E-Viral Marketing Influence and Underlying Marketing Strategies: Social Relationship Variables

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Abstract

This study focused on five social relationship variables: social capital, tie strength, homophile, trust, and interpersonal influence that are all related to viral word of mouth behavior in social networking sites. Its aim was to provide a theoretical understanding of use of social networking sites by consumers as a vehicle for viral word of mouth. Specifically, the current study attempted to empirically examine potential roles of social factors in viral word of mouth. At the same time, findings from this research can provide marketers with valuable information to establish their long-term relationships with consumers in social networking sites and use of beneficial viral word of mouth to promote selected brands.The research of consumers is influenced by viral word of mouth and can be used to discover different conceivable marketing outcomes and makes it simple to take advantage of them effectively. It discovers whether products or services are compelling for the consumers or not.The research explored the factors influencing viral word of mouth via social networking services on consumers' purchase intention. Further, it helps discuss weather social capital has positive influence for viral word of mouth via social networking services on consumers' purchase intention, whether stronger tie strength has positive influence on viral word of mouth via social networking services on consumers' purchase intention. It also discusses whether the more homophilious contacts have positive influence on viral word of mouth via social networking services on consumers' purchase intention.

Keywords: Consumer behaviour, digital, purchase intention, social factors, viral marketing, word of mouth

I. CONTEXTUAL BACKGROUND

Word-of-mouth refers to the act of exchanging marketing information among consumers. Word of mouth is typically characterized as oral, person-to-person communication between a receiver and a communicator in which the communicator delivers a non-commercial message. As consumers frequently use word of mouth when they seek information about brands, products, services, and organizations, word of mouth is acknowledged as an important source of information that influences consumer product choices. Although marketer-generated information and business sources play a significant role in developing consumer interest in products, word of mouth is the most powerful source of information impacting consumers' actual adoption of new products. Word of mouth is often more effective than traditional mass media or advertising in changing consumers' attitudes and behaviors. For example, early studies found that the influence of word of mouth on consumer choice is greater than print ads, television advertise, and radio advertising. Conceptually, opinion leaders are the information generators or providers in word of mouth communications. Opinion leaders act as information transmitters who pass information from social media to their peers and influence their opinions and choices often related to products or services. Based on a review of previous research on influence of word of mouth on consumer purchase intention, this chapter explores how viral word of mouth influences consumer purchase intention and proposes a conceptual framework to examine the relationships towards consumers purchase intention. Word-of-mouth refers to the act of spreading information about a product or service amongst purchasers. Word of mouth is commonly characterized as oral, man or woman-to-character communication between a receiver and a communicator in which the communicator promises a non-industrial message. As consumers often use word of mouth once they are seeking records about brands, products, offerings, and businesses, word of mouth is acknowledged as a crucial supply of records that impacts consumer product selections. Despite the fact that marketer-generated information and commercial

enterprise resources play a sizeable position in developing purchaser interest in merchandise, word of mouth is the most effective source of statistics impacting clients' real adoption of new merchandise. Word of mouth is frequently more powerful than conventional mass media or marketing in converting customers' attitudes and behaviors. As an instance, early studies discovered that the influence of word of mouth on consumer desire is more than print advertisements, TV advertisements, and radio marketing. Conceptually, opinion leaders are the records generators or carriers in word of mouth communication. Opinion leaders act as statistic transmitters who pass information from social media on their peers and influence their opinions and picks regularly associated with products or services. Primarily based on an assessment of previous research on the impact on of word of mouth on consumers purchase goal, the purpose of this research was to discover how digital word of mouth influences purchasers and proposes a conceptual framework to study the relationships closer to purpose of purchase. *Purchase purpose* refers to the anticipated behaviour of a customer regarding a purchase choice. Precisely, it is miles from what form of product to buy. A buy intention is a predicted outcome behaviour. Purchase aim has been measured appreciably inside advertising and financial studies and is frequently used to predict the income of new packaged products. According to Feick, it became evident that a client's purchase intention is strongly motivated by the use of evaluations of friends, circle of relatives, relatives or pals. A product's reputation can be installed by means of the number of suggestions it has generated. Statistics generated from customers is powerful in forming purchase intentions and the purchase intention of a particular product is better inside highly involved consumers. With the boom and improvement of statistics and verbal exchange technologies, research on digital phrase of mouth has emerged in current years. For example, in 2003 Dellarocas tested online remarks mechanisms (i.e., eBay) and said that such an internet medium where consumers and dealers can meet was a critical communication channel for creating consumer trust and cooperation in virtual communities. Dellarocas suggested that the time-honoured digital word of mouth within on line remarks mechanisms had valuable implications for emblem building, consumer dating management, and product improvement. As digital communities offer purchasers with a convenient channel to establish relationships, exchange product data, broaden e-commerce, those groups have come to be a great supply of viral phrase of mouth for both purchasers and marketers. Further, in 2004, Senecal and Nantel tested the impact of online product pointers on purchasers' product choice. Findings from their experiments confirmed that those who consulted product suggestions decided on the advocated merchandise twice as often as those who did not consult any hints, which again shows the influence of digital word of mouth and on-line product suggestions on customers' product-associated decisions. Different studies have contributed to the knowledge of digital word of mouth by way of examining the consequences of digital phrase of mouth on product achievement. For example, income, elements that inspire consumers to articulate themselves through patron-opinion systems, purchaser responses and motivation to skip alongside emails, the impact of digital phrase of mouth on online purchases.

II. RESEARCH METHODS

The progressive improvement of social networking sites has provided marketers new advertising, marketing, and communications channel, which again suggests that a widespread ability exists for digital word of mouth studies. Several questions are important for the know-how of viral phrase of mouth conduct in social networking sites. For instance, do social relationships created and maintained via social networking websites contribute to digital phrase of mouth behaviors on these websites? Do individuals with exclusive membership exhibit varying degrees of engagement for viral phrase of mouth in social networking sites? From a purchaser conduct perspective, previous research on digital phrase of mouth didn't forget the effect of social elements on digital phrase of mouth communications. Past research on viral phrase of mouth behaviours in advertising and communication studies specifically targeted consequences and results. Online social websites have generated an exceptional quantity of product-related viral word of mouth. As such, social networking sites have appreciably modified the manner in which clients make purchase choices by allowing purchasers to freely interact with different clients, entrepreneurs, and individuals in their private networks. As customers now have improved possibilities of communicating with each other, understanding social relationships created and maintained on social networking websites are particularly crucial to pick out capacity marketplace influencers and use them for accelerating high-quality

