Identify Factors Affecting Adoption of Mobile Viral Marketing and Customer Decision-Making Process Review

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ABSTRACT – Recently, competition to acquire customers and convert them into potential clients has always been one of the most important challenges managers. Accordingly, managers are always looking for new services and determine appropriate management strategies in order to determine the factors that are driving the spread of propaganda and attract customers. High penetration of mobile phones in the global life presents a wide range of activities promising mobile market suggests that viral marketing is the mobile arena. However, success in this field, which remains undiscovered, is dependent on the willingness of customers to target advertising to friends. So, identify and understand the factors that affect the behavior of return customers through mobile phone, it is important. In this study, the content of the message, charm and fun, the advice of friends, rich media, behavioral intention and attitude towards the message, ease and convenience of use, compatibility and interaction in the workplace and a useful tool to understand the factors influencing the acceptance of advertising message's Mobile and desire to spread the virus were detected. Furthermore, in this study, Cronbach's alpha value was 0.836, which shows its high reliability.
KEY WORDS: viral marketing, mobile marketing, virtual communities

Introduction

Due to the increasing use of virtual social networks and these networks requiring high speed dissemination of information on appropriate management strategies in their application for people on the network to maximize the impact of network advertising rather than traditional costly techniques are important. Accordingly, with the advent of the web and the web of cooperative structures that reflect the opinions and recommendations of individuals taking advantage of the increasingly important role in influencing other people, especially in the decision-making process for purchasing and their attitude towards the company plays an in a method of marketing such as viral marketing or network marketing presentation and was welcomed (Doctor Malekakhlagh). The effectiveness of traditional marketing tools seems to have been reduced, therefore, may be an effective alternative for mobile viral marketing arena transmit promotional messages to customers to provide, it is alleged by a number of successful mobile viral marketing arenas in recent years supported. (Bahroloumi, Siraj)

Overall, this study seeks to answer the question:
1. What factors are involved in the adoption of mobile viral marketing?

Questions and research hypotheses
The main research question:
1. Is the content of the message and the acceptance of mobile viral marketing campaign and would like to publish it in the fast food business 8 Tehran there?
Secondary research questions:
1. Is the charm and fun of mobile viral marketing messages and advertising acceptance and willingness to publish it in the fast food business 8 Tehran there?

2. Is the recommendation of friends and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there?

3. Is the intention and behavioral attitudes towards viral marketing messages and mobile advertising acceptance and willingness to publish it in the District 8 Tehran There is a fast food business?

4. Do not the rich media and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there?

5. Does the ease and ease of tool use and acceptance of mobile advertising viral marketing and the desire to publish it in the fast food business 8 Tehran there?

6. Do the compatibility and interaction in the workplace and its usefulness and acceptance of mobile advertising viral marketing and the desire to publish it in the fast food business 8 Tehran there?

Research hypotheses
The main research hypotheses:
1. The content of the message and the acceptance of mobile advertising viral marketing and want to publish it in the fast food business Tehran Region 8 are related.
Secondary research hypotheses:
1. The charm and fun of mobile viral marketing messages and advertising acceptance and willingness to publish it in the District 8 Tehran, there is a fast food business.
2. The recommendation of friends and adoption of mobile viral marketing campaign and want to publish it in the District 8 Tehran, there is a fast food business.
3. Between intention and behavioral attitudes towards viral marketing messages and mobile advertising acceptance and willingness to publish it in the District 8 Tehran, there is a fast food business.
4. Between the richness of media and viral marketing mobile advertising acceptance and willingness to publish it in the District 8 Tehran, there is a fast food business.
5. Between easy and ease of tool use and acceptance of mobile advertising viral marketing and want to publish it in the District 8 Tehran, there is a fast food business.
6. Between compatibility and relationship, the work and its usefulness and acceptance of mobile advertising viral marketing and the desire to release the fast food business in the Tehran region 8 there.

