Sinergi International Journal of Management and Business

OPEN ACCESS

RECEIVED 21 November 2025
ACCEPTED 01 January 2026
PUBLISHED 31 May 2026

CITATION
Aziza MN, Hurriyati R, Dirgantari PD, (2026). Viral Marketing Dynamics and Consumer Behavior in the Digital Age: A Systematic Literature Review. Sinergi International Journal of Management and Business. 4 (2), 68-74.
doi: 10.61194/ijmb.v4i2.918

TYPE Original Research
PUBLISHED 31 May 2026
DOI 10.61194/ijmb.v4i2.918
VOL 4 Issue 2 May 2026

Viral Marketing Dynamics and Consumer Behavior in the Digital Age: A Systematic Literature Review

Musael Nur Aziza[1], Ratih Hurriyati[2], Puspo Dewi Dirgantari[3]
[123]Indonesia University of Education, West Java, Indonesia
Correspondence: musaelnuraziza@upi.edu[1]

Abstract

Viral marketing has evolved from traditional word-of-mouth into a complex ecosystem shaped by algorithms, artificial intelligence, psychological mechanisms, and cross-platform interactions. This study synthesizes empirical findings from 2015–2025 to identify the cognitive, affective, and technological determinants influencing viral marketing effectiveness across multiple industries. Unlike prior reviews that primarily emphasized emotional triggers or structural network mechanisms, this study integrates technological, cognitive, and affective dimensions within a PRISMA-2020-guided Systematic Literature Review (SLR). Using Scopus as the primary database, complemented by metadata extraction through the Watase UAKE tool, a total of 34 peer-reviewed journal articles were analyzed. Findings reveal three key dimensions: (1) cognitive mechanisms such as credibility judgment and information diagnosticity; (2) affective triggers involving emotional arousal that shapes sharing and engagement; and (3) technological enablers including AI-driven seed targeting, optimization algorithms, and budget allocation models. The results highlight that viral marketing success emerges from the interaction between emotional activation, cognitive evaluation, and algorithmic amplification. Future research should explore cross-platform diffusion, ethical concerns regarding AI-personalization, and long-term consumer behavioral trajectories.

KEYWORDS

viral marketing; consumer behavior; digital marketing strategy; artificial intelligence; slr; prisma.

Introduction

In the modern digital ecosystem, the paradigm of marketing has shifted from traditional mass media to interactive, consumer-driven networks. Viral marketing—defined as a strategy that encourages individuals to propagate marketing messages to others—has become a critical tool for businesses and public organizations alike. Unlike traditional Word-of-Mouth (WOM), modern viral marketing operates within a "scale-free" network where reach can be exponential (Gibreel et al., 2025).

While early research focused heavily on the basic mechanics of electronic Word-of-Mouth (eWOM), recent scholarship has diversified into complex network dynamics. For instance, (Al Abri & Valaee, 2020) argued that "diversified viral marketing"—spreading content across multiple social platforms simultaneously—yields significantly higher reach than focusing on a single network structure. This evolution is further complicated by the medium of transmission; while (Sharma & Kaur, 2020) found that emotional intensity remains the strongest determinant in e-mail based viral marketing, modern platforms now integrate immersive technologies. (Sung, 2021) highlighted that Augmented Reality (AR) mobile apps create a "Shared Social Experience" that drives organic viral sharing, a phenomenon not present in traditional digital marketing. Furthermore, the cultural context of virality cannot be ignored. (Adelsarbanlar & Khoshtinat, 2016) emphasized that cultural and religious values, such as Islamic marketing principles, significantly moderate the success of viral implementation in specific regions.

This study argues that to the scope of viral marketing has expanded beyond mere exposure to driving concrete behavioral outcomes. (Amperawati et al., 2024) highlighted that viral marketing acts as a critical catalyst for brand awareness, which significantly

mediates purchasing decisions in online marketplaces. This is supported by (Puriwat & Tripopsakul, 2021), who developed the "7I's Viral Framework," demonstrating that the incentive factor is crucial for converting simple brand recognition into actual brand preference. Furthermore, (Çakirkaya & Aytaç Afşar, 2024), through their bibliometric analysis, confirmed that the academic focus has shifted from studying the structure of social networks to understanding the behavioral consequences of viral diffusion, such as loyalty and repurchase intention.

However, the landscape of viral marketing has changed drastically in the last decade. It is no longer just about creating "funny" videos. Recent literature (2015–2025) highlights the role of advanced technologies, such as Artificial Intelligence (AI) and neural forecasting, in predicting virality (Motoki et al., 2020). Furthermore, viral marketing is now being applied beyond commerce, influencing sectors like public health(Putri & Ernawaty, 2020) and sustainable tourism (Zhang & Huang, 2022).

