
The Attitudes of Consumers towards Viral Marketing in Malaysia

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A research project submitted in the partial fulfilment of
the requirement for the degree of

Master of Business Administration

University Tunku Abdul Rahman

Faculty of Accountancy and Management

April 2014

The Attitudes of Consumers towards Viral Marketing in Malaysia

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ACKNOWLEDGEMENT

First of foremost, I would like to take this opportunity to express my deepest gratitude to my supervisor Mr. Alexander Tay Guan Meng for his continuous support, advice and guidance in completing this research project.

Subsequently, I would like to thank my family and friends for their support and understanding all the way in completing this project. Thank you very much for your corporation in helping me to fill up the questionnaire. A special thanks to those who helped me to distribute the questionnaires to your colleagues and friends as well.

In addition, I would like to thank my university- UTAR which provides students with the access of various databases for the researcher to get secondary data as well. I truthfully appreciated the source of information provided along the journey.

Last but not least, again, I would like to thank all the respondents who helped me to fill up the questionnaire. Your contributions had made my data analysis and discussion able to complete on time.

ABSTRACT

This study was attempted to investigate the attitude of consumers towards viral marketing in. The purpose of this research is to identify and examine whether perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive will affect consumers' attitudes towards viral marketing in Malaysia. This study also identified whether the consumers' attitudes towards viral marketing in Malaysia will affect the consumer purchase intention. Pilot testing was carried out to certify the reliability of the questions before final distribution. There are a total of 220 sets of questionnaire being distributed to consumers in Klang Valley. However, there are only 200 set of questionnaire is usable for analysis. From the analysis, it represented that most of the respondents in this study are degree holder who are frequent internet users. Findings obtained from this research had also implied that there is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing. Furthermore, it is implies that there is a negative relationship between perceived irritations and consumers' attitudes towards viral marketing. The results also show that the consumers' attitudes towards viral marketing will affect the consumer purchase intention. However, the results shows that perceived informativeness, perceived entertainment and perceived source credibility have no significant relationship towards consumers' attitudes towards viral marketing in Malaysia.

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CHAPTER 1

RESEARCH OVERVIEW

1.0 Introduction

This chapter proposes a research that will add to an understanding of the attitudes of consumers towards viral marketing in Malaysia. Specifically, the study aims to identify the factors affecting attitudes of consumers towards viral marketing in Malaysia and how it influences the consumer purchase intention. There are eight main areas that will be discussed in this chapter which include: the research background, problem statement, research objectives, research questions, hypotheses of the study, significance of the study and lastly chapter layout.

1.1 Background of Research

Generally, viral marketing is a type of online marketing. Viral marketing is a marketing strategy that urges or persuaded someone to pass on or share a marketing message to their peers or friends, consequently enhanced the potential for exposure growth and influence of the marketing message (Patel, 2009.). It is like viruses that make used of quick duplication to pass a particular message from hundreds to millions. Viral marketing can be described as the Internet “word of mouth”. Due to the rapid development of e-Commerce during the last decade, the Internet has become increasingly viable as a channel of distribution (Cheng, Sheen & Lou, 2006). New tools are emerging and face with the new social environment expectation and this cause the utilization of another type of marketing method which is viral marketing. In recent year especially when internet and smart phones are widely used by people, viral marketing is significant for marketers today to

understand and utilize. Therefore, it is an apparent fact that viral marketing is getting more and more common nowadays. Many consumers regularly consult Internet sources for information on product categories, brands, manufacturers, and retailers, particularly when making a purchase decision about major durable goods (Kulkarni, Ratchford & Kannan, 2012).

Marketers are forced to use alternate strategies despite of traditional marketing tools due to the changes of consumers that started to resist traditional marketing tools like magazines, radio, television commercial et cetera (Leskovec, Adamic & Huberman, 2007). Consumers had moved on that they prefer viral marketing tools upon the traditional one. Viral marketing maximize the number of reach by exploiting existing networks and encouraging consumers to share product information with friends. Consumers can always share things with their friends by using internet tools. According to Aldridge, Forcht, & Pierson (1997) many firms had realized the importance of viral marketing and how influential it is to make them to have own hallmark. Nevertheless, the consumers' attitude towards viral marketing is varied and uncertain that it is one of the barriers for them.

By utilizing "Viral Marketing" techniques on the Internet to 'spread the word' and accelerate growth at exponential rates is fast becoming popular (Patel, 2009). In fact, Internet had provided a context for marketing that may affect consumer responses towards their purchasing behavior. There are several studies that have investigated the possibility of online marketing that affects the consumers' purchasing decision (Kulkarni, Ratchford & Kannan, 2012). One of the outcomes is that when consumers are highly attached with a media vehicle they can be more responsive to the marketing that being used by that particular website. There are a few aspects of online marketing communications tools that are attracting attention. One of the most frequently used is the social networks. Those social networks have been of great interest to marketers due to the viral marketing effect, although most of them are only experimenting with these sites at this point.

By utilizing the Internet, marketing a business can be done for a tiny budget. Despite of cost-efficiency, viral marketing enhance the marketing that there have

much more creative and efficient ways to advertise online. Unlike traditional tools, Internet marketing involves using the Internet to provide information, to communicate and to conduct transactions (Rahimnia & Hassanzadeh, 2013). As compare with the traditional tool like print or broadcast media, online marketing is more creative and the viral marketing technique can be fully utilize as well. This is because he new and creative ways to market a business can be generated by doing it online and it is easier to be passed from one consumer to another via Internet. The traditional way of marketing is already out of the track which is not effective enough to attract consumers anymore. The more the individual user utilizes the Internet, the greater the likelihood that the Internet will be considered as a viral marketing channel that encouraged the further development of e-Commerce.

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). The most essential reason why businesses should consider using the internet as a marketing tool is because it is currently trend that stays. Indeed, new media comprising online, mobile, and social media are emerging as the growth area for advertising for manufacturers and retailers (Naik & Peters, 2009). Consequently, other than changing the way people got their information, it has even changed the way people purchase things. Undoubtedly, it will continue to change the way people lead their lives as time passed. Business people should understand the effectiveness of viral marketing and improvise it by identifying consumers' attitudes towards viral marketing.

Consumer attitudes are a combination of a consumer's beliefs about, behavioral intentions, and feelings about toward some objects which are within the marketing context such as a brand or retail store (Perner, 2010). Attitude can be generally defined as a continuing organization of cognitive, perceptual, emotional and motivational processes with respect to some feature of our surroundings (Hawkins, Best and Coney, 2004). In this research, attitude will be measured using these three components which are cognitive, affective and behavioral. Cognitive is the

thinking of the consumers; affective is the feeling of the consumers while behavioral is the action that taken by the consumers. Pride and Ferrell (1991) had explained it in a more specific way that attitude refers to positive or negative feelings and knowledge about an activity or object. Katz (1960) and Grewal, Mehta and Kardes (2000) stated that attitudes serve main purpose for individuals which is knowledge function, as a means of organizing beliefs about activities or objects.

In this research, consumers' perception was found to be affected by informativeness, entertainment, irritation, source credibility and incentive. Therefore, in this study, these five elements will be used as the independent variables. Perceived informativeness can be operationalized as the consumers' perception towards to which extend of the marketing messages to provide information and to inform consumers regarding product options to maximize the consumers' satisfaction (Waldt et al. 2009). According to Ducoffe (1996), perceived entertainment is defined as the capability to fulfill the consumers' needs for artistic enjoyment, fun amusement, or expressive pleasure. As for the perceived irritation, it is refers to the consumers perception towards any messages that is found to be offended by the consumers (Oh & Xu, 2003). Generally, perceived source credibility can be operationalized as consumer's perception of the faithfulness and openness of marketing messages (McKenzie & Lutz, 1989). Last but not least, perceived incentives are values or benefits from which consumers can advantage when receiving viral marketing messages.

The outcome of the research is relationship between consumers' attitude towards viral marketing and consumer purchase intention. Consumer purchase intention is the decision making process used by consumers relating to a market deal in the form of purchase of products and services from one seller or group of sellers (Khan, Ghauri & Majeed, 2012). Purchase behaviour is the consumer act of purchasing some specific product or service (Soonthonsmai, 2001). There are plenty of arguments on how a positive attitude towards a company or a brand can influence consumers' purchase intention (Pride & Ferrel, 1991).

1.2 Problem Statement

Zernigah and Sohail (2012) stated that viral marketing is a fairly new happening whereby it is still in the development stage as a marketing tool. It is an undeniable fact that viral marketing has become promotional tool that is gradually growing for many companies (Eckler and Bolls, 2011). Due to the reason that it is a new trend, the information and knowledge about viral marketing is yet to be identified in depth (Cruz and Fill, 2008). Besides, there are several benefits that brought by viral marketing which include low cost, high reach, high credibility, accountability, fast speed, ease of usage and ability to reach a global audience. However, different study had reflected different outcome regarding the consumers' attitude. Not many researches had been done on consumer attitude to viral marketing tools due to the reason that viral marketing still hasn't reached its mature stage.

Marketers should recognize reasons that caused the consumers to accept viral marketing tools (Zernigah and Sohail, 2012). According to Best (2009), a successful marketing tool is required to attract, retain and satisfy the target audiences. In order to achieve this, the product has to be outstanding enough to talk about, so that the information can be forwarded from one to another in order to win the attention and achieve the main aim of viral marketing (Dufour, 2011). For this reason, there is a necessity to understand the link between viral marketing and the effects on consumer attitudes and purchase behavior to achieve marketing value. Consequently, it is important to understand the consumers' attitudes towards viral marketing. Additionally, Palka *et al.* (2009) argued that even though there are some evidences on the effectiveness of viral marketing, but there is not much research regarding the motivations, attitudes, and behaviors of consumers engaged in marketing tool. In order to make a successful marketing program, it is essential for marketers to study the consumers' attitude so that they would be familiar with the psychology of consumers.

As far as the researches that I'd done, there is no similar research that had been carried out in Malaysia. Therefore, the research gap of this research is that this study has not been conducted in Malaysia before and this framework is yet to be tested in Malaysia. Another outcome which is the relationship of consumers' attitude towards viral marketing and consumer purchase intention has been included in this study. Hence, the attitudes of consumers towards viral marketing should be examined in depth.

There are various steps that will be taken to study the research problem. Firstly, respondents' demographic should be understood severely. Next, these variables will be tested by using survey method to obtain feedback from the respondents. Finally, measurement analyses will be used to identify the relationship between each variable in this study.

1.3 Research Objectives

Based on the problem statement above, the objective of this study is listed as below.

1.3.1 The General Objective

The purpose of this research is to identify and examine whether perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive will affect consumers' attitudes towards viral marketing in Malaysia. This study also identified whether the consumers' attitudes towards viral marketing in Malaysia will affect the consumer purchase intention.

1.3.2 Specific Objectives

The specific objectives below are derived from the general objective.

- a) To identify the significant relationship between perceived informativeness and consumers' attitudes towards viral marketing.
- b) To identify the significant relationship between perceived entertainment and consumers' attitudes towards viral marketing.
- c) To identify the significant relationship between perceived irritation and consumers' attitudes towards viral marketing.
- d) To identify the significant relationship between perceived source credibility and consumers' attitudes towards viral marketing.
- e) To identify the significant relationship between perceived incentive and consumers' attitudes towards viral marketing.
- f) To identify the significant relationship between consumers' attitudes towards viral marketing and consumer purchase intention.

1.4 Research Questions

Based on the objectives listed above, the research questions that going to be answers in the end of the study are as below:

How does perceived informativeness of viral marketing positively affect consumers' attitudes towards viral marketing?

- (a) How does perceived entertainment of viral marketing positively affect consumers' attitudes towards viral marketing?
- (b) How does perceived irritation positively affect consumers' attitudes towards viral marketing?
- (c) How does perceived source credibility of viral marketing positively affect consumers' attitudes towards viral marketing?

-
- (d) How does perceived incentive of viral marketing positively affect consumers' attitudes towards viral marketing?
 - (e) How do consumers' attitudes towards viral marketing affect consumer purchase intention?

1.5 Hypothesis of study

The hypotheses that are corresponding to the research questions are developed as follow:

First hypothesis:

- H₀: There is no relationship between perceived informativeness and consumers' attitudes towards viral marketing.
- H₁: There is a positive relationship between perceived informativeness and consumers' attitudes towards viral marketing

Second hypothesis:

- H₀: There is no relationship between perceived entertainments and consumers' attitudes towards viral marketing.
- H₁: There is a positive relationship between perceived entertainments and consumers' attitudes towards viral marketing.

Third hypothesis:

- H₀: There is no relationship between perceived irritations and consumers' attitudes towards viral marketing.
- H₁: There is a negative relationship between perceived irritations and consumers' attitudes towards viral marketing..

Forth hypothesis:

- H₀: There is no relationship between perceived source credibility and consumers' attitudes towards viral marketing.
- H₁: There is a positive relationship between source credibility and consumers' attitudes towards viral marketing

Fifth hypothesis:

- H₀: There is no relationship between perceived incentives and consumers' attitudes towards viral marketing.
- H₁: There is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing.

Sixth hypothesis:

- H₀: There is no relationship between consumers' attitudes towards viral marketing and consumer purchase intention.
- H₁: There is a positive relationship between consumers' attitudes towards viral marketing and consumer purchase intention.

1.6 Significance of study

The result of the study will provide valuable insight for future researcher, marketer or manager to identify the consumers' attitudes towards viral marketing. There are five elements that will be studied based on the theoretical framework that proposed by Zernigah and Sohail (2012) and conceptual model of consumer attitude that proposed by Khasawneh and Shuhaini (2013). These five variables are: perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive.

In this new era, the growth of Internet technology has massive potential. By using viral marketing, the marketers are able to reduce the costs of product and service delivery. It is undeniable that throughout these years, the Internet has successfully

altered the thought and point of view of marketing. Through this study, the marketers are able to identify the consumers' attitudes towards viral marketing while on the other hand the applicability of theoretical framework that proposed by Zernigah and Sohail (2012) and conceptual model of consumer attitude that proposed by Khasawneh and Shuhaini (2013).

This study can assist the company's managers in depth understands the consumers' attitudes towards viral marketing in Malaysia. It also helps them to understand how consumers' attitudes affect their purchase intention. By having this knowledge, they will be able to utilize viral marketing appropriately to market their products or services via Internet. If disregard the consumers' attitudes towards viral marketing, it will make viral marketing ineffective as consumers will not pass on the message as the marketers expected. Many company marketers know about the significance of the utilizing online resources in this new era. However, due to the knowledge and information constraint, marketers cannot make full use of the viral marketing due to insufficient knowledge on the consumers' attitude. Business people should identify the consumers' attitudes towards viral marketing and use it as an opportunity to market their product. Therefore, it is significant to identify the consumers' attitude towards viral marketing. Consequently, this research will be useful for marketers as a benchmark or guidelines of viral marketing.

1.7 Chapter Layout

Chapter 1: Introduction

This chapter is a preliminary chapter which presents the consumers' attitude towards viral marketing in Malaysia. It also outlines the research objectives, research questions and the hypotheses. The significance of the study and the overall chapter layout of the research project are included as well.

Chapter 2: Literature Review

This chapter consists of the review of literature, review of relevant theoretical models, proposed conceptual framework to identify the network of relationship and hypotheses development. This chapter will define the independent variable and dependent variable of the research project. In-depth explanation about the variables with the supported studies from other researchers will be inserted as well.

Chapter 3: Methodology

Chapter three includes the research design, data collection, sampling design, research instrument, constructs measurement, data processing, and method of data analysis.

Chapter 4: Data Analysis and Empirical Results

Chapter four mainly presents the patterns of the results and analyses of the result by using the SPSS version 15 to analyze the descriptive analyses, scale measurement and inferential analyses.

Chapter 5: Discussions and Conclusion

This chapter illustrates the research project review of statistical analyses, discussions of major findings and implication and limitation of the study, and recommendations for the researcher in future research.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, the first section will be comprehensive review of secondary data on the topic of the consumers' attitudes towards viral marketing. The review of relevant theoretical models will be included in the second section. For the third section, a proposed conceptual framework will be developed based on the research objectives and research questions. In the final section, hypotheses on each of the components will be developed and be tested to evaluate the relationship towards counterfeit products.

2.1 Consumers' Attitude

Attitude can be generally defined as a continuing organization of cognitive, perceptual, emotional and motivational processes with respect to some feature of our surroundings (Hawkins, Best & Coney, 2004). In short, it consists of cognitive, affective and behavioral. Pride and Ferrell (1991) had explained it a more specific way that attitude refers to positive or negative feelings and knowledge about an activity or object. Katz (1960) and Grewal, Mehta and Kardes (2000) stated that attitudes serve main purpose for individuals which is knowledge function, as a means of organizing beliefs about activities or objects. Consumer attitudes are a combination of a consumer's beliefs about, behavioral intentions, and feelings about toward some objects which are within the marketing context such as a brand or retail store (Perner, 2010). These components are often analyzed together due to the reason that they are mutually dependent and together represent forces that

manipulate how the consumer will respond to the object. According to Kotler and Armstrong (2006), consumer's attitude towards a product is being influenced and shaped by psychological factors such as perception, motivation, attitude, personality, learning and belief. Marketing theory starts with consumers' needs and their behavior in meeting their needs.

