https://journals.unizik.edu.ng/ujofm

Influence of Global Marketing Dynamics on Viral Strategies: A Case Study of Multinationals in Nigeria

Ayankola, Ayansola Adewumi [1]; Raji, Ali Tobi[2†]; and

Olowe, Sunday Temitope[3]

Article Information

Keywords:

Global Marketing; Viral Strategies; Social Media Campaigns; Viral Content Distribution

Article History

Received: 30 Aug. 2024
Accepted: 25 Sept. 2024
Published: 14 Oct. 2024

Copyright
© 2024. The Authors.

Abstract

Global marketing dynamics profoundly influence viral strategies, reshaping international business operations. The increasing complexity of global markets has posed new challenges for managing cross-border activities. This study aimed to assess the influence of global marketing dynamics on viral strategies. Technological presence and cultural content were used as indicators of global marketing dynamics, while social media and email marketing served as proxies for viral strategies. A descriptive survey approach was employed, targeting employees of three multinational corporations in Lagos State, Nigeria. The study's population comprised 1,152 employees from Coca-Cola, Nestlé, and Guinness Nigeria, with a sample size of 297 respondents. The proposed hypotheses were tested using z-test statistics. The results indicated that technological presence significantly enhances social media viral strategy ($z = 10.345$, $p < 0.05$), and cultural content positively affects email viral strategy ($z = 8.712$, $p < 0.05$). The findings imply that multinational corporations in Nigeria can optimize their marketing efforts by enhancing their technological presence to boost social media viral strategies, while tailoring culturally relevant content to improve the effectiveness of email viral strategies, ultimately driving higher engagement and localization in their campaigns. Therefore, the study confirmed that global marketing dynamics have a substantial impact on viral strategies. It is recommended that companies aiming to optimize their social media viral strategies should prioritize technological advancements and invest in cutting-edge digital tools to enhance their online presence. Additionally, businesses should incorporate culturally relevant content into their email marketing strategies to foster stronger connections with diverse international audiences, ultimately boosting engagement and campaign effectiveness.

affiliation: [1]Department of Marketing, Faculty of Management Sciences, Ladoke Akintola University of Technology, Ogbomoso, Oyo State, Nigeria

[2]Department of Marketing, Faculty of Management Sciences, Osun State University, Osogbo, Osun.
[3]Department of Marketing, School of Business Studies, The Federal Polytechnic, Ado Ekiti, Ekiti State, Nigeria

email: aaayankola@lautech.edu.ng. ali.raji@uniosun.edu.ng; olotemitope@gmail.com.

† *corresponding author*

Introduction

Global marketing dynamics have fundamentally reshaped the landscape in which businesses operate, directly influencing the development and implementation of viral marketing strategies. Major global brands like Coca-Cola, Apple, and Samsung have adeptly utilized global marketing dynamics to enhance their viral marketing strategies (Khamis, Ang, & Welling, 2017; Felix, Rauschnabel, & Hinsch, 2017). Viral strategies are increasingly becoming a linchpin in global marketing, yet there is a lack of research on how multinationals in diverse cultural environments like Nigeria adapt these strategies to local consumer behavior and technological infrastructure, making this study essential for addressing this gap. These strategies may develop naturally or through careful planning, frequently depending on consumers to spread the messages themselves, driven by a combination of social incentives, perceived value, or the desire to share content that is deemed relevant or entertaining (Tuten & Solomon, 2018; Hennig-Thurau et al., 2019).

As businesses strive to maintain a competitive edge in the global marketplace, the need to adapt marketing strategies to fit various cultural, technological, and economic contexts has never been more critical. Viral marketing, in particular, offers a potent tool for companies seeking to transcend geographical and cultural boundaries. It facilitates the swift spread of brand messages via consumer networks, circumventing the limitations of traditional marketing channels (Balaji, Khong, & Chong, 2016; Stephen, 2016). By leveraging the power of peer-to-peer communication, viral strategies can significantly enhance brand visibility and consumer engagement on a global scale.

Social media platforms, particularly those with widespread global usage such as Instagram, Twitter, and TikTok, have become indispensable in the execution of these strategies. These platforms offer businesses unprecedented opportunities to engage with international audiences, using the immediacy and interactivity of the digital environment to amplify their marketing messages. The success of viral campaigns usually depends more on the appeal of the message itself than on the promoted product, underscoring the importance of culturally sensitive and emotionally compelling content (Li, Larimo, & Leonidou, 2021; Tafesse & Wood, 2021). Video content, in particular, has proven to be a powerful medium for viral marketing, capable of transcending language barriers and eliciting emotional responses that foster consumer connection across different regions.

In an era of globalization, where the lines between local and international markets are increasingly blurred, the interplay between global marketing dynamics and viral strategies is crucial for understanding modern marketing practices. The rise of digital platforms has transformed information sharing, enabling businesses to create substantial brand awareness and customer loyalty across multiple markets simultaneously (Appel et al., 2020; Katsikeas, Leonidou, & Zeriti, 2019). However, the competitive nature of the global marketplace necessitates that companies continuously innovate and refine their viral marketing campaigns to stand out in a crowded field. Trust is fundamental to effective viral marketing, with the source's credibility being crucial in consumer acceptance and engagement (Dwivedi et al., 2021).