2. Theory and literature
2.1 literature
Virtual social networks and their components, a virtual social network, includes a set of Web-based services that allow individuals, companies and provide managers that account for their own, public or private, to communicate to other network members, your resources with them to share and the general descriptions of others, seek to find new connections. Although social networks are various facilities available to people but the core of these networks, as well as the main reason for their appearance, connections between individuals, thus providing a method can be stated that in order to increase this connection, the helpful and will be welcome.
Viral Marketing
Today, the Internet has created a new form of viral marketing, and it was impossible unless it is caused by the ease with which the dissemination of information. The term "viral marketing" by Steve Johnson (Inventor Hotmail) was created. He viral marketing is defined as: "any strategy that encourages individuals to send a marketing message to others and the potential for growth, deliver and provide penetration inquiry." However, other researchers view more limited viral marketing and viral marketing believes that the electronic version of word of mouth recommendations from people in the context of the Internet-based spreads. Viral marketing, many marketing areas cover the flood of emerging marketing; email marketing is located in the area. Another big area of viral marketing in proportion, the area of marketing communications. This approach focuses on spreading the message and viral properties. It can be summarized in a viral marketing program to stimulate positive attitude in the public compelled to send it higher. As well as providing valuable products or services, the main element of a successful viral marketing. Attitude to viral marketing, the message is obtained. (Moradi, M., 2012) (Amarsanaa, Bolor. 2012)
Viral marketing problems
In short, viral marketing problems include: (Patcher, Christian. 2013)
Brand control, without growth charts, a lack of measurement and the threat of personal relationships
Mobile Marketing
The marketing message more personal and intimate than its previous media is (Ghazizadeh, Mustafa. 2011). Mobile technology could create a new market and bring about a change in market competition. It also created new opportunities and changes in the structure of society brought into existence.
It has been two changes in the communications environment. Advances in information technology, marketing quickly to changes in worst and at the same time speculators targeted marketing are changing. (Maadi, given Tavoli, R., 2014) (Chen, Peng-Ting. 2014)
A famous example of viral marketing arena Mobile Hotmail and successfully meet the needs of mobile viral marketing that customers receive the message and actively social networks send to other customers, are valued. (Ghazanfari Athar, M)

The benefits of mobile commerce
A) Business includes a variety of electronic transactions using a mobile phone.
B)Using the mobile businesses can improve and expand its market, reduce costs and achieve better customer service.
C) Mobile business users can easily benefit.
D) Examples of mobile commerce, mobile payment, electronic Parkmtrhay and purchase ringtones and games online.
E) Purchase of high value such as land, houses and cars in the future easier. (Varnali, Kaan, Yilmaz, 2012)
Reasons for using the mobile phone
(A) Mobile phone is a personal device, not shared.
(B) To communicate with a number of ways, such as by voice or text communication.
(C) The mobile phone is a mobile media and always has access to the audience.

Table 1: marketing via SMS (Kim, Ki Youn, 2014)

Disadvantages	Advantages
Limited advertise space	**Easy access to customer**
Repeat unbeaten	**Fast and the public**
Not consistent customer	**Low cost, high efficiency**
–	**High recall and to remember the message**
–	**Allows storage of message and send it to other people**
–	**Increase customer loyalty**

