



THE STUDY OF THE ROLE OF SOCIAL INDICATORS AND ATTITUDES ON THE
SUCCESS OF VIRAL ADVERTISING ON SOCIAL NETWORKS

Masoud Siahkali, Javad Siahkali, Abolfazl Najarzadeh

*Department of Executive Management, Safadasht Branch, Islamic Azad University, Tehran,
Iran*

Abstract

The main objective of this research includes the study of the role of social indicators and attitudes on the success of viral advertising on social networks. This is applicable research in the goal basis. Also, this is descriptive-survey research. Society of this research includes all customers of Mino Company in Tehran city. Sample size is calculated by Cochran formula as 384 people. Library - survey method was used in this research. Questionnaire was used to collect data in this investigation. Validity and reliability of the questionnaire were confirmed. Structural equation and Lisrel software were used to analyze data. Finally, the results show that five hypotheses were confirmed and a hypothesis was rejected. Also, the results indicate that the sender has an impact on advertisements, the power of the transmitter of the virus, and the frequency of advertising on social networks. And the attitude toward brand and attitudes toward viral advertising is also influential on viral advertising on social networks. And this is where the attitude towards advertising is not influenced by viral advertising on social networks.

Keywords: Advertising, Viral Advertising, Social Indicators, Attitudes Indicators

I. INTRODUCTION

With the increasing popularity of the Internet and the growing number of audiences who are attracted to the Web, there is a good opportunity for marketers to compete in the digital arena. In recent years, due to the massive expansion of the Internet, viral marketing has emerged as one of the most effective ways that can create awareness, interest, and testing and product acceptance. The most important strength of viral marketing is that it uses lexical oral-to-mouth advertising via the Internet. In fact, viral advertising is the same as mouth-to-mouth advertising that is done on the Internet. Viral advertising is a new solution for companies, helping them to create new customers without interruptions. Viral advertising is usually done through social networks. Today, consumers are increasingly resorting to virtual social networks for expressing ideas, opinions, and data. These virtual networks have become good tools for building consumer relationships and are recognized as reliable and important sources that can affect the adoption of products (Jinsong et.al , 2013). Also, considering that success in today's business requires technology-related companionship, in advertising, the company's vigilance in conjunction with technology choices can ultimately lead to development and success in the



goals of the organization and the company (Barman-Adhikari and Rice, 2014). But viral advertising can be one of the most important mechanisms that will help the company. But a successful company, in other words, a successful marketing, requires a comprehensive look at the factors affecting marketing and advertising. One of these factors is the indicators that are analyzed in the community, and the other is the indicators of people's attitude towards advertising (Madhooshi and Rezayi, 2009). Social indicators are a set of factors that lead to must do and must not do, and ultimately lead to the confirmation or rejection of a problem, in which the attitudes of individuals can be different. So it is necessary to pay attention to these indicators in an appropriate advertisement (Ketelaar et.al, 2015).

In the present study, due to the importance of social networks in the entertainment and even the life of many people in society, it is necessary to design a proper framework for the promotion of viral advertising based on customer perceptions and social indicators. This investigation is a try to answer this question whether social indicators and attitudes affect the success of viral advertising on social networks?

II. THEORETICAL FRAMEWORK

Research background

Ketelaar et.al (2015) in a research, indicated that sender of advertising, the power of the sender of advertising, and the frequency of advertising on the success of the propagation of advertising is effective, as well as indicators of attitude towards the brand, as well as advertising and attitudes towards viral advertising also affect the success of viral advertising.

Schulze et.al (2014) stated that companies that have infected communication and information technology in the organization can use more successful virus marketing in the success of their organization.

Jinsong et.al (2013) in an experiment, the empirical results of the three video advertising viruses show that the attitude toward VV ads is the main factor affecting video sharing, but the attitude toward the brand has a significant impact on sharing activities. The Impact Transition Hypothesis (ATH) and its developed models are desirable in explaining viral video advertising, which are different from previous studies of non-viral advertising that propose dual mediation hypothesis as an optimal explanatory theory.

Wang et al. (2013) shows that belief dimensions are among the factors influencing attitudes toward internet advertising and their attitude toward advertising has affected the number of clicks on advertising and the frequency of internet shopping. Consumers' beliefs, attitudes and behavioral responses differed from country to country in relation to internet advertising, and in the sense that Romanians had a more positive attitude towards internet advertising and were more likely to click on advertisements and Americans make the most of Internet purchases.

