, we conducted a direct analysis regarding the effect of consumers' emotions on the viral marketing of a movie trailer, "Spiderman: Far from Home."

The present study employed the wheel of consumer analysis (WCA) by Peter and Olson (2013) to understand the influence of viewer behavior on viral marketing after watching a movie trailer. The WCA is a framework that helps marketers to assess consumer behavior, to create better marketing strategies. Consumer behavior is influenced by affective, cognitive, and environmental perceptions. In this study, these perceptions were used as variables that explain the effectiveness of a company's marketing communications in encouraging viral marketing, which was evaluated based on consumer behavior.

Some researchers have carried out studies into social media's viral advertising (e.g. Chu & Kim, 2011; Dafonte-Gomez, 2014; Jerrick, 2013; Lis & Schulz, 2014). They describe that the relationship of social factors associated with electronic word-of-mouth (eWom) is distributed through online social websites that influence viral marketing. Stud-

ies have reported that affective and cognitive responses affect consumers' behavior in forwarding viral marketing content (Huynh et al., 2016; Sutheerawong & Siripiyavatana, 2014). Meanwhile, others reported that the audience's emotional involvement is one of the factors affecting the success of viral marketing (Sutheerawong & Siripiyavtana, 2014; Vogelbacker et al., 2014). Further, Eckler and Bolls (2011) defined that a positive emotional tone can increase the viewers' intention to broadcast the marketing content to make it go viral. In addition, Vogelbacker et al., (2014) reported that environmental responses could influence viral marketing by understanding the opinion leader's popularity and reputation.

Based on the research gap in the previous studies, this study uses components of the WCA (Peter & Olson, 2013), such as affection, cognition, and environment, as independent variables. The study tests their effects on viral marketing, in which audience behavior is included as a moderating variable. A film trailer entitled "Spiderman: Far From Home" was used to examine the audience's behavior. The value obtained from this study is the impact of the WCA variable as an independent variable for viral marketing, including a moderating variable. This is what distinguishes this research from the previous research. Based on the above descriptions, the purpose of this study is to examine the potential of viral marketing on social media after watching the film trailer for "Spiderman: Far From Home," which was released in July 2019 by Marvel Cinematic Universe (MCU). Affective, cognitive, and environmental responses were treated as variables, and audience behavior was perceived as a moderating variable.

## Literature Review

### *Marketing Communication and E-marketing*

Marketing communication is a tool for a marketer to inform, invite, and remind buyers about products and brands (Amin & Priansah, 2019). Along with the development of information technology, the internet has become increasingly popular as a marketing tool. The internet is the most effective medium for spreading marketing messages, especially for reaching a wider target market easily (Ulker-Demirel et al., 2018). This is supported by the fact that the number of internet users is growing over time due to its ease of use and unlimited access, which can be gained using various kinds of devices. According to the statistical data from a survey, in the first quarter of 2019, 91% of Indonesians used mobile phones (of any type), 60% used smartphones, 22% used laptops or desktop computers, and 8% used tablets to access the internet (We Are Social, 2019).

Internet marketing is defined as advertising and marketing efforts that use the internet to sell products or services. It is also named i-marketing, web marketing, online marketing, or e-marketing. The “e” in e-marketing refers to electronic, meaning that marketing activities are carried out electronically via the internet or other cyber networks. Some business benefits can be obtained through the internet, including a broader marketing area, lower operational costs, easier distribution of information, and more flexible customer service without geographical and time limitations (Chaffey & Smith, 2013). The use of the internet in business can make business processes faster and better, because the internet is a medium that offers low costs and

high impacts. Accordingly, the use of the internet in marketing communication activities in the 21st century is increasing. This increase encourages the internet technology used in marketing communications to be personalized, capable of multimedia integration, and real-time interaction (Krizanova et al., 2019). The use of the internet in marketing communications allows marketers to have more interaction and reach specific targets (Haryani et al., 2015; Kozinets et al., 2010). These advantages make the internet a popular marketing tool.

### *Film Promotion*

Film promotion is a particular promotion practice in the film industry. It is the most crucial part of every film’s release and usually occurs in coordination with the film’s distribution process (Gundle 2020; Ulker-Demirel et al., 2018). Film promotion generally includes trailers, press releases, advertising campaigns, merchandising, franchising, social media (Facebook, Twitter, Instagram, and Line), and interviews with key people involved in the film, such as the actors and director (Horvath & Gyenge, 2018; Ulker-Demirel et al., 2018).