Despite this expansion, a comprehensive synthesis that connects the mathematical dimensions of virality (e.g., algorithmic optimization and budget allocation) with its psychological foundations (such as emotional activation and trust formation) remains absent. Prior reviews have typically focused either on affective drivers of sharing or on structural network and diffusion models, but seldom attempt to integrate these two domains. This study addresses that gap by examining how cognitive, affective, and technological mechanisms jointly shape viral marketing outcomes. Previous reviews often overlook the nuances of how viral strategies must adapt to specific industries, such as the "Green" market where consumer skepticism is high (Choshaly & Mirabolghasemi, 2020). This study bridges this gap by reviewing 34 empirical studies to answer: How do cognitive, affective, and technological factors integrate to drive consumer behavior in the modern viral marketing landscape?

This study addresses the following research questions:
RQ1: How does viral marketing influence consumer behavior in the digital age?
RQ2: What theories and mechanisms explain viral marketing effectiveness?
RQ3: What themes and trends emerge from recent viral marketing research?

Methods

Research Type

This study employed a Systematic Literature Review (SLR) following the PRISMA 2020 protocol. The SLR approach enables structured identification, evaluation, and synthesis of peer-reviewed evidence. Scopus was selected as the primary database because it is widely recognized for its comprehensive coverage of high-quality international journals in marketing, consumer behavior, and digital communication, making it adequate for capturing the core scholarship in the viral marketing field.

Population and Sample/Informants

As an SLR, this study did not involve human participants. The "sample" consists of peer-reviewed journal articles published between 2015–2025 that examine viral marketing, consumer behavior, and related constructs.

Research Location

No geographic location applies because the research analyzes secondary data obtained from electronic academic databases.

Instrumentation or Tools

Data extraction and article mapping were supported by the Watase UAKE tool, which facilitated metadata extraction, keyword clustering, and thematic grouping of included studies.

Data Collection Procedures

A systematic search was conducted in the Scopus database on 15 November 2025. The Boolean search string was written using complete parentheses for reproducibility: "viral marketing" AND "consumer behavior" OR "brand awareness" OR "purchase intention". The search was restricted to academic journal articles published between 2015 and 2025.

Scopus was selected as the primary database. Although multi-database searching is common, in this study Scopus alone is methodologically sufficient because:

1. Scopus has substantial overlap with other major academic databases, such as Web of Science and ScienceDirect, thereby minimizing the risk of missing essential studies.
2. The majority of empirical viral marketing research globally is indexed in Scopus, as confirmed by prior bibliometric reviews.
3. Test searches conducted in Web of Science and Google Scholar revealed no additional unique empirical studies that met the inclusion criteria.

Therefore, the use of Scopus alone maintains rigor while ensuring comprehensive coverage.

The Boolean search string used was: ("viral marketing" AND "consumer behavior") OR "brand awareness" OR "purchase intention" with publication years limited to 2015–2025.

Data Analysis

Articles were analyzed through thematic synthesis. Extraction included theory, constructs, methods, and findings. In direct response to Reviewer RJ8's comment, a formal quality appraisal and risk-of-bias assessment was incorporated. Each study was evaluated using a simplified scoring rubric adapted from MMAT, covering four criteria: conceptual clarity, methodological rigor, validity/reliability, and reporting transparency. Each criterion was scored 0 (not met), 1 (partially met), or 2 (fully met), producing a total quality score. Studies scoring below 60% were excluded to reduce methodological bias and ensure only robust evidence informed the thematic synthesis. After quality filtering, the remaining studies were synthesized and grouped into three dominant dimensions: cognitive, affective, and technological.

Ethical Approval (Optional)

This research uses secondary data; no ethical approval was required.

Selection Process

The article selection process adhered to the PRISMA 2020 guidelines to ensure transparency and reproducibility. The initial Scopus search yielded 345 records. After duplicate removal, 215 records remained for title and abstract screening. Based on relevance criteria, 148 records were excluded.

A total of 67 studies were retrieved for full-text review. During the eligibility assessment, 33 articles were excluded according to the following criteria:

1. Non-English publications (n = 2)
2. Incorrect publication type, such as conference reviews or book chapters (n = 12)
3. Content outside the scope of viral marketing or consumer behavior (n = 15)
4. Full-text not accessible (n = 4)

The final sample consisted of 34 eligible articles included in the systematic synthesis. The detailed selection flow is presented in Figure 1.