This study aims to delve into the influence of global marketing dynamics on viral strategies. It seeks to specifically explore the influence of technological presence on

social media viral strategy and the influence of cultural content on email viral strategy. This study will contribute to a deeper understanding of how businesses can optimize their approach to achieving global market success through innovative and culturally resonant viral campaigns.

Review of Literature
Conceptual Review

Global Marketing Dynamics

Global marketing dynamics encompass the diverse factors that shape the strategies and outcomes for businesses operating on an international scale. These factors include economic, cultural, technological, and political elements that impact how companies position their brands, engage with customers, and compete across different countries. As noted by Pilato and Voss (2023), global marketing dynamics involve adapting marketing strategies to align with the unique needs and preferences of global audiences. The rapid advancement of digital technologies has further accelerated the evolution of global marketing strategies, necessitating continuous innovation and adaptation by businesses (Farooque et al., 2023).

As businesses expand their global presence, they encounter the challenge of understanding and addressing the distinct market conditions in various regions. Effectively navigating these dynamics is crucial to the success of global marketing efforts. Farooque et al. (2023) emphasize the significance of cultural awareness and market-specific strategies in achieving success in global marketing. By customizing their strategies to fit local contexts, businesses can establish stronger connections with consumers and develop more impactful marketing campaigns.

In recent developments, technological advancements and the rise of digital platforms have significantly reshaped global marketing dynamics, enabling businesses to reach international markets more efficiently. According to Thompson and Lee (2024), the integration of AI and big data analytics allows companies to analyze consumer behavior in real-time, facilitating more precise targeting and personalization in diverse regions. Furthermore, globalization has spurred the adoption of localized digital marketing strategies, where brands use region-specific influencers and localized content to resonate with local audiences (Kumar & Singh, 2023). These trends highlight the growing importance of technological innovation and cultural contents in global marketing, as businesses seek to adapt swiftly to market changes and consumer preferences. The technological and cultural factors of global marketing dynamics which are the most relevant to this research are discussed below.

Factors of Global Marketing Dynamics

Technology
Technology refers to the practical application of scientific knowledge, particularly in industry. In the realm of marketing, it includes tools, platforms, and systems that facilitate communication, data processing, and interaction between businesses and consumers. This encompasses the internet, mobile devices, social media platforms, and data analytics, all of which have significantly transformed how companies engage with global markets. Technology is crucial in shaping global marketing dynamics by

enabling businesses to efficiently reach and interact with international audiences. The rise of digital technologies has eliminated geographical barriers, allowing companies to operate on a global scale. For example, technology has enabled e-commerce giants like Amazon and Alibaba to connect buyers and sellers worldwide, creating expansive, interconnected markets (Katsikeas, Leonidou, & Zeriti, 2019).
In global marketing, technology aids in the swift dissemination of information, making it easier for companies to launch and manage international campaigns. Automation tools and data analytics assist businesses in tailoring marketing messages to various cultural and regional markets, thereby increasing relevance and engagement (Li, Larimo, & Leonidou, 2021).

Social media platforms, which have emerged as a result of technological advancements, have transformed global marketing by enabling real-time interactions between brands and consumers. Platforms like Facebook, Instagram, and TikTok empower companies to create viral marketing campaigns that can rapidly cross borders, reaching millions of users worldwide. These platforms utilize algorithms and data analytics to target specific demographics, enhancing the effectiveness of marketing efforts (Appel et al., 2020).

Culture
Culture encompasses the shared values, beliefs, behaviors, and norms that define a group of people or a society. It includes aspects such as language, religion, customs, traditions, and social practices that shape how individuals perceive and interact with their environment (De Mooij, 2019).

In the context of global marketing, culture plays a vital role in influencing consumer behavior and preferences, making it a critical element in the development of effective marketing strategies. To succeed in international markets, businesses must understand cultural differences, as these factors affect how consumers interpret marketing messages, perceive brands, and make purchasing decisions. For instance, a campaign that resonates with one culture may not have the same effect in another due to variations in language, symbolism, and social norms (De Mooij, 2019).

Marketers need to adapt their strategies to match the cultural context of each target market. This involves modifying product offerings, communication styles, and promotional tactics to align with the cultural expectations and values of consumers. Ignoring cultural nuances can lead to misunderstandings, negative brand perceptions, and ultimately, the failure of a marketing campaign (Hollensen, 2020).

In recent years, a significant trend in global marketing dynamics has been the rise of hyper-localization, where brands tailor not just their messages but entire marketing strategies to resonate with specific cultural groups within global markets. According to Singh and Ahmed (2023), companies are increasingly using cultural analytics tools to decode local consumer behavior, preferences, and values in real-time. This shift is driven by advancements in AI and big data, allowing marketers to create more personalized and culturally relevant experiences. Additionally, there has been a growing focus on cultural inclusivity in marketing, with brands prioritizing diverse representation and language customization to ensure their messages are both globally and locally impactful (Lee & Thompson, 2024).