The existence of the internet has had a major influence on film marketing in recent years (Jerrick, 2013). As exemplified by social media, the internet is often claimed to be one of the most effective ways to reach audiences. Hence, companies need to develop strategies by using social media to manage and update their information flows and create audience awareness of their films (Ulker-Demirel et al., 2018).

Considering the widespread use of the internet, in the form of social media and websites, to share information (Haryani et

al., 2015) and promote films, producers who choose to use internet-based marketing strategies have the opportunity to build greater interactivity with their audience (Jerrick, 2013). This promotion is usually carried out by utilizing electronic word-of-mouth, which refers to viral marketing communications (Haryani et al., 2015).

### *Trailer*

A film trailer, also known as “coming attractions” or “previews,” is a brief description of a film providing a 1 to 3 minute cinematic experience that displays images from the film while emphasizing its quality (Horvath & Gyenge, 2018; Jerrick, 2013; Kernan, 2004). It is a creative and technical advertisement created to provide a general illustration of the film's story and attract the target market to watch the film (Jerrick, 2013; Torkut & Ponomarenko, 2020). It is also an effective form of advertising due to its visual and emotional nature (Kernan, 2004). Additionally, the main purpose of making a film trailer is to provide an exciting presentation that involves the target audience's feelings. Thus, it is considered a form of promotion that has the most significant influence on the audience's desire to watch the film (Amasaka et al., 2012).

A film trailer plays a vital role in promoting a film because it usually contains portions of the advertised movie and is exhibited before the release of the film (Kernan, 2004). The trailer consists of a series of selected images from the film being promoted (Kernan, 2004), to attract the viewers to watch the movie. They are usually created based on the most exciting parts of the film and must be 1-3 minutes, which is the maximum length allowed.

Movie trailers are usually shown on television, in a cinema, on the internet, or via other forms of media (Amasaka et al., 2012). However, since the internet is now used in everyday life, the trailers are increasingly shared on media that provide video sharing features, such as YouTube and similar social media. These platforms are regularly visited by many potential audience members (Haryani et al., 2015; Horvath & Gyenge, 2018). One of the reasons is that they allow people to find a film trailer easily (Callison et al., 2011).

### *Viral Marketing*

Viral marketing in marketing activities was firstly introduced in the article entitled “The Virus of Marketing.” The article was written by Jeffrey Rayport in 1996 (Widyaharsana, 2009). In line with the growth of the internet, viral marketing activities have been developed for use in marketing research (Sharma & Kaur, 2020; Shirkhodaie & Rezaee 2020). Viral marketing is defined as electronic word-of-mouth (eWOM) for consumers that is transformed into an exponential growth through social media applications (Jin & Ryu, 2018; Kaplan & Haenlein, 2011). The main objective of viral marketing is to expand marketing campaigns using social networks, blogs, and other technologies (Hamed, 2017) to a particular target market, to promote a product (Richardson & Domingos, 2012). It means that a communication process is essential for viral marketing and acts as a tool for companies to inform, persuade, remind, and create consumer awareness directly or indirectly about a product or service they offer.

A company can use various communication activities to achieve its goals, for instance, through advertisements using printed and electronic media. However, a consumer's



purchase intention toward a product is not necessarily due to advertising activity. Still, it may be influenced by the latest news or testimonials available on social media. Besides, consumers buy products or services based on the information or news they receive (Sumarwan, 2019). The report can be in the form of positive or negative news (Widyaharsana, 2009). The marketing communication carried out by a company will directly impact consumers' purchase intentions toward products or services. However, the effects of marketing communication on consumers' actions do not occur quickly, it can take a long time for a consumer to realize that he/she needs the product promoted by the marketers (Widyaharsana, 2009).

In marketing communication, word-of-mouth can increase the possibility of consumer awareness toward a product. Responses, testimonials, and suggestions about the development of the product/service from previous consumers can influence new consumers to buy similar products or services. It is necessary to note that viral marketing, which is driven by word-of-mouth that is spread from one person to another, cannot replace promotional activities, such as advertising, personal selling, public relations, and others. Instead, it is only used to increase consumers' purchase intentions.

### *Marketing Communication and Viral Marketing*

The ability to communicate and transfer value is very important for a company (Granata & Scozzese, 2018). In practice, companies will try to inform, involve, persuade, and directly or indirectly trigger consumer awareness toward their products (Haryani et al., 2015; Hendrayati & Pamungkas, 2018). These

marketing communication activities will then provide tools that companies can use to interact and establish relationships with their consumers (Andriawan, 2016; Hendrayati & Pamungkas, 2018).

