

A Study on Awareness and Attitudes of Young Women Consumer Towards Viral Marketing Via Social and Internet Media at Trichy Region

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Abstract

Marketing is a type of activity for selling goods and services. In this globalised era, many companies follow various types of marketing approaches to get the attention and retainment of their customers. Everyone knows well that internet and social media are powerfully used not only for interlinking with friends and family, but they are also used for the promotion of a product or service. The main purpose of this study is aimed to analyse the role of social and internet media and their impact on viral marketing among the young women consumers behaviour in Trichy region. The research design adopted for this study is a descriptive research and the data required for this study will be collected by using a well-structured questionnaire. The reliability test was conducted by using the Cronbach's alpha analysis and validity test was conducted using the factor analysis. Purposive sampling and convenient sampling methods are to be used as sampling methods. A pilot study was conducted to identify the possibilities to conduct smooth study by using 22 respondents in the study area.

Keywords: viral marketing, social media, internet media, awareness, interest

Introduction

Viral marketing is a marketing technique that influence the consumers to share the information about a company products or services through internet. The viral marketing is opposite to the word of mouth. Because word of mouth is direct interaction between the two persons, they share their experience. But viral marketing indirect and experiences share toward media such as internet. So, the viral marketing is called as electronic word of mouth(e-WOM). This type marketing has the funny videos, gif or entertainment content, images etc. The viral message taken in social and internet media does not exist in mass media such as TV, print and outdoor media. Viral marketing is easy to access fast and inexpensive. Once the viral message occurs internet it automatically goes the target customer. Internet is an ideal carrier of viral message. In internet media is an email, blogs, gaming apps etc. social media is a one of the fastest medium to reach the target customer. The social media are Facebook, WhatsApp, twitter, LinkedIn, Instagram etc. the major difference between the internet and social media is acceptance. That is example of email is come from unknown person, but WhatsApp messages mostly come from known person. So, the trust is varying with the use of mobile applications.

In today world the young students used the various types of mobile application. They are involved in internet and social media. The online purchase is increases in today scenario. The various online purchase apps are Amazon, Flipkart, Snapdeal etc. so, the online purchase increase the market competition. Every marketer wants to increase their marketing advantage and retain consumer and to influence their brand awareness to the consumer. Some products are going viral to create good impression to the customer example of dove “Real Beauty Sketches” campaign is a famous viral marketing product in 2013. So viral marketing is fast tool to create the awareness as well as to increase the products quality. Based on the viral message is the product impression is change. The study analyses young consumer behaviour to the viral message.

Review of literature

Rebecca J. Larson (2009) the paper fully covers the rationale of the need for corporate presence in social media, the true value is derived from well-developed viral marketing strategies for entry into the developing new media segments and analysis of entry into social media is crucial for corporate success and brand management. Also describes that brands increases the consumer loyalty by involving their customer decision making process. Social media is the new thing to engaging forum for customer and company interaction.

Hongwai, Hui hui, Zhou(2012) the purpose of the paper is to predicting young Chinese consumer behaviour in mobile viral attitudes and intents. The attitude is based on the subjective norm, perceived cost and pleasure were significant predictors of their viral behaviour. Their virtual attitudes, perceived utility and subjective norm predicted their intent to pass along entertainment message. But the mobile viral attitude only is found for the Chinese consumer. So, the paper gives a practical implication, limitations ad future research guidelines.

Hajili M .N. (2014) social media have given new opportunities to consumers to interact with internet. Consumers uses the social media, such as online communities, to create content and to network with others. The study of social media can identify the prons to be gained by market. A multidisciplinary model, creating on the technology acceptance model and relevant literature on trust and media, has been made. The model has been evaluated by SEM-PLS, demonstrating the role of social media in development of traditional commerce into social commerce. The author says that how the social media facilitate to influence the consumer, leading interest and to buying intention. The perceived utility of a site is also identified as a contribute factor. At the end of the result of the paper the author gives implications, limitations and instructions for future research.

Chaarlas L.J., Rajkumar R(2104) Viral marketing has risen from the many marketing strategies. The marketing practice that support the idea or perception of an individual to share through internet has been defined as viral or buzz marketing. The author says that analyse the perception of the consumer on the determinants of viral marketing. The determinants of viral marketing are email, videos, blogs, social networks and forums are taken for analyse the consumer perception about viral marketing. Also, it helps how to reach the consumer via social media and usage of sharing information on the features and prices of products or services. At the end of the result of the paper the author helps marketers and consumers to better understand and use the critical determinants of viral marketing to their advantage.

