

## VIRAL MARKETING: UTILIZING DIGITAL CONTENT DIGITIZATION TO ENHANCE BRAND AWARENESS, BRAND TRUST, AND CUSTOMER LOYALTY IN COFFEE SHOPS

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### ABSTRACT

*This study delves further into the use of viral marketing to boost customer loyalty, brand awareness, and brand trust in coffee shops. By looking at two case studies of coffee businesses that use influencer engagement and organic viral marketing tactics, a qualitative approach is used. By using two case studies with distinct approaches, we hope to shed light on how viral marketing can be successfully applied in a variety of situations. Eleven informants' interview data are evaluated through the use of coding and theming techniques. The study concludes that while the Story, Hype, Actionable, Relevant, and Emotional (SHARE) strategy is applied in both circumstances, the first case, which takes an organic approach, achieves higher levels of trust in the generated content than the influencer-involved case. Furthermore, the study reveals that the utilization of viral marketing tactics in conjunction with the SHARE concept has the potential to enhance consumer awareness, trust, and loyalty. This study makes a valuable contribution by providing in-depth understandings of the ways in which viral marketing can be utilized to improve consumer loyalty, brand awareness, and brand trust. It also closes a gap in the literature by explaining how Viral Marketing strategies can be strengthened through the application of the SHARE concept.*

### KEYWORDS

Coffee Shop, Viral Marketing, Brand Awareness, Brand Trust, Loyalty Customers



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### INTRODUCTION

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In the era of globalization and technological advancement, the Coffee Shop industry has become one of the rapidly growing business sectors. The increasing popularity of Coffee Shops is not only attributed to the quality of their products but also to the efforts of business owners in building their image and presence in the digital realm, especially through social media platforms like Instagram. With the development of time, product marketing in the Food and Beverages sector, particularly in Coffee Shops, has undergone significant transformation. This research also compares the effectiveness of using influencers and promoters with organic marketing strategies. Various coffee shops in Bali utilize promoter services to increase exposure, but this research explores the differences between coffee shops relying on organic strategies and those using promoter/influencer services in building customer loyalty. This study contributes to understanding the role of social media, particularly Instagram, in coffee shop marketing and its implications for customer loyalty formation in the digital era.

In the era of globalization and technological advancement, the Coffee Shop industry has become one of the rapidly growing business sectors. The success of Coffee Shops is not only due to the quality of their products but also because of business owners' efforts to enhance their reputation online, especially on social media platforms like Instagram (Dewi & Mahyuni, 2022). With the development of time, product marketing in the Food and Beverages sector, particularly in Coffee Shops, has undergone significant transformation.

Modern Coffee Shop owners compete not only in terms of location, price, and the taste of their products but also in creating unique and appealing identities through social media. In their efforts to achieve marketing success, they employ various strategies, including leveraging viral marketing through social platforms. Previous research discussing Viral Marketing strategies in coffee shops in Bandung provides insights into its influence on increasing customer traffic and loyalty (Ferina et al., 2021; Philip & Pradiani, 2024; Wijayanto & Iriani, 2013). This study also compares the effectiveness of using influencers and promoters with organic marketing strategies. Various coffee shops in Bali use promoter services to increase exposure, but this research explores the difference between coffee shops relying on organic strategies and those using promoter/influencer services in building customer loyalty.

This research contributes to understanding the role of social media, particularly Instagram, in coffee shop marketing and its implications for customer loyalty formation in the digital era. Online marketing can help Coffee Shops inform more people about their unique products, ambiance, and promotions. The use of digital technology, especially social media, enables Coffee Shops to transform conventional marketing strategies and reach a larger audience (Ruokolainen, 2019). For example, digitalization has altered conventional product marketing strategies that focus on the four Ps (product, price, place, and promotion). Although the four Ps are still important, digital presence allows Coffee Shops to remain relevant without requiring significant physical locations (Wangania et al., 2020). This is because the power of "social media" and digitalization has changed the dynamics of product marketing. One of the key marketing strategies in the digital era, viral marketing,

plays a crucial role in enhancing Coffee Shop brand awareness and brand recognition.