In this era, there has been a change in the trend of choosing a marketing communication strategy. Many companies have decided to replace traditional forms of communication with online communication (Granata & Scozzese, 2018). This is because companies must be able to attract the consumers' attention to share and forward information about the products being promoted, which will spontaneously trigger the spread of word-of-mouth (Granata & Scozzese, 2018). To achieve these goals, companies can select and consider web communications and digital marketing (Granata & Scozzese, 2018).

In marketing communication, word-of-mouth can increase the possibility of consumer awareness toward a product. Supported by many platforms that can be used to distribute and communicate marketing information, digital tools may increase the opportunity for word-of-mouth, which is often known as viral marketing (Granata & Scozzese, 2018). Viral marketing comes from a process known as word-of-mouth communication. This means that a communication process is essential in viral marketing and acts as a tool for companies to inform, persuade, remind, and create consumer awareness directly or indirectly about a product or service they offer (Haryani et al., 2015).

Companies can use communication activities to achieve their goals, for example, through advertisements using printed and electronic media. However, the consumer's purchase intention toward a product is not necessarily due to any advertising activity. However, it may be influenced by the latest

news or testimonials available on social media. Therefore, the effectiveness of eWOM and viral marketing is better when applied on social media. This is because social media can reach a wider and more diverse population (Ulker-Demirel et al., 2018). Further, it has communicative, persuasive, and interactive characteristics that can provide detailed and interesting information for consumers (Eckler & Bolls, 2011; Hendrayati & Pamungkas, 2018; Morra et al., 2018). These advantages increase the use of social media in marketing communication (Hendrayati & Pamungkas, 2018).

### *Empirical Model and Hypotheses Test*

A film's success can be measured by the number of viewers (Tiaratama et al., 2017). To attract many viewers, the film's trailer is created by marketers as part of a media campaign (Kernan, 2004). A film's trailer can go viral when viral marketing occurs. It helps marketers reach a broader market and build audience awareness toward a trailer and the film it promotes (Dafonte-Gomez, 2014; Eckler & Bolls, 2011; Vogelbacker et al., 2014).

### *The relationship of Affect, Cognition, and Environment with Viral Marketing*

Several factors, such as feelings of surprise arising from the visualization's content and design, the relevancy of the topic, and opinion leaders, may cause videos to go viral (Vogelbacker et al., 2014). Vogelbacker et al., (2014) defined that the audience's emotional involvement (affective side) is key to the virality of each online video. In other words, a video that influences the audience's emotional responses will likely go viral. The pop-

ularity and reputation of the publisher, opinion leader, and sharer are several factors that can affect the viewers' trust (cognitive side) toward the information they receive (Vogelbacker et al., 2014), because belief influences personal behavior and the desire to engage in viral marketing (Aghdaie et al., 2012). When a publisher does not have a large audience, such as followers on Instagram or subscribers on YouTube, it is more difficult to get the video (promotional content) to go viral (Vogelbacker et al., 2014). Further, when a publisher is not really credible, people will tend to neglect the video (Vogelbacker et al., 2014).

The success of viral marketing depends primarily on the consumers' active participation in forwarding messages to others (Eckler & Bolls, 2011). As a result of affective, cognitive, and environmental responses among consumers, they are expected to forward the trailer for "Spiderman: Far From Home" to others. Thus, the film's promotion through its trailer can reach a wider audience by utilizing a chain effect of viral marketing to obtain a greater awareness of, and good feedback toward, the film. Thus, in this study, we hypothesize that:

H1: Consumers' affective responses significantly affect viral marketing;

H2: Consumers' cognitive responses significantly affect viral marketing;

H3: Consumers' environment significantly affects viral marketing;

### *The Relationship of Affect, Cognition, and Environment with Audience Behavior*

The success of viral marketing can be evaluated based on consumers' active participation in sharing marketing messages with

others (Eckler & Bolls, 2011). Each message's content is usually about the emotional relationship (affect) rather than the product itself (Eckler & Bolls, 2011). Cognition plays an important role because before making a decision, the consumers can engage in the cognitive phase after being involved in the affective phase (Sutheerawong & Siripiyavtana, 2014). Beliefs (cognition) in, and liking (affect) of, a product will encourage consumers to behave and manifest their beliefs and feelings. Ferrinadewi (2008) and Chu (2011) stated that consumer behavior in forwarding promotional content is strongly built by positive emotion (affect). Before sharing the promotional content with others, the consumers tend to have positive feelings, such as happiness or liking the product. Further, before entering the behavioral stage, consumers tend to seek further information about the product (Doh & Hwang, 2009). This is because the consumers' trust toward the incoming messages and the messages' creators or sharers will affect the consumers' behavior

in determining whether they will forward the messages to others and be involved in the viral marketing (Aghdaie et al., 2012).