Also, Anvermeer (2012) showed that two dimensions of belief, including information and economic aspects affect the attitude of consumers. In addition, an optimal attitude toward social networking ads affects the number of clicks on ads, and the click of the advertisement has a positive effect on online shopping.



This was when Petersamansen (2012) showed no significant difference in confidence, but showed different degrees of trust with respect to different demographic factors, such as gender, age, and education.

Finally, the research concluded that there is a significant relationship between the attitudes of consumers towards advertising and advertising trust and there is also a significant relationship between trust in advertising and user behavior response (such as click advertising). The study states that consumers are acting against neutral advertising, in the sense that advertising has neither trust nor lack of trust.

Camarero & San (2011) showed that attitudinal indicators of customers can affect the effectiveness of viral marketing, provided that social indicators can play an effective role in attitudes and viral marketing indicators.

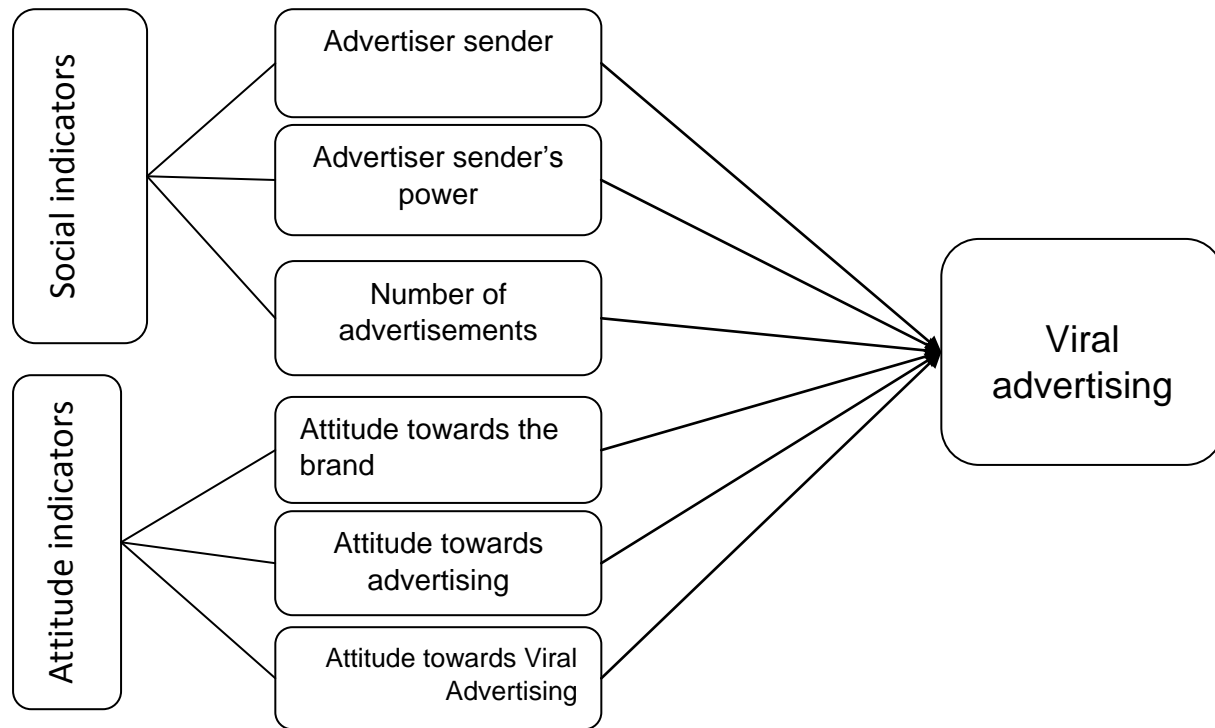
And also Wang et al. (2009) stated that three dimensions of belief, including information seeking, being economic, and distortion of values were among the major variables that influenced attitudes. Also, these studies have shown that the attitude to internet advertising is a positive impact factor for advertising clicks and online shopping.

