

Online Content Sharing Behavior: A Review on the Social Psychology Perspective

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Abstract: There is a need to understand and foster the determinants of sharing behavior in viral marketing based on the perspective of social psychology. This paper develops an integrated model designed to review and explain the relationship about online content that consists of humor, sex, and informative and motivational factors on online content sharing behavior with audience size and situational factor as moderator variables based on the perspective of social psychology. This study is planned using empirical research by collecting data obtained from students who often use social media and tested using experimental methods and Moderated Regression Analysis (MRA). Expected results and in accordance with some previous research, explained that it is expected that there will be differences in behavior of students who often conduct online sharing behavior in terms of the type of content that is most often shared. In addition, also expected that some motivational factors influence online content sharing behavior and this influence expected to be greater with the presence of situational factors and audience size. By review, the impacts of the type of contextual factors and personal perceptions on knowledge sharing behavior, the integrated model better explains behavior than other proposed models.

1 INTRODUCTION

The role of social media marketing and its function as a marketing tool has been examined by several researchers and practitioners in the field of marketing (Kaplan and Haenlein, 2010; Valenzuela et al., 2009; Boyd and Ellison, 2008). Even though Zarkada and Polydorou (2013) said that remains a challenge, integrating social media into marketing communications strategy. On the other hand, social media while also as a tool for studying the science of information behavior through text content, images, or video. According to Turban *et al.*, (2011), information behavior includes the user's behavior in relation to information and information systems, which includes information need generation activities, creation, seeking, encountering, sharing, giving, assessment, management, and use.

But as the development of technology with the advent of the internet and social media, has created a number of new concepts in the field of marketing communications. Technological innovation and the various opportunities have managed to perfect the use of WOM being electronically the word of mouth marketing (e-WOM) or known by the term viral marketing. But in general, the mention of the term viral marketing and e-WOM are often used

interchangeably. On the other hand, Modzelewski and Wong (2000) argue the viral marketing is really different from the word of mouth marketing (WOM) in terms of the creation of the "viral" which is able to recruit and reach out to as many people in the network.

Review of some viral marketing theory points out that consumer desire to build and reinforce social relations is deciding to engage in information sharing activities. Besides the viral marketing success can be seen from the individual consumer's desire to forward marketing message to hundreds of other individual consumers. However, according to Hayes and King (2014), it is still a little research that discusses the role of the social process by which individuals finally decided to do the activity of online content sharing. Online content sharing has become part of modern life such as submitting articles in newspapers or magazines, sent a video to YouTube, and post a review about a restaurant to a friend. According to Allsop *et al.*, (2007) more than 59% of the community regularly conducts dissemination of online content.

Furthermore, although the transmission of social is important, but it's still a little research that highlight the types of online content such as what causes the content to be more viral than other content supported by the role of emotions and

motivational factors underlying disease. Some of the research that examines how rare each online content can flow in a network (Sundararajan et al., 2013). When in fact, there are four important factors that determine the success of viral marketing: (1) content, that is the appeal of a message that makes it easy to remember (Gladwell, 2002; Porter and Golan, 2006; Berger and Milkman, 2011; Berger, and Schwartz, 2011), (2) the social network structure (Bampo et al., 2008), (3) the recipient of the behavior characteristics and benefits received when forwarding messages (Arndt, 1967), and (4) the seeding strategy, which is the election of a consumer the target chosen by the initiator in the viral marketing. Research results, Berger and Milkman (2009) qualitative researching about the transmission of social, emotional, and virality on characteristics of online content mentioned that content that is able to evoke the passion or positive emotions was more viral meaningful content versus negative emotions while uncovering the reasons why someone is willing to do/not willing to share content online.