According to Haryani et al., (2015), publishers' with high credibility can cause consumers to forward the promotional content to others. Another factor affecting consumers' behavior in sharing promotional messages is the social tie between the senders and recipients of the messages. However, the effects will be different depending on the stages. For example, the tie's strength exclusively facilitates awareness and perceptual affinity triggers the recipients' interest. Meanwhile, demographic similarity has a negative influence on each step of the decision-making process (De Bruyn and Lilien 2004).

Vogelbacker et al., (2014) pointed out that a person's emotional involvement is the key to the virality of each online video. The cognition influences personal behavior and the desire to engage in viral marketing (Aghdaie, 2012) because the information effect is

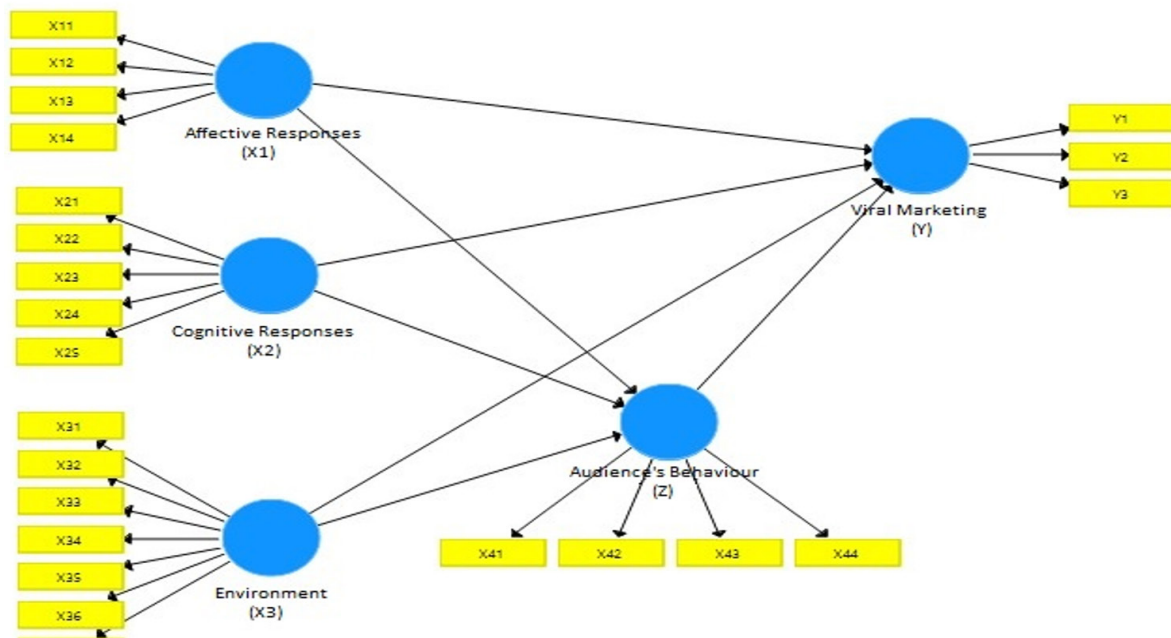


Figure 1: The research model

(Adapted from Huynh et al., 2016; Peter & Olson 2013; Sutheerawong & Siripiyavtana 2014; Vogelbacker et al., 2014).



positively related to the social media users' behavior, not only to seek opinions but also to convey the information they receive (Chu

& Kim, 2011). Personal behavior is also influenced by environment and information sources (content marketing) (Vogelbacker et

