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Faqr Ahmad HAMIDI

Istanbul Aydin University, Institute of Graduate Study, Business Administration Program, Istanbul / TURKEY,
 0000-0002-1263-5041

Asst. Prof. Dr. Özgül UYAN

Istanbul Aydin University, Faculty of Economics and Administrative Sciences, Istanbul / TURKEY,
 0000-0002-8291-4353

THE IMPACT OF ONLINE VIRAL MARKETING ON IMPULSE BUYING

ABSTRACT

Nowadays, in the international marketing world, a new concept called “viral marketing” has gained enormous popularity thanks to the development of electronic media that substantially facilitate interconnections between companies and potential buyers. Viral tools that give international marketing a new dimension also accelerate international trade transactions. Viral marketing seeks to spread information about a good and service from person to person by word of mouth or sharing via the e-mail or internet. Thus, exact like a virus or buzz, information about the company including its brand message, and its products and services is spread to potential buyers. Then those buyers pass the information along to other potential buyers. So that a huge network is created rapidly. On the other hand, there is another concept called “impulse buying” started to gain importance among international businesses and marketers because of its increasing popularity across a wide range of different product classes. Impulse buying which is also expressed as unplanned, unexpected, instant, or sudden purchases refers to the unpredictable purchase action without any thought, and a pre-determined plan. It seems that viral marketing can be a successful tool for effective marketing communication, and it may trigger the sudden purchase decision for certain products. However, there is still a limited understanding of how viral marketing tool works. When effective execution is achieved, viral marketing campaigns can create an instantaneous buzz in the promotion and distribution of the brands and products of the companies. For this reason, it is important to identify the relationship between online viral marketing factors and consumer impulse purchasing behaviour. Therefore in this study, consumers’ instant buying attitudes towards viral marketing factors are searched. Within the scope of this study, which viral marketing factors are determinant in the impulse purchasing behaviour of consumers is investigated through a wide literature review and secondary research findings.

Keywords: Consumer Behaviour, Impulse Buying, International Marketing, International Trade, Viral Marketing

ÇEVİRİMİÇİ VİRAL PAZARLAMANIN ANLIK SATIN ALMAYA ETKİSİ

ÖZET

Günümüzde, uluslararası pazarlama dünyasında, şirketler ile potansiyel alıcılar arasındaki bağlantıyı önemli ölçüde kolaylaştıran elektronik medyanın gelişmesi sayesinde “viral pazarlama” adı verilen yeni bir kavram büyük bir popülerlik kazanmıştır. Uluslararası pazarlamaya yeni bir boyut kazandıran viral uygulamalar, uluslararası ticaret işlemlerini de hızlandırmaktadır. Viral pazarlama, bir mal ve hizmet hakkındaki bilgiyi ağızdan ağıza veya e-posta veya internet yoluyla paylaşarak insandan insana yaymaya çalışmaktadır. Böylece, tıpkı bir virus veya vızıltı gibi, marka mesajı, ürün ve hizmetleri gibi işletmeye ilişkin bilgiler potansiyel alıcılara yayılmaktadır. Daha sonra bu alıcılar bilgiyi diğer potansiyel alıcılara iletmektedir. Böylece hızlı bir şekilde büyük bir ağ oluşturulmaktadır. Öte yandan, çok çeşitli ürün sınıflarında artan popüleritesi nedeniyle uluslararası işletmeler ve pazarlamacılar arasında “dürtüsel satın alma” adı verilen bir kavram daha önem kazanmaya başlamıştır. Planlanmamış, beklenmedik, anlık, veya ani satın alımlar olarak da ifade edilen dürtüsel satın alma, herhangi bir düşünce ve önceden belirlenmiş bir plan olmaksızın gerçekleşen öngörülemez bir satın alma eylemini ifade etmektedir. Viral pazarlama, etkili bir pazarlama iletişimi için başarılı bir araç olabilir ve bazı ürünler için ani satın alma kararını tetikleyebilir. Bununla birlikte, viral pazarlama aracının nasıl çalıştığı konusunda hala sınırlı bir bilgi bulunmaktadır. Etkili bir uygulama gerçekleştirildiğinde, viral pazarlama kampanyaları şirketlerin marka ve ürünlerinin tanıtım ve dağıtımında anlık bir vızıltı yaratabilir. Bu nedenle, çevrimiçi viral pazarlama faktörleri ile tüketicilerin dürtüsel satın alma davranışı arasındaki ilişkiyi belirlemek önemlidir. Buradan hareketle hazırlanan bu çalışmada tüketicilerin viral pazarlama faktörlerine yönelik anında satın alma tutumları araştırılmıştır. Bu çalışma kapsamında tüketicilerin dürtüsel satın alma davranışında hangi viral pazarlama faktörlerinin belirleyici olduğu geniş bir literatür taraması ve ikincil araştırma bulguları ile incelenmiştir.

