
| RESEARCH ARTICLE

The Impact of Viral Marketing Collateral on Brand Image: “#KwentongJollibee” Advertisement

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| ABSTRACT

Viral marketing is one of the essential strategies of businesses during promotional campaigns. Many companies have successfully used viral marketing as a profitable and effective marketing strategy. However, information regarding factors and elements that impact viral marketing remains unclear and how this viral marketing campaign influences customer perception. Drawing from Porter's theory of competitive advantage and the Associative learning theory, this paper seeks to investigate the effect of the viral marketing campaign on customer perception and examine the impact of the factors and elements on viral marketing collateral utilized in advertising a company's product offerings by using a descriptive and correlational paradigm. From the digitally conducted questionnaire with 385 respondents, the results show that viral marketing collateral and its several elements and factors are significant in fortifying a company's brand image, thus positively impacting customer perception.

| KEYWORDS

#KwentongJollibee Advertisement, Brand Image, Food Industry, Viral Marketing, Viral Marketing Collateral

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1. Introduction

Marketing is one of the essential functions of a business. Over the years, various advertisements online, be it through images or videos, have reached thousands, if not millions of people, resulting in many comments, likes, and shares (Bilgin, 2018). The posts that spread like wildfire across different social media platforms are considered vital to viral marketing promotion. This advertisement technique is beneficial, especially for businesses, to achieve their goals and objectives, such as improving their brand image and having positive perceptions from the customer's point of view (Liu et al., 2017). As the technology continues to emerge, online platforms now serve as avenues for businesses to reach their target customers and spread the word about their products and company, which can eventually transform into sales (Bhattacharya et al., 2019). The trajectory of previous studies focuses on the advertisement technique, technology advancement, the shift to digitalization, and heightened sales. The information on elements and factors that impact viral marketing and how the customers' perception of the brand image is affected is still unsatisfactory. This paper explores further the factors and elements that make viral marketing significant in improving a business's reputation and identifies the types of content that are likely to evoke consumers' positive perceptions.

Digital 2021 reports that the growth of social media users in the Philippines has increased significantly over the years, putting the country in the top 3 positions of the most significant year-on-year change in terms of absolute growth in the number of social media users. With the continuously increasing number of Filipino internet users, companies saw the critical use of viral marketing for building a robust online presence for consumers. Part of the consumers' social activities is to engage with various brands through their posts and advertisements or influencers promoting them (Koch et al., 2017). Thus, being consistent with the contents being put out online and ensuring how they will be delivered are essential for achieving the business goals. The viral marketing campaign “#KwentongJollibee,” by Jollibee, a Filipino international fast-food restaurant chain owned by Jollibee Foods Corporation, is a digital short tale or series that combines Jollibee with love, family, and Filipinos' everyday life. Jollibee uses viral marketing to create ads that often feature Filipino families and their love for one another. Their technique has been effective as

they ensure that their advertisements are relatable to the audience's life experiences, beliefs, and values to influence their perceptions.

Large corporate organizations in other countries achieve a successful and effective marketing strategy as they work to understand better, raise awareness, and apply contemporary topics in marketing, which is the concept of viral marketing. The competitive advantage of a viral campaign that enables it to generate millions of clicks and active viewers is by being relatable, creative, and appropriate categorization of marketing collaterals. This allows them to gain the strength to face competing products in the local or foreign market in terms of awareness as they apply the applied mechanisms for the concept of viral marketing (Abbas & Ali, 2020).

The aforementioned research study concentrated more on the impact of viral marketing in general without looking at its effect on a specific industry. The dearth of information regarding viral marketing in the food industry, particularly in the Philippines, instigates the study, exploring the importance of viral marketing as a tool that a business can use to reach more of its target and potential customers and further develop its brand image. The following section presents the current literature review regarding viral marketing collaterals in social media platforms, their elements, and their influence on consumers' purchasing behavior.

2. Literature Review

In today's age of the Internet, the significance of social media networks and their ability to reach consumers for information dissemination and campaign awareness is undeniable. People are gradually becoming technology savvy (Kumar & Gupta, 2016). Recently, viral marketing, a tactical method to communicate and reach many customers and audiences quickly, was adopted (Bhattacharya et al., 2019). In recent times, the expenditures on viral marketing activities seem to have a sharp growth (Huh et al., 2020). Generally, viral marketing is less expensive and more powerful than traditional advertising. The exchange of consumers' information (i.e., word-of-mouth) positively influences brand attitude, including sales (Motoki et al., 2020). Viral marketing, aside from reaching large audiences, can also reach particular customer groups where the role of networks of friendship surfaces due to shared interests. It shows that viral marketing collateral somehow plays a role in creating conversations and sharing matters in life with the audience (Bhattacharya et al., 2019). Also, although viral marketing is a relatively new strategy compared to traditional marketing, it is an essential strategy that organizations should rely on in marketing their products (Abbas & Ali, 2020).

