

**IMPORTANCE OF SOCIAL NETWORKS AND WORD OF MOUTH  
ADVERTISING IN COMMERCE**Dear Yones Kafi Laleh<sup>1</sup>Hossein Bodaghi Khajeh Noubar<sup>2\*</sup>Alireza Moa'tameni<sup>3</sup>

**Abstract:** In today's world where individuals are always affected by information bombardment, they need reliable people to give them the right information to choose the goods they need, so they can get the best deal in the shortest time, and these people are known as thought leaders. Social networking has created a huge transformation in business and Internet marketing. In fact, with the growing use of social networking, business and marketing through this mass media has given fresh impetus to the industry and has made its customers loyal with new tools, because these networks are in fact a powerful tool for organizations aimed at reaching target audiences. The role of electronic word of mouth eWOM is increasing on social networks and sites these days. eWOM can increase the popularity of a firm or company.

Customers refer to the views of old or current customers before purchasing the goods, which affects the decision making process. The need for today is to understand the awareness and perspectives presented by present studies, and the early steps associated with the exploitation of the vast potential of eWOM are prone to play a key role in this regard. In order to design a marketing strategy effectively, marketing managers should consider, in addition to the proper use of the WOM's they should consider the type of the strategy too, it is suggested that companies take more customers to gain higher profits and achieve winning results to create eWOM Positive attempts.

**Keywords:** social networks, word of mouth advertising, brand, marketing.

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## 1. Introduction

Propaganda is the most powerful tool in knowing a company, product, service or thought and vision. The scope of propaganda is remarkable. If advertisements are constructive, they can create an impression in the audience, even interest them in some way, or at least to accept and recognize the product and its trade name [61]. Meanwhile, although the Internet has provided media for advertising efficiency, individuals are seeking to maximize their investment in this category [62]. With the expanding mobile devices and e-commerce has gone beyond the Internet and has been featured on mobile phones. Proponents can easily access a large number of users and communicate with them at a low cost [63]. In the last few years, mobile phone technology has grown rapidly, so new and advanced generations of mobile phones (smartphones) have emerged. As a result, the use of all features of the media, the provision of personalized advertisements, the provision of timely ad placement, and timely delivery of services to the user are provided and the productivity of advertising messages has increased. Mobile advertising has a lot of

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persistence, they are not immediately distracted from the viewer's eyes, and their response rate is higher than that of the computer or television. The above items show a high potential for mobile advertising [64].

Considering the increasing expansion of virtual networks, it seems that one of the most effective strategies to increase customer purchases is corporate penetration and advertising in these spaces. Therefore, in recent years, word of mouth marketing, and especially electronic word of mouth marketing is of particular importance in survival. Companies are looking to attract loyal customers. Word of mouth marketing is a communication about the goods and services of people who do not appear to be affiliated with a company that produces goods or services. These communications may be face-to-face conversations, either by telephone, email, mobile phone or by other communication channels. In an environment where trust in organizations and advertisements has been reduced, word of mouth communication is a way to achieve a competitive advantage. Influence on the opinions of other people for the organizations offering goods and

services has significant benefits [2]. With the advent of the Internet, it was possible to reach more audiences for companies. In the mid-1990s, advertisements on the Internet as pop-ups of websites or banner advertisements became a good way of marketing. This form of marketing became known as e-marketing. In addition, after the expansion of virtual networks, another kind of e-marketing was created, called electronic word of mouth Marketing. It often seems that increasing sales of a product or service is only due to the company's successful advertising. However, in fact, the main driver is to sell people's opinions about the vendor company. Individuals tend to talk to each other about their experiences, and by exchanging positive or negative recommendations about a particular product or service, they risk their purchases to the lowest possible level and choose the best and most suitable option [16].

In the last decade, small dual social media has been integrated into marketing communications that allows organizations to communicate with their consumers [49]. Cyberspace has provided new tools for marketers to

improve the efficiency and effectiveness of marketing communications and represented new approaches to customer acquisition and retention. One aspect of cyberspace is the on-line intra personal interactions [55]. The influences and interactions between individuals in online environments are influential on customer evaluations and decisions about the purchase of a product or brand. Word of mouth advertising involves a variety of media forms and types of websites that have the most access to online opinion and opinion polls [60]. Word of mouth advertising is defined as the practice of exchanging marketing information among consumers, and plays a critical role in changing attitudes and behavior towards products and services [47]. Because word of mouth advertising is produced and transmitted by a more reliable source of information about the product and the brands compared to the corporate promotional messages [65], consumers often seek information based on which they decide to buy, rely on it. The emergence of Internet-based media has facilitated the development of word of mouth advertising, which is a word of mouth publication. Social networking sites are