digital word of mouth. Research concerning social relationship factors as antecedents of word of mouth have an impact. In 2007, Wiedmann, Hennigs, and Langner recommended that variables such as social capital, tie strength, demographic similarity, perceptual affinity, consider, and interpersonal were crucial drivers that lead to the effectiveness of word of mouth communication. It is argued that those social relationship variables may be applied to persuade viral word of mouth communication in social networking websites. In this phase, hypotheses were evolved primarily based on an assessment of applicable literature on social relationship variables. Five hypotheses are proposed to look at the relationships between social relationships and digital word of mouth communications amongst social networking website customers. Influential work regarding Italian democracy, community qualities, norms of reciprocity, and belief were three factors that compose the primary dimensions of social capital in Italian society. Those dimensions had been applied for the later evaluation of American society. Other researchers also identified primary clusters of social capital based completely upon its many attributes. As an example, Onyx and Bullen had said in the year 2000 that networks, and reciprocity, shared norms, and social employer were five principal subject matters that incorporate social capital. Particularly, Williams in 2007 found that bridging social capital was more likely to occur than bonding in an internet environment because of simpler and quicker accessibility. The internet gives freedom from time and area constraints, connects numerous humans from a variety of private backgrounds, which aids in bridging social capital. In an internet scenario, individuals engage with each other inside and outside their existing networks effortlessly, permitting them to establish new relationships without emotional guide, enhancing social capital, and at the same time decreasing bonding. With regard to social networking sites, modern-day research has determined that bridging and bonding social capital are discovered in social networking websites. The specific programs of social networking websites provides clients various opportunities to maintain present personal networks or to enlarge them, which simultaneously promote bridging and bonding social capital on websites. Thus, clients don't use social networking websites in the best manner to preserve near relationships with sturdy ties (e.g., own family and close pals). However, they also engage with vulnerable ties (e.g., friends and classmates). In an attempt to research the impact of social capital on digital

word of mouth conversation through social networking sites, the first hypothesis was formulated to look at the function of social capital. Data were collected through surveys from 300 respondents of online purchasing experience. Statistical Package for Social Science Software (SPSS) version 20 was used to analyze the data. Data analysis methods included descriptive analysis (mean, standard deviation), reliability test, validity test, and inferential analysis (Pearson correlation analysis, simple and multiple regression analysis and mediation. Thus, the objective of this research was to evaluate and validate the five determinants of social capital i.e. tie strength, homophile, trust, and interpersonal influence between viral word of mouth and consumers' purchase intention. Consumers buy goal is a very important variable to be examined. We recall all the terrific attributes of the internet. For example, the capability to be available to the general populace for inconclusive time. Some say that word of mouth is far more powerful than commonplace promotion. In recent times consumers are generally relying on online information created by distinct buyers to choose alternatives to future purchases. Character to character conversation destinations levels have formally achieved infinite customers. In 2013, Charlene Li, key examiner at Forrester Studies, expressed, "The greater you recognize and realise the folks who make up the groundswell around your image and your organisation, the extra you may make use of the brand new word of mouth on your good fortune". Five hypotheses were developed in this research in response to the research questions.

H1: *Social capital has positive influence for viral word of mouth via social networking services on consumers' purchase intention.*

H2: *The stronger the tie strength, greater the positive influence for viral word of mouth via social networking services on consumers' purchase intention.*

H3: *The more homophilous the contacts, greater the positive influence for viral word of mouth via social networking services on consumers' purchase intention.*

H4: *Higher level of trust has positive influence on viral word of mouth via social networking services on consumers' purchase intention.*

H5: *Interpersonal influence has positive influence on consumers' purchase intention for viral word of mouth via social networking services.*

III. TIE STRENGTH AND ACTIVATION

Existing research has tested tie activation in social

networks. For example, Brown and Reingen investigated the relationships between social ties and word of mouth referral behavior. The usage of a community analysis, consequences from their analsyis show that at the macro degree, vulnerable ties validated a critical bridging feature, allowing facts to disseminate and spread among wonderful businesses. At a micro level, strong ties are more likely to be activated for the glide of referral behavior. Moreover, Weimann found that weak and robust conversational ties played extraordinary roles within the flow of conversation. At the same time as the facts unfold inside the organization, they are more likely to rise through robust ties. Susceptible ties are typically utilized as the bridges among individuals of various agencies. In 2003, Weimann further contended that the "impact" of information mainly arose from sturdy ties inside the institution, whereas the bridging function of susceptible ties was confined to the "glide" of data. According to Weimann, in sum, strong ties were much more likely to be used and perceived as greater influentials, than vulnerable ties, irrespective of the essential function of weak ties in selling the drift of facts and bridging gaps inside the broader social machine.

As more organizations strive to pursue the unfolding digital world, word of mouth in social networking sites, marketers need to be aware about the distinctions between strong and vulnerable ties as both can make a contribution to viral word of mouth communications. For effectiveness, personal networks in social networking websites, consumers' product alternatives may be stimulated by means of stable and intimate "robust tie" interaction as well as randomly-related "weak ties" (e.g., unexpected pals of friends). Despite the fact that sturdy ties have an impact on the individual and small group degree, the asynchronous and connective characteristics of social networking sites permit susceptible ties to facilitate their potential influence by extending purchasers' interpersonal networks to outside corporations or agencies. This hurries up digital word of mouth conversation at some point of a big-scale community. Such strong and weak ties evolve via social networking websites and can stimulate the diffusion of news, rumours, models, and more importantly, product-related data, thereby, encouraging purchasers' engagement in viral word of mouth behavior. Consequently, the second hypothesis was proposed to explore such phenomena.

H2: *The stronger the tie strength, greater the positive influence on consumers' purchase intention for viral word of mouth via social networking services.*

IV. HOMOPHILY

Another social dating variable that would yield treasured insights into the information of viral phrase of mouth in social networking websites is homophily. In verbal exchange studies, homophily gives the diploma of similarity between communicators and receivers. In the context of the client, the facts alternate in this case, because as the perceived ease of communication increases, homophily can facilitate the float of data in purchasers' external searches. Social networking web page context, similar demographic traits consisting of young and educated users on the websites were considered. In 2009, Thelwall published the first exploratory workon homophily in MySpace, one of the most famous social networking websites in the U.S.A. Thelwall (2009) tested whether social interactions on social networking websites inhibit or improve the offline phenomena.Friendships are formed between homophilious individuals. His findings confirmed that even though gender homophily does not exist, homophily for "ethnicity, religion, age, marital popularity, mind-set closer to children, and sexual orientation are motives for joining MySpace". Despite the fact that generally homophily specializes in a single social networking web page, Thelwall gave an interesting observation with regard to homophily in multiple brand social networking websites. On this basis, social networking websites may also excel in attracting homophilious clients who have commonplace product hobbies. This phenomenon increases their chance of using homophilious social contacts as a source of product statistics, thereby, engaging in viral phrase of mouth behaviors. However, distinct individuals may additionally show awesome social relationships within the same online social venue. Social networking website customers possibly have one-of-a-kind perception of being similar to or different from other contacts, and in the end, showcase unique degrees of perceived homophily.

As a consequence, it is vital to comprehend variations in degrees of perceived homophily amongst social networking website customers, and the characteristics of viral word of mouth occurring on those websites. For this reason, it is predicted that social networking website users with a better stage of perceived homophily generally tend to participate in viral phrase of mouth through these social venues to a greater extent as compared to customers with a pretty lower level of perceived homophily. Given this argument, the third

hypothesis is provided as follows:

H3: T*he more the homophilious, greater the positive influence on consumers' purchase intention for viral word of mouth via social networking services.*