Drawing from the insights gained from understanding global marketing dynamics, it becomes essential to explore how viral strategies can effectively leverage these dynamics to enhance brand visibility and consumer engagement across diverse global markets.

Viral Strategies

Viral strategies are marketing approaches aimed at rapidly disseminating a brand's message across digital platforms, typically requiring minimal investment by producing highly shareable, engaging content (Bajaj & Gupta, 2023). These strategies leverage digital media, including social media, email, and influencer marketing, to quickly gain extensive exposure (Chen & Zhao, 2023). The effectiveness lies in word-of-mouth communication, where satisfied customers naturally advocate for the brand, extending campaign reach (Nimble Editorial Team, 2020). While early viral marketing successes were often organic, businesses now use data analytics and targeted content to enhance message spread, incorporating multilevel marketing (MLM) principles to turn customers into active participants (De Vries & Carlson, 2023), supported by Metcalfe's law, which states that a network's value grows exponentially as more users join (Purohit & Purohit, 2018).

In recent years, viral strategies have been significantly influenced by global marketing dynamics, particularly through the integration of artificial intelligence (AI) and machine learning. These technologies allow brands to analyze diverse cultural trends across various markets, enabling them to predict viral phenomena and optimize content in real-time for maximum reach (Smith & Johnson, 2024). The rise of short-form video platforms like TikTok and Instagram Reels exemplifies this shift, as brands adapt their messaging to create engaging, bite-sized content that resonates with global audiences and is easily shareable (Patel & Lee, 2023). Furthermore, social listening tools have become essential in this context, providing brands with insights into consumer sentiment across different cultures, allowing for agile responses to trending topics and emerging cultural moments (Chen & Li, 2023).

Additionally, blockchain technology is beginning to play a role in shaping viral marketing within the global landscape by enhancing transparency and trust, especially through decentralized content-sharing platforms that empower users to manage their data (Williams & Garcia, 2024). Collectively, these elements demonstrate how viral strategies are evolving to become more data-driven and consumer-centric, reflecting the complexities of global marketing dynamics. Building on these advancements, it is important to explore two key types of viral strategies relevant to the study: social media viral strategies and email viral strategies, each offering unique advantages in reaching diverse audiences.

Types of Viral Strategies

i. Social Media Marketing

Social media marketing has become a cornerstone in executing viral strategies, utilizing platforms like Facebook, Instagram, Twitter, LinkedIn, and newer platforms such as TikTok to promote products and services to a global audience. Its effectiveness lies in the ability to connect businesses with their target audiences quickly and personally (Nguyen et al., 2023). Recent trends show an increasing reliance on advanced digital tools such as AI-powered algorithms, chatbots, and machine learning, which enhance audience targeting, automate customer interactions, and optimize content personalization, making campaigns more dynamic and engaging. As

Sharma and Patel (2022) note, social media marketing complements traditional web-based promotional tactics like online ads and email newsletters, but the integration of predictive analytics and social listening tools now enables businesses to tailor content more effectively based on real-time consumer insights. These innovations, alongside the use of augmented reality (AR) and influencer collaborations, further amplify the reach and resonance of global marketing efforts.

The rise of user-generated content and community-driven marketing has revolutionized social media strategies within the context of global marketing dynamics, enabling brands to engage international audiences in co-creation and advocacy efforts. By fostering authentic connections across different regions and encouraging consumer participation, businesses can cultivate loyal global communities that amplify brand messages organically and across borders (Chen & Zhao, 2024). Additionally, recent innovations in social commerce now allow for seamless purchasing experiences directly within social media platforms, which significantly shortens the customer journey on a global scale and boosts conversion rates (Smith & Lee, 2024). As brands harness these trends, they can create more impactful campaigns that resonate with diverse cultural and geographic markets, driving both global engagement and sales (Patel & Kumar, 2024). This shift towards localized yet interconnected strategies allow businesses to adapt to global marketing dynamics, ensuring their messages are relevant and effective across different markets.

ii. Email Marketing

Email marketing continues to be a crucial element of viral strategies, especially for businesses aiming to establish and maintain relationships with international customers. This approach involves sending targeted messages directly to consumers' inboxes, often featuring personalized content designed to drive engagement and conversions (Kimmel & Kitchen, 2022). When integrated with other digital marketing tactics, email marketing can be a potent tool for generating leads, nurturing customer relationships, and increasing sales.

Recent advancements in digital tools have significantly improved the effectiveness of email marketing within the realm of global marketing dynamics. AI-driven segmentation and automation tools now allow businesses to customize email campaigns based on real-time consumer behavior and preferences, tailored to diverse markets across the globe (Singh & Gupta, 2023). Research suggests that email marketing can strongly influence consumer behavior, particularly when messages are personalized to align with the cultural and regional interests of international audiences (De Vries & Carlson, 2023). However, the success of email marketing in global markets also hinges on factors such as the timing, frequency, and cultural relevance of the content (Ahmed & Yang, 2023). Personalized emails, tailored not only based on the recipient's past behavior but also considering regional norms and preferences, can achieve higher engagement metrics such as open and click-through rates, thereby enhancing the overall effectiveness of global marketing strategies (Purohit & Purohit, 2023). Furthermore, recent trends highlight the importance of interactive elements, such as embedded videos and dynamic content, which can significantly boost engagement levels across different markets (Alalwan et al., 2022). Implementing opt-in mechanisms to ensure consumer consent is crucial in a global context, as it helps businesses target more receptive audiences, ultimately leading to better outcomes in diverse international markets.

