

Approach of Ethics Model on Viral Video Advertising in Malaysia

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Abstract. The development of the global economy and the use of internet technology has revolutionised the online business environment. On that basis, competition is now more open without restrictions and limitations. Anyone can sell and advertise products and services on social media. Viral video on social media is considered one of the most effective advertising methods with a high return on capital. This method is suggested to help SME entrepreneurs to promote their products and services. The Covid-19 pandemic also forced these entrepreneurs to shift from physical business to online business. The effects of the pandemic are also seen to have accelerated the Industrial Revolution 4.0 around the world. In influencing consumer behavior, the spread of advertisements on various social media platforms are increasingly rampant and cannot be controlled. Thus, there is a need for further research to be conducted on viral videos that reflect the local context which affects traditions and cultures. This paper combines the involvement of Malaysian SMEs' Muslim products into viral video. Objectively, this research paper aims to determine the principles, elements, and characteristics of the viral videos that international and Malaysian scholars currently establish and to analyse the Malaysian SMEs Muslim products that are using viral video as part of their marketing method. The thematic analysis method will be used to gather the data. Findings suggested that the application of the ethics model was proposed. It is hoped that this model could assist other researchers in studying law enforcement and make necessary improvements to the existing programs and policies for the Malaysian government.

Keywords: viral video, viral marketing, advertising, social media, ethics, Covid-19

1 Introduction

The internet has opened up a new dimensional space for people around the world. There are various opportunities as the medium is a manifestation of endless innovation and creativity. Advertising is a marketing method that is very relevant to business companies; advertising also has a significant influence on shaping the audience's minds, as the penetration is even more wide-ranging [1]. At this age of high-speed internet and technology, there is no denying the importance and benefits of social media such as Facebook, YouTube and Instagram in our life. With the development of technology, advertising has now evolved rapidly from traditional advertising to social media advertising, and it has become increasingly very important and cannot be neglected. The rapid pace of technology is also influenced by the fact that the global

population is now moving towards Industrial Revolution 4.0. It is a new revolution that will provide more convenience to human life while increasing economic productivity, hospitality, services, and other sectors.

In recognition of the increasing potential of free content distribution, marketers realised that creating highly engaging advertising content can expand the scope of potential, which will be cheaper and more reliable than traditional and paid advertising [2]. Viral marketing and viral advertising now are the keys to marketing success in the 21st century, and viral advertising is one of the essential tools in the viral marketing toolkit [3]. Viral advertising focuses heavily on internet marketing campaigns that can help companies become competitive and this technique is exceptionally profitable for individuals and businesses [4]. Therefore, viral material development has always been referred to as the most formidable way to attain brand success (Knossenburg, Nogueira, Chimenti, 2016). The positive influence of viral marketing on the company can be significant, but it can also negatively impact the company itself [6]. As such, wrong strategies of viral advertising will negatively affect and harm a company. A poorly implemented branding strategy can ruin the company or brand reputation in a minute. The company might end up losing potential clients, and the business might be perceived as inauthentic.

In order to achieve high sales targets and stimulate consumers' desire on social media, marketers and advertisers tend to exercise freedom of expression for optimised prospect's innovation and increased sharing from other materials [7]. This may include showing unnecessary contents on social media to promote sexual stimulants and using nudity as part of illustrations and this may trigger children's curiosity to learn more and try the products themselves (Aling, 2019). Marketers can be too focused on profit until they forget about social responsibility, especially the moral and ethical values in creating viral marketing content for online video advertisements (Idris, 2020). The issue that has always been highlighted inside the comment section in social media sites about such advertisements is that, "The products are halal, but the way the marketers promote the products goes against the Islamic belief".

Therefore, the main research question is: What is the current development of viral marketing and advertising among the international and local scholars? Are there ways for the government to control the social media platforms in Malaysia? How can the theory of ethics improvement be compared with the AIDA model with regards to viral video advertising? Consequently, the objective of this paper is;

We believed that the proposed model in this study can contribute to better understand the role of viral video and the SME Muslim products in the area of knowledge. Further it may help the marketers and advertisers to better achieve the aim of producing viral video advertising for Muslim products and make necessary improvements to the existing programs and policies for the Malaysian government.