V. TRUST

Trust is another social relationship variable that is included in the conceptual discussion in this study to observe how social relationships in social networking websites affect purchasers' decision to participate in digital word of mouth through websites. Agreement is regularly defined as an important part of social capital. Within the case of social networking websites, consumers may additionally compare the value of product facts primarily on the basis of perceived interpersonal factors consisting of perceived integrity, know-how, honesty, sincerity, congeniality, and timeliness, all of which might be vital predictors to consider. Customers have a tendency to use their real identification in social networking sites, the unique social and interactive nature of this new medium makes offline contacts (e.g., buddies and circle of relatives) available for online data alternate, which increases perceived agreement within social networking site contacts. Consumers tend to apply information from their existing private networks in social networking websites that they agree with, as compared to unknown pursuits in gathering and processing information. As a result, if customers have a large degree of perceived trust on their contacts in social networking websites, this may switch their choice to pass alongside or obtain product records through websites. As an end result, this is accepted as true and may also facilitate the waft of statistics in social networking websites. This increases the probability that consumers will recall the usage of viral word of mouth communication when making a purchase. Alongside the identical line of discussion, belied in social networking website contacts are conceptualized within the context of social relationships even as it is undeniable that viral phrase of mouth behaviors in social networking websites are important. The degrees of trust in social networking web page contacts may additionally lead to varying extents of customer engagement with viral phrase of mouth. Knowledge of the way belief on homophily affects digital word of mouth is limited because of the levels of consumer perception, which plays a critical contributing role in viral word of mouth in case of social networking web sites. Social networking website users with a higher level of perceived trust of their contacts might also engage in viral word of mouth through social networking websites to a greater extent than customers with a lower degree of perceived trust. Hence, the following hypothesis is outlined to gauge whether perceived trust in social networking website contacts affects digital phrase of mouth communicated via these websites.

H4: *Higher level of trust has positive influence on viral word of mouth via social networking services for consumers' purchase intention.*

VI. INTERPERSONAL INFLUENCE

Consumer susceptibility to interpersonal influence has an impact on consumer's purchase intention and provides an explanation for the position of social relationships in viral word of mouth in social networking web sites. As digital phrase of mouth makes a speciality of online information exchange amongst consumers through social interactions, social norms and interpersonal impacts are key determinants of such digital word of mouth behavior. Even though consumer susceptibility to interpersonal affect has been conceptualized as a dimensional assemble, normative and informational have an effect on both influences. They may also drive viral word of mouth behaviours in social networking sites. However, differences in sample of interpersonal influence among individuals may lead to social networking site customers' divergent digital phrase of mouth behaviors. For example, those who are more vulnerable to informational impact pay attention to facts and cost of the message transmitted, while those who are more amenable to normative affects emphasize the influence of process of information transmission and relationship. As an end result, social networking website online users who tend to be subject to informational influence are predicted to display a better want to collect valuable records from knowledgeable contacts to be able to record their purchases, thereby facilitating their engagement in digital phrase of mouth in social networking websites. Again, social networking website users who tend to be vulnerable to normative influences are more likely to confirm to the expectations of significant contacts and are looking for social approval via the acquisition and use of similar merchandise and brands. Such behaviours are associated with the influence of viral phrase of mouth, wherein customers of social networking websites view their contacts as an essential supply of product facts. Given this attitude, it is affordable to argue that patron susceptibility to both

normative and informational impact will result in their use of social networking websites as automobiles for viral phrase of mouth. Thus, the fifth hypothesis is placed forth to test whether patron susceptibility to interpersonal affect makes a contribution to digital phrase of mouth in social networking websites.

H5: *Interpersonal influence has positive influence for viral word of mouth via social networking services on consumers' purchase intention.*

To summarize, the hypothesis concerns the relationships between social-related variables and viral word of mouth behavior in social networking sites. Table I summarizes hypotheses 1 to 5.

Due to the fact that social networking sites provide interactive and convenient packages (i.e., non-public profiles) and mounted personal networks (i.e., pal lists) for facts trade and sharing, customers who tend to have a high frequency of social interactions can without problems quickly disseminate product records and thoughts, furthering the improvement of digital phrase of mouth. As social networking websites have become crucial in customers' day to day existence, it is necessary to determine whether social relationships may additionally have an effect on using this speedy increase of new social medium. Given that social networking website customers may additionally have special ranges of engagement in dating constructing and brand sports in social networking sites, customized adjustments are required for advertising strategies to lead them to be effective. This research gives a new theoretical

TABLE I.

SUMMARY OF HYPOTHESES

Hypothesis	Social Relationship Independent Variables	Mediating Variables	Dependent Variables
H1	Social Capital	Viral word of mouth via social networking sites	Consumers'purchase intention
H2	Tie Strength	Viral word of mouth via social networking sites	Consumers'purchase intention
H3	Homophily	Viral word of mouth via social networking sites	Consumers'purchase intention
H4	Trust	Viral word of mouth via social networking sites	Consumers'purchase intention

Source: Author's Su Chuan Chu, Yoojung Kim,2011)

Fig. 1. Conceptual Framework
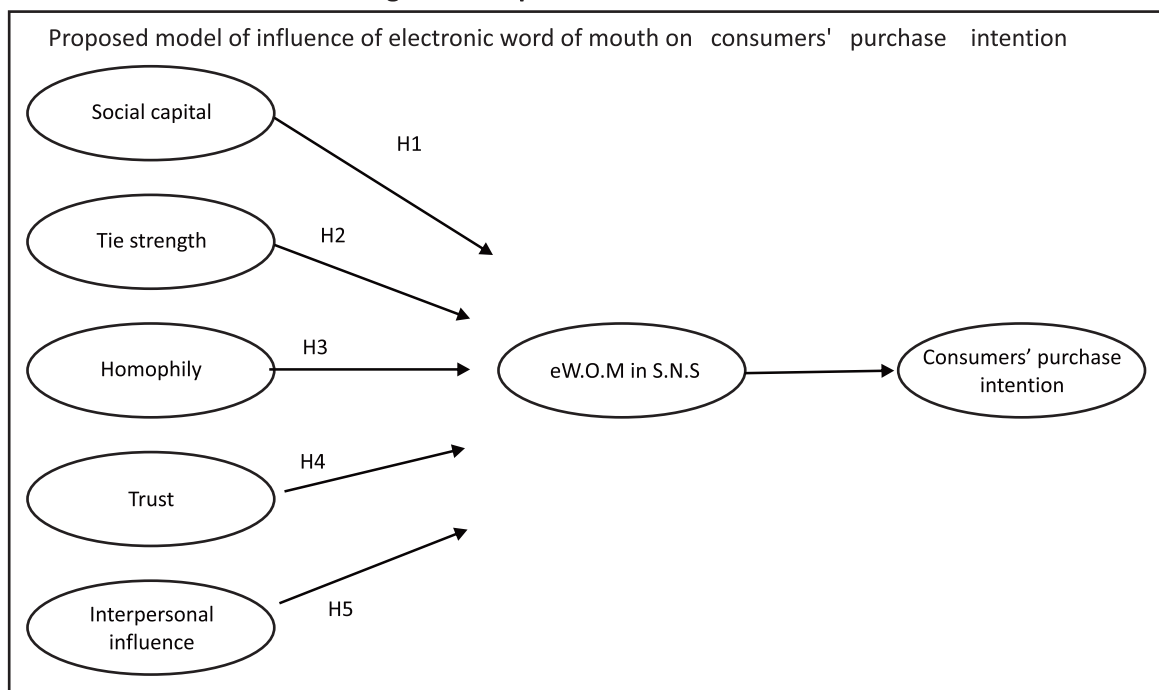
Source: Author's Su Chuan Chu, Yoojung Kim,2011)

foundation for linking social relationships and viral word of mouth in social networking websites. Digital phrase of mouth is a crucial online communication phenomenon that exerts an extraordinary effect on purchaser-purchase selections. Given that courting constructive social engagement is the main activity in online social channels, it is predicted that social relationships of social networking website customers may want to contribute to special stages and styles of viral phrase of mouth behavior taking place via these sites.