Ken Fong, Rashad Yazdanifard(2014) the internet is developed into a new medium and online trading is increasing rapidly in a decade. This is created a need for us to understand how the consumer perceives online purchase decision. Online marketing techniques are the art and science of selling products or services in the social or digital networks such as internet and cell phones. Internet is the consumer decision making process

ensures that marketer to made greater use this technique, while consumer is changing their traditional pattern of buying behaviour. The author says that marketing techniques quality does affect consumer perception of products or services. Online consumer review is one of the tools for communicate quality of goods or services. The buying intention online consumer with low cognitive need were affected by quantity of statements rather than quality.

Morteza Hendijani Fard, Reza Marvi (2019) in the preceding decades, due to the advancement of social media, the old marketing has become diminishing stage. Entrepreneurs and managers are seeking novel effective and efficient ways technological products or services. The purpose of the paper is to evaluate the effect of viral marketing on purchase intention of mobile application user in Iran market. The result of the paper is the purchase intention is based on the creditability, quality and quantity of information. The research paper also gives implications, limitations and future research directions.

Objectives

1. To study the role of social and internet media in viral marketing.
2. To identify the level of awareness of viral marketing among young women consumer via social and internet media.
3. To find the factors that creates awareness of viral marketing via social and internet media.
4. To analyse the effect of social and internet media on consumer attitudes towards viral marketing.

Hypothesis Setting

Correlation analysis

Hypothesis 1

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and surprise through social media.

Hypothesis 2

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and emotional through social media.

Hypothesis 3

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and friend's recommendation through social media.

Hypothesis 4

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and celebrity's recommendation through social media.

Hypothesis 5

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and surprise through internet media.

Hypothesis 6

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and emotional through internet media.

Hypothesis 7

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and friend's recommendation through internet media.

Hypothesis 8

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and celebrity's recommendation through internet media.

Hypothesis 9

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and social media.

Hypothesis 10

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and internet media.

Chi - square analysis

Hypothesis 1

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and experience through social media.

Hypothesis 2

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and entertainment through social media.

Hypothesis 3

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and information through social media.

Hypothesis 4

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and experience through internet media.

Hypothesis 5

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and entertainment through internet media.

Hypothesis 6

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and information through internet media.

Hypothesis 7

H0(Null Hypothesis) ; There is no significance relation between interest increases and social media.

Hypothesis 8

H0(Null Hypothesis) ; There is no significance relation between interest increases and internet media.

Research Methodology:**Research design**

Descriptive study

A Descriptive design seeks to elaborate the current status of a variables or phenomenon. The researcher does not begin with a hypothesis, but typically develops one after data is collected. Mostly the data collection is observational in nature.

Data Collection Source

The study was conducted with primary data which was collected through structured questionnaire from the respondents in Trichy region particularly students from university.

Methods of Data Collection

The data was collected through structured questionnaire which is prepared based on the objectives and variables that affects the result. The structured questionnaire consists of various types of questions like Likert scale questions, one and close end questions.

Sampling Design

The sampling design is the non-probability sampling that is convenient and purposive sampling techniques. The sample size of 22 was taken to conduct pilot study and the reliability test was conducted using the Cronbach Alpha Analysis.

Table 1: Reliability statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.839	36

Statistical Tools Used

For the purpose of analysis and interpretation, the data collected from structured questionnaires was analysed using correlation and chi-square test was done.

Result and Discussion

Correlation

Hypothesis 1

H0(Null Hypothesis); There is no significance relation between awareness of viral marketing and surprise through social media.

Table 2: hypothesis 1

Correlations

		aware_through_s ocialmedia	aware_through_su rprise_sm
aware_through_s ocialmedia	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.009
	N	22	22
aware_through_s urprise_sm	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.009	
	N	22	22

** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and surprise through social media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and surprise through media.

Hypothesis 2

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and emotional through social media.

Table 3: hypothesis 2

Correlations

		aware_through_socia lmedia	aware_t hrough_ emotion al_sm
aware_through_socialmedia	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	N	22	22
aware_through_emotional_sm	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	

N	22	22
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** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and emotional through social media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and emotional through media.

Hypothesis 3

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and friend’s recommendation through social media.