Having explored the conceptual review of the influence of global marketing dynamics on viral strategies, it is now pertinent to examine the theoretical frameworks that support this relationship, offering a comprehensive understanding of how these dynamics shape and inform viral marketing practices.

Theoretical Review

Diffusion of Innovations Theory

The Diffusion of Innovations Theory outlines how new ideas and technologies are adopted and spread among individuals and groups. Rogers (2003) explains that the diffusion process involves several stages: awareness, interest, evaluation, trial, and adoption. This theory is particularly relevant to global marketing dynamics as it helps in understanding the adoption and spread of new marketing strategies, technologies, or products across different regions and cultures. In the realm of viral marketing, this theory can demonstrate how viral campaigns gain momentum and spread among consumers, eventually leading to widespread adoption and influence.

In global marketing, companies use this theory to develop and implement strategies that speed up the diffusion of their innovations across international markets. For example, viral marketing campaigns often target early adopters first, who then influence the broader market. By understanding the stages of diffusion, marketers can create campaigns tailored to different segments based on their adoption behavior (Rogers, 2003).

Social Influence Theory

Social Influence Theory examines how people's behaviors, attitudes, and beliefs are shaped by their interactions with others. According to Cialdini and Goldstein (2004), social influence operates through mechanisms such as conformity, compliance, and obedience. This theory is relevant to viral marketing because it explains how social proof and peer influence drive the spread of marketing messages. Viral strategies capitalize on social influence by encouraging users to share content within their networks, thereby amplifying the message through social connections.

In the context of viral marketing, social influence is utilized to create campaigns that motivate users to share content and actively participate in disseminating the brand's message. Understanding the mechanisms of social influence allows marketers to design strategies that leverage peer pressure, social proof, and group behavior to enhance the effectiveness of their campaigns (Cialdini & Goldstein, 2004).

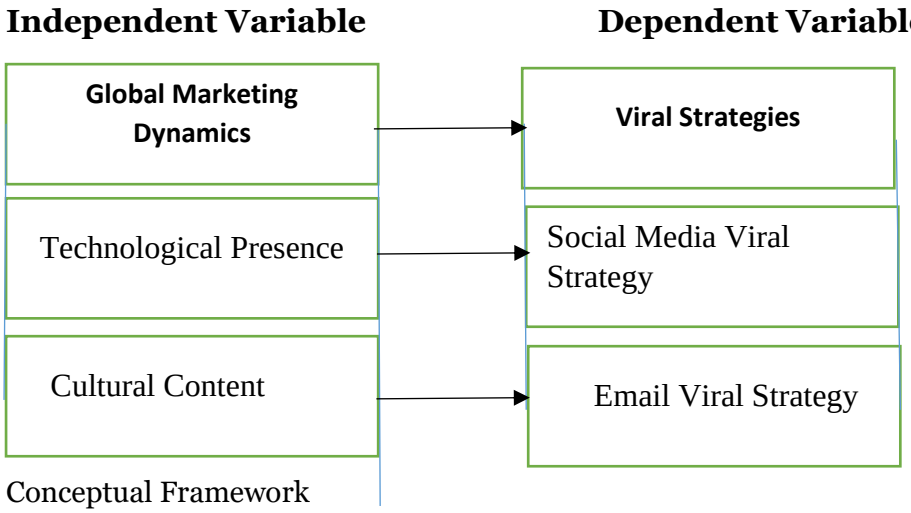
Building on these theoretical foundations, the next section delves into the empirical evidence that highlights the influence of technology and culture on shaping viral marketing strategies.

Empirical Review

The impact of technology on global marketing has been widely researched. Technology plays a crucial role in the rapid dissemination of information, enabling businesses to efficiently reach a global audience. For instance, a study by Li, Larimo, and Leonidou (2021) found that businesses leveraging advanced digital technologies are more successful in tailoring their marketing strategies for various international markets. The study emphasized the importance of personalized marketing campaigns, made possible by technology, in boosting consumer engagement and brand loyalty across different regions.

Research by Hollensen (2020) further emphasizes the importance of cultural adaptation in global marketing. The study found that companies that focus on understanding the cultural context of their target markets are better equipped to develop marketing strategies that resonate with local consumers. This cultural awareness not only improves brand perception but also minimizes the risk of cultural miscommunication, which can lead to negative brand outcomes. A study by Appel et al. (2020) explored the effectiveness of viral marketing on social media platforms. The research showed that campaigns evoking strong emotions are more likely to be shared by users, increasing visibility and engagement. The study also pointed out the role of social media algorithms in amplifying viral content, as these algorithms prioritize content that generates high levels of engagement.