According to Parahoo, the design for studies should be first-rate so one can acquire an answer to the items of query. In step with Burns and Grove, "studies layout is a blueprint for engaging in observation of control over factors which could interfere with the validity of the findings". Research design is likewise defined as a framework or blueprint for undertaking advertising research projects. It specifies the details of tactics essential for obtaining the statistics needed to structure or clear up marketing studies issues. Suitable research layout is essential as it determines the kind of information, information collection approach, the sampling method, time table, and the budget. Research layout, which is a characteristic of research targets is likewise described as 'a hard and fast requirement to boost selections that make up the grasp plan specifying the techniques and strategies for accumulating and analyzing wanted records'. Descriptive studies were used while researchers wanted to realize the characteristics of the target audience, for example, age, gender, training, history, nationality, and acquaintance with digital phrase of mouth via social networking sites. Moreover, this research moved in sectional layouts wherein quantitative questionnaires had been allotted to patterns. In the pass sectional design, either the whole population or pattern is chosen or facts are accrued to help answer questions on internet. It is known as pass-sectional because the data, the pattern, or populace most effectively represent what is going on at a point in time. This research adopted descriptive research layout due to the fact the study has clean hassle declaration, specific hypothesis, and specified body of knowledge. Quantitative method was also used for this research with reference to the determinants of things that have an effect on viral phrase of mouth on customers' purchase aim. In any business research challenge and advertising management choice, two kinds of records have been used. These are primary and secondary information. According to Burns & Bush, primary statistics as primary information is advanced or assembled by the researcher. It is collected and compiled

for modern-day records research problem. The collection of primary information involves six steps of the advertising research technique which encompass (1) trouble definition (2) improvement in a method (3) research layout system (4) fieldwork or data series (5) records training and analysis (6) document training and presentation. Secondary data is information which has been accumulated for an object other than the hassle at hand. It may be a starting place in a company, public libraries, net, or magazine. The questionnaire survey of this research was designed for consumers who were encouraged by means of digital phrase of mouth through social networking websites. The questionnaire was prepared using Google form and shared through social networking websites. Responding to the questionnaire took approximately 10 minutes. The information accumulated was handled confidentially and was stored securely. At no time the identity of any person was revealed in any report prepared using these studies. In a sampling layout system, the decision to undertake probability or non-possibility sampling is critical. Possibility sample is the random choice technique which means that individuals have an identical chance to decide. On the other hand, in a non-opportunity sample, people don't have the same chance to decide. In 2004, a study by Hair, Bush, and Ortinau, showed that non-possibility sampling may not be representative of the goal populace because the selection is based on the judgment or understanding of the researcher. There are our varieties of non-chance sampling. These are convenience sampling, judgmental sampling, quota sampling, and snowball sampling. Convenience and snowball sampling are non-probability sampling. Perhaps, convenience sampling is the most usable way for researchers to study a behavior. Further, it is the easiest sampling method, most inexpensive, and least time consuming. The downside of this sampling method is that it is not completely accurate as the sample of this method cannot be explicitly described. The required pattern length relies upon elements including proposed records evaluation approach, economic, and sampling frame. Sampling size is described as the "quantity of factors to be blanketed inside the research". A pattern length of 300 persons is usually recommended to be enough for statistics evaluation. Therefore, I had sampled 350 customers who were stimulated with the aid of viral phrase of mouth through social networking websites. Questionnaires were distributed out social conversation equipment, tough replica, and e-mail because of convenient accessibility. The queries were

associated with the idea of attention, subjective norms, and behaviour. The query was completely developed on the basis of theoretical concept (talk to idea of planned conduct). It was designed as 5 point Likert scale query in which 1 stood for strongly disagree and 5 stood for strongly agree. The overall query allowed the respondents to select the existing opportunity despite supply of modern reviews. This way it became easier to investigate the statistics. The questionnaire was divided into elements. Part A consisted of demographic elements and Part B examined purchase aim and behavior stimulated by means of digital word of mouth. The five-point Likert scale had options that ranged from "strongly disagree" (1) to "strongly agree" (5). The questionnaire layout was taken from preceding research in which it was turned into useful dimension of the unbiased variable and established variable. Cronbach's *alpha* was examined.

TABLE II.
INDEPENDENT, MEDIATED AND DEPENDENT VARIABLES

Independent variable	Mediated variable	Dependent variable
Social capital	Viral word of mouth via social networking sites	Consumer purchase intention
Tie strength		
Homophily		
Trust		

Hypotheses can be examined via one of a kind statistical technique. A few factors that should be taken into consideration are the selection of the statistical methods. These factors are (1) The range of variables tested (2) Dimensions of dimension (3) Parametric and nonparametric hypotheses test. It is very crucial to decide the facts, accumulate methods, and research the records as it impacts the result. After the records have been amassed, evaluation method might be selected for additional analysis. There are methods of mathematical formulation and computer software program that can be used to research quantitative information. In this research, SPSS software program was selected for records analysis approach. Pilot check is indicated in these studies. A total of 20 questionnaires were distributed on-line for pilot testing. The results are consistent with those of the study done by Sekaran and Bougie in 2010. They show how constantly measuring the concept to its last mile is vital for the reliability test. In this research, section B could be tested and more than 0.60 might be normal according to Sekaran and Bougie. The researcher significantly examined statistical

consistency and traced missing responses regarding cleansing and screening. The survey was be examined to discern whether there is any missing answer. A total of 372 questionnaires were distributed for this study, the number of usable questionnaires was 350. A complete 22 out of 372 responses were unusable as the respondents had been not been scrupulously honest with the survey. In the end, 350 usable questionnaires (92.3%) could be used for facts analysis by using SPSS .
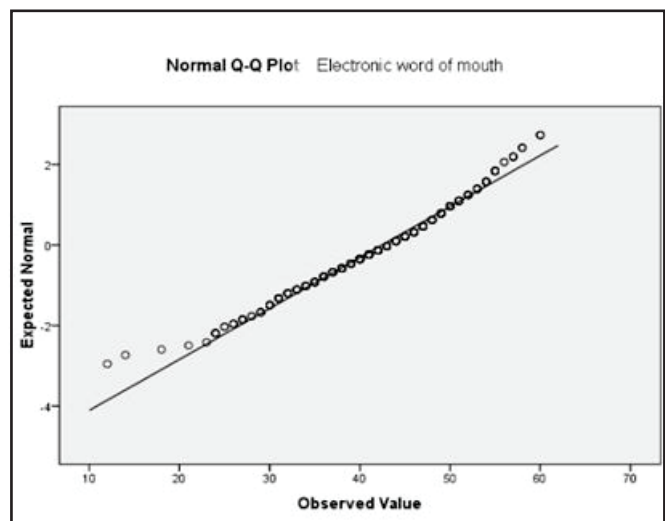
It can be seen from figures 2 to 8 that it is significantly finding that all normal Q-Q plots of variables indicate a normal distribution since the points form a line that is roughly straight. Therefore,
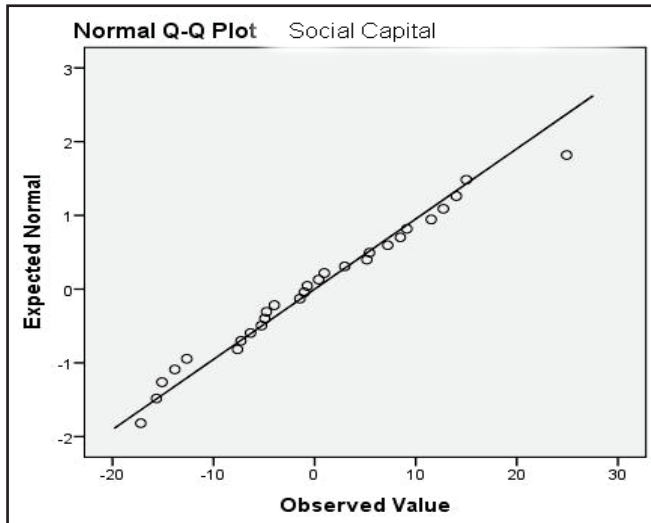
Fig. 2. Consumer purchase intention