Decision-making process and characteristics of mobile environment
Consumer decision-making is a multi-stage process (Batman 1979, Dibroun and Lylyn 2008, Luigi and Steiner 1961). In the field of mobile viral marketing, the ultimate goal of creating a greater number of referrals. (Bahroloumi, Siraj) Is one of the important benefits of viral marketing is that compared with many other forms of advertising and marketing executive programs; the cost is relatively low. The main advantage of viral marketing, is connected to the positive propagation characteristics. The first stage of the customer who is reading a text message on your mobile, mobile advertising, begins. If this text is to attract the attention of the consumer, and the consumer wants to know more about the proposed product into the second stage of the model is that the level of interest. If the consumer after knowing about the product, it's interesting to think, reference is that our model is the third stage (the decision referred). (Zarei, K., 2013) In this study, we the consumer decision-making processes in a mobile environment, the field of mobile viral marketing, we analyze. This paper proposes a three-stage model for the analysis of consumer decision-making process in the areas of mobile viral marketing, has caused. (Bahroloumi, Siraj)
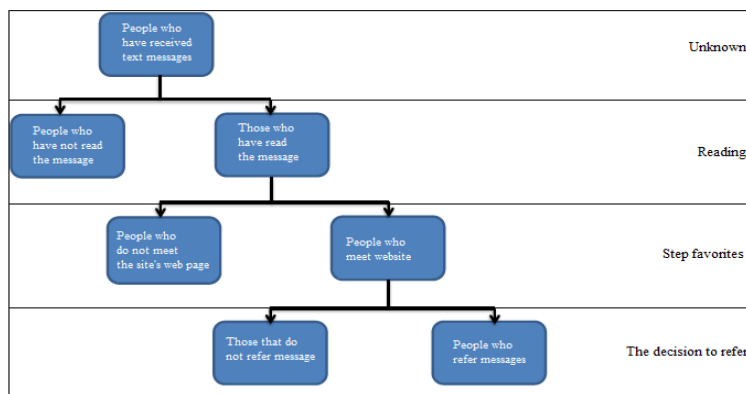

Figure 1: The process of customer decision-making process of accepting advertising messages

Studies show that in determining the network marketing strategies, especially in the electronic methods, in relation among the parameters and factors in this network and determine appropriate strategies to improve the effectiveness of advertising on user's gaps there. Human networks are growing very fast right atmosphere for the dissemination of information, opinions and ideas quickly established between the network. With the massive development of virtual marketing practices and larger and larger electronic networks beyond geographic boundaries to create larger and richer communication and network structure has been hospitalized. (Amarsanaa, Bolor. 2012)The purpose of this article is to use previous experience and research conducted in various articles and as well as field studies in the form of a research in the field of viral marketing and mobile marketing as fast food centers 8 Tehran, along with statistical analysis and design question's assumptions and results analysis using appropriate strategies and experimental factors and factors affecting mining users and the effects of these factors along with the appropriate network management effective advertising network in order to select goods and services by the trustees, directors and producers to be analyzed. (Dilafruz, N., Maghsoudi)

Background research

Table 2: researches accomplished

Case studies	Title	Author and year
Factors such as customer satisfaction, brand reputation and the effectiveness of advertising messages on the sale of influence,	The desire to spread the message of the Internet viral marketing	**Mustafa Ghazi Zadeh (2011)**
The effect of variables needs to belong to groups having different needs, altruism, the need for personal development on a number of electronic messages sent to others	Motivated people to send electronic messages to others (viral marketing)	**Mohsen Moradi (2012)**
Factors affecting trends in mobile marketing and effective for use by customers	Factors affecting consumer acceptance of mobile banking	**Mohsen Ghazanfari Athar**
Search advertising through advertising messages and the impact of factors affecting the acceptance or rejection of messages	Promotional messages to advertising messages as acceptable behavior in Tehran	**Narges Dilafruz**
Factors affecting the managers and owners of companies to maximize advertising impact	Analysis of factors affecting users of social networks in viral marketing strategies with an emphasis on the network	**Keyvan Zareie (2013)**
Check new e-commerce solutions, dissemination of information and the different models for disseminating information on Viral Marketing	Dissemination of information on social networks and viral marketing	**Moin Maadi et al. (2014)**
Two fundamental factors to predict the kind of attitude and behavior toward advertising through mobile phone are as 1-campaign features messages and 2-individual differences between the recipients of the message	Consumer response to promotional campaigns and groups based on SMS (sms)	**Varnali (2012)**
Through increased communication by mobile phone, naturally increase customer satisfaction.	Having loyal customers is a key to successful organizations	**Amarsanaa (2012)**
In this study, customer-minded about this issue using a qualitative approach is a Q theory that has been studied and after the result of a quantitative approach is the R theory of that were analyzed.	Search marketing through mobile advertising and customer segmentation approach using a combination of Q-R	**Kim (2014)**
Mobile Viral Marketing and the factors that affect the behavior of customer returns.	Help to increase the effectiveness of mobile advertising has been done in order to cause a change in e-commerce.	**Chen (2014)**
Factors affecting the acceptance message and act on it. The model includes a funnel of three consecutive decisions: (i) reading the message, (ii) see home page (interest) and (iii) send messages (referred decision).	Customer decision making process in mobile marketing campaigns	**Pescherand Richard (2013)**