In order to satisfy their needs, consumers make many purchase decisions every day. The job of marketers is to study these consumer purchase decisions and attitude in order to find answers to questions about why, what, how much and where the consumers buy to make their marketing techniques to be more effective. Based on the study of Solomon (2011), attitude in marketing terms was defined as a common assessment of a product or service formed ultimately. An attitude assured a personal intention and influenced the buying and shopping behaviours of consumers. Consumer attitudes are both an obstacle and an advantage to a marketer. Perceptive marketers control their understanding of attitudes to forecast the behaviour of consumers. These knowledgeable marketers recognize precisely how to differentiate the differences between attitudes, beliefs, and behaviours and at the same time leveraging all three in the expansion of marketing strategies.

2.2 Viral Marketing

Terms like or 'word of mouth marketing' 'buzz marketing' is frequently used as synonyms for the term 'Viral Marketing' in the literature (Stevenson & Jaclyn, 2008). There are quite a few different explanations of viral marketing as it is still a fairly new concept (Kurucz, 2008). Viral marketing was defined as any type of marketing that broadcasts itself by encouraging people to voluntarily pass the message on to others. Kiss and Bichler (2008) defined viral marketing as marketing methods which utilize social networks to generate brand awareness all the way through corresponding to the multiple of pathological, self-replicating viral dissemination of messages and computer viruses. Kim and Lowrey (2010) also stated that viral marketing can be described as a marketing tool or a

marketing phenomenon which encourages and urges people to share a marketing message among one another. Viral marketing can be included as one of the modern methods to promote and advertise the companies by using of interactive media. According to Ferguson (2008), viral marketing is generally known as EWOM which represents electronic word of mouth. Consequently, it has turn out to be a significant marketing development. Furthermore, Palka et al. (2009) also operationalized the word 'viral' as a type of marketing that influenced the customers using a marketing message that shares from one customer to another like an unrestrained influenza virus.

People are able to share product information through viral marketing tools that indirectly helps the company to enhance brand awareness. Furthermore, in this new era, many of the consumers tend to use this way when they are making purchase decision which make it one of the most often way to decide on purchasing (Cruz and Fill, 2008). There are several ways whereby company can interact with consumers via viral marketing tools which include SMS, blogs, forums, video websites, chat rooms, social networking and e-mail in viral marketing (Goldsmith & Horowitz, 2006; Woerndl et al., 2008). Consumers are generally keen to share viral marketing messages on their social media sites to enhance their popularity by convincing the viewers that they're passing reliable messages (Zernigah and Sohail, 2012). Thousands of consumers can be reached and can be inspired to purchase a brand by utilizing strong viral marketing (Bampo et al., 2008; Chiu et al., 2007).

Viral marketing is in the trend that this new concept of electronic word-of-mouth for commercial function in conjunction with the expansion on Internet in the start of the 21st century. It is based on a progression of written communication via website, blogs, forums, social media and e-mails exchanges. It can be a tremendously effective tool for companies' communication if it is used properly but it is also difficult to control (Dufour, 2011). Viral marketing has growth to any real theory of spread and conditions of its effectiveness as a recent phenomenon. The most frequent approaches are the chain reaction and exponential growth and insist on quick broadcast of rumors generated by

voluntary action of viral marketing which make it low cost and high commercial impact.

Viral marketing is still a fresh idea and trend. In addition, in reality, it is the method of mouth transposed to the Internet by using the modern tools of online dialogue. According to Best (2009), the ability in satisfying, retaining and attracting target consumer should be existed in an effective marketing strategy. For companies that thought that viral marketing can be used in order to control over the consumers' market, viral marketing was a big anticipate. However, recent researches showed that it's not that pandemic and that efficient as was presented previously, particularly in promoting product sales (Leskovec, Adaamic& Huberman, 2007).

2.2.1 Email

Email marketing is directly marketing a business message to a cluster of people via email whereby every email sent to potential or existing consumers can be considered as email marketing. Based on survey, a high percentage of consumers reported discounts to be the primary reason they subscribe to emails from brands while other reasons cited comprise the ability to obtain product or service updates and appreciation for the brand (Blue Hornet, n.d.). Consumers are contented proactively sharing personal information which they believe essential for particular brand to use to send them relevant communications.. She also stated that there are six types of email that can be used in marketing which are email newsletter, digest, dedicated email, lead nurturing, sponsorship email and transactional email.

2.2.2 Video Websites

Low and Goh (2009) defined video websites as websites which allowed uploading of videos that share among peers to gain popularity. In viral marketing, the way of communication that used to share messages is often informal. Therefore, videos or advertisement of the company can be conceded to the consumers via video websites like Youtube. The videos are usually varied from content which included text and images, YouTube's video clips, Adobe's Flash animations, Microsoft PowerPoint files and others (Woerndl et al, 2008). This means that viral marketing can be considered as more effective than traditional advertising campaigns by sharing an unprejudiced video or image (Kaikati and Kaikati, 2004). Based on the study of Low and Goh (2009), it stated that people agreed that videos do help them to retain information of the brands better while some said that the brand will need to present truly impressionable, humor, and catchy content in videos in order for them to remember.

2.2.3 Blogs and Forums

According to Low and Goh (2009), blogs can be defined as shared online articles whereby people post diary entries based on their personal experiences. Blogs have rapidly developed into a new force in marketing. It is one of the popular media for electronic buzz marketing campaigns and that's the reason of advertisers seek out authors to look for a suitable blogging pattern and trade product or money with the authors for helping in promotion. Consumers always want to seek for something innovative and more personal. Therefore, messages that passed thru blogs will easily generate awareness as different bloggers will have different opinion on the same product. Blogs offer companies the ability to link and communicate with customers in a personalized manner whereby everything from brand promotions to new product ideas can be effectively communicated (Singh, Veron-Jackson & Cullinane, 2008).

Forum was defined by Low and Goh (2009) as a platform to have discussion and sharing of opinion online. Based on their study, consumers find that the information that they gained from the online forum is useful which indicated that forum is considered as an important marketing tool. Many community forums across the web are sources of lively activity. This activity gives them uncapped potential as viral marketing tools. You can create a forum and build your very own community from scratch, or join one that already exists. Whatever you do, make sure you find a way to get those community participants buzzing about the topic you want to make a viral splash (Creative Guerilla Marketing, 2013).

2.2.4 Social Network

According to the Mt. Caesar Union Library Association (2007), the internet is capable to connect to information around the world. It is continuously rising and developing, allowing online consumers to be in touch with others which made it an immersed network. Social Networking is a way to communicate and interact with one another using websites and applications and is often used as an online marketing tool in recent years. Social media websites such as YouTube, Facebook, and Twitter could help companies to reach even millions of views in small amount of time (Pura, 2013). Many organizations are beginning to tie social networks to their online sites (Omega Group Corporation, n.d.). Social media websites such as YouTube,

Facebook, and Twitter could help companies to reach even millions of views in small amount of time (Pura, 2013). By using social media marketing, companies are allowed to communicate with the consumers and it is considered as an outbreak from the traditional media which only allowed one way communication (Matthews, 2010). Social network sites such as Facebook, Twitter, BlogSpot and MySpace have successfully tempt millions of uses to visit their websites more than one time daily. Other than the original content that a user may be looking for, a website may add some discussion boards or chat room to make the side more

engaging to the users. All these features of social networks are playing an important role in viral marketing. In order to retain consumers for future sales, social network or social media can be used as well whereby it is able to enhance user experience in order to gain and retain customers (Yap, 2011).

2.2.5 SMS

SMS also known as short message service is an instant messaging system that allows mobile phone users to send, store and forward alphanumeric text messages of up to 160 characters to any cell phone (Bamba & Barnes, 2006; Oh & Xu, 2006). SMS advertising can be defined as the channel which marketing messages are delivered to consumers about products and services via SMS (Tsang, Ho & Liang, 2004). The usage of SMS as an advertising medium has received extensive awareness in recent years (Leung, 2007). The using of SMS as a tool of communication with consumers is rising along with the emergence of high development of telecommunication technologies and the increasing market penetration of mobile devices (Bauer, Barnes, Reichardt, & Neumann, 2005). Based on a survey of SMS Marketing Statistics (2012), 86% of mobile users out of four billion mobile phones in today's world said that they receive or send at least one text message per week, despite the fact that often it is much more. In 2012 alone, more than 9.6 trillion SMS messages were sent. In the SMS advertising context, 95% of all mobile users have been connected to by brands that are using SMS marketing to reach their customers (Khasawneh and Shuhaiber, 2013).

2.3 Factors of Consumers' Attitude

2.3.1 Informativeness Perception

In identifying the effectiveness of marketing, informativeness is an important aspect (Saadeghvaziri & Hosseini, 2011). Informativeness can be operationalized as the capability of marketing message to share information with consumers regarding different ranges of products to maximize the consumers' satisfaction (Waldt et al. 2009; Ducoffe, 1996) and the ability to successfully give related information. Furthermore, perceived informativeness can be defined as the usefulness of the information and how up-to-date the information is (Oh & Xu, 2006). Marketing plays a key role in conveying information (Ling et al., 2010). Informativeness tends to help consumer to make purchase decisions hence consumers' attitude towards online advertising considered as affection (Tsang et al., 2004). Consequently, marketers in common want to pass on informative marketing messages via viral marketing (Gordon & Turner, 1997). In the background of this study, informativeness can be operationalized as the capability of marketing to express information to consumers that those information are aligned with their needs. Usually, informations that revealed qualitative features like usefulness, accuracy, and timeliness for consumers are generally received from viral marketing tools (Siau & Shen, 2003).

According to Varshney (2003), the study suggested that information is considered as a precious inspiration that leads receivers to respond positively to marketing. An informative message should always provide information regarding the current product and at the same time awareness of new products must be raised among the consumer as well (Saadeghvaziri & Hosseini, 2011). As mention before, in order to generate positive consumers' attitude, features like timeliness, accuracy, and usefulness should be included in an informative message that sent via viral marketing. Consumers tend to be more attracted and favored in receipt of messages which are applicable, connected and related to themselves (Haghirian et

al., 2005). According to Muzaffar and Kamran (2011), informativeness and consumers attitude towards viral marketing have a positive relationship. Hence, quality of information should be emphasized when the messages are delivered through the viral marketing tools.

2.3.2 Entertainment Perception

According to Tsang et al (2004), entertainment that perceived by consumers include entertaining, pleasing, enjoyable, fun to use and exciting. It is essential for consumers to be enjoyed in the marketing messages that sent by marketers in developing attitudes towards viral marketing. Nowadays, it's crucial that viral marketing messages contents are brief and straight to the point but at the same time, the messages are able to be eye-catching. Entertainment is proficient to lead to positive consumers' attitude and therefore it is importance to include entertainment in marketing messages (Saadeghvaziri & Hosseini, 2011). Entertainment is an important factor for viral marketing determines. Consumers' attitudes toward brands or products tend to be more positive if the marketing messages are interesting and pleasant.

From the researches of Tsang et al (2004) and Bauer et al (2005), they mention that entertainment is the most significant characteristic that influences the consumers' attitude towards viral marketing. Generally, entertainment is defined as the capability to fulfill viewers' needs for visual enjoyment, fun amusement, or emotional pleasure (Ducoffe, 1996). Entertainment is considered as a promotional way to encourage marketing communication. In addition, the impulsive nature of phone-based entertainment supports this construct (Wilska, 2003). This is due to the reason that young people are specially used communication device for fun and enjoyment (Williams, Rice, & Rogers, 1998).

2.3.3 Irritation Perception

When the marketers make use of the techniques that annoy, offend, or insult, the consumers might get irritated. Consumers will feel irritated and generate negative attitudes towards viral marketing when the messages become extremely manipulative (Palka et al., 2009; Haghirian et al., 2005). Similarly, consumers may react negatively towards viral marketing messages that contain information that easily confuse, distract and over load the message recipients with information. Furthermore, the consumers' attitude towards the promotional tools worsens when the quantity of spam or promotional messages increased due to the reason that it causes irritation.

In general, any offending messages that may go in opposition to the consumers's values are considered as irritations (Oh & Xu, 2006). Irritation has been defined as using tactics in the marketing that annoy, offend, insult, or are overly manipulative in marketing perspective, (Waladt et al., 2009; Ducoffe, 1996). Consumers often felt annoying with the tactics that used by the marketers to compete for consumers' attention. Hence, non-irritating marketing messages tend to create positive consumers' attitude towards viral marketing (Saadeghvaziri & Hosseini, 2011; Muzaffar & Kamran, 2011). Despite of that, irritation is a phenomenon whereby consumers tend to turn down any marketing messages if they have the feeling that the advertisement is too disturbing. It will cause an impact on consumers' attitude towards viral marketing if an individual feel embarrassment when being addressed by advertisements (Shavitt, Lowrey & Haefner, 1998).

2.3.4 Source Credibility Perception

McKenzie and Lutz (1989) operationalized source credibility as consumer's perception of the openness and reliability of the marketing message. Source credibility was affirmed to be extensively related to marketing value of viral marketing (Brackett & Carr, 2001). Relevant research found that perceived advertisement credibility was among the first constructs that were empirically tested and found to exert influence on consumers' attitudes towards the advertising (MacKenzie & Lutz, 1989). In addition, Daugherty et al. (2007) viewed advertising credibility as an expression of the consumers' expectations regarding the equality and factualness of marketing.

It is an undeniable fact that the perceived risk is also closely related with the degree of credibility of the messages. The perceived risk is low when the messages were passed on from a credible source. Based on the research of Palka et al (2009), the consumers tend to feel insecure and have no privacy concerns when they receive marketing messages from their social network. Hence, higher the perceived credibility of the marketing tools, higher is the impact on consumers' attitude (Haghirian et al. 2005). Furthermore, some studies acknowledged that there is a positive relationship between consumer perceptions of the source credibility and consumer attitudes towards marketing (Brackett & Carr, 2001).

2.3.5 Incentive Perception

Incentives are values or benefits from which consumers can advantage when receiving viral marketing messages (Hanley & Martinsen, 2006; Pastore, 2002). Incentive-based marketing offers particular monetary rewards to consumers who allow their mobile devices to receive marketing messages (Pietz & Storbacka, 2007). The main benefit of this approach is that consumers are provided with a tangible reason for participating in viral marketing campaign. Marketers create value to the message, create good feeling for customer and make it active by sending incentive-based marketing messages (Iddris, 2006).

Incentive-based viral marketing can be executed through many approaches. In the research of Tsang et al (2004), it is suggested that extra points or any other form of sales promotion, or listening to voice advertisements with free connection time that done by viral marketing are considered as incentives. Hanley et al. (2006) suggested some typical forms of incentives include offering of offering of coupons, contextually sensitive services, monetary incentives, or free minutes. Pastore (2002) suggested that other method like consumers get something back in return, a reduction in the cost of advertised products or services are incentives for consumers as well.

2.3.6 Consumer Purchase Intention

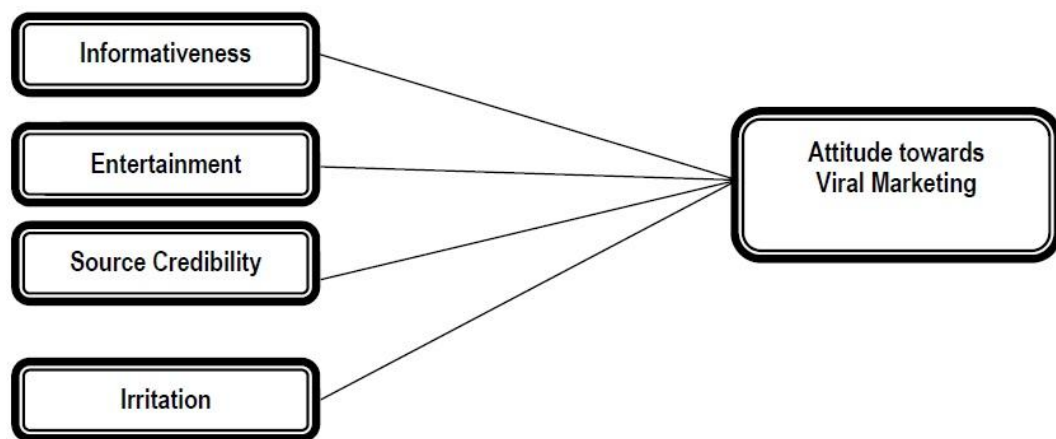
Purchase intention means a consumer prefers to buy a product or service because he/she finds that he or she needs a particular product or service, or even attitude towards a product and perception of product. The behavior can be viewed as a key point for predicting consumers' purchasing behaviors as well as their subjective intentions (Keller, 2001). In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product worth buying.