In addition to content types, some studies have shown progress in identifying the factors that motivate consumers to conduct share, among other things: emotion (Dobele et al., 2007; Eckler and Bolls, 2011; Phelps et al., 2004), stimulating (Porter and Golan, 2006), entertaining (Brown et al., 2010), or have a utilitarian/hedonic content (Chiu et al., 2007). More consumers are also motivated to forward viral marketing for reasons of personal (Ho and Dempsey, 2010), showed concern (altruism) (Ho and Dempsey, 2010; Phelps et al., 2004) or showing a sense of superior knowledge and as opinion leadership (Lyons and Henderson, 2005). Botha and Reyneke (2013) and Dobele et al., (2007) examined the motivation of someone to send a message back and how they process the content of the message. Though Phelps et al., (2004), there is still little understanding of the motivations, attitudes, and behaviors which aspects influenced people to do activities to share or send messages that are received. The conceptual framework proposed by Schutz (1966) provides an in-depth understanding of the motivation of some variation that according to Ho and Dempsey (2010) can be used to base the forwarding behavior of online content. In particular, Schutz (1966) provided three dimensions of interpersonal behavior theories for which he named with FIRO (Fundamental Interpersonal Relations Orientation). Based on this theory, Schutz (1966) said that the person felt tied to (engage) in interpersonal communication because they are motivated to express one or more of the three needs, which include: inclusion (need to be part of a group of/need for attention), affection (shows appreciation and attention to other members), and control (the

need to exert power in the social environment). However, Ho and Dempsey (2010) in his article confirmed that how these motivations specifically to online content forwarding behavior are still unclear.

Not only with regard to the motivation of informing someone to share online content are unclear, Barasch and Berger (2014) also suggest that some researchers give less attention to how the audience affects what people others are talking about and the shared behavior. Studies on the influence of the audience generally put more emphasis on the tie strength in influencing communications (Brown and Reingen, 1987; Frenzen and Nakamoto, 1993). In addition, Frenzen and Nakamoto (1993) founded that people will share with anyone when the value of the information is reasonably weak and will be hesitant to share information if the relationship is weak bonding. Similarly, in the referral network, strong ties are considered more influential and more likely to be used as a source of information (Brown and Reingen, 1987). Still a little research that explained how audience size affects the behavior or what others share. Communication model advanced by McGuire (1985) focused on whether messages sent will change the attitude of the recipient of the message. Whereas Barasch and Berger (2014) more emphasis on the transmission of the message, analyze what types of messages that are sent, and how the number of recipients has a role in the shared behavior.

Finally in contrast to some previous research that put more emphasis on the shared behavior in the context of corporate or commercial purposes. The research was more emphasis on the social psychology of individual factors in the field of viral marketing by revealing the role of the motivational factors in relation to the shared behavior on online content by using audience size and situational variable as moderation. As recognized by Botha and Reyneke (2013) actually had been a lot of research on viral marketing, but some experience a failure due to a lack of understanding about what contributions can be given of success through viral campaigns. Thus Botha and Reyneke (2013) stated that there is still little research on the motivation, attitudes, and behaviors of people who forward messages online that they received the previous.

2 MODEL AND HYPHOTHESES

2.1 Online Content

Pirouz et al., (2015) posited that the content contains humor, amazing, and disgusting has been widely discussed by several studies. More content with

video concepts proved to be more able to maximize the effect of emotion leading to viral (Berger and Milkman, 2011). Content that includes entertainment, information, and talent, relating to trends or events, helping others, express personality, communicate with others, are the main factors that cause content to go viral (Izawa, 2010). In contrast to Berger and Milkman (2011), Thompkins (2012) said the term online content as message characteristics. According to Thompkins (2012), there are three types of factors that lead to successful viral marketing, namely: message characteristics, sender characteristics or message receiver, and social network characteristics. In viral marketing, content or message is said to be effective if the message is able to uncover and eliminate clutter indifference to sharing, forward, or pass-along message. Research Golan and Zaidner (2008) concluded that the content that is humor and sex appeal is a tactic that is most commonly used in the message viral, as well as the social visibility of a message viral will encourage the process of diffusion (Susarla et al., 2012). Previous studies conducted by Severn et al., (1990) but in conventional advertising content to explain the effects of controversial sexual content on the effectiveness of communication in the form of messages of advertising and its influence on the product and purchase intentions. Research results conclude that the sexual content in advertising is more preferable to the consumer whether male or female. In addition, research Almeida (2016) analyzed the effect of different types of online content on a social networking site, Facebook to post sharing behavior. These types of online content that include: application, event, fun, information, promotion and publicity, and service.