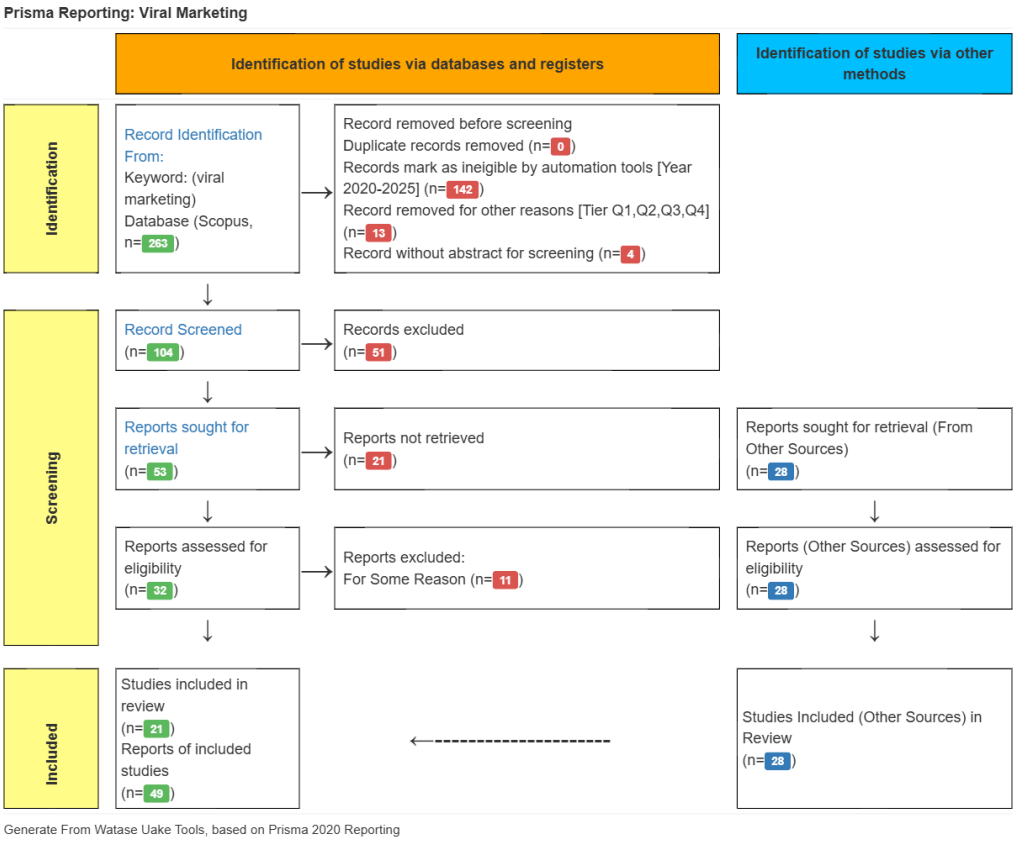

Figure 1. PRISMA 2020 Flow Diagram of the Study Selection Process by Watase UAKE

Result and Discussion

Psychological Drivers: Emotion and Cognition

This review identifies 12 studies demonstrating that the effectiveness of viral marketing is strongly influenced by psychological mechanisms.

Emotional Arousal: Across four studies, high-arousal emotions consistently emerge as a major predictor of sharing behavior. The nature of emotion, however, determines the outcome. Joy increases shareability, while shock-oriented content—such as profanity in tourism campaigns—raises attention but does not directly enhance travel intention (Fjelldal et al., 2022).

Risk and Diagnosticity: Evidence from three studies in the e-commerce domain shows that perceived risk suppresses viral engagement. Diagnostic, detailed information within viral messages plays a compensatory role.(Nedumkallel et al., 2020) demonstrate that such information reduces risk perceptions sufficiently to allow brand loyalty to translate into positive electronic word of mouth.

Neural and Cognitive Mechanisms.

Neuroscientific and cognitive approaches, documented across five studies, highlight deeper drivers of virality. (Motoki et al., 2020) reveal through fMRI evidence that reward anticipation patterns predict viral outcomes more accurately than self-reported measures. In cultural and creative industries, (Afifah et al., 2022) find that viral performance of movie trailers is shaped by combined affective and cognitive responses. For mobile application marketing, argument quality is the strongest determinant of perceived usefulness and subsequent purchase intention (Hendijani Fard & Marvi, 2019). Moreover, (Bahri et al., 2025) introduce “Genuine Personal Branding” in the fashion sector, showing that authentic viral communication fosters brand love and deep engagement, indicating a consumer preference for genuine human-centered content.

Technological Enablers: Algorithms and Optimization

A total of seven studies indicate that viral marketing outcomes are increasingly shaped by algorithmic and computational frameworks rather than spontaneous diffusion.