While consumers select one particular product, the final decision on accepting a product to buy or rejecting it depends on consumers' intention. Intention to purchase is a decision which is worth to be studied by the marketers and it might be happened to be closely related to the consumers' attitude towards marketing. Hence, it is essential to understand how consumers' attitude towards viral marketing related with consumer purchase intention. Ghosh (1990) tried to combine some studies about purchasing behaviors with consumers' decision-making processes and it is proven that when consumers choose one product, the final decision depended on their intention. Consequently, most marketers think consumers' purchasing intention is an effective technique of predicting purchasing.

2.4 Review of Relevant Theoretical Models

2.4.1 Theoretical Model by Zernigah and Sohail (2012)

Figure 2.1: Theoretical Model by Zernigah and Sohail (2012)



Source: Zernigah, K. I., & Sohail, K. (2012). Consumers' attitudes towards viral marketing in Pakistan. *Management & Marketing Challenges for the Knowledge Society*.

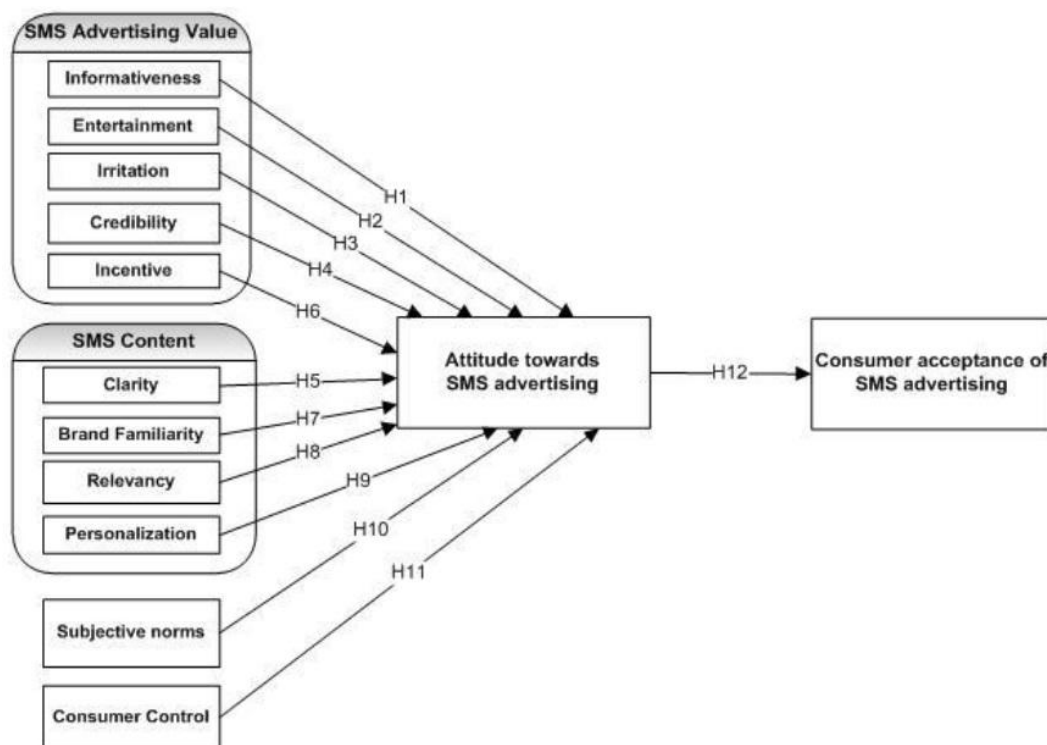
According to Zernigah and Sohail (2012), consumers' attitude towards viral marketing is frequently measured in terms of their reaction towards the marketing messages, which are judged on the foundation of their informativeness, entertainment, irritation, and their source credibility. Therefore, for the purpose to evaluate consumers' attitude towards viral marketing, this researchers took these four independent variables into account which consisted of informativeness, entertainment, source credibility and irritation and analyzes their impact on the dependent variable that is attitude towards viral marketing. This indicated that consumers can contain both positive and negative attitude towards viral marketing.

If the perceived informativeness in the viral marketing messages is significant and helpful, consumers' will consequently have a positive attitude or else it will generate a negative attitude. Correspondingly, if the marketing messages are able to create consumers' interest and are entertaining and catch the consumers' attention, this will cause a positive attitude.

Besides, source credibility is also important in emergent consumers' attitude towards viral marketing. When consumers' obtain marketing messages from their friends and family, the consumers tends to have more faith and believe in the marketing messages because consumers tend to believe in people whom they are familiar with. Correspondingly, irritation is another important variable which significantly manipulates consumers' attitude towards viral marketing. Viral marketing messages frequently caused irritation due to the reason that the repetition of content, unnecessary exposure, irrelevant and misleading information provided or privacy invasion and therefore effect in a negative attitude. Due to the significant of each variable that will influence the consumers' attitude towards viral marketing, Zernigah and Sohail (2012) had developed the theoretical model as shown in Figure 2.1. As it is very much related to this research, this framework will be adopted.

2.4.2 Conceptual Model of Consumer Attitude

Figure 2.2 : Conceptual Model of Consumer Attitude by Khasawneh and Shuhaini (2013)



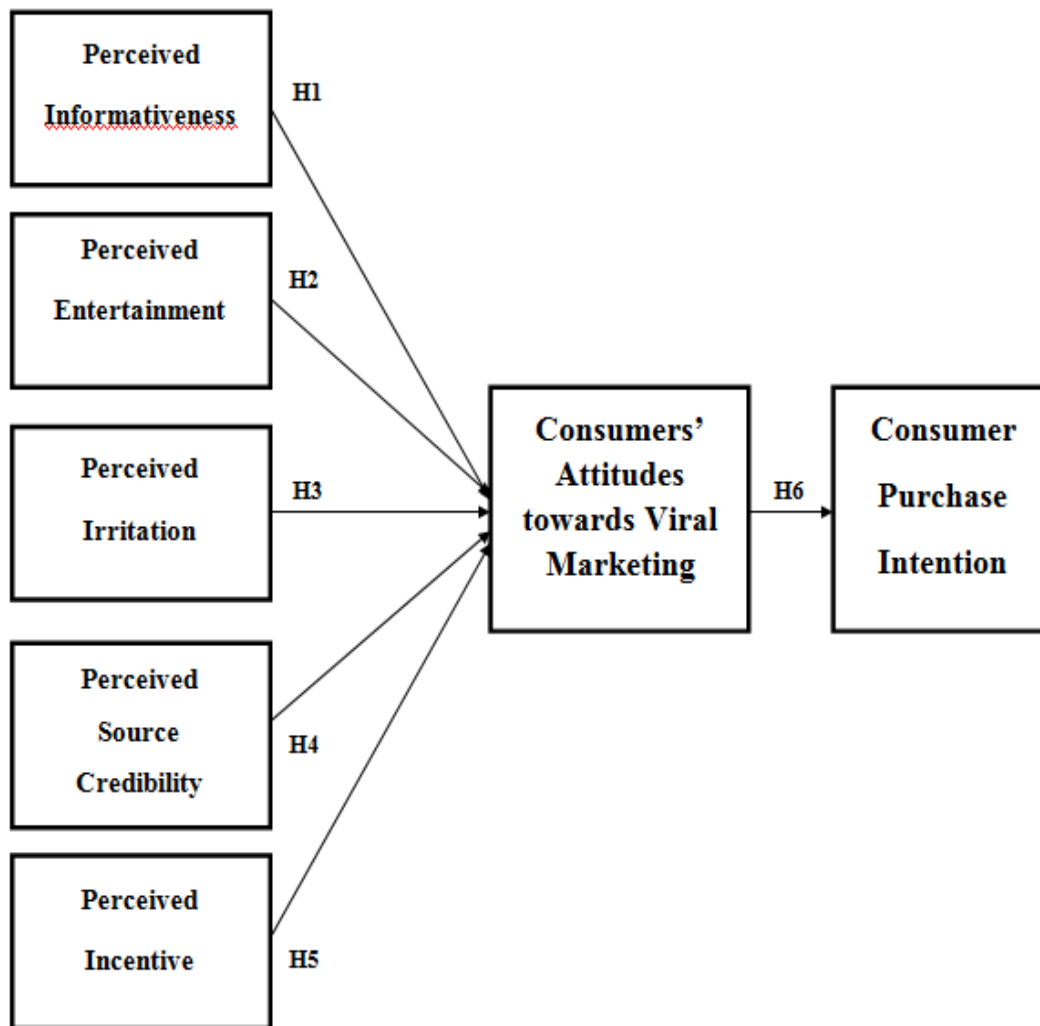
Source: Khasawneh, M. A., & Shuhaiber, A. (2013). A comprehensive model of factors influencing consumer attitudes towards and acceptance of SMS advertising: an empirical Investigation in Jordan.

Based on the research of Mittal (1994), Shavitt, Lowrey, and Haefner, (1998) and Wang et al (2002), it is proven that attitudes toward advertising and marketing have been studied more than any other concept in the marketing area over the past two decades. In particular, consumer attitude toward marketing and advertising has been fundamentally observed because of its relation to consumer purchasing behavior and response (Schlosser et al., 1999). Undeniably, Mehta (2000) argued that consumers who had positive attitudes towards advertising were more likely to be persuaded by advertising. Support for this view is provided by Korgaonkar and Wolin's (2002) finding that positive attitudes towards Internet advertising were more likely to foster higher behavioural intentions.

Haghirian and Madlberger (2005) established that attitude toward mobile advertising and advertising value are stoutly related to message content as entertainment, informativeness and credibility have positive effect while irritation has a negative effect. In a more recent study, Xu (2006) found that the entertainment, credibility and personalization are the important factors that affect the attitude toward mobile advertising, while informativeness and irritation are not important factor. Different studies were conducted in different context and different year. The inconsistency of the results showed that consumers' attitude varied from time to time. Based on the framework that conducted by Khasawneh and Shuhaini (2013), this research will only adopt the 'SMS Advertising Value' into the formation of hypothesis and framework.

2.5 Proposed Conceptual Framework

Figure 2.3: Conceptual Framework of Consumers' Attitudes towards Viral Marketing in Malaysia



Source: Develop for the research

Figure 2.3 shows the proposed of conceptual framework that serve as the basis to carry on in this research study. This model is implemented from the above review theoretical model which is developed by using the theoretical framework that proposed by Zernigah and Sohail (2012) and conceptual model of consumer

attitude that proposed by Khasawneh and Shuhaini (2013). It gives the idea or starting point to extent the new conceptual framework for this study. Other than that, the development of the framework is based on the entire research objective and research question in this study. In this framework, the consumers' attitude towards viral marketing is the dependant variable for these independent variables which included perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive. Furthermore, consumers' attitude also acted as the independent variable for the dependent variable which is consumer purchase intention. In sum, consumers' attitude is an important variable that will affect consumer purchase intention. Based on the previous discussion, it is postulated that the attitude of consumers towards viral marketing will affect the consumer purchase intention.

In order to examine the independent and dependent variables and illustrates their predicted relationships to one another, the conceptual framework is developed. The related review of dependent variable and each of its independent variables were discussed in the previous section. There are six hypotheses will be presented in the next section.

2.6 Hypotheses Development

2.6.1 Relationship between Perceived Informativeness and Consumers' Attitudes towards Viral Marketing

Viral marketing messages that include personalized and modified information which go with consumer fondness will bring the result of their positive attitude towards viral marketing (Reyck & Degraeve, 2003). Moreover, features like message diversity, suitable message sending timing may also bring the result into a positive customers' attitude toward viral marketing messages. Marketing often not succeed to aim particular consumers consequently made the consumers to presume that the marketing messages is irrelevant to them regarding the information that being delivered. Due to this reason, consumers neither have confidence in these messages nor the media who posted those messages (Kelly et al., 2010). In general, it has been believed that perceived informativeness of consumers is an imperative aspect which may influences consumers' attitude towards viral marketing.

Previous research established that the strongest significant aspect on consumers perceptions and attitudes is informativeness of the viral marketing message (Haghirian et al., 2005; Siau & Shen, 2003; Tsang et al., 2004). Besides, Oh and Xu (2003) found that the marketing message will be taken as important as long as it provides information and in consequence generates some advantage and assistance to the consumers. The other researches that carried out by Bauer et al (2005) and Merisavo and Kajalo (2007) identified information value as one of the strongest drivers of positive attitudes towards viral marketing which leads to the behavioral intention to use viral marketing tools when viral marketing messages are providing a high information value. Based on the previous literature, the following hypothesis is proposed:

H1: There is a positive relationship between perceived informativeness with consumers' attitudes towards viral marketing.

2.6.2 Relationship between Perceived Entertainment and Consumers' Attitudes towards Viral Marketing

Viral marketing messages that emphasized on surprise, joy, and entertainment have a great influence on consumers' attitudes towards viral marketing. Consumers show positive response towards messages that contain the aspects of entertainment. Thus, entertainment is recognized one of the most significant variables of consumers' attitude towards viral marketing (Palka et al., 2009). Undoubtedly, perceived entertainment is regarded as a crucial feature for viral marketing. Moreover, it is crucial that the messages contain the features of funny and straight to the point which can easily grab the consumers' attention (Haghirian & Madlberger, 2005). Since consumers perceive that some of the viral marketing does not achieve their perceived entertainment, marketers should make use of other viral marketing tools to improve the effectiveness of viral marketing and consumers' attitude towards it.

Entertainment must be included into marketing messages in order to attract the consumers' attention and to create positive consumers' attitude. Viral marketing messages that contained the features of entertainment is able to increase consumer loyalty and generate positive relationship by utilizing aspects of entertainment (Haghirian & Madlberger, 2005). For instance, an empirical study conducted by Tsang et al. (2004) shows that entertainment is a significant factor affecting respondents' attitudes toward viral marketing. Moreover, it is established that consumers' perceived entertainment of viral marketing has a positive influence on consumers' attitudes towards viral marketing. This also implied that perceived entertained has a positive effect on consumers' attitude towards viral marketing (Bauer et al., 2005). Thus, it is concluded that entertaining marketing messages tend to generated positive attitude of consumers towards viral marketing. Based on the previous literature, the following hypothesis is proposed:

H2: There is a positive relationship between perceived entertainments with consumers' attitudes towards viral marketing

2.6.3 Relationship between Perceived Irritation and Consumers' Attitudes towards Viral Marketing

According to Morimoto and Chang (2006), consumers' attitudes towards viral marketing are influenced by three factors which one of them is irritation which happened when inappropriate marketing techniques are used by the marketers. Moving on to the viral advertising context, many consumers still quite uncomfortable with the concept of viral marketing due to the reason that they are still unconvinced whether these messages are trustable and secure (Siau & Shen, 2003). Viral marketing often provide many information that happened to confuse the consumers and it can be disturbing and devastating the consumers with unnecessary information (Stewart & Pavlou, 2002; Xu, 2006). Consumers tend to react negatively because they're confused about the content of the messages.

According to Haghirian et al (2005), complex viral marketing message can cause irritation among consumers, and this disturbance decrease the value of the advertising for consumers and may cause negative reaction toward mobile advertising. This finding has been previously confirmed by Tsang et al. (2004) who asserted that there is a negative relation between attitude toward viral marketing and irritation. Irritation due to an unpleasant viral marketing message may lead to negative consumers' attitudes towards viral marketing. Based on the previous literature, the following hypothesis is proposed:

H3: There is negative relationship between perceived irritations with consumers' attitudes towards viral marketing.

2.6.4 Relationship between Perceived Source Credibility and Consumers' Attitudes towards Viral Marketing

Usually, consumers tend to ignore or delete the messages that sent out by unreliable source due to suspect and untrustworthy on the particular media or brands. However, consumers were found that they do not delete messages that they received from the social network because they trusted the senders (Phelps et al., 2004). People avoid messages from viral marketing due to the short of credibility towards the medium and untrustworthy of the marketers. Consumers tend to show the lack of trust towards several media due to the reason that many of them have the perception that the marketers are often dishonest which directly lead them to resist providing their personal information for marketing purpose (Kelly et al., 2010). Based on the study of Chu and Kamal (2008), bloggers with high trustworthy tend to be a credible source for consumers while for bloggers with low trustworthy, their review of products normally will have plenty of arguments. Thus, this shows that blogger's high trustworthiness tend to bring positive impact towards consumers and affect their attitude towards the products. Many studies and researches had implied that there is a strong association that has been affirmed between source credibility and consumers' attitudes towards viral marketing

Based on the credibility concept within the viral marketing context, it was established that consumers' attitudes of the source credibility of viral marketing are positively related to consumers' attitudes towards viral marketing (Haghirian & Madlberger, 2004; Tsang et al., 2004; Waladt, et al., 2009). The perceived source credibility may lead the consumers to have positive attitude towards viral marketing. Based on the previous literature, the following hypothesis is proposed:

H4: There is a positive relationship between perceived source credibility with consumers' attitudes towards viral marketing.