2 Globalisation Impact on Economic

Globalisation impacts the development of a country. These activities involve trade, capital, labour migration, technology, and information, and it is affecting the Malaysian economy and impacting society [8]. Globalisation happens due to rapid developments in information and communication technology (ICT) and transportation. It impacts the Malaysian economy as the GDP growth increased to 4.9% in the second quarter of 2019 from 4.5% in the previous quarter. This report was published in "*Tinjauan Ekonomi 2020*" (2019). This achievement has placed

Malaysia among a few countries in the world that managed to record substantial economic growth in a particular year.

Economic globalisation refers to the increasing interdependence of the world economy from the increase in commodity trade due to cross-border services and international capital flows due to the vast and rapid spread of technology (Shangquan, 2000). It has opened up the opportunity for businesses to have demand. Through demands, they offer competition between each enterprise to draw consumers and produce better results. Information is vital in the market sector to maintain the company's competitive edge. In deciding outcomes, information is an essential medium that plays a part. Fast transfer of information can allow marketers and advertisers to stand out among other competitors from the sector. Through this, economic globalisation exists without boundaries from all over the world and leads to improvements in terms of the quality of human life by adapting the global transformation in several aspects including politics, technology, culture, intelligence, environment and media. [8]–[14]

2.1 Media Domination

A decade ago, the products and services in the Malaysian television advertising space was considered exclusive. The rate of advertising on television costs RM27,000 to RM90,000 for a duration of 30 seconds. It depends on the number of show slots and the premiere time. Nevertheless, with social media's existence, the trend of video advertising production is becoming an option [5]. Many marketers are starting to switch from traditional advertising to online advertising. Since the introduction of the internet to Malaysians in 1995, many strategic steps have been taken to accelerate its penetration [15]. Malaysia's government has made various efforts to position Malaysia as a regional and global player in information technology (IT). In January 2021, there were about 27.43 million internet users in Malaysia and the number is predicted to increase by 738,000 between 2020 and 2021 (Hootsuite, 2021). In addition, 98.7% of Malaysians surf the internet using smartphones.

Malaysians have become more reliant on the internet for daily activities such as reading the news, paying bills, or simply keeping in touch with family and friends. On top of that, many of them share their lives online like camping activities, cycling, cooking and others. This proves that the development of technology and the use of high-speed internet has an impact on the modern-day living culture. Therefore, in this fast-changing world, marketers want to interact by delivering information that can influence human purchasing behaviour. Perhaps, with the development of technology and the internet's speed, social media has connected traders with end-users directly and promptly without having to spend a lot of money.

The development of social media has also taken over the Malaysian online population with the invention of Instagram, Facebook, TikTok, Twitter, Linked In, YouTube, Blog, and more. According to the Malaysian Communication Multimedia Commission (2020), 93.3% of users use the internet for social media activities. Facebook is the leading social networking application in Malaysia with 91.7% users, followed by YouTube (80.6%) and Instagram (63.1%). This is followed by the finding that 87.3% of users use social media to watch online videos. At present, anyone can post anything on social media and whether it can be contagious or not depends on the consumer's acceptance. In recognition of the increasing potential of free content distribution, marketers realised that creating highly engaging advertising content can expand the scope of potential, which will be cheaper and more reliable than traditional paid advertising (Cho, Huh & Faber, 2014).

2.2 Virality

Rushkoff (1994) introduced the concept of virality in the media theory, which is widely applied in the field of marketing based on the basic concepts explained by Rayport in 1996, which defined virality as the practice of disguising the commercial intent of advertising and empowering users themselves to distribute it through their network of contacts. It is an effective way to raise interest in business products and services by stimulating purchasing intentions [16]. Discussions related to viral marketing and viral advertising have become a popular topic of conversation by academic scholars. The existing literature discusses virality and viral content characteristics [17]–[19]. Regarding the continuous and rapid growth of marketing science on the internet, marketers and researchers will innovate an invention and study its impact on the consumer and how it affects their purchasing behaviour, such as viral marketing and viral advertising.