Previous research discussing Viral Marketing strategies in coffee shops in Bandung provides insights into its influence on increasing customer traffic and loyalty (Abdiarta & Mahyuni, 2023; Al Muala, 2018; Yanuar et al., 2021). This study also compares the effectiveness of using influencers and promoters with organic marketing strategies. Various coffee shops in Bali use promoter services to increase exposure, but this research explores the difference between coffee shops relying on organic strategies and those using promoter/influencer services in building customer loyalty. This research contributes to understanding the role of social media, particularly Instagram, in coffee shop marketing and its implications for customer loyalty formation in the digital era. In this regard, the study conducted by Yuniati et al. (2021) on viral marketing strategies in Instagrammable cafes in Bandung provides valuable perspectives. However, it should be noted that each Coffee Shop has its own unique context and characteristics, so the analysis and results of this research may not always be directly applicable to the situation in Bali. However, with the rapid growth of the Coffee Shop industry in Bali, gaining a better understanding of effective marketing strategies, social media influence, and the differences between using promoters and organic marketing can provide useful guidance.

## **Theoretical Framework**

### ***Viral Marketing***

Viral Marketing can be the cornerstone for a Coffee Shop because it can market their products or services to customers, attract new customers, and increase brand awareness. A Coffee Shop creates content that is easily digestible and understood by their customers so that it can be disseminated; this content can be in the form of photos or videos of their products such as coffee or food that appeal to their taste.

According to Berger, J., & Milkman, K. L. (2019), viral marketing is more effective when it leverages strong emotions in its content. A study shows that content that evokes strong positive emotions like admiration or strong negative emotions like anger or anxiety is more likely to go viral. However, other studies also indicate that some negative emotions, such as anger, can also increase the sharing of content. According to some experts, influencers can be key to the success of viral marketing campaigns. For example, it is mentioned that influencers can help increase brand visibility and attract attention from relevant audiences (Mulyaputri & Sanaji, 2021). Additionally, Brown, D. (2019) also states that influencers can help create engaging and authentic content, making it easier to spread virally on social media platforms.

### ***Brand Awareness***

Brand Awareness, also known as brand recognition of a product or service, is commonly referred to as the starting point in generating customer trust and loyalty. Brand Awareness plays a role in introducing, offering, and providing unique selling points to their new customers to create the best impression for them. Tjiptono, F. (2018), Brand Awareness, according to Duriyanto et al. (2021), is the ability of

buyers to identify and remember a specific brand as part of a particular product category. Because they feel secure with a well-known brand, people tend to like or buy that brand. Most of them believe that well-known brands have accountable quality, business stability, and reliable possibilities. According to experts, brand awareness is consumers' ability to remember a particular brand or advertisement spontaneously or after being stimulated with words. This is important for companies in building brand image and expanding their market share.

### ***Content***

Content itself is abundant in this digital era, with various types and distributions according to the social media platforms used. Because the types of content consumers differ, there are several things to consider in creating content that can attract them and specifically target their audience. As cited from the book #MO by Rhenald Kasali (2022), compelling content must have the SHARE elements (Story, Hype, Actionable, Relevant & Emotional): Story can be said to be a narrative created to capture the audience's attention and evoke curiosity about what lies behind a piece of content; Hype that is able to ride the wave or follow the trend and can follow current trends or issues that are currently developing or attracting public attention; Actionable can be easily carried out through engaging the public on social media or in real life; Relevant & Emotional The type of content presented to the audience is not only what can be read, current, or booming, but the narrative created must be relevant to their conditions and also emotionally charged. Relevance and emotion are about the audience.

### ***Brand Trust***

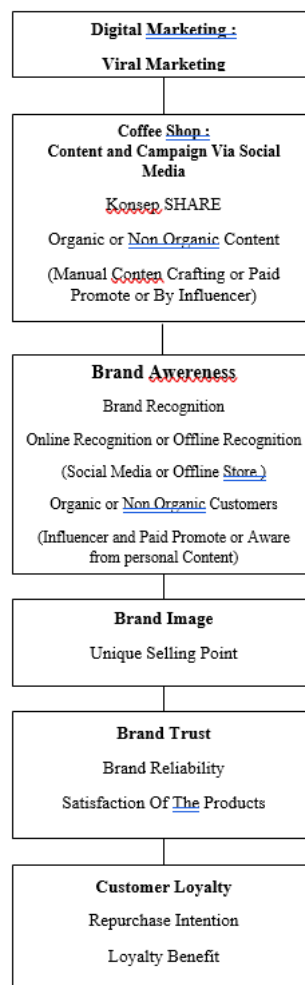
Customer trust in a brand is undoubtedly important and plays a role on its own after they place an order to achieve repeat orders for a brand, commonly used in top-of-mind brand types. According to Murthy in Anang Firmansyah (2024), brand trust from the company's perspective is a brand that successfully creates a memorable brand experience in consumers' minds in the long term, based on the integrity, honesty, and courtesy of the brand.