2.6.5 Relationship between Perceived Incentive and Consumers' Attitudes towards Viral Marketing

Several viral marketing researches support the relationship between incentives and attitude towards viral marketing. Incentives are believed to have an effect on consumer intentions to viral marketing messages under a given attitude, and consumers are more willing to accept incentive-based viral marketing (Tsang et al., 2004). According to Hanley et al. (2006), college students' attitudes towards viral marketing were affected and were tended to accept viral marketing messages if they were given incentives.

In addition, Rettie et al. (2005) analyzed the acceptance viral marketing and found that monetary incentives were one of the main reasons that encouraged consumer to have positive attitudes towards viral marketing. Moreover, Varshney (2003) found that viral marketing recipients react very positively towards viral marketing messages that transfer incentives. Based on the previous literature, the following hypothesis is proposed:

H5: There is a positive relationship between perceived incentives with consumers' attitudes towards viral marketing.

2.6.6 Relationship between Consumers' Attitudes towards Viral Marketing and Consumer Purchase Intention

Few researches were made in order to verify the relation between attitudes and purchasing behavior. Purchase behaviour is the consumer act of purchasing some specific product or service (Soonthonsmai, 2001). In this study the purchase behavior is related to the attitude of consumers towards viral marketing. There is a lot of controversy on how a positive attitude towards a company or a brand can influence behaviour (Pride & Ferrel, 1991).

Furthermore, they also believed that consumer attitude towards a company marketing and their products tend to affect the consumer purchase intention. Whether an individual's attitude will affect the individual behavior or not depends on several factors such as accessibility of attitudes, level of involvement or elaboration, knowledge and experience, personality variables and also situational factors (Hoyer & MacInnis, 2001). Models in attitude measurement to predict and understand buyer behavior are important and should be applied to different types of industry (Fishbein, 1963). Based on the previous literature, the following hypothesis is proposed:

H6: There is a positive relationship between consumers' attitudes towards viral marketing with consumer purchase intention.

CHAPTER 3

METHODOLOGY

3.0 Introduction

In earlier chapter, which is chapter two, the literature review, conceptual frameworks as well as hypotheses are highlighted. Those information provide the foundation for this chapter to proceed. The focus of this chapter is regarding the detailed methodology used to collect needed data in order to test the hypotheses that stated in the previous chapter. In this chapter three, research design, data collection methods, sampling design, operational definitions of constructs, measurement scales and methods of data analysis are all included.

3.1 Research Design

Burns and Grove (2003) define a research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. According to Polit, Beck and Hungler (2001), they define a research design as “the researcher’s overall for answering the research question or testing the research hypothesis”. Consequently, it is essential to demonstrate a clearer picture to confirm the progression of carrying out the research in an appropriate and systematic mode to gain accurate and reliable result.

In this research, quantitative research will be conducted in order to measure the attitudes of consumers towards viral marketing in Malaysia. Quantitative research methods attempt to maximize the objectives of findings and are typically interested in forecast. Quantitative methods are often being described as deductive in nature, due to the inferences from tests of statistical hypotheses lead to general inferences about characteristics of a population. This research is focus on which of the description of the attitudes of consumers towards viral marketing in Malaysia

Furthermore, descriptive research is conducted to identify the attitudes of consumers towards viral marketing in Malaysia. The purpose of a descriptive research is to examine a phenomenon that is occurring at a specific place and time which can be used to identify and classify the elements or characteristics of the subject (Neville, 2007).

3.2 Data Collection Method

Data Collection is an important aspect of every type of research study. In the process of a research, data is collected from different sources and a variety of methods or techniques are used in its collection whereby it could be from a secondary source or primary source (Malik, 2012). It is an undeniable fact that data collection is a crucial activity in a research as it might affect the reliability and validity of the research. In order to get more accurate result, both primary and secondary data are used to answer the hypotheses and research question in this research.

3.2.1 Primary Data

Primary data is collected specifically to address the problem in question and may be collected by using qualitative, quantitative and mix methods (Curtis, 2008). Primary research is research that produces data that are only obtainable directly from an original source. In certain types of primary research, the researcher has direct contact with the original source of the data. Primary data are data that were previously unknown and which have been obtained directly by the researcher for a particular research project (Currie, 2005). Primary data are the data which the researcher collects through various methods like interviews, surveys, questionnaires etc (Sindhu, 2012). In this research, the primary data are obtained through the utilization of person-administered questionnaire survey. Person-administered surveys are a quantitative research method that produces information from which you can generate percentages and it does not require the use of an interviewer in administering the surveys because the respondents are asked to read the questionnaire and record their responses themselves (The Wallace Foundation, 2010). Each and every of the collected statistical data will be analyzed and manipulated by using SPSS in order to generate a finding in Chapter 4.

3.2.2 Secondary Data

According to Sindhu (2012), secondary data are the data collected by a party not related to the research study but collected these data for some other purpose and at different time in the past. Other than cost effective and time saving, secondary data is a useful and significant foundation of information to gain knowledge and insight into a wide range of topics (McCaston, 2005). Moreover, secondary data is able to support the primary data with previous researches and evidences. It widened the database and directly allocate for a broader oversimplification of thoughts (Brodeur, Israel & Craig, n.d.). Secondary data are crucial in occasion when data are unable to be obtained by primary data collection procedures

(Zikmund, 2013). Therefore, researcher should not detour the secondary data collection. Alternatively, even though secondary data helps the researcher to comprehend the circumstance or situation, but as compared to primary data, secondary data are still scarce of reality reflections. In consequent, secondary data do not help the researchers to comprehend why something is happening with no appropriate analysis and interpretation (McCaston, 2005).

3.3 Sampling Design

In this research, the target respondents are people who live in Klang Valley. The questionnaire will be distributed by convenient sampling technique using internet channels like email, social network and others. A small numbers of questionnaires were handily distributed as well. The details of the sampling design are as below:

3.3.1 Target Population

A “population” consists of all the subjects you want to study and comprises all the possible cases that constitute a known whole (Yount, 2006). The objective of this study is to add an understanding of the attitudes of consumers towards viral marketing in Malaysia. Hence, the target population of this study will be the consumers in Malaysia.

3.3.2 Sampling frame and Sampling Location

According to US Environmental Protection Agency (2011), sampling frame is a physical representation of the target population and it consists of sample units that are potential members of the sample. For instant, sample frames almost always are

not exact representations of the target population. The sampling location is within the consumers that located Klang Valley, the questionnaire will be disseminated to the respondents in the selected area in order to seek for broader and variety of respondents.

3.3.3 Sampling Elements

Sampling element is the unit of analysis or case in a population which can be a person, a group, an org and an arrest that is being measured (Deng, 2011). This research will be conducted in Klang Valley whereby the target respondents selected include the consumers in Malaysia. They are targeted because their reaction is the best support as the aim of marketing is to be effective to the consumers. For example, consumers who had experience traditional marketing tool can compare their preference between traditional marketing and viral marketing online marketing tool and their attitudes towards viral marketing can be identified.

3.3.4 Sampling Technique

There are two sampling techniques in general which included probability technique and non-probability technique. In this study, in order to save or reduce the cost of sampling, non probability technique has been used as non-probability technique is inexpensive, extensively used and not require larger population. Convenience sampling also called availability sampling or haphazard sampling whereby occurs when the researcher selects subjects on the basis of availability (Garson, 2012). In order to reduce the cost and time of collecting data, convenience samples are used by researchers although selection bias is a major issue with a convenience sample. Due to the target respondents for this case are consumers in Malaysia which considered as quite broad, convenience sampling

technique will be used. Convenience sampling brings the meaning that the samples were chosen based on the convenience of the researcher (Aghdaie, Sanayei and Etebaru, 2012). In this study, convenience sampling will be used as the consumers in Malaysia are considered as quite general as the target respondents are easy to be reached. Therefore, the most suitable sampling technique to be used in this study will be the convenience sampling technique in order to achieve time and cost saving.

3.3.5 Sampling Size

Organization for Economic Co-operation and Development (2005) defined sampling size as the number of sampling units which are to be included in the sample. According to National Statistical Service (n.d.), sampling size refers to the number of individuals or groups required to respond to achieve the required level of accuracy. Within the time and other resource constraints, 200 sample size and 20 pilot test sample is prepared for this research. The quantity sample size and pilot test are fulfilling the survey requirement accordingly. Hence, total 200 sample sizes will be distributed to consumers within Klang Valley areas. Besides that, total 20 pilot test sample will be carried out before distribute a formal survey to the respondents. The purpose to pretest the questionnaire is to obtain significant feedback or revises from the respondents, because they might help to identifying anything difficulty or confusing word within the questionnaire.

3.4 Research Instrument

The research instrument that used in this study is person-administered or self-administered questionnaire. Person-administered surveys are a quantitative research method that produces information from which you can generate percentages and it does not require the use of an interviewer in administering the

surveys because the respondents are asked to read the questionnaire and record their responses themselves (The Wallace Foundation, 2010). The questionnaire was developed based on the literature reviewed with the objective to identify and examine whether perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive will affect consumers' attitudes towards viral marketing in Malaysia by using the theoretical framework that proposed by Zernigah and Sohail (2012) and conceptual model of consumer attitude that proposed by Khasawneh and Shuhaini (2013).

3.4.1 The purpose of using questionnaire

A questionnaire is defined as a manuscript containing questions and other types of items designed to importune information appropriate to analysis (Babbie, 1990). Questionnaire is equally used in survey research, experiments and other modes of observation. Undeniably, people ask different questions in their daily life to satisfy their queries (Acharya, 2010). A questionnaire can help you obtain information about what people do, what they have, what they think, know, feel or want (Marshall & Powell, 1998). Therefore in order to obtain data of the consumers' attitudes towards viral marketing in Malaysia, questionnaire was used in this study.

3.4.2 Questionnaire Design

Closed-ended questions come in a multitude of forms, but are defined by their need to have explicit options for a respondent to select from (Penwarden, 2013). Closed-ended questions are useful to obtain facts and particular pieces of information by limiting the respondents' options and the time of giving response (Spillers, 2012). The questionnaire is conducted in English although Malaysia is a multi ethnic country. This is because English is the international language and

suitable for communication with the respondents. In general, the questionnaires are divided into three major sections, which are Section A (Demographic of the respondents), Section B (General Questions) and Section C (Consumers' attitudes towards viral marketing).

In Section A, it consists of demographic data regarding the respondent personal information. In this section, respondents need to fill in their personal information which consists of gender, age, marital status, race and highest education qualification. Respondents are required to choose and answer the structured multiple-choice questions. For Section B, it consists of multiple choices questions by asking how often the respondents use internet. Furthermore, there is a question regarding the consumers' attitude towards viral marketing that the respondents are required to answer using five point Likert scale.

In Section C, the questions were designed to gather data from the respondents based on the independent variables. For each item, the extent of agree is rated on a five point Likert scale ranging from (1) strongly disagree to (5) strongly agree. The questions were designed to gather data from the respondent's opinions about attitudes towards viral marketing that consist of questions relating to the measurement of the independent variables which are perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive. As mentioned before, this section is designed in a form of five-point Likert scale measurement question. According to Bertram (2007), likert scales are a non-comparative scaling technique and are uni-dimensional in nature whereby respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale.

3.4.3 Pilot Test

According to Zikmund (2003), pilot testing is any small scale exploratory research study techniques that use sampling but does not apply exact standards. A pilot test of questionnaire was carried out Convenience samples are used by researchers because before the actual survey took place. Pilot test is also known as pre-testing. Pilot tests are specifically useful when researchers are trying on new questions or making extensive changes to the questionnaire, testing different ways of implementing the survey or new procedures and for large-scale surveys (Pew Research Center, n.d.).

The questionnaire was pretested with twenty respondents who are university students in Klang Valley. The questionnaire was amended iteratively by adding more explanations or definitions to ensure that the respondents can comprehend the questionnaire. In this pre-test, 20 of the respondents mostly were university students in Klang Valley. Pilot testing was carried out to obtain feedback, to minimize error and improve the content of questionnaire. By carrying out the pilot test, the questionnaire is able to be administered in a 'real world environment' by interviewers or self reported, depending on method used, and can then assess the respondents understanding of question meaning, appropriateness of response categories and question clarity (Black, 2008). Consequently, pilot tests are used to assess how a sample of people from the survey population responds to the questionnaire. If there are no problems being identified on the pilot test only the questionnaire will be distributed to the target respondents.

3.5 Construct Instrument

3.5.1 Origin of construct

The sources of the construct instrument used on this research are adapted from by Zernigah and Sohail (2012) and Khasawneh and Shuhaini (2013).

Table 3.1 Consumers' Attitude towards Viral Marketing

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Consumers' Attitude towards Viral Marketing	I consider viral marketing as a useful marketing tool for creating brand awareness.	0.77	Zernigah and Sohail (2012)
	I find viral marketing messages more effective as compared to traditional media marketing messages, like T.V. and print advertisements.		
	I enjoy most viral marketing advertisement.		
	When I receive viral marketing message, I become frustrated and angry.		
	I will not read the messages that passed thru viral marketing.		
	I will become part of viral campaigns if they involve incentives.		

Sources: Developed for research

Table 3.1 showed the items that are going to be used in the study to measure the consumers' attitude towards viral marketing. All the three items that used in this study include (1) I consider viral marketing as a useful marketing tool for creating brand awareness, (2) I find viral marketing messages more effective as compared to traditional media marketing messages, like T.V. and print advertisements, (3) I enjoy most viral marketing advertisement, (4) When I receive viral marketing

message, I become frustrated and angry, (5) I will not read the messages that passed thru viral marketing, and (6) I will become part of viral campaigns if they involve incentives. The six items are adopted from Zernigah and Sohail (2012)

Table 3.2 Perceived Informativeness and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Perceived Informativeness	I perceived informativeness as marketing message that will provide me accurate, useful and up-to-date information.	0.75	Zernigah and Sohail (2012)
	I find e-mail marketing messages informative.		
	Marketing messages displayed on social networking sites are informative		
	Fan pages on social networking sites are informative		
	SMS advertisements provide useful information about products and services.		
	Internet Blogs are an important source of information.		

Sources: Developed for research

Table 3.2 above indicated the items for the construct of perceived informativeness. The five items that going to be used in this research include (1) I perceived informativeness as marketing message that will provide me accurate, useful and up-to-date information, (2) I find e-mail marketing messages informative, (3) Marketing messages displayed on social networking sites are informative, (4) Fan pages on social networking sites are informative, (5) SMS advertisements provide useful information about products and services and (6) SMS advertisements provide useful information about products and services. The six items were adopted from the study of Zernigah and Sohail (2012).

Table 3.3 Perceived Entertainment and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Perceived Entertainment	I think that a marketing message that contains visual enjoyment and funny languages is entertaining.	0.83	Zernigah and Sohail (2012)
	I find marketing messages received via e-mails entertaining.		
	Joining fan pages on social networking sites is entertaining and exciting.		
	The element of humour and fun makes SMS advertisements entertaining.		
	I find blogs entertaining as people share their views about products and services that makes them interesting and worth reading.		

Sources: Developed for research

Table 3.3 above indicated the items for the construct of perceived entertainment. The four items that going to be used in this research include (1) I think that a marketing message that contains visual enjoyment and funny languages is entertaining, (2) I find marketing messages received via e-mails entertaining, (3) Joining fan pages on social networking sites is entertaining and exciting, (4) The element of humor and fun makes SMS advertisements entertaining, and (5) I find blogs entertaining as people share their views about products and services that makes them interesting and worth reading. The five items were adopted from the study of Zernigah and Sohail (2012).

Table 3.4 Perceived Irritation and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Perceived Irritation	I feel irritated when the advertisers make use of the techniques that annoy, offend, or insult me.	0.88	Zernigah and Sohail (2012)
	E-mail marketing messages are a source of irritation.		
	I believe that unsolicited e-mails contain viruses.		
	Marketing messages on social media sites are irritating.		
	I delete SMS advertisements without reading.		
	I find blogs irritating as the information provided is misleading and unreliable.		

Sources: Developed for research

Table 3.4 above indicated the items for the construct of perceived irritation. The six items that going to be used in this research included (1) I feel irritated when the advertisers make use of the techniques that annoy, offend, or insult me, (2) E-mail marketing messages are a source of irritation, (3) I believe that unsolicited e-mails contain viruses, (4) Marketing messages on social media sites are irritating, (5) I delete SMS advertisements without reading, and (6) I find blogs irritating as the information provided is misleading and unreliable. The six items were adopted from the study of Zernigah and Sohail (2012).

Table 3.5 Perceived Source Credibility and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Perceived Source Credibility	I perceived source credibility as truthfulness and believability.	0.86	Zernigah and Sohail (2012)
	I think that a company's credibility will influence my perceived source credibility towards the marketing message.		
	I trust the information provided by marketers through e-mails.		
	Fan pages on social media sites are trustworthy.		
	I trust SMS advertisements received.		
	I trust the information provided by bloggers.		