an ideal tool for word of mouth advertising, and consumers freely create and distribute brand-related information in social networks, including friends from classmates and other affiliates. More than 70% of online users between the ages of 18 and 29 are using social networks, in which Facebook with 73% is of the most popular social networks, according to a recent report from the Pew Internet and American Life Project. Following are MySpace with 48% and LinkedIn with 14% in the next levels. Social networking ads allow consumers to engage in certain types of social transactions by commenting, liking, or sharing their communications on social networks. Through these interactions, consumers voluntarily display their brand preferences alongside their personal information, such as name and image that can trigger word of mouth communications. Understanding the mechanism of word of mouth marketing on social networks can help to improve our knowledge of word of mouth advertising prospects and provide insight and valuable insight into the Internet advertising strategy.

## **2 The Impact of Social Networks on Trade**

The most important thing that has arisen after the development of social networks in the world is the subject of social networking, termed social commerce. Social commerce benefits from both business and customer perspectives. Social commerce has a social-based structure that each business center or any client is a node of the network. The structural and relational characteristics of social networks affect the interactions between customers, increase the level of participation, and ultimately lead to an increased interest in the consumption of goods [66]. In today's market, social networks have begun moving fast to serve businesses. Their social networks and their growing influence among different users around the world have made them an ideal tool for advertising and e-commerce. Small and large organizations have entered social networks and are trying to slowly discover its benefits. They have used Twitter and has been created their fan page on Facebook. Organizations now feel that social networks are a means to trade and they will have to get on the wave. Large companies such as Dell,

Microsoft and HP effectively used social networking in business marketing and dedicated founding to this subject, and have been teach a large number of their employees in this regard. The benefits of virtual social networking include:

1. Rapid and free dissemination of news and information, increased analytical strength and strengthening critical morale
2. Increase the speed of the education process and create a night-time communication between the teacher and the student
3. Increase trust, sincerity and integrity in cyberspace
4. Represent the possibility of expressing ideas freely and familiarity to the ideas, thoughts and tastes of others
5. Promotional and content functionality

In the world of electronic marketing, new business models have been introduced and new trends are emerging. One of the latest trends is the social networking websites that attract not only a large number of users and visitors, but also a place for online advertising for companies and companies [58]. These days, customers dramatically change their behavior in

line with the technology and the global economic environment. They get a lot of information, they know about the products, they get familiar with the products, and they lose their confidence in advertising. Custom prefer custom products and services and change their shopping channels; therefore, businesses need to refine or even change their advertising strategies to cope with changes, facts, and behaviors of their customers (in order to survive).

Nowadays, the prevalence of e-commerce and online businesses has made the economic aspect of virtual social networking an important part. Companies, organizations, and small business owners can trade through virtual social networking sites. In addition to the corporate communication that is created in the context of specialized social networks and involves huge economic benefits to the parties, from a commercial perspective, any user of virtual social networks can be considered a potential customer. Data about user behavior in the network and their interactions and interests can be an important source of information for companies, organizations and governments. Hence, the discovery of

the massive interests of users of the network and the placement of products and services of their intended sight is of particular importance to the manufacturers of products and services. Virtual social networking managers also use various models to distribute huge amounts of advertising among users through the cost and availability of information related to the services and products of companies. This information can be extracted from two sources of profiles and the content of user interactions. Almost all social networking websites use promotional income models, subscription fees, and pay links. However, the source of the main revenue is the online social network advertising and payroll link. The right to contribute has lower share in their income [58]. The benefits of marketing with social networks include:

- Almost all types of society can be found on these networks.
- Your popularity in these networks affects the ranking of your website in search engines.
- You can respond to user questions and communicate with them.

- By publishing an image, video, or content, you can get thousands of fans for you.

- Activity on these networks will allow many people to see your product links on their profile.

Disadvantages of marketing with social networks include:

- There are many social networks that each have their own features.
- For effective marketing in these networks, you need to spend at least an hour per day.
- Users in these networks have different ideas and do not share anything.
- Most of the stuff you share on this network is not being studied.
- For specialized activities, your audience rarely goes to their profiles on these networks [1].

### **3 Marketing of Social Media and its Influence on Business:**

Social network marketing is generating website traffic or highlighting an issue through social networks. This method is an attempt to attract a mass audience for more profit at small scales. Social networking programs usually focus on content creation efforts that can

draw audiences' attention on platforms and encourage readers to share it among social networks. The process of using social media to boost business success describes work and profits in four levels as follows [24]:

1. Developing new marketing strategies.
2. Monitoring and managing social networking activities.
3. Evaluation period of results.
4. Modify the procedures if necessary.