Source: Author's study
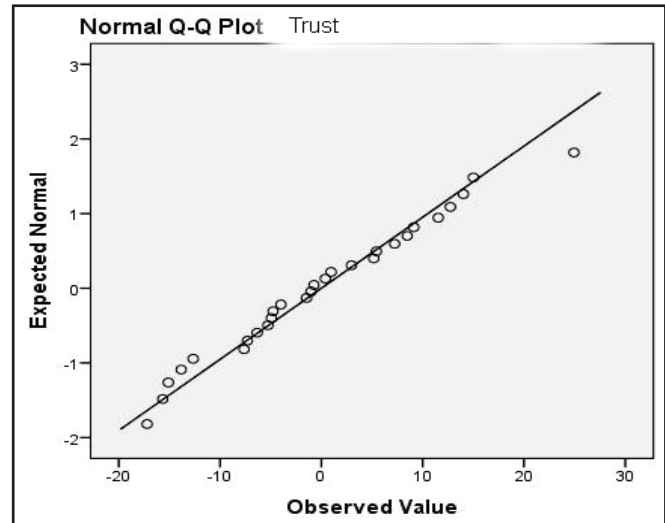
Fig. 3. Viral word of mouth

Source: Author's study

Fig. 4. Social Capital
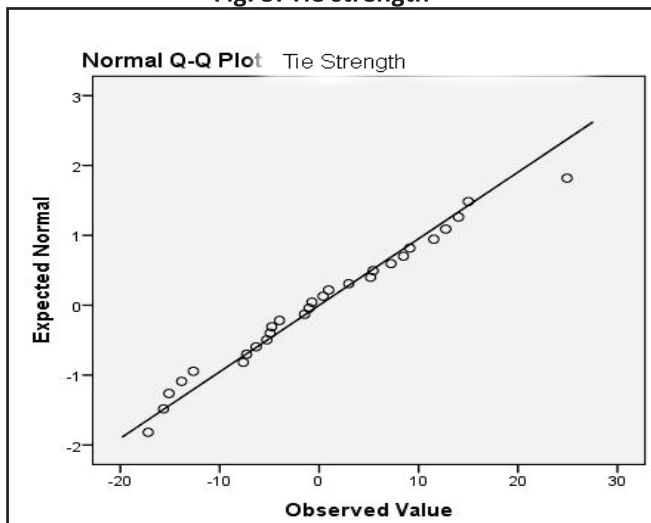
Fig. 7. Trust

Fig. 5. Tie strength

Fig. 8. Interpersonal influence
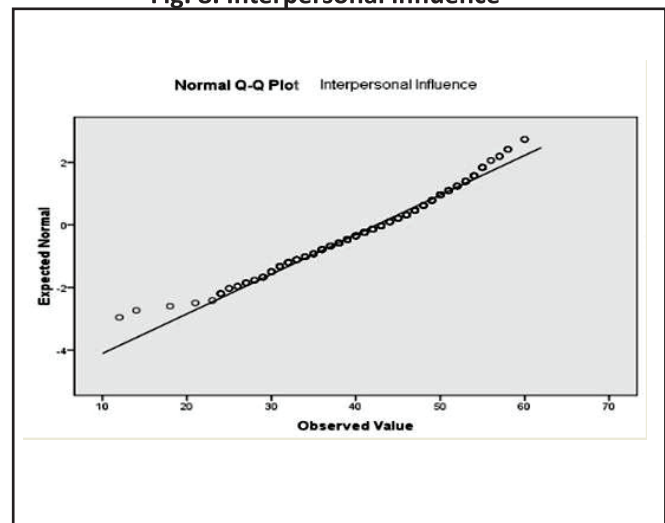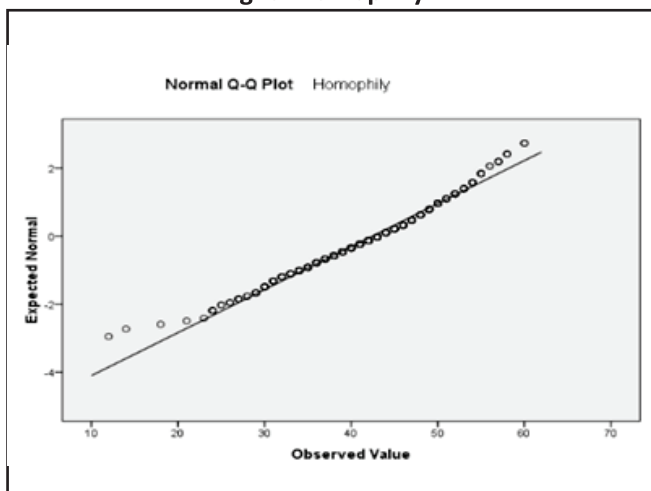
Fig. 6. Homophily

any deviation from the straight line is minimal. This indicates normal distribution.

VII. FACTOR ANALYSIS OF DEPENDENT VARIABLES

Five items in the questionnaire were measured on five Likert scales from (1) "strongly disagree" to (5) "strongly agree". These were used to measure the construct of user experience. Table 4.1 shows the results of the respondents from the survey. Table II demonstrates the highest value of mean which refers to "Whether a product is recommended on social networking sites from my contacts, is important to me for making my own purchase decision" (mean = 4.43).The

TABLE III.

DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	Whether a product is recommended on social networking sites from my contacts is important to me making my own purchase decision	350	4.43	1.023
II.	The opinions I have received on social networking sites from my contacts have affected a former purchase decision of mine	350	4.17	1.541
III.	I am likely to change my opinion about a product, after viewing a positive or negative comment about it on social networking sites from my contacts	350	3.24	1.082
IV.	A former comment or update about a product on social networking sites from my contacts has had an influence on how I consider that product.	350	3.73	1.351
V.	I tend to seek for opinions from my contacts on social networking sites regarding a product that I intend to purchase	350	3.58	1.411

Source: Author's calculation

lowest mean is for "I am likely to change my opinion about a product, after viewing a positive or negative comment about that product on social networking sites from my contacts" (mean = 3.24). Regarding the descriptive analysis, the lowest standard deviation is for "Whether a product is recommended on social networking sites from my contacts, is important to me making my own purchase decision" (s=1.023), and the highest standard deviation refers to "The opinions I have received on social networking sites from my contacts have affected a former purchase decision of mine" (s=1.541).

VIII. FACTOR ANALYSIS OF MEDIATING VARIABLES

Five items were tapped on Likert scale from (1)

"strongly disagree" to (5) "strongly agree" . Table IV shows the results of the respondents from the survey.