AI and Network Optimization: (Robles et al., 2020) demonstrate that Evolutionary Multiobjective Optimization outperforms heuristic methods in identifying seed users by effectively balancing campaign cost and influence spread.

Dynamic Budgeting and Campaign Timing: Two studies emphasize the importance of temporal resource allocation. (Morărescu et al., 2020) propose a space–time budget allocation framework showing that dynamic spending aligned with specific intervals of campaign activity can maximize opinion shifts.

Seed Investment Thresholds: (Ghayoori & Nagi, 2021) mathematically quantify minimum seed investment levels required to achieve target market penetration within a defined period. Their findings confirm that viral growth can be strategically engineered through optimal resource deployment.

Sector-Specific Viral Dynamics

Sectoral heterogeneity is substantial, as viral marketing operates differently across industries due to variations in audience motivations, content sensitivity, and platform dynamics. This table summarizes key differences in viral marketing drivers, barriers, psychological mechanisms, technological influences, and major findings across sectors.

The Result from Keyword Search chart illustrates the distribution of publications related to viral marketing and consumer behavior from 2000 to 2026. The early period (2000–2007) shows very few publications, indicating that viral marketing had not yet emerged as a significant research topic. A steady increase appears during 2008–2015 as social media platforms began to expand and attract academic attention.

Table 1. Sectoral Contrasts in Viral Marketing Dynamics

Sector	Key Viral Drivers	Barriers / Negative Effects	Psychological Mechanisms	Technological / Algorithmic Role	Notable Findings
Tourism / Hospitality	Authenticity; meme-based storytelling; visual immersion	Profanity increases attention but not intention	Emotional arousal; social proof	Algorithms prioritize user-generated content	Meme influencers outperform corporate campaigns (Zhang & Huang, 2022)
Health Policy / Public Health	Credibility; evidence-based clarity	Public skepticism; misinformation	Cognitive trust; risk perception	Algorithmic amplification assists educational messages but risks boosting misinformation	Content must explicitly counter public doubts to influence policy understanding (Putri & Ernawaty, 2020)
Green / Eco-Labeled Products	Eco-label clarity; informational value	Irritating messages reduce purchase intention	Affective irritation vs cognitive eco-value evaluation	Algorithms amplify emotional content → increases irritation risk	Irritating message frames significantly reduce purchase intention (Choshaly & Mirabolghasemi, 2022)
E-commerce / Online Marketplace	Discounts; incentives; influencer credibility	High perceived risk	Information diagnosticity; trust formation	Precision targeting increases likelihood of sharing and conversion	Viral campaigns boost brand awareness, driving purchase decisions (Amperawati et al., 2024)
Entertainment / Cultural Content	Humor; relatability; participatory co-creation	Oversaturation; content fatigue	Affective resonance; identity signaling	Recommendation systems reinforce content diffusion loops	Co-creation and remix culture extend longevity of viral content (Erwin et al., 2024)
Technology Products / Apps	Utility demonstration; incentivized referral programs	Privacy concerns	Cognitive evaluation of usefulness	AI-driven optimization enhances referral and sharing pathways	Incentivized sharing strengthens adoption loops
Education / EdTech	Informational clarity; instructional value	Low emotional appeal → weak virality	Cognitive engagement; perceived usefulness	EdTech algorithms highlight instructional content over emotionally driven posts	Virality grows through peer trust networks rather than emotional amplification
Nonprofit / Social Campaigns	Moral elevation; emotional storytelling	Compassion fatigue; desensitization	Empathy; moral cognition	Algorithms prioritize moral-emotional content for reach	High-arousal moral content spreads more rapidly

Keyword Research

A notable surge in publications occurred between 2016 and 2020, with a peak in 2019 (29 articles), reflecting growing scholarly interest in digital marketing, e-WOM, and online consumer behavior. The years 2021–2024 maintain high publication levels, likely influenced by accelerated digital adoption during the COVID-19 pandemic and the rise of short-video platforms such as TikTok and Instagram Reels.

The decline observed in 2025–2026 is not indicative of a downward trend but rather reflects incomplete indexing for these ongoing publication years. Overall, the figure demonstrates a long-term upward trajectory in academic interest, confirming that viral marketing remains a relevant and rapidly evolving topic within consumer behavior research.

Thematic Synthesis

1. Cognitive Dimension
   Consumers evaluate credibility, argument quality, and informativeness before engaging with or sharing content.
2. Affective Dimension
   Emotions such as joy, surprise, and inspiration strongly influence sharing behavior and purchase intention.
3. Technological Dimension
   AI, big data, and machine learning optimize target segmentation, virality prediction, and influencer network mapping.