Development of hypotheses and model

According to the conceptual model, variables are presented as follows. It should be noted that factors affecting social networks (including message content, attractive and entertaining message, friend recommendations, behavioral intention and attitude towards the message, advertising media richness, ease and ease of tool use, compatibility and interaction in the workplace and synergies the result) are evaluated in terms of viral marketing.
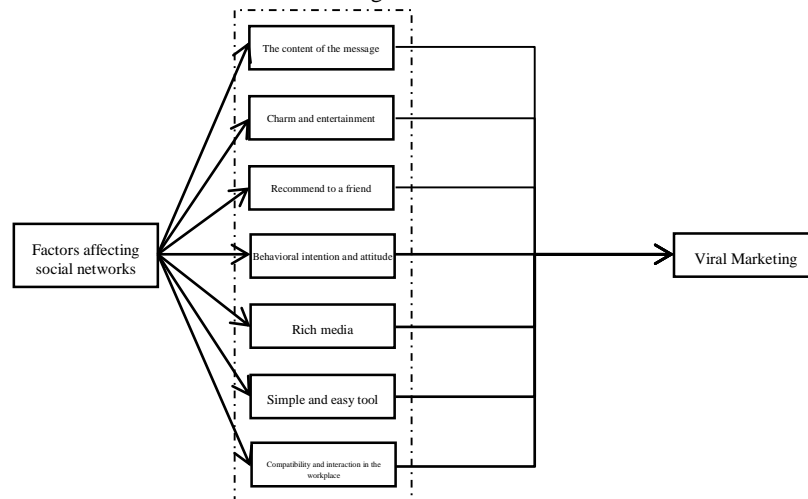

Figure (1): conceptual model

Methodology

The main aim of this study was to determine the factors associated with the willingness of recipients to receive the message and spread the message to the fast food business in the field of viral marketing programs 8 Tehran. According to the above, this study is an applied research. The study can be summarized survey research. In the field of the questionnaire was used as a research tool.

Mobile viral marketing questionnaire to identify factors affecting the acceptance by the customers as well as publishing messages. In this study, for possible sampling or random sampling of the population of these were used. The population in this study, fast food and fast food service provider centers in District 8 in Tehran. Since it was impossible to access all the centers and the population size was too large, the sample was used to determine sample volume. Because the number of questionnaires collected more than 30 samples after sample size of more than 30, and according to the central limit theorem of a normal distribution. Due to the limited size of the study population of almost 180 centers had access to all facilities at the 5% level according to the sample of 122 cases, respectively. The prepared questionnaire was distributed among the centers of Tehran at the regional level 8. Since the aim of identifying factors influencing the acceptance of Sent via viral marketing, mobile ads tend to its publication, prepared questionnaires were distributed to the factors identified by the results of validation and determine which of these factors, as well as for accepting a priority and recipient to feel free to send it to other friends and acquaintances completed. After collecting the questionnaires, the number of valid questionnaires were returned to the 112 questionnaires, and survey research was done on this count. So the question is as follows: Question 1 and 2 of the first hypothesis, the content of the message, question 3 to 5 second hypothesis charm, questions 6 and 7 third hypothesis advice of friends, questions 8 and 9, the fourth hypothesis intention, questions 10 to 13 fifth hypothesis rich media, questions 14 to 16 sixth hypothesis simplicity and ease of use, compatibility and interaction in the workplace and seventh questions 17 to 19 hypothesis benefit from it. Validity and reliability: the purpose of the narrative is that the measuring device could measure the characteristics and features. Reliability, using SPSS software and analyzed by Cronbach's alpha coefficient of the questionnaire of 19 questions, which have been found to indicate the reliability of the questionnaire is 0.836.