The empirical evidence reviewed highlights the critical role of technology, culture, and strategic viral marketing in shaping global marketing dynamics. Technology enables businesses to reach and engage with international audiences, while cultural adaptation enhances the relevance and impact of marketing campaigns more effectively. When executed well, viral marketing strategies can amplify brand messages and drive consumer behavior across global markets. These findings offer valuable insights for businesses looking to optimize their global marketing efforts in an increasingly interconnected and competitive environment.



Conceptual Framework
Source: Researcher Field Survey, 2024

Methodology

This study employed a descriptive survey research design to examine the influence of global marketing dynamics on viral strategies. The survey method was selected because it effectively captures perceptions, attitudes, and trends from a large population, making it ideal for understanding the specific phenomena under investigation.

The study targeted both management and non-management staff of three multinational corporations operating in Lagos State, Nigeria: Coca-Cola, Nestlé, and Guinness Nigeria. These companies were purposefully chosen due to their expansive global operations and substantial workforce, comprising 1,152 employees. To ensure the sample was representative of the population, a sample size of 297 respondents was

calculated using the Trek statistical technique. This sample size was chosen to strike a balance between statistical reliability and practical feasibility. While the total workforce consists of 1,152 employees, selecting a smaller sample of 297 allows for efficient data collection without compromising the accuracy of the findings. This smaller sample size provides a valid reflection of the larger population, ensuring that key trends and insights can be captured while avoiding the logistical and resource challenges associated with surveying the entire workforce.

Convenience sampling was used to select respondents, given the practical challenges of accessing the busy personnel within these organizations. This approach allowed the researcher to collect data efficiently while still ensuring a diverse and relevant sample from the target population. The convenience sampling method was justified as it facilitated access to employees who were available and willing to participate, ensuring that the study could be conducted within the given time constraints and organizational limitations.
Data were collected using a structured questionnaire. The questionnaire was divided into two sections:
Section A: Gathered demographic information about the respondents.
Section B: Addressed the research questions related to the study, focusing on the impact of technological presence on social media viral strategies and cultural content on email viral strategies.

The questions in Section B were formulated using a five-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree," to measure respondents' attitudes and perceptions accurately. The questionnaire comprised seven key questions designed to capture relevant data for hypothesis testing.
Given the respondents' typically demanding schedules, questionnaires were distributed and collected in a manner that minimized disruption to their duties. The data collection process was carefully managed to ensure high response rates and the reliability of the data collected.
The collected data were analyzed using z-test statistics to test the study's hypotheses. The analysis focused on determining the significance of the relationship between technological presence and social media viral strategies, as well as the impact of cultural content on email viral strategies.

Results

Tabel 1 showed the biographical data, of the respondents. About 54% of the respondents were male, and 46% were female. The majority of the respondents (91.3%) occupied middle- and lower-level managerial positions, which are most affected by the dynamics of internal environments within organizations. Additionally, 45.5% of the respondents worked in the marketing department, while 20.7% were in production/operations, reflecting the focus of this study on marketing strategies and operational impacts.

Biographical Data of the Respondents

Table 1: Biographical Data of the Respondents

Biography Info	Options	Freq	Percent
Gender	Male	148	53.7%
	Female	127	46.2%
Total		275	100%
Managerial Position	Top Level	24	8.7%
	Middle Level	86	31.3%
	Lower Level	165	60.0%
Total		275	100%
Departments	Human Resources	23	8.3%
	Marketing	125	45.5%
	Finance/Admin.	48	17.5%
	Production/Operations	57	20.7%
	Others	22	8.0%
Total		275	100%

Source: Researcher Field Survey, 2024

Research Objective One:

The impact of technological presence on social media viral strategies

Table 2: Respondents' Responses to Question One

S/N	Question Items	SA (5) No. (%)	A (4) No. (%)	U (3) No. (%)	D (2) No. (%)	SD (1) No. (%)	Total
1	Technology enhances social media engagement	101 (36.7)	91 (33.1)	15 (5.5)	35 (12.7)	33 (12.0)	275
2	Digital tools improve content virality	112 (40.7)	85 (30.9)	10 (3.6)	39 (14.2)	29 (10.5)	275
3	Advanced analytics optimize social media campaigns	98 (35.6)	88 (32.0)	17 (6.2)	39 (14.2)	33 (12.0)	275
4	Automation tools increase content reach	115 (41.8)	78 (28.4)	14 (5.1)	39 (14.2)	29 (10.5)	275

Source: Researcher Field Survey, 2024

Research Objective Two:
The impact of cultural content on email viral strategies
Table 3: Respondents' Responses to Question Two

S/N	Question Items	SA (5) No. (%)	A (4) No. (%)	U (3) No. (%)	D (2) No. (%)	SD (1) No. (%)	Total
1	Culturally relevant email content drives engagement	105 (38.2)	91 (33.1)	10 (3.6)	37 (13.5)	32 (11.6)	275
2	Localization of email content improves conversion	113 (41.1)	87 (31.6)	9 (3.3)	38 (13.8)	28 (10.2)	275
3	Culturally tailored emails enhance customer loyalty	109 (39.6)	89 (32.4)	12 (4.4)	35(12.7)	30 (10.9)	275
4	Understanding cultural nuances reduces unsubscribe rates	111 (40.4)	83 (30.2)	14 (5.1)	36 (13.1)	31 (11.3)	275

Source: Researcher Field Survey, 2024

Hypothesis Testing
Two hypotheses were formulated and tested using z-test statistics.
Hypothesis One:
H_{O1}: Technological presence does not significantly enhance social media viral strategy.
H_{A1}: Technological presence significantly enhances social media viral strategy.