Development of the model

Camarero & San (2011) in their qualitative research findings formulate a model that creates new challenges in the field of social networking. They argue that advertising on social networks should be intangible to maximize performance, and this comes from two important indicators for the exposed advertisers, which include social indicators and attitude indicators. A year later, Anvermire (2012), by presenting a model in the field of social networking, suggests that attitudinal indicators are in some way influenced by advertising, which can be seen in social networks as well.

In addition, Jinsong et.al (2013) in their model showed that attitudes toward advertising on social networks would be more effective if they were to be presented with viral advertising.

Finally, Ketelaar et.al (2015) pointed out a model. Based on findings of Yang & Zhou (2011), Ketelaar et. Al asserted that customer's social indicators include three indicators as advertiser sender, advertiser transmitter power, number of advertisements. Also, attitudinal indicators include brand attitudes, attitudes toward advertising and attitudes toward viral advertising.



Hypotheses of research

- 1- The propagator has an impact on viral advertising on social networks.
- 2- The power of the propaganda influences viral advertising on social networks.
- 3- The number of advertisements affects viral advertising on social networks.
- 4- Attitudes towards the brand are influential on viral advertising on social networks.
- 5- The attitude towards advertising is affecting viral advertising on social networks.
- 6- The attitude towards viral advertising has an impact on viral advertising on social networks.

Definition of Variables

Viral advertising: a kind of consumer-to-consumer communication about a brand or product that is formed between the receiver and the sender of the message and for the receiver is a non-promotional message (Ardendt, 2010).

Propagator: the person who transmits the advertisement in social networks by family, friends and ... can not provide different feedback in different products.

The power of the Propagator: refers to the amount of recognition and solutions available to the message sender, which can adequately provide the advertisement and ultimately provide appropriate feedback (Katiler et al., 2015).

The number of advertisement: is defined as the number of times and mechanisms for advertising to the target market (Katiler et al., 2015).

Attitude towards Brand: Attitude towards brand is the tendency to respond to a desirable or undesirable brand's approach after a propaganda show.



Attitudes towards Viral Advertising: Attitudes towards the advertisement message are defined as being prepared to respond to a desirable or undesirable approach to a particular propaganda stimulus in the social networking environment.

III. METHODOLOGY

This is applicable research. Also, this is descriptive - survey research. Questionnaire was used to collect data in this investigation. All customers of Minoo company in Tehran City are society of this research. Since the size of the statistical society is unlimited and unavailable, using the Cochran formula, the sample size is calculated to be about 384 people.

In this research, two methods of library and field collection method are used and the main tool of this study is questionnaire. The Delphi method was used to measure the validity of the questionnaire. Reliability is also confirmed by Cronbach's alpha. In this research, structural equations and LISREL software were used to estimate the model.

IV. RESULTS

Descriptive analysis of data

Table 1 describes the status of the variables.

Table 1- descriptive statistics

Variables	Average	SD	Min	Max
Propagator	3.59	1.13	1.00	5.00
Propagator's power	3.60	1.09	1.00	5.00
Number of Ads	3.39	1.14	1.00	5.00
Attitude towards the brand	3.52	1.09	1.00	5.00
Attitude towards advertising	3.29	1.17	1.00	5.00
Attitude towards Viral Advertising	3.34	1.19	1.00	5.00
Viral advertising	3.56	1.08	1.00	5.00

- Checking the normal distribution of variables

The results of the Kolmogorov-Smirnov test are presented in Table (4-5).

Table (2): Results of the Kolmogorov-Smirnov distribution test

Variables	Number	Sig	Statistics
Propagator	384	0.101	3.22
Propagator's power	384	0.253	2.02
Number of Ads	384	0.854	2.60
Attitude towards the brand	384	0.151	2.008
Attitude towards advertising	384	0.854	2.600



Attitude towards Viral Advertising	384	0.811	2.110
Viral advertising	384	0.071	1.99

The results of this test showed a significant level of variables in this study greater than 0.05. Therefore, with a probability of 0.95 we can assume that the variables of research have a normal distribution.

Test of the adequacy of the KMO sample

The significance of the Chi square test or Bartlett's sphericity is the minimum requirement for the use of structural equations, which is shown in Table (3).

Table (3): KMO value and Bartlett test result

Sample Sufficiency Test	0.886
Bartlett test index	2818
Sig	0.00

The KMO value is equal to 0.886 according to the significant level (0.000) of Bartlett's test; since the sample's adequacy level is more than 50%, the sampling adequacy is confirmed.