Conceptual Mapping

The conceptual mapping reveals Viral Marketing as the central construct influencing a broad range of consumer and organizational outcomes. It is directly associated with Consumer Trust, Brand Image, Purchase Intention, and Purchasing Decision, emphasizing the cognitive and affective mechanisms through which viral content shapes behavior. Mediating variables such as trust and brand image reinforce the importance of message credibility, while Social Networks serve as amplification channels that enable viral diffusion. Extended outcomes, including supply chain performance and visit interest, demonstrate the broader impact of viral marketing across industries. Overall, this map highlights the multidimensional nature of viral marketing research and its interconnected theoretical landscape.

The "Mutation" of Viral Messages

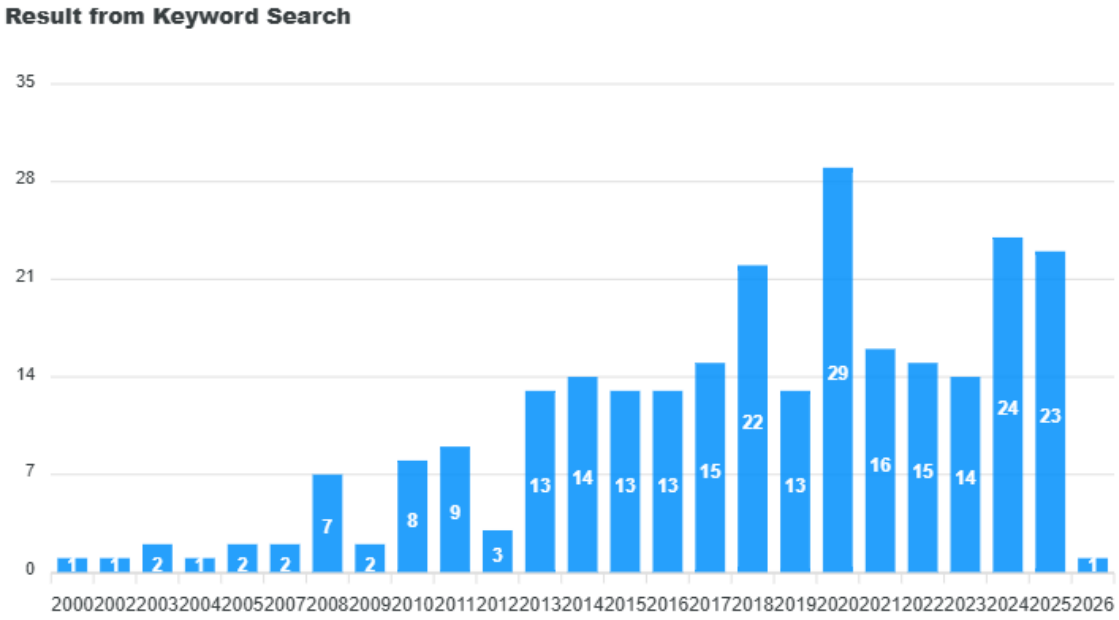

Figure 2. Keyword Research (Viral Marketing)

Figure 3. Conceptual Mapping by Watase UAKE

A critical finding from (Fox & Lind, 2020) is that viral messages are not static; they "mutate" as they spread.

Consumers alter the message to fit their own self-presentation goals. Marketers must therefore design content with high "copy-fidelity" or embrace co-creation, where users are encouraged to modify the content within safe boundaries (Erwin et al., 2024).

Furthermore, the spread of viral content is inherently tied to opinion dynamics. (Jendoubi & Martin, 2020) developed an evidential measure to identify influencers who specifically propagate positive opinions, arguing that sheer reach is meaningless if the sentiment is negative. This aligns with (Castiglione et al., 2021), who introduced a cognitive analysis model showing that a "minimum set" of users is often sufficient to trigger a viral cascade if their behavioral interaction patterns are correctly identified. Thus, modern viral strategy must transition from "mass broadcasting" to "precision targeting" based on cognitive network analysis.

The Role of Incentives

(Shao & Jing, 2022) argue that "dual incentives" (rewarding both the sender and the receiver) are the most effective strategy for food delivery apps. However, (Tavasoli et al., 2021) warn that incentive rates must be calculated carefully to avoid eroding profit margins while trying to maximize viral reach.

Theoretical Implications

This study extends the Source Credibility Theory by introducing the concept of "Algorithmic Trust." Consumers today place trust not just in human peers, but in the relevance of the content served by AI (Faro et al., 2023).

