

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF ONLINE VIRAL MARKETING ON IMPULSE  
PURCHASING BEHAVIOR**

**THESIS**

**Faqir Ahmad HAMİDİ**

**Department of Business  
Business Administration Program**

**January, 2020**

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**Thesis Advisor: Asst. Prof. Dr. Özgül Uyan**

**January, 2020**

## ONAY FORMU



*To My Mother, Wife, Thesis Supervisor, as well as Friends*



## **DECLARATION**

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results, which are not original to this thesis.

**Faqir Ahmad HAMIDI**



## **FOREWORD**

First of all, I want to thank Allah for giving me this ability to take another step in the field of science and education and finish this thesis successfully. I am grateful to Allah for giving me the opportunity to complete my master's degree and write this dissertation as my thesis. And so thanks for all those who accompanied me in writing this dissertation, especially my dear family who have been my supporter during this time and have provided me with all the conditions so that no obstacle may prevent me from doing so. I would like to thank all the professors of the Faculty of Economics, especially my supervisor, Asst. Prof. Dr. Özgül Uyan, for her continued support, help, and guides in writing this thesis. It is hoped that this Thesis will be accepted and made available to other students as a reference for small information. Finally, I dedicate this thesis to my dear mother and wife who helped me a lot during this journey and always support me. Without your support and help, I would not have been able to finish this thesis.

**January, 2020**

**Faqir Ahmad HAMIDI**

## TABLE OF CONTENT

	<u>Page</u>
<b>FOREWORD</b> .....	<b>v</b>
<b>TABLE OF CONTENT</b> .....	<b>vi</b>
<b>ABBREVIATIONS</b> .....	<b>viii</b>
<b>LIST OF FIGURES</b> .....	<b>ix</b>
<b>LIST OF TABLES</b> .....	<b>x</b>
<b>ABSTRACT</b> .....	<b>xi</b>
<b>ÖZET</b> .....	<b>xii</b>
<b>1. INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the Research .....	1
1.2 Statement of the Problem .....	4
1.3 Purpose of the Study .....	5
1.4 Research Questions .....	6
1.5 Hypothesis of the Study .....	6
1.6 Conceptual Model .....	7
1.7 Thesis Outline .....	8
<b>2. LITERATURE REVIEW</b> .....	<b>10</b>
2.1 Market and Marketing .....	10
2.2 Viral Marketing .....	11
2.2.1 Viral marketing as an on-line marketing medium .....	17
2.2.2 Viral marketing - History .....	18
2.2.3 Viral marketing - Meaning .....	18
2.2.4 Internet and viral marketing .....	19
2.2.5 Viral marketing tools .....	20
2.2.5.1 Email .....	20
2.2.5.2 Video websites .....	20
2.2.5.3 Blogs and forums .....	20
2.2.5.4 Social network .....	21
2.2.5.5 SMS .....	21
2.2.6 Viral marketing vs. marketing secrets strategy .....	22
2.2.7 Reasons for the popularity of viral marketing .....	22
2.2.8 Types of viral campaigns .....	22
2.2.9 Transfer methods of viral message .....	23
2.2.10 Elements of effective viral marketing strategy .....	24
2.2.11 Viral marketing's advantage .....	25
2.2.12 Essential problems in viral marketing .....	25
2.2.13 Barriers to viral marketing .....	26
2.2.14 How to implement an effective viral marketing campaign .....	27
2.3 Customers' Impulse Purchasing Behavior .....	28
2.3.1 Consumer behavior .....	28
2.3.1.1 Key concepts of consumer behavior .....	33
2.3.1.2 Types of purchasing decisions and consumer involvement .....	34

2.3.1.3	The relationship between marketing mix and consumer behavior .....	36
2.3.1.4	The emergence of the concept of p4 .....	37
2.3.1.5	Customer orientation.....	38
2.3.2	Definition of impulse purchasing .....	38
2.3.3	Types of impulse purchasing .....	41
2.3.4	Factors affecting impulse purchases.....	42
2.3.4.1	Factors related to individual characteristics .....	42
2.3.4.2	Factors related to situational properties .....	45
2.3.4.3	Factors related to psychological characteristics .....	46
2.3.4.4	Factors related to product features.....	47
2.3.4.5	Demographic and socio-cultural factors and impulse buying .....	47
2.4	Experimental Studies.....	50
<b>3.</b>	<b>RESEARCH METHODOLOGY .....</b>	<b>52</b>
3.1	Research Philosophy .....	52
3.2	Research Design .....	53
3.3	Data Collection.....	54
3.3.1	Kind of data collected.....	54
3.3.2	Methods of data collection.....	55
3.3.2.1	Collection of secondary data .....	55
3.3.2.2	Collection of primary data .....	55
3.4	Population and Sample Selection .....	56
3.4.1	Population .....	56
3.4.2	Sample size .....	56
3.4.3	Sample selection.....	57
3.4.4	Response rate .....	57
3.5	Research Instruments.....	57
3.6	Questionnaire Design .....	57
3.7	Ethics .....	59
3.8	Research Limitations .....	59
3.9	Data Analysis .....	60
3.10	Statistical Methods .....	61
<b>4.</b>	<b>RESEARCH RESULTS AND ANALYSIS.....</b>	<b>63</b>
4.1	Demographic Data Analysis .....	63
4.2	The Analysis of Dependent and Independent Variables.....	65
4.3	Reliability Test .....	70
4.4	Multicollinearity.....	71
4.5	Hypothesis Testing .....	71
<b>5.</b>	<b>CONCLUSIONS AND SUGGESTIONS .....</b>	<b>76</b>
5.1	Conclusion .....	76
5.2	The Result of The Hypotheses .....	77
5.3	Suggestion for the Managers and Future Research .....	78
	<b>REFERENCES .....</b>	<b>80</b>
	<b>APPENDICES .....</b>	<b>89</b>
	<b>RESUME.....</b>	<b>95</b>



## **ABBREVIATIONS**

<b>ANOVA</b>	: Analysis of Variance
<b>Cont.</b>	: Continue
<b>DV</b>	: Depended variable
<b>ed.</b>	: Edition
<b>e.g.</b>	: Exempli gratia (for example)
<b>et al</b>	: Et alia (and others)
<b>etc.</b>	: Et cetera (and so on)
<b>SD</b>	: Standard deviation
<b>SPSS</b>	: Statistical Package for the Social Sciences
<b>VIF</b>	: Variance Inflation Factor

## LIST OF FIGURES

	<u>Page</u>
<b>Figure 1.1:</b> Conceptual theoretical model .....	7
<b>Figure 2.1:</b> The five-stage model of Engel and Blackwell's customer purchasing process.....	31



## LIST OF TABLES

	<u>Page</u>
<b>Table 4. 1:</b> Gender.....	<b>63</b>
<b>Table 4. 2:</b> Age .....	<b>63</b>
<b>Table 4. 2:</b> (Cont.) Age .....	<b>64</b>
<b>Table 4. 3:</b> Level of Education .....	<b>64</b>
<b>Table 4. 4:</b> Analysis of Informativeness .....	<b>66</b>
<b>Table 4. 5:</b> Analysis of Entertainment .....	<b>67</b>
<b>Table 4. 6:</b> Analysis of Irritation.....	<b>68</b>
<b>Table 4. 7:</b> Analysis of Source Credibility .....	<b>69</b>
<b>Table 4. 8:</b> Analysis of Overall Purchasing Behavior.....	<b>69</b>
<b>Table 4. 8:</b> (Cont.) Analysis of Overall Purchasing Behavior.....	<b>70</b>
<b>Table 4. 9:</b> Reliability Statistics.....	<b>71</b>
<b>Table 4.10:</b> Independent Variables Collinearity Diagnostics.....	<b>71</b>
<b>Table 4.11:</b> Hypothesis 1 Simple Regression Analysis .....	<b>72</b>
<b>Table 4.12:</b> Hypothesis 2 Simple Regression Analysis .....	<b>73</b>
<b>Table 4.13:</b> Hypothesis 3 Simple Regression Analysis .....	<b>74</b>
<b>Table 4.14:</b> Hypothesis 4 Simple Regression Analysis .....	<b>75</b>

## **THE IMPACT OF ONLINE VIRAL MARKETING ON IMPULSE PURCHASING BEHAVIOR**

### **ABSTRACT**

Nowadays, the expansion of Internet technology enables businesses to better understand and meet consumer needs using computers and the Internet. One of the electronic marketing tools used in international marketing is viral marketing. Viral is one of the most important ways of spreading online promotion campaigns and brand to the masses. Viral methods that are applied to create awareness for reasonable costs and especially to increase the ratio of shoppers to total traffic among visitors to the E-commerce site, ie conversion rates, are one of the most attractive online marketing practices. Viral marketing is, therefore, an important part of the strategic planning of international e-commerce companies in particular. The present study was conducted to investigate the impact of online viral marketing on the impulse purchasing behavior of the customers. The purpose of this study is to examine whether informativeness, entertainment, irritation and source credibility, which are online viral marketing factors, influence impulse consumer purchasing behavior. In this study, the descriptive research method was carried out, and a quantitative method through a structured questionnaire was also used to collect data from 226 students of Istanbul Aydin University. SPSS software was used to perform descriptive and multivariate analysis including reliability, multicollinearity, utilizing variance inflation factor (VIF) and regression analysis. According to the findings of the study, the majority of the respondents are Turkish and foreign students with a master's and bachelor's degrees. The findings of the study also show that there is a positive and meaningful relationship between informativeness and impulse purchasing behavior. There is also a positive and meaningful relationship between entertainment and impulse purchasing behavior. In addition, current research shows that there is not a positive relationship between irritation and consumer impulse purchasing behavior. And finally, findings show that there is a positive relationship between source credibility and impulse purchasing behavior.

**Key Words:** *Impulse Purchasing Behavior, International E-Trade, International Marketing, Viral Marketing*

## ÇEVİRİMİÇİ VİRAL PAZARLAMANIN ANLIK SATIN ALMAYA ETKİSİ

### ÖZET

Günümüzde internet teknolojisinde yaşanan gelişmeler, işletmelerin bilgisayar ve interneti kullanarak tüketici ihtiyaçlarını daha iyi anlamalarını ve karşılama yöntemlerini sağlamaktadır. Uluslararası pazarlamada kullanılan elektronik pazarlama araçlarından biri de viral pazarlamadır. Viral, çevrimiçi tanıtım kampanyalarını ve markayı kitlelere yaymanın en önemli yollarından biridir. Makul maliyetler konusunda farkındalık yaratmak ve özellikle de E-ticaret sitesi ziyaretçileri arasında alışveriş yapanların toplam trafiğe oranını, yani dönüşüm oranını, artırmak için uygulanan viral yöntemler, en cazip çevrimiçi pazarlama uygulamalarından biridir. Bu nedenle viral pazarlama, özellikle uluslararası e-ticaret şirketlerinin stratejik planlamasının önemli bir parçasıdır. Bu çalışma, viral pazarlamanın müşterinin dürtüsel (anlık) satın alma davranışı üzerindeki etkisini araştırmak üzere gerçekleştirilmiştir. Bu çalışmanın amacı, çevrimiçi viral pazarlama faktörleri olan bilgilendirebilirlik, eğlence, tahriş ve kaynak güvenilirliğinin dürtüsel tüketici satın alma davranışını etkileyip etkilemediğini incelemektir. Bu çalışmada betimleyici araştırma yöntemi uygulanmış ve İstanbul Aydın Üniversitesi'ndeki 226 öğrenciden veri toplamak için yapılandırılmış bir anket aracılığıyla nicel bir yöntem kullanılmıştır. Güvenilirlik, çoklu doğruluk, varyans enflasyon faktörü (VIF) ve regresyon analizini içeren tanımlayıcı ve çok değişkenli analizleri yapabilmek amacıyla SPSS yazılımı kullanılmıştır. Araştırmanın bulgularına göre, katılımcıların çoğu yüksek lisans ve lisans derecesine sahip Türk ve yabancı öğrencilerden oluşmaktadır. Çalışmanın bulguları ayrıca bilgilendirebilirlik ve dürtüsel satın alma davranışı arasında pozitif ve anlamlı bir ilişki olduğunu göstermektedir. Eğlence ve dürtüsel satın alma davranışı arasında da pozitif ve anlamlı bir ilişki vardır. Ayrıca, mevcut araştırmalar, tahriş ile tüketici dürtüsel satın alma davranışı arasında pozitif bir ilişki olmadığını göstermektedir. Son olarak, bulgular kaynak güvenilirliği ile dürtüsel satın alma davranışı arasında pozitif bir ilişki olduğunu göstermektedir.

**Anahtar Kelimeler:** *Dürtüsel Satın Alma Davranışı, Uluslararası E-Ticaret, Uluslararası Pazarlama, Viral Pazarlama*

## **1. INTRODUCTION**

This section examines research that adds insights into consumer behavior towards online viral marketing in Turkey. In particular, this research was conducted to recognize the factors influencing customer motivation shopping behavior towards viral marketing in Turkey. Seven main sections exist in this chapter that will be discussed: Background of the Research, Statement of the Problem, Purpose of the Study, Research Questions, Hypotheses of the study, Conceptual Model and Thesis Outline.

### **1.1 Background of the Research**

The basic marketing and advertising tools that are used for attracting e-commerce consumers are: search engine marketing, display ad marketing (including banner ads, rich media ads, video ads, and sponsorships), e-mail and permission marketing, affiliate marketing, viral marketing, and lead generation marketing. Viral marketing is a form of social marketing that involves the process of getting customers to pass along a company's marketing message to friends, family, and colleagues. It is the online version of word-of-mouth advertising, which spreads even faster and further than in the real world (Laudon & Traver, 2017).

Viral or virus marketing is generally online marketing. This is an international marketing strategy that seeks to persuade or transmit or share the message of the marketing to family and friends, thereby Increases exposure potential and affects the marketing message (Wei, 2014). It seems like viruses that use rapid replication to transmit a specific message from thousand to millions. Virus or viral marketing also be known as internet word of mouth. With the fast improvement of international e-commerce activities over the past decade, the Internet as a distribution channel has become increasingly stable (Cheng, Sheen & Lou, 2006). New tools have emerged that meet new expectations of the social environment and this leads to another approach to marketing that is viral

marketing. In recent years, especially when the Internet and smartphones are extensively used by people, viral marketing is very important for marketers today to know about it and use it. So, it's an obvious fact that viral marketing is becoming more and more famous these days and also will improve more. Lots of customers consult online resources for information on product categories, brands, manufacturers, and retailers, especially when deciding on durable bulk goods. So it is a clear and obvious fact that viral marketing is becoming more and more popular these days.

Marketers have begun to use alternate strategies due to changing customers who have started using old and traditional marketing instruments such as magazines, radio, TV marketing, etc. (Leskovec, Adaamic & Huberman, 2007). Customers have predicted that they would prefer viral marketing instruments over the old method. Viral marketing maximizes access by deploy existing networks and persuades customers to share the information of the products with family and friends. By using the internet instruments and tools, Customers can share the information every time with their family and friends. Base on Aldridge, Forcht & Pierson (1997), a lot of companies were aware of the importance of viral marketing and the importance of influencing it for its distinctive feature. However, customers' preventive behaviors regarding viral marketing are varied and unclear, which is one of the obstacles for them.

Using viral marketing method on the Internet to "spread the word" and increase growth at exponential rates is gaining popularity (Wei, 2014). Actually, the Internet has provided a marketing context that may influence customers' reactions to their shopping behavior. There are numerous studies that have explored the potential of online marketing to influence decision making to buy a customer (Kulkarni, Ratchford & Kannan, 2012). One result is that when customers are highly linked to social media, they can be better responsive to the marketing of a particular website. There are several types of online marketing communication tools that can attract a great deal of attention, one of which is social networking. Social media has attracted the attention of most marketers due to the high impact of the virus provided marketers to pay more attention to these tools. Having an internet marketing company can be done at a lower cost. While affordable, viral marketing reinforces marketing that there are more

creative and efficient ways to advertise online. Unlike traditional tools, internet marketing involves using the Internet to provide information, communicate and make transactions (Rahimnia & Hassanzadeh, 2013). Compared to traditional tools such as print or broadcast media, online marketing is more creative and viral marketing can also be fully utilized. This is because it can create innovative online businesses and make it easier to transfer from customer to customer through the Internet. The traditional marketing method is now out of order, which is not effective enough to attract customers. The more people use the Internet, the more likely a particular channel will get and spread like a virus and to further develop e-commerce.

Compared to traditional marketing, Low cost, close relationships with the customers, redesign the distribution are some of the benefits of viral marketing (Tiago & Tiago, 2012). The most basic reason businesses should consider using the Internet as a marketing tool is because it is currently a sustainable process. In fact, new media consisting of online, mobile and social media are emerging as a growing area of advertising for manufacturers and retailers (Naik & Peters, 2009). As a result, in addition to changing the way people receive information, it has also changed the way they purchase equipment. Undoubtedly, this trend is changing as people continue to live with time. Businesses need to understand and optimize the impact of viral marketing by identifying customers' attitudes towards viral marketing.

Customer purchasing behavior is the decision process that customers use in dealing with market trading in the form of buying products and services from a group of sellers (Khan, Ghauri & Majeed, 2012). Customer behavior is a combination of customer beliefs, behavioral goals, and feelings about specific objects within a marketing context such as a brand or retail store. Pride and Ferrell (1991) more specifically, explained that behavior refers to positive or negative emotions and knowledge about an activity or object.