Sources: Developed for research

Table 3.5 above indicated the items for the construct of perceived source credibility. The four items that going to be used in this research includes (1) I perceived source credibility as truthfulness and believability., (2) I think that a company's credibility will influence my perceived source credibility towards the marketing message., (3) I trust the information provided by marketers through e-mails, (4) Fan pages on social media sites are trustworthy, (5) I trust SMS advertisements received, (6) I trust the information provided by bloggers. The six items were adopted from the study of Zernigah and Sohail (2012).

Table 3.6 Perceived Incentive and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Perceived Incentives	Incentive includes sales promotion, contests, free gifts etc.	0.84	Khasawneh and Shuhaini (2013)
	Incentives are values or benefits from which I can advantage when receiving viral marketing messages.		
	I think viral marketing contain incentives.		
	Sales promotions are important incentives in viral marketing		
	I can benefit from viral marketing's incentives.		
	I think viral marketing provide me with relevant product information.		

Sources: Developed for research

Table 3.6 above indicated the items for the construct of perceived incentive. The four items that going to be used in this research include (1) Incentive includes sales promotion, contests, free gifts etc, (2) Incentives are values or benefits from which I can advantage when receiving viral marketing messages, (3) I think viral marketing contain incentives., (4) Sales promotions are important incentives in viral marketing, (6) I can benefit from viral marketing's incentives, and (5) I think viral marketing provide me with relevant product information. The six items was adopted from the study from Khasawneh and Shuhaini (2013)

Table 3.7 Consumer Purchase Intention and Measurement Items

Construct	Sample Measurement Items	Cronbach's Alpha	Sources
Consumer Purchase Intention	It is very likely that I will purchase the product.	0.84	Khasawneh and Shuhaini (2013)
	I will purchase the product next time when I need that type of product		
	I will definitely try the product.		
	Would you have recommended your friend to purchase the product?		

Sources: Developed for research

Table 3.7 above indicated the items for the construct of consumer purchase intention. The four items that going to be used in this research include (1) It is very likely that I will purchase the product, (2) Sales I will purchase the product next time when I need that type of product, (3) I will definitely try the product, and (4) Would you have recommended your friend to purchase the product?. The four items was adopted from the study from Khasawneh and Shuhaini (2013).

3.5.2 Data of scale measurement

In order to ease the interpretation of the data universally, data were classified into four scales of measurement. The four scales of measurement of data are nominal, ordinal, interval, and ratio. Each of the scale of measurement plays a different but

important role in the world of statistics (Smith, 2009). The nominal data measurement scale is used for data that is expressed with the purpose of identifying some kind of attribute that it can be articulated using either a numeric code or nonnumeric label. Nominal scales are used for labeling variables, without any quantitative value. When the researchers would like to categorize data based on a specific order or rank, the ordinal data measurement scale is used. Similar with nominal data, the information can be articulated in either numeric or nonnumeric way. It is the order of the values is what's important and significant, but the differences between each one is not really known. According to My Market Research Methods (2012), interval scales are numeric scales in which we know not only the order, but also the exact differences between the values. The classic example of an interval scale is Celsius temperature because the difference between each value is the same. The interval data measurement scale is used for numeric data that is expressed in intervals of some kind of fixed measurement. Finally, the ratio data measurement scale is used to express the ratio of some of the values of interval data. Ratio scales tell us about the order, they tell us the exact value between units, and they also have an absolute zero which allows for a wide range of both descriptive and inferential statistics to be applied.

In every study, there must include a set of questionnaire that generated to obtain related information from respondents. In this study, the questionnaire is divided into three major parts which include Section A (Demographic of the respondents), Section B (General Questions) and Section C (Consumers' attitudes towards viral marketing).

Section A which is the first part of the questionnaire was consists of four questions. It is designed to obtain the demographic information and education level information of respondents. In this part, the questions are designed in nominal and ordinal scale which allowed respondents to tick on the category they belongs to and assists in analyzing the responses.

In Section B of the questionnaire which consists of four questions, is designed with a combination of nominal scale and interval scale. In this section, Nominal

scale is used to identify the using pattern of respondents on viral marketing tools except for questions four that used Interval scale to rate respondents' attitude towards viral marketing.

Finally, Section C was basically designed in interval scale. In this part, Likert five point scales ranging from (1) Strongly Disagree to (5) Strongly Agree was used to measure the opinion of respondents towards the five independent variables in this study such as perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive. For each of the independent variable, there are at least four items was used to measure the consumers' attitudes towards viral marketing. The summary of Likert five points scaling that used to measure the independent and dependent variables are summarized in table 3.8 below.

Table 3.8 Summary of Likert Scale Used to Measure Variables

Variables	Likert Scales
<u>Independent variables</u>	1. Strongly Disagree
Perceived Informativeness	2. Disagree
Perceived Entertainment	3. Neutral
Perceived Irritation	4. Agree
Perceived Source Credibility	5. Strongly Agree
Perceived Incentive	
<u>Dependent variable</u>	
Consumers' Attitudes towards	
Viral Marketing	

Sources: Developed for research

3.6 Data processing

It is essential to embark on standard methods for the cleaning and treatment of data in order to standardized approach to computing categorical (International Physical Activity Questionnaire, 2005). The application of diverse rules and approaches will bring in variability and diminish the comparability of the data. Even though there are no recognized rules for data processing on physical activity, it still needs to be done accordingly. The first step is to check for acceptable questionnaire, followed by editing, coding, transcribing the data and finally the data are cleaned and a treatment for missing responses is prescribed (Malhotra & Peterson, 2006).

In fact, it is important to think ahead to this phase when you are constructing your questionnaire and numbering and coding the questions (Academic Grammar, 2001). By keeping each response as a discrete item and separately numbered, it will certainly makes computerized analysis and sorting much easier. Once the surveys have been processed, it is important that has to interpret the information and conduct suitable analysis to ensure that your business is able to benefit from the insight captured.

3.6.1 Questionnaire checking

A useful method for checking a questionnaire and making sure it is accurately capturing the intended information is to pretest among a smaller subset of target respondents (Roopa & Rani, 2012). Any problem in meeting the sampling requirement should be identified and corrective action before the data are edited (Malhotra & Peterson, 2006).

3.6.2 Editing

The composition of a questionnaire is very important therefore the whole questionnaire needs to be adequately structured. A number of rules are applicable that are, more or less, in accordance with those valid for a single question (Knapp, 2013). Furthermore, the questions in the questionnaire should be arranged in logical sequence.

3.6.3 Coding

Coding refers to an analytical process in which data, in both quantitative form and qualitative are categorized to facilitate analysis (International Physical Activity Questionnaire, 2005).

3.6.4 Transcribing

Transcribing data means the transformation of data into a form understandable by computer software and the classification of information is an important step in preparation of data for computer processing with statistical software (Knapp, 2013). In this research project, the Statistical Project for Social Science Version 15.0 (SPSS software version 15) will be used for transcribing data.

3.6.5 Data Cleaning

One of the first and most important steps in any data processing task is to verify that your data values are correct or at the very least, conform to some a set of rules

(Cody & Wood, 2010). Data cleaning is also called data cleansing or scrubbing, deals with detecting and removing errors and inconsistencies from data in order to improve the quality of data. Data quality problems are present in single data collections, such as files and databases, missing information or other invalid data (Rahm & Hong, 2000).

3.7 Data Analysis

After the collection of data from survey, Statistical Project for Social Science Version 17.0 (SPSS version 17.0) was used to analyze the data collected.

3.7.1 Descriptive Analysis

According to Trochim (2006), descriptive statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data. Descriptive statistics help us to simply large amounts of data in a sensible way. Each descriptive statistic reduces lots of data into a simpler summary. For instance, consider a simple number used to summarize how well a batter is performing in baseball, the batting average.

3.7.1.1 Frequency Distribution

Frequency distribution is an arrangement of the values that one or more variables take in a sample. Each entry in the table contains the frequency or count of the occurrences of values within a particular group or interval, and in this way, the table summarizes the distribution of values in the sample. According to Siegrist &

York (1997), an essential requirement for a frequency distribution is that the classes be mutually exclusive and exhaustive whereby each value in the data set must belong to one and only one class. A desirable, but not essential requirement is that the classes have the same width. It is normally used to analyze the demographic information in a research and result is basically presented in either table or graph. A frequency distribution shows us a summarized grouping of data divided into mutually exclusive classes and the number of occurrences in a class. It is a way of showing unorganized data. Some of the graphs that can be used with frequency distributions are histograms, line graphs, bar charts and pie charts. Frequency distributions are used for both qualitative and quantitative data. In this study, frequency distribution will be used in analyzing the demographic information collected and result will be visualized in both table and graphical format.

3.7.2 Scale Measurement

3.7.2.1 Reliability test

Reliability analysis allows researcher to study the properties of measurement scales and the items that compose the scales. The Reliability analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. Intra-class correlation coefficients can be used to compute inter-rater reliability estimates.

Based on the rule of thumb in reliability test, SPSS output which gives a value of below 0.5 was considered as unacceptable, above 0.5 was poorly reliable, above 0.6 is questionable, above 0.7 is acceptable, above 0.8 is good and above 0.9 is excellent (Gliem & Gliem, 2003). Gliem & Gliem (2003) stated that coefficient alpha normally will range between 0 to 1 and the closer the value to 1, the better the internal consistency of the questions for that particular variable.

Table 3.9 Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of association
< 0.5	Unacceptable
> 0.5	Poorly reliable
> 0.6	Questionable
> 0.7	Acceptable
> 0.8	Good
> 0.9	Excellent

3.7.3 Inferential Statistics

According to Albrecht (2010), inferential statistics infer from the sample to the population that they determine probability of characteristics of population based on the characteristics of your sample, help assess strength of the relationship between independent variables and dependent variables. The majority of the inferential statistics come from General Linear Model which includes the Analysis of Variance (ANOVA), t-test, regression analysis, Analysis of Covariance (ANCOVA), and lots of the multivariate methods like multidimensional scaling, factor analysis, discriminant function analysis, cluster analysis et cetera (Trochim, 2006). In this study, there are two rational statistical techniques chosen to analyze the data collected from survey. The two tests include Pearson Correlation Analysis and Multiple Regression Analysis.

3.7.3.1 Pearson's Correlation Analysis

Quantitative variables are often measured on each member of a sample. It is frequently of interest to establish if there is a relationship between the two to see if they are correlated. The Pearson correlation coefficient measures the degree of

linear association and relationship between two variables and also a measure of association between two variables (Burns & Bush, 2006). Aaker et al. (2007) recorded that the positive correlation is a sign of a tendency for a high value in one variable to be associated with a high value in the second variable while negative correlation is a sign of an association between a high value in one variable and low value in the second variable.

In this study, Pearson's correlation coefficient is used to measure the co-variation or associations between dependent variable (consumer attitudes towards viral marketing) and independent variables (perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive). The significant of the relationship between two or more variable are important for interpreting the result of the variables.

Besides that, Coefficient (r) indicates both the degree of the linear relationship and the direction of the relationship. If the value of correlation coefficient equal to 1.0, there are perfect positive linear relationship (Aaker et al., 2007, p. 510). Whereas, if the value of correlation coefficient equal to -1.0, it indicates there are perfect negative linear relationship (Aaker et al., 2007, p. 510). Furthermore, the result falls between 1.0 and +1.0, there is a significant relationship between both variable (Aaker et al., 2007, p. 510). Hence, H1 is supported and H0 is rejected. Moreover, if there is a zero value, it means there are no associations between the two variables, and (H0) is supported and (H1) is rejected (Aaker et al., 2007, p. 510).

On the other hand, according to Zikmund (2003), the output of the Correlation analysis is presented in term of P-value. If the level of significant is 0.05 which mean that the confidence interval is 95%. If P-value less than 0.05 ($P < 0.05$), reject H0 and support H1. This indicates there is a significant relationship between both variables. However, if the P-value is more than 0.05 ($P > 0.05$), support H0 and reject H1. Therefore, there is no significant relationship between both variable. Once the result showed the relationship is statistically significant, researchers must identify the acceptable strength of the association. The size of correlation

coefficient is use to quantitatively illustrate the strength of the association between two variable (Burn & Bush, 2006, p.541). According to Burn and Bush (2006), the rules of thumb about correlation coefficient to characterize the strength of the association between variable are summarize in Table 3.10 below.

Table 3.10: Rules of thumb in Pearson Correlation

Coefficient Range	Strength of Association
±0.81 to ±1.00	Strong
±0.61 to ±0.80	Moderate
±0.41 to ±0.60	Weak
±0.21 to ±0.40	Very weak
±0.00 to ±0.20	None

3.7.3.2 Multiple Regression Analysis

Multiple regressions is a statistical method that allows the researchers to predict someone's score on one variable on the basis of their scores on several other variables (Brace, Kemp & Snelgar, 2006). In contrast with Pearson correlation, multiple regressions involved the measurement of more than two variables. According to McDonalds (2009), multiple regressions can be used when there is three or more measurement variables whereby one of them is the dependent (Y) variable while the rest are the independent (X) variables. The objective of a multiple regression is to find an equation that best predicts the Y variable as a linear function of the X variables. The equation of multiple regressions has the following form:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 \dots\dots + b_mx_m$$

Equation:

$$CA = a + b_1IF$$

Where

IF= Perceived Informativeness

ET = Perceived Entertainment

IR = Perceived Irritation

SC = Perceived Source Credibility

IC = Perceived Incentive

CA= Consumers Attitudes towards Viral Marketing

+ b₂ET + b₃IR + b₄SC + b₅IC

The common intention of using multiple regressions is to gain knowledge of more about the relationship between several independent variables and a dependent variable. In general, multiple regressions allow the researcher to ask and answer the research questions (McDonalds, 2009).

CHAPTER 4

RESEARCH RESULT

4.0 Introduction

In this chapter, it included the analysis of data and presentation of empirical results. In order to ensure that the data are suitable to be used for statistical analysis, the data was edited, coded and transformed. The empirical results are obtained from the output of the Statistical Packages for Social Science (SPSS) computation analysis software.

4.1 Pilot Test

Table 4.1 Pilot Test of Reliability

Item	Cronbach Alpha's
Viral Marketing	0.800
Consumers' Attitude	0.800
Perceived Informativeness	0.880
Perceived Entertainment	0.880
Perceived Irritation	0.758
Perceived Source Credibility	0.758
Perceived Incentive	0.774
Consumer Purchase Intention	0.744

Table 4.1 shows the Pilot Test that done by analyzing the reliability of the each variable. The results have proven that all of the variables tested were reliable. Therefore, the questionnaire can be distributed in order to collect data.

4.2 Descriptive Analysis

4.2.1 Gender

Table 4.2 Genders of Respondents

Items	Frequency	Percentage	Valid Percent	Cumulative Percent
Male	106	53.0	53.0	53.0
Female	94	47.0	47.0	100.0
Total	200	100.0	100.0	

Figure 4.1 Genders of Respondents

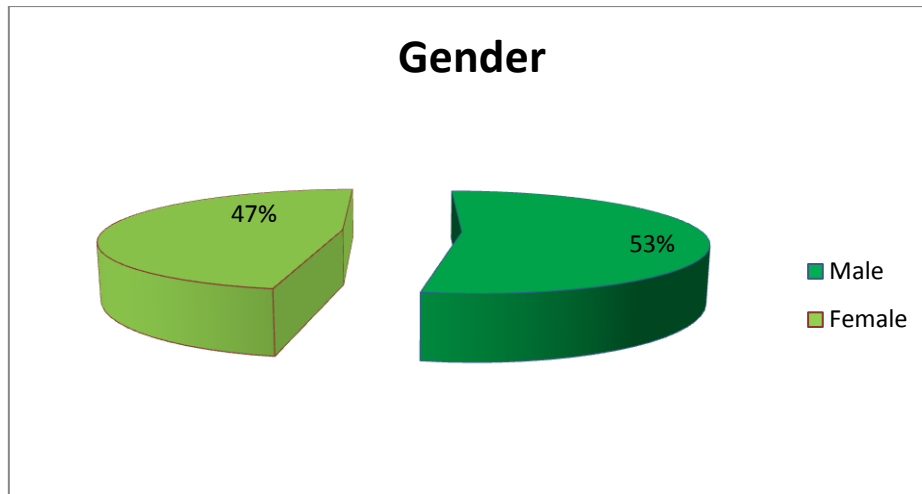


Table 4.2 and Figure 4.1 showed the genders of the respondents for this research. Out of 200 of respondent, there are 106 males and 94 females. This means that there are 53% for males and 47% for females with respectively total sample sizes.

