



2528-9705

Örgütsel Davranış Araştırmaları Dergisi
Journal Of Organizational Behavior Research
Cilt / Vol.: 5, Sayı / Is.: S2, Yıl/Year: 2020, Kod/ID: 71S2727



INVESTIGATING THE EFFECT OF VIRAL MARKETING DIMENSIONS ON CUSTOMERS PURCHASE INTENTION (CASE STUDY: MODISEH ONLINE STORE)

Vida RAHIMHASHEMABADI

MA in business management, Mehr-e-Alboz University, Tehran, Iran.

ABSTRACT

Viral marketing as an influential factor on customer behavior is a new tool that encourage people to comment about products or services of companies on the Internet. The key of viral marketing is based on word of mouth communications, Word of mouth communication is an important source for customers and has an important role in shaping the behavior and attitude of consumers. The aim of this study is investigate the effect of viral marketing dimensions on customers purchase intention in Modiseh Online Store. This research is an applied research and the method is descriptive-survey and it is also considered as a correlation research. The statistical population of the research is including students of Mehr Alborz institution who bought at least once from Modiseh online store. Students of the institution include 1300 people. By using Krejcie – Morgan table, the study sample is obtained 297 people. To collect data, standard questionnaire is used. For inferential analysis, SPSS software is used to confirm or reject hypotheses. The results of data analysis indicate that viral marketing dimensions: informativeness, entertainment, irritation and source credibility have positive and significant impact on customers purchase intention. Professionals need to pay more attention to this topic in their marketing program and take more effective measures to align their marketing plans with viral marketing methods.

Key words: *Viral Marketing, Informativeness, Entertainment, Irritation, Source Credibility, Purchase Intention*

INTRODUCTION

Today's world is full of changes and transformations. Changes in technology, changes in information, changes in people's demands, changes in consumers and changes in global markets. But one of the most important changes in the business scene has been the change in the values that can be offered to buyers, which is known as the main factor of success in current organizations and leading organizations in each industry owes their success to the ability to offer more value to buyers. They know compared to their competitors. Viral marketing in marketing science is often used to describe the recommendations and suggestions of consumers to each other. The speed and lack of brand bias towards a particular product or service brand has made it an effective source of information for consumers' business choices, especially when their previous shopping experience is limited. Despite the importance and influence of viral marketing in consumer choices, a small percentage of these communications and advertisements are stimulated by the company's promotional efforts. Researchers, on the other hand, believe that the impact of viral marketing on customers' shopping preferences and behavior is greater than the sources under their control. Viral marketing makes it possible to take advantage of returning neutral clients same as consumers. Because consumers have a tremendous impact on a new customer's purchasing decision, it is important to increase the effectiveness of potential customers by identifying these effective tactics. (Kaplan and Haenlein, 2011) In today's

competitive market, like online stores, a store will be successful that not only fully meets the needs and wants of customers today, but also analyzes changes in future customer expectations and plans to achieve them. In order to survive in this competitive arena, companies must pay attention to the factors of customers' mental image of the store that affect the selection of the store and the final purchase. The importance of consumer buying behavior in other countries has been recognized by marketers and retailers for many years, and accordingly, various psychological strategies and techniques have been used to increase the share of sales, and important field studies have been conducted in this regard (Johnson, 2011). The present article discusses the impact of viral marketing of Modiseh online store on customer's behavioral tendencies, considering that online stores play an important role in the business cycle of developed and developing countries, but unfortunately in our country, people are still not very interested in online shopping. There are many stores and manufacturers in the world that operate only online and alone have billions of dollars in the trade and sales of that country. In many developed countries and even some Asian countries, buying the required goods through the Internet is the main way to buy goods by the individual, and people choose the option of buying online instead of spending time and money to buy an item. In our country, in recent years, good companies have invested in this field, but according to statistics from the Ministry of Industry, Mines and Trade, three out of five online stores fail. In other words, investors have a 41% chance of success at best. But why are people so reluctant to buy online if buying this way is completely cheaper for the customer due to the reduction of the seller's side costs? On the other hand, due to the sharp increase in advertising competition, Modiseh online store can hardly attract the attention of consumers, convey its message to them and finally persuade them to buy the product (See-To and Ho, 2014).