Referring to the original description of the term viral marketing, it is more related to the practice of spreading emails with specific messages that use different forms and tools, including blogging, social networks, and user-generated contents that can help spread the word (Akar & Topcu, 2011). According to [20] viral marketing is a “marketing technique” that uses the internet, social networking and technology to encourage people to engage via word of mouth by creating the potential for exponential growth in the message's exposure and influence. In fact, the internet has provided the context for marketing that may affect consumer responses towards their purchasing behaviour and by doing so, it gives the most significant advantage for marketers to advertise their products and brands with low budget and higher return compared to traditional marketing [21], [22]

In addition, [23] noted that certain studies use the term viral advertising and viral marketing interchangeably. An attempt to distinguish the two is the designation that viral advertising is about using unpaid electronic means (e-mail, Web, or social media) for distribution of business contents or user-generated advertisements from consumer to consumer, based on advertisement's content likeability, entertainment, and controversial characteristics. This definition captures the key ingredients of viral advertising and separates it from other forms of advertising.

2.2.1 Viral Video

Nowadays, with the improvement of internet speed, video content is widely used in social media. Videos are visual features that are easy to watch and keep its viewers captivated. The term "viral" refers to quickly shareable content from one person to another. Viral video can be defined as a popular video that has received at least 100,000 views and has been quickly shared with others via email, instant messages, and media-sharing websites (Wallsten, 2010; Dianthe & Iskandar, 2016). In reviewing the publication gathered for this paper, it is noted that brands attempt to advertise their products and services by developing contents on social media that will cause the videos to go viral. With the evolution of mobile technology and high-speed internet, online video has become a standard marketing tool abroad. Internet video use has seen an increasingly growing trend in recent years [25] and what differentiates it from a regular video is the viral factor itself. It refers to video contents involving visuals and audio that exceed the number of views. The number of views is an important parameter as it is achieved through mass distribution by users who share videos on their network of contacts in any form [26]–[28]

Many international scholars discussed how videos can go viral. Dobele et.al (2007) stated that to ensure that the message spreads, viral marketing messages should always create an

emotional bond between the advertisement and the recipient. The concept of irony is a must in making viral videos (Burgess, 2008). Viral video advertising with an emotional tone such as pleasant or negative affects advertisement attitude, brand attitude, and forwarding intentions (Eckler & Bolls, 2011). Besides, a content that evokes positive (awe) or negative (anger or anxiety) emotions with high-arousal tendency is more viral [29]. However, Nelson-Field et al., (2013) argued that even though emotional responses are significant, a video cannot be guaranteed to go viral as effective placement is also needed to distribute content. Pirouz et al., (2015) stated that humorous, amazing and disgusting contents drive the views higher. Furthermore, the content of a video that maximises the influence of strong emotions evoked is more likely to go viral [29], [32], [33]

Contents that are related to humour, happiness and remarkable emotions are the most widely shared in viral advertising [34]. Scholars provide various approaches to this issue, where some concentrate on material characteristic variables while others explore virality attribute factors such as brand relationships [35]–[37]. Lance & Guy J., (2006) describe inflammatory materials as leading directly to the virality of advertisements. Other research identifies sexuality, surprise and abuse as part of the message virality components [39]–[41]. Eckler & Bolls, (2011) claimed that advertising with optimistic emotional sounds is more likely to be forwarded by prospective buyers. The influence of advertisements, sounds and emotions cannot adequately describe how advertisement virality functions.

Perhaps attitudes toward a particular advertisement [42] and the reputation of the sender/referrer is a part of the characteristics of shared advertisement [2]. [43] stated in their study related to viral advertising that interpersonal relationships in accepting referrals is crucial. Their research also shows that individuals are motivated to share advertisement's content based on increased reputation and reciprocal altruism. [44] stated that there are three main components which are namely; conceptualize viral reach, affective assessment and message judgment.

Dianthe & Iskandar (2016) also noted that one of the elements that needs to be taken into consideration while creating a video is the presence of a celebrity. The music used in a video needs to suit the story delivered. The unique parts and lines with positive emotions are highly engaging to the audience as these evoke emotion, zeitgeist (mood), self-expression and beauty which are essential responses. Videos that are related to social issues are also more attractive while harmful zeitgeist contents are more engaging and therefore, creators could integrate negative trends into their contents. Next, videos that revolve around daily life increase the audience's response related to self-expression.