Hypotheses 1: There is a positive influence humor appeals content on the online content sharing behavior

Hypotheses 2: There is a positive influence on sexual appeals content on the online content sharing behavior

Hypotheses 3: There is a positive influence on informative content on the online content sharing behaviour.

2.2 The Motivational Factors

Besides the characteristics of a message or content, individual consumers also have an important role in the process of viral marketing. Based on several studies, some of the personal characteristics of individual consumers who are influential in the process of viral marketing are: the personality of the consumer (Chiu et al., 2007; Sun et al., 2006), consumer demographics (Trusov et al., 2010), and

the motivation for sharing content (Phelps et al., 2004). Most research on motivation in the context of social media more emphasis on how people are motivated to join the social media. Lin and Lu (2011) observed that a person is motivated to use social networking sites is to meet the self-enjoyment, assume that the site is useful, and also because there is social cohesion. People look and behavior, share videos on YouTube, motivated because of the element of entertainment, interpersonal expression, looking for information. Literature about content sharing are now widely available and are strong enough to examine factors affecting social and psychological behavior in social media sharing. Oh and Syn (2015) categorize 10 (ten) a motivational factor that can explain the behavior of sharing, namely: enjoyment, self-efficacy, learning, personal gain, altruism, empathy, interest in the community, social cohesion, reputation, and reciprocity. On social media Facebook, Almeida et al., (2016) identified that social cohesion (social engagement), learning, and altruism is a key driver in sharing behavior. However, when a number of theories were proposed to explain why people engage in interpersonal communication, most studies have adopted the conceptual framework proposed by Schutz (1966) because it provided a useful framework for integrating a wide range of potential underlying motivations of online content delivery. In particular, Schutz (1966) proposed a three-dimensional theory of interpersonal behavior he called FIRO (Fundamental Interpersonal Relations Orientation). Schultz (1966) suspect that the person is bound in interpersonal communication because they are motivated to express one or more of the three interpersonal needs: inclusion (needs to be part of a group / need for attention), affection (show appreciation and concern for others), and control (show the feeling of competition, achievement, and influence, in the social environment of a person). Nevertheless, how the dimensions of the interpersonal behavior theory are related to the forwarding behavior of online content is unclear. Therefore Ho and Dempsey (2008) concluded some of the literature to identify specifically the motivations related to this in the context of three-dimensional online.

Hypotheses 4: There is a significant positive influence the motivational factors on the online content sharing behaviour

2.3 Moderating effect

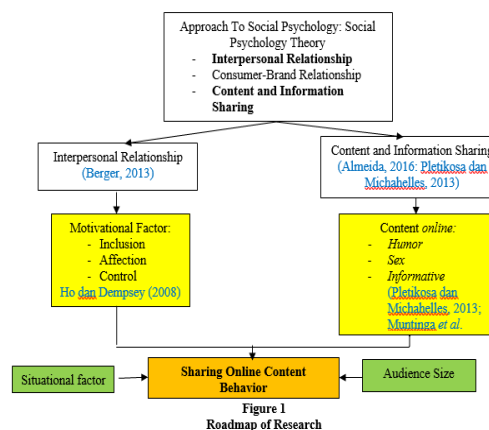
Based on some research, it is known that there are four important factors that determine the success of viral marketing: (1) the content, the appeal of a message that makes it easy to remember (Gladwell, 2002; Porter and Golan, 2006; Berger and Milkman, 2011; Berger and Schwartz, 2011), (2) the structure of social networks (Bampo et al., 2008), (3) the receiver behavioral characteristics and the received benefits when forwarding the message (Amdt, 1967), and (4) the seeding strategy, which is the selection of target customers selected by the initiator in viral marketing. Furthermore, Berger who consistently worked on viral marketing, doing research on how the audience size affects what people share. Direct understanding of attentional resources split between inward (toward the self) and outward (toward others) (Barasch and Berger, 2014). When people are more focused on themselves (self-focused) they lacked the intention to share attention with others (Chiou and Lee, 2013). In his research, Barasch and Berger (2014) emphasized that the audience size affects what people share is based on two types of content, namely: narrowcasting and broadcasting. Compared to narrowcasting, broadcasting (the number of audiences more) more motivating people to do the sharing. Although most research has focused on the type of audience (for example, the strong and weak ties) (Frenzen and Nakamoto, 1993), and how it affects the number of followers on social media posting frequency (Toubia and Stephen, 2013),

