

## Acceptance of Viral Marketing in Social Media by SMEs: A Survey among Malaysian Youth

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### ABSTRACT

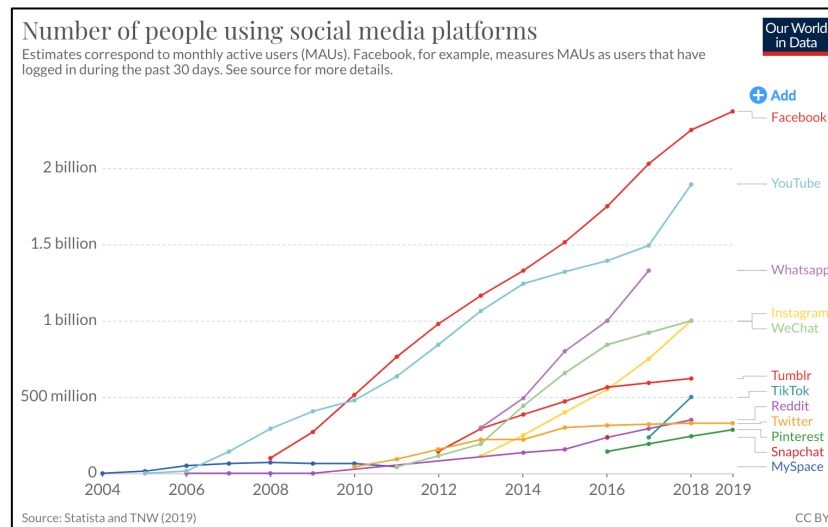
*This research was conducted to study the acceptance of SMEs' utilizes of social media in viral marketing by youth, by recognizing several factors of utilise social media viral marketing that may accept by the audience. Youth were chosen as the target respondents because this generation is likely to have social media accounts or spend more time on social media than other generations. Such factors include interactivity, usefulness, target market and work efficiency. These factors are then used as independent variables, where their relationships with the dependent variable—the social media utilization between the high competition of SMEs, are investigated to identify the significance and reliability of these relationships. The four independents were also used to form four hypotheses based on their relationships with social media utilization to viral marketing, which are analyzed and will ultimately determine whether social media viral marketing has significantly influenced youth acceptance to the use of social media to viral marketing by SMEs.*

**Keywords:** Malaysia, SMEs, social media, viral marketing, youth

### INTRODUCTION

Information technology is an important medium and plays a role in decision-making. Fast information will help marketers win the competition. The development of digital telephone networks, interactive cable television, personal computers, online services and the internet has made access to information faster and easier. What happens in the digital world will be one of the most interesting forms of public consumption. Today, with the development of marketing concepts, network marketing has become the result of information technology development. The trend of millennial consumer behaviour patterns that are most adapted to technology development is a strong reason for the company to move to the era of digital marketing (Hendrayati & Pamungkas, 2020). Facebook is the world's largest social media

platform, with 2.4 billion users (Mayer-Schonberger & Ramge, 2018). Other social media platforms, including YouTube and WhatsApp, also have more than 1 billion users. The numbers are huge - there are 7.7 billion people worldwide, and at least 3.5 billion are online (Ortiz-Ospina, 2019). That means one-third of the world's population uses social media platforms, and more than two-thirds of all Internet users use them. Social media has changed the world.



**Figure 1: Number of people using social media platforms, 2004-2019**  
Source: Global social media research summary 2021: March 2021

The digital world is the widespread use of social media. Almost all of us have personal social media as a way to access private and public information. The number of Internet users worldwide is now 3.8 billion, or 51 percent of the world's population, according to the most recent data released by We Are Social as of August 2017. This means that social media (Facebook, Twitter, Instagram, etc.) can be used as a distribution channel for information products and services, which is a huge opportunity. Social media is one of the connecting tools between online individuals, which allows one party to interact directly with the other through technology in infinite space and time (Hendrayati and; Pamungkas, 2020).