2.3 Implementation of AIDA Model in Advertising

Advertising and marketing communications are used to increase sales but today, advertising is regarded as one of the most important aspects of customer service. Customers can benefit from the advancement of communication and advertising. Advertising is a change in attitude, knowledge and behaviour that informs the audience, encourages, strengthens relationships, and promotes exchanges by reminding them of the various advertising tasks. The AIDA model is a fundamental marketing movement in organising advertisements based on customer perception which was introduced by E. St. Elmo Lewis in 1898. AIDA is an acronym for Attention, Interest, Desire, and Action. AIDA is a marketing and advertising abbreviation that describes a general list of incidents that may occur when a customer participates in a specific advertisement.

The AIDA model has been applied widely as a marketing strategy and the established companies that implement this model in their marketing are Nike, Adidas, Coca Cola and others.

According to Hanlon (2021), many marketers find the AIDA model valuable and will use it daily whether consciously or unconsciously when developing their marketing communication strategies. Shahizan et al., (2015a) also stated that the AIDA model is suitable to be integrated into the strategic use of social media for marketing, specifically for small businesses. Despite the fact that the model was introduced centuries ago and has undergone numerous modifications, the basic principle of this model remains intact and relevant. Kojima et al. (2010) and [45] also noted that this model is beneficial in evaluating the impact of advertising by controlling each step of the psychological transformation, starting at the level of the individual seeing the advertisement up to the purchase made by the individual involved. Thus, [46] mention that the AIDA model is very relevant and every entrepreneur who used social media as a marketing instrument can implement this strategy.

1. Attention

Marketers must be able to create informational media to capture the attention of consumers. Specifically, marketers should make a statement that piques people's interest, create powerful words, images, visual or video and get people to notice and understand the message. According to Kotler et al., (2001), "attention" must include the following three components: (1) Meaningful, it demonstrates the benefits of the product or is appealing to consumers; (2) Believable, consumers believe that the product will provide benefits as stated in the product information; and (3) Distinctive, the message conveyed in the advertisement is superior to the competitor. Through this stage, the consumer becomes aware of a category, product or brand.

2. Interest

After the first stage, consumers become interested in learning about brand benefits and how they fit into their lifestyle and needs. The media which is filled with relevant information will convey and attract the consumers to the product, service or brand. Understanding individuals, groups or organisations as they select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires is the essence of understanding consumer behaviour [48]. This was supported by [49] in that by understanding customers behaviours, it creates a good business sense and it is an essential component of a successful digital marketing strategy. It means when a particular business has a solid customer experience, it has the foundation for creating the buyer persona.

3. Desire

Through this process, the product, brand, or service should create an emotional connection by showing the brand's personality. The consumer will develop a favourable disposition towards the brand. Building the consumer's interest by giving a solution or hope to a specific problem increases the consumers' desire towards brands. [45] stated that at this stage for social media marketing, marketers should appeal to consumers by; (1) Giving promotions; (2) Organising contests and giveaways; (3) Updating social media wall regularly; (4) Providing catchy "wall" notes with attractive images of the products regularly; (5) Monitoring the comments and feedback and responding quickly and (6) Offering good pre-sales customer service. This comprehension must be at the heart of any successful marketing strategy. The magnitude of consumer response to the process, to a large extent of determines whether an organisation will survive or fail.

4. Action

This is the most important step where a marketer must direct and persuade consumers to buy a product. Action explains what steps a marketer must take when desiring to reach or targeting consumers to purchase a product. A marketer's action in directing readers and consumers is required to explain the steps and inform the price of a specific product or service. Action is also the final effort to persuade would-be buyers to buy as soon as possible or as part of the process by selecting the appropriate words to respond appropriately (this is the most difficult step). In order to direct the consumers, the marketer must use the appropriate command so that would-be consumers act by making the purchase.