Social media marketing in many ways has a significant impact on business, which include:

**Effective way to reach audiences:** Obtain an ideal and robust way of interacting and communicating with building a community with the help of information and valuable content in the social networking platforms.

**Creating a Famous Society (Affective Branding):** The advocates of this approach improve business through online and offline online interaction.

**Fans without difficulty:** Through the addition of attractive and customizable links on company's website, it is possible for clients to attract

numerous fanfare social media sites effortlessly.

**Video sharing:** Custom films in all media are among the most popular parts of the site that are shared as a message and used in companies as a unique, intuitive application.

**Facebook Marketing Power:** Facebook's evolutionary experience in business pages is a sign of corporate leadership.

**Online promotion:** Use the power of social media marketing to promote the mission of the company through online management and business introduction. Involve and engage customers' emotions through sharing photos, events, and company news.

**Communicate with other professionals:** Use more specific links to create a better introduction and engage potential people [41].

Feyz et al. concluded that increasing the tendency to use online social networks, which is itself a function of group criteria, subjective criterion, and social cognition, can lead to improved brand equity in the market [5]. Jalilian and Mejani after analyzing the structure of social networks and the

advantages and disadvantages of marketing in each of them, according to their characteristics, came to the conclusion that marketing through social networks is one of the new ways in which the growth of systems information and communication has been opened up to the organization and the companies [3]. Keshtgari and Khajehpour in an empirical study of mobile advertising acceptance stimuli concluded that three characteristics of entertainment, information and message validity have a positive effect and have a negative effect on the tendency towards mobile advertising and incentives for customers to be attractive [6]. Parnu & Manzano (2013) In order to discover the key factors in advertising mobile advertising to adolescents, have represented the main factor as the attitude toward this advertisement and introduces other factors such as entertainment, harassment and utility with the mediating role of attitude toward advertising.

Mansour, with the aim of determining the factors influencing the intention of consumers to accept mobile advertising in Sudan, concluded that the value of advertising and the attitude

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toward advertising generally had a positive effect on the attitude and tendency to use mobile advertising [50]. Hadija et al. finds that the ignorance of advertising on social networking sites amongst the students, which according to the authors of one of the main users of virtual networks, concluded that users not only don't hate mobile advertising necessarily, even don't easily understand them [29]. In the study of Brettel and Spiker, the effectiveness of internet advertising was studied with respect to cultural differences, which showed that culture has a strong influence on how to understand and process internet advertising [13]. San and et al. examined the differences in attitudes of women and men toward the evaluation of internet advertising. The result of the study showed that awareness could lead to a more positive attitude towards men than women, and that entertainment could have more positive attitude for women than for men [67]. Lai and Hsu also found that the ability to interact with online advertising with male attitudes has positive and negative relationship with women's attitudes toward gender-based advertising on online advertising in Taiwan [45]. Reviewing the factors

influencing the attitude towards mobile advertising, Bonn et al. (2010), stated that the content of the message, the personalization of the message, interactivity, and the attitude toward advertising generally affect the attitude to mobile advertising. Amen in a similar study, identified that the recognition of trust, utility and perceived value, the ease of use and control as effective factors [8].

#### **4 Word of mouth advertising**

In an environment where trust in organizations and advertising has diminished, oral communication is a way to achieve competitive advantage. Affecting the opinions of other people for the organizations offering goods and services has significant benefits [2]. word of mouth advertising refers to interpersonal communication among consumers about their own evaluations and experiences from a company or product [37]. Research has shown that word of mouth advertising communication is more effective than communication through other sources, such as the advice of important newspapers or advertisements, since it is provided with credible comparative information [36]. Positive and negative

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word of mouth advertising are also effective in buying a brand or product by consumers [25]. In a recent study by Mahajan and et al, word of mouth advertising could have an impact on product evaluation [56]. Guardian and et al, also concluded that word of mouth advertising not only affects the perceived value of the company's products, but also affects their loyalty [4]. Marketing through word of mouth advertising is more prestigious than other marketing techniques, as only 14% of people are trusted by what they see or hear in commercials. It is even more plausible that 90 percent of people trust their family, friends or colleagues who approve a product or service because they know that there is no benefit to them [2].