## Problem Statement

This study aims to address the issue that customers are more likely to employ social media viral marketing. Jeffrey Rayport (1996) was initially defined this term in 1996. Any marketing tactic that convinces people to spread a message to others has the potential to spread exponentially and penetrate more people. This kind of marketing is known as viral marketing. Similar to viruses, these tactics quickly multiply the message to reach prospective customers (Vilpponen et al., 2006; Kirby, 2006). However, although various pieces of evidence have proven the benefits that companies can gain from viral marketing, some small and mid-size enterprises (SMEs) still do not utilise social media for viral marketing (Johan et al., 2022; Tourani, 2022). In this study, we will examine if SMEs' use of social media viral marketing is welcomed by Malaysian youth.

As mentioned above, the usage of social media has become an indispensable element in the lives of many people around the world because social media such as Facebook, Instagram, Twitter and others are no longer used for entertainment, it is also used for business nowadays. This number is forecast to increase to 3.43 billion by 2023 (Wong, 2023). Facebook has more than 50 million registered businesses, and more than 88 percent of businesses use Twitter for the purposes of marketing. People spend more time online searching for information about products and services, communicating with other consumers about their experiences and contacts with companies. In response to this change in

consumer behaviour, many companies, usually SMEs, are making digital and social media an integral part of their marketing plans (Dwivedi et al., 2021).

In addition, according to Granata & Scozzese (2018), new consumers are no longer happy to find product technical features or company advertising information online, but to consult buying, notice online before buying, read reviews and notes, listen to other consumers' buying experiences, to seek advice from experienced and reliable users. Word-of-mouth marketing is born on the assumption that people like to talk about products, services, and relationships in an attempt to give people a way to talk about their products or services and get it started in attempt to get those conversations started. So, word-of-mouth marketing is trying to encourage and get positive recommendations from people themselves.

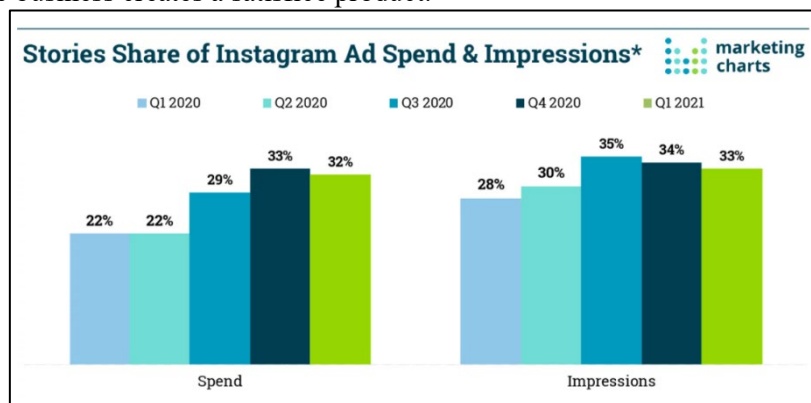
This study intends to investigate the interactivity, usefulness, targeted marketing and work efficiency of social media for SMEs as a new kind of viral marketing tool. Researcher focused on word-of-mouth and customer engagement in interactive. Rather than one-way transmissions or distributions of information to an audience, it allows for two-way communication and a closer relationship with the customer (Ainin et al., 2015). Using social media can communicate directly with customers and incorporate their feedback into a new product or service development, providing a more practical discussion platform (Cheng & Shiu, 2018). According to Gomez (2021), 80% of customers expect companies to interact with them on social media. Connecting with a brand or company on social media is more appealing than visiting a physical store. Brands will soon rely on social media to communicate with their customers.

Usefulness focuses on the specified details such as convenience and more. The degree to which SMEs believe using social media will improve marketing performance will be referred to as usefulness. According to Abdul Razak & Md Latip (2016), various researchers have shown that usefulness has a positive impact on social media use. Social media can help SMEs promote their brands, increase brand awareness, and boost viral marketing. Social media is useful for accessing global markets to expand brands, products or services because its ability to reach beyond most countries in the world is high. According to Camilleri (2019), the usefulness of social media also included ease of use for the customer. Learning to operate digital media would be easy and it would be easy for the customer to become skillful at using digital media. Digital and social media resources are easy to use for purchasing and accept the new trend of marketing.