In addition, according to the researches impulse purchasing behavior is affected by informativeness, entertainment, irritation and source credibility which are online viral marketing factors. According to Van der Waldt, Rebello, & Brown (2009), perceived information can be operationalized as the customer perception of spreading the marketing message to provide customers with information



about product options to maximize customer satisfaction. According to Ducoffe (1996), Entertainment has been recognized as the capacity to meet the needs of customers for the enjoyment of art, entertainment, and self-expression. In the case of perceived irritation, this refers to customers' perceptions of messages that were offended by customers (Oh & Xu, 2003). In general, perceived source credibility can be operationalized as a customer's perception of the loyalty and openness of marketing messages (MacKenzie & Lutz, 1989).

In this research, customers' behavior attitudes towards viral marketing are tried to be explained by instant buying and selling which refers to impulse purchasing. Thus, in this study, the relationship between online viral marketing and customer impulse buying behavior is investigated through four independent variables. Informativeness, entertainment, irritation, and source credibility have been examined to find whether they have a positive relationship with impulse purchasing behavior.

## **1.2 Statement of the Problem**

Zernigah & Sohail (2012) stated that "Viral marketing is a relatively new event, where it is still being developed as a marketing tool," he said. It is an undeniable fact that viral marketing has become an advertising tool that is growing in many companies. Due to this new trend, in-depth information and knowledge about viral marketing still cannot be identified (Cruz & Fill, 2008). However, a different study shows a different outcome in customer behavior. There has not been much research into customer behavior with viral marketing tools, so viral marketing has not yet reached its adult stage.

Marketers need to provide reasons that make customers accept viral marketing tools (Zernigah & Sohail, 2012). According to Best (2009), a successful marketing tool is needed to attract, retain and satisfy the target audience. To achieve this goal, the product must be prominent enough to speak about it, so that information can be transferred from one to another in order to capture the attention of the information and to achieve the main purpose of the virus marketing (Dufour, 2011). For this reason, understanding the link between online viral marketing and its effects on customer buying behavior is essential for achieving marketing value. In addition, Palka., Pousttchi & Wiedemann,

(2009) argued that although there is evidence of viral marketing effectiveness, not much research has been done on the motivations, attitudes, and behaviors of customers involved in marketing tools. To create a successful marketing program, it is essential that marketers study customer behavior to become familiar with customer psychology.

Defining the Effect of Online Viral Marketing on Impulse Customer Behavior can help marketers in the electronics industry to better decide on the type of marketing strategies in online markets. Therefore, this article seeks to identify the purpose of customer behavior and marketing strategies in online markets in order to examine the impact of online viral marketing on impulse customer behavior in the electronics industry in Istanbul.

Today, “Generation Y” which has different characteristics compared to other generations and is not easy to manage, has started to enter the working life. Generation Y is composed of those born between 1981-2000. The important effects of being a fast consumer society have been decisive in the basic features of Generation Y (Muslu, 2017). This generation is more advanced in terms of information and demand than other generations, especially in electronic products. Therefore, knowing the purchasing habits of this generation is especially important for enterprises in the electronics industry. Therefore, this research, whose sample consists of students of this generation, is important for the relevant sectors.

### **1.3 Purpose of the Study**

Determining the impact of online viral marketing on impulse customer behavior can help marketers in the electronics industry to make better decisions about the type of marketing strategies in online markets. The main purpose of companies is to persuade customers to buy real. Therefore, this paper has identified the purpose of customer behavior and marketing strategies in online markets to define the impact of online viral marketing on customer impulse behavior in the electronics industry in Istanbul.

The followings are specific purposes of this paper:

Examining the impact of online viral marketing on impulse purchasing behavior.

Conducting a survey to highlight customer expectations and behavior.

Assisting academicians by examining a new model of online marketing for additional research in the future and the study regarding impulse customer behavior.

Identifying the significant relationship among informativeness, Entertainment, Irritation and source credibility, and Customers' impulse purchasing behavior.

#### **1.4 Research Questions**

The research questions that will be addressed at the end of the study are as follows:

- Is there a positive relationship between informativeness and Impulse Purchasing Behavior?
- Is there a positive relationship between entertainment and Impulse Purchasing Behavior?
- Is there a positive relationship between irritation and Impulse Purchasing Behavior?
- Is there a positive relationship between source credibility and Impulse Purchasing Behavior?

#### **1.5 Hypothesis of the Study**

The hypotheses that are corresponding to the research questions are developed as follow:

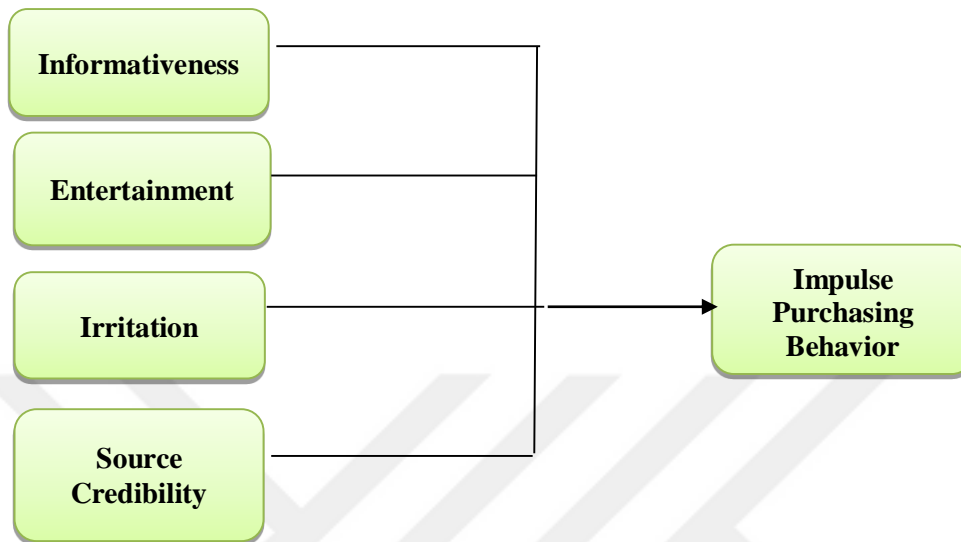
H1: There is a positive relationship between informativeness and Impulse Purchasing Behavior.

H2: There is a positive relationship between entertainment and Impulse Purchasing Behavior.

H3: There is a positive relationship between irritation and Impulse Purchasing Behavior.

H4: There is a positive relationship between source credibility and Impulse Purchasing Behavior.

### 1.6 Conceptual Model



**Figure 1.1:** Conceptual theoretical model

#### **Informativeness:**

Informativity relates to the quantity of data in a marketing message, such as a viral marketing email. Base on Saadeghvaziri & Hosseini (2011) and Zernigah & Sohail (2012), informing an advertisement is very important in identifying its effects. The information aspect also has the advantage of being profitable for retailers because it creates positive behavior. Authors such as Haghirian, Madlberger & Tanuskova (2005) and Tsang, Ho, & Liang (2004) Suggested that customers should always expect up-to-date, subject.

Specific and useful information that meets their needs and know how important expertise is. The expertise of knowledge is, therefore, one of the study's important variables.

#### **Entertainment:**

Entertainment relates to the amount of enjoyment whereby, for instance, advertising by satire and amusement can be generated through a stimulus. Entertainment generated by a viral marketing message was found to be an important strategy for creating a successful viral marketing method (Shashikala

& Mahapatro, 2015; Saadeghvaziri & Hosseini, 2011; Tsang, Ho, & Liang, 2004). Most management and marketing studies show that customers prefer advertisements for funny and entertaining content.

**Irritation:**

Irritation relates to a marketer's level of dissatisfaction and hostility in viral marketing campaigns. Base on Muzaffar & Kamran (2011), Viral marketing irritation should be considered. Consumers and users of the goods have a negative view of the irritating messages, whereas if the messages are non-stimulus they can have a significant effect on the behavior of the consumers and users.

**Source credibility:**

Message source credibility is the degree to which the origin of the message is conveyed. Message source credibility plays an important role in viral marketing strategy. According to Ghane, Shokrizadeh, Omidvar & Comyab (2014) credibility of each message depends on several different factors, including the credibility of the company itself. Creating or having a good reputation for any organization is essential as this can have a very positive impact on the viral message released by the organization.

**1.7 Thesis Outline**

Chapter one is a chapter of introduction that illustrates the impact of viral marketing on customer Impulse purchasing behavior. Background of the research, Statement of the problem, the purpose, research questions and hypotheses, Conceptual Model and outline of the research are also described.

Chapter two reviews the research literature and defines the independent and dependent variables of the research. In-depth explanations of the variables studied will also be provided by other researchers.

The third chapter covers Research philosophy, research design, data collection, sampling design, research instrument, Questionnaire design, ethics, research limitation, and data analysis methods.

Chapter fourth mainly analyzes the results using SPSS 22 software for descriptive analysis, scale measurement.

Chapter five examines the results of the statistical analysis, discusses important findings, and provides recommendations for future researchers.



## **2. LITERATURE REVIEW**

### **2.1 Market and Marketing**

Market refers to the concept that includes all potential customers who have a common need and desire and are willing to do the exchange to meet their needs and desire (Kotler, 2003). Market definition brings the researcher to the marketing concept. The concept of marketing is an economic mindset formed in the mid-1950s. According to the marketing concept, the way to achieve organizational goals is to perform better and more effectively than competitors to complement and integrate marketing activities to identify and meet target market needs and demands (Kotler, 2003). Successful marketing requires having the right product at the right time and in the right place, and ensuring that the customer is aware of the product that ultimately leads to future orders. Internet marketing or web-marketing refers to making money, selling products and providing services online. A company's advertising message can be dramatically increased by persuading customers to introduce it to friends and acquaintances. In fact, the company uses its customers to do this, and the customer becomes the seller of the product every time he uses it. Today's world is full of changes and transformations. Change in technology, change in information, change in people's demands, change in consumers and change in global markets. One of the most important changes in business is the change in values available to buyers which recognized as a key factor in the success of current organizations and leading organizations in every industry owe their success to being able to deliver value to their customers more than their competitors.

Undoubtedly, in recent years, the Internet has provided a high capacity for global participation and that partnership stems from the high levels of marketing willingness on the web. There are many shreds of evidence shows that all businesses are aware of their trademark or product on online platforms. According to an e-marketing report, the Internet is the perfect tool

for direct marketing. It also enables interoperability and follow-up on the Internet and makes it possible to select and deploy marketing tools at low cost, especially in countries with good telecommunications infrastructure (Ho & Dempsey, 2010). Therefore, companies and organizations use different methods of advertising and marketing to introduce their products and encourage the use of their services but the development of the Internet and the creation of a different atmosphere has led to another type of marketing called viral marketing. (Ho & Dempsey, 2010).

## **2.2 Viral Marketing**

There are terms and words which are used as synonyms of the term “viral marketing” like “word of mouth marketing” or “buzz marketing” (Stevenson, 2008). The term was coined by the US venture capital firm Draper, Fisher, Jurvetson” (URL 2). Viral marketing is progressing thanks to the development of the Internet at the beginning of the 21st century.

Although viral marketing is a new idea, there are different descriptions for it (Kurucz, 2008). Viral marketing is a sort of marketing in which people have been asked to spread the message to others. According to Kiss & Bichler (2008), Viral marketers can be described as strategies that create business brands in social networks and are automatically implemented through the dissemination of viral messages. According to Kim & Lowery (2010), viral marketing can be one of the marketing tools and strategies that encourage people to fully spread the message of viral marketing within the community. Viral marketing is one of the modern marketing tools of media and related sections that are used in business advertising. Viral marketing is generally known as EWOM, which stands for Electronic Word Of Mouth, which has expanded significantly. Based on Ferguson (2008), he described the word "viral" as one of the types of marketing that uses advertising messages to influence and persuade customers. Like the flu virus, it spreads from one message to another.

It is also an activity in which a consumer transfers marketing information about a product or service to another consumer or an organization's effort to encourage, facilitate, and extend marketing communications among



consumers( Kaplan & Haenlein, 2011). This type of marketing is done by loyal customers, so it requires the organization to strive for loyal customers. Viral or word of mouth marketing is a type of marketing that motivates people to tell your marketing message to others. This is not a new phenomenon and it has already existed and today's marketers are just learning how to use, extend, and improve this technique. It is a type of word-of-mouth transmission of individuals through which some of the company's brand and product marketing messages are disseminated through the public media (often the Internet) to the wider public (Kaplan & Haenlein, 2011).

It is a strategy that encourages people to send a marketing message to others and provide the potential to grow, deliver and influence the message. Other researchers have a narrower perspective on viral marketing and believe that it is an electronic version of the oral spread of people's advice that spreads across the Internet. An important advantage of viral marketing is its simplicity, low cost, good targeting, and high response speed. It is a way of communicating a global phenomenon that disseminates information verbally and positively (Shankar, Smith, & Rangaswamy, 2003). Overall, viral marketing emphasizes the possibilities of penetrating customers through online offers.

Viral marketing strategy is a concept that is spread primarily through Internet channels, such as email (Kaplan & Haenlein, 2011). Some researchers and marketers use viral marketing and viral advertisement terms together but there is a difference between them. They see viral advertising as a subset of viral marketing. Viral marketing, like traditional marketing, involves mixed marketing components (product, promotion price, and distribution), but viral advertising is one of the promotional components and one of the success factors in most companies' sales systems.

The viral reason for this type of advertising is that when such a message is initially sent to the first group because of its attractiveness, it forces people to send a message to other friends, colleagues or relatives, and so on to others. Such a message spreads like a virus in a short period. Message transmission is usually done via email or social networking sites.

Another definition for viral marketing was introduced by Scott in 2008, which is: "Viral marketing is any strategy used to stimulate people to disseminate a marketing message and to promote the growth and effectiveness of the message. Hence, viral marketing is any activity that facilitates and promotes word-of-mouth advertising. Golan & Zaidner (2008), stated that viral marketing involves a propaganda method in which an electronic file is transmitted from one user to another via email or social media. Generally, viral propaganda or gossip marketing are all words that refer to the kind of marketing that already existed on social networks, to raise awareness of brands or to achieve marketing goals such as selling products. This type of marketing can be done verbally or promoted by internet-influenced networks. Viral marketing can happen in the form of video clips, attractive flash games, advertising games, e-books, consumer software, images or text messages.

Viral marketing activities differ in the amount of activity required by the customer. According to Wilson (2018), there are important factors in determining the strategy which is essential in any successful viral marketing. The first is that any successful viral marketing must include free outsourcing of valuable products or services. Of course, given the fact that companies are looking to make a profit, the concept of outsourcing seems a bit illogical but it's one of the best ways to attract customers through the word "free". The only thing that can be said about this principle is that free products only serve as prey. Therefore, marketers should have higher quality products that will motivate customers to buy despite the free products. Wilson's second assertion is that any strategy should provide a smooth transition to the message, and third, that it should be easily spread from Small dimensions to large. This means that the media used for communication must be a readily replicable context capable of dealing with rapid and large fluctuations in customer engagement and action. The fourth component of strategy emphasizes the need to exploit common customer motivations and behaviors. For example, the best viral marketing strategy is to emphasize the need for customers to be understood. This makes consumers feel popular by sharing messenger with their friends. The other two success factors of any strategy are the use of existing communication networks and other resources. For example, a viral message needs to be effectively distributed to the consumer's

network for effective dissemination. Also, viral marketing is trying to be cost-effective too, so marketers who use this strategy should rely on other sources such as online magazines, YouTube and online blogs for low-cost publishing (Wampole, 2012).

Viral marketing is a marketing policy that encourages people to tell your 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 - Increasing impact of internet networking (Park & Kim, 2008). The main purpose of viral marketing is to spread the message among the people as much as possible without spending money on advertisements. This type of marketing replicates itself like a virus, and its customer is the publisher. The most common way to do this type of marketing is the World Wide Web. Viral marketing is not a goal, but part of a company's overall marketing strategy. If the main purpose of email activities is to create a brand name, viral marketing can be used to accomplish that goal. The result is that although a company may have specific skills in delivering important messages and comply with all laws and regulations regarding email, the most important issue is that if a consumer visits the site and sees something less than expected, the company will not succeed in viral marketing and should take a more serious look at it. Because of the above, identifying the key factors for viral marketing success for websites is very important and will reduce their costs and increase the advertising of their products by the customers themselves.

In general, the concept of viral marketing is that marketers can promote their sales and branding with a strong influence on interpersonal electronic networks. The advantage of viral marketing is that it leads to an equal customer relationship with the customer and creates interest in it and ultimately leads to customer intrusion and product sales (Bruyn & Lilien, 2008). The main purpose of viral marketing is to use customer-to-customer communication versus company-to-customer communications to disseminate information about a product or service that results in the fastest and lowest cost impact on the market. In other words, viral marketing allows communication to move from a Marketer-to-consumer to consumer-to-

consumer. Most of the power of selling the products is not through the marketer to the customer, but through the customer to the customer.

Effective Viral Marketing Strategy on Consumer Shopping Behavior involves a variety of psychological and social processes that exist before and after purchasing and consumption activities. There is an important decision-making process to consider when making a purchase. The steps a buyer takes to decide what kind of products and services to buy is called the buying decision process. Many of the viral marketing tactics are focused on getting customers' attention with free products or services. Providing low-cost products such as t-shirts or stationery can often lead to sales. Collecting consumer data and creating a database of potential branded customers can also be one of these tactics.

