

عنوان مقاله:

The Role of Viral Marketing on Behavioral Intentions in Durable and nondurable Goods: Is brand equity as a mediator?

محل انتشار:

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خلاصه مقاله:

As viral marketing as a factor influencing customer behavior is a new tool that encourages people to comment on companies' products or services online and brand promotion is also one of the most important strategic growth strategies for companies, always at the center of attention so The purpose of the study was to investigate the role of viral marketing on behavioral intentions considering brand equity as a mediating variable; this study was conducted in two parts durable and nondurable goods. Confirmatory factor analysis test (LISREL) and Cronbach alpha were used to assess the validity of the questionnaire. Results showed the validity and reliability of the questionnaires. The results of the LISREL structural equation show that brand equity is viewed as a mediator in the relationship between viral marketing and behavioral intentions. On the other hand, viral marketing has a positive influence on word of mouth marketing and intention to buy and a negative influence on brand change. It turns out that the most influential marketers in the lives of consumers are those who are known and trusted by their consumers. Nowadays consumers usually suffer from a massive influx of information and go through expensive advertising so people decide through word of mouth marketing for shopping. There should also be a major investment in brand building, investing in brand's special value contributes to brand reputation among customers as well as non-customers.

کلمات کلیدی:

Viral marketing, Behavioral Responses, brand equity, Word- Of -Mouth, Intention purchase

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