The targeted market can be divided into two aspects: the perspective of SMEs and the perspective of the customer. The technology is used to target users or potential customers by SMEs businesses (Hendrayati & Pamungkas, 2020), while customers can easily track and find the specific product and service they desire. For example, if someone searches for shoes, then the big data of social media will easily track your favourite content and often show it to you. According to McCarthy (2018), customers can use social media to target the market/product by language. Users who speak a specific language can be reached through social media. Advertisers can also combine language with geolocation to reach users speaking a specific language in a certain country. For example, South Africa's official languages besides English language, Facebook and Twitter allow the business to target Afrikaans-speaking users. Also, by keywords, for networks like Twitter, keyword targeting means reaching users that tweet specific keywords, while platforms like Pinterest target according to the words people use in searches.

Work efficiency means social media can improve work efficiency, which means that small and medium-sized enterprises should use social media to let them increase knowledge and innovation. Only when they have knowledge and innovation can their work become more efficient (Papa, Santoro, Tirabeni, & Monge, 2018). For example, small and medium-sized food companies need to understand what flavors of food young people like now and then promote their company's products through the flat brand of social media, or use social platforms for good publicity when new products come out, which can increase sales. Improve the efficiency of peace work and innovate your own products. The fashion industry can also sell its new styles of clothes through the most popular social applications. These are

all using social media to improve their work efficiency and increase sales. Customers will also benefit from it when the business creates a satisfice product.



**Figure 2: Stories Remains at About 1/3 of Instagram Ad Spend**  
Source: Merkle, MarketingChart.com: May 2021

According to Merkle's (2021) latest quarterly digital marketing report, stories' share of Instagram AD spending grew significantly in the first quarter of this year compared to the same period in 2020. A new analysis of Merkle clients shows that Instagram Stories accounted for 32% of total Instagram AD spending in Q1, up from 22% in Q1 2020. (Stories Remains at About 1/3 of Instagram Ad Spend 2021). It can be seen that more and more enterprises or businesses are using social media to conduct viral marketing or viral advertising. Therefore, this study will help researcher to identify if utilizing social media is more advantageous for SMEs or not.

## Research Objective

For this study, researcher have established the main objective for this research in consideration of this topic of study- the youth acceptance on social media viral marketing:

- 1) To evaluate the interactivity and contribute to youth acceptance on social media viral marketing.
- 2) To evaluate the usefulness and contribute to youth acceptance on social media viral marketing.
- 3) To evaluate the targeted market and contribute to youth acceptance on social media viral marketing.
- 4) To evaluate the work efficiency and contribute to youth acceptance on social media viral marketing.

## Research Questions

Based on the research objectives, researcher list the following four research questions that need to be answered:

- Q1: Does interactivity contribute to youth acceptance on social media viral marketing?
- Q2: Does usefulness contribute to youth acceptance on social media viral marketing?
- Q3: Does targeted market contribute to youth acceptance on social media viral marketing?
- Q4: Does work efficiency contribute to youth acceptance on social media viral marketing?

## LITERATURE REVIEW

According to Kagan (2021), viral marketing refers to products or services that spread from person to person through the internet or the sharing of information between people. It spreads information via word-of-mouth and involves word-of-mouth and fast information distribution. Social media has improved viral marketing via sharing, thumbs up, and other means. Businesses utilise the internet as an inexpensive yet helpful marketing tool to promote small and medium-sized businesses. Viral marketing may enhance a company's reach and clientele. According to Serafinelli (2018), viral marketing began in 1996 when Hotline wanted a means to disseminate its new email, or Hotmail. This is the origin of viral marketing and social networking. But there is no doubt that viral marketing cannot survive without social networks. Facebook debuted in 2000, YouTube in 2005, and Twitter in 2006. (Emilia, 2020).

This networking software has undoubtedly boosted viral marketing. These social media networks are used for product or service promotion.