It is a central part of human nature to act on an impulse or a sudden urge. Impulsive actions can be part of many kinds of activities in our daily lives, whereas impulse-control problems can even lead to negative outcomes like addictions. Since the 1950s, the concept of impulsive buying has been of concern to researchers in consumer research and other related disciplines (Clover, 1950; Stern, 1962). Since then, with the evolution of the consumer community, the importance of consumer behavior has increased. Consumer research has acknowledged that shopping itself can be enjoyable. Today, shopping activities are regarded as leisure and time-consuming. In a mall to enjoy yourself, it can take many forms, which is not necessarily the main focus of shopping.

It is one of the most widely accepted concepts in consumer behavior that plays an important role in consumer behavior and attitudes (Brown & Reingen, 1987). Viral marketing is often used in marketing science to describe consumers' recommendations to each other. The speed and lack of brand bias of a particular product or service have made it an effective source of information for consumers' business choices, especially where the previous shopping experience is limited (East, Hammond, & Wright, 2007). Despite the importance and influence of word-of-mouth communication in consumers' business choices, a small percentage of this word-of-mouth communication is stimulated by the company's promotional efforts. However, researchers

believe that the effect of word of mouth communication on the purchasing behavior of customers is more than the resources under their control (Buttle, 1998).

Mouth-to-mouth communication has a major impact on shaping consumer attitudes in purchasing decision making and reducing the risk associated with shopping (Phares, 2001). Based on studies conducted in countries such as the US and Canada on purchasing from chain stores and other retail environments, over 38.2% of all consumer purchases are based on impulse purchases, with no prior decisions on the speed and lack of commercial bias to brand and particular product or service. Base on the above studies, it can be seen that viral marketing enables the benefit of consumer returns.

Since customers who are affected, have a tremendous impact on a new customer's purchase decision, we must increase the effectiveness of potential customers by identifying these effective tactics. In a competitive market such as corporate chain stores, it will not only be able to fully meet the needs and wants of customers today, but also analyze and plan for future changes in customer expectations. To stay and remain in the competitive market, companies need to consider the mental image of customers from a store that influences their choice and final purchase.

The Importance of Consumer Purchasing Behavior in different countries recognized by marketers and retailers many years ago. Therefore, various psychological strategies and techniques have been used and important field studies have been conducted to increase the share of sales (Jeffrey & Hodge, 2007).

People can spread product features by viral marketing elements and this can increase the brand popularity of a company. According to Cruz & Fiil (2008) these days most of the customers use this way to make purchase decision so it can be said this is a common way. A company can communicate with customers through viral marketing tools like blogs, conferences, video websites, SMS, e-mail, social media and social network (Goldsmith & Horowitz, 2006; Woerndl, Papagiannidis, Bourlakis, & Li, 2008). Based on Zernigah & Sohail (2012) customers are usually eager to share messages of viral marketing in their social media pages in order to become more famous

by convincing their followers and fans that they are sharing trustworthy messages. Building potent viral marketing can persuade a large number of customers to buy a brand (Bampo, Ewing, Mather, Stewart & Wallace, 2008).

Viral marketing is progressing and the recent idea – electronic word of mouth– which is about commercial words related to the development of the Internet at the beginning of the 21st century. This is based on written communication’s development through blogs, social media, groups, and forums, websites and e-mails interchanges. According to Dufour (2011), though it is a very useful tool, it can be hard to control. Viral marketing as a new phenomenon has been grown and its efficacy is getting more and more. To make viral marketing cost low and be more effective, these approaches are commonly used: chain reaction and exponential growth and insist on the fast broadcast of slogans of viral marketing.

Viral marketing is a new come concept. This is the method of mouth in the frame of the Internet and modern tools like an online conversation. A beneficial and potent marketing strategy needs to be able to satisfy, keep and attract the customer (Best, 2009). For those companies who thought viral marketing was one of the most important tools to control the market and their customers, viral marketing was a big predictor. It is not as impactful and prevalent as what was said before based on the last researches, especially in increasing product sales (Leskovec et al, 2007).

### **2.2.1 Viral marketing as an on-line marketing medium**

A market is defined as a place in which people that have products or services to present and people who need these items can meet each other. According to Philip Kotler (2003) marketing is an activity that humans do to meet their needs via the trading procedure. You need to be skilled in this world of competition and be to keep up with fast changes around internet business. This race is going to be difficult so marketers need to figure out and benefit from different facilities. Many Questions are about viral marketing or in other words marketing buzz words like: what is it about? How can we learn? Who is more successful? When is it good to use viral marketing? These questions and other questions about how to have people send marketing emails to their friends for your benefit are answered in viral marketing. This is an instructive

and easily explained guide that presents information about what viral marketing is, how you can do it and become successful. The best way to attract appropriate people is to explain a product or service completely to influence customers and let them share the information with others (Deepa & Thenmozhi, 2015).

### **2.2.2 Viral marketing - History**

It is said that viral marketing was first defined by Steve Jurvetson in 1997 to explain Hotmail's email ability in advertising. Douglas Rushkoff –a media critic- is the first person who wrote about viral marketing in 1994 in a book named "Media Virus". The hypothesis states that if a potent user receives the advertisement and becomes a member becomes infected and can make infect other people become a member and sign up for an account. If one of the users who received the viral message sends it to more than one other powerful user, the number of its users is increasing.

If each person sends a message to more than one person, it would look like the process will never end. Even if the message is not sent much frequently, it is sent more than the time that work was started but finally this campaign will end (Deepa & Thenmozhi, 2015). Studies and surveys are needed to be done over what life expects of these campaigns. There are more complicated ways of marketing but this method is the easiest one for marketers.

### **2.2.3 Viral marketing - Meaning**

Viral marketing is a method that motivates and countenance people to send a marketing message to others so that, everyday number of people who see the message and consequently message's impact will increase(Deepa & Thenmozhi, 2015). The benefit of this strategy is that it is a binary system and in the end, it gets thousands and millions of users involved. This system is similar to the viruses division. The virus is a DNA covered by a protein shell. When a virus attaches a healthy cell, the virus injects its DNA into the cell and changes the DNA of the cell. So the virus makes the cell copy its DNA. In other words, the virus uses the host cell's organs and nutrition to replicate itself. Until the huge numbers of viruses are reproduced, the virus can live in secret.

Viral marketing consists of methods that use the social network to increase awareness over a particular brand similar to what a virus does to replicate. Viral marketing can be word-of-mouth passed online and it can take the network impact of the internet under control and use it to be introduced to a large number of people.

#### **2.2.4 Internet and viral marketing**

Positive points about email marketing are easy and fast usage and receiving answers from customers sooner than old marketing methods (Deepa & Thenmozhi, 2015). You can send a message to a lot of people in a short time. It is particularly useful in situations that you need to share an offer or statement that needs quick attention. When a message becomes viral, it doesn't need constant care of the marketer anymore because it is interesting enough to pass from one social group to another.

Viral marketing is called with many titles: word-of-mouth, creating a buzz, leveraging the media and network marketing. In the Internet sector, this concept is called viral marketing. Viral marketing or viral advertising is a way that the Internet is used to introduce a product or service to a large number of people (Deepa & Thenmozhi, 2015). To be introduced to as many as possible, the medium is applied in different ways that some are glamorous, some others are done by using well-known sites' offers and fads. E-mail, website, graphic and software download are media that can send and replicate messages easily. Viral advertisements can be in the form of funny video clips, simple games or even texts. Because of the low cost and being simple, viral marketing became a popular concept on the internet.

Viral marketing is a smart way to make your business known and you can have people advertise for your business on their own. There are many corporations that became successful with the help of viral marketing like Hotmail and Amazon. Obtaining and keeping a customer base is the most challenging duty that any company has. The business-to-customer (B2C) endeavours can have more effects via the internet an e-mail based commercials (Deepa & Thenmozhi, 2015).



## **2.2.5 Viral marketing tools**

### **2.2.5.1 Email**

Email marketing means that you can send a business message to a group of people via email. A survey showed that a big percentage of customers admit the emails because of discounts. Other reasons are being able to get a product or service update and appreciating the brand (Bluehornet, 2019). Customers are convinced to share their personal information that they think is necessary to be used for a special brand to send them relevant information. It is stated that these kinds of emails are used for marketing: email newsletter, digest, dedicated email, lead nurturing, sponsorship email and transactional email.

### **2.2.5.2 Video websites**

According to Xavier & Summer (2009), video websites are those which let upload videos for sharing among people to become famous. Informal communication is used in viral marketing. So these websites like YouTube commercial videos can be sent to customers. Based on Woerndl et al (2008) types of videos can be different for example; YouTube's video clips, Adobe's flash animations, Microsoft PowerPoint files and others. So viral marketing can act stronger by sharing advertising videos in comparison to traditional ways (Kaikati & Kaikati, 2004). According to a survey, some people think videos can help them get information about brands but some others believe that videos should be impressive enough to be remembered (Xavier & Summer, 2009).

### **2.2.5.3 Blogs and forums**

Blogs are a new tool in marketing and they are described as shared articles in which people post their experiences (Xavier & Summer, 2009). Advertisers look for bloggers who can design appropriate patterns to promote blogs because blogs are known as media in electronic buzz marketing. Each blogger has a different idea about a product that can share it in the blog. So messages passed via blogs can give a lot of information. Companies can communicate with customers through blogs and introduce their new come products and promotions (Singh, Veron-Jackson & Cullinane, 2008). Page forum means an opportunity to have a debate and share ideas about a product online (Xavier &

Summer 2009). Based on the study done by Xavier & Summer (2009), an online forum is an effective tool in marketing as many customers find information received from forums helpful. Try to find a way to be a member of a community, by creating a forum or joining an existing one, about the subject you want to do viral marketing for Creative Marketing.

#### **2.2.5.4 Social network**

You can receive information on the internet all over the world. The Internet allows customers to contact each other and make a big network. Social networking is a communication way that can be considered as an online marketing tool. A company can have millions of views in a short time through social media websites and applications like YouTube, Facebook, Twitter, etc. (Pura, 2013). Based on Omega Group Corporation many organizations are trying to tie social networks like YouTube.

As it was mentioned Companies can get lots of hits in a short time thanks to social networks like Twitter and Facebook (Pura, 2013). Based on Matthews (2010) unlike old media that a company had one-way communication, with social media marketing, companies are able to reach many of their customers online. There are many successful and popular websites on social networks, such as Facebook, BlogSpot, and Myspace that have attracted millions of people, who usually want to visit these sites more than once a day. In order to have more views, a website may provide a chat room or discussion board except for subjects a user may be searching for. Social networks' features are useful and important for viral marketing. A user also can use these features in order not to lose customers for the next sales (Yap, 2011).

#### **2.2.5.5 SMS**

SMS is an acronym for mobile features that allow the user to save and send text messages (Bamba & Barnes, 2006; Oh & Xu, 2003). SMS advertising is a way that marketing messages are sent to customers (Tsang, Ho & Liang, 2004). SMS advertising is getting more reputable along with enhancing of development of telecommunication and the popularity of mobile devices among people (Bauer, Barnes, Reichardt & Neumann, 2005). According to a study done on SMS marketing statistics, 86% of 4 billion mobile phone users receive or send at least one SMS per week. 9.5 trillion SMS were sent in 2012

and 95% of mobile users who received advertising SMS are connected to brands using SMS marketing (Khasawneh & Shuhaiber, 2013).

#### **2.2.6 Viral marketing vs. marketing secrets strategy**

Pull Strategy of Marketing states that viral marketing is sending and sharing free online texts (eBooks and e-articles) that contain links to the site, a short bio or resources that explain to us. Then as a consequence, it will spread among people widely. The resource box at the end of the article or book has links to our site. So it can be said that we pull the reader to our site through our article or book. Our e-mail address is provided in the reference box too. So customers can contact us at any time. A good e-book or e- the article can show that we are knowledgeable and qualified in the subject. But some say that providing a free book or article takes a lot of time. But it's worth it. Why? You need to be seen and this is an essential issue to become successful in business. If you provide a booklet about the subject of your profession and use professional words in the booklet, people will question those words. Answer their questions appropriately and get their attention and affection.

#### **2.2.7 Reasons for the popularity of viral marketing**

A lot of people are using social networks on the internet these days and anyone can access confidential company information. Contacting different persons on the web is a free procedure. In this system, one can get in touch with hundreds of users in one day that every one of these people can contact with hundreds more. This process is like a pyramid. Posting or commenting online can potentially impact the sales and reputation of the company and increase sales and increase the reputation of the company, although this impact may be minor at first (Rice, 2010). Networking plays a key role here, because the more people who sign up, the more people can reach out to more people, and the total number of people multiplies.

#### **2.2.8 Types of viral campaigns**

**Pass-along:** A message causes the user to send it to someone else. Chain letters that encourage the reader to send messages are the simplest form. More powerful examples of this kind are the short funny clips.

**Incentivized viral:** In order to send the marketing message to another person or give another user's address marketer offers rewards in return (Wilde, 2013).

**Undercover:** A viral message which is actually an interesting page, amazing activity or piece of particular news without any obvious sign of advertising. The point is to make the effort seem like the appearance of the item was spontaneously (Wilde, 2013).

**"Edgy Gossip / Buzz marketing":** before screening a movie, some actors and actresses marry, divorce or do something to be spoken about and be in news. For example, there were rumors around being a relationship between Tom Cruise and Katie Holmes prior to releasing their new movie (Wilde, 2013).

**User-managed database:** Users in any social network can manage their list of friends and contacts. They also can invite others who are not involved yet (Wilde, 2013).

### **2.2.9 Transfer methods of viral message**

Viral marketing can be shared in different ways (Deepa & Thenmozhi, 2015):

**Word of Web:** In order to transform the information to e-mail, it is typed in a web-based form.

**Word of E-Mail:** It includes forwarding jokes, texts or pictures and is so prevalent.

**Word of mouth:** It is generally defined as verbal communication but it also includes web dialogue, message boards and e-mails.

**Word of IM:** Probably the fastest transfer mode, links to instant messaging servers like MSN, Yahoo! Or Google Talk.

**Rewards for appointments:** Occasionally some companies offer prizes to tempt users to apply one of the methods mentioned.

**Bluetooth:** The publicized use of mobile phones that have the Bluetooth ability made it easy to spread videos.

In addition, Viral Marketing is not;

- Cure-all
- Chat room for a message of the board
- Covert or stealth marketing
- Sampling programs based on the Internet
- To send "viral" content to a database
- Simply by adding "Send to a Friend" to your email or webpage, and
- Generally about technology.

#### **2.2.10 Elements of effective viral marketing strategy**

This strategy is about minimizing damage and increasing efficiency (Deepa & Thenmozhi, 2015). If a viral marketing campaign tries to take financial advantage of the users, users won't be much willing to help the message distribute as much as needed. So it is wise to let members use the service for free. The Internet provides a good opportunity for those have intelligent ideas. A good idea can be viewed on the internet wider and easier than any feasible way in the real world. The development of a company is much easier and faster by means of the internet. Some viral marketing methods are better than others, some are easier but you don't have to use all of them to get good results. According to (Wilson, 2018), there are six principles for viral marketing as listed below:

- Offers products or services.
- It provides a smooth transition to others.
- Scales easily from small to very large.
- Benefits from shared motivations and behaviors.
- Uses available communication networks.
- Utilizes the resources of others.

The media that transmit the marketing message should use terms such as email, website, graphics, simple software download.

### **2.2.11 Viral marketing's advantage**

Viral marketing is popular because of cheap communication on the Internet. The viral message should be short in order not to be difficult for the customer to get it and send it to others. But internet technology has been growing over these years and email inboxes are able to receive larger content (Deepa & Thenmozhi, 2015).

Viral marketing has many advantages like tempting campaigns, being cheap and high and fast response rates. The main ability of viral marketing is the potential of attracting a large number of avid users with paying little. In another word, the popularity of viral marketing is its biggest advantage. Viral marketing decreases spam mail. Because its strategy is that a user should send the message to another friend not everyone (Deepa & Thenmozhi, 2015).

Viral marketing provides a new distribution channel. It is a wise method that can result in appealing behavior in customers. Customers become encouraged to upload the software in their desired download websites, share it in other ways or find other distribution networks to increase the sale of their copy of the software. We can say this is the definition of "self-organizing viral distribution networks." Intelligence and wisdom in a colony are much more than a single person. You can't consider a neuron as a smart organ. We are neurons on the net but there is no software or application that is able to benefit from the collection of neurons. Maybe it can be possible by means of viral marketing (Wilson, 2018).

The Internet provides an environment that startup of a company with a good idea can spread like a wildfire and viral marketing can help like fuel for this fire.

### **2.2.12 Essential problems in viral marketing**

The positive impact of viral marketing on a company can be huge, but it can also have a negative impact (Bryant, 2010). Below are the problems in viral marketing:

**Brand Control:** One of the problems with viral marketing is that your messages may be received by people who are not targeting customers. Furthermore, some users may change the message or add something to it. This

may result in your business be understood in the way you don't want (Brady & Honey, 2007).

**Unprecedented growth:** Viral marketing can have unpredictable results like what happened to Hotmail which is a popular email provider in India. We are not sure that Hotmail expected such a result or not. Anyway, a lot of people in India started emailing via Hotmail and suggested it to their friends. This sudden change needs change in programs and strategies that are planned before and this can be considered as a difficulty (Miller & Lammas, 2010).