Table 1. Research variables

Variables	Operational definition of variable	Indicators	References
Affective responses	The feeling of pleasure or joy after watching the trailer for "Spiderman: Far from Home."	<ol style="list-style-type: none"> <li>1. Emotion</li> <li>2. Special feelings</li> <li>3. Mood</li> <li>4. Evaluation</li> </ol>	Peter and Olson 2013; Trandafilovic et al., 2013; Vogelbacker et al., 2014; Huynh et al., 2016; Dafonte-Gomez 2014;
Cognitive responses	Thoughts that come from the audience after watching the trailer for "Spiderman: Far from Home."	<ol style="list-style-type: none"> <li>1. Knowledge</li> <li>2. Sense</li> <li>3. Expectation</li> <li>4. Trust</li> <li>5. Preference</li> </ol>	Aghdaie et al., 2012; Lis and Schilz 2014; Trandafilovic et al., 2013; Vogel backer et al., 2014; Huynh et al., 2016; Miller and Lammas 2010; Haryani et al., 2015;
Environment	Everything that surrounds the audience while watching the trailer for "Spiderman: Far from Home."	<ol style="list-style-type: none"> <li>1. Social environment (Social environment is all the social interactions that occur between the people in the audience)                             <ol style="list-style-type: none"> <li>b. Friend</li> <li>c. Family</li> <li>d. Trusted sources on YouTube or the official website</li> <li>e. People directly related to the film being promoted (actor, director, producer)</li> </ol> </li> <li>2. Physical environment The physical environment is everything physical form around the audience (promotional media and film pictures)                             <ol style="list-style-type: none"> <li>a. Media promotion</li> <li>b. News or information quality</li> <li>c. Films included in Marvel franchises (previous films)</li> </ol> </li> </ol>	Aghdaie et al., 2012; Lis and Schilz 2014; Vogelbacker et al., 2014; Haryani et al., 2015.
Audience behavior	The behavior shown by the audience after watching the "Spiderman: Far from Home" trailer.	<ol style="list-style-type: none"> <li>1. Recommend trailer</li> <li>2. Share and post trailer</li> <li>3. Approach including interested and revisiting</li> <li>4. Do not ignore the trailer</li> </ol>	Aghdaie et al., 2012; Vogelbacker et al., 2014; Jerrick 2013; Chu 2011; Chu and Kim 2011.
Viral marketing	Active participation by the viewers of the "Spiderman: Far from Home" movie trailer in forwarding the content to others.	<ol style="list-style-type: none"> <li>1. Role or involvement as an opinion leader</li> <li>2. Active participation of consumer</li> <li>3. Do not ignore the trailer</li> </ol>	Miller and Lammas 2010; Haryani et al., 2015; Chu 2011; Chu and Kim 2011.

al., 2014). The sources of information that have higher credibility will encourage people to believe the information they receive. Thus, they tend to be interested in forwarding the messages to others (Haryani et al., 2015).

Thus, in this study, we hypothesize that:

H4: Consumers' affective responses significantly affect viral marketing, with audience's behavior as a moderating variable;

H5: Consumers' cognitive responses significantly affect viral marketing, with audience's behavior as a moderating variable;

H6: Consumers' environment significantly affects viral marketing, with audience's behavior as a moderating variable.

According to the relationship among variables, we propose the research model as shown in Figure 1.

## Research Methodology

This study was carried out in Indonesia. A questionnaire was shared online via social media, such as Line, Facebook, WhatsApp, and e-mail, to gather data from 200 respondents who watched a film trailer for "Spiderman: Far from Home" that was released in July 2019 by Marvel Cinematic Universe (MCU). Social media was chosen as the medium for the data's collection because Indonesia has around 170 million users, or 61.8% of the total population, as of January 2021 (We are Social and Hootsuite 2021).

To select samples, the study employed a purposive sampling method. The respondents were the social media users who watched the "Spiderman: Far from Home" trailer. The study kept the number of respondents to 200 because the minimum sample for testing using SEM is 100 -200 samples

(Hair et al., 2017). The data collected were subjected to structural equation modeling (SEM). SEM used a combination of factor analysis and multiple regression analysis, and it was used to analyze the structural relationship between the measured variables and the latent constructs (Hair et al., 2017). All the data analysis was performed using Smart PLS 3. The variables observed in this study included affective responses with emotional indicators and special feelings (Table 1). Based on the literature review, the structural model's analysis could be shown as follows :

$$\eta_1 = \gamma X_{11}\xi_1 + \gamma X_{22}\xi_2 + \gamma X_{33}\xi_3 + \zeta_1 \eta_2 = \gamma X_{11}\xi_1 + \gamma X_{22}\xi_2 + \gamma X_{33}\xi_3 + \beta\eta_1 + \zeta_2$$

where  $\eta_1$  is audience behavior,  $\eta_2$  is viral marketing,  $X_{11}$  is affective response,  $X_{22}$  is cognitive response,  $X_{33}$  is environmental response,  $\gamma$  represents the exogenous variables,  $\beta$  represents the endogenous variables, and  $\zeta$  is the standard error of the structural model.

## Results

Table 2 reveals the characteristics of the 200 respondents participating in this study. Males comprised 46.5% of the respondents, while 53.5% were females. Most of them were aged 17 to 22 years old (89%), followed by 23 to 28 (9%), 29 to 34 (0.5%) and >34 (1.5%). The table also indicates that 107 respondents (53.5%) watched the trailer for "Spiderman: Far from Home" once. Meanwhile, the remaining respondents (46.5%) have watched the trailer more than once.