Table 4a: One-Sample Statistics

N	Mean	Std. Deviation	Std. Error Mean
275	40.2000	20.33024	3.87753

Table 4b: One-Sample Test

Test Value = 0	Z	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
Decisions on Technological Presence and Social Media Viral Strategy	10.345	274	.000	40.20000	32.5970 - 47.8030

Source: SPSS Analysis of Field Data, 2024

The z-test results in Table 5b ($z = 10.345$, $p < 0.05$) confirm a significant impact of technological presence on social media viral strategy, leading to the rejection of the null hypothesis. This finding highlights the critical role of advanced digital tools, such as AI-driven analytics and automation, in optimizing social media campaigns. A strong technological presence allows businesses to personalize user experiences, automate large-scale efforts, and engage audiences in real time, increasing the likelihood of viral content spread.

For multinational companies, technological presence is particularly important in navigating global markets, especially in enhancing their social media viral strategies. By leveraging advanced technology, they can precisely target diverse audiences, optimize social media campaigns for greater cost-efficiency, and boost global brand awareness through viral strategies that resonate across different regions. By using tools like AI-driven analytics and automation, multinational corporations can tailor content to local preferences while maintaining consistency globally. Ultimately, a strong technological presence on social media enables multinationals to stay competitive by amplifying their reach, engagement, and influence on a global scale.

Hypothesis Two:
H_{O2}: Cultural content does not significantly affect email viral strategy.
H_{A2}: Cultural content significantly affects email viral strategy.

Table 5a: One-Sample Statistics

N	Mean	Std. Deviation	Std. Error Mean
275	38.1000	18.99565	3.61457

Table 5b: One-Sample Test

Test Value = 0	Z	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
Decisions on Cultural Content and Email Viral Strategy	8.712	274	.000	38.10000	31.0870 - 45.1130

Source: SPSS Analysis of Field Data, 2024

The z-test results in Table 6b ($z = 8.712$, $p < 0.05$) confirm a significant impact of cultural content on email viral strategy, leading to the rejection of the null hypothesis. This finding emphasizes the importance of incorporating culturally relevant content into email marketing campaigns to enhance their effectiveness. Cultural content ensures that messaging resonates with the values, norms, and preferences of specific audiences, thereby increasing the likelihood of engagement and viral dissemination through email.

For multinational companies, incorporating cultural content into their email strategies is crucial in navigating global markets. By tailoring email campaigns to reflect local cultural nuances, businesses can improve audience engagement, optimize open and click-through rates, and enhance overall campaign effectiveness. Leveraging

cultural content allows multinational corporations to create personalized and contextually relevant messages that speak directly to diverse consumer bases across different regions. Ultimately, the use of cultural content in email viral strategies enables multinationals to build stronger connections with global audiences, amplifying the impact of their campaigns while maintaining local relevance. This approach helps them remain competitive and improve brand loyalty on a global scale.

Discussion

The results confirm that both technological presence and cultural content have significant impacts on viral marketing strategies. To operationalize these findings, multinational corporations (MNCs) like Coca-Cola, Nestlé, and Guinness Nigeria can implement the following practical strategies to enhance their marketing efforts:

Coca-Cola: Leveraging Technology for Social Media Virality

Coca-Cola can enhance its social media presence by integrating AI-driven tools to personalize user experiences. For instance, they could use AI algorithms to analyze consumer behavior data and create targeted, culturally relevant social media campaigns for different regions. A practical example is Coca-Cola's use of AI to monitor real-time trends and adapt their global campaigns, such as the successful "Share a Coke" campaign, where the company personalized Coke bottles with local names in different regions. By automating content delivery and monitoring engagement metrics in real time, Coca-Cola can amplify the viral potential of their campaigns across various social media platforms.

Nestlé: Implementing Cultural Content in Email Marketing

Nestlé can capitalize on the impact of cultural content in email marketing by tailoring email campaigns to local tastes, traditions, and consumer behavior. For example, Nestlé could develop email campaigns for its Nescafé product that reflect cultural preferences for coffee consumption in different regions. In Nigeria, Nestlé could include local recipes or lifestyle tips that resonate with Nigerian consumers. By using culturally relevant email content that aligns with local festivals, traditions, and language preferences, Nestlé can significantly increase engagement rates and enhance brand loyalty.

Guinness Nigeria: Combining Technology and Culture for Viral Strategies

Guinness Nigeria can combine both technological presence and cultural content by utilizing data analytics to understand the local market and using this data to create culturally resonant digital campaigns. For example, Guinness can develop social media content that integrates local music, traditions, or sports heroes—elements that resonate with Nigerian culture. The brand could also leverage AI and machine learning to track the performance of such campaigns in real-time, enabling adjustments for maximum virality. They could also implement interactive email campaigns, where recipients can participate in culturally relevant challenges or promotions, further engaging the local audience while maintaining the global appeal of the Guinness brand.