According to Caldwell (2018), he defined advertising as driving viral marketing for businesses, by social media platforms are used by more and more consumers, to help marketers to understand the trend of the year. On the other hand, according to Fraile (2019), defined viral marketing as a marketing process that spreads rapidly from person to person through an interest in a brand or product. Additionally, Animalz (2020) defined viral marketing as a business that uses content and advertising to attract interest from users, and this usually happens on YouTube when users see an advertisement that they like, they learn about the brand by watching a video. There is no doubt that teenagers now account for most of the internet, they are an important group in viral marketing of social media. According to Michael et al., (2021) investigated that the young people can help these marketers to evaluate consumers. They like the type of market products and services so that SMEs can launch competitive products and services. Marketers can also use social media to market teenagers' buying behaviour and the process generated between the group. Teenagers tend to buy goods according to the current fashion and the fashion in the market habitually. As a marketer, it is necessary to grasp the popular preferences of teenagers on the internet to quickly launch products. On the other hand, according to Melnick and Jackson (2002), web celebrity is a key figures influencing teenagers in modern society. They have many loyal followers on social media, and these characters can drive teenagers to follow these online stars to buy food, clothes, and things they use. This is for teenagers who will follow these people to buy these products and thus promote the success of the brand. Therefore, this study is focused on 'youth' in Malaysia.

### **Social Media Utilization (High Competitive of SMEs)**

Small and medium-sized firms have fierce competition on the internet. Interactivity can drive enterprise excellence according to Anning-Dorson (2016). Today's market competition is very fierce, and all the large and small enterprises will use this viral marketing, to try to make advertising content to attract people's attention. If the company has many customers' basic information, it can make targeted delivery, so that customers can be more involved in the brand's products and services and create more interaction. Many consumers are happy to share their chosen brand experience in social network activities, while the group of social networks is mainly youth. The more communication, the more successful the brand will be, and the more interaction with customers will be. In this era of competition among enterprises, enterprises will have a better future.

According to Ananda et al. (2017), their research showed that viral marketing through social media has an important role and is a major actor in the European fashion for Small and Medium Enterprises (SMEs) industry. Fashion is a dynamic industry that makes a major economic contribution to Europe, especially small and medium-sized enterprises, which play a very important role in the European economy. The European textile and clothing industry is also dominated by small and medium-sized enterprises. They make use of social media to make their designs available to many customers around the world, especially attracting many young groups. The usefulness of dress is very clear. Small and medium-sized enterprises use the platform of social media to break the monopoly of some big brands so that many customers can learn about their clothes and various fashion items through social media platforms. Be more innovative and international in marketing and retail for small and medium enterprises.

In addition, social networks also bring good work efficiency to enterprises. How to make good use of the network to improve work efficiency is also a challenge for enterprises (Liang et al., 2020). As there are a lot of gaps between large enterprises and many small enterprises, whether in terms of human and financial resources, small and medium-sized enterprises are often unable to compare with large companies (Abdullah et al., 2019; Mayr et al., 2021; Pedraza, 2021). If small and medium-sized businesses can make good use of a social network, it will reduce the challenges faced by the company. Especially for some newly established companies, they can not only improve work efficiency quickly

but also make employees have better communication. All these are very important factors to avoid mistakes at work. Small and medium-sized enterprises need to work efficiently and reduce errors so that they can better use social media viral marketing to win customers. Small and medium-sized enterprises can also use viral marketing to create a target market. In other words, the development of social media enables more and more international marketing and enables SMEs to have access to the international market Target. International products will be more and more extensive, not limited to a single market according to Saamiee (2020). The development of the internet for consumers to bring unprecedented change, so small and medium-sized enterprise is not confined to a single local market, they aimed at the international market, use the existing social media for viral marketing to more international market realize their product or service, their goal was very clear to the international market. Small and medium-sized enterprises make good use of low-cost marketing on the internet to make their brands influential in the international market. Small and medium-sized enterprises stand out in the fiercely competitive market and seize the target market for them with the advantages of social media.