Viral marketing is a business strategy that uses existing social networks to promote a product. Its name refers to how consumers spread information about a product with other people in their social networks, much in the same way that a virus spreads from one person to another. The basis of viral marketing is in the spread of information by word-of-mouth (see Word-of-Mouth marketing), but modern technology has allowed the viral effect to include many Internet-based platforms as well. Viral marketing typically supplies its audience with something of value for free. This can be something as simple as an amusing song or game. Whatever the viral content is, it must encourage people to share with others so as many people as possible receive the content's message. Viral marketing is useful as a stand-alone marketing tool or as a part of a larger campaign that uses multiple kinds of marketing. It is especially attractive to smaller businesses or companies because viral marketing can be a cheaper alternative to traditional marketing efforts (Ho and Dempsey, 2010).

Viral marketing has generated a lot of excitement recently, in part because it seems like the ultimate free lunch: Pick some small number of people to seed your idea, product, or message; get it to go viral; and then watch while it spreads effortlessly to reach millions. Unfortunately, for every high-profile example of a successful viral product—FlashMobs, the Star Wars Kid, or JibJab's 2004 election spoof—there are many more attempts that fail. Reliably designing messages to exhibit viral properties is extremely difficult, it turns out, as is predicting which particular individuals will be responsible for spreading them.

Undoubtedly, in recent years, the Internet has provided a high potential for global participation, and this participation results from the high levels of willingness to market on the Web. There is

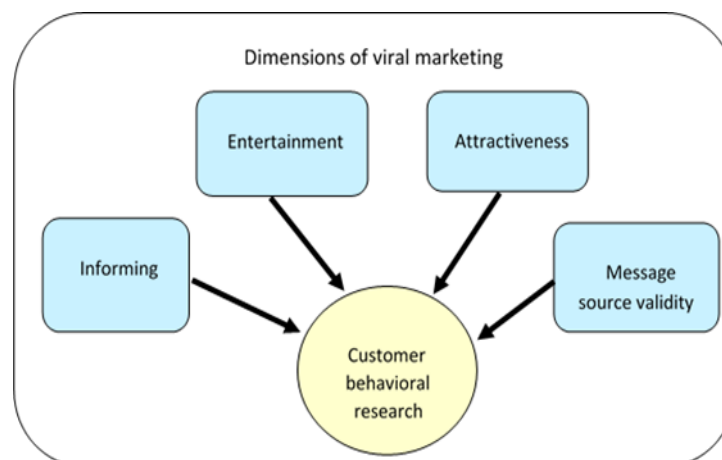


a lot of evidence that all businesses, no matter how good they are at marketing, are aware of their brand marketing or product marketing on the Internet. According to an e-marketing report, the Internet is the perfect tool for direct marketing. Also, the ability to establish interactions and follow-up on the Internet has made it possible to select and use marketing tools at the lowest cost, especially in countries with good telecommunications infrastructure. Therefore, companies and organizations use different methods of advertising and marketing to introduce products and encourage the use of their services. But the development of the Internet and the creation of a different atmosphere has led to the emergence of another type of marketing called viral marketing (Ho and Dempsey, 2010). Viral marketing is a marketing policy that encourages people to convey the company's marketing message to others. This type of marketing has become popular for three reasons: 1- Moving social networks to the web 2- Low cost of personal contact on the web 3- The increasing impact of the Internet (Park and Kim, 2014)

The main purpose of viral marketing is to spread the word among as many people as possible, without spending money on advertising. In fact, this type of marketing, like a virus, multiplies itself and its customer is the publisher. The most common way to do this type of global network marketing is the Internet, which with the increase in the number of Internet users, its importance is increasing day by day. What is certain is that viral marketing is not an end in itself, but part of a company's comprehensive marketing strategy. In fact, if the main purpose of e-mail activities is to create a brand, in order to achieve this goal, viral marketing can be used. The bottom line is that while a company may have a knack for delivering important messages and all the rules and regulations of e-mail, the most important thing is that if the consumer visits the site and nothing less. (Rukuni et al., 2017) As expected, the company will not succeed in viral marketing and will have to look more seriously. Modiseh online store can also increase sales of its products without spending a lot of money on advertising by considering and paying attention to viral marketing and its successful implementation. Therefore, the researcher has considered it necessary to conduct a study entitled "Investigation of the effect of viral marketing dimensions on customers' behavioral tendencies in Modiseh online store, to answer the question: What effect do viral marketing dimensions have on customers' behavioral tendencies?"