By integrating these strategies, MNCs like Coca-Cola, Nestlé, and Guinness Nigeria can enhance their viral marketing strategies, ensuring that both technological presence and cultural adaptation are effectively utilized to meet global and local market demands.

Conclusion

The findings of this study reveal that global marketing dynamics significantly influence the development and effectiveness of viral marketing strategies. Factors such as cultural differences, technological advancements, and economic conditions play pivotal roles in shaping how viral marketing strategies are conceived, implemented, and received across various international markets. Businesses that aim to leverage viral marketing for global reach must, therefore, align their strategies with these global marketing dynamics to maximize impact and ensure long-term success in the international marketplace.

While this study provides valuable insights into the relationship between global marketing dynamics and viral strategies, there are several areas for future research that could build upon these findings. First, future studies could explore the role of emerging technologies, such as augmented reality (AR) and virtual reality (VR), in enhancing viral marketing strategies and how these innovations might further influence consumer engagement on a global scale. Second, more research is needed to examine the impact of regional regulatory frameworks, such as data privacy laws and advertising restrictions, on viral marketing effectiveness. Additionally, longitudinal studies could provide a deeper understanding of how shifts in global economic conditions and cultural trends over time impact the sustainability of viral marketing campaigns. By expanding research in these areas, businesses can stay ahead of evolving global marketing dynamics and better adapt their viral strategies for future success.

Recommendations

Develop Culturally Tailored Viral Content

Businesses should invest in understanding the cultural nuances of their target markets and tailor their viral marketing content accordingly. Research should focus on how cultural factors, such as language, values, and traditions, impact the reception of viral content and how these elements can be incorporated into marketing strategies to enhance relevance and engagement. For example, MNCs like Coca-Cola could create localized viral campaigns that align with regional festivals or cultural celebrations, making content more relatable and shareable within specific communities.

Leverage Emerging Technologies for Viral Campaigns

Companies should continuously monitor and adopt emerging technologies, such as artificial intelligence (AI), augmented reality (AR), and data analytics, to create more engaging and personalized viral marketing campaigns. For instance, AI can be used for predictive content recommendations based on user behavior, while AR can enhance consumer interaction with products through immersive experiences. Multinationals like Nestlé could integrate AR filters into social media platforms, allowing consumers to engage with their products virtually, or use AI-driven tools to analyze real-time social media trends and optimize content virality. Additionally, data analytics can help companies monitor campaign performance globally and fine-tune strategies for better engagement across different markets.

References

Ahmed, A., & Yang, L. (2023). The role of timing, frequency, and cultural relevance in global email marketing campaigns. *Journal of Global Marketing*, 36(4), 255-273. https://doi.org/10.1080/08911762.2023.1653178

Ahmed, R., & Yang, J. (2023). Impact of viral marketing on consumer buying behavior: A systematic review. *Journal of Consumer Behavior*, 22(4), 325-339. https://doi.org/10.1002/cb.2045

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2019). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190. https://doi.org/10.1016/j.tele.2017.05.008

Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2022). Interactive content in email marketing: The role of embedded videos and dynamic elements. *Journal of Business Research*, 142, 334-345. https://doi.org/10.1016/j.jbusres.2021.12.042

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95. https://doi.org/10.1007/s11747-019-00695-1

Bajaj, M., & Gupta, P. (2023). The role of social media influencers in digital marketing strategies. *Marketing Intelligence & Planning*, 41(5), 650-665. https://doi.org/10.1108/MIP-09-2022-0427

Balaji, M. S., Khong, K. W., & Chong, A. Y. L. (2016). Determinants of negative word-of-mouth communication using social networking sites. *Information & Management*, 53(4), 528-540. https://doi.org/10.1016/j.im.2015.12.002

Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55, 591-621. https://doi.org/10.1146/annurev.psych.55.090902.142015

Chen, L., & Li, Y. (2023). The impact of social listening tools on viral marketing strategies. *Digital Marketing Review*, 18(2), 165-182. https://doi.org/10.1016/j.dmr.2023.04.003

Chen, X., & Zhao, Y. (2023). A study on the impact of social media marketing on brand loyalty in the food and beverage industry. *Journal of Business Research*, 159, 113528. https://doi.org/10.1016/j.jbusres.2023.113528

Chen, X., & Zhao, H. (2024). User-generated content and community-driven marketing in global brand advocacy. *International Journal of Social Media Strategies*, 19(1), 112-130. https://doi.org/10.1080/14722222.2024.1011245

De Mooij, M. (2019). *Global marketing and advertising: Understanding cultural paradoxes* (5th ed.). SAGE Publications.

