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Critical factors and advantage factors influencing the implementation of viral marketing by considering the mediating role of Islamic marketing; a conceptual approach

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Abstract

The aim of the study is to explore the effect of critical factors and advantage factors on the implementation of viral marketing. The study population consisted of all students of Islamic Azad University, Ardabil Branch during 2014-2015, and the sample of the study consisted of 262 students. A researcher-made questionnaire was used to collect data. For data analysis, a structural equation modelling and LISREL software program were utilized. The results of the analysis indicated that advantage factors and critical factors influence viral marketing. Additionally, Islamic marketing modifies the effect of advantage and critical factors in the course of viral marketing implementation. Likewise, the presented model had a goodness of fit. In the end, some suggestions are provided according to the results.

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Keywords: viral marketing; critical factors; advantage factors; Islamic marketing

1. Statement of the problem

Marketers should bear in mind that 65% of customers expose themselves to many advertising messages, i.e. about 60% of them believe that the messages are fruitless. A body of evidence show that customers extremely tend to avoid traditional marketing instruments in the course of obtaining information about products and market; likewise, competitions rely on other personal and professional networks when inducing customers to make decision on purchase.

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In the modern world, the use of almost obsolete traditional information channels, and organizations that exclusively pay attention to means of information providing (traditional information providing) are doomed to failure. For this reason, viral marketing has taken on special importance. Given the fact that one of the means of viral marketing is the internet and that viral marketing has often faced criticism, the reason why it is widely used is the spread of imethical and unconventional issues in the field of marketing. It is because heedlessness to customer and failure to comply with Islamic principles and foundations have sent market into turmoil. Many believe that Islam and religion are at odds with business and trade, while the idea is totally rejected in many hadiths and Islamic books. For this reason, according to determination sovereignty principle in Islamic economy, people have the right to act in a market as per their determination and tendency as a customer or consumer. The present research seeks influential factors in correct and principled viral marketing with the lowest deviation by considering the effect of Islamic doctrine in the form of Islamic marketing.

2. Research Conceptual model

Research Conceptual model illustrated in Fig 1.

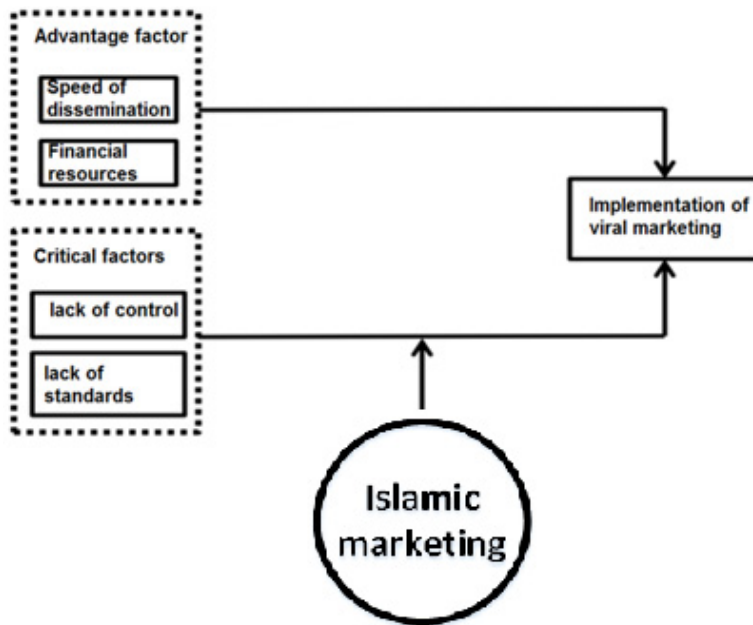


Fig 1. Research Conceptual model

3. Research hypotheses

- Hypothesis 1: advantage factors make a difference to the implementation of viral marketing.
- Hypothesis 1a: speed of dissemination makes a difference to the implementation of viral marketing
- Hypothesis 1b: financial resources make a difference to the implementation of viral marketing
- Hypothesis 2: critical factors make a difference to the implementation of viral marketing
- Hypothesis 2a: lack of control make a difference to the implementation of viral marketing.
- Hypothesis 2b: lack of ethical standards make a difference to the implementation of viral marketing.
- Hypothesis 3: Islamic marketing modifies the effect of critical factors on the implementation of viral marketing.
- Hypothesis 3a: Islamic marketing modifies the effect of lack of control on the implementation of viral marketing.

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