As presented in Table 3, there was a significant effect of affective, cognitive, and environmental responses on viral marketing. The results can be compared with the t-statistic value, which was above the t-table value (1.96) and alpha (5%). Therefore, it can be concluded that H1, H2, and H3 are ac-

**Table 2.** The characteristics of the respondents

	<b>Characteristics</b>	<b>Total</b>	<b>Percentage</b>
1	Gender		
	Male	93	46.5%
	Female	107	53.5%
2	Age range		
	17-22	178	89%
	23-28	18	9%
	29-34	1	0.5%
	>34	3	1.5%
3	The intensity of watching the film (time)		
	1	107	53.5%
	>1	93	46.5%
4	Social media account (respondents can have more than one platform)	159	79.5%
	Facebook	98	49%
	Twitter	159	79.5%
	Instagram	123	61.5%
	YouTube	69	34.5%
	Line	67	33.5%
	E-mail		

**Table 3.** The Measurement Model's Assessments

<b>Variable</b>	<b>Cronbach's alpha</b>	<b>Composite reliability</b>	<b>Average variance extracted (AVE)</b>
Affective response (X1)	0.723	0.828	0.546
Cognitive response (X2)	0.740	0.837	0.561
Environmental (X3)	0.704	0.819	0.531
Viral marketing (Y)	0.828	0.897	0.744
Audience behavior (Z)	0.708	0.820	0.533

cepted. It means that the consumer's affective (X1), cognitive (X2), and environmental (X3) responses have significant effects on viral marketing (Y). These results agreed with the findings reported by Haryani et al., (2015) and Huynh et al., (2016). Moreover, the results indicated that the moderating effect of audience behavior did not affect the relationship of affective responses (X1) and

environmental responses (X3) toward viral marketing (Y). Thus, it can be concluded that H4 and H6 are rejected. However, the impact of cognitive responses (X2) toward viral marketing (Y) was significant at 10% with audience behavior (Z) as a moderating variable (H5 accepted).

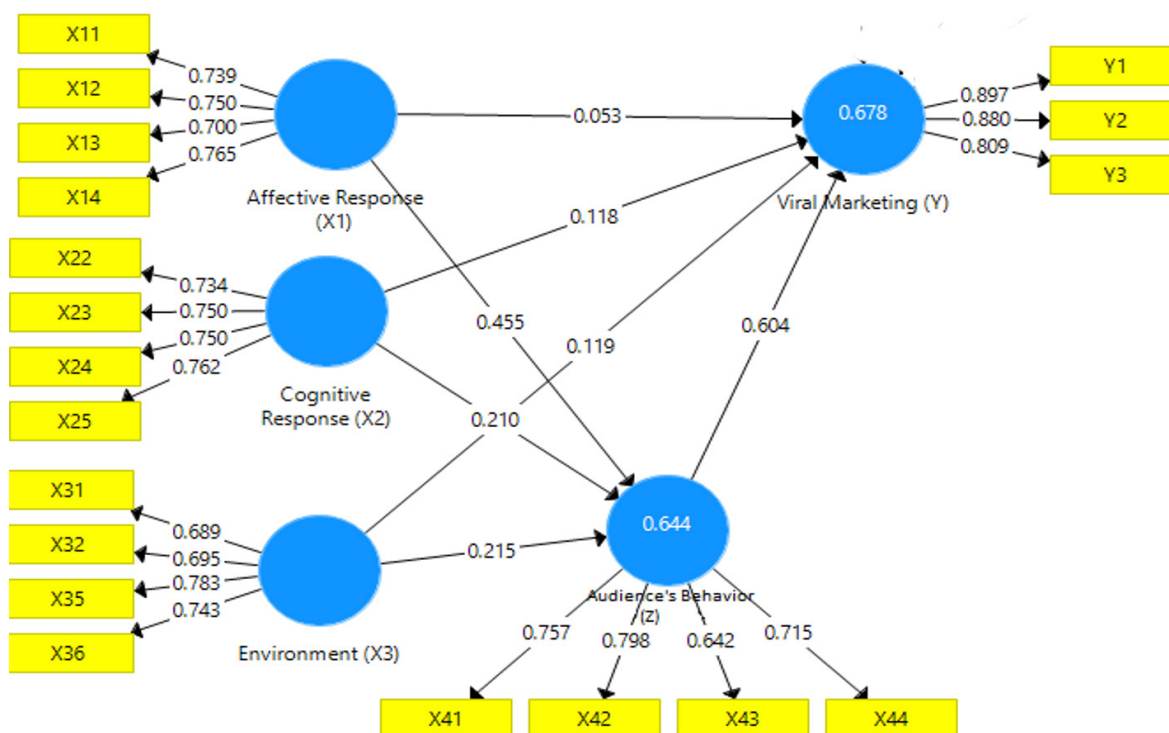
**Table 4.** Measurement of Model's Fit

	Results	Conclusion
Standardized root mean square of residual (SRMR)	0.08	Accepted (0.08 to 0.10)
Chi-square	404.581	Accepted ( > chi square table – 241.058)
Normed fit index (NFI)	0.68	Accepted (close to 1)