### **Interactivity**

The wide application of social media in enterprises cannot only find many customers but also reduce costs and improve efficiency. It is very active to use social media to communicate with customers, compared with traditional offline and telemarketing. Researcher know that the current social media is not only related to Facebook and Instagram because the Chinese market is very huge. Weibo, WeChat, and other social networks are very popular in China. As a Malaysian enterprise, it can also carry out marketing through these media and break local restrictions. Enterprise personnel can interact with customers, and these interactions bring about regular or irregular consumption, which increases the intimacy between consumers and enterprises. It is worth noting that the more customers participate in the discussion and communication of SMEs through social media, the better marketing will be generated for SMEs, such as innovative clothing, and the creativity of enterprises will be excavated to bring innovation performance. According to Ainin et al (2015), there is evidence that small and medium-sized enterprises use social media to conduct interactive advertising sales with customers, and product promotion has many benefits investigated for SMEs. It is because of small size and easy lack of funds, compared to large companies that lack more resources and money, but social networking better reduces their cost of capital and the skill of the IT requirements are not so high, they can improve customer loyalty at the lowest cost, such as telephone or email will be sent to some customer service. These are the ways that SMEs let customers see new products and services through social media, which have an important impact on the performance of SMEs. In addition, according to Cheng & Shiu (2018), enterprises have mastered a lot of customer base information through social networking platforms, which will be a good platform for discussion. Customers can reflect on the products and services through this platform with customers, and it is very effective. Enterprises will also target customers according to their data and analyze their preferences. Small and medium-sized enterprises use social media to establish an effective customer database so that they can improve their products and services in a more targeted way, better serve consumers and make contributions to their performance. Moreover, according to the research of Hassan, Mohamed Haniba, & Ahmad (2019), social media is an integral part of business in the 21st century. Compared to traditional business models, especially small and medium-sized enterprises, social networks can make it easier for them to communicate with customers and improve service quality.

### **Usefulness**

According to Abdul Razak & Md Latip (2016), usefulness is one of the important links, the influence of social media uses social media to receive the favor of many large enterprises, can improve the performance of small and medium-sized enterprises, contribute to the productivity of small and medium-sized enterprises, in the past, there are many cases show that have used social media to build multiple areas, including commercial, school, and general office space (Aldahdouh et al., 2020; Mondschein et al., 2020; Mundt et al., 2018).

According to Syaharizad and Nor Azrin (2016), the effective use of social media has a positive impact on the enterprise, whether it's for the enterprise's performance, the communication between employees, or between employees and customers. Social media also contributes to the awareness and popularity of small and medium businesses, and it also leads to viral marketing. Today, most countries in the world are using social media, which can help expand brand influence and help their services and products reach the international market.

Moreover, according to Gekombe et al. (2021), the author did research on Medium and lower enterprises that can establish usefulness and customers by using the attitude-behaviour of social media. These customers use social networking sites to establish emotional connections and exchange information with companies. This will allow users to actively participate in product reviews and experiences, which are important for SMEs to promote.

### **Targeted market**

According to Dutot and Bergeron (2016), the target market refers to social media through understanding customer profiles, business development, and potential customer relationships. For strategic adjustment of the company's resources, the company can use social media to encourage consumers to interact with them, so that these customers start to pay attention to the reputation and recognition of the brand and price comparison, including preferential activities, to attract consumers and make them become the target market of the company. Once these customers as their target market, they will have brand loyalty is the best time to use social media to make money, for example, drops because selling customer information to the U.S. and rejected by the punishment of the Chinese government and the customer, this time Scott a taxi will take advantage of this chance to use the social media platform to promote their prices and various preferential policies, take advantage of the market opportunities, and make use of these viral marketing on major social software to get coupons and capture the target market of Didi, so as to become their own target market.

In addition, according to the research of Virtanen et al. (2017), the number of social media users worldwide is growing each year. As these numbers grow, many SMEs are using social media to find their target market, and they are segmenting by groups, including race, religion, and so on. In Malaysia, many people like to check out their Instagram and Facebook posts, some of them commenting on and reposting messages. Small and medium-sized enterprises make good use of this to understand what kind of groups these customers belong to, and then push targeted advertising products and services to them. This practice can quickly find the target market, and then improve the work efficiency of the company.

Moreover, according to Hendrayati and Pamungkas (2020), the author did the research the function of social media influence on society, small and medium-sized enterprises to enjoy more and more people buying and promote their products on Twitter, Facebook, ins for many customers to participate in actively, or get some activity to promote products, customers leave feedback information of their products and then forming the target market, according to this information These groups realize that sending messages to their friends and family can be very effective in the target market.