Data Analysis
Analysis the research hypothesis
The main hypothesis
"The content of the message and the acceptance of mobile viral marketing campaign and would like to publish it in the fast food business 8 Tehran there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.
Secondary hypotheses
"Between the charm and fun of mobile viral marketing messages and advertising acceptance and willingness to publish it in the fast food business 8 Tehran there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.
"Between the recommendation of friends and viral marketing, mobile advertising acceptance and willingness to publish it in the District 8 Tehran fast food business there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.
"Between intention and behavioral attitudes towards viral marketing messages and mobile advertising acceptance and willingness to publish it in the District 8 Tehran fast food business there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.
"Between the richness of the media and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.
"The ease and ease of tool use and acceptance of mobile advertising viral marketing and the desire to publish it in the fast food business 8 Tehran there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation."
Compatibility and relationship between the work and its usefulness and acceptance of mobile advertising viral marketing and the desire to release the fast food business in the Tehran region 8 there."
Given that a significant level or ((Sig. (2-tailed) Of 0.000, which is 95% less than the error of 0.05, this hypothesis is confirmed at 95%. Results Tables (3, 4,5) is also indicative of the situation.

Table 3: Table one-sample t test research hypotheses

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
h1	20.239	111	.000	1.19196	1.0753	1.3087
h2	25.667	111	.000	1.16369	1.0738	1.2535
h3	10.444	111	.064	.65179	.5281	.7755
h4	13.639	111	.000	.95982	.8204	1.0993
h5	9.733	111	.000	.63690	.5072	.7666
h6	9.013	111	.000	.57857	.4514	.7058
h7	23.189	111	.789	.92083	.8421	.9995

Test Value = 3

Table 4: Pearson correlation

		h1	**h2**	**h3**	**h4**	**h5**	**h6**	**h7**	**Y**
h1	Pearson Correlation	1	.351**	.303**	.060	.146	.250**	.218*	.267**
	Sig. (2-tailed)		.000	.001	.527	.126	.008	.021	.004
	N	112	112	112	112	112	112	112	112
h2	Pearson Correlation	.351**	1	.302**	.266**	.289**	.177	.104	.184
	Sig. (2-tailed)	.000		.001	.005	.002	.062	.277	.052
	N	112	112	112	112	112	112	112	112
		h1	h2	h3	h4	h5	h6	h7	Y
h3	Pearson Correlation	.303**	.302**	1	.241*	.517**	.488**	.488**	.552**
	Sig. (2-tailed)	.001	.001		.010	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112
h4	Pearson Correlation	.060	.266**	.241*	1	.388**	.331**	.304**	.389**
	Sig. (2-tailed)	.527	.005	.010		.000	.000	.001	.000
	N	112	112	112	112	112	112	112	112
h5	Pearson Correlation	.146	.289**	.517**	.388**	1	.548**	.525**	.640**
	Sig. (2-tailed)	.126	.002	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112	112
h6	Pearson Correlation	.250**	.177	.488**	.331**	.548**	1	.483**	.904**
	Sig. (2-tailed)	.008	.062	.000	.000	.000		.000	.000
	N	112	112	112	112	112	112	112	112
h7	Pearson Correlation	.218*	.104	.488**	.304**	.525**	.483**	1	.738**
	Sig. (2-tailed)	.021	.277	.000	.001	.000	.000		.000
	N	112	112	112	112	112	112	112	112
Y	Pearson Correlation	.267**	.184	.552**	.389**	.640**	.904**	.738**	1
	Sig. (2-tailed)	.004	.052	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112	112