Furthermore, at the end of the study by Berger and Milkman (2014) suggested conducting more research on how people do share in relation to emotion moderated by situational factors. Sometimes environmental influences also shape the social transmission by generating specific topics that are more acceptable at the time. (Berger and Fitzsimons, 2008; Berger and Schwartz, 2011).

Hypotheses 5: Situational factors will moderate the influence of motivational factors on online content sharing behavior

Hypotheses 6: The audience size will moderate the influence of motivational factors on online content sharing behavior

Generally, the decline theories and hypotheses formulation above can be described as below:



Further, figure 2 is generated a model of the proposed research are trying to test the effect of online content and motivational factors on online sharing behavior by using situational factors and the audience size as moderating variables.

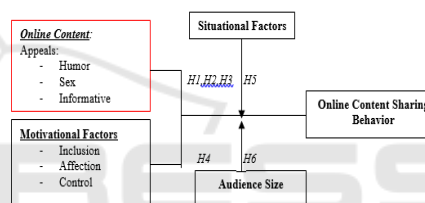


Figure 2. Research Model

3 METHODS

3.1 Sample and Procedure

This research is research in which cross-sectional data collection of the sample only performed one time only, or more precisely empirical data gathered from each participant at a time (Malhotra, 2007). The methods used in this research is quantitative. Quantitative methods used in this research is the test experiments to test hypothesis 1 to 3 and Moderated Regression Analysis (MRA) to test the hypothesis of 4 to 6. Moderated Regression Analysis is the analysis of the regression test the direct relationship between the independent variable and the dependent variable and interaction independent variable with moderator variables on the dependent variable. Moderator variable function here is can strengthen or weaken precisely the relationship between the dependent and independent variables. While the

experimental tests implemented by manipulating objects actively research and then observe the results manipulations. Further, this research uses the between-subject design, testing between groups who have the real difference.

A major research study carried out in the laboratory of Universitas Negeri Surabaya, by disseminating a questionnaire that varies according to the cells examined. Filling the questionnaire conducted in class after participants completed following the lecture. Before it is given to the participant, questionnaires have been scrambled in such a way so that good researchers or participants cannot choose a specific questionnaire. Unless this type of questionnaire and stimulus in the questionnaire, each participant received the same treatment. After all, participants answered the questions of the questionnaire and return it, participants were given debriefing, i.e. the information that they have participated in research experiments and what they see in the stimulus and the questionnaire was modifications made solely for research purposes. Participants also were asked not to discuss the contents of the research because the data retrieval process will still take place. The stages in the research described in figure 3.

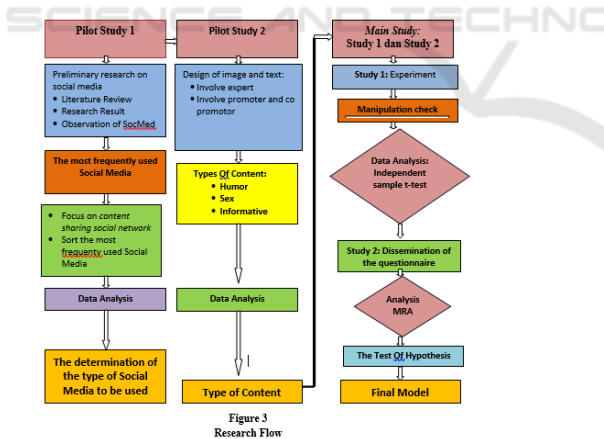


Figure 3 Research Flow

4 RESULTS AND DISCUSSION

4.1 Results

Based on the results of searches on perspective theory which affects some research about social media, there are 8 (eight) theory which is commonly