4.4 Testing the hypotheses using the structural equation model

The hypothesis test results are reflected in Chart (2) and (3).

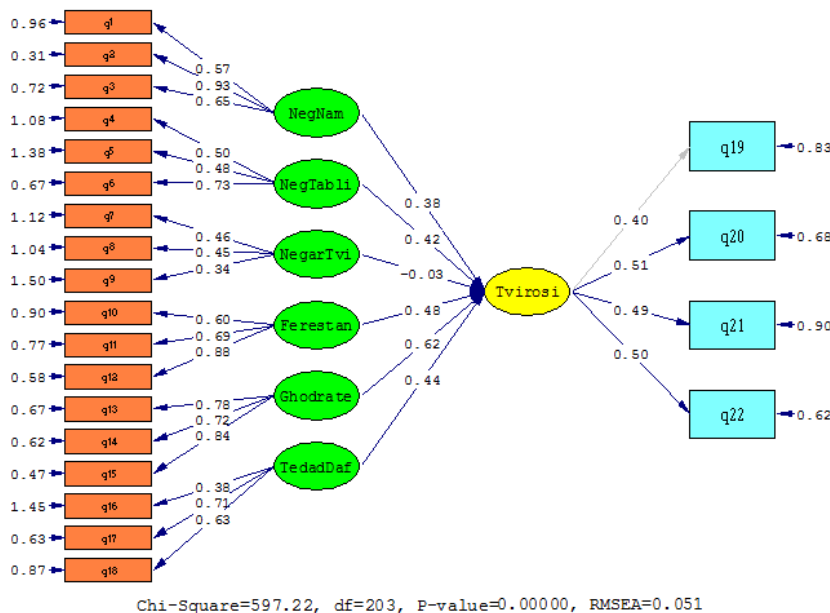


Chart (2): Measurement of the final model and the results of the hypotheses in the standard state

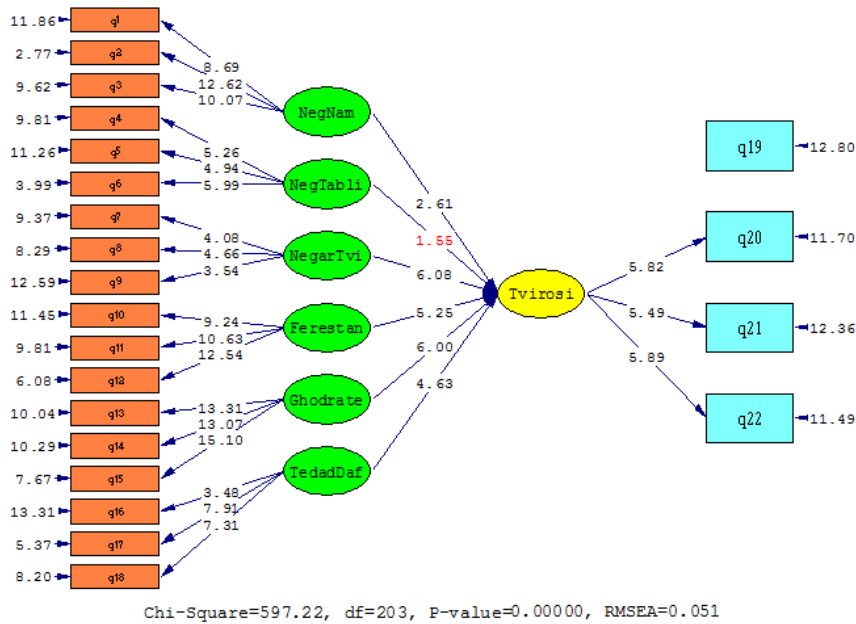


Chart (3): Measurement of the final model and the results of the hypotheses in a meaningful state

Summary of the test of The first hypothesis shown in Table (4) .