### **Work efficiency**

There is a gap between large enterprises and small and medium-sized enterprises. Large enterprises can use their advantages to recruit more employees or cooperate with outsourcing companies to ensure the normal operation of both internal and staff. In this information age, SMEs make good use of the information to analyze the market, products and the internal situation of the company. Compared with the previous time when a lot of information was obtained through newspapers and information was not developed, the epidemic situation has generated a greater network utilization rate in small and medium-sized enterprises.

According to Tajudeen et al. (2018), compared with small and medium-sized enterprises, if they can make good use of social media, they can not only improve work efficiency but also improve the relationship between staff, helping them to carry out better business. Small and medium-sized enterprises can use media, including information to capture users' preferences and analysis of competitors and help to build a good relationship with customers and enterprises. Social media is like a double-edged sword, if the function of small and medium-sized enterprises can use when he plays to maximize, it can help the company in some position or work on more innovative content, make the company economically powerful figure, let employees work on pay can get more recognition, thereby increasing the enthusiasm of employees, not only that, but they can also monitor the movement of people with information about them. Small and medium-sized enterprises tend to pay more attention to personal ability. Through this social network, employees can quickly keep in touch with customers and enterprises, and good use of social media can better communicate with customers, which is very important. Only effective communication can bring more benefits to enterprises. Small and medium-sized enterprises can also use the data provided by social media to mine these data to collect important information.

Moreover, according to Papa et al. (2018), the authors say that only when they have knowledge and innovation can their work become more efficient. Existing research shows that the difference between small and medium-sized enterprises and large enterprises lies in the fact that small and medium-sized enterprises have less capital, human and technical resources. In particular, innovation projects that are largely based on external sources of knowledge and capability require shorter expansion times, less investment, and greater flexibility than similar projects that are based entirely on internal sources of knowledge. As a result, SMEs find opportunities in gaining knowledge through social media tools and user engagement to leverage the digital ecosystem.

In addition, Salam and Hoque (2019) stated that SME performance refers to a company's investment anxiety, strategic effectiveness, customer satisfaction, and increased market share. The performance of small and medium-sized enterprises is the working ability to realize the interests of enterprises. Therefore, performance is the force of action for the satisfactory results of corporate prosperity. Social media can help companies quickly achieve performance and make them more efficient. Products can be publicized and known to more people, tote and help companies achieve benefits.

## **METHODOLOGY**

This research is conducted based on quantitative research techniques such as statistical, mathematical, and computational techniques. This study will be able to look at the data objectively and find out the answers to some questions by employing surveys containing multiple-choice questions about our research topic. Quantitative research is a method for examining the relationship between variables to test objective theories. As a result, researchers examine these variables and use statistical procedures to investigate the data.

The research design is the entire plan that our study adopts to carry out our research study in a fair and logical manner. It will ensure that researcher is able to adequately address the research questions. According to Burns and Grove (2003), it is a general plan that is required to carry out a research study that is initiated to answer a specific research question. Furthermore, according to Akhtar (2016), the research design is necessary because it allows for the smooth execution of various research procedures, resulting in research that is as professional as possible, yielding maximum information with the least amount of effort, time, and money spent.

In this research, this study investigates the relationship between the independent variables as interactivity, usefulness, targeted market and work efficiency, and the dependent variable, the high competition of SMEs. The data of the independent and dependent variables will show whether the mentioned independent variables affect the dependent variable.



In this study, researcher adopt the convenience sampling method, also known as accidental sampling, specifically using Google Forms. These forms were distributed to people of a certain age group that researcher are targeting. This method makes it possible for us to obtain many responses for this study and even allows researcher to achieve a large sample size because it is easy to obtain and inexpensive compared to other sampling techniques. The sampling process end when researcher reach the target response number (Morgan,1993). However, in this study, only 303 responses were selected from people aged 15 to 30 years in Malaysia to analyze the research questions. Some responses were rejected owing to a variety of circumstances, movement control order during the pandemic.