Table IV demonstrates the highest value of mean which refers to "I understand a product better after receiving relevant information about that product on social networking sites from my contacts." (mean =4.27), the lowest mean is "On social networking sites, I tend to pass along my product-related opinions to my contacts" (mean=3.08). In the descriptive analysis, the highest standard deviation is for "On social networking sites, I tend to pass along my product-related opinions to my contacts" (s=1.272), and lowest standard deviation is for "I am likely to recommend a product to others after receiving relevant comments about that product on social networking sites from my contacts" (s=1.054).

TABLE IV.

DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	If given a choice between two products, one is recommended on social networking sites from my contacts and the other not, I would always choose to buy the recommended product.	350	4.03	1.065
II.	I understand that a product better after receiving relevant information about that product on social networking sites from my contacts.	350	4.27	1.126
III.	I am likely to recommend a product to othersafter receiving relevant comments about that product on social networking sites from my contacts	350	3.44	1.054
IV.	On social networking sites, I tend to pass along my product-related opinions to my contacts.	350	3.08	1.272
V.	If I am purchasing a new product I always purchase the same brand product as my contacts on social networking sites.	350	3.13	1.241
Valid N (list wise)		350		

Source: Author's calculation

TABLE V.

DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	Interacting with people on social networking site makes me interested in purchasing a new product	350	4.09	1.043
II.	Interacting with people on social networking site makes me interested in purchasing a product from different places in the world	350	4.15	1.121
III.	The people I interact with on the social networking sites share their best price information for purchasing a product.	350	3.24	1.052
IV.	There are several members of the social networking site I trust to help solve my problems for purchasing a product	350	3.13	1.224
V.	I am willing to spend time to support brand community activities on social networking site for purchasing a product.	350	3.08	1.116

Source: Author's calculation

IX. FACTOR ANALYSIS OF INDEPENDENT VARIABLES

Social Capital

Table V demonstrates the highest value of mean as 4.15 which is for "Interacting with people on the social networking site makes me interested in purchasing a product from different places in the world". The lowest mean is for 'I am willing to spend time to support brand community activities on social networking sites for purchasing a product" (mean =3.08). Regarding the descriptive analysis, the highest standard deviation is "There are several members of the social networking site I trust to help solve my problems for purchasing a product" (s=1.224), and lowest standard deviation is for "Interacting with people on social networking sites makes me interested in purchasing a new product (s=1.043).

Tie Strength

Table VI demonstrates that the highest value of mean is for "My opinion of products seems to influence my contacts on social networking" (mean =4.03), the lowest mean is for 'When I receive product related information or opinion from a friend, I pass it along to my other contacts on social networking" (mean=3.01). Regarding the descriptive analysis, the highest standard deviation is "When I receive product related information or opinion from a friend, I pass it to my other contacts on the social networking" (s=1.201), and lowest standard deviation is for "My opinion of products seems to influence my contacts on social networking sites" (s=1.053).

Homophily

Table VII demonstrates that the highest value of mean is for "The contacts on my "friends" list on social

TABLE VI.

DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	My opinion of products seems to influence my contacts on the social networking sites.	350	4.03	1.053
II.	My contacts on the social networking sites come to me for advice when they choose products.	350	4.01	1.161
III.	I feel more comfortable choosing products when I receive my contacts' opinions through social networking sites.	350	3.14	1.023
IV.	I tend to pass on information or opinion about the products to the contacts on my "friends" list on social networking sites when I find ituseful.	350	3.03	1.152
V.	When I receive product related information or opinion from a friend,	350	3.01	1.201

Source: Author's calculation

networking sites for purchasing a product similar to mine" (mean =4.17).The lowest mean is for 'The contacts on my "friends" list on the social networking site for purchasing a product look similar to me" (mean =3.13).Regarding the descriptive analysis, the lowest standard deviation is "The contacts on my "friends" list on the social networking sites for purchasing a product think like me" (s=1.043), and highest standard deviation refers

4.67), the lowest mean is for 'Most contacts on my 'friends list' on the social networking site can be trusted for purchasing a product" (mean = 3.28) .Regarding the descriptive analysis, the highest standard deviation is for "I trust most contacts on my 'friends list' on the social networking site for purchasing a product." (s=1.311), and the lowest standard deviation is for "Most contacts on my 'friends list' on the social networking site can be

TABLE VII.
DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	The contacts on my 'friends list' on social networking sites for purchasing a product think like me.	350	4.08	1.043
II.	The contacts on my 'friends list' on social networking sites for purchasing a product are like me.	350	4.17	1.128
III.	The contacts on my 'friends list' on social networking sites for purchasing a product are in similar economic situation as I am.	350	3.34	1.048
IV.	The contacts on my 'friends list' on social networking sites for purchasing a product look similar to me.	350	3.13	1.204
V.	The contacts on my 'friends list' on social networking sites for purchasing a product have appearance similar to mine.	350	3.28	1.214

Source: Author's calculation

to "The contacts on my "friends" list on the social networking site for purchasing a product have appearance similar to mine." (s=1.214).

Trust

Table VIII demonstrates the highest value of mean for "I trust most contacts on my 'friends list' on social networking sites for purchasing a product" (mean =

trusted for purchasing a product" (s=1.211).

Interpersonal influence

Table IX demonstrates the lowest value of mean which is for "I only purchase the latest fashion styles when I am sure my friends approve of them" (mean = 3.28). The mean for "It is important that others like the products and brands that I purchase" is 3.33.The highest mean is 'I often identify with other people by purchasing the same

TABLE VIII.
DESCRIPTIVE STATISTICS

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	I feel confident about having discussions with the contacts on my 'friends list' on social networking sites for purchasing a product.	350	4.12	1.073
II.	I trust most contacts on my 'friends list' on social networking sites for purchasing a product.	350	4.67	1.311
III.	My contacts on my 'friends list' on social networking sites offer honest opinions for purchasing a product.	350	3.64	1.063
IV.	The contacts on my 'friends list' on social networking sites do everything within their capacity to help in purchasing a product.	350	3.33	1.252
V.	Most contacts on my 'friends list' on social networking sites can be trusted for purchasing a product.	350	3.28	1.211
Valid N (list wise)		350		

Source: Author's calculation

Table IX. Descriptive Statistics

		N	Mean	Standard Deviation
		Statistics	Statistics	Statistics
I.	I often consult friends or other people to help choose the best alternative available from a product class before I purchase.	350	4.12	1.067
II.	I often identify with other people by purchasing the same products and brands they purchase.	350	4.47	1.151
III.	To make sure I buy the right product or brand, I often observe what others are buying and using.	350	3.64	1.053
IV.	It is important that others like the products and brands that I purchase.	350	3.33	1.282
V.	I only purchase the latest fashion styles when I am sure my friends approve of them.	350	3.28	1.267
Valid N (list wise)		350		

Source: Author's calculation

products and brands they purchase." (mean = 4.47). The lowest standard deviation is for "To make sure I buy the right product or brand, I often observe what others are buying and using" (s=1.053) , and highest standard deviation is for " It is important that others like the products and brands that I purchase" (s= 1.282).

Table X shows that the value of Cronbach's alpha for all variables were well accepted above 0.70. Cronbach's alpha for the variables ranged from lowest of 0.824 (interpersonal influence) to 0.838 (trust). In general, the outcomes suggest that the values of Cronbach's alpha exceed the preferable score of 0.70 and illustrates that measurement of these variables has the features of stability and consistency.