### ***Customer Loyalty***

According to Philip Kotler, a renowned marketing expert, "Customer loyalty is the result of consistent emotional experience, satisfaction based on physical attributes, and perceived value from an experience, including products or services provided." (Kotler & Keller, 2016) In other words, when a customer's emotional needs are consistently met, they feel physically satisfied and perceive value from the product or service provided, then they will become loyal to the brand.

The previous research by Yuniati, Ulfa Hardi, Nora Meilinda Primasari, Intan with the title Viral Marketing Strategies through Social Media of Interesting Visitor (Case Study Cafes Instagramable in Bandung) (2021) described how the concept of working from Viral Marketing itself is like spreading a virus, how to multiply itself and the marketing strategies that have been carried out by One Eighty Cafe, Congo Gallery and Cafe, The Stone Cafe, and Hummingbird Eatery Bandung said that they have successfully attracted customers because of comfortable places with

interesting cafe interior designs or Instagramable terms giving a good impression on visitors, which has an important effect in building a brand that influences assessments (Mehdi, 2021). This research also has differences in the use of viral marketing itself, which leverages content developed by the Coffee Shop itself, especially in attracting customer interest to come and even spread to their acquaintances to create loyal customers.



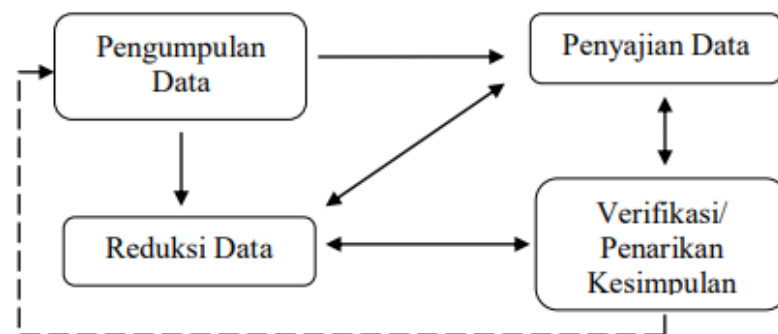
**Figure 1. Conceptual Framework**

Digital Marketing using Viral Marketing Techniques at Coffee Shops based on digital content via social media, viewed from the SHARE Concept and whether the content is Organic or not (Paid promotion or using Social Media Influencers), will generate Brand Awareness based on how interested the audience is in the type of content presented by the Coffee Shop, packaged in organic or non-organic content types. Organic content is based on the audience who come or view the content without any involvement from promoters (organic), while non-organic content is based on paid promotion or using influencers that can attract the audience.

There are also factors underlying this brand awareness, which can be reviewed from Online Recognition or Offline Recognition, where both factors can be seen through customers who know this coffee place from Online (social media) or directly passing through the coffee place (offline). From there, Brand Trust can be generated where customers will try to come and shop at the coffee shop. Brand Trust testing is based on Brand Reliability, where customer trust depends on the brand's ability to deliver promised value propositions and maintain the same level of satisfaction or even increase it in the future through menu, location, or customer loyalty benefit media.

## RESEARCH METHOD

To address the main issue of the research, the researcher adopted a qualitative approach using in-depth interview methods with research informants, observation of coffee shops, and documentation. According to Michael Quinn Patton as cited by Rulam Ahmadi (Patton, 2014), the primary method used by qualitative researchers to understand people's perceptions, knowledge, and feelings is through in-depth and intensive interviews. The researcher selected Domus Kopi and Tujuh Dua Kopi as the research locations because both coffee shops met the criteria for conducting their own viral marketing and had contrasting approaches to their viral marketing methods. Domus Kopi and Tujuh Dua Kopi have different characteristics in managing their social media, where the content presented by both differs in terms of influencers and organic content. This data was analyzed using the data analysis technique in this study, which is qualitative analysis using Miles and Huberman's data analysis techniques with the following steps:



**Figure 2 Miles and Huberman Data Analysis Technique**

The research method is the procedure and technique of research. Between one research and another, the procedures and techniques will differ. If they don't differ, it means the research is just repeating what has been done before (Haryono & Octavia, 2020). However, it doesn't mean everything should be different. For social research, for example, the research population might be the same, but the sampling technique, data collection technique, data analysis, etc., might differ. Please elaborate clearly, not just copying from other research. This section can be divided into several sub-sections, but it doesn't need to include numbering.