Anahtar Kelimeler: Tüketici Davranışı, Anlık Satın Alma, Uluslararası Pazarlama, Uluslararası Ticaret, Viral Pazarlama

1. INTRODUCTION

Viral marketing seeks to spread information about goods and service from person to person by word of mouth or sharing through the e-mail or internet. The purpose of viral marketing is inspiring individuals to share a marketing message to friends, family and other individuals for creating exponential growth in the number of that product's recipients (Kagan, 2019). Exact like a virus, information about the company such as its brand message, and its goods or services is spread to potential buyers. Then those buyers pass the information along to other potential buyers. Such that a huge network is created rapidly. The campaigns of viral marketing can cause peer-to-peer recommendations so that the credibility of the message can increase. Viral marketing can increase sales and reduce marketing costs as well. This marketing model can involve people who know each other and those who don't (Dobele, Lindgreen, Beverland, Vanhamme & Wijk, 2007). To create the viral networks depends on the consumers who first pass on the viral marketing message. Therefore, companies must choose these consumers carefully (Bannan, 2000; Helm, 2000). Thanks to the development of electronic media that substantially facilitate interconnections between companies and potential buyers, viral marketing method has gained enormous popularity. However, despite the fact that viral marketing can be a successful tool for effective marketing communication, there is still a limited understanding of how it works (Dobele et al, 2007).

Customer behavior is one of the subcategories of marketing that consists of elements such as psychology, marketing, and economics (Golchinfar, Bakhtaei, 2006). There are many methods explaining customer decision making under different circumstances. One of them is instant purchasing. To better define instant purchases, researchers use terms like unplanned purchases and unexpected purchases. According to Engel & Blackwell (1982), an unpredictable purchase is thought of as a purchase action without any thought, and a pre-determined plan. In contrast, planned shopping is exactly the opposite. Impulse purchasing has been the subject of much research by customer behaviour 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).

When effective execution is achieved, viral marketing campaigns can create an instant buzz in the promotion and distribution of the brands and products of the companies (Dobele et al, 2007). For this reason, it is important to identify the relationship between online viral marketing factors and consumer impulse purchasing behaviour. Therefore in this research, customers' instant buying (in other words impulse purchasing) attitudes towards viral marketing factors are searched. Within the scope of this study, which viral marketing factors are determinant in the impulse purchasing behaviour of consumers is investigated through a wide literature review and secondary researches findings.

2. DEFINITION, FACTORS, TOOLS, CAMPAIGNS, STRATEGY, ADVANTAGES, AND BARRIERS OF VIRAL MARKETING

2.1. The Meaning and Importance of Viral Marketing

Viral marketing refers to the "explosive growth in sales or spread of product information through customer contact (referrals). The term was coined by the US venture capital firm Draper, Fisher, Jurveston" (URL 2). Viral marketing is progressing thanks to the development of the Internet at the beginning of the 21st century. This progress is especially based on the written communication's development through blogs, social media, groups and forums, website and e-mails interchanges.

In general, viral marketing is a sort of marketing which people have been asked to spread the message to others. There are different descriptions about viral marketing which is a new idea (Kurucz, 2008). For example, instead of viral marketing, some synonyms are used, such as "word of mouth marketing", or "buzz marketing" (Stevenson, 2008). Pursuant 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. Viral marketing is one of the modern marketing tools of media and related sections. People can spread product features by viral marketing elements and this can increase brand popularity of a company. Pursuant to Cruz & Fill (2008) at these days most of the customers use this way to make a purchase decision.

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. However, it is not as impactful and prevalent as what was said before based on last researches, especially in increasing product sale (Leskovec, Adaamic & Huberman, 2007).