On the basis of the results of factor analysis illustrated in table XI, factor analysis was extremely suitable since the value of Kaiser-Meyer-Olkin (KMO) was 0.932 which was within the ranges of 0.5 to 1.0 (and df= 300, sig.= 0.000) for all the correlations within a correlation matrix. According to the principle of factor analysis, the outcomes present that Eigen value for all the constructs were greater than 1.0, ranging from the lowest value 1.0112 to (social capital) to the highest value 3.778

TABLE X.

RELIABILITY STATISTICS

Variables	Cronbach's Alpha	N of Items	Strength
Consumer purchase intention	0.817	7	Very strong
Viral word of mouth	0.811	7	Very strong
Social capital	0.815	7	Very strong
Tie strength	0.823	7	Very strong
Homophily	0.816	7	Very strong
Trust	0.838	7	Very strong
Interpersonal influence	0.812	7	Very strong

Source: Author's calculation

TABLE XI.

VALIDITY TEST

Factors number	Factors Name	Eigen value	Percentage of variance explained	Cronbach's reliability coefficient
F1	Consumer purchase intention	3.315	11.358	0.817
F2	Viral word of mouth	3.124	11.683	0.811
F3	Social capital	1.054	12.345	0.815
F4	Tie Strength	1.303	12.245	0.823
F5	Homophily	1.216	13.564	0.816

Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO)	0.932
Bartlett's Test of Sphericity approximate Chi-Square	3367.438
df	350
sig.	0.000

Source: Author's calculation

(consumer purchase intention). Moreover, the percentage of variance indicated value of 11.358 to 13.566 respectively concerning the two variables which are target location and privacy protection.

The objective of this study was to explore the relationship between independent variables (social capital, tie strength, homophily, trust, and interpersonal influence), mediating variable (viral word of mouth), and dependent variable (consumer purchase intention).This section interprets and analyzes weather there is positive relationship between independent, mediating, and dependent variables. The inferential analysis depends on Pearson's correlation and multiple regression analysis.

X. PEARSON'S CORRELATION ANALYSIS

Table XII illustrates the output of Pearson correlation

analysis between independent, mediating, and dependent variables. It shows results of Pearson correlation between independent variables (social capital, tie strength, homophily, trust, interpersonal influence), mediating variable (viral word of mouth), and dependent variable (consumer purchase intention).

According to table XII, significance is 0.000 which is less than the alpha value 0.05. All the relationships between the variables are supported by Pearson correlation.

XI. MULTIPLE REGRESSION ANALYSIS

Table XIII displays the results of multiple regression analysis between two independent variables and the dependent variables.

Dependent variable: Consumer purchase intention

The sign of the coefficient indicates the direction of the relationship. If both variables tend to increase or decrease together, the coefficient is positive, and the line represents the correlation slopes upward or downward. The relationship is positive because as one variable increases, the other variable also increases. From

TABLE XIII.

RESULTS OF MULTIPLE REGRESSION ANALYSIS

Variables	Unstandardized beta coefficient	t-value	Significance ($p<0.05$)
Social capital	0.234	1.0.62	0.001
Tie strength	0.188	5.111	0.000
Homophily	0.056	3.345	0.289
Trust	0.423	7.123	0.000
Interpersonal influence	0.168	3.876	0.002
Viral word of mouth	0.216	4.544	0.000
Consumer purchase intention	0.167	2.345	0.000

TABLE XII.
PEARSON'S CORRELATION ANALYSIS

		Consumer purchase intention	Viral word of mouth	Social capital	Tie strength	Homophily	Trust	Interpersonal influence
Consumer purchase intention	Person correlation	1	0.526	0.465	0.599	0.507	0.523	0.512
	Sig(2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	350	350	350	350	350	350	350
Viral word of mouth	Person correlation	0.527	1	0.523	0.678	0.536	0.602	0.611
	Sig.	0.000		0.000	0.000	0.000	0.000	0.000
	N	350	350	350	350	350	350	350
Social	Person correlation	0.465	0.678	1	0.391	0.487	0.512	0.523
	Sig.	0.000	0.000		0.000	0.000	0.000	0.000
	N	350	350	350	350	350	350	350
Tie	Person correlation	0.589	0.536	0.391	1	0.524	0.612	0.564
	Sig.	0.000	0.000	0.000		0.000	0.000	0.000
	N	350	350	350	350	350	350	350
Homophily	Person correlation	0.508	0.602	0.632	0.586	1	0.564	0.489
	Sig.	0.000	0.000	0.000	0.000		0.000	0.000
	N	350	350	350	350	350	350	350
Trust	Person correlation	0.456	0.576	0.674	0.432	0.456	1	0.697
	Sig.	0.000	0.000	0.000	0.000	0.000		0.000
	N	350	350	350	350	350	350	350
Interpersonal influence	Person correlation	0.674	0.456	0.674	0.512	0.621	0.675	1
	Sig.	0.000	0.000	0.000	0.000	0.000	0.000	
	N	350	350	350	350	350	350	350

Source: Author's calculation

R = 0.798, R square = 0.624, adjusted R square = 61.40
F = 98.23, p = 0.000 ($p<0.05$)

table XIII it can be seen that there is a large positive relationship: Pearson r = 0.798. Hence, the points fall

close to the line, which indicates that there is a strong linear relationship between the dependent variable consumer purchase intention and independent variables.

XII. TEST OF SIGNIFICANCE

The result of a regression evaluation for this research indicates that the p-value of the social capital (0.001) is much less than the alpha of 0.05 making it significant. The value of the unstandardized beta coefficient is 0. 234. Hence, social capital is positively associated client with buy aim. p value for homophily is greater than 0.05 which makes it insignificant. Therefore, it can be said that there is no relation between homophily and buy aim. The value of the unstandardized beta coefficient is 0.188 for tie strength and it is significant with p-value less than 0.05. The value of the unstandardized beta coefficient is 0.168 for interpersonal influence and it is significant. Therefore, it is related to consumer purchase purpose.

All the t-values are different from zero, so all the variables should be in the equation.

The equation for multiple regression was formed.

Consumer purchase intention= 0.167 + 0.216 (viral word of mouth) + 0.234 (social capital) + 0.188 (tie strength) +0.056(homophily) + 0.423(trust) + 0.168(interpersonal influence)

Values of unstandardized beta coefficient among the independent variables tested in the hypothesis ranged from the weakest relationship of 0.056 (homophily) to the strongest relationship 0.423(trust). It may be concluded that trust is the most powerful variable in influencing viral word of mouth for consumer purchase intention. In these results, the p-values for the correlation and strength between the dependent variable, viz. consumer purchase intention and independent variables viz. social capital, tie strength, homophily, trust and interpersonal influence are less than the significance level of 0.05, which indicates that the correlation coefficients are significant.