4.2.2 Age

Table 4.3 Ages of Respondents

Items	Frequency	Percentage	Valid Percent	Cumulative Percent
20 and below	44	22.0	22.0	22.0
Between 21-25	130	65.0	65.0	87.0
Between 26-30	23	11.5	11.5	98.5
Between 31-35	2	1.0	1.0	99.5
Between 36-40	0	0	0	0
40 and above	1	0.5	0.5	100.0
Total	200	100.0	100.0	

Figure 4.2 Ages of Respondents

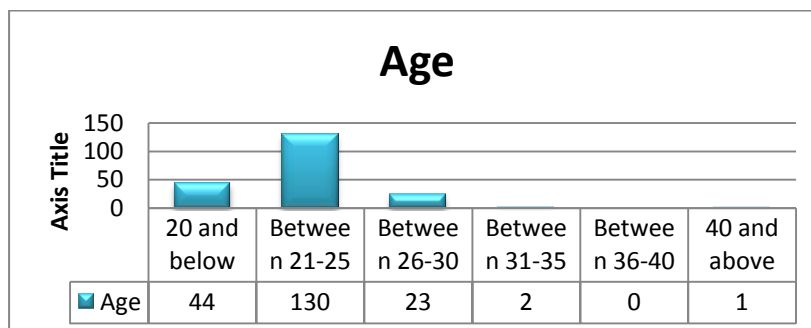


Table 4.3 and Figure 4.2 show the six age groups which fall under the range of 20 and below, between 21 to 25, between 26 to 30, between 31 to 35, between 36 to 40, and 41 and above. In this research, the respondents are mostly 21 to 25 years old that 65% of the respondents are from this age range. There are 22% of the respondents are aged 20 and below, 11.5% of the respondents who aged between 26 to 30, 1% who aged between 31 to 35, and 0.5% who aged 40 and above. There are no respondents who aged between 36 to 40.

4.2.3 Race

Table 4.4 Races of Respondents

Items	Frequency	Percentage	Valid Percent	Cumulative Percent
Malay	5	2.5	2.5	2.5
Chinese	187	93.5	93.5	96.0
Indian	2	1.0	1.0	97.0
Others	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Figure 4.3 Races of Respondents

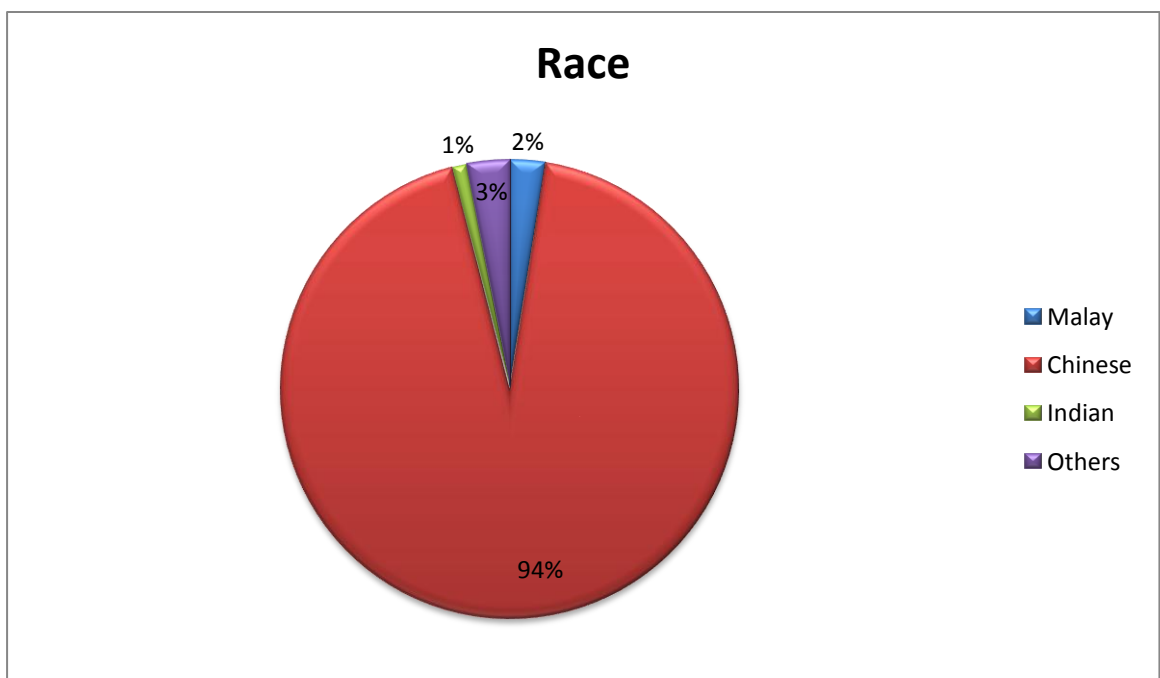


Table 4.4 and Figure 4.3 show the four race groups which are Malay, Chinese, Indian and other races. In this research, 94% of the respondents are Chinese. There are 3% of the respondents fall under the categories of other races, 2% of the respondents are Malay in ethnicity and 1% who are Indian.

4.2.4 Academic Level

Table 4.5 Academic Levels of Respondents

Items	Frequency	Percentage	Valid Percent	Cumulative Percent
Secondary School	12	6.0	6.0	6.0
SPM	11	5.5	5.5	11.6
STPM/A-level/Pre-U	16	8.0	8.0	19.6
Diploma/Advanced Diploma	26	13.0	13.0	32.7
Bachelor Degree/Professional Qualification	125	62.5	62.5	95.0
Master Degree	9	4.5	4.5	99.5
Others	1	0.5	.5	100.0
Total	200	100.0	100.0	

Figure 4.4 Academic Levels of Respondents

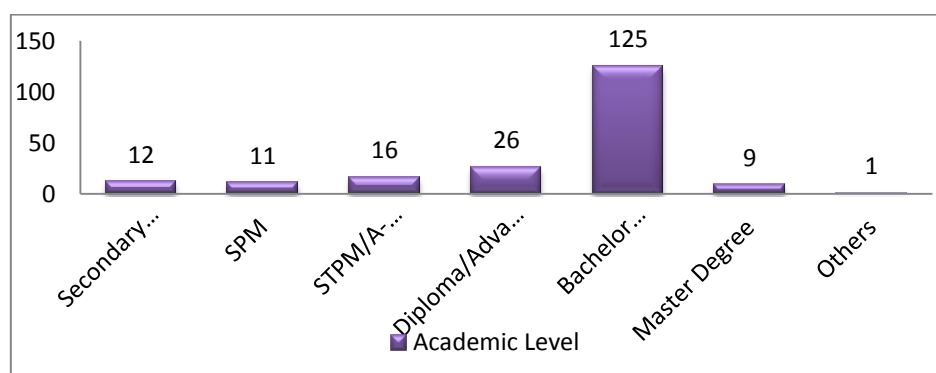


Table 4.5 and Figure 4.4 show the seven groups of academic levels of the respondents. There are 62.5% of the respondents have the highest academic level of bachelor degree or professional qualification. 13% of them have a diploma or advanced diploma, 8% of them have a STPM, A-level or Pre-U qualification, 6% of them have the highest academic level up to secondary school, 5.5% of them

have a SPM qualification, 4.5% of them have a master degree while 0.5% of them has other qualification which is a PHD qualification.

4.2.5 Internet Usage

Table 4.6 Frequency of Internet Usage of Respondents

Items	Frequency	Percentage	Valid Percent	Cumulative Percent
2 days or less a week	4	2.0	2.0	2.0
3-4 days a week	3	1.5	1.5	3.5
5-6 days a week	10	5.0	5.0	8.5
Every day	183	91.5	91.5	100.0
Total	200	100.0	100.0	

Figure 4.5 Frequency of Internet Usage of Respondents

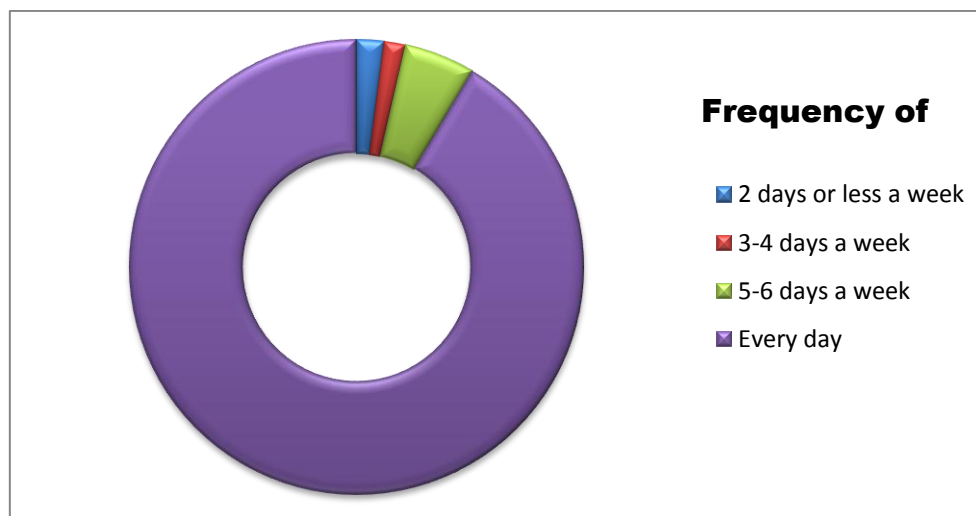


Table 4.6 and Figure 4.4 show the frequency of Internet usage of the respondents which falls under the groups of two days or less than a week, three to four days a week, five to six days a week and every day. Most of our respondents which are 91.5% of them fall under the group of using internet every day. It is followed by five to six days a week which consist of 5% of the respondents. There are 2% of them that fall under the group of two days or less a week and 1.5% of them fall under the group of three to four days a week.

4.2.6 Most Used Viral Marketing Tools of Respondents

Table 4.7 Most Used Viral Marketing Tools of Respondents

Items	Frequency	Percentag	Valid Percent	Cumulative Percent
E-mail	23	11.5	11.5	11.5
Video Websites (Youtube)	7	3.5	3.5	15.0
Blogs	1	.5	.5	15.5
Social Network (Facebook, Twitter, Instagram etc)	161	80.5	80.5	96.0
Forums	5	2.5	2.5	98.5
SMS	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Figure 4.6 Most Used Viral Marketing Tools of Respondents

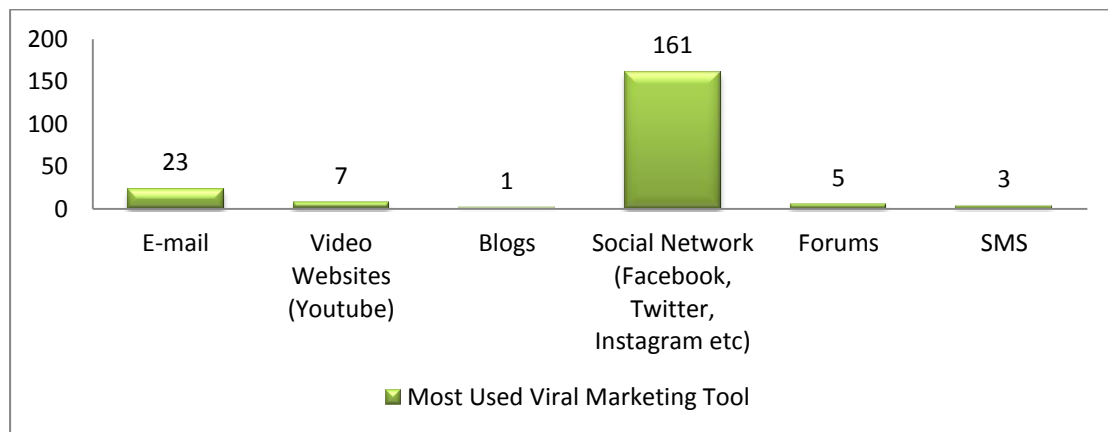


Table 4.7 and Figure 4.6 show the six viral marketing tools groups which are email, video websites, blogs, social network, forums and SMS. According to the respondents, the most used viral marketing tool of them is social network which consists of 80.5%, followed by the email which consists of 11.5%. There are 3.5% of them who chose video websites, 2.5% of them chose forums, 1.5% of them chose SMS and finally 0.5% of them chose blogs.

4.3 Descriptive Statistics

4.3.1 Reliability Test

Table 4.8 Reliability Test

Variables	Cronbach Alpha's	No. of Items
Viral Marketing	0.733	4
Consumers' Attitude	0.800	6
Perceived Informativeness	0.746	6
Perceived Entertainment	0.697	5
Perceived Irritation	0.788	6
Perceived Source Credibility	0.714	6
Perceived Incentive	0.836	6
Consumer Purchase Intention	0.771	4

Table 4.8 shows the reliability test that was run based on the 200 respondents. Reliability simply brings the meaning of consistency. It allows the researcher to revise the composed item of the scales and the properties of scale measurements. The purpose of Cronbach's alpha is to test the reliability of the data collected. According to the table above, Cronbach's alpha value for each variables of Viral Marketing was found to be 0.733, Consumers' Attitude was found to be 0.800, Perceived Informativeness was found to be 0.746, Perceived Entertainment was found to be 0.697, Perceived Irritation was found to be 0.788, Perceived Source credibility was found to be 0.714, Perceived Incentive was found to be 0.836 and Consumer Purchase Intention was found to be 0.771. The adequate value for Cronbach alpha is 0.7. As for all the variables, the value of Cronbach alpha is above the adequate value except for Perceived Entertainment (0.697) which is close to 0.7 as well. Based on the rule of thumb of Cronbach's alpha coefficient size, all the variables are in the range of acceptable to excellent. As for Perceived

Entertainment with 0.697 of alpha value, it is considered as questionable. Overall, the results imply that the data collected from the questionnaire is reliable.

4.3.2 Normality Test

Table 4.9 Normality Test

Variables	Skewness	Kurtosis
Consumers' Attitude	-1.016	3.577
Perceived Informativeness	-0.419	0.967
Perceived Entertainment	-0.064	0.665
Perceived Irritation	-0.307	1.919
Perceived Source Credibility	-0.190	2.338
Perceived Incentive	-0.235	1.477
Consumer Purchase Intention	-0.847	2.098

Table 4.9 shows the normality analysis of the data whereby Skewness and Kurtosis were calculated to find out the normality of the data. As for the Skewness tests, the results of all the variables are lesser than 0 which implies that it is a left skewed distribution. For left skewed distribution, most values are concentrated on the right of the mean, with extreme values to the left. For the Kurtosis test, it is the Leptokurtic distribution based on the results as all of the variables are having values lesser than 3 except for the consumers' attitude. This implies that it is sharper than a normal distribution, with values concentrated around the mean and thicker tails whereby it is high probability for extreme values. The values of both of the Skewness and Kurtosis tests for all the variables fall between the acceptable value of +3 and -1 and thus it implies that the data is normally distributed.

4.4 Pearson Correlation

Table 4.11 Pearson Correlations

		Correlations						
		Consumer's Attitude	Perceived Informativeness	Perceived Entertainment	Perceived Irritation	Perceived Source Credibility	Perceived Incentive	Consumer Purchase Intention
Consumer's Attitude	Pearson Correlation	1	.043	.074	.290**	.113	.292**	.753**
	Sig. (2-tailed)		.548	.296	.000	.110	.000	.000
	N	200	200	200	200	200	200	200
Perceived Informativeness	Pearson Correlation	.043	1	.604**	-.133	.521**	.461**	.085
	Sig. (2-tailed)	.548		.000	.060	.000	.000	.233
	N	200	200	200	200	200	200	200
Perceived Entertainment	Pearson Correlation	.074	.604**	1	-.049	.477**	.509**	.094
	Sig. (2-tailed)	.296	.000		.494	.000	.000	.187
	N	200	200	200	200	200	200	200
Perceived Irritation	Pearson Correlation	.290**	-.133	-.049	1	-.023	.053	.119
	Sig. (2-tailed)	.000	.060	.494		.745	.455	.092
	N	200	200	200	200	200	200	200
Perceived Source Credibility	Pearson Correlation	.113	.521**	.477**	-.023	1	.471**	.123
	Sig. (2-tailed)	.110	.000	.000	.745		.000	.083
	N	200	200	200	200	200	200	200
Perceived Incentive	Pearson Correlation	.292**	.461**	.509**	.053	.471**	1	.257**
	Sig. (2-tailed)	.000	.000	.000	.455	.000		.000
	N	200	200	200	200	200	200	200
Consumer Purchase Intention	Pearson Correlation	.753**	.085	.094	.119	.123	.257**	1
	Sig. (2-tailed)	.000	.233	.187	.092	.083	.000	
	N	200	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the results collected as shown in Table 4.11, the correlation coefficient of range is shown to range between 0.043 and 0.753.

4.4.1 Correlation between Perceived Informativeness and Consumers' Attitudes towards Viral Marketing

Table 4.12 Correlation between Perceived Informativeness and Consumers' Attitudes towards Viral Marketing

Correlations		Consumer Attitude	Perceived Informativeness
Consumer Attitude	Pearson Correlation	1	.043
	Sig. (2-tailed)		.448
	N	200	200
Perceived Informativeness	Pearson Correlation	.043	1
	Sig. (2-tailed)	.548	
	N	200	200

Based on Table 4.12, the results had shown there is no relationship between perceived informativeness and consumers' attitude due to the value for correlation coefficient. Additionally, the relationship between perceived informativeness and consumers' attitude is not significant because the p-value 0.000 is less than the alpha value 0.01. The perceived informativeness variable has a 0.043 correlation with the consumers' attitude variable. However, the value of this correlation coefficient 0.043 is fall under coefficient range from 0.00 to 0.200 which indicated that the strength of the relationship between perceived informativeness and consumers' attitude is none.