**Lack of Measurement:** This is not possible to follow email receivers and what changes they make to your message. Usually, it is impossible to prove users of your service did change because of your viral marketing strategies. So it can be said that viral marketing is hard to control and measure in comparison with a technique like banner advertising (Deepa & Thenmozhi, 2015).

**Spam Threats:** If a company acts weakly in this field, this may cause spam. Imagine a company that pays some people to send a commercial email to their friend and encourage them to buy a product related to a company. If those friends consider these emails unwanted or spam, they will start to have less relationship with the person who sent them the email. Thus, marketers may cause spam emails just because they want to earn more money and this can damage the company's reputation (Deepa & Thenmozhi, 2015).

Companies that are willing to operationalize viral marketing strategies should aware of these problems and plan precisely to get over them. Assuredly, one of the most important and comprehensive marketing strategies is viral marketing. This is not wise to only use viral marketing strategies for advertisement.

### **2.2.13 Barriers to viral marketing**

Viral marketing relies on the message passing rate. If a message is sent by a huge number of people and again those people send it to another large group of individuals, overall growth will be high. But if the message is not passed quickly from person to person, growth speed will be low. Some barriers to viral marketing are listed below (Deepa & Thenmozhi, 2015) :

**Size:** If the viral marketing message is in the form of a video clip, it can be difficult or even impossible to receive it because of large file size.

**Media Format:** If your message has a special format that is not widespread, a lot of people won't be able to even open the file you sent them.

**E-mail attachment:** Many people have antivirus software or firewalls on their PC that keeps their accounts and PC away from receiving attachments.

**Cumbersome Referral Mechanism:** If the marketing campaign is simple to operationalize, it will be prosperous. For example, if you're using a game as your viral marketing tool, requesting referrals as an entrance condition to play will be less effective than asking for them after the game.

**Sabotage:** The main idea of undercover style marketing campaigns may be detected. The same social networks will notify people so they will stop being a part of the campaign.

A marketer doesn't want his or her advertising campaign to grow in an unmanaged way. Managing and controlling where the campaign goes is necessary and controlling a viral campaign can be tough sometimes (Elan, 2010).

#### **2.2.14 How to implement an effective viral marketing campaign**

Over the past decade, there have been various examples of online marketing campaigns that have achieved viral success. However, before going into detail it is important to try to define or classify what can be considered a viral success. With operational success, measuring success can be very difficult. It's a concept of a very subjective nature that can have different meanings for different people, it all depends on the conditions in the current situation. Simply put, success can be defined as completing a goal or achieving a goal (URL3). Below are the ways for having an effective viral marketing campaign (Deepa & Thenmozhi, 2015).

**Providing an incentive:** By offering an encouraging motivation viral marketing will work better. But still, it is important to manage the incentive amount and kind. For example, this is more logical to suggest 20% off for sending the message to 5 other friends instead of considering the particular



amount of money for the same job because the marketer may face less financial and privacy issues.

**Not considering referral as an option:** When a Customer reference a friend, the marketer should just send the email to him/her and then delete all the information about this person and let the person chose if he/she is willing to receive more emails or not. So the referral mustn't be considered as an option.

**Personalizing the referral email:** An email will receive more answers if users find out that the email is sent by a recognizable source like a friend. The subject line is a very important part of an email as it can make the email look friendly.

**Tracking and analyzing the results:** The results and performance of a viral marketing campaign should be monitored in a sequential manner and this is essential. Advanced email marketers evaluate the performance of the campaign carefully and try to receive practical information as it works. Most of the more important data is used to evaluate pass-through, click-through, and conversion rates, and is provided to customers.

**Extending friendly and intimating referrals in a sustained manner:** To get the marketing email to become viral and forwarded several times, the marketer needs to put an offer in every email message. By the way, viral marketing is a very helpful method to let a lot of people become familiar with your business by passing of time.

## **2.3 Customers' Impulse Purchasing Behavior**

### **2.3.1 Consumer behavior**

Marketing is the science of influencing consumer behavior. In other words, the goal of all marketing campaigns is to change attitudes, motivation, knowledge, and ultimately the behavior of customers and buyers. Marketing activities affect not only consumers but other stakeholders and lead to pervasive changes in human societies. Accordingly, the purpose of mastering knowledge of consumer behavior is to influence purchasing decisions and the use of goods and services. Every time we have to choose an option and solution, and when the scope of our decisions somehow influences other

people's choices, knowing the basics of analyzing and applying consumer behavior techniques helps us. Many successful organizations and societies today have made significant strides in this area by spending millions of dollars on research and studying ways to influence consumer behavior.

Behavior includes cognitive, perceptual, emotional and motivational procedures in responding to things in the environment. Pride & Ferrell (1991) had described the behavior as to how (positive or negative) one would feel towards a situation or action. Behavior is one's feelings and knowledge that makes his/her beliefs in response to activities or objects. Customer behaviors are a sum of customer's thoughts about perceptions and behavioral purposes toward some issues around marketing content like a retail store. These parts usually studied together because they have interaction with each other and all together cause forces that manage customer's responses to an object. Customer behavior is affected by psychological elements like motivation, personality, feelings, thoughts, and learning (Kotler & Keller, 2012). Marketing theory begins with meeting customer needs and responding.

Although the first book on this subject was written in the 1960s, its history goes back to many years. One example is the 1950s when Freud's ideas were used by marketers. Customer behavior is a contentious and challenging topic that encompasses individuals and what they buy, why and how people, groups, and organizations buy to meet their needs and desires. Customer behavior is the study of how people buy and what they buy and why they buy. Customer behavior is one of the subcategories of marketing that consists of elements such as psychology, marketing, and economics (Golchinfar & Bakhtaei, 2006).

Solomon and others have defined consumer behavior as the physical, emotional, and mental activities that individuals perform when selecting, purchasing, using and disposing of goods and services to satisfy their needs and desires (Solomon, Bamossy, Askegaard, & Hogg, 2006). Another definition of consumer behavior is described as a set of activities that are directly aimed at acquiring, consuming, and disposing of goods and services. These activities include the decision-making process before and after these actions.

Customers buy many products to cover their needs every day. Marketers' job is to find out what customers' purchase decisions are. To figure out this, they should find responses to these questions: why, what, how much and where customers do purchase. Behavior in the marketing field is explained as the general evaluation of a product or service has done finally. A personal purpose guaranteed by behavior will affect the shopping behaviors of customers. Though customer behaviors may be an obstacle, a marketer can benefit from them. Smart marketers anticipate customers' behavior by using their comprehension of behavior. Perceptive marketers know how to distinguish differences among beliefs and behaviors and use them all to develop their marketing strategies.

Further studies of customer behavior are associated with ownership processes of owning and using the products and services that customers face in their daily lives and examine the impact of psychological and social factors on behavior (Bagozzi, 2006). Marketers analyze this customer behavior and they focus more on buying a brand, but marketers try to answer who, what, where and how to better understand customer buying behavior (Bagozzi, 2006; Kotler & Keller, 2012). In addition to being answered by marketers, behaviors are associated with the decision-making process and have specific personal characteristics.

One of the key areas of customer behavior is his decision making, which is crucial for marketers who have been extensively researched and interpreted by marketing theorists (Golchinfar & Bakhtaei, 2006). This process in the cube has five steps that are followed by the customers. These include identifying problems, searching for other options or seeking more information, evaluating alternatives, buying and post-purchase behavior. According to the following model, there are several steps to be taken before the purchase and the post-purchase evaluation phase.



**Figure 2.1:** The five-stage model of Engel and Blackwell's customer purchasing process

**Source:** Peter, J. P. & Olson, J. C. (2008). Customer behavior and marketing strategy. 8th ed., McGraw-Hill.

The starting point of the problem process is understanding the problem. It is here that the consumer encounters problems and needs that need to be met. This phase begins with either an internal or external stimulus or both (Kotler & Keller 2012). According to Schiffman & Kanuk (2010), Customers are justified in having two types of needs when they want to diagnose the problem. The first involves the actual situation in which they recognize that their products are not affected. On the other hand, a great idea comes to the customer who is trying to make a quick decision to make a new product.

According to the model presented, the second step is to easily search for suitable and alternative solutions to previously identified needs. When a customer thinks he or she needs to be met by a product, he or she starts looking for information about that product. Customers may use their past shopping experience as a source of information, but if this is not enough, they may seek more information sources. In general, customer decisions are based on past purchasing experiences as well as external resources derived from marketing activities and non-commercial practices (Schiffman & Kanuk, 2010). Customers can obtain from external sources such as advertising, websites, product packaging and so on. Given this, it is stated that the most effective sources of information are personal resources such as family,

friends, experiences as well as public resources such as mass media (Kotler & Keller, 2012).

After the search process is completed, customers will list their options and begin evaluating them top. To make the decision-making process easier for them, customers want to use all the possibilities. Customers rely on two types of information to evaluate alternatives. The first is the use of a shortlist of all other options that are the basis for selection and the second is the evaluation criteria considered by customers (Schiffman & Kanuk, 2010).

In the final step, the outcome of the purchase activity decision is related to customer satisfaction with the purchase it has made. According to Schiffman & Kanuk (2010), there are three types of purchases that customers deal with: trial buy, repeat buy, and long term buy. If a customer buys a new product, this is an example of a new purchase because customers tend to buy lesser-known products. If they are satisfied with their purchase, they will likely repeat their purchases and even commit to a product or brand in the long run.

After customers have purchased the product, they begin to use the product as well as evaluate its performance to see if it meets their expectations. If there is no difference between customer expectations and product performance, the results can be neutral. When the product performance is better than the customer's expectation, it is satisfactory and, conversely, if the product's performance is lower than the customer's expectation, it causes customer dissatisfaction (Schiffman & Kanuk, 2010).

This five-step model represents a theoretical process. Each individual's experience may be different than the proposed model. In the customer decision-making process model, it is assumed that the decision-making process involves the step that the buyer goes through when buying a product or service. However, this may not always be the case. Customers do not have to go through all these steps when making a purchase decision, and in fact, depending on the type of purchase, they may miss or change some steps (Kotler & Keller, 2012).

There are different ways to explain customer decision making in different situations or under different circumstances. One of these methods is instant buying and selling, which has been tried and explained by the efforts of many

marketing researchers over time (Cobb & Hoyer 1986; Stern, 1962; Kollat & Willett, 1967, Piron, 1993, Rook, 1987). According to the researchers, impulse buying behavior involves an emotional part, and this purchase is naturally unplanned. There are some minor differences in the buying process for instant purchasing. Impulsive behaviors are most often performed after the first stage is a problem recognition process and subsequent steps can be searched or performed at the same time. This means searching for and evaluating other options.

The development of studies of consumer behavior is the result of the marketing philosophy shifting from production to sales and then marketing. Other factors contributing to the expansion of consumer behavior studies include the high speed of new product introduction, shorter product life cycles, increased consumer support movements by private groups and public policymakers, environmental attention, and service marketing growth. Having such an understanding of the consumer and the consumption process in such an environment has many advantages. These benefits include helping managers make decisions, providing a cognitive basis through consumer behavior analysis, assisting legislators and regulators to enact laws governing the purchase and sale of goods and services and ultimately helping consumers make better decisions. Consumer behavior plays a vital role in the design of advertising campaigns. Studying consumer behavior can help us understand the social sciences that influence human behavior. Accordingly, analyzing consumer behavior in such cases as marketing mix design, market segmentation, and product positioning and product differentiation is also critical.

### **2.3.1.1 Key concepts of consumer behavior**

In order to better understand consumer behavior, we examine seven basic concepts that have been emphasized by most experts. These concepts are explained below (Wilkie, 1990):

- Consumer Behavior is Motivational: The key question in this concept is "Why does consumer behavior occur?" The answer to this question is included in the definition of consumer behavior. Consumer behavior is to meet his needs and

desires. Behavior is a means of achieving the consumer's goal, stemming from his needs and desires.

- Consumer behavior involves many activities: all consumers have differences in thoughts, feelings, decisions. Marketers need to focus on consumer activities, some of the consumer activities include seeing ads, buying decisions, deciding how much to pay and so on.
- Consumer Behavior is a Process: Consumer behavior involves the selection, purchase, consumption, and disposal of products and services that comprise three stages of pre-purchase activities, purchasing activities, post-purchase activities.
- Consumer behavior at different times has different complexities: Buying different goods by people has different complexities. Buying some goods requires all three stages of the consumer behavior process while buying some (consistently consumed) goods is very easy and will not require different steps. Customers try to simplify the buying process by trusting others, brand loyalty, and so on.
- Consumer behavior involves different roles: The consumer can play at least one of three roles which are influential, the buyer, and the consumer at different times. When we make a purchase for ourselves, we can play all three of these roles on our own. Sometimes we buy things from someone else's point of view, in this case, we can play a separate role.
- Consumer behavior is influenced by external factors: Consumer behavior is influenced by many external factors such as culture, subculture, social classes, etc. These effects can be short term, medium-term or long term.
- Consumer behavior varies across individuals: As individuals have different wants and needs, their behavior is different, and this different consumer behavior makes it difficult for marketers to predict consumer behavior. The market can be segmented to solve this problem.

### **2.3.1.2 Types of purchasing decisions and consumer involvement**

The consumer's motivation to achieve a particular goal is influenced by the effort that he or she is spending to achieve that product or service. The more the consumer believes that a particular product or service is more suitable for

his / her satisfaction, the more motivated he/she is to achieve it. Involvement is the importance a person places on a product and its benefits in a particular situation. Involvement is a function of a person, product, and position. A combination of these at different times can vary the consumer's motivation to obtain product-related information. When consumers want to do something that meets their needs, they have the motivation to receive and process any information that enables them to achieve the goal. While another person may not bother to access the same information because he or she does not think this information is relevant to his or her needs ( Belch & Belch 1998).

Purchasing decisions made by consumers fall into the following three categories (Solomon et al, 2006).

- **Complex decision making:** The decisions made to solve complex problems are very much in line with traditional decision-making approaches. The decision-making process for solving complex problems usually begins with the incentive to obtain the right product. Decisions always have a lot of risks. The consumer tries to collect as much information as possible, both in his memory and external sources. Each product is carefully evaluated on the basis of the importance of the decision, and the choice is often made based on the characteristics of a particular brand and considering how the brand works in the appropriate situation.
- **Limited decision making:** Limited decision making is usually easy and understandable. Buyers have little incentive to collect information and are not strict in evaluating options. They use simple rules to choose one of the options. Such cognitive techniques allow consumers to use a general guide for this purpose rather than making their own decisions in the future.
- **Normal decision making:** Both in complex decision making and in limited decision making, some measurement and data gathering is done. Many purchasing decisions are made on a regular basis when the item is on the shelf. The selection of such goods is made with minimal effort and without the knowledge of product features and usually automated. Shopping based on habit and repetition of shopping behavior allows consumers to spend the least amount of energy on making such purchases.



### **2.3.1.3 The relationship between marketing mix and consumer behavior**

In today's complex and competitive marketing, it is very difficult to gain a reputation and it is easy to lose. Introverted companies do not get the necessary information about the fast market developments, competitors, distribution channels, new media and technologies and expectations of the customers from their products to reach their goals. Extroverts, on the other hand, are companies seeking to satisfy customers. The real mission of their marketing units is to understand the needs and wants of customers and provide solutions to produce products tailored to those needs and desires. Extroverts are companies that are not just about selling, but about seeking long-term customer satisfaction by delivering superior quality products along with achieving their long-term goals and continuous life (Kotler, Armstrong, Saunders & Wong, 2001).

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The product (goods and services) should be in line with the expected benefits of the customer. The price should be commensurate with the capabilities of the buyer. This product should be made available to the customer in order not to disturb the purchase and eventually take the necessary steps to make potential consumers aware of such a product. In fact, the concept of marketing mix defines the way an organization operates using a set of variables controlled in an environment with many uncontrollable factors (Bennett, 1997).

#### **2.3.1.4 The emergence of the concept of p4**

In the various marketing texts, the concept of P4 is accepted as a principle. P4 stands for the word product, price, promotion, and place. The concept of the marketing mix was first introduced in the 1950s by Neil Borden and became known as P4 (Gronroos, 1997).

The marketing mix overcame traditional market management models and methods such as the Alderson method alongside other systematic approaches and parameter theory developed by the University of Copenhagen in Europe, and new approaches such as product perspective, task perspective, and geographic perspective met this fate. Only a few of these models have managed to survive the P4. A marketing plan is made up of decisions about product, price, promotion, and place. These are the most important parts that marketing managers allocate to company resources to achieve sales and profit goals (Goldsmith, 1999).

Service marketing theorists have done a great deal of research on the difference between service marketing and product marketing. Much of this effort has been focused on the concept of the marketing mix and that the marketing mix of services is different from the marketing mix of goods. By demonstrating that service marketing requires different commodity decisions, these scholars have been able to distinguish service marketing from commodity marketing. In the marketing mix of services, we see personnel, physical assets, and procedures in the aggregate of 4p, which ultimately creates a marketing mix of 7p for services. Thus, service marketing theorists created a new management theory that distinguished it from commodity marketing (Goldsmith, 1999).

This conceptual development has reevaluated traditional marketing management and created a boundary between goods and services. The products thus included tangible goods and services. Many marketing executives base their relationships with customers on a procedure called "individualism," "mass customization," or "personalization". The core of this style is to match the goods and services to the needs and desires of each individual customer, not to provide one type of product and service to all customers. Personalization can also be assumed as one of the marketing mixes

alongside product, price, promotion, place, personnel, physical assets, and procedures. This creates a new marketing mix of 8p (Goldsmith, 1999).