2.4 Western Culture Materialism and Government Policy

Due to globalisation, transferring information is getting faster and the combination of marketing, mass communication and public relations has proven that an influential person also serves as an intermediary between brands, consumers, organisations and stakeholders in social media engagement [15], [50]–[54]. In recent years, various scholars have focused on social media in their research. One of the most significant discussions on social media research is social networking sites, the potential and impact of social media in marketing. There is also a study on the use of social media for political agendas and the idea of using celebrities (in consumer markets) or well-known opinion leaders (in business markets), who have a high social value to influence others [55]. At this age of advancing technology, there is no denying the importance and benefits of social media such as Facebook, YouTube and Instagram in our life [25]. With the development of technology, advertising has now evolved rapidly from traditional advertising to social media advertising, and it seems very important and cannot be neglected. Besides, viral marketing and viral advertising now are the keys to marketing success in the 21st century, and video is one of the essential tools in the viral marketing toolkit. Relevant studies also suggested that the intention to share a viral advertisement can positively influence purchase intention [56]. Several research argued that much of the reason a video becomes popular can be attributed to its distribution through social networks. For this reason, future research on this topic should be combined with social media pathways.

In Malaysia, the rise of social media platforms such as blogs and microblogs, social networking sites, virtual game worlds, collaborative projects, content communities and virtual social worlds has resulted in millions of users. Advertisers and marketers express their creativity on social media to promote their products and services by implementing the viral marketing process [15], [57]–[59]. Viral video advertising is a marketing technique that uses videos to transfer the advertising message which goes from one person to another. It is regarded as unpaid peer-to-peer communication of attention-seeking content to persuade or influence the audience to pass over the content to others [2], [5], [56].

The rapid pace of technology is also influenced by the global population now moving towards the Industrial Revolution 4.0. It is a new revolution that will provide more convenience to human life while increasing economic productivity, hospitality, services and other sectors. The Covid-19 pandemic has further accelerated this evolutionary process as many businesses are unable to operate physically, which means shops and restaurants have had to close. The Malaysian government strongly encourages entrepreneurs to migrate from physical infrastructure to digital infrastructures such as e-commerce and online business (Mohd Hanif, 2020). The National Economic Regeneration Plan (PENJANA) has allocated RM700 million for the development of digital business platforms through the provision of grants and loans to SME and intermediate companies to implement the use of digital technology in their operations

and trade channels (BNM, 2021). Because of this aspect, some marketers and advertisers attempt to understand social media marketing platforms further. Social media platforms are increasingly packed with video material and 92% of marketers say that the use of video is an integral part of their marketing plan (Wyzowl, 2020). It empowers businesses to promote their services and products by moving from the traditional methods of advertising on television into online video advertising on social media (Lang, 2020).

Due to globalisation and the combination of the internet and social media, it allows anyone to access and be influenced by other Western contents. In order to achieve the objective of virality, an advertisement design with certain contents such as provocation, sex, evocation of positive (awe) or negative (anger or anxiety) emotions with high-arousal range and others. Unsurprisingly, Bakar, Baharuddin and Ahmad (2009) stated in their books that the effects of globalisation from the Western world has formed a new dominance of modern Western civilisation, which is the domination in terms of politics, economy, media and culture. The most crucial reality is that this challenges the Islamic and Asian civilisation.

Showing unnecessary contents on social media triggers curiosity and the desire to try out new things. If the situation is ignored, it will spread and things that were initially forbidden will become a habit. Examples of this include the act of women dancing in a seductive manner on TikTok, the politics of perception on Facebook and the display of provocation advertisements on YouTube. It has made it possible to broadcast and distribute directly between individuals without being easily monitored by the local authorities (Bakar, Baharuddin, & Ahmad, 2009). In the third quarter of 2020, the Malaysian Communication Multimedia Commission reported that a total of 48 charges were filed in court for social media abuse during the period of between January to September 2020. The figure shows an increase of 66% and is higher than in 2019 (MCMC, 2020). If this situation continues to be ignored, it will go through a phase of normalisation, which is feared to have the effect of making society, especially teenagers, vulnerable to inappropriate contents. In reviewing viral video advertising samples in the social media ecosystem, a lot is still unknown considering where it is headed in the context of consumers and marketing practice. The future of visual communication on viral marketing and advertising in social media is both exciting and uncertain.