4.4.2 Correlation between Perceived Entertainments and Consumers' Attitudes towards Viral Marketing

Table 4.13 Correlation between Perceived Entertainments and Consumers' Attitudes towards Viral Marketing

Correlations		Consumer Attitude	Perceived Entertainments
Consumer Attitude	Pearson Correlation	1	.074
	Sig. (2-tailed)		.296
	N	200	200
Perceived Entertainments	Pearson Correlation	.074	1
	Sig. (2-tailed)	.296	
	N	200	200

Based on Table 4.13, the results had shown there is no relationship between perceived entertainment and consumers' attitude due to the value for correlation coefficient. Additionally, the relationship between perceived entertainment and consumers' attitude is not significant because the p-value 0.000 is less than the alpha value 0.01. The perceived entertainment variable has a 0.074 correlation with the consumers' attitude variable. However, based on rule of thumb, the value of this correlation coefficient 0.074 is fall under coefficient range from 0.00 to 0.200 which indicated that the strength of the relationship between perceived entertainment and consumers' attitude is none.

4.4.3 Correlation between Perceived Irritations and Consumers' Attitudes towards Viral Marketing

Table 4.14 Correlation between Perceived Irritations and Consumers' Attitudes towards Viral Marketing

Correlations		Consumer Attitude	Perceived Irritations
Consumers' Attitude	Pearson Correlation	1	.290 ^{**}
	Sig. (2-tailed)		.000
	N	200	200
Perceived Irritations	Pearson Correlation	.290 ^{**}	1
	Sig. (2-tailed)	.000	
	N	200	200

Based on Table 4.14, the results had shown there is a negative relationship between perceived irritation and consumers' attitude because of the positive value for correlation coefficient. Additionally, the relationship between perceived irritation and consumers' attitude is significant because the p-value 0.000 is less than the alpha value 0.01. The perceived irritation variable has a 0.290 correlation with the consumers' attitude variable. Thus, when perceived irritation is high, consumers' attitude is low. Moreover, based on rule of thumb, the value of this correlation coefficient 0.290 is fall under coefficient range from 0.210 to 0.040 which indicated that the strength of the relationship between perceived irritation and consumers' attitude is moderate.

4.4.4 Correlation between Source Credibility and Consumers' Attitudes towards Viral Marketing

Table 4.15 Correlation between Source Credibility and Consumers' Attitudes towards Viral Marketing

Correlations		Consumer Attitude	Source Credibility
Consumer Attitude	Pearson Correlation	1	.113
	Sig. (2-tailed)		.110
	N	200	200
Source Credibility	Pearson Correlation	.113	1
	Sig. (2-tailed)	.110	
	N	200	200

Based on Table 4.15, the results had shown there is no relationship between perceived source credibility and consumers' attitude due to the value for correlation coefficient. Additionally, the relationship between perceived source credibility and consumers' attitude is not significant because the p-value 0.000 is less than the alpha value 0.01. The perceived source credibility variable has a 0.113 correlation with the consumers' attitude variable. However, based on rule of thumb, the value of this correlation coefficient 0.113 is fall under coefficient range from 0.00 to 0.200 which indicated that the strength of the relationship between perceived source credibility and consumers' attitude is none.

4.4.5 Correlation between Perceived Incentives and Consumers' Attitudes towards Viral Marketing

Table 4.16 Correlation between Perceived Incentives and Consumers' Attitudes towards Viral Marketing

Correlations		Consumer Attitude	Perceived Incentives
Consumer Attitude	Pearson Correlation	1	.292**
	Sig. (2-tailed)		.000
	N	200	200
Perceived Incentives	Pearson Correlation	.292**	1
	Sig. (2-tailed)	.000	
	N	200	200

Based on Table 4.16, the results had shown there is a positive relationship between perceived incentives and consumers' attitude because of the positive value for correlation coefficient. Additionally, the relationship between perceived incentives and consumers' attitude is significant because the p-value 0.000 is less than the alpha value 0.01. The perceived incentive has a 0.292 correlation with the consumers' attitude variable. Thus, when perceived incentive is high, consumers' attitude is high. Moreover, based on rule of thumb, the value of this correlation coefficient 0.292 is fall under coefficient range from 0.210 to 0.040 which indicated that the strength of the relationship between perceived incentives and consumers' attitude is moderate.

4.4.6 Correlation between Consumers' Attitudes towards Viral Marketing and Consumer Purchase Intention

Table 4.17 Correlation between Consumers' Attitudes towards Viral Marketing and Consumer Purchase Intention

Correlations		Consumer Purchase Intention	Consumer Attitude
Consumer Purchase Intention	Pearson Correlation	1	.292**
	Sig. (2-tailed)		.000
	N	200	200
Consumer Attitude	Pearson Correlation	.292**	1
	Sig. (2-tailed)	.000	
	N	200	200

Based on Table 4.17, the results had shown there is a positive relationship between consumers' attitude and consumer purchase intention due to the positive value (0.292) for correlation coefficient. Additionally, the relationship between health and safety and employees' perception is significant because the p-value 0.000 is less than the alpha value 0.01. Thus, when consumers' attitude is high, consumer purchase intention is high. Moreover, based on rule of thumb, the value of this correlation coefficient 0.292 is fall under coefficient range from 0.210 to 0.040 which indicated that the strength of the relationship between consumers' attitude and consumer purchase intention is moderate.

4.5 Regressions

4.5.1 Multiple Regressions

Table 4.18 Model Summary for Multiple Regressions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.507 ^a	.491	.479	.42748

Predictors: (Constant), Perceived Informativeness, Perceived Entertainment, Perceived Irritation, Perceived Source Credibility, Perceived Incentives.

Dependent Variables: Consumers' Attitude

Multiple regression analysis was used to test the relationships between the independent variables. Based on Table 4.18, the R square indicates the extent or percentage the independent variables can explain the variations in the dependent variable. From the results, the independent variables (Perceived Informativeness, Perceived Entertainment, Perceived Irritation, Perceived Source Credibility, and Perceived Incentives) can explain 47.9% of the variations in dependent variable (Consumers' Attitude). However, it is still leaves 52.1% unexplained in this study. In other words, there are other additional variables that are important in explaining consumers' attitude towards viral marketing that have not been covered in this study.

Furthermore, the R value is the correlation coefficient between the dependent variable and the independent variables which will take together. For this study, the R value is 0.507 which showed that there is a moderate and positive correlation between the independent variables and dependent variable.

Table 4.19 ANOVA (b) for Multiple Regressions

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.196	5	3.039	7.719	.000 ^a
	Residual	76.384	194	.394		
	Total	91.580	199			

a. Predictors: (Constant), Perceived Informativeness, Perceived Entertainment, Perceived Irritation, Perceived Source Credibility, Perceived Incentives.

b. Dependent Variables: Consumers' Attitude

Based on the table 4.19, the p-value 0.000 is less than the alpha value 0.01. Furthermore, the purpose of F-statistic is to determine whether the variances between the means of two variables are significantly different. For research purposes, F-statistic is not essential to be used in the analysis. However, it is essential to determine the p-value to check the significance. The F-statistic is significant hence the model for this study is a good descriptor of the relation between the dependent and independent variables. Thus, the independent variables (Perceived Informativeness, Perceived Entertainment, Perceived Irritation, Perceived Source Credibility, Perceived Incentives) are significant explain the variance in Consumers' Attitude.

Table 4.20 Coefficients (a) for Multiple Regressions

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.213	.418		5.291 .000
	Perceived Informativeness	-.050	.101	-.044	-.497 .619
	Perceived Entertainment	-.065	.099	-.058	-.654 .514
	Perceived Irritation	.292	.074	.265	3.968 .000
	Perceived Source Credibility	.026	.108	.020	.246 .806
	Perceived Incentives	.346	.088	.318	3.922 .000

a. Dependent Variable: Consumers' Attitude

Based on Table 4.20, it had shown that the p-value 0.000 is less than the alpha value 0.01 which indicated that there is a moderate relationship between certain independent variables (Perceived Informativeness, Perceived Entertainment, Perceived Irritation, Perceived Source Credibility, Perceived Incentives) and dependent variables. However, there is not significant between perceived informativeness, perceived entertainment, and perceived source credibility variable and consumers' attitude because the p-value 0.101 is more than the alpha value 0.01. Thus, this variable is not significant to predict the consumers' attitude on variable. Additionally, other independent variables (Perceived Irritation and Perceived Incentives) are significant to predict the dependent variable because the p-values of the independent variables are less than the alpha value 0.01.

Furthermore, the relatively significant relationship and positive relationship between the independent variables and dependent variable can be explained by using the regression equation as below:

$$CA = a + b1(IF) + b2(ET) + b3(IR) + b4(SC) + b5(IC)$$

Where

CA = Consumers Attitudes towards Viral Marketing

a =constant value

b =standardized coefficients

IR = Perceived Irritation

IC = Perceived Incentive

Thus, the estimated multiple regression equation for this study is as below:

Consumers Attitudes towards Viral Marketing

$$= 2.213 + 0.265 (\text{Perceived Irritation}) + 0.318 (\text{Perceived Incentive})$$

The results indicated that there is a moderate relationship between the independent variables and dependent variable. Based on the results, one unit increase in perceived irritation will lead to decrease in consumers' attitude towards viral marketing while one unit increase in perceived incentives will lead to increase in consumers' attitude towards viral marketing.

Additionally, the results of Multiple Regression also indicated the ranking of the sources which help us to understand the importance and greater impact of sources on consumers' attitude towards viral marketing. The higher the Standardized Coefficient Beta will bring the highest effect and contribution on consumers' attitude towards viral marketing. Based on Table 4.20, it is shown that perceived incentive variable is the predictor variable that contributes the highest to the variation of consumers' attitude towards viral marketing because the Beta value 0.318 is the largest I compare to other predictor variables. This means that perceived incentive variable makes the strongest unique contribution to explain the variation in consumers' attitude towards viral marketing variable when the variance explained by all other predictor variables in the model is controlled for. Next, perceived irritation variable is the predictor variables that contribute the

second highest to the variation of the consumers' attitude towards viral marketing variable because its Beta value 0.265 is the second highest. However, for the three variables with lowest Beta value, it shows that there is not significant between the independent variables and dependent variable.

The results indicated that there is a significant relationship between perceived irritations with consumers' attitudes towards viral marketing. As mentioned in the previous chapter, the third hypothesis for is as below:

H₀: There is no relationship between perceived irritations with consumers' attitudes towards viral marketing.

H₁: There is a negative relationship between perceived irritations with consumers' attitudes towards viral marketing.

Based on the results of the regression, the relationship between perceived irritations with consumers' attitudes towards viral marketing is significant because the p-value 0.000 is less than the alpha value 0.01, hence the alternate hypothesis is accepted while the null hypothesis is rejected.

Moreover, the results also indicated that there is a significant relationship between perceived incentives with consumers' attitudes towards viral marketing. As mentioned in the previous chapter, the fifth hypothesis for is as below:

H₀: There is no relationship between perceived incentives with consumers' attitudes towards viral marketing.

H₁: There is a positive relationship between perceived incentives with consumers' attitudes towards viral marketing.

Based on the results of the regression, the relationship between perceived incentives with consumers' attitudes towards viral marketing is significant because the p-value 0.000 is less than the alpha value 0.01, hence the alternate hypothesis is accepted while the null hypothesis is rejected.

4.5.2 Regression

Table 4.21 Model Summary for Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.753 ^a	.567	.565	.45707

a. Predictors: (Constant), Consumers' Attitude.

b. Dependent Variable: Consumer Purchase Intention.

Based on Table 4.21, the R square indicates the extent or percentage the independent variables can explain the variations in the dependent variable. From the results, the independent variables (Consumers' Attitude) can explain 56.5% of the variations in dependent variable (Consumer Purchase Intention). However, there are 43.5% of unexplained parts in this study. Therefore, this indicated that there are other variables that are significant in explaining consumer purchase intention that have not been identified in this study.

Moreover, the R value is the correlation coefficient between the dependent variable and the independent variable which will take together. For this study, the R value is 0.753 which showed that there is a high and positive correlation between the independent variable and dependent variable.

Table 4.22 ANOVA for Regression

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.232	1	54.232	259.591	.000 ^a
	Residual	41.365	198	.209		
	Total	95.597	199			

a. Predictors: (Constant), Consumers' Attitude.

b. Dependent Variable: Consumer Purchase Intention.

Based on Table 4.22, the p-value 0.000 is less than the alpha value 0.01. Furthermore, the purpose of F-statistic is to determine whether the variances between the means of two variables are significantly different. For research purposes, F-statistic is not essential to be used in the analysis. However, it is essential to determine the p-value to check the significance. The F-statistic is significant hence the model for this study is a good descriptor of the relation between the dependent and independent variable. Thus, the independent variables (Consumers' Attitude) are significant explain the variance in Consumer Purchase Intention whereby the alternate hypothesis is supported by the data.

Table 4.23 Coefficients (a) for Regression

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
Model					t	Sig.
1	(Constant)	.845	.199		4.248	.000
	Consumers' Attitude	.770	.048	.753	16.112	.000

a. Dependent Variable: Consumer Purchase Intention

The multiple regression analysis results as shown in Table 4.23, indicate consumer attitude towards viral marketing has a significant positive influence on consumer purchase intention (Sig. = 0.000, β = 0.753), indicating that the more

positive the consumers' attitude towards viral marketing, the greater the consumer purchase intention which is supporting the sixth hypothesis.

The relatively significant relationship and positive relationship between the independent variables and dependent variable can be explained by using the regression equation as below:

$$PI = a + b (CA)$$

Where

PI = Consumer Purchase Intention

a = constant value

b = standardized coefficients

CA = Consumers Attitudes towards Viral Marketing

Thus, the estimated multiple regression equation for this study is as below:

$$\text{Consumer Purchase Intention} = 0.845 + 0.753(\text{Consumers Attitudes toward Viral Marketing})$$

The results indicated that there is a positive relationship between the independent variables and dependent variable. As mentioned in the previous chapter, the sixth hypothesis for is as below:

H₀: There is no relationship between consumers' attitudes towards viral marketing with consumer purchase intention.

H₁: There is a positive relationship between consumers' attitudes towards viral marketing with consumer purchase intention.

Based on the results of the regression, the relationship between consumers' attitudes towards viral marketing with consumer purchase intention is significant because the p-value 0.000 is less than the alpha value 0.01. Hence, the alternate hypothesis is accepted while the null hypothesis is rejected.

CHAPTER 5

DISCUSSIONS AND CONCLUSION

5.0 Introduction

In this chapter, the review of the research results will be presented. The major findings will be discussed with supporting implications. Additionally, this chapter also covered the recommendations, limitations and the research study will be concluded as well.

5.1 Discussions of major findings

Table 5.1: Review of Statistical Analysis

Hypothesis	p-value	Correlation (r)	Beta (β)	Conclusion
Hypothesis 1	0.548	0.043	-0.044	Not Significant
Hypothesis 2	0.296	0.074	-0.058	Not Significant
Hypothesis 3	0.000	0.290	0.265	Significant
Hypothesis 4	0.110	0.113	0.020	Not Significant
Hypothesis 5	0.000	0.292	0.318	Significant
Hypothesis 6	0.000	0.753	0.753	Significant

Table 5.1 shows the summary of the statistical analysis that presented in the previous chapter. The discussion of the findings is based on the results in Table 5.1. Hence, the discussion will be focused on Hypothesis 3, Hypothesis 5 and Hypothesis 6.

5.2 Discussion of Major Findings

According to the data collected, most of the respondents in this study are Chinese. Furthermore, most of them are frequent internet users. This implies that most of the respondents are familiar with viral marketing as they use internet frequently. Consequently, it increases the credibility of the results while frequent internet users are our respondents. The results show that there are three hypotheses that are not significant. This had implied that there is no relationship between perceived informativeness, perceived entertainment and perceived source credibility with consumers' attitude towards viral marketing. According to the study of Zernigah and Sohail (2012), these variables are positively related with consumers' attitude towards viral marketing. In my opinion, the difference in result can be happened out of many reasons. One of the most relevant reasons is that the different culture in the country that caused different thinking and behaviours of the respondents. On the other hand, there are three hypotheses that are significant whereby the alternate hypothesis is accepted while the null hypothesis is rejected.

5.2.1 Consumers' Attitude and Perceived Irritation

In this study, the survey was done based on 200 respondents from Malaysia. The results show that the hypothesis is significant whereby the alternate hypothesis is accepted while the null hypothesis is rejected. Based on the third hypothesis:

Ho: There is no relationship between perceived irritations and consumers' attitudes towards viral marketing.

H1: There is a negative relationship between perceived irritations and consumers' attitudes towards viral marketing.