### **2.3.1.5 Customer orientation**

In general, the buyer is not fully aware of the mix of marketing factors in the purchase of goods and services and is seeking to derive benefits from the products offered. Buyer orientation refers to a process in which a potential customer begins to think, evaluate, consult and ultimately decide on the appropriate source of supply to buy the product. The customer sourcing process is called "buyer orientation". Marketing states that each product can be described with a separate set of marketing mixes. By devoting organizational resources to delivering goods and services, such a strategy will ultimately achieve the company goals. Customers strive to find the goods and services they want in a rational way. This sourcing process ultimately causes the customer to refer to a specific source for the product. This process is known as buyer orientation. In the marketing mix of the supplier has to understand what the buyer tendency is for each purchase (Bennett, 1997).

### **2.3.2 Definition of impulse purchasing**

Many studies have been conducted to better understand the Impulse customer shopping behavior (Cobb & Hoyer 1986; Kollat & Willett, 1967). To better define instant purchases, researchers use terms like unplanned purchases and unexpected purchases.

An unpredictable purchase is thought of as a purchase action without any thought, and a pre-determined plan, as well as an intention to buy in advance, can be stated (Engel & Blackwell, 1982). In contrast, planned shopping is exactly the opposite. Planned purchase is purchase when there are a known problem and a previous intention to buy. In general, instant purchases can be made or planned with unexpected purchases (Kollat & Willett, 1967; Stern, 1962).

Impulse purchasing behavior is also a mystery in the marketing world. A topic that marketing research is now beginning to do (Kongakaradecha & Khemarangsana, 2012). Impulse purchases are a pervasive aspect of the Customer and a significant focus of marketing activities (Sharma &

Sivakumaran 2004). In marketing literature, Impulse purchases are defined as unplanned purchases. But the Impulse purchase goes far beyond that; in fact, the experience is a desire to buy. That passion was an Impulse, intense feeling, often It is tempting (Manafi & Najafi, 2008). Regardless of how defined, Impulse purchasing refers to a specific item of unplanned purchases, and the fact is that unplanned purchase is at the core of all its definitions (Piron, 1993).

Impulse buying refers to “Spur of the moment, unplanned decision to buy, made just before a purchase. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message. Such purchases range from small (chocolate, clothing, magazines) to substantially large (jewelry, vehicle, work of art).” In addition, these purchases might cause problems such as financial difficulties, family disapproval, or feeling of guilt or disappointment (URL 1).

Impulse purchasing has been the subject of much research by Customer behavior researchers (Sharma & Sivakumaran 2004). This is not only because of the complexities involved but also because of its wide popularity across a wide range of different product classes (Kacen & Lee, 2002; Rook, 1987). In the early literature of marketing, Impulse purchase was briefly defined as a junk purchase (Cobb & Hoyer, 1986). Impulse purchasing is a complex, attractive, enjoyable purchasing behavior that Impulsive speeds up the decision to make an Impulse purchase without any thoughtful consideration or consideration for alternatives to future purchases or outcomes (Rook, 1987). Hence, Impulse purchasing with high emotional activity, low cognitive control, and spontaneous behavior in proximity to an attractive object is associated. Impulse purchasing seems to serve the pleasures of pleasure. Compared to Impulse shoppers, shoppers exhibit more happiness and pleasure behaviors than considerations of their purchases, and purchasing experiences for shoppers indicate high motivation by stimuli such as excitement and pleasure.

On the other hand, diversification is a driving factor in purchasing behavior that alternates among well-known choices such as brands and purchasing

malls and it is a tool to pursue a level of desirability by a person (McAlister & Pessemier, 1982). Thus, diversification does not indicate high emotional distress or rapid loss of connection with Impulse purchases, although both create a new and exciting experience for Customers in purchasing and a chance to change and get rid of the everyday. They are given the general characteristics of spy purchasing behavior (Baumgartner & Steenkamp, 1996). However, empirical evidence is that the relationship among involvement and participation in purchasing differs from Impulse purchasing; some believe that Impulse purchasing occurs only in low-value products such as candy and magazines, while studies recent evidence suggests that this may, in fact, be related to cases of high purchasing involvement (Jones, Reynolds, Weun, & Beatty, 2003). Diversity is also associated with low involvement states and is not always a spontaneous behavior.

The place to decide on an instant purchase should be fully considered. Purchase action is more of an internal decision that takes place within the store or website immediately and is known for its specialty called immediate and unplanned purchasing (Cobb & Hoyer, 1986). When customers are asked to make a comparison among their predetermined purchase plans and their purchasing results, most will tell the difference in instant purchases (Kollat & Willett, 1967). Later this definition will be defined as the instantaneous purchase for customers as well as the repurchase, because "impulse shopping is a time to experience a sudden and powerful sense of purchase." The motivation and behavior of shopping seem to be very complex and can cause emotional conflict (Rook, 1987). In other words, the keywords associated with impulse purchasing can be described as a sudden experience, unexpected behavior, and deviance with the presence of an emotional component rather than a rational one.

Another study examines existing definitions and argues that in order to make an instant purchase in the event of a buy-in, there must be a strong incentive to criticize the impossibility of the term. Have the customer decide where and when to make the purchase and this purchase should be unplanned (Piron, 1993). There have been many studies over the years about instant purchasing, and each has provided some definitions for different damages. Some maintain

the same elements, but others expand and improve the meaning of the term Piron (1993). Conceptualization guides provide another guide in which situational factors, such as the Money Available, Availability Time, Search & Explore in the Store and the difference of individual variables related to customers' propensity to cite to purchases, play an important role for in-store activity and sudden decision to buy (Beatty & Ferrell, 1998).

### **2.3.3 Types of impulse purchasing**

In some of the studies, the term impulse purchase has been similarly described as an unexpected purchase (Clover, 1950; West, 1951), However, explaining what the definition of impulse purchasing actually is not enough (Stern, 1962). In order to better explain the impact of the impulse purchase, Stern (1962) listed the following four different types of impulse purchases, including net, reminder, offer and impulse purchases.

**Impulse net purchasing:** One of the main types of purchases is instant, which is easy to understand with the difference from a handicap purchase. Specifically, this purchase is called a new purchase or a special purchase” (Stern, 1962).

**Impact buy reminders:** This purchase is made when buyers are already familiar with the product and also have previous product experience. The buyer may feel the need for the product when a newspaper or advertisement advertises it. (Stern, 1962).

**Offered impulse purchases:** occur at the point of purchase without prior knowledge of the product. The difference among a reminder impulse and an offered impulse is the exposure to the product and the need to fulfill it (Stern, 1962). In addition, the products can be purchased only for reasonable and practical reasons in the proposed impulse purchase. But on the other hand, purchasing motivation takes into account the emotional aspects of the products (Stern, 1962).

**And lastly, impulse shopping planning:** This type of purchase is another type of instant shopping that usually takes place in online stores due to the various offers available in online stores including discounts and offers to buy the customer and it is possible to go online and Provides real shopping.

(Stern, 1962). Due to lack of planning and prior planning to purchase it seems to be a random purchase and the customer does not have a specific listing in mind and only intends to buy immediately.

The most important thing in all four instant purchases is that there is a need for strong incentives to make the customer's decision to buy. (Piron, 1993). Stern's classification (1962) is an important source for researchers and second studies (Beatty & Ferrell, 1998; Dittmar, Beattie & Friese, 1996; Rook, 1987).

### **2.3.4 Factors affecting impulse purchases**

A lot of the researches into Impulse purchase have directly or indirectly led to the causes or records of your Impulse purchase. The variables that cause this type of purchase can be divided into the following categories:

- Related to individual characteristics
- Related to situational features
- Relative to psychological characteristics
- Related to product segmentation features
- Related to demographic and socio-cultural

#### **2.3.4.1 Factors related to individual characteristics**

Impulsive, as a feature, has attracted a great deal of attention in the context of Impulse purchase research. This mindset originates in psychology, which means that the nature of Impulse's decision also affects his Impulse purchase. This tendency to buy Impulsive is usually measured by quantitative measures and, as noted, is a driving factor for Customers to buy Impulsive, and the greater the tendency to buy Impulse, the more likely it is to occur. Positive emotional states such as emotion and happiness and negative emotional states such as anxiety and guilt have been studied (Piron, 1993). Individual factors such as income level, education level, age, gender, purchasing enjoyment, and willingness to shop can influence Customers' Impulse purchasing behavior. For example, the lower the age of Customers or the higher their income levels, the more likely they are to have more Impulse purchasing behavior. Coley and Burgess also found in their study that women make significantly more Impulse purchases than men (Coley & Burgess, 2003). But in a study by

Mai, Jung, Lantz & Loeb (2003) in Vietnam, there was insufficient evidence to show the difference among men and women impulsive buying.

**The pleasure of an impulse purchase:**

It is a pleasant feeling to give a person something in the buying process. Fun shoppers find the process more fun than buying a product (Manafi & Najafi, 2008). Customers are not just looking to buy a product, they are also looking to satisfy their needs or solve their problems. Having a store with beautiful space, an attractive environment, and a convenient location can make the customer enjoy purchasing. This need makes customers more willing to communicate with the seller (Kotler, 2003). Purchasing fun is defined as one of the most rewarding benefits of the purchasing process. It is founded that these shoppers spent more time purchasing and made another purchase after one purchase. Westbrook and Black found that recreational shoppers were more satisfied with the purchasing flow than with purchased goods. Therefore, if a person generally enjoys his or her purchasing flow, he or she is more likely to turn around and enjoy more of each type of purchasing position (Westbrook & Black, 1985).

**Self-control:**

is the ability to control one's emotions and behavior in the face of missions and impulses. As an executive function, self-control is a cognitive process necessary to regulate one's behavior to achieve goals. Recent developments in social and consumer psychology show that self-control plays an important role in the decision-making process. A study by Rook (1987) emphasized that buying motivation tends to disrupt the flow of consumer behavior. The consumer feels more out of control than buying when stimulated. Baumeister (2002) explained the relationship between lack of self-control and impulsive buying. In addition, the researcher noted that the lack of self-control can be one major cause of impulsive buying. The researcher outlined three causes of failure in self-control. The main cause of conflict is weakening goals and control measures such as when the goal of feeling better is immediately at odds with the goal of saving money. The second reason was the lack of supervision over one's own behavior. Third, self-control depends on a resource that works like power or energy, and reducing that resource makes it less likely to lose control. Youn & Faber (2000) found a relationship between



this tendency to buy trauma and three general personality traits such as uncontrollability, stress response, and absorption. In addition, this study identifies a variety of internal states and sensory and environmental/sensory stimuli that are indicative of impulsive buying stimuli. The researcher found that a lack of control over personality traits had a greater effect on IBT than other personality traits.

**Mood and emotions:**

Substantial research has shown that mood, feelings, and emotions are important factors in consumer behavior. Weinberger, Allen, & Dillon, (1981) have identified the relationship between emotion and impulse buying. The study suggested that Impulse buyers be more emotional than non-buyers. Impulse shoppers make a big difference in their emotional process. Non-shoppers play an important role in their purchasing decisions. But despite the potential justification for buying behavior later, its impact is less than emotional. Dennis (1987) found in his study that Impulse Shopping to be more emotional than rational, And probably fell more than "bad" rather than "good".

Specifically, Dennis (1987) explained the relationship between consumer impulse buying behavior and internal emotional states. In addition, the researcher discusses the effect of impulse shopping on the feeling of power and intensity of the state and has examined how the impact of the impulse purchase relates to the post-purchase emotional state. In addition, researchers have investigated the relationship among specific emotion states, the value of emotional states, and the level of arousal with post-purchase emotion states. The researcher examined that mood factors play a widespread and complex role in consumers' impulsive buying behavior.

A study conducted by Piron (1993) has been reported that some emotional reactions are experienced by different planned and unplanned buyers. Most of the differences may be because unlike shoppers, scheduled buyers' purchasing decisions are a top priority. Therefore, the emotional reactions experienced by my unexpected buyers during the process of making oxygen are earlier than planned, but they are not expected to recur. However, post-purchase emotional reactions like feeling good or it may be content to be experienced

by unplanned or unplanned buyers. It, therefore, concludes that the emotional reactions experienced by unplanned buyers during decision making may be experienced earlier by the planned buyers, but are not expected to recur. However, post-purchase emotional reactions such as feeling good or happy may be experienced by the planned or unplanned buyers.

**Willingness to buy impulsive:**

It shows the tendency of individuals to be motivated by such purchases (Manafi & Najafi, 2008). It is more likely that a person with a high tendency to buy Impulsive becomes involved with buying strategies. We believe that an Impulse purchase is a positive reinforcement because most Customers feel better after an Impulse purchase. For example, Rook (1987) found that 75% of their samples reported positive emotion after purchase, after reflecting on previous purchases, while only 8% reported feeling empowered. They did badly.

**2.3.4.2 Factors related to situational properties**

A large number of situational factors appear to be effective in the event of an Impulse purchase are listed as below:

**Money Available:**

Shows the number of funds available to spend daily (Beatty & Ferrell, 1998).

**Search & Explore in the Store:**

In the pre-purchase search, the person is involved with the purchasing process, while in the ongoing search the person is involved with the goods. In the pre-purchase search, the person has a short-term involvement with the problem of consumption and risk perception. While in constant search, Customer engagement with the product is ongoing and is more than just a temporary problem or a temporary interest in the product (Beatty & Ferrell, 1998). Searching for a store actually means searching for stores with different layouts and arrangements for purchasing or entertainment (Manafi & Najafi, 2008).

**Environment:**

Interior decoration, color, lighting, odor, music, how equipment and goods are placed, how products are displayed are factors in the purchasing environment, and that the complexity of their collections enhances purchasing behavior. If

the purchasing environment was stimulating and attractive, customer self-control would be reduced, resulting in an Impulse purchasing behavior.

**Go purchasing alone:**

(Luo, 2005) conducted a test that found that participants were more likely to make an Impulse purchase when purchasing with friends. But Rook and Fisher say that being anonymous in the purchasing environment can increase the likelihood of an Impulse purchase. In fact, shoppers tend to try new products and styles while being anonymous (Rook & Fisher, 1995).

**Seller advice:**

Previous research has shown that seller guidance and assistance influence the desire to buy customers (Baker, Grewal, & Parasuraman, 1994). In another study, (Mattila & Wirtz, 2001) found that seller-friendly behavior moderates the negative effect of shop crowding and has a significant effect on an Impulse purchase.

**Availability time:**

Returns when shoppers spend purchasing in the store and the opposite of time pressure (Beatty & Ferrell, 1998).

**2.3.4.3 Factors related to psychological characteristics**

**Self-esteem:**

Eliot believes that a person's social self-esteem plays an important role in his or her Impulse purchase (Elliott, 1994). Tremblay investigated self-esteem and found that there was an inverse relationship between self-esteem and Impulse purchase (Tremblay, 2005).

**Excitement:**

It refers to the stimulating or not controlling the desire to buy. Tremblay (2005) believes that Self-Control Plays an Important Role in the Impulse Purchase Decision Making. Self-control demonstrates the ability to cope with temptations, especially in relation to Impulse purchases. Most Impulse purchase behavior studies agree that those who make an Impulse purchase have low self-control. Youn also cites uncontrollability in its research and its important role in Impulse purchase behavior (Youn & Faber, 2000).

#### **2.3.4.4 Factors related to product features**

##### **Product type:**

Jones et al, In their research show that a person's tendency to buy Impulsive is not a general tendency toward all products and the likelihood of a person being involved in an Impulse purchase in different product classes varies (Jones et al, 2003). Kollat interviewed 596 customers at the supermarket and found that products with high repeat purchases (such as milk, bread, etc.) were more likely to be bought abruptly (Kollat & Willett, 1967).

##### **Marketing Promotions:**

Youn has shown in their research that those who shop more Impulsive respond more to promotional gifts (such as free gifts, product replicas, free samples, etc.) (Youn & Faber, 2000). Promotional activities will have a profound effect on Impulse purchasing behavior.

##### **Product Price:**

A study of Customer behavior shows that they plan to buy high-value products and pay close attention. Lee also found in his review that there is a negative relationship between the price level of the product and the number of Impulse purchases (Lee, 2008).

##### **Product Design and Packaging:**

The packaging is a subject of many researches and seems to be affecting customers' Impulse purchasing behavior, for example, The better and more expensive packaging is People are more likely to have an Impulse purchase.

#### **2.3.4.5 Demographic and socio-cultural factors and impulse buying**

Instant shopping behavior also shows changes depending on personal factors, including age, income, gender, marital status, and occupation. Many studies have examined the relationship between demographic variables and impulse buying behavior. The literature review based on various demographic factors is listed below.

##### **Gender:**

Many researchers have been investigating the effect of gender on an impulse purchase. Although the results of the research are different. In their studies,

Dittmar et al (1996) suggested that men are more interested in instant shopping in the commodities and entertainment sectors, while women buy more of the emotional and self-evident goods in an instant.