Studies have shown vital ad characteristics that contribute to the ad's potential to become viral, such as creativity and informativeness. Accordingly, many people like to circulate entertaining, enjoyable, surprising, unique, and funny content; the success of a viral campaign is likely to be associated with the ad's creativity. Another factor is the informativeness of the advertisements. An informative ad can provide essential information that helps consumers make better purchase decisions. The information can reduce the associated risks with the product and influence consumers' perception of the brand (Moldovan et al., 2019). Nikolina and King (2018) discovered certain emotions like awe and affection that a person can experience in watching video advertisements prompt them to share them with others. Also, campaigns that elicit reactions and stimulate discussions from the viewers often trigger higher levels of sharing for video advertisements (Quesenberry & Coolsen, 2019). Upon discovery, the beginning, peak, and end of a video are the most influential in increasing the viral potential (Shehu & Clement, 2016). This shows that it is essential to carefully plan what to put in a campaign to ensure its success. Ensuring that the attraction, quality, and authenticity are evident in the campaigns is essential since they are also critical factors to increase the sharing probability (Wendt et al., 2016).

Moreover, the influence of social media and its essence of virality is predominantly becoming evident and significant in businesses, politics, and society. Since it provides the people and companies with diversified and interlinked channels or platforms, exchanging information and opinions is conveniently achieved (Wang & Street, 2018). Various social networking platforms enable users and businesses to interact, communicate, create easily and share content effortlessly and rapidly (Roese, 2018). Due to this, it gives regular users the power to create "media hypes" or "viral content," which can potentially affect a particular product, brand, or business as more people are engaged and are conversing about it.

Correspondingly, this social media enables virality and sets trends in society as it favors relationship and community building and promotes active engagements of consumers (MajlesiRad et al., 2020). According to a study conducted by Petrescu, consumers are increasingly comfortable with online viral advertising campaigns and observed that for content to be viral, it has to meet the following characteristics: funny, intriguing, appealing to the imagination of consumers, credible, and innovative (Petrescu et al., 2016). Nevertheless, consumers are likely to seek out others' opinions before making purchase decisions. So through the Electronic Word of Mouth (eWOM), in which viral content has been established and produced, consumers' influence on purchasing behavior is significantly affected (Hendrayati & Pamungkas, 2020). Moreover, viral marketing and strong social media presence can positively impact the behavior of consumers through the positive effects of Electronic Word of Mouth Marketing (eWOM). With this, users can conveniently and rapidly share information and ideas with friends and other people resulting in a spread of influence. Also, they

positively enhance the brand image and the brand loyalty of a company or product as more people are engaged and conversing about it (Siguaw et al., 2021).

In relation, brand image is the brand's position in the consumer's mind. It represents the personal symbols from the perspective of consumers that consists of all the definitions and judgments related to the brand. That is why improving the brand image is essential. The more the brand image of one's brand positively enhances, the more it can lead to established brand loyalty from the consumers, which is beneficial to their sales and shareholder value (Bilgin, 2018). Moreover, it is also essential to improve the brand image as it is one aspect of brand equity, which is considered one of the most valuable things for a business (Cheng et al., 2019). Thus, the use of high-quality viral marketing campaigns is vital in enhancing the credibility and image of the brand as it will also likely influence consumer purchase intentions (Liu et al., 2017).

Further, viral marketing can help establish a unique image that would let consumers differentiate the brand from other competitor brands (Raji et al., 2019). Hence, this customer-driven marketing strategy will further improve the value and image that could help lead to positive results like the brand's immense success since it can create awareness and buzz that would help accelerate the product's sales (Olannye, 2020). In the food industry, although TV advertising has played a vital role in attracting consumers, Norman (2018) mentioned that online advertising combined with TV advertising is better as exposure to multiple media food advertising has a more substantial influence on the food intake. Moreover, Chen and Berger (2016) argued that when people are actively looking for content, the criteria of degree of interest, quality, and power have less influence on their decision to share. Compared to people who passively receive the content, they have a much stronger effect.