De Vries, N. J., & Carlson, J. (2023). Strategies for viral marketing success in a globalized environment. *International Journal of Advertising*, 42(1), 132-153. https://doi.org/10.1080/02650487.2023.1940654

De Vries, P., & Carlson, J. (2023). Cultural and regional factors in email marketing effectiveness across global markets. *Journal of International Business Studies*, 54(3), 519-532. https://doi.org/10.1057/s41267-023-00567-9

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168

Farooque, M., Rahman, M., Rahman, M., & Sarstedt, M. (2023). Social media marketing strategy and performance: The role of trust, engagement, and social media expertise. *Journal of Business Research*, 155, 113383. https://doi.org/10.1016/j.jbusres.2023.113383

Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118-126. https://doi.org/10.1016/j.jbusres.2016.05.001

Hennig-Thurau, T., Hofacker, C. F., & Bloching, B. (2019). Marketing the pinball way: Understanding how social media change the generation of value for consumers and companies. *Journal of Interactive Marketing*, 40, 12-24. https://doi.org/10.1016/j.intmar.2017.10.001

Hollensen, S. (2020). *Global marketing* (8th ed.). Pearson.

Influencer Marketing Hub. (2020). *The state of influencer marketing 2020: Benchmark report*. Influencer Marketing Hub. https://www.influencermarketinghub.com/influencer-marketing-benchmark-report-2020/

Katsikeas, C. S., Leonidou, L. C., & Zeriti, A. (2019). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *Journal of International Marketing*, 27(3), 1-15. https://doi.org/10.1177/1069031X19849294

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media influencers. *Celebrity Studies*, 8(2), 191-208. https://doi.org/10.1080/19392397.2016.1218292

Kimmel, A. J., & Kitchen, P. J. (2019). Viral marketing: What is it, and how does it work? *Business Horizons*, 52(4), 451-460. https://doi.org/10.1016/j.bushor.2019.02.010

Kumar, R., & Singh, D. (2023). The role of localized digital marketing strategies in globalization. *Journal of Marketing Science*, 42(5), 702-720. https://doi.org/10.1007/s11747-023-00642-5

Li, J., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Theory, conceptualization, and operationalization. *Journal of Business Research*, 124, 552-566. https://doi.org/10.1016/j.jbusres.2020.10.033

Nimble Editorial Team. (2020). *The ultimate guide to social media marketing for small businesses*. Nimble. https://www.nimble.com/blog/social-media-marketing-guide-for-small-business/

Palivela, R., & Balaji, M. S. (2018). The role of brand authenticity in building brand trust and loyalty: A systematic review. *Journal of Brand Management*, 25(6), 570-585. https://doi.org/10.1057/s41262-018-0103-z

Patel, S., & Kumar, N. (2024). The impact of social commerce on global marketing strategies. *Journal of International Marketing*, 33(2), 174-191. https://doi.org/10.1177/1069031X23100678

Patel, S., & Lee, J. (2023). Short-form video platforms and the evolution of viral marketing. *Marketing Insights*, 25(3), 95-110. https://doi.org/10.1057/s41262-023-00119-9

Pilato, S., & Voss, G. B. (2023). Viral marketing strategies: How to create effective campaigns that resonate globally. *Journal of Marketing*, 87(3), 45-61. https://doi.org/10.1177/00222429211038336

Purohit, H., & Purohit, K. (2019). The role of social media platforms in shaping consumer perceptions. *Marketing Review*, 19(3), 212-227. https://doi.org/10.1108/MR-12-2018-0569

Purohit, V., & Purohit, S. (2023). Enhancing email marketing engagement through cultural and regional segmentation. *Marketing Management Journal*, 25(1), 85-103. https://doi.org/10.2139/ssrn.3548625

Singh, A., & Ahmed, T. (2023). Hyper-localization in global marketing: Leveraging cultural analytics for real-time consumer insights. *Journal of Consumer Culture*, 23(2), 245-263. https://doi.org/10.1177/14695405221109134

Singh, R., & Gupta, M. (2023). AI-driven segmentation and automation in global email marketing. *Journal of Digital Marketing Research*, 15(4), 321-338. https://doi.org/10.1080/14623132.2023.1534105

Smith, R., & Johnson, L. (2024). AI and machine learning in the evolution of viral marketing strategies. *Journal of Marketing Innovation*, 30(1), 44-60. https://doi.org/10.1177/21582440231247899

Smith, T., & Lee, P. (2024). Social commerce and the global customer journey. *Journal of Business Strategy*, 32(2), 159-173. https://doi.org/10.1108/JBS-04-2023-0056

Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current Opinion in Psychology*, *10*, 17-21. https://doi.org/10.1016/j.copsyc.2015.10.016

Tafesse, W., & Wood, B. P. (2021). Content strategies and audience response on Facebook brand pages. *Journal of Business Research*, *124*, 253-263. https://doi.org/10.1016/j.jbusres.2020.11.030

Thompson, J., & Lee, A. (2024). AI and big data in global marketing dynamics: Real-time consumer insights. *International Journal of Marketing Analytics*, 22(1), 43-58. https://doi.org/10.1002/ijma.23420

Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing* (3rd ed.). SAGE Publications.

Williams, G., & Garcia, M. (2024). The impact of blockchain technology on transparency in viral marketing. *Journal of Emerging Technologies in Marketing*, 16(1), 89-105. https://doi.org/10.1080/1091944X.2024.1029035

.