There is a lack of research related to ethical behaviours on viral dissemination of online contents within the literature. As a result, none of these studies provides a picture of the changes over the last decade or forecast the trends in developing ethics models for viral video advertising. Future research should focus and define understanding on social media since it has become a dominant form of communication and expression. It has also become a significant media type used by companies for advertising and other forms of communication, and even has geopolitical ramifications [15], [52], [57], [59]. Furthermore, generating an ethics model for viral video advertising has not yet been clarified. By understanding how and why a video becomes viral and how social media promotes the medium, fabricating viral videos will become more of an art form than a guessing game.

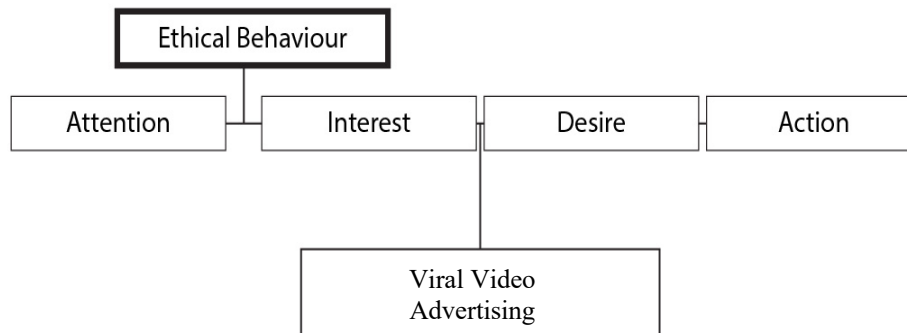


Figure 1: Proposed Theoretical Framework

3 Research Methods

This paper is based on review of the literature from a wide range of peer review articles focusing on viral video and its related components. Previous articles were reviewed based on three categories. Firstly, an extensive literature review was conducted on viral video to determine the principles, elements and characteristics and related studies that local and international scholars currently establish. Secondly, the advertising process on viral strategy and the related studies that were concentrated on AIDA model. Thirdly, the understanding on government law and policies was discussed. Finally, a conceptual model named AEIDA model based on AIDA model (Refer Figure 1) was proposed in order to examine the model in future empirical study in order to advance the literature in the line of viral video research.

4 Findings and discussion

Numerous researchers have suggested that small business entrepreneurs apply the AIDA model to marketing in social media. This method began to be used and it turned out to have a good impact on small business entrepreneurs, especially in the current era of the Covid-19 pandemic. Currently, the implementation of viral video for online advertising in social media is considered significant and in-trend. Previous studies on the viral video suggest various features that can increase the power of video sharing (Refer Table 1). Additionally, several researchers have identified the positive relationship between ethical behaviour and viral video advertising. Ethics or moral philosophy involves organising, defending and proposing right and wrong behaviours. It refers to human moral behaviour and how to act in certain situations [60]. Humans cannot run away from the moral and ethical aspects of life, and every act will be judged according to the good, wrong, sin and reward parameters. In this research, the researchers will use Attention, Interest, Desire and Action as a model. Ethics are independent variables to determine the viral video which becomes the dependent variable on this survey. According to

Hassan et al., (2015) in their research about the implementation of AIDA strategy for social marketing, one of the strategies in the Attention element is “creating a controversy on a product so that people will talk about it”. Based on previous literature, viral video is part of a marketing strategy to evoke emotions of consumers and empowers them to talk about the brand, share it and eventually buy it.

This proposed theoretical framework seems relevant to the current study which fills in the gaps that marketers and government policy highlighted. It refers to Malaysia's National Creative Industry Policy (KKMM, 2008) which stated that the creative industry in Malaysia is about creativity, innovation and technology that leads to a source of economic success that can increase the national income by emphasising on the aspects of works and intellectual property that are in line with the cultural and noble values of racial diversity Malaysia. Therefore, any form of production in creative works to generate income is supported under this policy.

In addition, the *Dasar Keusahawanan Nasional 2030* (SME Corp Malaysia, 2019) policy is designed to create a holistic and conducive entrepreneurial ecosystem to support Malaysia's inclusive, balanced and sustainable socio-economic development agenda. Apart from that, it forms a Malaysian society with an entrepreneurial mindset and culture. The policy plans to increase the number of national entrepreneurs with the qualities of viable, resilient, global-minded and competitive. This enhances the capabilities of micro, small and medium enterprises and cooperatives and plans to make entrepreneurship a career of choice. Therefore, it is expected that the proposed AEIDA model and its subsequent use in future empirical research will add knowledge to the existing marketing strategies on social media. The result of the present study can contribute to the body of knowledge that relevant and suit with the government policies.