Therefore, the result implies that there is a negative relationship between perceived irritations and consumers' attitudes towards viral marketing. As mentioned in the previous chapter, consumers feel irritated when the advertisers make use of the techniques that annoy, offend, or insult message recipients. According to Morimoto and Chang (2006), perceived irritation is the extent to which an undesired marketing communication interferes with an individual's cognitive process and tasks. Based on the result which reflects the phenomenon in viral advertising context, most consumers in Malaysia are still quite uncomfortable with the concept of viral marketing. Consumers may feel confused about them and react negatively. According to Dickinger (2005), one other point of possible irritation is unwanted messages which commonly known as spam. Consumers find spam intrudes into their privacy and consequently cause the negative attitude towards viral marketing.

As what mentioned by Siau and Shen (2003), the consumers are still skeptical whether these businesses are feasible and secure. To the respondents, viral marketing may provide an assortment of information which may makes recipient to feel confused. Furthermore, this can be distracting and devastating the consumer with information which thus makes the consumers feel irritated by the messages that they received. Moreover, the same results had been tested based on the study of Tsang et al. (2004). In that study, it is declared that there is a negative relationship between attitude towards viral marketing and irritation. The same hypothesis was tested in this study in Malaysia context and it once again affirmed that there is a negative relationship between consumers' attitude towards viral marketing and perceived irritation. Complex viral marketing message is another reason that causes irritation among consumers which consequently result to the negative reaction towards viral marketing (Haghirian et al, 2005). Hence, this can be concluded as the irritation caused by viral marketing message will generate negative relationship of consumers' attitudes towards viral marketing.

5.2.2 Consumers' Attitude and Perceived Incentive

The results show that the hypothesis is significant whereby the alternate hypothesis is accepted while the null hypothesis is rejected. Based on the fifth hypothesis:

H₀: There is no relationship between perceived incentives and consumers' attitudes towards viral marketing.

H₁: There is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing.

As mentioned earlier, incentives are values or benefits from which consumers can be benefited or gained advantage when receiving viral marketing messages which provides specific financial rewards to individuals. According to the previous researches, plenty of viral marketing researches supported the relationship between incentives and attitude towards viral marketing. Simultaneously, the result of this research had also implied that there is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing. According to Hanley et al. (2006), college students' attitudes towards viral marketing were affected and hence they were tended to accept viral marketing messages if they were given incentives. Most of the respondents are from this category which they are still pursuing their studies in college or university. Incentives to them are part of the benefits that they could gain from viral marketing. Therefore, they tend to accept the viral marketing messages when incentives that perceived by them occurred.

Several researchers also agreed on the positive relationship between perceived incentives and consumers' attitudes towards viral marketing. Rettie et al. (2005) had analyzed the acceptance of viral marketing previously. From the report, they found out that monetary incentives are one of the major reasons which convinced consumers to have positive attitudes towards viral marketing. Furthermore,

Varshney (2003) also found that consumers tend to react very positively towards viral marketing messages if the viral marketing messages transfer incentives. Similarly, from this research, the positive relationship between perceived incentives and consumers' attitudes towards viral marketing were affirmed which showed that the similar phenomenon is happening in Malaysia.

5.2.3 Consumer Purchase Intention and Consumers' Attitude

The results show that the hypothesis is significant whereby the alternate hypothesis is accepted while the null hypothesis is rejected. Based on the sixth hypothesis:

H₀: There is no relationship between consumers' attitudes towards viral marketing with consumer purchase intention.

H₁: There is a positive relationship between consumers' attitudes towards viral marketing with consumer purchase intention.

As mentioned in previous chapter, purchase intention brings the meaning that consumers prefer to buy a product or service because they find that they need a particular product or service and also due to their attitude towards a product and perception of product. Consumer purchase behavior is the consumer act of purchasing some specific product or service (Soonthonsmai, 2001). Throughout the years, few researches have been done to identify the relationship between consumers' attitude and consumer purchase behavior. According to Pride and Ferrel (1991), there is a lot of debate on how a positive attitude towards a brand can influence consumer purchase behavior. In this research, the consumer purchase behavior is related to the attitude of consumers towards viral marketing. The result had implied that there is a positive relationship between consumers' attitudes towards viral marketing with consumer purchase intention. Undoubtedly, the results implied that consumer attitude towards a company marketing strategy will greatly influence the consumers purchase intention. As what mentioned by Hoyer and MacInnis (2011), whether an individual's attitude will affect the

individual behavior or not depends on several factors which one of them included the consumers' attitude. Hence, it can be concluded that there is a positive relationship between consumers' attitudes towards viral marketing and consumer purchase intention.

5.3 Implications

As for the recent trend, viral marketing is one of the easiest, fastest and most affordable tools of marketing. In fact, viral marketing is a fairly new phenomenon. By using viral marketing, the marketers are able to reduce the costs of advertising and marketing. The Internet has changed the concept and perspective of marketing with its immediate yet personalized contact to its audiences indeed. In this new era, the growth of Internet technology has massive potential. According to Best (2009), a successful marketing strategy is one that is effective in satisfying, retaining and attracting target consumer. Therefore, it is an undeniable fact that by knowing the consumers' attitude towards viral marketing, marketers can enhance their knowledge while practicing this viral marketing in their industry. From the results, it is shown that there is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing. By gaining this information, marketers can emphasize more on the incentives that generated from the viral marketing messages. Nevertheless, the results also imply that there is a negative relationship between perceived irritation and consumers' attitude towards viral marketing. From here, marketers need to act wise in order to avoid themselves from irritating the consumers by spamming, sending chain messages and untrue rumors, or any other form of messages that will make the consumers feel annoying.

Additionally, there is also a hypothesis that tested the relationship between consumers' attitudes towards viral marketing and consumer purchase intention. In fact, most marketers think that consumer purchase intention is an effective technique of predicting purchasing. According to Fishbein (1963), models in

attitude measurement to understand consumer purchase intention are important. Similarly, this study had identified the consumers' attitude towards viral marketing and an output of consumers purchase intention had been tested. The model of attitude measurement towards viral marketing had been studied in depth to understand the consumer purchase intention. In short, this study can assist the company's managers in depth understands the consumers' attitudes towards viral marketing and at the same time helps them to understand how consumers' attitudes affect their purchase intention. By having this knowledge, they will be able to utilize viral marketing appropriately to market their products or services via Internet. Many company marketers know about the significance of the utilizing online resources in this new era. However, due to the knowledge and information constraint, marketers cannot make full use of the viral marketing due to insufficient knowledge on the consumers' attitude. Business people are able to identify the consumers' attitudes towards viral marketing and use it as an opportunity to market their product in order to enhance the consumer purchase intention.

5.4 Limitations of Study

Throughout this study, it should be noted that these limitations are acknowledged and they do not divert the significance of findings. This study is a fairly new topic in Malaysia and it is a recent trend and phenomenon. Thus, it has its limitations that cannot be avoided. There are merely platforms that provided for future studies.

5.4.1 Time Limitation

Due to the limited time frame, a review of literature which covers every aspect of this topic was impossible to be carried out. Moreover, quantitative survey has been chosen and sampling method is applied compared to other better sampling methods since it can only be done within a short period of time.

5.4.2 Sample Size

A sample size of ($n=200$) may be insufficient to represent the total population of consumers in Malaysia. Due to the constraint of time, only limited numbers of questionnaires can be distributed and analyzed. Hence, the research outcomes may not be possible to represent the opinions of the total population of consumers in Malaysia.

5.4.3 Insufficient Information

There are insufficient studies which are done locally if compared to the foreign countries. Therefore, foreign studies and journals are used and they may not be applicable to the local context. Additionally, it is very difficult to gain access to

certain secondary data since there is a minimum fee required in order to access or purchase them. Further research is necessary to add in more relevant independent variables in order to examine this topic in more detail.

5.4.4 Sampling Bias

Sampling bias cannot be avoided since convenient sampling method is used. Due to a flaw in the sample selection process, selection bias may take place. Bias often occurs when the selected sample does not accurately represent the whole populations.

5.5 Recommendations

Firstly, it is recommended to conduct the survey on a larger sample which can better represent the consumers in Malaysia. 200 respondents are considered as the minimum requirement to carry out a survey. Due to the limitation of time, only 250 sets of questionnaires were able to be distributed. Therefore for future studies, it is recommended to increase the sample size which is number of respondents in order to collect a more accurate and credible data. This will consequently increase the credibility of the research. The sample can be categorized into more specific age group, so that the opinions can be seen among all the age groups. Moreover, the respondents' race is recommended to be more average as most of our respondents are Chinese. The data collected might be more accurate if the research involved multi-ethnic since Malaysia is a multi-racial country.

For the future studies, it is recommended to collect for information regarding this topic. To better examine consumers' attitude towards viral marketing, more independent variables could be included and tested. From the results, the independent variables (Perceived Informativeness, Perceived Entertainment,

Perceived Irritation, Perceived Source Credibility, and Perceived Incentives) can explain 47.9% of the variations in dependent variable (Consumers' Attitude) and it still leaves 52.1% unexplained in this study. In other words, there are other additional variables that are important in explaining consumers' attitude towards viral marketing that have not been covered in this study. Hence, it is recommended to incorporate other independent variables in the study to better investigate consumers' attitude towards viral marketing.

As such, the model of the current study could be tested in other developed and developing countries. This replication would allow examine whether the findings hold true in other regions, and thus provide greater support for the generalize ability of the findings of the study. Another opportunity for future research is to extend the model to include other variables such as the demographic variables.

Last but not least, for the future studies the research should be carried out by using both qualitative and quantitative research methods. As for our research, we only conducted quantitative research method. By only conducted quantitative research, we were able to collect public opinion. However, the drawback of this research method is that case study couldn't be done. Therefore, we suggested conducting both research methods for future studies. It could be suggested that the results may lead to different findings in other countries.

5.6 Conclusion

This study can assist the company's managers and marketers to understand the consumers' attitudes towards viral marketing in Malaysia in greater detail. Moreover, it also helps them to understand how consumers' attitudes affect their purchase intention. Undoubtedly, it is significant to identify the consumers' attitude towards viral marketing and to examine the relationship between consumers' attitudes towards viral marketing and consumer purchase intention. By having this knowledge, they will be able to utilize viral marketing

appropriately. Hence, this research will be useful for marketers as a benchmark or guidelines of viral marketing.

In conclusion, viral marketing is an effective tool in marketing in this new era. It is also concluded that some of the variables which are perceived irritation and perceived incentive tend to affect consumers' attitudes towards viral marketing in Malaysia. According to the previous researches, plenty of viral marketing researches supported the relationship between incentives and attitude towards viral marketing. Similarly, the result of this research had also implied that there is a positive relationship between perceived incentives and consumers' attitudes towards viral marketing. Consumers feel irritated when the advertisers make use of the techniques that annoy, offend, or insult message recipients. This fact has been proven by the result which implies that there is a negative relationship between perceived irritations and consumers' attitudes towards viral marketing. Plenty of researches have been done to identify the relationship between consumers' attitude and consumer purchase behavior but the results are controversy. As for Malaysia context, the results also show that the consumers' attitudes towards viral marketing will affect the consumer purchase intention.

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APPENDIX

Consumers' Attitude towards Viral Marketing

Survey Questionnaire

I am student of University Tunku Abdul Rahman undergoing Master in Business Administration program. I am conducting a research study to fulfil the final year thesis. The purpose of this survey is to find out the consumers' attitude towards viral marketing. **Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others. Examples of viral marketing are e-mail, SMS advertising, blogs, video websites (Youtube), forums and social networks (Facebook, Twitter, Instagram etc.).**

Please answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are completely confidential.

Your participation is fully appreciated. Thank you for your precious time.

Instructions:

- 1) There are **three** (3) sections in this questionnaire. Please answer **ALL** questions in ALL sections.
- 2) Completion of this form will take you approximately 15 to 30 minutes.
- 3) The contents of this questionnaire will be kept **strictly confidential**.

Section A: Demographic Profile

In this section, we are interested in your background in brief. Please tick your answer and your answers will be kept strictly confidential.

QA1) Gender:

- ☐ Male
- ☐ Female

QA2) Age:

- ☐ 20 and below
- ☐ Between 21-25
- ☐ Between 26-30
- ☐ Between 30-35
- ☐ Between 36-40
- ☐ 40 and above

QA3) Race:

- ☐ Malay
- ☐ Chinese
- ☐ Indian
- ☐ Others

QA4) Highest level of academic qualification:

- ☐ Secondary School
- ☐ SPM
- ☐ STPM/A-level/Pre-U
- ☐ Diploma/Advanced Diploma
- ☐ Bachelor Degree/Professional Qualification
- ☐ Master Degree
- ☐ Others (Please State: _____)

Section B: General Questions

QB1) How often do you log on to the internet every week?

- ☐ 2 days or less a week
- ☐ 3-4 days a week
- ☐ 5-6 days a week
- ☐ Every day

QB2) I spent most of my time in using:

- ☐ E-mail
- ☐ Video Websites (Youtube)
- ☐ Blogs
- ☐ Social Network (Facebook, Twitter, Instagram etc)
- ☐ Forums
- ☐ SMS

Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale

[(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree] response framework.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QB3	Viral Marketing					
1	I noticed that e-mail often contain marketing messages and advertisements.	1	2	3	4	5
2	I understand that social network sites and video website contain marketing messages and advertisements.	1	2	3	4	5
3	I think that some blogs and forums contain marketing messages and advertisements.	1	2	3	4	5

4	Some SMS that I received contains marketing messages.	1	2	3	4	5
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No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QB4	Consumers' Attitude					
1	I consider viral marketing as a useful marketing tool for creating brand awareness.	1	2	3	4	5
2	I find viral marketing messages more effective as compared to traditional media marketing messages, like T.V. and print advertisements.	1	2	3	4	5
3	I enjoy most viral marketing advertisement.	1	2	3	4	5
4	When I receive viral marketing message, I become frustrated and angry.	1	2	3	4	5
5	I will not read the messages that passed thru viral marketing.	1	2	3	4	5
6	I will become part of viral campaigns if they involve incentives. (Pass the message around)	1	2	3	4	5

Section C: Consumers' Attitude towards Viral Marketing

This section is seeking consumers' attitude towards viral marketing. Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 5 Likert scale

[(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree; (5) = strongly agree] response framework.

Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC1	Informativeness					
a	I perceived informativeness as marketing message that will provide me accurate, useful and up-to-date information.	1	2	3	4	5
b	I find e-mail marketing messages informative.	1	2	3	4	5
c	Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.	1	2	3	4	5
d	Fan pages on social networking sites are informative.	1	2	3	4	5
e	SMS advertisements provide useful information about products and services.	1	2	3	4	5
f	Internet Blogs are an important source of information.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC2	Entertainment					
a	I think that a marketing message that contains visual enjoyment. and funny languages is entertaining.	1	2	3	4	5
b	I find marketing messages received via e-mails entertaining.	1	2	3	4	5
c	Joining fan pages on social networking sites is entertaining and exciting.	1	2	3	4	5
f	The element of humour and fun makes SMS advertisements entertaining.	1	2	3	4	5
e	I find blogs entertaining as people share their views about products and services that makes them interesting and worth reading.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC3	Irritation					
a	I feel irritated when the advertisers make use of the techniques that annoy, offend, or insult me.	1	2	3	4	5
b	E-mail marketing messages are a source of irritation.	1	2	3	4	5
c	I believe that unsolicited e-mails contain viruses.	1	2	3	4	5
d	Marketing messages on social media sites are irritating.	1	2	3	4	5
e	I delete SMS advertisement without reading because it is annoying.	1	2	3	4	5
f	I find blogs irritating as the information provided is misleading and unreliable.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC4	Source Credibility					
a	I perceived source credibility as truthfulness and believability.	1	2	3	4	5
b	I think that a company's credibility will influence my perceived source credibility towards the marketing message.	1	2	3	4	5
c	I trust the information provided by marketers through e-mails.	1	2	3	4	5
d	Fan pages on social media sites are trustworthy.	1	2	3	4	5
e	I trust SMS advertisements received.	1	2	3	4	5

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC5	Incentive					
a	Incentive includes sales promotion, contests, free gifts etc.	1	2	3	4	5
b	Incentives are values or benefits from which I can advantage when receiving viral marketing messages.	1	2	3	4	5
c	I think viral marketing contain incentives.	1	2	3	4	5
d	Sales promotions are important incentives in viral marketing	1	2	3	4	5
e	I can benefit from viral marketing's incentives. (contest, promotion etc.)	1	2	3	4	5
f	I think viral marketing provide me with relevant product information.	1	2	3	4	5

QC6) After obtaining the product information from viral marketing:

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
QC6	Consumer Purchase Intention					
a	It is very likely that I will purchase the product.	1	2	3	4	5
b	I will purchase the product next time when I need that type of	1	2	3	4	5
c	I will definitely try the product.	1	2	3	4	5
d	Would you have recommended your friend to purchase the product?	1	2	3	4	5

Thank you for your time and cooperation.

~ The End ~