**Table 5.** The results of the relationship analysis among variables

Research Hypothesis	T Statistics	P Values
Affective response (X1) -> viral marketing (Y)	3.530	0.001***
Cognitive response (X2) -> viral marketing (Y)	2.620	0.009***
Environmental (X3) -> viral marketing (Y)	3.158	0.002***
Affective response (X1) ->audience behavior (Z) -> viral marketing (Y)	0.224	0.823
Cognitive response (X2) ->audience behavior (Z) -> viral marketing (Y)	1.655	0.099*
Environmental (X3) ->audience behavior (Z) -> viral marketing (Y)	1.131	0.260

Note(s) : \*\*\* and \* significant at 1 and 10%, respectively



**Figure 2.** Outer Loading

## Discussion

This study aimed to examine the occurrence of viral marketing on social media after watching a movie trailer for “Spider-

man: Far from Home.” Affective, cognitive, and environmental responses served as independent variables and audience behavior acted as a moderating variable.

The results of this study showed that affective (emotion, particular feeling, mood, and evaluation), cognitive (knowledge, meaning, expectation, belief, and preference), and environmental (social and physical environment) responses did influence the audience's behavior to engage in viral marketing via social media.

Hypotheses 1 and 2 were in line with the results of Huynh et al., (2016). They reported that emotion has a strong effect on the success of viral marketing. Further, they revealed that binding power and perception affinity have a strong impact on marketing success. Binding power is defined as the speed of informations' diffusion that can significantly increase during the cognitive phase and lead to viral marketing success. Meanwhile, perception affinity plays an important role in the cognitive and affective aspects of effective consumer decision-making processes. These elements have different impacts at various viral marketing stages to provide marketers with a powerful tool that can be used to create viral marketing strategies. In addition to the above studies, a previous study by Kumar et al., (2015) also supports the findings in this study. They reported that there is a strong and positive relationship between good content and viral marketing.

Meanwhile, Hypothesis 3 was supported by a study conducted by Haryani et al., (2015). They reported that higher information credibility leads to a higher number of audience members who trust the information conveyed. The audience members tended to have an interest in forwarding the messages to others. This fact indicates that the respondents' environmental factors can influence viral marketing.

Vogelbacker et al., (2014) reported that several factors need to be considered when making a viral video, such as the popularity and the reputation of the sharers. They have an important role as connectors between creators and audiences. If the sharers do not have a large audience, it is more difficult for the videos to go viral. Furthermore, if the initial sharers do not have good credibility, their audience will neglect the video.

The acceptance of hypotheses 1, 2, and 3 indicates that a film marketer must consider several factors such as the message's characteristics, the recipients' expectations, and environmental characteristics when creating advertising strategies. As argued earlier, consumers make choices based on their moods and prior experiences with certain stimuli to increase or decrease the audience's attendance.

However, there were differences between the expected results and the findings of this study regarding the relationship of affective, cognitive, and environmental responses toward viral marketing, with audience behavior as a moderating variable. These results implied that H4, H5 and H6 were rejected, meaning that affective, cognitive, and environmental responses do not affect viral marketing with audience behavior as a moderating variable. The result of H4, for example, was contrary to the earlier reports (e.g. Crilly et al., 2004; Huynh et al., 2016; Kumar et al., 2015; Trandafilovic et al., 2013; Vogelbacker et al., 2014). However, the hypothesis was congruent with the result of Wattimena et al., (2015). This study's results are crucial in determining the success of social media marketing in promoting film trailers from consumers' behavior based on emotions.



## Conclusion

This study aimed to examine viral marketing on social media after watching a movie trailer for “Spiderman: Far from Home.” Affective, cognitive, and environmental responses were used as independent variables, and audience behavior served as a moderating variable. The success of companies often depends on their marketing capabilities. Finance, operations, accounting, and other business functions are meaningless if they do not have sufficient demand for their products and services so that they can make a profit. Moreover, it is also important for companies to provide competitive products and the availability of qualified marketers with good abilities in the marketing business. This is because marketing is an organizational function and a set of processes for creating, communicating, and providing value to customers, while managing customer relationships that benefit the organization and its stakeholders. This process of change requires a lot of efforts and skills. Marketing management occurs when at least one party thinks about the strategies for achieving the desired responses from other parties. Therefore, marketing management seems like the art and science of choosing target markets, reaching and retaining them, and growing customers by creating, delivering, and communicating superior customer value.