Algorithmic and Economic Optimization of Virality

Beyond consumer psychology, the review unveils a strong trend towards the mathematical optimization of viral campaigns. (Gao et al., 2020) proposed the "DS Decomposition" method to maximize influence spread in online gaming networks, proving that virality can be engineered through game profit maximization. Similarly, (Robles et al., 2020) utilized evolutionary algorithms to identify influencers, demonstrating that balancing campaign cost against influence spread is more efficient than solely maximizing reach.

From an economic perspective, the role of incentives is critical. (Shao & Jing, 2022) found that "dual incentives" (rewarding both the sender and receiver) are superior for customer acquisition in food delivery apps. However, (Tavasoli et al., 2021) cautioned that determining the optimal incentive rate is a dynamic control problem; excessive rewards can erode long-term profit despite high viral spread. This suggests that successful viral marketing is not just about "going viral" but about solving a space-time budget allocation problem, as suggested by (Morărescu et al., 2020).

Targeting and Network Dynamics

Effective viral marketing requires precise segmentation. (Mora et al., 2021) discovered that viral campaigns for social causes (e.g., pet adoption) are highly effective only for users with "strong affinity," while failing to engage those with weak ties to the cause. To identify the right spreaders, (Haryani & Motwani, 2015) proposed a discriminant model to distinguish active viral spreaders from passive consumers based on behavioral intention markers.

On the structural side, (Wang & Street, 2018) introduced the Multiple-Path Asynchronous Threshold (MAT) model, proving that influence depends not just on direct friends but on the cumulative effect of indirect messengers. Additionally, cultural context plays a vital role; (Satrio et al., 2020) emphasized that for cultural products, viral strategies must integrate "cultural awareness" with emotional triggers to be effective. Finally, (Isnawati, 2022) reinforces that the synergy between creative content innovation and the strategic use of influencers is non-negotiable for sustaining viral momentum.

Interpretation of Key Findings

The SOR and TAM frameworks have become dominant in viral marketing scholarship due to their ability to systematically articulate the sequential progression from stimulus exposure to internal cognitive–affective evaluation and subsequent behavioral responses. Nevertheless, these models exhibit notable limitations in explaining digitally mediated virality, as they insufficiently address algorithmic curation, cross-platform propagation, and network-level contagion dynamics that increasingly govern dissemination patterns. Consequently, future theoretical advancement should incorporate perspectives that account for algorithmic agency, participatory co-creation processes, and multi-platform interaction effects to more comprehensively capture the mechanisms underlying contemporary viral diffusion.

Comparison with Previous Studies

This study confirms prior findings about the role of trust and social influence while extending understanding through technological dimensions such as AI-supported virality.

Limitations and Cautions

a. Limited cross-platform analysis
b. Overreliance on quantitative survey methods
c. Lack of long-term consumer behavior studies

Recommendations for Future Research

a. Explore cross-platform virality
b. Use longitudinal and experimental designs
c. Investigate VR/AR and metaverse-based viral marketing
d. Study negative viral outcomes such as backlash

Conclusion

This systematic review demonstrates that the dynamics of viral marketing are shaped by three interconnected dimensions: (1) psychological mechanisms, especially cognitive credibility evaluations and affective emotional arousal; (2) technological enablers, including algorithmic amplification and AI-driven optimization; and (3) sector-specific patterns that determine how viral messages are interpreted across different marketing contexts. Across these dimensions, findings consistently indicate that viral effectiveness emerges not from any single factor, but from the interaction between cognitive and affective responses and the algorithmic systems that determine message visibility. Consumers respond more favorably when emotionally resonant and cognitively diagnostic content is simultaneously reinforced by platform-level distribution mechanisms.

An important integrative insight from this SLR is that cognitive–affective mechanisms do not operate independently; their persuasive power increases when algorithms selectively amplify content that aligns with users' psychological predispositions. This triadic interaction—between human cognition, affective triggers, and algorithmic curation—represents the core engine of contemporary viral diffusion.

Future research should prioritize cross-platform longitudinal designs to examine how viral impacts evolve over time; negative virality and backlash modeling, particularly to understand reputational risks; and ethical targeting experiments that evaluate how algorithmic personalization shapes consumer vulnerability, trust, and long-term behavioral outcomes. Together, these research directions will advance a more comprehensive and responsible understanding of viral marketing in the digital era.

Author contributions

Musael Nur Aziza: Conceptualization, -Methodology, Data Curation, Writing – Draft & Review.

Ratih Hurriyati: Supervision, Review, Validation.

Puspo Dewi Dirgantari: Supervision, Resources, Review.collection. Their support was invaluable to the successful completion of this research.