Table 5: Friedman test

	Mean Rank
h1	5.83
h2	3.24
h3	3.67
h4	4.97
h5	3.71
h6	5.61
h7	5.20

Among the factors mentioned in the table (5) first place priority factors, affecting the content of the message is gone and this is quite a fact that the content of the advertising message can be sent extent on the willingness to accept it, as well as send it to other friends and acquaintance's impact. The next place of ease and simplicity of use that tool because of its association with individual as well as its abundant use and it is also easy to work with compared to other technologies such as laptops and the need for things like proxy to be used easily. Factor of the compatibility and its relation to jobs in the next position and fun factor of lower priority messages, as well as recommendations from friends are in this position.

Conclusion

The main hypothesis results

"The content of the message and the acceptance of mobile viral marketing campaign and would like to publish it in the fast food business 8 Tehran there. "According to the result's tables of numbers (3, 4, 5) between the content of the message and the acceptance of mobile viral marketing campaign and would like to publish it in the fast food business 8 Tehran direct relationship between positive and increasing. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship.

Secondary hypothesis results

"Between the charm and fun of mobile viral marketing messages and advertising acceptance and willingness to publish it in the fast food business 8 Tehran there. "According to the result's tables of numbers (3, 4, 5) between charm and fun of mobile viral marketing messages and advertising acceptance and willingness to publish it in the fast food business 8 Tehran direct relationship between positive and increasing. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship. "Between the recommendation of friends and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there. "According to the result's tables of numbers (3, 4, 5) between the advice of friends and viral marketing, mobile advertising acceptance and willingness to publish it in the District 8 Tehran fast food business relationship, is positive and rising. So we can well conclude that this hypothesis had good correlation with the dependent variable and the additive relationship between independent variables and the dependent variable, there is a significant relationship. "Between intention and behavioral attitudes towards viral marketing messages and mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there. "According to the result's tables of numbers (3, 4, 5) between behavioral intention and attitude towards viral marketing messages and acceptance of mobile advertising business and want to release it in direct relation fast food 8 Tehran, is positive and rising. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship. "Between the richness of the media and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran there. "According to the result's tables of numbers (3, 4, 5) between the rich media and viral marketing, mobile advertising acceptance and willingness to publish it in the fast food business 8 Tehran direct relationship between positive and increasing. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship. "The ease and ease of tool use and acceptance of mobile advertising viral marketing and the desire to publish it in the fast food business 8 Tehran there. "According to the results table numbers (3, 4, 5) between easy and ease of tool use and acceptance of mobile viral marketing campaign and would like to publish it in the fast food business 8 Tehran direct relationship between positive and increasing. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship. "Compatibility and relationship between the work and its usefulness and acceptance of mobile advertising viral marketing and the desire to release the fast food business in the Tehran region 8 there. According to the result's tables of numbers (3, 4, 5) compatibility and relationship between the work and its usefulness and acceptance of mobile advertising and viral marketing fast food business in the area tend to release 8-Tehran is directly related to positive and increasing. So we can well conclude that this hypothesis had good correlation with the dependent variable and the linear relationship between independent variables and the dependent variable, there is a significant relationship.

Offers

- Companies can market a message to encourage customers to send this message to Mkhatbhayshan (for example, friends and acquaintances) broadcast. (Bahroloumi, Siraj)
- Mobile marketing allows individual access, direct interaction with users at any other time and place. In this regard, promotional activities should be designed with greater expertise and should result from businesses and the effectiveness of advertising acceptance by customers according to their needs and focus on trends and provide value-added services the acceptance of advertising complete. (Varnali, Kaan, Yilmaz, 2012)
- The mouth marketing research shows the most influence on purchasing decisions of consumers when compared with another traditional communication such as TV ads se, in future studies can be used to study the contents of the analysis was concentrated on the receiver.
- Another suggestion is to investigate the characteristics of the contents, and the content of the letter is to be sent, what; some things are more properties and identifying these characteristics, the contents of a letter to more easily transmit to other users.

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