A sampling location is an actual location from which a sample is taken and can include anything from a larger to a specific area. For this study, the target population was people belonging to the youth age group, especially those between the ages of 15 and 30; and living in Malaysia. The sampling sites focused on areas in Selangor and Kuala Lumpur. The reason is that Kuala Lumpur and Selangor are more densely populated. Samples therefore be taken in the above-mentioned areas so that the data collected is more accurate in terms of representation of the population. The Pearson Correlation Coefficient Analysis is also used in this study to analyze the correlation between the four independent variables and the purpose to conduct this analysis is to determine the positive or negative relationship between the two variables in this research.

## RESULTS AND DISCUSSIONS

In this test, researcher selected only a total of 303 samples, all of which proved the reliability of the data well: Cronbach  $\alpha$  coefficient was an important basis for this study. This method can measure the consistency of tabular tests with numbers ranging from 0 to 1. The ideal result for Cronbach's alpha is at least 0.7. So that it's acceptable data. If not, the value will not be accepted. If the alpha value exceeds, the correlation degree will be stronger, whereas if the alpha value is lower than 0.6, the correlation will be poor. A relationship between 0.6 and 0.7 would be considered moderate. Next comes 0.7 to 0.8, which is considered close to a good number. Between 0.8 and 0.9 is a pretty good number. If the value is above 0.9, the correlation degree will be the best value.

*H1: Interactivity has positive relationships with SMEs that do not utilise social media.*

For independent variables, researcher adopted SPSS to calculate the relevant knowledge between variables and found that social media increased the interactivity between customers and SMEs by 0.540. 0.540 is a value greater than or equal to 0.5, which means that social media increases the interaction between enterprises and customers in a positive correlation. Therefore, this hypothesis is allowed to be accepted

**Table 1: Correlation Between Interactivity and High Competition of SMEs**

IN	Pearson Correlation	.540**
	Sig. (2-tailed)	<.001
	N	303

**Table 2: Correlation Between Usefulness and High Competition of SMEs**

US	Pearson Correlation	.586**
	Sig. (2-tailed)	<.001
	N	303

This independent variable is derived from usefulness. SPSS is used to calculate the correlation between variables, and the correlation value between social media and enterprises is 0.586. Since 0.586 is greater

than 0, this implies a positive correlation between enterprise use and the usefulness of media. So, this hypothesis is valid

*H2: Usefulness has a positive relationship with SMEs that do not utilise social media.*

The correlation value of usefulness between social media and SMEs is 0.586. Since 0.586 is greater than 0.5, this implies a positive correlation between enterprise use and the usefulness of media. So, this hypothesis is valid.

**Table 3: Correlation Between Target Market and High Competition of SMEs**

TM	Pearson Correlation	.634**
	Sig. (2-tailed)	<.001
	N	303

This independent variable comes from the target market. SPSS is used to calculate the correlation between the variables of the target market and the enterprise. The median value of social media in the enterprise's target market is 0.634, which is greater than 0 and a relatively high value. It means that social media plays a very important role in the relevance of enterprises, and there is a positive correlation. This assumption is also allowed

*H3: Targeted market has a positive relationship with SMEs that do not utilise social media.*

The correlation value of the target market between social media in SMEs is 0.634. It means that social media plays a very important role in the relevance of enterprises, and there is a positive correlation. This hypothesis is valid.

**Table 4: Correlation Between work efficiency and High Competition of SMEs**

WE	Pearson Correlation	.671**
	Sig. (2-tailed)	<.001
	N	303

The last independent variable is derived from work efficiency. The correlation value between variables is also calculated by SPSS. The efficiency value of enterprises affected by social media is 0.671. Since 0.671 is greater than 0, it means that 0.671 is positively correlated with the higher work efficiency brought by social media to enterprises. So, this assumption is also accepted.

*H4: Work efficiency has positive relationships with SMEs that do not utilise social media.*

The efficiency value of enterprises affected by social media is 0.671. It means that 0.671 is positively correlated with the higher work efficiency brought by social media to enterprises. So, this hypothesis is also accepted.