Pursuant to Kotler & Armstrong (2006), marketing is an activity that humans do to meet their needs via the trading procedure. Organizations 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. Today, there are many questions about viral marketing like What is it about? When is it good to use viral marketing? These questions about how to have people send marketing emails to their friends in a way that benefits businesses are answered in viral marketing. The best way to attract appropriate people is to explain a product or service completely to influenced customers and let them share the information with others. Thus businesses can become successful.

Some key takeaways regarding viral marketing are presented below (Kagan, 2019):

- Viral marketing is a sales technique that contains word of mouth or organic knowledge about a good or service to spread at an ever increasing rate.
- Particularly, the emergence of the internet and social media has dramatically enhanced the number of viral messages in the form of likes, shares, and forwards.
- Some marketing campaigns try to trigger virality, but generally exactly what goes viral remains a mystery.
- When something becomes viral, the message becomes easy and inexpensive to gain popularity.

Reasons for the Popularity of viral marketing (Rice, 2010):

- A lot of people are using social networks on the internet these days and anyone can access confidential company information.
- Contacting different people 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.

2.2. Factors of Viral Marketing

The basic factors of viral marketing which is crucial in terms of consumer behaviour are listed below:

- **Informativeness:** Informativeness is important for spreading the marketing message to provide customers with information about product options to maximize customer satisfaction (Van der Waldt, Rebello & Brown, 2009). The information aspect has the advantage of being profitable for retailers since it creates positive behaviour (Saadeghvaziri & Hosseini, 2011; Zernigah & Sohail, 2012).
- **Entertainment:** Entertainment refers to the capacity to meet the customers' needs for the enjoyment of art, entertainment and self-expression (Ducoffe, 1996). Many studies in management and marketing indicate that customers prefer messages containing funny and entertaining content.
- **Irritation:** Irritation refers to the level of dissatisfaction in viral marketing strategies. Consumers have a negative view of the irritating messages. However, non-irritate messages can have a positive effect on consumers' behaviour (Muzaffar & Kamran, 2011).
- **Source credibility:** Message source credibility refers to the degree to which the origin of the message is conveyed. To create or have a good reputation is essential for organizations since this

can lead to positive affect on their viral messages (Ghanea, Shokrizadehb, Omidvara & Comyab, 2014).

2.3. Tools of Viral Marketing

Viral marketing is a way that the Internet is used to introduce a product or service to a large number of people (Deepa & Thenmozhi, 2015). 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. As compared to traditional marketing, viral marketing offers a host of additional benefits which included lower costs, closer firm and client relationships, redesigning distribution, among others (Tiago &Tiago, 2012).Viral marketing is a smart way to make the business known and you can have people advertise for your business on their own. Many corporations 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 on e-mail based commercials (Deepa & Thenmozhi, 2015). Businesses use some basic viral marketing tools such as e-mails, video websites, blogs and forums, social networks, and SMS which are explained below:

- **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 email used for marketing are: Email newsletter, digest, dedicated email, lead nurturing, sponsorship email and transactional email.
- **Video websites:** Video websites are those 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. Pursuant 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). Based on Woerndl, Papagiannidis, Bourlakis & Li (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).
- **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 blog as 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 newly come products and promotions (Singh, Veron-Jackson & Cullinane, 2008). 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. Page forum means an opportunity to have debate and share ideas about a product online.
- **Social network:** Internet allows customers to contact with 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). Therefore, many organizations are trying to tie such social networks. 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 chat room or discussion board except for subjects a user may be searching. Social networks' features are useful and important for viral marketing. A user also can use these features in order not to lose customers for next sales (Yap, 2011).

- **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 popularity of mobile devices among people (Bauer, Barnes, Reichardt & Neumann, 2005). Pursuant 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).

2.4. 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.

2.5. Viral Marketing Campaigns

The basic types of viral campaigns are given below (Wilde, 2013):

- **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.
- **Undercover:** A viral message which is 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 spontaneous.
- **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 among Tom Cruise and Katie Holmes prior to releasing their new movie.
- **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.