## RESULT AND DISCUSSION

A total of eleven informants from two coffee shops were involved in this study with the following characteristics: 1. The majority were male, with ten individuals (91%), and one female (9%). 2. Owners and customers were differentiated, with two owners (18%) and nine customers (82%). 3. Most informants were aged 22-26 years. To maintain informant information confidentiality and facilitate data presentation, each informant was given a code from O1 to O2 to indicate owner and C1 to C9 to indicate customers.

Overall, this research found that both coffee shops have similarities in the application of viral marketing as stated by both coffee shop owners. Additionally, their perceptions of brand awareness obtained from the created content are similar, supported by findings from field observations by customers who also have views on brand awareness towards the coffee shop brand itself. Regarding brand trust, the owners emphasized that trust is built through the type of content presented, and subsequent visits to the coffee shop. Therefore, customer loyalty is also built through visits accompanied by the implementation of the loyalty benefit concept, where customers feel their own benefits at the coffee shop.

Overall, this research found that both coffee shops have differences in terms of their viral marketing standards, with Domus Kopi setting a standard of approximately 15,000± views, while Tujuh Dua Kopi has a standard of approximately 20,000± views. Their views on influencer usage as a supporter in viral marketing methods also differ, with Tujuh Dua Kopi utilizing influencers more to increase brand awareness, while Domus Kopi relies more on organic methods by their internal team. Additionally, some customers of Tujuh Dua Kopi have different views on the SHARE method, where some do not cover the story point. Regarding loyalty benefits, both coffee shops differ in terms of the systems they use, with Domus Kopi using loyalty points while Tujuh Dua Kopi offers free delivery and menu testing as a form of loyalty to their customers.

Here is a more detailed explanation of the findings obtained: "In my opinion, if the content created can be considered viral, because the views are also quite high, over 20k+ for reels content and after uploading, quite a lot of people came (O2)." This is also the opinion of the owner of Domus Kopi with the following response: "Maybe we have tried to convey everything, where we try to incorporate all the elements of story, hype, actionable, relevant, and emotional, even though it's not certain whether it includes everything or not (O1)." From these results, it can be seen that they have a viral perspective for themselves, and they also agree with the SHARE concept they have implemented. In response to Domus Kopi customers' opinion, they each give their opinions on what has been presented by the type of content, and according to them, all the SHARE points meet the criteria and have been presented in an interesting way.

They agree on the Story, Hype, Actionable, Relevant, and Emotional points with the response: "Perhaps the information, in my opinion, their storytelling in content packaging is good and tells the process of renovation, the hype itself might be the enthusiasm built from wanting to visit during the renovation, their content that provides promo information is cool to share and also distribute to friends, for

relevant or emotional perhaps not yet, but there are some that can be considered emotional like giving a funny impression when throwing coffee, which I think is interesting for marketing techniques (C3)."

In terms of Brand Awareness, both coffee shops have different views and perceptions from their respective owners, and customers also perceive them differently. However, the utilization of social media by both coffee shops is similar and has a positive impact on implementing the type of content presented. The response from the owner of Tujuh Dua Kopi states, "Yes, it can be said that after creating content, people's awareness increased, there was even someone who came yesterday and made an IG story tag mentioning us. When I asked where they found out about us, they said they saw one of our contents on their feed and wanted to try it (O2)." The owner of Tujuh Dua Kopi also states that the results of their content creation have led to increased sales and the return of new customers. Similarly, some customers agree with how they perceive brand recognition from the coffee shop they visited. For example, one customer mentions, "It was featured by a coffee shop review page, and I also saw that this coffee shop leaves a good impression and is perfect for aesthetic photo spots, so I want to visit even more with friends (C4)."

This also aligns with the findings of a study titled "Viral Marketing Strategies through Social Media of Interesting Visitor (Case Study Cafes Instagramable in Bandung)" (2021) by Yuniati, Ulfa Hardi, Nora Meilinda Primasari, Intan. The study suggests that the concept of Viral Marketing is akin to the spread of a virus, increasing its own presence. Moreover, the marketing strategies employed by several cafes in Bandung have successfully attracted customers due to their comfortable environments and attractive interior designs, or Instagrammable spots, which significantly affect brand perception. Additionally, brand trust is built through the excellent services provided by the owners to customers, resulting in a comfortable experience during visits to the coffee shop.