used in a discussion about social media, which respectively include: cooperation theory, network theory, social exchange theory, social capital theory, social identity/conformity/influence/comparison theory, theory of planned behavior/theory reason action, theory acceptance model, and uses and gratifications. Five of the eight theories of social exchange theory, social identity/conformity/influence/comparison theory, theory of planned behavior/theory reason action, theory acceptance model, and uses and gratifications have original nature which is about **social psychology**. But beginning in 2008 proved that social psychology perspective turned out that consists of five of the above theory are more widely used in research about social media and otherwise use or application cooperation theory, network theory and social capital theory of continuous decline since the year 2009. Social exchange theory (social exchange theory) which is the most widely used theories on research about social media, provides a lens that is very useful to explain the decision process in viral marketing because the application This theory includes the following three areas: (1) interpersonal relationships, (2) consumer-brand relationship, and (3) content and information sharing (Hayes et al., 2016). This study uses two of the areas contained in the social exchange theory, namely, interpersonal relationships and content. Interpersonal relationships are the interpersonal relationships that occur between two or more individuals. Some researchers have discussed the presence of psychological element behind a social transmission through observations of why someone does share about something (Berger, 2011; Berger and Health, 2005; Berger and Milkman, 2012; Berger, and Schwartz, 2011; Chen and Berger, 2013; Frenzen and Nakamoto, 1993, De Angelis et al., 2012).

The information sharing behavior could not be removed from the activity of knowledge sharing. However there are doubts among researchers about the role of online knowledge sharing through social interaction using social media (Ma and Chan, 2014). Through his research, Ma and Chan (2014) researching about motivations for online knowledge sharing behavior which consists of perceived online attachment motivation, perceived online relationship commitment, and altruism. Phelps et al., (2004) explains the steps share content online through sample stages activities pass sing-along of an email, which consists of four stages: (1) accept email submissions, (2) the decision to open or delete the message, (3) If you open a message, then decided upon going on the activity of reading/decoding the

message, and (4) a decision whether the forward message to the other person. Share is an important measurement in viral marketing success especially on social networking sites and refers to a level where users exchange, distribute, and receive content (Kietzmann et al., 2012). In the form of social relationships, sharing often involves the exchange of information between people and content. In some case, sharing behavior often associated with relationships between people (Engestrom, 2001). Some previous studies have examined the factors that affect the behavior of sharing (passing) viral and email messages that are commercial (Bruyn and Lilien, 2008; Dobelet et al., 2007; Phelps et al., 2004; Porter and Golan, 2006). These studies have identified some important factors that motivate someone to do pass some messages in writing a commercial and viral email, namely due to the social advantages, amusement, and attachment to a friend.

Kramer et al., (2014) conducted a study that proved the effect of social media against the emotions of its users. Kramer et al., (2014) found that when a person is exposed to a lot of social media content which negatively worded, chances are he'll post content which negatively worded will also increase. Conversely, if someone more often exposed to positive content, post positively worded content will also grow. However, in reality, much of the information content presented to the public now tends to be negative, which contains anxiety, violence, and moral destruction. This led to growing number of depressions and the level of aggression in society (Chaturvedi and Chander, 2010).

In research conducted by Muntinga et al., (2010) mention that the behavior of the share is one dimension of engagement along with other dimensions, namely: likes and comments. But once again the context used by Muntinga et al., (2011) is the use of social media in the community of the brand. In addition, the research of Pirouz et al., (2015) has mentioned that the content contains humor, amazing, and disgusting has been widely discussed by some of the research. More content with the concept of the video turned out to be better able to maximize the influence of emotion headed into viral (Berger and Milkman, 2011). Content that contains entertainment, information, and talents, in touch with the trend or event, help others, expressing personality, communicate with others, are the main factors that lead content to be viral (Izawa, 2010). In contrast to Berger and Milkman (2011), Thompkins (2012) mentions the term online content as the characteristics of the message. According to him, there are three types of factors that led to the success of viral marketing, namely: the message characteristics, the message sender or recipient characteristics, and social networks characteristics.