In addition, they have declared gender as a major social category, should affect the goods that are purchased on a hit basis, and the considerations of used shopping. Wood (1998) found that gender and instant shopping were poorly correlated, supported by (Hausman, 2000). However, Jalees (2009) observed that the tendency for impulsive buying is gender-specific. Women have a greater impulse buy than men. Tifferet & Herstein (2012) had researched gender differences in brand commitment, instant shopping, and hydronic consumption. They cite the reasons why women are more inclined to make impulsive purchases. First, since instant purchases are related to the use of hydronic and women are higher in terms of hydronic consumption than men. Second, women suffer from anxiety and depression due to the link between Impulse shopping and negative emotions (Silvera, Lavack & Kropp, 2008); (Verplanken, Herabadi, Perry & Silvera, 2005). Women may use impulse shopping as a tool to improve their mental health. They reported that women had higher impulse purchasing levels than men. Gender has been found to have a significant impact on impulse buying by referring to the purchase of beverages (Gandhi, Vajpayee, & Gautam, 2015).

#### **Age:**

Demographic factors also influence the impact of purchasing impulses, among personal factors. Age is one of the key factors predicting consumer buying behavior (Bellenger, Robertson, & Hirschman, 1978; Wood, 1998). Impulsive buying has been observed to tend to rise between the ages of 18 to 39, and then decline thereafter. Furthermore, there was an inverse relationship between age and impulsive purchasing. The relation was also found to be non-monotonic (Bellenger et al, 1978). Impulsive Tendency to buy is higher between the ages of 18 and 39 and then lower Wood (1998). A study of literature from Pechmann, Levine, Loughlin, & Leslie (2005) reviewed basic biology, psychology, and marketing studies on teenage growth. They observed that adolescents are more impulsive and self-aware than adults. Further research conducted by Xuanxiaqing, Yang & Huang (2011) found that females over the age of 41 are more likely to boost buying, perhaps

because they have a permanent salary and want to spend money on themselves. In addition, the results showed that age is significantly related to Vietnamese consumers' impulse buying behaviors. A study conducted by Bashar, Ahmad, & Wasi (2012) noted age is associated with most determinants for purchasing impulses and the collective determinant for impulsiveness. However, Tirmizi, Rehman, & Saif (2009) noted that no impulse buying association recorded in the higher-income group of young people with dominant purchasing impulse behaviors.

### **Income:**

The researcher has examined many determinants that also have an impact on consumer impulse purchase among many other factors higher income level also has an impact on impulse purchasing. Abratt & Goodey, (1990) in their study, high-income shoppers were reported to be more likely to exhibit higher buying impulses. A study by Mai et al. (2003) examined a strong relationship between income and impulse buying. However, Kollat & Willett (1967) challenged this result, it has been stated that Incomes have no effect on unplanned purchase rates. The results of this research are supported by Wood (1998). Further, research conducted by Xuanxiaoqing et.al (2011) Found that Income did not make a difference to the intention of an impulse purchase for cosmetics. Mogelonsky (1998) emphasized that the impulse to purchase is for those customers who are in a position to afford it financially. When consumers have more money they have fewer pressures to purchase an inexpensive commodity. However, as opposed to low-income shoppers, researchers reported high-income customers to buy more often on urges.

### **Education:**

Researchers have also studied the impact of education on impulse purchase among the demographic factors. Peter & Olson (2008) investigated a strong relationship between buying power and university education. He further noted that education is a major determinant of impulse purchasing. A study by Wood (1998) Discovered that higher-educational individuals make fewer impulse purchases. Those who are more educated tend to make purchases on schedule. People with low academic qualifications have an acute condition of satisfaction and a smaller preparation period. According to Xuanxiaoqing et.al (2011) Education has not made a difference in the intention to buy impulse.

**Occupation:**

The researcher has researched a number of factors that drive customers to purchase impulses, among other reasons several researchers have also examined the effect of the profession on impulse purchasing. Furthermore Wood (1998) Examined that people with a high career rank take more sensible decisions and have a potential perspective and a longer decision-making time horizon. Consumers at relatively lower industrial rates, though, were not geared towards the future and required less time to make choices.

Consumers in low levels of occupation were towards enjoying life and living well for the day than saving for the future (Coleman, 1977). According to Hendon, Williams, & Huffman, (1988), people in higher occupation prepare shopping lists and are careful planners. Further, research carried out by Richins & Dawson (1992); Dittmar et al (1996); Rindfleisch, Burroughs, & Denton (1997); Wood (1998) he argued that consumers with a low occupational status tend to show a higher purchase impetus compared to high employment.

**Marital Status:**

In the past, many researchers looked at the effect of marital status on impulse purchasing In a study by Bloch & Richins (1983) noted that Marital status plays an important role in the available resources. A single person, with no relative, is more likely to spend without humiliation than a married person is. People married to dependent children are more likely to have restrictions on the resources available. Married consumers do shopping without purchase (browsing behavior) than unmarried, but less impulse buying. Further research by (Richins & Dawson (1992); Dittmar et al (1996), Rindfleisch, Burroughs, & Denton (1997); Wood (1998) reported that Married persons are committed to taking care of dependents and thus the level of impulse buying found is lower for married persons and consumers who are single tend to exhibit higher levels of impulse buying.

**2.4 Experimental Studies**

In the past, similar research has been conducted by various researchers on viral marketing and its impact on instant messaging behavior. (Blanco, Blasco

& Azorin, 2010; Fagerstrom & Ghinea, 2010; Muzaffar & Kamran, 2011; Reyck & Degraeve, 2003; Shashikala & Mahapatro, 2015; Zernigah & Sohail, 2012) These researches seek to understand the impact of awareness, entertainment, credibility, and stimulation as viral marketing factors.

Zernigah & Sohail's (2012) comparisons of a sample of 216 showed that marketing tools such as awareness, entertainment, and source credibility had a positive relationship with customers' view of viral marketing. It is clear that this study was conducted in Pakistan, and such a study within Turkey and consumers' understanding of similar variables is very important and needed.

Zernigah & Sohail's (2012) research has also shown that information and credit resources are the most important aspect of viral marketing.

On the other hand, Muzaffar & Kamran (2011), Reyck & Degraeve (2003) and Shashikala & Mahapatro (2015) Find out that entertainment is the most important factor that leads to a positive attitude of customers towards viral marketing. Given these contradictory findings, therefore, this study is necessary to find the most important viral marketing variable on the impact of purchase behavior.

A study carried out by Blanco, Blasco & Azorin (2010) found that customers were aware of the low advertising in mobile advertising. It is also important to carry out this study, which seeks to assess the opinions of customers in Turkey. Experimental studies have created gaps for further studies on viral marketing.



### **3. RESEARCH METHODOLOGY**

As noted in the title, this chapter covers the thesis research method. In more detail, the current chapter shows the approaches and methods used in this research as well as the tools used and the method of data collection.

#### **3.1 Research Philosophy**

According to Widerberg (2002), there are three dominant views Positivism, hermeneutics, and realism. As a result, these views illustrate how knowledge emerges. They are not, by all means, independent, but they overlap. Although scientific approaches are generally confined to the positivist and hermeneutic schools, they are often discussed as methodological approaches.

The above-mentioned views positivism announces a goal, an Independent perspective. The researcher should be independent and should not be influenced by the subject or subject of the research (Remenyi, Williams, Money & Swartz, 1998). Research that posits a philosophy of positivism shows that the researcher prefers to work with social reality that is observable and devotes itself to natural science, so the result is a tendency toward generalizations such as law (Saunders, Lewis, & Thomhill, 2003, Remenyi et al, 1998). Saunders et al (2003) describes that the positivist approach emphasizes the quantitative observations that can be made for statistical analysis. Generally, the positivist approach tends to be method-based quantitative research.

On the other side, the hermeneutic approach emphasizes the Explanations and understanding of the field of research. Lavery (2003) claims that based on prior understanding of the field and the whole phenomenon, only the field of research will be better understood. The hermeneutic approach is more of a qualitative nature.

The present paper focuses more on the positivist approach than on hermeneutics. The author chooses a positive approach because this study

attempts to analyze the factors affecting customer buying behavior and also to determine the level of effect. The author must recognize the factors that affect consumer buying behavior in Istanbul, Turkey. A positive approach can help to provide the basis for doing research.

### **3.2 Research Design**

The research steps including recognizing and analyzing the factors affecting Impulse purchase behavior, translating it into a research problem, in addition to collecting, analyzing, and reporting specified information regarding the research problem (Kervin, 2004). The research design is designed in detail that drives research towards its goals. The process by which the research study made is including many related determinations. The most important determination is to select the research approach because it shows how the data is gained. Tactical investigation decisions are done after selecting the research approach. At this stage, consider the questions to be asked or specific measurements to be made, the length and structure of the questionnaire, as well as the sampling method. These tactical decisions mentioned are also limited by budget and time accessibility. Estimated costs should, therefore, be compared with the estimated value before carrying out a study.

One way to achieve the best results for research purposes is to have a planned and structured research plan (Fink, 2006). In the current thesis, the researcher ensures that the research is well-planned and structured with goal setting, the research hypothesis framework, basic support theories for the research purpose, and ultimately the design of a questionnaire designed to discover the answer for the research purpose. A well-planned and effective research plan constitutes a plan for collecting, measuring, and analyzing data and ensures that research is carried out in a conceptual structure.

The research design that will be investigated by the researcher in this study is a descriptive research design which is also known as statistical research. This explains the data and features related to the phenomenon or population under study. Data descriptions are systematically statistical in nature and accurate descriptions of research often include research hypotheses, but maybe

speculative and experimental. As can be seen in this thesis, the researcher has designed his hypotheses to be tested.

However, the relationships studied will not be causal in nature. But this is a tool that can be predicted. Descriptive research usually takes one of two forms in the social sciences, observational research and survey research.

As stated by Kervin (2004), survey research is the regular collecting of data from responders because of understanding and predicting some aspects of the behavior of the population of interest. As this term is commonly used, this shows that the information was collected with a copy of the questionnaire. Survey researchers should focus on sampling, questionnaire design, and questionnaire use and data analysis.

Accordingly, based on the Survey's citation of the survey, for the present study, the researcher adequately decides on the design of the questionnaire and the sampling method that will be discussed later in this chapter.

The present study was undertaken to examine the impact of online viral marketing on the impulse purchasing behavior of industrial electronic customers. Impulse purchasing behavior is the dependent variable of this research. Informativeness, entertainment, irritation, and source credibility, which are the factors of viral marketing, are the independent variables of this research. In this quantitative study, the survey strategy was pursued. Therefore a structured questionnaire was used as a data-gathering tool from 226 students of Istanbul Aydin University where this research was taken place in.

### **3.3 Data Collection**

#### **3.3.1 Kind of data collected**

In this study, Primary data and also secondary data were used for collecting the data. Using secondary data is some kind of available data, in other words, it directs to data that has been collected and also analyzed before (Chisnall, 2007). Whenever secondary data is used by a researcher, he or she considers where to collect it from various sources. In this case, he has not encountered any more problems that usually accompany the initial form of data collection.

With regards to the secondary data, it may either be unpublished data or published data (Carson, Gilmore, Perry, & Gronhaug, 2001). In general, the data published in various central government publications are local. Different publications of foreign countries or international companies and organizations and their subsidiaries. Business and technical journals; Newspapers and books journals; Publications and reports of various trade and industry associations, commodity exchanges, banks. Reports produced by economists, researchers, universities in different fields. History statistics and historical documents, as well as public records and other sources of information that have been published, are available (Downie & Heath, 1983).

Initial data is referred to as the data collected for the first time and is, therefore, the main character. These data are collected for specific and important purposes as well as for evaluating the current situation as well as the current phenomenon or problem. Initial data collection is essential whenever the researcher fails to find and collect data on secondary sources (Cassell & Johnson, 2006). Market researchers are interested in basic data on behavior, goals, interests, beliefs, attitudes, motivation, knowledge, demographic and socioeconomic characteristics. Initial data are collected and originated by the researcher for the specific purpose of solving the problem (Hussey & Hughes, 2007). Since the primary data are collected for a specific purpose, they constitute the most important data for the whole thesis, so it is ultimately used for analysis.

### **3.3.2 Methods of data collection**

#### **3.3.2.1 Collection of secondary data**

Secondary data from national and international marketing journals as well as management, business journals, referenced and dedicated textbooks on marketing management, websites as well as the quality of service and academic studies conducted in related areas to be collected in order to establish a strong conceptual background including literature review for study.

#### **3.3.2.2 Collection of primary data**

In general, there are various methods for collecting primary data, especially in descriptive and survey research. These include an interview, observation, questionnaire, scheduling and other methods such as awakening audits,

distributor audits, warranty cards, mechanical devices, customer panels and more. According to the descriptive type of research, the best method for collecting the initial data is the questionnaire survey method. Data are collected from a sample and different sizes and values are measured according to the total population (Cooper, 2006).

The questionnaire method is very popular for collecting data, especially in cases of large inquiries. Therefore, it is enacted and enforced by research workers, private individuals, public and private organizations, and even governments (Aaker, Kumar, & Day, 2000). According to the present thesis, the researcher used a questionnaire method to collect initial customer data to find out the factors affecting the buying behavior in Istanbul, Turkey.

### **3.4 Population and Sample Selection**

#### **3.4.1 Population**

The statistical population of this study is students of Istanbul Aydin University, Istanbul-Turkey which are 39000 based on the website of the University (URL4). The sample size of the electronics customer was drawn from Istanbul Aydin University among September - October 2019.

#### **3.4.2 Sample size**

The sample size refers to the appropriate number of answerers required for particular research to obtain valid and accurate results. The more samples, the better the results. But resource constraints have limited the ability of the researcher to maintain a large sample size in current research. For a descriptive study, the minimum sample size is 30 answerers for statistical analysis of the variables relationships. Therefore, a sample size of 226 with a confidence level of 90% and a marginal error of 5% in the Cochran formula was decided. This size may change due to time and resource constraints as well as response rates. Answerers should have access to self-administered questionnaire surveys to e-commerce customers.

### **3.4.3 Sample selection**

In this study, non-probability sampling was performed as Convenience sampling. Answerers are electronic industry customers who wish to cooperate with the researcher by answering a questionnaire survey form. The researcher provided questionnaires to answer and collected on-site questionnaires.

### **3.4.4 Response rate**

The researcher provided questionnaires to answer and collected on-site questionnaires. 226 survey questionnaires were distributed and collected. Therefore, the response rate of this research was determined as 100% by using the following formula:

Total received forms / Total distributed forms \* 100

$$\square 226 / 226 * 100 = 100\%$$

After evaluating the response rate to the survey and receiving questionnaires, the response rate to the present study is 100%

### **3.5 Research Instruments**

The researcher in the present paper used the questionnaire as a data-gathering tool to examine the awareness, entertainment, irritation and source credibility of the viral marketing message and their positive impact on buyers' behavior in Istanbul. Previous studies in the relevant field have been reviewed and modified to develop the questionnaire form, by reviewing works from Akrimi, & Khemakhem (2012), Blanco et al, (2010); Zernigah & Sohail, 2012).

### **3.6 Questionnaire Design**

As originally stated, the purpose of the initial data collection was clearly explained by the questionnaire method used in this study, although preparing a questionnaire to be effective is not an easy task for the researcher (Peterson, 2000). It is the most challenging and interesting research work for a researcher. The questionnaire is an automated measurement tool, even if prepared by the scholar, to collect data from those who are responders with the aim of finding attitudes, their view of responding to the research goals anticipated in the

research. Not only questionnaires are used to record answerers' responses and attitudes and beliefs, but they are also used to describe and compare knowledge values, feelings, preferences, and behaviors of different people (Bryman & Bell, 2007).

Previous studies in the related field have been reviewed and refined to assist in the development of the questionnaire tool. These statements have been adapted and modified by the use of work and research of Akrimi, & Khemakhem (2012); Blanco et al, (2010); Zernigah & Sohail, 2012).

This article uses attitude and classification questions. Classification questions are aimed at collecting demographic and socio-economic data from participants in the survey (Tull & Hawkins, 1976). Attitude questions are prepared to see customers' views or opinions on impulse purchasing behavior.

The demographic questions, as well as the attitude, are two types of techniques that the researcher uses when designing his questionnaires. There are closed-ended questions in this research. The idea of closed-ended questions is that the scholar can show how best to answer the questions posed. By creating an open-ended questionnaire, it allows answerers to respond freely in their speech rather than being limited to a choice of other options. But for a dissertation that needs to be analyzed through analysis, this is not a good approach, but rather closed-ended questions. In the closed-ended questionnaire, the researcher asks questions and the answerers or participants choose one or several options from different options (Hussey & Hughes, 2007). This has a good point in the analysis phase because it can provide a response for the answerers and allow for stronger solidarity (King, 2004). In the current study, the researcher used a closed-ended questionnaire to collect data from answerers.

The questionnaire in the current paper made of two parts:

It contains three close-ended questions provided with a checklist answers which include the answerer's demographic and general information such as sex, age, education level. Also followed by 27 close-ended questions provided with a five-point Likert type scale. The questionnaire answers were rated by the answerers on a five-point Likert scale. Every question has a scale from 1 being strongly disagreed level to 5 with strongly agree to level.

<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
5	4	3	2	1

The mean formula and class distance were used to analyze the range of information at each level to perform the measurement analysis.

The mean values are used from the section where the interval scale is used to explain the degree of appropriate comprehension for the category below:

The average mean rate at 1.00 – 1.49 shows the lowest acceptable level of the respondents.

The average mean rate of 1.50 – 2.49 shows the low acceptable level of the respondents.

The average mean rate of 2.50 – 3.49 shows the medium acceptable level of the respondents.

The average mean rate of 3.50 – 4.49 shows the strong acceptable level of the respondents.

