

## عنوان مقاله:

The factors affecting Viral Marketing at network sale of Adidas Company

## محل انتشار:

دومین کنفرانس بین المللی مدیریت و حسابداری (سال: 1396)

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## خلاصه مقاله:

Network marketing is a way of marketing and sale that in recent years is licensed to have activity officially. This type of business has had its own advocates since it creates incremental income. The advertising and informing techniques of such companies is viral marketing through the activists of sale network. By considering network marketing as a new business in Iran and viral marketing as a new way of marketing in the world, this paper tries to study the factors influencing the acceptance of viral marketing in network marketing system of Adidas Company in Iran. This study has been done on sale representatives of Adidas Co. in Iran as well as on the factors affecting their viral attitude, intention and behavior. The results showed that behavioral control, perceived cost, ease of use and perceived usefulness affected viral marketing. Also, according to technology acceptance model and planned behavior theory, peoples' viral attitude affects their viral marketing intention and marketing intention affects their viral marketing behavior. In this study, subjective norm and trust were identified as ineffective on viral marketing compared to other variables

## کلمات کلیدی:

Viral Marketing, Subjective norm, Behavioral control, perceived cost, Trust, ease of use, perceived usefulness

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