

# Discerning which elements of viral videos most affect consumer behavior and purchasing decisions

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A study [published](#) in the *International Journal of Business Competition and Growth* has drawn insights from 621 survey samples to help improve our understanding of what elements of viral videos affect consumer behavior and purchasing decisions the most. The elements highlighted include entertainment, brand awareness, source credibility, informativeness, interactivity, and incentives.

A viral video is a piece of content, typically a short video clip, that spreads rapidly and widely across the internet through [social media](#) sharing. The term "viral" in this context refers to the video's ability to quickly accumulate a large number of views, likes, shares, and comments, often reaching a massive audience in a short period.

Nguyen Hong Quan, Hoang Thi Hong Nga, Nguyen Thi Hai Ha, Pham Phuong Hien, Truong Nguyen Yen Thanh, and Nguyen Thi Kieu Trang of the Foreign Trade University in Hanoi, Vietnam, suggest that their research underscores the significance of [entertainment](#) in viral videos. It correlates higher entertainment levels with positive consumer attitudes.

This aligns with earlier studies that also highlighted the role of entertainment value in influencing consumer perceptions, especially in emerging marketing channels like mobile advertising. The team also found that brand awareness, coupled with source credibility, is influential in shaping positive consumer attitudes, emphasizing the importance of reputation and recognition in today's information-driven consumer landscape.

The study also identified gender-based differences in the impact of various factors in viral videos. They thus suggest that marketing needs to consider nuanced strategies across genders. They found that males respond well to entertaining and trustworthy content, while females prefer informative videos with attractive offers and positive product feedback.

Additionally, however, [brand awareness](#) not only influences consumer attitudes positively but can boost advertising effectiveness on social platforms. Viral videos thus act as dual agents, impacting [consumer behavior](#) and contributing to brand image, thereby bolstering brand equity.

The team offers various practical recommendations for businesses hoping to gain marketing advantages using [viral videos](#) in their advertising campaigns. They emphasize that by incorporating entertainment, informativeness, incentives, and source credibility into their strategy they can nudge consumers to engage more with their brand and ultimately purchase their products or services.

Conversely, they advise businesses not to exaggerate their content and to ensure it is as authentic as possible. Businesses might collaborate with credible experts or consumers for genuine product reviews, and embed [brand](#) information strategically without overwhelming consumers to this end.

**More information:** Nguyen Hong Quan et al, How do viral videos on social media affect purchase intention, *International Journal of Business Competition and Growth* (2024). [DOI: 10.1504/IJBCG.2023.135805](https://doi.org/10.1504/IJBCG.2023.135805)

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