5 Conclusion and Recommendation

It is hoped that this concept paper will benefit the marketers and advertisers, especially for businesses, in going forward and accepting the sophistication of technology that is growing non-stop due to the impact of the Covid-19 pandemic which makes the global population more reliant on mobile internet. Community participation in the development sector (online shopping) creates entrepreneurship opportunities to enhance economic activities and benefit the community. It is a part of the Eleventh Malaysia Plan (RMK 11) planning that focuses on upgrading the B40 households towards the middle-class status with increased income and wealth in Malaysia. Implementing ethics in making viral video advertising might help the Halal Industry Master Plan (2030) to blueprint achieve the country's economic objective of becoming the global leader in innovation, production and trade in the halal sectors, including producing advertising to promote the products. The advertisements not only can penetrate the global market, but they also create new and more significant market spaces especially for Malaysia's halal products and services. It may also convey a strong focus in encouraging halal innovations through the technological advancements of IR 4.0, IoT, Blockchain, FinTech and Big Data to ensure halal products go through an entirely verified supply chain. Through the process, it will fill the economic and social gaps, thus improving the people's economy. Therefore, it will help the government policy by emphasising on works and intellectual properties that are in line with the cultural and the noble values of racial diversity in Malaysia. Future studies hopefully can identify which ethics models are effective and test the models and eventually determine whether video advertising produced with ethical characteristics can be contagious or not.

Table 1. Summary of viral video in Literature

No	Source	Year	Suggestions/Findings
1	Dobele et al.	2007	In order to ensure that the message spreads, viral marketing messages should always create an emotional bond between the advertisement and the recipient.
2	Nelson-Field et al	2013	Although emotional responses are significant, a video cannot be guaranteed to go viral. Effective placement to distribute content.
3	Burgess	2008	The concept of irony is a must in making viral videos.
4	Eckler & Bolls	2011	Viral video ads' emotional tone (pleasant, negative, coercive) affects ad attitude, brand attitude, and forwarding intentions.
5	Berger & Milkman	2012	Content that evokes positive (awe) or negative (anger or anxiety) emotions with high-arousal content is more viral.
6	Southgate et al.	2010	Creative information behind video advertisements can be used to predict the virality of a video.
7	GenArts	2011	Using visual effects will increase the popularity of videos.
8	Voltz and Grobe	2013	Viral online videos are raw, unfiltered.
9	Christos Karpasitis	2017	Graphics, audio, and plot influence brand video virality
10	Cho, Huh, Faber	2014	Social media users usually post online ads when they have been suggested by someone they trust, rather than when they see it by chance.
11	Nikolinakou & King	2018	Motivation factors cause customers to share
12	Knossenburg et. al	2016	Material attributes identification
13	Pirouz et al., (2015)	2015	Humorous, amazing and disgusting contents drive the views higher
14	Izawa	2010	Content of a video that maximises the influence of strong emotions evoked is more likely to go viral
15	Hayes et al	2016	Viral advertising that interpersonal relationships in accepting referrals is crucial. Their research also shows that individuals are motivated to share advertisement's content based on increased reputation and reciprocal altruism
16	[44]	2015	There are three main components which are namely; conceptualize viral reach, affective assessment and message judgment.

17	Dianthe & Iskandar	2016	The elements that need to be taken into consideration while creating a video is the presence of a celebrity. The music used in a video needs to suit the story delivered. The unique parts and lines with positive emotions are highly engaging to the audience as these evoke emotion, zeitgeist (mood), self-expression and beauty which are essential responses. Videos that are related to social issues are also more attractive while harmful zeitgeist contents are more engaging and therefore, creators could integrate negative trends into their contents. Plus, videos that revolve around daily life increase the audience's response related to self-expression.
18	Ahmad et al	2020	Impact of viral video comes from several type which is violence, obscene, politics, tutorials, viral marketing and entertainment.

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