XIII. STRENGTH OF RELATIONSHIP

According to multiple regression analysis displayed in table XIV, the value of R square is 0.624, which represents 79.8% of variance accounted by the regression. 79.8% of variance of the dependent variable and mediating variables can be explained by five independent variables (social capital, tie strength, homophily, trust, interpersonal influence). The output for hypothesis are displayed in table XV .

r^2 can range in value from −1 to +1. The larger the absolute value of the coefficient, stronger the relationship between the variables. For the

TABLE XIV.
REGRESSION ANALYSIS- MODEL SUMMARY

Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.798	0.624	0.614	2.786

a.Predictors: (constant) social capital, tie strength, homophily, trust, interpersonal influence
b.Mediating variable: Viral word of mouth
c.Dependent variable: Consumer purchased intenton

Source: Author's calculation

Spearman correlation, an absolute value of 1 indicates that the rank-ordered data are perfectly linear. From the Table XIV, the value 0.624 for r^2 indicates that the variables are related. The positive sign of the coefficient of regression indicates that the direction of the relationship, is positive. Hence, both variables tend to increase or decrease together, and the line that represents the correlation slopes upward. If one variable tends to increase as the other decreases as in case of third variable, the coefficient is negative, and the line that represents the correlation slopes downward.

XIV. CONCLUSION AND RECOMMENDATIONS

The evaluation of this study included descriptive analysis, reliability, validity check, and inferential analysis. Descriptive evaluation was carried out by using frequencies approximately, as well as component evaluation of impartial variables (social capital, tie power, homophily, agree with, interpersonal influence), mediating variable digital phrase of mouth, and dependent variable purchaser aim mainly to test the suggested widespread deviation. Moreover, reliability and validity analysis were performed to check the accuracy of Pearson correlation and multiple regression evaluation and it was geared towards checking the correlation and acceptability of the variables.

It can be seen from Table XV that the objective of

TABLE XV.
RESULT OF HYPOTHESIS TESTING

Hypothesis	Average of SPSS test p-value<0.05 (yes/no)	Status (Accept/Reject)
H1	Yes	Accept
H2	Yes	Accept
H3	No	Reject
H4	Yes	Accept

Source: Author's calculation

studying the factors that affect viral word of mouth via social networking services for consumer purchase intention had been achieved via correlation and regression evaluation in this research. The *p*-value of social capital (0.001) is less than the alpha (0.05). The value of the unstandardized beta coefficient is 0.234. Hence, H1: Social capital has positive influenc on viral word of mouth via social networking services on consumers' purchase intention is supported. The result of more than one regression evaluation for this research indicates that the *p*-value of tie strength (0.000) is less than the *alpha* value of 0.05. The value of the unstandardized beta coefficient is 0.188. Therefore, tie strength is associated with customer purchase aim. H2: The stronger the tie strength, greater the positive influence for viral word of mouth via social networking.

p-value for homophily is more than 0.05. Hence, H3:The more homophilious the contacts, greater the influence for viral word of mouth via social networking services on consumers' purchase intention is not supported. The end result of more than one regression evaluation for this research indicates that the significance value for the variable 'level of trust' is 0.000. Hence, H4: Higher level of trust has positive influence on viral word of mouth via social networking services on consumers' purchase intention is supported. The end results of regression evaluations for this research indicates that the *p*-value of the interpersonal variable have a significant relationship as the value 0.002 is than the 0.05. The value of the unstandardized beta coefficient is 0.168. Therefore, interpersonal influence is positively related to consumer purchase purpose and H5: Interpersonal influence has

Fig. 9. List of Research Problems, Research questions and hypotheses

Research Objective

1.To determine the factors that affect viral word of mouth via social networking services for consumer purchase intention.

Research question

1. What are the factors affect viral word of mouth via social networking services for consumer purchase intention?

Hypothesis

H1: Social capital has positive influence on viral word of mouth via social networking services on consumers' purchase intention.

H2: The stronger the tie strength, more the positive influence of viral word of mouth via social networking services on consumers' purchase intention.

H3: The more homophilious the contact, more the positive influence of viral word of mouth via social networking services for consumers' purchase intention.

H4: The higher the level of trust, more the positive influence of viral word of mouth via social networking services on consumer purchase intention.

H5: Interpersonal influence has positive influence for viral word of mouth via social networking services on consumer purchase intention.

(Source: Developed for this research

TABLE XVI.

SUMMARY OF PEARSON CORRELATION ANALYSIS AND MULTIPLE REGRESSION ANALYSIS

	Hypothesis	Significant	Accept/reject
H1	The social capital has positive influence for viral word of mouth via social networking services on consumers' purchase intention	0.002	Accept
H2	The stronger the tie strength has positive influence for viral word of mouth via social networking services on consumers' purchase intention	0.000	Accept
H3	The more homophilious the contacts has positive influence for viral word of mouth via social networking services on consumers' purchase intention	0.298	Reject
H4	The higher level of trust has positive influence for viral word of mouth via social networking services on consumers' purchase intention	0.000	Accept

Source: Author's calculation

services on consumers' purchase intention is supported. The result of multiple regression analysis for this research shows that the *p*-value of homophily (0.056) is

positive influence on consumers' purchase intention for viral word of mouth via social networking services is supported. r^2 can range in value from −1 to +1. The larger

the absolute value of the coefficient, the stronger the relationship between the variables. For the Spearman correlation, an absolute value of 1 indicates that the rank-ordered data are perfectly linear. From the above table, the value 0.624 indicates that the relationship between the variables is moderate. The positive sign of the coefficient of regression indicates the direction of the relationship, which is positive; hence, both variables tend to increase or decrease together, and the positive sign represents the correlation slopes upward. If one variable tends to increase as the other decreases, the coefficient is negative, and the line that represents the correlation slopes downward Shu Chuan Chu claimed in 2011 that social capital could positively influence viral word of mouth via social networking services on consumers' purchase intention. The findings of the study show that social capital is positively related to consumer purchase intention. This finding accepts extant literature. Stronger tie strength can positively influence consumers' purchase intention. The findings of the study show that tie strength is positively related to consumer purchase intention. The findings of the study show that homophily is not related to consumer purchase intention. Therefore, this finding rejects extant literature. Further, higher level of trust can positively influence viral word of mouth via social networking services on consumers' purchase intention. The findings of the study show that trust is positively related to consumer purchase intention. Therefore, this finding accepts extant literature. Shu Chuan Chu (2011) claimed that interpersonal influence could positively influence consumers' purchase intention via viral word of mouth on social networking services. The findings of the study show that interpersonal influence is positively related to consumer purchase intention.

XV. IMPLICATIONS AND FUTURE SCOPE OF STUDY

There are two implications of this research i.e. managerial and theoretical.

Theoretical Implications:

In terms of theoretical implications, four implications were developed from this research. This research discovered three significant relationships among the independent variables social capital, tie strength, , trust, and interpersonal influence, mediating variable viral word of mouth, and dependent variable consumer purchase intention.

Managerial implications:

This research attempts to provide feedback to companies which primarily concentrate on viral word of mouth in drafting diverse managerial strategies to design strategies through viral word of mouth. According to the findings of the study, it is significant for consumers to consider factors such as viral word of mouth, social capital, tie strength, trust, and interpersonal influence. since these factors are positively related to consumer purchase intention. Mainly, consumers are paying more attention to these significant determinants when they receive positive viral word of mouth. Researchers must consider ethical issues when conducting research to protect the rights of respondents. It is worth mentioning that the respondents should notice the following things to avoid potential and unnecessary problem. For example, the survey was used only for academic research. I had no purpose of commercial or financial justification. All the participants were volunteers and were expected to answer truthfully. Importantly, viral word of mouth and consumer purchase intention are related, as well as associated with social capital, tie strength, trust, interpersonal influence, as Sung (2011) stated. Clearly, further research is necessary to study, explore, and interpret the character and pattern of association between viral word of mouth viral word of mouth and consumers purchase intention.

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