Conceptual model



Taken from research (Rukuni et al., 2017)

Marketing is a significant division of the companies' strategies. These strategies are more and more inventive and disturbing in people lives. Currently, Word-of-Mouth is also a great aspect in marketing and more above all in e-Marketing. The diverse tools used by marketers in order to pass on information to likely customers are present everywhere on the Web, from advertisements to opinion on blogs or forums. Whether companies like it or not, people chat online about a variety of products and services. Companies frequently are not successful in trying to stop public online discussions of their products by limitation the use of their company names and brands in discussion groups. WOM also called E-WOM (Electronic Word of Mouth) can be originating in effective communities: consumer reviews, blogs, forums, and social networks. Communal norms or opinions in the effective communities affect approval of E-WOM, mainly between regular internet users.

METHODOLOGY

If we consider the classification of research according to the purpose, the present research is in the category of applied research. If we classify the types of research based on the nature and method, the present research method is in the category of descriptive research (field and survey). In terms of method, it is also considered as a correlation in research. The statistical population of the study is the students of Mehr-e- Alborz Higher Education Institute who have purchased at least once from Modiseh online store. The number of students in this institute is 1300 people. The statistical sample of the study was 297 based on Krejcie-Morgan table and simple random sampling method was used to sample the statistical population. In the present study, two methods of library and field were used to collect research data; The library method was used to collect information on the literature of the research subject as well as the background and past studies, while in the field method by referring to the Mehr-e- Alborz Higher Education Institute in Tehran and distributing a questionnaire among students, research data were collected. In this research, the tool for collecting field data is a questionnaire. The questionnaire used in this research is taken from the research of (Rukuni et al., 2017), for the dimensions of viral marketing and customer behavioral tendencies that they used in their research.

Cronbach's alpha method was used to measure trust capacity or reliability using SPSS software. For this purpose, a prototype consisting of 30 questionnaires was distributed and collected and then using the data obtained from these questionnaires and with the help of SPSS software, the Cronbach's alpha coefficient was calculated. Customer behavior was 0.84. The obtained numbers, considering that they are more than 0.7, indicate that the questionnaire used has the necessary reliability.

Kolmogorov-Smirnov test was used to check the normality of data distribution.

Table 1. normality of the distribution of variables

	Dimensions of viral marketing	Behavioral tendencies of customers
Number of samples	297	297
Kolmogorov-Smirnov statistics	0.172	0.155
Significance level	0.066	0.069

According to the analysis of the data and the results obtained, all the hypotheses presented in this research are confirmed.

PRACTICAL SUGGESTION AND CONCLUSION

Considering the positive and significant effect of information on customers' behavioral tendencies, it is suggested that the website of Modiseh online store be designed to be a source of useful and practical messages. Also, the promotional messages of this online store that are sent via email or social networks are useful and informative. To be. Also, the messages that Modiseh Online Store sends about its products and services should be useful and practical and avoid sending extra and long information.

Considering the positive and significant effect of entertainment and fun programs on customers' behavioral tendencies, it is suggested that Modiseh online store create an exciting and entertaining environment for its customers and fans by designing fan pages, as well as providing a suitable website for customers. To share their opinions about the products and services of this store. In addition, it is suggested to attract customers and increase their desire to buy by holding various competitions and surveys and online entertainment programs.

Considering the positive and significant effect of attractiveness on customers' behavioral tendencies, it is suggested that Modiseh online store design its online advertising messages in such a way that it is attractive enough to attract customers. Also, attract customers by designing a suitable, attractive and different website. It should be noted that the product does not necessarily have to have a superior or distinctive feature, but the content of the advertising message must be distinctive and attractive to the viewer.

Considering the positive and significant effect of message source credibility on customers' behavioral tendencies, it is suggested that marketing managers of Modiseh online store, in order to be successful in viral marketing, should design their advertising messages in such a way that consumers feel that they have a source of existing messages. Credit is sufficient. Also, the advertising messages of this online store should be posted on websites that have enough credibility to strengthen the sense of trust in customers.

References

- Ho, J. Y., & Dempsey, M. (2010). Viral marketing: Motivations to forward online content. *Journal of Business research*, 63(9-10), 1000-1006.
- Jounson, K. P., (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, 20(6), 457-467.
- Kaplan, A. M., & Haenlein, M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54(3), 253-263.
- Park, H., & Kim, Y. K. (2014). The role of social network websites in the consumer-brand relationship. *Journal of Retailing and Consumer Services*, 21(4), 460-467.



Rukuni, T. F., Shaw, G., Chetty, Y., Kgama, P., Kekana, P., & Rogers, K. (2017). Viral marketing strategies and customer buying behavioural intentions at retail store in johannesburg. *Business Management and Strategy*, 8(1), 59-83.

See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust—A theoretical analysis. *Computers in Human Behavior*, 31, 182-189.