Trust is established when customers visit the coffee shop directly after being made aware by the content presented. The owner of Domus Kopi describes this as follows: "Perhaps trust is built after they make a purchase and visit here, especially since, in my opinion, it is certainly built from the type of promo content or IG story content that we show to attract their interest in shopping here. Then, after they come here, there are always those who return, from what I see because we also have a loyalty point system and track it by the system, so I know when someone first made a purchase and how much they spent here and the points they collected (O1)." This perspective is also echoed by the owner of Tujuh Dua Kopi. Furthermore, the viewpoints of customers from both coffee shops also reinforce these observations. For instance, a Domus Kopi customer states, "The owner of Domus is friendly, the staff are also friendly and responsive, if there's something, it's often asked about, and the loyalty benefit, in my opinion, is good because Domus used to have a loyalty card that could be exchanged for discounts, and I used it to exchange for food, so it's like saving (C1)."

Similarly, a customer from Tujuh Dua Kopi mentions, "Firstly, for me, a coffee shop with good service and quality coffee... luckily, Tujuh Dua has both and it's also very affordable, even (C5)." The loyalty of customers to both coffee shops is also supported by the loyalty systems they implement. For example, Domus Kopi

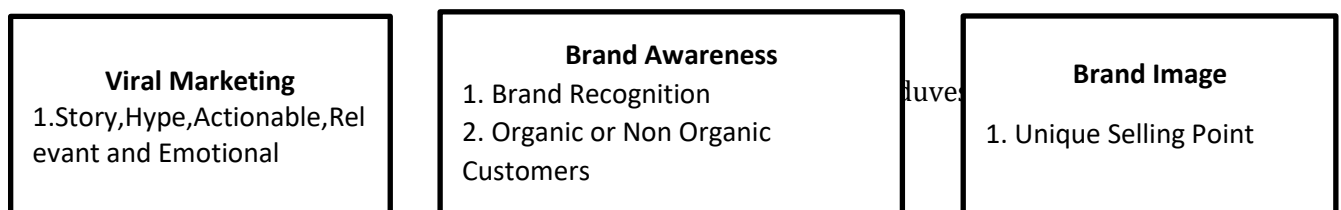


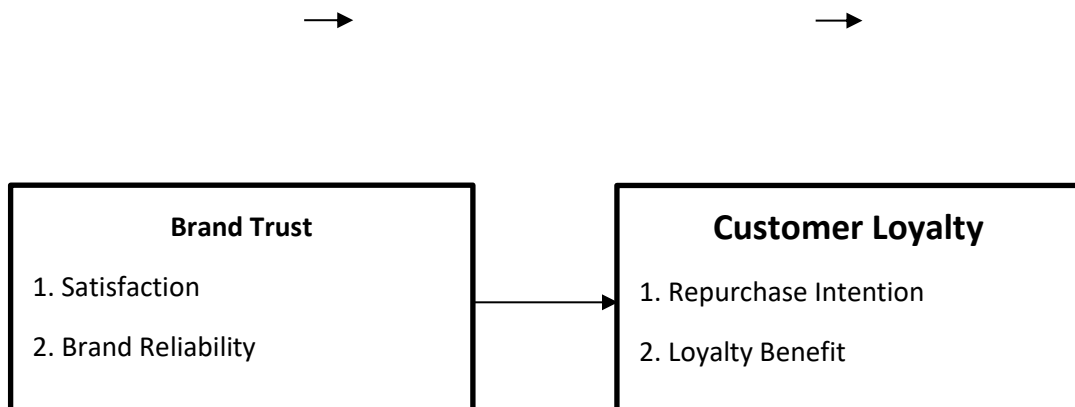
has a loyalty system in the form of points that can be accumulated and exchanged for their menu, while Tujuh Dua Kopi utilizes privileges such as menu testing and free delivery in the Denpasar area. This is corroborated by the opinion of a Domus Kopi customer: "Perhaps their application of loyalty points, which can be accumulated, and I rarely see coffee shops like this applying a system like this in the Denpasar area (C2)." Similarly, a customer from Tujuh Dua Kopi describes, "I was offered a menu before the launch and asked to try their coffee because I like coffee, and at that time, they were launching a new product, so I became a tester and asked for it to be delivered to my house because it's nearby, and they indeed provide free delivery (C8)." These findings align with the results of the study by Ligery, F Management, P Swastika titled "Viral Marketing, E-Wom and Customer Loyalty" (2020), which indicates that viral marketing has a direct positive effect on customer loyalty. E-Wom (Electronic Word of Mouth) also has a direct positive effect on customer loyalty, indicating that customer evaluations of a company, consisting of all business activities that create value in a company, can satisfy customers.