Viral marketing is an essential marketing tool for enterprises. Social networks because of the low cost and can quickly attract people's attention, especially teenagers as the main social networking platform group, according to some research and some companies that teenagers at least in a social network platform for more than 4 hours if the enterprise cannot well use of this chance to be marketing planning and marketing their products, It is difficult for them to compete with other enterprises by marketing in the traditional way. Moreover, the social network provides a lot of conveniences, and researcher can know the products of other competitors clearly on these platforms. Social media promotes the

interaction between products and people to a large extent. These interactions can drive the development of products and services.

About the 2 articles on Nawi et al. (2017) and Ahmad et al. (2018), students spend a lot of time online, with 51.1 percent spending 4 hours a day online, which is very similar to the data found. Students and teenagers are spending more time on social media. Companies can use these social media advertising, they see some attractive products or services in a lot of people will put time stays in the above, according to some research such as apple, every time its advertising or conference brought together to watch a lot of people, this is because apple's technology has influenced a lot of people, If an enterprise can make good use of the advantages of social media for its products and advertisements, and improve its work efficiency, it will have a good influence. The results show that social media has a big impact on businesses in the region and can even affect company performance. Performance means a kind of work efficiency, and social network is also a kind of influence on work efficiency to a large extent.

Alghizzawi (2019) founded that viral marketing is through word of mouth and then increase information sources. Modern science and technology for enterprise influence consumer are very important, especially with teenagers as the theme, social media in the customer to choose products and services plays a very important role, if an enterprise can do his products well combined with social media so his services and products can be spread slowly, in this era of social media widely, Whether the company is doing well or not is likely to spread in a circle, and then slowly expand, so it will have a great impact.

According to Shinde & D. Berger (2020), there are differences in viral marketing. There are many types of main marketing theme elements, levels, and advertising itself. The paper mainly discusses two markets, the United States and India, and puts different viral marketing advertisements according to the target market segments. Researcher study the target market is very gentle because Malaysia is a multi-ethnic society, in a multi-ethnic society many people all have religion, these beliefs have prompted a wide variety of products, for example, McDonald's Burger King in Malaysia, KFC are halal, India without beef, and some vegetarians. All these need to make different products and launch different advertisements according to market segmentation. Teenagers are the main users of social media. Targeted advertising to these groups helps companies target their target markets.

## **CONCLUSION**

This study concludes that interactivity significantly influences youth acceptance of social media viral marketing by SMEs. Social media interactivity is essential in its relationship with youth in viral marketing. Respondents agree that social media is influential and valuable. Respondents also agreed that marketing messages would provide them with accurate, valid and up-to-date information. Additionally, most respondents agreed that social media marketing is an effective tool to reach target market organizations. Respondents also agreed that viral marketing through social media provides a convenient and flexible area for customers to search for product information. Therefore, viral marketing through social media is a more effective marketing channel to introduce their business. In addition, many respondents agreed that using social media for viral marketing can reduce the cost of other promotions.

The findings of this study provide retailers with essential information about this research issue and advise SMEs that use social media that these independent factors may provide more value to the area of social media viral marketing, eventually leading customers to embrace this trend. Furthermore, this research might assist SMEs in rethinking their social media marketing approach and organizational operations. By extending the research to include more samples and locations, the average value may be calculated more precisely, and the sample number error rate can be reduced. Limitations from this study: researcher could not collect the expected 384 responses instead of only 303. This is due to the reason that researchers weren't able to go to some large shopping malls during the pandemic movement control order.

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## AUTHORS' CONTRIBUTION

Chai Mei Sim and Feng Wei Song conceived and planned the study, performed the experiments and data preparation. Remie provided guidelines throughout the article writing process, as well as helping with post-article refinement. Asiah and Shao Zhucheng provided final comments and revision guidelines. All authors provided important feedback and helped shape the study, analysis, and manuscript.

## CONFLICT OF INTEREST DECLARATION

Researcher certify that the article is the original work of the author and co-authors. The article has not been previously published and is not under consideration for publication elsewhere. This study/manuscript has not been submitted for publication and has not been published elsewhere, in whole or in part. Researcher certify that all authors have made significant contributions to the work submitted to Jurnal Intelek, to the validity and legitimacy of the data, and to its interpretation.

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