A competitive advantage would make the content more relatable and exciting than others, which would be worth sharing and engaging (Kiyabo & Isaga, 2019). Porter's theory helps illustrate this as it states that the competitive advantage helps businesses thrive in the corporate field by being unique (Porter, 1985). This theory primarily tackles the concept of a firm's value-creating strategy and its benefits that the other competitors in the corporate world cannot easily duplicate (Koch & Windsperger, 2017). This entails that for a business to exhibit a competitive advantage, it should possess the qualities such as uniqueness, creativeness, and attention-grabbing. This would correlate with the target market's positive and greater depth of context processing. Hence, a better market recollection and recognition process (Ahlberg, 2019).

The theory of Associative Learning, on the other hand, bridges the notion that learning, through the exposure of viral marketing campaigns of the brand, allows the audience to attach the characteristics or qualities of the collateral to the brand that introduced the stimuli. Exposure pertains to the visibility of content crafted and posted by brands and consumers (Dhaoui & Webster, 2020). The attitudes and perceptions towards viral video advertisements significantly affect attitudes and perceptions towards the product being promoted (Mora & Vila, 2018). Thus, when users of various social media platforms would have been exposed to viral video marketing collaterals, their perceptions and attitudes towards the brand vary; either the audience associates the perception that they had with the collateral to the brand or not. If the audience perceives the viral marketing collateral of brands positively, the company's brand image fortifies; therefore, the brand strengthens its brand resonance. The following section of this paper presents the conceptual framework that the researchers utilized for the study. In the next section, the research methodology is presented.

3. Methodology

This study utilized a descriptive and correlational paradigm to characterize the variables and explore their relationship. This is used to establish the relationship of the elements and factors of viral marketing and their impact on customers' perceptions. 385 individuals exposed to the #KwentongJollibee Advertisements of Jollibee Foods Corporation were surveyed using Google forms. A 4-point Likert scale survey questionnaire was used to gather data and measure the variables and their significance of viral marketing in fortifying the brand image of Jollibee. The respondents chose from "strongly disagree" to "strongly agree." Through the selected scale, the researchers gathered accurate responses from the survey participants.

The data gathering's geographical scope for the research study is only within NCR or Metro Manila. The researchers have selected the respondents of this research upon meeting the developed criteria. Furthermore, frequency, percentage, weighted means, and standard deviation are some of the researchers' tools that were utilized to analyze the data. Notably, they have used a T-test and ANOVA test to determine the significant difference in the respondents' generation profile assessment to determine the significance of viral marketing. In the following section, the researchers present the detailed results of the study and the survey conducted.

4. Results and Discussion

We derived our investigation on the correlation model where the significant value is at 0.05 level and is a 2-tailed shape. Relatively, the correlation values stipulate the relationship between viral marketing and consumer perception towards the brand. The mean and standard deviation of each variable were also computed.

Table 1. Viral Marketing Collaterals in Fortifying the Brand Image of Jollibee Philippines

	r	Mean	Std. Deviation
Consumer Perception		3.25	.5804
Engagements	.477*	3.25	.5685
Popularity	.383*	3.41	.4899
Social Media Platforms	.411*	3.35	.4888
Endorsers	.351*	3.34	.5614
Creativity	.268*	3.39	.5228
Informativeness	.265*	3.05	.7068
Emotionality	.236*	3.38	.5528
Relatability	.267*	3.44	.5083

*. Correlation is significant at the 0.05 level (2-tailed).

Table 1. shows a significant relationship between viral marketing and consumer perception towards the brand (H1) (\bar{x} =3.25, s =.5804). Also, it indicates that all factors and elements have significant positive relationships to consumers' perceptions. This is shown in the value of the following variables: engagements (\bar{x} =3.25, s =.5685), popularity (\bar{x} =3.41, s =.4899), social media platforms (\bar{x} =3.35, s =.4888), endorsers (\bar{x} =3.34, s =.5614), creativity (\bar{x} =3.39, s =.5228), informativeness (\bar{x} =3.05, s =.7068), emotionality (\bar{x} =3.38, s =.5528) and relatability (\bar{x} =3.44, s =.5083).