**Table 1. Code Summary and Theme of Qualitative Analysis Results**

Themes and Codes	Number of Responses
Tema 1: Viral Marketing	
Kode 1.1 : Konsep S,H,A,RE (Story, Hype, Actionable, Relevant and Emotional)	11
Tema 2 : Brand Awareness	
Kode 2.1 : Brand Recognition	11
Kode 2.2 : Organic or non Organic Customers	11
Tema 3 : Brand Image	
Kode 3.1 : Unique Selling Point	
Tema 4 : Brand Trust	11
Kode 4.1 : Satisfaction	
Kode 4.2 : Brand Reliability	11
Tema 5: Customer Loyalty	11
Kode 5.1 : Repurchase Intention	
Kode 5.2 : Loyalty Benefit	11

**Figure 3 Inter-Theme Relationship Model Results of Qualitative Analysis**





The discussion reveals similarities between these two coffee shops in their highly effective application of social media platforms and viral marketing, each with their own standards. Both have their own target markets, and customer interests are influenced by public figures or organically. This results in brand recognition, enabling customers to visit and trust both coffee brands. Some interviewees choose to become loyal customers due to the benefits they receive from both coffee shops.

Similarities are also found in their perceptions of brand awareness, which align with the findings of a study by Boentoro, Y., Paramita, S., & Paramita, S., titled "Viral Marketing Communication (Case Study of Kwang Koan Coffee)" (2020). The study suggests that in the digital communication era, businesses can effectively use social media platforms to communicate their brand, which is proven to be more effective and relatively cheaper than conventional advertisements. The popularity of influencers positively correlates with brand awareness.

Brand trust is gained through the presentations made by both coffee shops. However, concerning brand reliability, they have their ways to ensure customer satisfaction and brand dependence. For instance, Domus Kopi mentions that once customers trust the brand, they should make an order. This trust is built through incentives like loyalty points. Similarly, Tujuh Dua Kopi offers free testers and delivery to create brand loyalty. Customer trust in the brand leads to satisfaction and positive expectations in the future, known as brand trust.

Regarding loyalty systems and customer loyalty, both coffee shop owners have their methods to foster customer loyalty. Domus Kopi utilizes a loyalty point system to encourage repurchase intention, with an added benefit of easy customer tracking. On the other hand, Tujuh Dua Kopi focuses on free delivery for loyal customers, aiming to strengthen the bond between the coffee shop owners and their loyal customers. Customer testimonials indicate how they become loyal customers through the awareness created by viral marketing content, trust in the coffee shop brand, and ultimately, loyalty.

The satisfaction and attainment of loyalty from customers are built on their awareness and brand image, resulting in trust and loyalty. This aligns with previous

research, such as the study by Ligery, F Management, P Swastika titled "Viral Marketing, E-Wom and Customer Loyalty" (2020), which shows that viral marketing has a direct positive effect on customer loyalty. E-Wom, or Electronic Word of Mouth, also has a direct positive effect on customer loyalty, indicating that customer evaluations of a company's business activities can satisfy customers. Viral marketing has a significant impact, spreading satisfaction with a brand like a virus, ultimately leading to loyalty.

## CONCLUSION

This study found that viral marketing using the concept of S,H,A,RE in its content can increase brand awareness, trust, and customer loyalty in coffee shops. This idea can be applied to other businesses that use social media as their marketing foundation. Effective viral content can be generated through marketing teams, social media, or influencers, whether organically or non-organically. It doesn't need to reach a national or international scale to go viral but can be tailored to specific target markets, such as locally. If there are more than 15,000 views, it is considered viral. Product marketing and the use of social media are crucial for increasing exposure. However, this research emphasizes that, to enhance engagement and impression rates, coffee shops should set higher view targets to consider something viral. Further education and data research on viral marketing and the S,H,A,RE concept in content should be further explored. It is recommended for further researchers to delve deeper into the study location and establish appropriate standards or criteria for using viral marketing as a research subject. For example, calculating a specific number of views on social media platforms like Instagram or TikTok can be used as a measure of virality.

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