The ways how to implement an effective viral marketing campaign are specified in the following :

- **Providing an incentive:** By offering an encouraging motivation viral marketing will work better. But still, it is important to manage the incentive's 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 marketer may face less financial and privacy issues (Deepa & Thenmozhi, 2015).
- **Not considering referral as an option:** When a customer reference to a friend, 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 opt-in (Deepa & Thenmozhi, 2015).

- **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 (Deepa & Thenmozhi, 2015).
- **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 (Deepa & Thenmozhi, 2015).
- **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 (Business Dictionary, 2018).

2.6. The Principles of Effective Viral Marketing Strategy

If 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. Development of a company is much easier and faster by means of 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. Pursuant to Wilson (2018), there are six principles for viral marketing as listed below:

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

2.7. Advantages of Viral Marketing

Viral marketing has many advantages like tempting campaigns, being cheap and high and fast response rate. The main ability of viral marketing is the potential of attracting a large number of avid users with paying little. In another word, 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 N. Thenmozhi S, 2015).

This is a wise method that can result in appealing behaviour 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.

2.8. Essential Problems in Viral Marketing

The positive impact viral marketing can have 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. These sudden changes need a 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 N. Thenmozhi S, 2015).
- **Spam threats:** If a company acts weakly in this field, this may cause spam. For instance, if a company pays some people to send a commercial email to their friend and encourage them to buy a product related to a company, those friends may consider these emails unwanted or spam. Thus, marketers may cause spam emails just because they want to earn more money and this can damage a company's reputation (Deepa N. Thenmozhi S, 2015).

Companies that are willing to operationalize viral marketing strategies should aware of these problems and plan precisely to get over them.

2.9. Barriers to Viral Marketing

Viral marketing relies on 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 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 for 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. 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).

3. DEFINITION, TYPES, AND FACTORS OF IMPULSE BUYING

3.1. Consumer Behaviour and Consumer Purchasing Process

Behaviour includes cognitive, perceptual, emotional and motivational procedures in responding to things in the environment. Pride & Ferrell (1991) had described the behaviour as to how (positive or negative) one would feel towards a situation or action. Grewal, Mehta & Kardes (2000) define behaviour as one's feelings and knowledge that makes his/her beliefs in response to activities or objects. Customer behaviours are a sum of customer's thoughts about perceptions and behavioural purposes toward some issues around marketing content like a retail store. These parts usually studied together because they have interaction on each other and all together cause forces that manage customer's response to an object. Customer's behaviour is affected by psychological elements like motivation, personality,

feelings, thoughts and learning (Kotler & Armstrong, 2006). Marketing theory begins with meeting customer needs and responding.

Customer behaviour is the study of how people buy and what they buy and why they buy. Customer behaviour is one of the subcategories of marketing that consists of elements such as psychology, marketing and economics (Golchinfar & Bakhtaei, 2006).

Further studies of customer behaviour 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 behaviour (Bagozzi, 2006). Marketers analyze this customer behaviour and they focus more on buying a brand, but marketers try to answer who, what, where and how to better understand customer buying behaviour. (Bagozzi, 2006; Kotler & Keller, 2012). In addition to being answered by marketers, behaviours are associated with the decision-making process and have specific personal characteristics.

One of the key areas of customer behaviour is his decision making, which is crucial for marketers who have been extensively researched and interpreted by marketing theorists (e.g., Engel & Blackwell, 1982). 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 behaviour. Pursuant to the following model, there are several steps to be taken before the purchase and the post-purchase evaluation phase (Kotler & Keller, 2012).



Figure 1. The Five-Stage Model of Engel, Kollat and Blackwell's Customer Purchasing Process

Source: Peter & Olson, 2008.

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).

One of the methods to explain customer decision making under different circumstances is instant purchasing. There are some minor differences in the buying process for instant purchasing. Impulsive behaviours are most often performed after the first stage which is a problem recognition step, and subsequent steps can be searched or performed at the same time. This means searching for and evaluating other options.

3.2. The Meaning and Importance of Impulse Buying

“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 (jewellery, 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). In the early literature of marketing, Impulse purchase was briefly defined as a junk purchase (Cobb & Hoyer, 1986). 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 purchasing behaviour 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.

Diversification is a driving factor in purchasing behaviour that alternates among well-known choices such as brands and purchasing malls, only to change and diversify, and it is a tool to pursue a level of desirability by a person and it is primarily the result of fatigue and saturation (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 behaviour (Bamgartner & Steinkamp, 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 spontaneous behaviour.