In cinema, the marketing strategy is the most important part that determines the success of a film. Good actors and stories do not guarantee success without the right marketing strategies. Film promotion refers to promotional activities in the film industry, which usually take place along with the film’s distribution process. In the non-digital (traditional) marketing strategy, film promotion is generally conducted by exhibiting a movie trailer

in theaters or paid advertising in newspapers and magazines. However, the current advertising practice has utilized websites for promoting films (Durmaz & Efendioglu, 2016).

Uploading the film trailer to online platforms, such as YouTube and other social media, provides several benefits. First, audiences can easily share content and information about the film. Thus, the film can reach a wider audience without geographical or time limitations. These benefits encourage companies to choose digital marketing rather than traditional marketing for promoting their films (Varnali, 2012). Second, a digital marketing strategy allows audiences to watch video promotions more than once (Chaffey & Smith, 2013). To date, the most commonly used digital marketing techniques are social network marketing and viral marketing (Durmaz & Efendioglu, 2016).

Viral marketing has increased gradually, especially when a video’s content emphasizes the visual element. According to Wilson (2000), several factors can affect if viral marketing will succeed or not, including free service, easy advertising, established network, quick transfer, intriguing growth, and other infrastructure. Indeed, one of the strengths of viral marketing, as a digital marketing method, is it is cheaper than traditional marketing (Geraghty and Conway 2016).

Viral marketing can generate interest and attract consumers by using interactive media. Hence, companies can receive positive feedback as the audience actively forward marketing content to others (Durmaz & Efendioglu, 2016). Reviews and opinions are effective ways to reach potential audiences, especially those sceptical about the films they want to watch. In fact, reviews and opinions coming from one person to another can quickly create positive word-of-mouth.

The present study concludes that consumers' affective, cognitive, and environmental responses influence the viral marketing of the trailer for "Spiderman: Far from Home." When consumer behavior is considered as a moderating variable, the affective response has no significant impact on viral marketing. Conversely, cognitive and environmental responses significantly influence viral marketing. Thus, we suggest that companies must develop film marketing strategies by creating attractive trailers that can promote the consumers' affective and cognitive aspects and build an environment that can encourage the creation of viral marketing that is in line with the goals of the company. The present results may be beneficial for companies, especially in Indonesia, by helping them to become more competitive in the film industry.

Strikingly, although this study discusses viral marketing in the film industry, the results may also contribute to other industries. Marketers in different industries such as food, clothing, services, and other products, who use YouTube videos for product promotion can also use viral marketing to boost their products' popularity. In line with this popularity, public awareness will be created, and those interested in a particular product will actively participate in forwarding content to others. Therefore, the companies can reach wider audiences. However, the video content used for a product promotion should be made creatively, to attract a wider audience.

## Limitation and Future Research

Although the key results of this study are promising, the study still has several limitations. First, data were only collected from respondents who have social media. The rea-

son is that the respondents are more likely to obtain information about the film, both from trailers and news about the movie trailer itself. Furthermore, using social media users also allows the researchers to broaden the scope of the environment that can affect the respondents, so they can receive more detailed and varied answers. In the present study, all the respondents watched a trailer for the movie "Spiderman: Far from Home," at least once. Therefore, the impact of consumers' affective and cognitive responses on viral marketing can be adequately measured. Second, regarding the film used as a research object, the present study only used one of the most recent films from the Marvel Cinematic Universe (MCU), called "Spiderman: Far from Home."

Because the present study used action, adventure, and sci-fi film genres, we suggest future studies provide other varieties of genres. The film can be taken from horror, romance, comedy, and even thriller genres. Furthermore, a wide variety of genres will provide more comprehensive and varied results.

Future researchers are also recommended to conduct an experimental study by comparing two research objects, or comparing the effect of affective, cognitive, environmental, and audience behavior responses on two different movie trailers.

In the present study, the results showed that the consumers' affective, cognitive, and environmental responses significantly affected the viral marketing of the movie trailer for "Spiderman: Far from Home." However, there was no relationship between the affective responses and viral marketing after the two variables were moderated by audience behavior. The cognitive responses and the consumers' environment significantly affected

viral marketing, with audience behavior as a moderating variable. Therefore, further studies should assess the insignificant relationship between those variables based on the above

description. Therefore, the results of further studies can corroborate or contradict the findings of this study.

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