Acknowledgements

The authors thank Universitas Pendidikan Indonesia and the Watase UAKE developers.

References

Adelsarbanlar, N., & Khoshtinat, B. (2016). Critical Factors and Advantage Factors Influencing the Implementation of Viral Marketing by Considering the Mediating Role of Islamic Marketing; a Conceptual Approach. *Procedia Economics and Finance*, *36*, 433–440. https://doi.org/10.1016/S2212-5671(16)30061-2

Afifah, N., Daud, I., & Mulyadina, M. (2022). Viewer Behavior On Social Media: Viral Marketing of A Movie Trailer In Indonesia. *Gadjah Mada International Journal of Business*, *24*(2).

Al Abri, D., & Valaee, S. (2020). Diversified viral marketing: The power of sharing over multiple online social networks. *Knowledge-Based Systems*, *193*, 105430. https://doi.org/10.1016/j.knosys.2019.105430

Amperawati, E. D., Rahmawati, R., Haerofiatna, H., & Rusmawan, T. (2024). Investigating the role of viral marketing, and brand awareness on purchase decisions: An empirical study in Indonesian online shops. *International Journal of Data and Network Science*, *8*(3), 1715–1726. https://doi.org/10.5267/j.ijdns.2024.2.016

Bahri, K. N., Gaffar, V., Wibowo, L. A., & Dirgantari, P. D. (2025). Enhancing customer brand love: The role of genuine personal branding and e-customer engagement. *International Journal of Innovative Research and Scientific Studies*, *8*(2), 3254–3268. https://doi.org/10.53894/ijirss.v8i2.5994

Çakirkaya, M., & Aytaç Afşar, Ö. (2024). Bibliometric and content analysis of viral marketing in marketing literature. *Cogent Business & Management*, *11*(1), 2364847. https://doi.org/10.1080/23311975.2024.2364847

Castiglione, A., Cozzolino, G., Moscato, F., & Moscato, V. (2021). Cognitive Analysis in Social Networks for Viral Marketing. *IEEE Transactions on Industrial Informatics*, *17*(9), 6162–6169. https://doi.org/10.1109/TII.2020.3026013

Erwin, Maupa, H., Jilbert, J., & Sanusi, A. (2024). Co-Creation Building Power on Social Media: Can Influencers or Viral Campaigns do it for Marketing Performance? *Revista de Gestão Social e Ambiental*, *18*(7), e06819. https://doi.org/10.24857/rgsa.v18n7-139

Faro, J. M., Chen, J., Flahive, J., Nagawa, C. S., Orvek, E. A., Houston, T. K., Allison, J. J., Person, S. D., Smith, B. M., Blok, A. C., & Sadasivam, R. S. (2023). Effect of a Machine Learning Recommender System and Viral Peer Marketing Intervention on Smoking Cessation: A Randomized Clinical Trial. *JAMA Network Open*, *6*(1), e2250665. https://doi.org/10.1001/jamanetworkopen.2022.50665

Fjelldal, I. K., Kralj, A., & Moyle, B. (2022). Profanity in viral tourism marketing: A conceptual model of destination image reinforcement. *Journal of Vacation Marketing*, *28*(1), 52–63. https://doi.org/10.1177/13567667211020497

Fox, G. L., & Lind, S. J. (2020). A framework for viral marketing replication and mutation. *AMS Review*, *10*(3–4), 206–222. https://doi.org/10.1007/s13162-019-00152-w

Gao, C., Du, H., Wu, W., & Wang, H. (2020). Viral marketing of online game by DS decomposition in social networks. *Theoretical Computer Science*, *803*, 10–21. https://doi.org/10.1016/j.tcs.2019.03.006

Ghayoori, A., & Nagi, R. (2021). Seed Investment Bounds for Viral Marketing Under Generalized Diffusion and Selection Guidance. *IEEE Transactions on Computational Social Systems*, *8*(3), 546–556. https://doi.org/10.1109/TCSS.2020.3032559

Gibreel, O., Mostafa, M. M., Kinawy, R. N., ElMelegy, A. R., & Al Hajj, R. (2025). Two decades of viral marketing landscape: Thematic evolution, knowledge structure and collaboration networks. *Journal of Innovation & Knowledge*, *10*(2), 100659. https://doi.org/10.1016/j.jik.2025.100659

Haryani, S., & Motwani, B. (2015). Discriminant model for online viral marketing influencing consumers behavioural intention. *Pacific Science Review B: Humanities and Social Sciences*, *1*(1), 49–56. https://doi.org/10.1016/j.psrb.2015.12.002

Hendijani Fard, M., & Marvi, R. (2019). Viral marketing and purchase intentions of mobile applications users. *International Journal of Emerging Markets*, *15*(2), 287–301. https://doi.org/10.1108/IJOEM-06-2018-0291

Hosseinikhah Choshaly, S., & Mirabolghasemi, M. (2022). The role of viral marketing strategies in predicting purchasing intention of eco-labelled products. *Journal of Islamic Marketing*, *13*(5), 997–1015. https://doi.org/10.1108/JIMA-04-2020-0102

Isnawati, S. I. (2022). *VIRAL MARKETING SEBAGAI STRATEGI PEMASARAN MELALUI MEDIA SOSIAL*. *2*.