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 guides in which situational factors, such as the Money Available, Availability Time, Search and 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).

3.3. Types of Impulse Buying

In some studies, the term hit purchase has been similarly described as an unexpected purchase (Clover, 1950; West, 1951). In order to better explain the impact of an impulse purchase, Stern (1962) listed the following four different types of impulse purchases, including net, reminder, offer and planned 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.
- **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.
- **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. 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.
- **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. 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 secondary studies (Beatty & Ferrell, 1998; Dittmar et al, 1996; Rook, 1987).

3.4. Factors Affecting Impulse Buying

The variables that cause the impulse purchase can be divided into the following categories:

- **Factors related to individual characteristics:** Impulsive, as a feature, it 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 decision also affects his impulse purchase. This tendency to buy impulsively is usually measured by quantitative measures and, 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 behaviour. For example, the lower the age of customers or the higher their income levels, the more likely they are to have more impulse buying behaviour. Coley & Burgess (2003) also found in their study that women make significantly more impulse purchases than men. 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.
- **Factors related to situational properties:** A large number of situational factors appear to be effective in the event of an impulse purchase can be listed as money available, search and explore in the store, environment, go purchasing alone, and seller advice. Money available shows the number of funds available to spend daily (Beatty & Ferrell, 1998). Searching for a store means searching for stores with different layouts and arrangements for buying or entertainment. 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 behaviour. Luo (2005) conducted a test that found that participants were more likely to make an Impulse purchase when purchasing with friends. But Rook & Fisher (1995) say that being anonymous in the purchasing environment can increase the likelihood of an Impulse purchase. Previous research has shown that seller guidance and assistance influence the desire to buy customers (Baker, Grewal & Parasuraman, 1994).
- **Factors related to psychological characteristics:** The main psychological factors affecting impulse purchasing are: Self-esteem and excitement. Elliott (1994) believes that a person's social self-esteem plays an important role in his or her impulse purchase. Most impulse purchase behaviour studies agree that those who make an impulse purchase have low self-control.
- **Factors related to product features:** Product type, marketing promotions, product price, and product design and packaging affect impulse buying. Kollat & Willett (1967), 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. Youn & Faber (2000) has shown in their research that those who shop more impulsive respond more to promotional gifts (such as gifts, product replicas, free samples, etc.). A study of customer behaviour shows that they plan to buy high-value products and pay close attention. A negative relationship is also found among the price level of the product and the number of impulse purchases (Lee, 2008). The Packaging is a subject of many types of research and seems to be affecting customers' impulse purchases. For instance: The better and more expensive packaging causes people more likely to have an impulse purchase.

4. EXPERIMENTAL STUDIES REGARDING THE IMPACT OF VIRAL MARKETING ON IMPULSE BUYING

In the past, the researches have been conducted by various researchers on viral marketing and its impact on instant messaging behaviour. These researches seek measure the impact of awareness, entertainment, credibility, and stimulation as viral marketing factors (Blanco, Blasco & Azorin, 2010; Fagerstrom & Ghinea, 2010; Muzaffar & Kamran, 2011; Reyck & Degraeve, 2003; Shashikala & Mahapatro, 2015; Zernigah & Sohail, 2012).

Zernigah & Sohail (2012)'s 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. This study was conducted in Pakistan.

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

On the other hand, Shashikala & Mahapatro (2015), Muzaffar & Kamran (2011), and Reyck & Degraeve (2003) find out that entertainment is the most important factor that leads to a positive attitude of customers towards viral marketing.

A study carried out by Blanco, Blasco & Azorin (2010) found that customers were aware of the low advertising in mobile advertising.

The analysis of the nine viral marketing campaigns conducted by Dobelet et al (2007) leads to the important managerial implication that marketers must achieve a fit between a key emotion and their brand or viral marketing campaign as this will ensure the increased chance of forwarding. Keeping in mind that all campaigns must achieve an element of surprise, suggested fit is covered in the six primary emotions is provided in Table 1. According to this, the six things to remember for achieving fit between emotions and viral messages are surprise, joy, sadness, anger, fear, and disgust.