The average mean rate of 4.50 – 5.00 shows the highest acceptable level of the respondents.

### **3.7 Ethics**

The aim of the questionnaire is determined at the beginning of the questionnaire. Questions are also based on the specific information needed to conduct the research. In addition, answerers are assured that their identities are kept confidential and not shared with other individuals or groups. Before submitting a questionnaire to the answerers, they were informed that the purpose of the research was scientific.

### **3.8 Research Limitations**

The environment, the answerers, and the research population are important factors in doing the research. One of the limitations of the study was time. However, the questionnaires were administered to answerers in Istanbul Aydin University, which guarantees the geographical scope of this research. In addition, this study was conducted only in Istanbul, which means that the results



cannot be used to evaluate the factors affecting impulse buying behavior in other cities and countries. The survey was also conducted at a specific date and time.

Despite the limitations, this study is able to have a thorough understanding of the viral marketing factors influencing shopping behavior in Istanbul-Turkey and pave the way for further research in other regions and countries.

### **3.9 Data Analysis**

IBM SPSS Statistics 22.0 software was used for statistical analysis in the present study. After coding the survey form, the software was used to describe answerers' demographic information including (sex, age, and education) and viral marketing factors such as (Informativeness, Entertainment, Irritation and source credibility) on impulse purchasing behavior.

Likewise, Mean and standard deviation were evaluated along the process to describe independent variables (Informativeness, Entertainment, Irritation, and source credibility) as well as the dependent variable (impulse Purchasing behavior) which were presented on the Likert scale sort of questions.

Data reliability is a measure of the compatibility of a tool (Gay, Mills & Airasian, 2012). For testing the internal reliability of a construct using 5 Likert levels, The Cronbach's alpha test is usually used. In this study, Cronbach's alpha reliability test was used to test the reliability of the gathered information. The alpha rate in the interval of 0 and 1 is abnormal and in social science research, the highest alpha rate of 0.7 is known as an acceptable value (Gliem & Gliem, 2003). The closer the alpha to 1, the more reliable information is described.

In order to make sure that there are no high correlations among variables, Multicollinearity has been conducted through the use of SPSS. In general Multicollinearity in other words, the high correlation among independent variables has the potential in a regression equation to make it hard to accurately determine the significant predictors toward a process, therefore, this problem may be due to the lack of statistical independent variables, although the general model seems to be significant. Multicollinearity can be examined by utilizing the variance inflation factor (VIF) through SPSS. A VIF of 1 shows no

correlation among the independent variables and so the variance of inflation is not. Basically, rule of thumb says that VIF of 4 and exceeding to 10 shows sign of multicollinearity that is serious and requires correction, otherwise the analysis results are questioned (O'brien, 2007).

In addition, the hypothesis testing process through Simple Regression analysis was used to investigate the impact of the independent variable on the dependent variable. In general, Simple Regression analysis is used to check the relationship between the number of the independent variable and the dependent variable. Analysis of variance (ANOVA) was performed to investigate the level of variance for which the independent variables are responsible (Kanthawongs, 2017, Sheevlin & Miles, 2001).

### 3.10 Statistical Methods

In the current research statistical analysis methods consisted of:

Descriptive Statistics Analysis:

Percentage:

$$p = \frac{f}{n} \times 10$$

p Percentage

f Percentage frequency

n Frequency Mean:

$$X = \frac{\sum x}{n}$$

X Mean

$\sum x$  Total group rate

N Number of group rate

Standard Deviation:

$$S. D. = \sqrt{\frac{\sum(x - \bar{X})^2}{n-1}}$$

S.D. Standard Deviation

x Rate

n Number of rates in each group

$\Sigma$  Total amount



## 4. RESEARCH RESULTS AND ANALYSIS

This chapter shows the empirical part of the research along with the analysis. Initial data were collected through a survey questionnaire from 226 answerers. The research Closed –ended questionnaire was designed with multiple choice questions as well as Likert scale questions to examine the impact of online viral marketing on impulse purchasing behavior in the form of quantitative research.

### 4.1 Demographic Data Analysis

The findings of the demographic data, including gender, age, and education collected through a questionnaire from 226 answerers of this research, are presented below;

**Table 4.1:** Gender

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	148	65.5%
Female	78	34.5%
Total	226	100%

In accordance with Table 4.1, of the 226 answerers, 148 (65.5%) responses are from males and 78 (34.5%) responses are from females.

**Table 4.2:** Age

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
18-25 years	110	48.7%
26–30years	102	45.1%
31–40years	14	6.2%

**Table 4.2: (Cont.) Age**

41–45 years	0	0.0%
above 45 years	0	0.0%

In accordance with the Table 4.2, of the 226 answerers, most of the answerers are within the age range of 18-25 years old totaling 110 responses (48.7%), accompanied by 26-30 years old with 102 responses (45.1%), 14 answerers were within the range of 31–40 years (6.2%) and no responders is more than this age.

**Table 4.3: Level of Education**

Education Level	Frequency	Percentage
Vocational school	0	0.0%
Bachelor Degree	71	31.4%
Master Degree	146	64.6%
Above Master Degree	9	4%

In accordance with Table 4.3, most of the answerers were Master Degree graduates totaling 146 responses (64.6%), followed by 71 answerers with Bachelor Degree (31.4%), and 9 answerers were Above Master Degree (4.0%).

## 4.2 The Analysis of Dependent and Independent Variables

The independent variables (Informativeness, Entertainment, Irritation and Source credibility), as well as the dependent variable (Impulse Purchasing behavior), were presented and measured in Likert scale According to the following Table:

<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
5	4	3	2	1

When the mean rates for the independent variables have the highest number, this shows the highest level of customer interest in the independent variables used to determine purchase behavior.

The mean rates of acceptable perception justification were used for the following groupings:

The average mean rate of 1.00 - 1.49 shows the lowest acceptable level of the answerer.

The average mean rate of 1.50 - 2.49 shows the low acceptable level of the respondents.

The average mean rate of 2.50 - 3.49 shows the medium acceptable level of the respondents.

The average mean rate of 3.50 - 4.49 shows the strong acceptable level of the respondents.

The average mean rate of 4.50 - 5.00 shows the highest acceptable level of the respondents

Using descriptive statistics in SPSS software, the following means and standard deviations were found with respect to the research variables.

**Table 4.4:** Analysis of Informativeness

<b>Informativeness</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
I consider the Electronic Industrial Company's email marketing messages informative.	3.55	0.923	High
Marketing messages for Electronic Industrial Companies on social networking sites are informative.	3.98	0.851	High
Fan pages for the Electronic Industrial companies on social networking sites are informative.	4.02	0.928	High
Electronic Industrial companies' SMS ads have valuable information.	3.60	0.985	High
Internet Blogs are an important source of information for electronic industrial companies.	3.91	0.978	High

According to the data presented in Table 4.4, the result from the opinion of the answerers towards Informativeness indicates an overall high mean rate. Page on social networking sites is on top of the ranking rates among all the items which are ranked high (Mean=4.02, S.D=0.928), followed by Marketing Message which again ranked high level (Mean=3.98, S.D=0.851), Internet Blogs ranked high level (Mean=3.91, S.D=0.978), SMS advertising ranked high level (Mean=3.60, S.D=0.985) and Email Marketing message ranked high level (Mean=3.55, S.D=0.923) respectively.

**Table 4.5:** Analysis of Entertainment

<b>Entertainment</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
I consider marketing messages obtained through entertaining emails from Electronic Industrial Companies.	3.58	1.082	High
It is entertaining and exciting to join fan pages of Electronic Industrial companies on social networking sites.	3.65	0.955	High
The Electronic Industrial Companies' element of humor and enjoyment makes SMS advertising amusing.	3.73	0.843	High
I find the Electronic Industrial Blogs entertaining.	3.97	0.859	High
I'm excited about buying online.	4.15	0.866	High
I find fun things via online purchasing.	3.83	1.029	High

According to the data presented in Table 4.5, the result from the opinion of the answerers towards Entertainment indicates an overall high mean rate. Feel exciting via online purchasing is on top of the ranking rates among all the items which is ranked high (Mean=4.15, S.D=0.866), followed by blogs of the Electronic Industrial companies which again ranked high level (Mean=3.97, S.D=0.859), find fun things via online purchasing ranked high level (Mean=3.83, S.D=1.029), element of humors Highly ranked at level (Mean=3.73, S.D=0.843), Joining fan pages of the Electronic Industrial companies on social networking site ranked high level (Mean=3.65, S.D=0.955) and marketing messages got via e-mails Highly ranked at level (Mean=3.58, S.D=1.082) respectively.



**Table 4.6:** Analysis of Irritation

<b>Irritation</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
The electronic industrial firms' email marketing messages are a source of irritation.	2.92	0.969	Moderate
I assume that unsolicited e-mails from corporations in the electronics industry include viruses.	3.06	1.106	Moderate
Marketing messages on the Electronic Industrial companies ' social media sites are annoying.	2.54	0.957	Moderate
I remove SMS ads from businesses in the online sector without reading them.	2.22	0.850	Low
SMS ads from Electronic Industrial Companies are annoying.	3.69	0.933	High
I consider blogs annoying because they are deceptive and unreliable	3.28	0.889	Moderate

According to the data presented in Table 4.6, the result from the opinion of the answerers towards Irritation indicates an overall Moderate mean rate. SMS advertisements are on the top of the ranking rates among all the items which are ranked High (Mean=3.69, S.D=0.933), followed by blogs irritating as the information provided is inaccurate and inconsistent which ranked Moderate level (Mean=3.28, S.D=0.889), unsolicited e-mails from the Electronic Industrial companies contain viruses ranked Moderate level (Mean=3.06, S.D=1.106), E-mail marketing messages of the Electronic Industrial companies are a source of irritation ranked Moderate level (Mean=2.92, S.D=0.969), Marketing messages on social media sites of the Electronic Industrial companies are irritating ranked Moderate level (Mean=2.54, S.D=0.957) and I remove SMS ads from the Electronic Industrial companies without reading ranked Low level (Mean=2.22, S.D=0.850) respectively.

**Table 4.7:** Analysis of Source credibility

<b>Source Credibility</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
I trust the Electronic Industrial Company marketers ' information via e-mails.	3.58	1.035	High
Fan pages on the Electronic Industrial Companies ' social media sites are trustworthy.	3.81	0.963	High
I trust Electronic Industrial Companies' SMS advertising.	3.61	1.006	High
I trust the Electronic Industrial Company bloggers ' information	3.40	1.037	Moderate

According to the data presented in Table 4.7, the result from the opinion of the answerers towards Source of Credibility indicates an overall high mean rate. Fan pages on social media sites are trustworthy is on top of the ranking rates among all the items which is ranked high (Mean=3.81, S.D=0.963), followed by trust SMS advertisements received from the Electronic Industrial companies Which again ranked high level (Mean=3.61, S.D=1.006,) trust the information provided by marketers of the Electronic Industrial companies through e-mails ranked high level (Mean=3.58, S.D=1.035), and trust the information provided by bloggers of the Electronic Industrial companies ranked Moderate level (Mean=3.40, S.D=1.037) respectively.

**Table 4.8:** Analysis of Overall Purchasing Behavior

<b>Purchasing Behavior</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Interpretation</b>
I will be part of the Electronic Industrial Companies' viral campaigns.	3.85	0.943	High
I see Electronic Industrial Companies ' viral marketing as a useful marketing tool for brand awareness.	4.08	0.859	High

**Table 4.8: (Cont.)** Analysis of Overall Purchasing Behavior

Electronic Industrial Companies ' viral marketing convinces me to purchase more of their goods.	4.08	0.852	High
I often buy things online without thinking about it.	2.09	0.962	Low
I buy things based on how I feel at the moment.	3.65	0.931	High
I often buy things intuitively instead of intentionally.	3.00	1.127	Moderate

According to the data presented in Table 4.8, the result from the opinion of the answerers towards Overall Purchasing Behavior indicates an overall high mean rate. I find the viral marketing of industrial electronics companies a useful marketing tool to create brand awareness and viral marketing from industrial electronics companies that persuades me to buy more of its products are on top of the ranking rates among all the items which are ranked high (Mean=4.08 S.D=0.859 and 0.852), followed by I will become part of viral campaigns of the Electronic Industrial companies Which again ranked high level (Mean=3.85, S.D=0.943,) I buy things According to how I feel at the moment ranked high level (Mean=3.65, S.D=0.931), I often buy things intuitively rather than deliberately ranked Moderate Level (Mean=3.00, S.D=1.127) I often buy online things without thinking ranked Low level (Mean=2.09, S.D=0.962) respectively.

### 4.3 Reliability test

The reliability of data is the degree of consistency that a tool shows (Gay et al, 2012). The Cronbach's alpha test is usually used to test the reliability of instruments using a 5-point Likert scale. In this study, the Cronbach's alpha reliability test was used to test the reliability of the collected data. Alpha values among 0 and 1 normal, and the alpha value above 0.7 was classified as acceptable reliability in social science research (Gliem & Gliem, 2003). The alpha value closer to 1 is described as more reliable information.

Table 4.9 the following is a confidence factor for all items in the instrument that has an alpha value of 0.716 which is greater than the acceptable value of 0.7. This tool classifies 27 items as internal for stability.

**Table 4.9** Reliability Statistics

<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on standardized Items</b>	<b>N of Items</b>
.716	.720	27

#### 4.4 Multicollinearity

The table below shows the collinearity diagnosis with respect to all independent variables in this study. According to the general rule of thumb which states that VIF of 4 and exceeding to 10, shows sign of multicollinearity. The following diagnostics results indicate that VIF values are within the acceptable range, therefore proves that there is no occurrence of multicollinearity.

**Table 4.10:** Independent Variables Collinearity Diagnostics

<b>Independent Variables</b>	<b>Tolerance</b>	<b>VIF</b>
Informativeness	.569	1.758
Entertainment	.680	1.470
Irritation	.941	1.063
Source Credibility	.774	1.293

#### 4.5 Hypothesis Testing

The hypothesis testing process was carried out through **Simple Regression analysis** to examine the effect of independent variables over the dependent variable.

Simple

Regression analysis is generally performed to analyze the association among a number of independent variables and the dependent variable.

**Table 4.11:** Hypothesis 1 Simple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.251a	.063	Regression	1	15.095	.000b
	Residual		224		

Independent Variable	Std. Error	Beta ( $\beta$ )	Sig.
(Constant)	.259		.000
Informativeness	.067	.251	.000

Dependent Variable: Impulse Purchasing Behavior  
 Predictors: Informativeness  
 n value: 226

Model Summary:  $R^2 = .063$ ; Taken as a predictor Informativeness account for 6 % of the variance in Impulse Purchasing Behavior. ANOVA (test using  $\alpha = .05$ ): The regression model was Significant,  $F(1,224) = 15.09$ ,  $P < 0.001$ ,  $R^2 = .063$ . The independent variable explained that we can conclude that 6% ( $R = .251$ ,  $R^2 = .063$ ) of the variance.

Coefficients (test predictor at  $\alpha = .05$ ):

Informativeness with Sig Level at ( $P < .001$ ) is less than Alpha 0.05 then the result of the hypothesis is as below:

Hypothesis 1: There is a positive relationship among informativeness and Impulse Purchasing Behavior (Dependent) at the level of significance being  $P < .001$ , so the hypothesis is accepted.

**Table 4.12:** Hypothesis 2 Simple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.477a	.227	Regression	1	65.866	.000b
	Residual		224		

Coefficients

Independent Variable	Std. Error	Beta ( $\beta$ )	Sig.
(Constant)	.201		.000
Entertainment	.052	.477	.000

Dependent Variable: Impulse Purchasing Behavior  
Predictors: Entertainment  
n value: 226

Model Summary:  $R^2 = .227$ ; Taken as a predictor Entertainment account for 23 % of the variance in Impulse Purchasing Behavior. ANOVA (test using  $\alpha = .05$ ): The regression model was Significant,  $F(1,224) = 65.86$ ,  $P < 0.001$ ,  $R^2 = .227$ . The independent variable explained that we can conclude that 23% ( $R = .477$ ,  $R^2 = .227$ ) of the variance.

Coefficients (test predictor at  $\alpha = .05$ ):

Entertainment with Sig Level at ( $P < .001$ ) is less than Alpha 0.05 then the result of the hypothesis is as below:

Hypothesis 2: There is a positive relationship among Entertainment and Impulse Purchasing Behavior (Dependent) at the level of significance being  $P < .001$ , hence the hypothesis is accepted.

**Table 4.13:** Hypothesis 3 Simple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.014a	.000	Regression	1	0.044	.834b
	Residual		224		

Coefficients

Independent Variable	Std. Error	Beta ( $\beta$ )	Sig.
(Constant)	.216		.000
Irritation	.072	-.014	.834

Dependent Variable: Impulse Purchasing Behavior  
Predictors: Irritation  
n value: 226

Model Summary:  $R^2 = .000$ ; Taken as a predictor Irritation Not account for the variance in Impulse Purchasing Behavior. ANOVA (test using  $\alpha = .05$ ): The regression model was not significant,  $F(1,224) = 0.044$ ,  $P < 0.001$ ,  $R^2 = .000$ . From this, the independent variable didn't explain ( $R = 0.014$ ,  $R^2 = .000$ ) of the variance.