Table (4): Summary of test results of hypotheses

hypotheses	SD	Sig	Result
The propagator has an impact on viral advertising on social networks.	0.48	5.52	Confirmed
The power of the propaganda influences viral advertising on social networks	0.62	6.00	Confirmed
The number of advertisements affects viral advertising on social networks	0.44	4.63	Confirmed
Attitudes towards the brand are influential on viral advertising on social networks.	0.38	2.61	Confirmed
The attitude towards advertising is affecting viral advertising on social networks.	-0.03	1.55	Rejected
The attitude towards viral advertising has an impact on viral advertising on social networks.	0.42	6.08	Confirmed



Fit the final model

In Table (5), the general indexes of the fitting of the final model are presented.

Table (5): fit the final model

Index name	Fit index						
	X2/df	RMSEA	NNFI	CFI	IFI	RMR	GFI
Final model	2.94	0.051	0.90	0.92	0.92	0.004	0.99
Acceptance level	<3	<0.08	>0.90	>0.90	>0.90	Near to 0	>0.90

As you can see, all of the research indicators are in good shape.

V. DISCUSSION AND CONCLUSION

H1: The propagator has an impact on viral advertising on social networks.

SD between two variables is 0.48. As sig is 5.52 that is larger than 1.96, then with 95% confidence we can accept that the propagator has positive impact on viral advertising on social networks. In this regard, viral marketing is a means of communication and interaction through which a company can interact with its customers to better understand their needs. Message senders are better informed by sending news letters to customers and entering them into a two-way dialogue. A powerful way to evaluate strategic marketing opportunities is to use the Internet to deploy a strategic marketing network.

The results of this hypothesis are in line with the findings of Mousavizadeh (2016) Habibinejad (2015) Madhoushi and Rezaei (2013) Clarijani (2012) Ketiler et al. (2015) Schulz et al. (2014) Jinsong et al. (2013) Comerato & Su (2011).

H2: The power of the propaganda influences viral advertising on social networks.

SD between two variables is 0.62. As sig is 6.00 that is larger than 1.96 , with 0.95% of confidence we can accept that the power of the propaganda influences viral advertising on social networks. In this regard, viral marketing has the potential for the emergence as a key element of the sender's message blend.

Hotmail is one of the most important examples of marketing viruses. Hotmail has been bought by Microsoft for \$ 400 million, and according to reports in 2006, it has been serving more than 75 million people, and about 1,000 people are subscribing to it every day.

This free web-based email service was established in 1996, but has expanded to more than 40 million subscribers in less than three years. Hotmail used simple strategies to implement this marketing operation, which illustrates the power of the sender is the message.

Compared to unofficial channels, one of the benefits of Web-based virus channels is that these channels often provide mechanisms for measuring the reputation and power and success of the message sender.

The results of this hypothesis are in line with the findings of Mousavizadeh (2016) Habibinejad (2015) Madhoushi and Rezaei (2013) Clarijani (2012) Jinsong et al. (2013)

H3: The number of advertisements affects viral advertising on social networks.

SD between two variables is 0.44. As sig is 4.63 that is larger than 1.96 , with 0.95% of confidence we can accept that the number of advertisements affects viral advertising on social networks. In



this regard, viral advertising is a strategy that encourages people to transfer marketing messages to others. Through them, individuals are encouraged to send marketing messages to each other and create a strong potential for the rapid growth of their display messages and their impact and influence. These strategies quickly propagate advertisements and blast advertised messages like millions of viruses. In fact, in this way, the organization increases the awareness of the brand by encouraging customers to send messages to their friends to join or participate in specific programs. A company's advertising message can be increased dramatically by encouraging customers to introduce the company to friends and acquaintances; in fact, the company uses its customers to do business, and the customer sells the product. According to this method, every letter issued by the company's e-mail services contains a brief and useful promotional message, that is, these messages are distributed as the number of letters exchanged between people using the services of these companies. The results of this hypothesis are consistent with the findings of Madhoshui and Rezaei (2014), Clarijani (2013), Ketiler et al. (2015), Scholes et al. (2014), Jinsong et al. (2013), Kamerau & Sou (2011).

H4: Attitudes towards the brand are influential on viral advertising on social networks.

SD between two variables is 0.38. as sig is 2.61 that is larger than 1.96 , with 0.95% of confidence we can accept that the attitudes towards the brand are influential on viral advertising on social networks. In this regard, in the present digital era, ads on the Internet do not focus on the user's entire focus, since web pages were occupied by different contents. When watching television, the consumer focuses only on advertising, and at the moment, nothing on the television will distract consumers. On the Internet, ads are almost never the only content of web sites, so they must enter into a quarrel to attract users' attention to other content on the website.