The data confirm that viral marketing is indeed an effective marketing strategy established by a firm to promote its products in the hopes that those who witness the campaign will be so impressed that they would tell their friends and family about it (Hendrayati & Pamungkas, 2018). The study done by Abbas & Ali (2020) reveals that viral marketing is one of the modern and most important marketing strategies that are significant in maintaining the continuity of providing products and services to organizations. The study also indicates that it is one of the essential strategies that organizations must rely on in marketing their products or services. The paper also mentioned that for viral marketing to be successful, the collateral should consist of complete information in line with the dynamics of the market and the nature and desires of the consumers. Lastly, It also states that viral marketing depends on the strength of social relations between the organization and its customers. This implies that the higher the levels of trust by the public towards the organization, the more effective the viral marketing collateral would be. Seemingly, it stipulates that the progress in the field of information technology and the disappearance of electronic trade restrictions have played a big role in the expansion of viral marketing. Ultimately, the results of the study imply that there is a significant relationship between viral marketing and consumer perception towards the brand and that it poses a positive influence on consumer perceptions. The study by Cheng et al. (2019) discussed that it is essential to improve the brand image, an aspect of brand equity that is one of the most valuable aspects of a business entity. The results of this study support this literature using viral marketing collaterals; the analysis of all the variables such as the elements and factors yielded an overall positive influence on fortifying the brand image of a company.

Table 2. Significant Elements that Affect Viral Marketing Collateral in Positively Affecting the Consumers' Perception

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.928	.213		9.044	.000
Creativity	.135	.073	.122	1.853	.065
Informativeness	.122	.049	.149	2.474	.014
Emotionality	-.024	.081	-.022	-.292	.770
Relatability	.165	.082	.144	2.004	.046

Dependent Variable: Customer Perception

Note: R^2_{adj} =0.096, (N = 385, p = 0.00)

In terms of identifying the positive significance of the elements of the viral marketing collaterals of the #KwentongJollibee Series, such as creativity, informativeness, emotionality, and relatability of viral content, multiple regression was calculated in Table 2, wherein a significant regression equation was found ($F(4, 380) = 11.178, p < 0.00$), with an adjusted R^2 of 0.096. The unit of measurement that was used as a basis for identifying the variables that have a significant effect on consumers' perceptions is the "p-value" wherein ($P \leq 0.05$). The consumers' predicted brand perception is equal to $1.928 + 0.122In + 0.165R$, where In is informativeness, and R is relatability. Informativeness and relatability were found to affect customers' perceptions significantly positively. However, creativity and emotionality have no significant impact on customers' perceptions. The regression equation can be interpreted as consumers' predicted brand perception increases by 0.122 for every one unit increase in informativeness and also increases by 0.165 for every one unit increase in relatability.

Informativeness with a p-value = .014 and relatability with a p-value = .046 prove to have significant positive effects on consumers' perceptions (H3). It shows that the informativeness of the advertisements has a way of altering the consumers' recognition, attitude, and satisfaction because consumers are not only made aware of new products but they are also informed about how the product differs from what the competition has to offer (Wang & Lan, 2018). Primarily, the findings indicate that informativeness pertains to eliciting a good response from customers by including relevant and personalized information that meets their needs in the advertisements (Wang & Lan, 2018) and that viral marketing collateral is a path to reasonable consumer response to a product if they believe the viral marketing message is relevant, trustworthy, and appropriate (Ahmad & Lasi, 2020).

On the other hand, advertisements related to the consumers' life experiences and reflect their beliefs and values can positively impact their perception of brands. Also, ads that can make them feel engaged with the story, whether it directly relates to how the consumer is currently feeling or what they are going through in life, can positively affect their perception of brands (H5). According to a study, there appears to be a link between the genuineness of commercials and their likability. Relatability, which also contributes to the advertisement's perceived authenticity, is one aspect that contributes to audiences enjoying an advertisement (Weinberg, 2021). Thus, it is essential to ensure that the attraction, quality, and authenticity are evident in the campaigns as they are also critical factors to increase the sharing probability (Wendt et al., 2016).

Furthermore, in contrast to the previous research studies were done by Moldovan et al. (2019), Nikolinakou and King (2018), where creativity and emotionality play a considerable role in making an advertisement go viral, the data shows that creativity (H2) with a p-value = .065 and emotionality (H4) with a p-value = .770 are insignificant in affecting customers' perceptions. However, it is worth noting that there are still emotions involved in the element, relatability, as consumers perceive advertisements to be effective if they can relate to the story of the ad and the feelings being portrayed in them.

