

Survey of Viral Marketing in Networks and Social Media on Customer Intent (Case study: Telegraph and Facebook Social Networking Customers)

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Viral marketing and viral advertising are one of the new marketing strategies that use existing social networks to increase awareness of the brand or other company goals such as increased sales and ... through viral processes. Today, the Internet is one of the major marketing tools and, according to the new electronic approaches, the views on Internet viral marketing have grown exponentially. Therefore, due to the importance of viral marketing, it has increased dramatically in the new strategies of marketing in the industry and the use of the Internet in Iran. Therefore, due to the importance of viral marketing, it has increased dramatically in the new strategies of marketing in the industry and the use of the Internet in Iran. After determining and indexes related to the independent, intermediary and dependent variables the research literature and the confirmation of experts, a questionnaire prepared in this study was distributed to 337 users of social networking telegrams and Facebook in Rasht city. Statistical analysis was performed by path analysis technique in PLS and SPSS software and we concluded that all of the variables of viral marketing are affected by the intention to buy customers.

Keywords : Key words: Viral Marketing, Social Networking, Telegram, Facebook

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