Coefficients (test predictor at  $\alpha = .05$ ):

Irritation with Sig Level at ( $P = .834$ ) is bigger than Alpha 0.05 then the result of the hypothesis is as below:

Hypothesis 3: There is a positive relationship between Irritation and Impulse Purchasing Behavior (Dependent) at the level of significance being  $P = .834$ , hence the hypothesis is rejected.

**Table 4.14:** Hypothesis 4 Simple Regression Analysis

Model Summary		ANOVA			
R	R Square	Model	df	F	Sig.
.399a	.160	Regression	1	42.526	.000b
	Residual		224		

Coefficients

Independent Variable	Std. Error	Beta ( $\beta$ )	Sig.
(Constant)	.164		.000
Source Credibility	.045	.399	.000

Dependent Variable: Impulse Purchasing Behavior  
Predictors: Source Credibility  
n value: 226

Model Summary:  $R^2 = .160$ ; Taken as a predictor Source Credibility account for 16 % of the variance in Impulse Purchasing Behavior. ANOVA (test using  $\alpha = .05$ ): The regression model was Significant,  $F(1,224) = 42.526$ ,  $P < 0.001$ ,  $R^2 = .160$ . The independent variable explained that we can conclude that 16% ( $R = .399$ ,  $R^2 = .160$ ) of the variance.

Coefficients (test predictor at  $\alpha = .05$ ):

Source Credibility with Sig Level at ( $P < .001$ ) is less than Alpha 0.05 then the result of the hypothesis is as below:

Hypothesis 4: There is a positive relationship between Source Credibility and Impulse Purchasing Behavior (Dependent) at the level of significance being  $P < .001$ , hence the hypothesis is accepted



## **5. CONCLUSIONS AND SUGGESTIONS**

### **5.1 Conclusion**

The purpose of this paper is to analyze the effects of online viral marketing factors on impulse purchasing behavior. Within the scope of this purpose, four factors, informativeness, entertainment, irritation and source credibility, related to online viral marketing were determined as independent variables of this study. Impulse purchasing behavior constitutes the dependent variable of this study. The quantitative method used by the survey questionnaire as an instrument to collect the Data.

The statistical population of this study is industrial electronics customers in Istanbul Aydin University, Istanbul, Turkey. The population in this study is about 39000 Students in Istanbul Aydin University and the sample size for the population was decided 226 with confidence level being 90% and a margin error of 5% base on Cochran formula.

The response rate for the present study is 100%, which means that 226 questionnaires were distributed and received from 226 questionnaires and the results and data collected were analyzed by SPSS 22.0 software.

The results of the analysis on collected data indicate; 65.5% male and 34.5% female answerers, most of the answerers were within the age range of 18 to 25 years old. Most had attained masters degrees (64.6%) followed by bachelor degree (31.4%),

The four hypotheses are tested in the scope of this research. Accordingly, Informativeness, Entertainment, Irritation, and Source Credibility have been examined to find whether or not they have positive relationship with Impulse Purchasing Behavior.

Many researches on viral marketing supports the positive relationship among informativeness, entertainment and source credibility with impulse buying behavior. Similarly, the results of this study also show that there is a positive

relationship among informativeness, entertainment and source credibility with impulse buying behavior. It was also concluded that one of the variables, irritability was not positively correlated with impulse buying behavior.

## **5.2 The Result of The Hypotheses**

The results of the four hypotheses tested within this study are given below:

Hypothesis 1; Informativeness has been examined to find whether it has a positive relationship with Impulse Purchasing Behavior. The findings of the analysis verify that Informativeness has a positive relationship over Impulse Purchasing Behavior at  $P < .001$  level of significance, hence the hypothesize is accepted.

Informativeness refers to the amount of information contained in a marketing message, for example, a viral marketing message. Base on Saadeghvaziri & Hosseini (2011) and Zernigah & Sohail (2012), informing an advertisement is very important in identifying its effects. The information aspect also has the advantage of being profitable for retailers because it creates positive behavior. Authors such as Tsang, Ho, & Liang (2004) suggested that customers always need up-to-date, subject-specific and useful information that meets their needs and that they know how important information is. Therefore, knowledge of the information is one of the important variables in the study.

Hypothesis 2; Entertainment has been examined to confirm whether has a positive relationship with Impulse Purchasing Behavior. Findings of the analysis confirm that Entertainment has a positive relationship with impulse purchasing behavior, at  $P < .001$  level of significance, hence the Hypothesis 2 is accepted.

Entertainment refers to the level of enjoyment that can be provided through a stimulus, for example, an advertisement through humor and entertainment. The entertainment provided by a viral marketing message has been found as an important strategy in creating a successful method in viral marketing (Shashikala & Mahapatro, 2015; Saadeghvaziri & Hosseini, 2011; Tsang, Ho, & Liang 2004). Many studies in management and marketing show that customers prefer messages that contain funny and entertaining content.

Hypothesis 3; Irritation has been examined to confirm whether has a positive relationship with Impulse Purchasing Behavior. Findings of the analysis show that

Irritation has not a positive relation with Impulse Purchasing Behavior, at  $P = .834$  level of significance, therefore the hypothesis is Rejected.

Irritation refers to the level of dissatisfaction and intolerance that is created by a marketer in viral marketing strategies. Base on Muzaffar & Kamran (2011), Viral marketing stimulation should be considered. Consumers and users of the goods have a negative view of the stimulus messages, whereas if the messages are non-stimulus they can have a significant effect on the behavior of the consumers and users.

Customers feel uncomfortable when advertisers use a method that is annoying, insulting or insulting to the recipients of the message. This fact is confirmed by the conclusion that there is not a positive relationship between irritation and consumer buying behavior.

Hypothesis 4; Source Credibility has been examined to confirm whether has a positive relationship with Impulse Purchasing Behavior. The findings of the analysis verify that Source Credibility has a positive relation with Impulse Purchasing Behavior, at  $P < .001$  level of significance, thus the hypothesis is accepted.

Message source credibility is the degree to which the origin of the message is conveyed. Message source credibility plays an important role in viral marketing strategy. According to Ghane et al, (2014) credibility of each message depends on several different factors, including the credibility of the company itself. Creating or having a good reputation for any organization is essential as this can have a very positive impact on the viral message released by the organization.

### **5.3 Suggestion for the Managers and Future Research**

This study can help managers and marketers of the company to understand the attitudes of consumers towards viral marketing in Istanbul in more detail. In addition, it also helps them to know how online viral marketing affects the buying behavior of the hit. Undoubtedly, it is important to understand consumer attitudes toward viral marketing and to examine the relationship among consumer attitudes to viral marketing. By acquiring this knowledge they will be able to utilize viral marketing in their business environment, so

this research will be useful as a guideline and benchmark for most marketers. In addition, viral marketing is a tool for effective marketing in this new era.

The appropriate strategies should be followed by managers related to each variable of this study, informativeness, entertainment, irritation and source credibility. For instance, it is important for e-commerce executives to make sure that messages sent through viral marketing are informative to the customer. This should be reflected in emails and social media (i.e. Facebook, Twitter, and WeChat) sent to customers. Information sent to customers about products and services should be useful to customers and the customer should respond positively.

It is important for the manager to make sure that messages sent through viral marketing are funny. This helps maintain customer interest. Therefore, it is important that emails or social media sites are humorous and fun, as this leads to good circulation.

Management must ensure that messages sent through viral marketing are free of irritation. Therefore messages must be virus-free. Messages should not be annoying. It should also ensure that the message is not offensive and untrustworthy, as customers become angry with such forms of the message and react negatively.

It is important for the company to work on its reputation. Corporate credibility can be gained by participating in social responsibility programs, for example, supporting charitable and sports programs. This helps build the organization's name so that the recipient of the message realizes the value of the sender.

The present study was conducted in Istanbul, Turkey, and other comparative studies that can be carried out in other regions of Turkey e.g. Izmir, Ankara, etc. to compare the results. In addition, additional factors can be considered.

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## **APPENDICES**

APPENDIX A. Questionnaire

APPENDIX B. Ethics Protocol Approval



## APPENDIX A: QUESTIONNAIRE

This questionnaire is designed for the BUSINESS ADMINISTRATION Master Thesis of T.C. Istanbul Aydin University to investigate **the Impact of Online Viral Marketing on Impulse Purchasing Behavior in the electronics industry** in Istanbul-Turkey. Therefore, your opinion will be highly valuable for our study and the information provided will be kept confidential and for academic use only. It will take 10 minutes of your time. I greatly appreciate your cooperation.

*Thank you*

### Part 1. Basic Demographic Data (Please tick where appropriate)

1. Gender: (a) Male  (b) Female
2. Age: (a) 18-25  (b) 26-30  (c) 31-40  (d) 41-45  (e) above 45
3. Education (a) Vocational school  (b) Bachelor Degree  (c) Master Degree  (d) Above Master Degree

### Part 2. Questions related to Online Viral Marketing and Impulse Purchasing Behavior.

**Instruction:** Please indicate the extent to which you either **agree** or **disagree** with the following statement by making a **tick mark** in the appropriate Column where (1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree

		No	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
			1	2	3	4	5
<b>Informativeness</b>		<b>Approving degree</b>					
	1	I find e-mail marketing messages of the Electronic Industrial Company informative.					
	2	Marketing messages displayed on social networking sites (such as Facebook, Twitter) for the Electronic Industrial companies are informative.					
	3	Fan pages on social networking sites for the Electronic Industrial companies are informative.					
	4	SMS advertisements by the Electronic Industrial companies provide useful information about products and services.					
	5	Internet Blogs of the Electronic Industrial companies are an important source of information.					

<b>Entertainment</b>	6	I find marketing messages received from the Electronic Industrial companies via e-mails entertaining.					
	7	Joining fan pages of the Electronic Industrial companies on social networking sites are entertaining and exciting.					
	8	The element of humor and fun of the Electronic Industrial companies makes SMS advertisements entertaining.					
	9	I find the blogs of the Electronic Industrial companies entertaining as people share their views about products and services that make them interesting and worth reading.					
	10	I feel exciting via online purchasing.					
	11	I find fun things via online purchasing.					
<b>Irritation</b>	12	E-mail marketing messages of the Electronic Industrial companies are a source of irritation.					
	13	I believe that unsolicited e-mails from the Electronic Industrial companies contain viruses.					
	14	Marketing messages on social media sites of the Electronic Industrial companies are irritating.					
	15	I delete SMS advertisements from the Electronic Industrial companies without reading.					
	16	Electronic Industrial companies' SMS advertisements are annoying.					
	17	I find blogs irritating as the information provided is misleading and unreliable					
<b>Source credibility</b>	18	I trust the information provided by marketers of the Electronic Industrial companies through e-mails.					
	19	Fan pages on social media sites of the Electronic Industrial companies are trustworthy.					
	20	I trust SMS advertisements received from the Electronic Industrial companies.					
	21	I trust the information provided by bloggers of the Electronic Industrial companies.					
<b>Overall purchasing behavioral intentions</b>	22	I will become part of the viral campaigns of the Electronic Industrial companies.					
	23	I consider the viral marketing of Electronic Industrial companies as a useful marketing tool for creating brand awareness.					
	24	Viral marketing of the Electronic Industrial companies convinces me to buy more of its products.					
	25	I often buy online things without thinking.					
	26	I buy things according to how I feel at the moment.					
	27	I often buy things intuitively rather than deliberately.					



## ANKET

Bu anket, İstanbul Aydın Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Yönetimi Yüksek Lisans Programı'nda hazırlanmakta olan Yüksek Lisans Tezi kapsamında, "Türkiye'de Elektronik Sektöründe Online Viral Pazarlamanın Dürtüsel Satın Alma Davranışı Üzerindeki Etkisi"ni araştırmak üzere düzenlenmiştir. Bu nedenle, fikirleriniz çalışmamız için çok değerli olup, verilen bilgiler gizli tutulacak ve sadece akademik amaçla kullanılacaktır. Anket sadece 10 dakikanızı alacaktır. İşbirliğiniz için teşekkür ederim.

*Teşekkür ederim*

### Bölüm 1. Temel Demografik Veriler (Lütfen uygun seçeneği işaretleyiniz)

1. Cinsiyet: (a) Erkek  (b) Kadın

2. Yaş:

(a) 18-25  (b) 26-30  (c) 31-40  (d) 41-45  (e) above 45

3. Eğitim

(a) Meslek Yüksekokulu  (b) Lisans  (c) Yüksek Lisans  (d) Yüksek Lisans Üstü

### Bölüm 2. Çevrimiçi Viral Pazarlama ve Dürtüsel Satın Alma Davranışı ile ilgili Sorular.

**Not:** Lütfen, aşağıdaki ifadeye katıldığınızı veya katılmadığınızı uygun sütunda bir onay işareti yaparak belirtiniz.

(1)=Kesinlikle Katılmıyorum; (2)=Katılmıyorum; (3)=Kararsızım; (4)=Katılıyorum; (5)=Kesinlikle Katılıyorum

No		Kesinlikle Katılmıyorum;	Katılmıyorum	Kararsızım	Katılıyorum	Kesinlikle Katılıyorum
	<b>Katılma Derecesi</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>1</b>	Şirketin e-posta pazarlama mesajlarını bilgilendirici buluyorum.					
<b>2</b>	Şirketin sosyal paylaşım sitelerinde (Facebook, Twitter gibi) görüntülenen pazarlama mesajları bilgilendiricidir.					
<b>3</b>	Şirketin sosyal paylaşım sitelerinde yer alan hayran sayfaları bilgilendirici.					
<b>4</b>	Şirketin SMS reklamları, ürünler ve hizmetler hakkında faydalı bilgiler sağlar.					
<b>5</b>	Şirketin İnternet Blogları önemli bir bilgi kaynağıdır.					

<b>Eğlence</b>	6	Şirketten gelen e-posta yoluyla gelen pazarlama mesajlarını eğlenceli buluyorum.					
	7	Şirketin fan sayfalarına sosyal ağ sitelerinde katılmak eğlenceli ve heyecan verici.					
	8	Mizah unsuru ve şirketin eğlencesi SMS reklamlarını eğlenceli hale getirir.					
	9	Şirketin bloglarını eğlendirici buluyorum, çünkü insanlar kendilerini ilginç ve okumaya değer kılan ürünler ve hizmetler hakkındaki görüşlerini paylaşıyorlar.					
	10	Online satın alma yoluyla heyecanlı hissediyorum.					
	11	Çevrimiçi satın alma yoluyla eğlenceli şeyler bulurum.					
<b>Tahriş</b>	12	Şirketin e-posta pazarlama mesajları bir tahriş kaynağıdır.					
	13	Şirketten gelen istenmeyen e-postaların virüs içerdiğine inanıyorum..					
	14	Şirketin sosyal medya sitelerinde pazarlama mesajları rahatsız edici.					
	15	SMS reklamlarını firmadan okumadan siliyorum.					
	16	Şirketin SMS reklamları can sıkıcıdır.					
	17	Sunulan bilgiler yanıltıcı ve güvenilirmez olduğu için blogları rahatsız edici buluyorum					
<b>Kaynak güvenilirliği</b>	18	Şirketin pazarlamacıları tarafından verilen e-postalar aracılığıyla sağlanan bilgilere güveniyorum.					
	19	Şirketin sosyal medya sitelerinde hayran sayfaları güvenilirdir.					
	20	Şirketten gelen SMS ilanlarına güveniyorum.					
	21	Şirketin blogcuları tarafından sağlanan bilgilere güveniyorum.					
<b>Genel satın alma davranışsal niyetleri</b>	22	Şirketin viral kampanyalarının bir parçası olacağım.					
	23	Şirketin viral pazarlamasını marka bilinirliği yaratmada yararlı bir pazarlama aracı olarak görüyorum.					
	24	Şirketin viral pazarlaması beni daha fazla ürün almaya ikna ediyor.					
	25	Genellikle çevrimiçi şeyleri düşünmeden satın alırım.					
	26	Şu anki hislerime göre bir şeyler satın alıyorum.					
	27	Genellikle kasten ziyade sezgisel şeyler satın alırım.					

## APPENDIX B Ethics Protocol Approval

Evrak Tarih ve Sayısı: 18/10/2019-5934



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
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Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 08.10.2019 tarihli ve 2019/15 sayılı kararıyla uygun bulunmuştur.

Bilgilerinize rica ederim.

**e-imzalıdır**  
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## RESUME

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### WORK EXPERIENCE

18/05/2018–Current                      Operation and Finance Manager  
Nur Group Ziraat Insaat Ticaret LTD, Istanbul (Turkey)

01/06/2016–31/04/2018                Accounting Manager  
ASILA ZELTEX ANALİZ CİHAZLARI MAKİNA İTHALAT İHRACAT SAN.  
VE TİC.LTD.ŞTİ,

01/05/2015–31/05/2016                Finance Assistant  
Khafi Petroleum Company, Herat (Afghanistan)

### EDUCATION AND TRAINING

01/02/2017–01/02 /2020                Master of Business Administration (MBA)  
Istanbul Aydin University, Istanbul (Turkey)

01/03/2012–20/10/2015                Business Administration  
Herat University, Herat (Afghanistan)

01/06/2008–22/12/201                Diploma  
Shahid Safiullah Afzali High School, Herat (Afghanistan)

### ENGLISH LANGUAGE SKILL

Mother tongue(s)            Persian

Foreign language(s)

	Listening	Reading	SPEAKING	WRITING
English	C1	C1	C1	C1
Turkish	B1	B1	B1	B1

### COMPUTER SKILL

Ms. Windows, Ms. Word, Ms. Excel, Ms.Power Point and Internet program