Table 3. Significant Factors that Affect Viral Marketing Collateral in Positively Affecting the Consumers' Perception

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.019	.205		4.983	.000
Engagements	.327	.058	.320	5.600	.000
Popularity	.134	.068	.113	1.973	.049
Social Media Platforms	.203	.072	.171	2.835	.005
Endorsers	.009	.063	.008	.140	.889

Dependent Variable: Consumer Perception

Note: : $R^2_{adj} = 0.262, (N = 385, p = 0.00)$

Another multiple regression was calculated in Table 3 to predict brand perception using the various factors on the viral marketing collaterals, such as engagements, popularity, the use of social media platforms, and endorsers. A significant regression equation was found ($F(4, 380) = 35.008, p < 0.00$), with adjusted R^2 of 0.262. The unit of measurement that was used as a basis for identifying the variables that have a significant effect on consumers' perceptions is the "p-value" wherein ($P \leq 0.05$). The consumers' predicted brand perception is equal to $1.019 + 0.327En + 0.134P + 0.203S$, where En is engagements, P is popularity, and S is social media platforms. Endorsers were taken out of the model because it was found to be insignificant. The regression equation can be interpreted as consumers' predicted brand perception increases by 0.327 for every one unit increase in engagement. Similarly, the consumers' predicted brand perception increases by 0.134 for every one unit increase in popularity and 0.203 for every one unit increase in social media platforms.

Based on the table, engagements (H6) with a p-value =.000, (H7) popularity with a p-value =.049, and social media platforms (H8) with a p-value =0.005 prove to be significant towards consumers' perceptions. Engagements pertaining to the number of likes, comments, and shares, whether by friends, relatives, or influential individuals, seem to influence consumers' perceptions. The marketing stimuli such as viral marketing strategies imply that they can influence brand perceptions through the formation of associations. These associations are linked to the viral marketing collateral elements such as creativity, informativeness, emotionality, and relatability (Lutchyn & Faber, 2016). According to a study conducted by (Cheung et al., 2020), one of the elements which directly influence consumer brand engagement is the trendiness of a particular advertisement or marketing promotion. Relatively, the trendiness of an ad or viral marketing collateral encapsulates the number of likes, comments, and shares that it garners. On the other hand, popularity pertains to an advertisement's effectiveness whenever it creates a buzz where people exchange opinions or gossip about it or when friends, family, and influential individuals talk about it. In a recent study, Kim (2018) discovered that when the message of an advertisement was presented with high shares versus low shares, participants reported a greater perception of message influence on themselves. High shares also resulted in a more positive evaluation of the message's influence on others. Lastly, social media platforms proved to be critical in viral marketing as we are in the age of modern technology wherein communicating with people has become simpler and quicker (Salloum et al., 2019). Thus, the choice of social media platforms among Facebook, Twitter, and YouTube seem to have a positive effect on consumers' perceptions.

Moreover, for more than fifty years, the employment of celebrities in advertising has had a beneficial effect on the trustworthiness, remembrance of the content, memory, and likeability of the advertisements (Min et al., 2019). Also, there are numerous instances where successful social media influencers (vloggers and Instafamous personalities) have been known to transition into celebrities, gaining access to the broader public and mass media which can influence the perceptions of the consumers (Schouten et al., 2019). However, based on the results of this study, all endorsers such as celebrities, vloggers, and influencers (H9) with a p-value =.889 were taken out of the model because it was found to be insignificant.

Therefore, the consumers' predicted brand perception is equal to $1.019 + 0.327En + 0.134P + 0.203S$, where En is engagements, P is popularity, and S is social media platforms. Furthermore, the regression equation can be interpreted as consumers' predicted brand perception increases by 0.327 for every one unit increase in engagement. Similarly, the consumers' predicted brand perception increases by 0.134 for every one unit increase in popularity and 0.203 for every one unit increase in social media platforms.

Table 4. Respondent’s Generation Profile Assessment of the Significance of Viral Marketing in Improving the Brand Image of Jollibee Philippines

Age Groups	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		F	p
					Lower Bound	Upper Bound		
Gen Z	197	3.2481	.59768	.04258	3.1641	3.3321	.927	.397
Millennial	113	3.2909	.52649	.04953	3.1928	3.3891		
Gen X	75	3.1733	.61165	.07063	3.0326	3.3141		
Total	385	3.2461	.58043	.02958	3.1879	3.3043		

Table 4 exhibits the one-way ANOVA that identifies whether there was a significant difference in the respondents' assessment of the significance of viral marketing in fortifying the brand image of Jollibee Philippines when compared according to the respondents' generation profile (generation Z, generation X, and Millennials). By looking at the "p-value" wherein ($P \leq 0.05$), the overall computation of the p-value resulted in a value of 0.397, which is greater than the set value of "p." Therefore, the given data reveals that there is no significant difference in the respondents' assessment of the significance of viral marketing in fortifying the brand image of Jollibee Philippines when compared according to the respondents' generation profile. A study done by Sloomweg & Rowson (2018) promulgates that Generation X, Generation Y, and younger generations all prefer online marketing strategies compared to traditional ones. This data reveals that regardless of an individual's age who are between Generation Z to Generation X, they all prefer digital marketing collaterals, which also substantiates the results in table 4 that there was no significant difference in the respondents' assessment of the significance of viral marketing in fortifying the brand image of Jollibee Philippines.