The research of the Golan and Zaidner (2008) concludes, that the content is both humor and sex appeal is the most commonly used tactics in the message viral, and social visibility of a viral message will encourage the process of diffusion (Susarla et al., 2012). An earlier study conducted by Severn et al., (1990) however in conventional advertising content describes the effects of sexual content in the form of communication effectiveness against controversial advertising messages and its effects on product and intent buy. The results of his research concluded that sexual content in advertising turned out to be preferred on the consumer either male or female. In addition, the research of Almeida (2016) stated the influence of the difference in the types of online content from a social networking site that is Facebook post behavior on sharing. Content types include online application, event, fun, information, pool, promotion and publicity, and service. More specifically, Petrescu (2012) who conduct research in conceptual and empirical evidence on the influence of viral marketing on the intention to buy, which one is from about advertising appeals consisting of humor, sexual, and informative, stating that humor is one of the types of content are most often in the forward right because at the humor contained very deep emotions. Petrescu's argument (2012) this simultaneously supports research conducted by Phelps et al., (2004).

Motivation has become a research topic in social media, particularly to explain why someone decided to join and use social media. On social networking sites such as Facebook, someone motivated due to social ties (social connectivity) and communication with his friend (Barker, 2009). Lin and Lu (2011) observing that someone motivated to use social networking sites to benefit self-enjoyment, benefit from that site, and build a network. People see and do share YouTube videos, information and funny content, as motivated by an element of entertainment, interpersonal expression, seek information and build relationships (Hanson and Haridakis, 2008). The motivation for using social media is also very depending on the domain. In the context of education, a social media is becoming very popular in the teen age. Social media is useful as a tool to improve student learning, searching for ideas, and learning in the context of relations between students and teachers (Mazer et al., 2007). But in the work environment, the motivation for wanting to establish rapport, useful, and a desire to share personal or professional, is motivation-motivation informing someone using social media (DiMicco et al., 2008). But most research is focused on informing motivation to join in social media. Still, relatively little research focusing on motivation

to share information or social support provided through social media.

Most of the researches on motivation in the context of social media a lot more emphasis on how a person's motivation to join in social media. The literature on content sharing are now widely available and are strong enough to explain the factors that affect social and psychological behavior of sharing in social media. Oh and Syn (2015) categorizes ten motivational factors capable of explaining the behavior of sharing, namely: enjoyment, self-efficacy, learning, personal gain, altruism, empathy, community interest, social attachment, reputation, and reciprocity. However, when a number of the proposed theories to explain why people engage in interpersonal communication, most studies adopted the conceptual framework proposed by Schutz (1966) as it provides a framework useful for integrating the various motivations that potentially underlie delivery of online content. In particular, Schutz (1966) suggests three dimensions of interpersonal behavior theory he called FIRO (Fundamental Interpersonal Relations Orientation). Schultz (1966) speculated that the man bound in interpersonal communication because they are motivated to express one or more of the three needs of interpersonal: inclusion (needs to be part of a group/need for attention), affection (shows appreciation, and concern for others), and control (shows the feeling of competing, achievers, and affecting in an individual's social environment). Nevertheless, how the dimensions of the interpersonal behavior theory are associated with the forwarding behavior of online content is unclear. Therefore Ho and Dempsey (2008) summarize some of the literatures to identify specifically the motivations related to the three dimensions in the context of online.

Based on researchers, it can be noted that there are four important factors that determine the success of viral marketing: (1) content, that is the appeal of a message that makes it easy to remember (Gladwell, 2002; Porter and Golan, 2006; Berger and Milkman, 2011; Berger, and Schwartz, 2011), (2) the structure of the social network (Bampo et al., 2008), (3) the recipient of the behavior characteristics and benefits received when forwarding messages (Amdt, 1967), and (4) the seeding strategy, which is the election of a consumer the target chosen by the initiator in the viral marketing. Furthermore, Barasch and Berger (2014) who consistently researching viral marketing, doing research on how the audience size affects what people share. Understanding of attentional resources directly split between inward (toward the self) and outward (toward others) (Barasch and Berger, 2014). When people focus more on himself (self-made focused) then their lack of intention to

share attention with others (Chiou and Lee, 2013). In his research Barasch and Berger (2014) stressed that the audience size affects what people share based on two types of content: narrowcasting and broadcasting. Compared to narrowcasting, broadcasting (number of the audience much more) is more motivating people to do the sharing. Although most studies focus on the type of audience (e.g., strong and weak ties) (Frenzen and Nakamoto, 1993), and how the number of followers affect the frequency of posts on social media (Toubia and Stephen, 2013), but still very the research is rarely tested how the audience size influence anyone to do share.