Table 4: hypothesis 3

Correlations

	aware_through _socialmedia	aware_through _friends_sm
aware_through _socialmedia	Pearson Correlation 1	.649**
	Sig. (2-tailed)	.001
	N	22
aware_through _friends_sm	Pearson Correlation .649**	1
	Sig. (2-tailed)	.001
	N	22

** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and friend’s recommendation through social media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and friend’s recommendation through media.

Hypothesis 4

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and celebrity’s recommendation through social media.

Table 5: hypothesis 4

Correlations

		aware_through _socialmedia	aware_through _celebrity_sm
aware_through_socialmedi a	Pearson Correlation	1	.421
	Sig. (2-tailed)		.050
	N	22	22
aware_through_celebrity_ sm	Pearson Correlation	.421	1
	Sig. (2-tailed)	.050	
	N	22	22

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and celebrity’s recommendation through social media. Sig. (2 tailed) value is equal to the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive but there is relation between awareness of viral marketing and celebrity’s recommendation through social media.

Hypothesis 5

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and surprise through internet media.

Table 6: hypothesis 5

Correlations

		aware_through _internetmedia	aware_through_ surprise_im
aware_through_internet media	Pearson Correlation	1	.467*
	Sig. (2-tailed)		.029
	N	22	22
aware_through_surprise_i m	Pearson Correlation	.467*	1
	Sig. (2-tailed)	.029	
	N	22	22

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

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and surprise through internet media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and surprise through internet media.

Hypothesis 6

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and emotional through internet media.

Table 7: hypothesis 6

Correlations

		aware_through_int ernetmedia	aware_through_em otional_im
aware_through_int ernetmedia	Pearson Correlation	1	.547**
	Sig. (2-tailed)		.008
	N	22	22
aware_through_em otional_im	Pearson Correlation	.547**	1
	Sig. (2-tailed)	.008	
	N	22	22

** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and emotional through internet media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and emotional through internet media.

Hypothesis 7

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and friend’s recommendation through internet media.

Table 8: hypothesis 7

Correlations

		aware_through_internetmedia	aware_through_friends_im
aware_through_internetmedia	Pearson Correlation	1	.496*
	Sig. (2-tailed)		.019
	N	22	22
aware_through_friends_im	Pearson Correlation	.496*	1
	Sig. (2-tailed)	.019	
	N	22	22

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

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and friend’s recommendation through internet media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and friend’s recommendation through internet media.

Hypothesis 8

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and celebrity’s recommendation through internet media.

Table 9: hypothesis 8

Correlations

		aware_through_internetmedia	aware_through_celebrity_im
aware_through_internetmedia	Pearson Correlation	1	-.015
	Sig. (2-tailed)		.947
	N	22	22
aware_through_celebrity_im	Pearson Correlation	-.015	1
	Sig. (2-tailed)	.947	
	N	22	22

It is inferred that Pearson’s value is negative which means that there is negative correlation between awareness of viral marketing and celebrity’s recommendation through internet media. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is statistically not significant relation between the variables.

Inference

Therefore, there is negative relation between awareness of viral marketing and celebrity’s recommendation through internet media.

Hypothesis 9

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and social media.

Table 10: hypothesis 9

Correlations

		aware_viralmarketing	aware_through_socialmedia
aware_viralmarketing	Pearson Correlation	1	.162
	Sig. (2-tailed)		.471
	N	22	22
aware_through_socialmedia	Pearson Correlation	.162	1
	Sig. (2-tailed)	.471	
	N	22	22

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and social media. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is statistically not significant relation between the variables.

Inference

Therefore, there is negative relation between awareness of viral marketing and social media.

Hypothesis 10

H0(Null Hypothesis) ; There is no significance relation between awareness of viral marketing and internet media.

Table 11: hypothesis 10

Correlations

		aware_viralmarketing	aware_through_internetmedia
aware_viralmarketing	Pearson Correlation	1	.754**
	Sig. (2-tailed)		.000
	N	22	22
aware_through_internetmedia	Pearson Correlation	.754**	1
	Sig. (2-tailed)	.000	
	N	22	22

** . Correlation is significant at the 0.01 level (2-tailed).

It is inferred that Pearson’s value is positive which means that there is positive correlation between awareness of viral marketing and internet media. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

Inference

Therefore, there is positive relation between awareness of viral marketing and internet media.

Chi-Square Test

Hypothesis 1

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and experience through social media.