Wang et al. (2002) define the factors contributing to the brand's attitude: brand motivation over perceived value on six factors of entertainment, awareness, stimulation, credibility, opposition, demographics, and these factors are effective in influencing brand attitudes in both online and traditional environments with varying degrees of impact. The results of this hypothesis are in accordance with the findings of Mousavizadeh (2016), Habibinejad (2015), Ketiler et al. (2015), Scholes et al. (2014), Jinsong et al. (2013), Kamerau & Sou (2011).

H5: The attitude towards advertising is affecting viral advertising on social networks.

SD between two variables is - 0.03. as sig is 1.52 that is smaller than 1.96 , with 0.95% of confidence we can accept that the attitude towards advertising is affecting viral advertising on social networks. In this regard, attitude is defined as a positive or negative person's feeling during a particular behavior. In fact, it is believed that attitude is a better predictor to measure the tendencies and behavior of advertising compared to other tools. Part of the importance of the attitude is that scholars consider reviewing a view vital to understanding social behavior . Another part of this importance is based on the assumption that attitudes determine behaviors, and this assumption implies implicitly that changing their attitudes can change their behaviors. In addition, by increasing the attitudes of a person about things, his need for thinking and taking fresh decisions decreases, and his behavior towards those things is normal, shaped, concrete and predictable, and as a result his social life would be easy (Torkan & Kajbaaf, 2009).

One of the most important ways to get users 'perceptions and acceptance of advertising messages is to study users' attitudes. Attitude is one of the most important concepts in information systems and marketing research.



The attitude toward advertising, in general, is the concept of a skill learned to continuously respond to advertising in an appropriate or undesirable way. An attitude to advertising may change the perception of viral advertising (Kastanda et al., 2009).

The results of this hypothesis are in accordance with the findings of Kolarijani (2014), Ketiler et al. (2015), Scholes et al. (2014), Jinsong et al. (2013), Kammerau & Sou (2011).

H₆: The attitude towards viral advertising has an impact on viral advertising on social networks. SD between two variables is 0.42. As sig is 6.08 that is larger than 1.96, with 0.95% of confidence we can accept that the attitude towards viral advertising has an impact on viral advertising on social networks.

In this regard, viral advertising, which has an impact on consumers' attitudes, is a key element in selling products and services. Reasonable reaction theory shows that consumers' attitudes are strong in their behavior, in other words, the effect of viral advertising on consumer attitudes has many messages for consumer behavior.

In addition, the people's attitude towards viral advertising, consumer beliefs are changing. Better and more accurate understanding of the relationship between attitude towards viral advertising and consumer behavior responses facilitates a more accurate evaluation of online businesses through marketing programs (Wang et al., 2009). The results of this hypothesis are in line with the findings of Mousavi Zadeh Schulz et al. (2014) Jinsong et al. (2013) Kammerau & Su (2011).

Recommendations

The following results are presented below:

The sender of promotional messages conveys a sense of trust to the client by providing concepts and informative material in the propagation of advertising on social networks.

Also, the sender of the promotional message delivers high-quality of product or service to the customer by providing creative personalized ads.

Additionally, advertisements should be designed and developed in a way that consumer understand advertising messages in advertising virtual networks easily.

Using the right colors and fields, designing interesting and beautiful ads, providing incentive promotional designs will lead to the display of the power of the message sender and facilitate the Viral Marketing.

It is recommended that managers of Mino Company send the promotional messages at appropriate times to provide useful and accurate information to increase customer awareness of the products. Managers should pay attention to the fact that the number of repetitive advertisements will not lead to customer attraction and viral advertising.

Additionally, in order to promote promotional programs in virtual networks, advertising managers must specify the number and frequency of the content of advertisements presented for specific target groups. Managers of the company should facilitate the use of tactics to create the distinction and unique nature of the product of viral advertising on social networks.

Managers of the Mino Company can put their advertising strategies on the basis of brand identification by the customer, and by creating a stable image in the minds of the customer; they will lead to the spread of viral marketing. Additionally, administrators can design ads so that



they can provide a good and satisfying experience for the client to facilitate the development of a positive attitude towards viral advertising.

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