Also, according to data conducted by Statista, it reveals that 99 percent of 18- to 29-year-olds, which comprises Generation Z and the Millennials, were internet users. A further share of 98 percent of 30- to 49-year-olds, which contains the Millennials and the Generation X, and a share of 96% of 50- to 64-year-olds, which includes the Generation X, said they used the internet. In line with this, data produced by Pew Research Center states that 84% of adults ages 18 to 29 say they use social media sites, 81% of individuals who are 30 to 49 years of age say they use social media sites, and 73% of individuals who are 50 to 64 years of age say they use social media sites. These figures reveal that each generation uses social media, which denotes that they have either been exposed or have encountered viral marketing collateral. This implies that there is no significant difference in the assessment of the significance of viral marketing in fortifying the brand image of Jollibee as all generations are exposed to viral marketing collateral.

5. Conclusion

The study finds that viral marketing collaterals are significant in fortifying the company's brand image that impacts customer perception. Also, some factors and elements significantly impact the efficacy of the viral marketing collateral utilized in advertising a company's product offerings. The study also highlights a significant relationship between viral marketing and consumer perception towards the brand. The researchers based the interpretations of these implications on the elements and factors used as variables in this study.

The paper conveys that elements such as informativeness and reliability significantly contribute to the positive perceptions of the customers towards the brand image. Specifically, the study reveals that advertisements help raise awareness about the theme and provide details regarding relevant societal issues. At the same time providing details regarding the product endorsed positively affects the consumers' perception of the brand. Moreover, the advertisements should be relatable to their life experiences, beliefs, and values to influence consumers' perceptions. This implies that Jollibee's techniques in creating ads that often circulate Filipino families and their love for one another effectively influence consumers' perceptions. Notably, many recent studies found that creativity and emotionality are considerable in viral marketing collateral. However, this study found that heartwarming, humorous, entertaining, and surprising advertisements and the advertisements that elicit amazement, affection, and curiosity do not appeal to the consumers' perceptions. Nevertheless, it is worth noting that in the element of "reliability," the consumers still consider their emotions and experiences in assessing if the advertisements are effective for them.

On the other hand, all factors except endorsers show great significance to the viral marketing collaterals' efficacy in positively affecting customers' perception towards the brand image. The study reveals that Engagements such as the number of likes, comments, and shares create a positive influence on the perceptions of the brand's consumers. This implies that the higher the engagement (likes, comments, shares) of particular marketing collateral, the more it positively influences consumers' perception of the brand. In terms of Popularity, it is conveyed in this research that the "trendiness" of particular marketing collateral or a marketing promotion directly influences consumer brand engagement and that the effectiveness of marketing collateral would predominantly depend on whenever it creates a buzz where people tend to exchange opinions or gossip about it or when friends, family, and influential individuals talk about it. For the social media platforms, it is exhibited in the paper that social media platforms serve as a tool that can directly influence consumers' perception and purchasing behavior since social media platforms have become ideal for fostering electronic word-of-mouth and virality of a particular advertisement or marketing collateral.

Correspondingly, the study concludes that there is no significant difference in the assessment of the significance of viral marketing in fortifying the brand image of Jollibee when compared according to the respondents' generation profile. All respondents have been exposed to or have encountered viral marketing collateral on various social media platforms. Regardless of an individual's age or generation, they still prefer digital marketing collaterals and strategies over traditional marketing methods and executions.

The results of the study implicate that viral marketing collateral and several of its elements and factors are significant in fortifying the company's brand image, thus creating a positive impact on customer perception. Additionally, the demographic profile of the respondents did not play a significant role in their assessment. There is also a limitation to the geographical distribution of the study. To have a broader scope and better improve the study, it would be beneficial for future studies to look into the sexes of the respondents if there is a significant difference in their assessment of the significance of viral marketing in fortifying the brand image of Jollibee Philippines. Broadening the geographical scope of the study beyond the National Capital Region of the Philippines can also be considered. As for the utilized brand, future researchers could consider international brands and explore the impact of viral marketing collaterals on the brand image in other industries aside from the food industry.

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