Jendoubi, S., & Martin, A. (2020). Evidential positive opinion influence measures for viral marketing. *Knowledge and Information Systems*, *62*(3), 1037–1062. https://doi.org/10.1007/s10115-019-01375-w

Mora, E., Vila-Lopez, N., & Küster-Boluda, I. (2021). Segmenting the audience of a cause-related marketing viral campaign. *International Journal of Information Management*, *59*, 102296. https://doi.org/10.1016/j.ijinfomgt.2020.102296

Morărescu, I. C., Varma, V. S., Buşoniu, L., & Lasaulce, S. (2020). Space–time budget allocation policy design for viral marketing. *Nonlinear Analysis: Hybrid Systems*, *37*, 100899. https://doi.org/10.1016/j.nahs.2020.100899

Motoki, K., Suzuki, S., Kawashima, R., & Sugiura, M. (2020). A Combination of Self-Reported Data and Social-Related Neural Measures Forecasts Viral Marketing Success on Social Media. *Journal of Interactive Marketing*, *52*(1), 99–117. https://doi.org/10.1016/j.intmar.2020.06.003

Nedumkallel, J. P., Babu, D., & Francis, M. (2020). Analyzing the Effect of Perceived Risk and Information Diagnosticity on Word-of-Mouth and Viral Marketing: *International Journal of E-Business Research*, *16*(4), 65–81. https://doi.org/10.4018/IJEBR.2020100105

Puriwat, W., & Tripopsakul, S. (2021). The Role of Viral Marketing in Social Media on Brand Recognition and Preference. *Emerging Science Journal*, *5*(6), 855–867. https://doi.org/10.28991/esj-2021-01315

Putri, N. K., & Ernawaty, E. (2020). Viral marketing content for Universal Health Coverage campaign in Indonesia. *International Journal of Pharmaceutical and Healthcare Marketing*, *14*(1), 21–36. https://doi.org/10.1108/IJPHM-07-2017-0041

Robles, J. F., Chica, M., & Cordon, O. (2020). Evolutionary multiobjective optimization to target social network influentials in viral marketing. *Expert Systems with Applications*, *147*, 113183. https://doi.org/10.1016/j.eswa.2020.113183

Satrio, D., Priyanto, S., & Nugraha, A. (2020). Viral Marketing for Cultural Product: The Role of Emotion and Cultural Awareness to Influence Purchasing Intention. *Montenegrin Journal of Economics*, *16*(2), 77–91. https://doi.org/10.14254/1800-5845/2020.16-2.6

Shao, J.-H., & Jing, R.-Z. (2022). Viral marketing strategies with dual incentives. *Electronic Commerce Research and Applications*, *54*, 101180. https://doi.org/10.1016/j.elerap.2022.101180

Sharma, R. R., & Kaur, B. (2020). E-mail viral marketing: Modeling the determinants of creation of "viral infection." *Management Decision*, *58*(1), 112–128. https://doi.org/10.1108/MD-03-2017-0215

Sung, E. (Christine). (2021). The effects of augmented reality mobile app advertising: Viral marketing via shared social experience. *Journal of Business Research*, *122*, 75–87. https://doi.org/10.1016/j.jbusres.2020.08.034

Tavasoli, A., Shakeri, H., Ardjmand, E., & Young, W. A. (2021). Incentive rate determination in viral marketing. *European Journal of Operational Research*, *289*(3), 1169–1187. https://doi.org/10.1016/j.ejor.2020.07.046

Wang, W., & Street, W. N. (2018). Modeling and maximizing influence diffusion in social networks for viral marketing. *Applied Network Science*, *3*(1), 6. https://doi.org/10.1007/s41109-018-0062-7

Zhang, T., & Huang, X. (2022). Viral marketing: Influencer marketing pivots in tourism – a case study of meme influencer instigated travel interest surge. *Current Issues in Tourism*, *25*(4), 508–515. https://doi.org/10.1080/13683500.2021.1910214