Table 1. Emotions Behind Viral Marketing

Emotion	Explanation	Behavior
Surprise	Generated when something (product, service, or attribute) is unexpected or misexpected.	<ul style="list-style-type: none"> • Facial expressions like opened eyes and mouth, and raised eyebrows. • Cessation of on-going activities. • Sudden and involuntary focusing on the surprising product, service, or attribute. • Heightened consciousness of the surprising product, service, or attribute. • Subsequent curiosity/exploratory behavior. • Increase in the ability to retain in memory the surprising product, service, or attribute.
Joy	Expressed when a goal has been achieved, or when movement toward such an achievement has occurred. Also, joy is caused by a rational prospect of owning what we love or desire.	<ul style="list-style-type: none"> • Facial expression of joy is the smile. • Happy people are more helpful and cooperative. • Often energetic, active, and bouncy. • Prompts the person to aim for higher goals.
Sadness	Experienced when not in a state of well-being, which is most often derived from the experience of a fearful event.	<ul style="list-style-type: none"> • No longer wishes for action, but remains motionless and passive, or may occasionally rock to and fro. • Often, focus is turned more toward the self. • Trying to solve the problem at hand. • Refusing from the situation.
Anger	Response to personal offense (an injustice); this injustice is in that person's power to settle.	<ul style="list-style-type: none"> • Attacking the cause of the anger through physical contact and verbal abuse. • Anger is extremely out of control (e.g., rage) and freezing of the body can occur.
Fear	Experienced when people expect (anticipate) a specific pain, threat, or danger.	<ul style="list-style-type: none"> • A system is activated, bringing the body into a 'state of readiness'. • Escape and avoidance. • Facial expression as 'oblique eyebrows' and resulting 'vertical frown'.
Disgust	Feeling of aversion that can be felt either when something happens or when something is perceived to be disgusting.	<ul style="list-style-type: none"> • Facial expressions like frowning. • Hand gestures, opening of the mouth, spitting, and, in extreme cases, vomiting. • Distancing from the situation, this by an expulsion or removal of an offending stimulus, removal of the self from the situation, or lessening the attention on the subject.

Source: Compiled from Ekman & Friesen (1975); Izard (1977); Power & Dalglish (1997); Rozin, Haidt & McCauley (1999); Scherer (1984); Scherer, Wallbott & Summerfield (1986); Scherer & Wallbott (1994), by Dobelet et al. (2007)

5. CONCLUSION

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 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. The benefit of this strategy is that it is a binary system and at the end, it gets thousands and millions of users involved. This system is similar to viruses division.

In today's competitive business environment viral marketing is an important tool. Viral tools that made international marketing gain a new dimension may accelerate international trade transactions as well. However, viral marketing is an effective marketing instrument as long as it encourages consumers to take action as a result of the message about the brand, product, or service and pass it on to other potential customers. Therefore, the purpose of viral marketing is two-fold. The first one is consumption, and the second is forwarding behaviour. The findings of the researches emphasize that successful viral campaigns associate emotion with the message for encouraging the recipient to respond to that message. But, using emotions may not be sufficient. Companies should provide the messages capturing the recipient's imagination. In addition, companies should not ignore to consider wisely targeting. To send a marketing message to a community which is open to a brand, product, or service can increase the success chance compared to simply emailing to the World.

Previous researches on viral marketing indicate that awareness, entertainment, and source credibility has a positive relationship with impulse buying behaviour. However, irritability is not positively correlated with impulse buying behaviour as consumers feel uncomfortable when advertisers use annoying messages. According to this, it can be stated that messages sent to customers about products and services should be informative and useful. Messages sent through viral marketing also should be humorous and fun. In addition, messages should not be annoying and untrustworthy, e.g. virus free messages must be sent. Besides, the company should improve its reputation via social responsibility activities. customer should respond positively. Thus, customer can respond to viral campaigns positively by their sudden purchases.

People talk to other people easier, faster, and cheaper than before thanks to the internet and communications technology. Viral marketing provides a way for the marketing world to deliver marketing messages at a lower cost, with shorter response time, and with the increased market potential. Therefore the organizations need to learn the language of this marketing tool. To contribute this language to be learnt, undoubtedly, it is important to carry out the studies which seek to assess the opinions of customers. This study can ensure the marketing managers to better understand the consumers' instant behaviours towards viral marketing.

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