Table 12: hypothesis 1

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.150 ^a	12	.004
Likelihood Ratio	31.050	12	.002
Linear-by-Linear Association	6.562	1	.010
N of Valid Cases	22		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 29.150, Asymptotic Significance value= 0.004

The Asymptotic significance value is lesser than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between open and forward viral message and experience through social media.

Hypothesis 2

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and entertainment through social media.

Table 13: hypothesis 2

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.777 ^a	16	.002
Likelihood Ratio	29.498	16	.021
Linear-by-Linear Association	11.403	1	.001

N of Valid Cases	22		
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a. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 36.777, Asymptotic Significance value= 0.002

The Asymptotic significance value is lesser than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between open and forward viral message and entertainment through social media.

Hypothesis 3

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and information through social media.

Table 14: hypothesis 3

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.125 ^a	8	.001
Likelihood Ratio	17.867	8	.022
Linear-by-Linear Association	8.423	1	.004
N of Valid Cases	22		

a. 14 cells (93.3%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 26.125, Asymptotic Significance value= 0.001

The Asymptotic significance value is lesser than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between open and forward viral message and information through social media.

Hypothesis 4

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and experience through internet media.

Table 15: hypothesis 4

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.396 ^a	12	.104
Likelihood Ratio	19.388	12	.080
Linear-by-Linear Association	7.425	1	.006
N of Valid Cases	22		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 18.396, Asymptotic Significance value= 0.104

The Asymptotic significance value is greater than 0.05. hence H1 is rejected and H0 is accepted. Therefore, there is no significant association between open and forward viral message and experience through internet media.

Hypothesis 5

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and entertainment through internet media.

Table 16: hypothesis 5

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.899 ^a	16	.001
Likelihood Ratio	32.249	16	.009
Linear-by-Linear Association	9.207	1	.002
N of Valid Cases	22		

a. 25 cells (100.0%) have expected count less than 5. The minimum expected count is .09.

Calculated Value= 40.899, Asymptotic Significance value= 0.001

The Asymptotic significance value is greater than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between open and forward viral message and entertainment through internet media.

Hypothesis 6

H0(Null Hypothesis) ; There is no significance relation between open and forward viral message and information through internet media.

Table 17: hypothesis 6

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.583 ^a	8	.001
Likelihood Ratio	19.052	8	.015
Linear-by-Linear Association	4.351	1	.037
N of Valid Cases	22		

a. 14 cells (93.3%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 26.583, Asymptotic Significance value= 0.001

The Asymptotic significance value is greater than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between open and forward viral message and information through internet media.

Hypothesis 7

H0(Null Hypothesis) ; There is no significance relation between interest increases and social media.

Table 18: hypothesis 7

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.150 ^a	12	.004
Likelihood Ratio	31.050	12	.002
Linear-by-Linear Association	6.562	1	.010
N of Valid Cases	22		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 29.150, Asymptotic Significance value= 0.004

The Asymptotic significance value is greater than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between interest increases and social media.

Hypothesis 8

H0(Null Hypothesis) ; There is no significance relation between interest increases and internet media.

Table 19: hypothesis 8

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.567 ^a	12	.017
Likelihood Ratio	27.853	12	.006
Linear-by-Linear Association	.004	1	.951
N of Valid Cases	22		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .18.

Calculated Value= 24.567, Asymptotic Significance value= 0.017

The Asymptotic significance value is greater than 0.05. hence H0 is rejected and H1 is accepted. Therefore, there is significant association between interest increases and internet media.

Conclusion

Viral marketing is one of the tools for creating brand awareness of product or services in today world. So, the awareness of viral marketing is important for every entrepreneurs and consumers. From the results the awareness is mostly created by internet media rather than social media. The social and internet media creates an awareness of viral marketing in various factors. The awareness is created in social media and internet media by surprise, emotional, friend's recommendation. But celebrity's recommendation does not relate with the internet media and associate with the social media. Awareness of viral marketing does not influence the consumers to change their attitudes. The interest of consumer is varied with social and internet media. From the result the attitude change is higher in social media rather than internet media. To open and forward viral message is based on entertainment and information of the viral message rather than previous experience.

Suggestions

From the study, I suggest that women consumers are more aware about viral marketing but not get involved in buying the products. Because the trust of the media is very poor from young women consumer's point of view. Also, women experience the viral marketing but not interested to open and forward the viral message. This is a biggest disadvantage of viral marketing among women.

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