4.2 Discussion

Information technology with the emergence of the Internet has resulted in some new ideas and a platform for communication. Not only dominated the world of communication between companies and consumers, between consumers can mutually enhance the interaction and exchange of information. The frequency of exchanging information or online content sharing cannot be separated from the emergence of a social media phenomenon. Community activities decreased television viewing as they are more diligent to access the Internet, especially social media as a communication tool and the media see the activity more friends who join the social media. Teens and adults, consumers prefer to access information through the media along with the tight schedule of work and other activities. Mangold and Faulds (2009) revealed that social media is regarded as the most important media in communicating messages contained in integrated marketing communications. The increasing use of social media globally resulted in marketers and researchers acknowledge that social media is the most effective tool because it is durable, has a longer period of time and be able to establish an affiliation between businesses and potential customers globally (Tobin and Braziel, 2008). Similarly, Kietzmann et al., (2011), supporting that social media is consistently involved and play an important role in a marketing communications company, community, and communication between individuals. According to Barnes (2010), social media become part of the marketing strategy because of the nature of their interactions (Kaplan and Haenlein, 2010),

One indicator of the success of online sharing behavior is determined on the type of content. Thompkins (2012) mentions the term online content as message characteristics. According to Thompkins (2012), there are three types of factors that lead to

successful viral marketing: message characteristics, characteristics of the sender or receiver of the message, and social network characteristics. In viral marketing, content or message is said to be effective if the message is able to uncover and eliminate clutter indifference to sharing, forward, or pass-along message. More specifically, Petrescu (2012) who did conceptual and empirical research on the effect of viral marketing on the intention to buy, where one variable is about advertising appeals consisting of humor, sexual, and informative, states that humor is one of the most frequent types of content in a forward's because the humor contained a very deep emotion. Arguments Petrescu (2012) simultaneously supports research conducted by Phelps et al., (2004).

Furthermore, to test hypothesis 1 related to motivational factors, researchers use FIRO theory. To use the traditional theory of FIRO (Schutz, 1966) of the literature interpersonal communication as a framework in this study, the researchers tested whether the motivations hidden in a person associated with interpersonal communication relevant to be associated in the context of e-WOM. Our research found that when the three core dimensions of this FIRO be made into a single unit that can significantly become predictors of e-WOM or online content sharing behavior. The findings of this study will not only further enhance our understanding of the behavior of e-communication of people in general,

Finally, the study was able to contribute theoretically. The results of this study are expected to define the profile of a young age psychographic (students). Major findings are expected in this study is in terms of interpersonal behavior of younger age groups are characterized by aspects *inclusion* in terms of ownership (need to belong), personal growth, and affection (altruism). Motivational factors of respondents are fairly high, especially in the sense of having, recognized in a group, freedom in determining the direction of life although it also can not be separated from a sense of caring for others. Individual motivations are what causes them to be concerned with a friend who realized in the form of share online content.

5 CONCLUSION

Several studies have shown advantages in the field of marketing through the identification of market mavens (Feick and Price, 1987, Laroche et al., 2003) and many more of them for instance on the number of consumers who are members of an online business, and communication e-WOM, all of which

this has an important role in consumer decisions. Moreover, the purpose of this study is to provide an understanding of the importance of the motivations that relate to the activities of forwarding or online content sharing. The success of viral marketing not only on how to attract someone to forward, but more of it is to understand the reasons for what causes a person to be willing to share information with others.

6 RECOMMENDATION

Further research suggested doing more research on how people do share in relation to the emotions that are moderated by situational factors. Sometimes the influence of environment also forms social transmission with how to generate topic-specific topics which are more acceptable then.

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