#### **5 Electronical word-of-mouth communication (eWOM)**

eWOM is a new form of word-of-mouth marketing done by the Internet, electronic devices and social networks. eWOM is the exchange of product and service information among people who send messages in the virtual world. Given the technological advances Buttle, believes that in the age of electronics, it

is not necessary to consider word-of-mouth communication, as face-to-face, verbally, or directly communication [9]. Word-of-mouth advertising is defined as all informal communications of consumers through Internet-based technology in relation to the use or characteristics of certain goods or services or their vendors [55]. Compared to traditional costly and timely marketing methods, new methods such as word-of-mouth marketing in shorter time and with less capital will yield marvelous results [57]. For online customers, word-of-mouth advertisements are the primary source of product information because they provide new and targeted information [48]. Electronical word-of-mouth marketing in a variety of ways, including rumored marketing of news and entertainment, viral marketing (publishing messages, especially via email), community marketing (community-based creation and support such as forums), fan clubs and user groups, generating of the product (placing the product appropriately for the influential people at the right time), penetration marketing (Finding influential individuals and communities

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with brand blogging (creating and participating in the blog through valuable information) is conducted eWOM is different in its aspects with its traditional counterpart:

1. eWOM messages have metaphorical names.

2. Different customers can receive the same message and access it anytime from anywhere.

3. eWOM is more meaningful than its traditional counterpart. Electronic commerce offers different products and services than traditional commerce. Because choices of products available on the Internet are available to customers, eWOM is important in empowering customers to make purchasing decisions.

Hadija argued that customer's recommendations for successful social commerce are needed and this requires customer confidence in the social community environment. Successful social commerce relies on eWOM by empowering users to express their own ideas based on their experiences. Because the recipients of the information understand that the senders do not profit from this advertisement, they are more likely to accept their comments, and the

discussion is quite logical. When product information is permissive and transparent, the purchasing decision process can be facilitated. eWOM introduces attractive and unknown products to consumers, and they are advised that they should not buy a product or persuade the consumer to make purchases [48]. Successful use of social media as an eWOM tool, reliance on understanding the social exchange behavior of customers and their motivation has two main characteristics: capacity and volume of information. The

capacity of information, the nature and quality of the content and the volume of information is its quantity. By increasing this quantity and quality, they are the social capital and useful resources that are available through the communication network. With the advent of insights on how to use social networking as a means of creating social capital, one can understand the main stimulates of eWOM. The typology of the word-of-mouth advertising media is given in Table 1.

**Table 1.** Typology of communication channels of word-of-mouth propagation (Rademarehr, Reza Dolatabadi, Shali-Kar, 2011).

<b>Type of channel</b>	<b>Level of interaction</b>	<b>Realm of communication</b>
<b>e-mails</b>	Asynchronous	One by one & one to several
<b>Instant messaging</b>	Simultaneous	One by one
<b>Websites, product reviews, and other sites</b>	Asynchronous	One to several & several
<b>Chat rooms</b>	Simultaneous	One to several

<b>Multiple blogs and virtual communities</b>	Asynchronous	Several
<b>Newsgroups like the Google News group</b>	Simultaneous	One to several & several

E-word-of-mouth advertising varies from one aspect to another with word-of-mouth advertisements. First, e-word-of-mouth propaganda has an unparalleled scalability and speed. Second, contrary to word-of-mouth advertising, oral-to-mouth communication is more sustainable and accessible. Most of the text information provided on the Internet is archived and can therefore be made available for an unlimited period of time. E-word-of-mouth communication is more than traditional word-of-mouth commercials. Researchers can easily retrieve a large number of e-word-of-mouth messages and analyze the features of these messages, such as the number of emotional words used, the status of messages, the style of messages, and the like. The final key difference is that in the word-of-mouth advertising, the sender and message credentials are known to the receiver [18].

## 6 Reviews at eWOM

The eWOM's most important information is about the quality of the good you are looking for. Such information can be obtained in two ways: reviews and rankings. The ranking is a number about the overall product portfolio, and a more detailed explanation of the position of the product. Customers generate good information about the product using their personal knowledge and experience [22]. The most important aspect of an overview is its content. In order for effective information to be provided, the review must be accurate and not inconsistent. One of the things measuring a text is its sensibility. Which is judged by the way of writing, and how easily the text is readily understood by the reader. Readily of a text is the reflection of the social status, level of education and hierarchy of the author. Reviews that are smarter are more reliable because they are more reliable.

Whatever the comment is more accurate and understandable, it can better transfer it to others. Another aspect of reappraisal is ranking, which is a brief overview of customer expectations. Readers can quickly recognize the author's attitude and desire based on the ranking [26].

### **7 EWOM impact on consumers**

word-of-mouth communication can be positive or negative. Positive word-of-mouth communication includes good advice from people about products, services or brands to others, but oral communication is a form of consumer complaints behavior that includes recommendations. Negative people are involved with products and services and brands [20]. An important point is that the benefits of word-of-mouth communication can help company growth, if this type of communication is positive, in other words, people can share their experiences and positive thoughts with others. But when the consumer experience is negative or the product and service fails to meet customer expectations, the company will face irrecoverable losses [31].

### **8 The role of trust in the purchasing decision**

Earlier marketing research has shown that eWOM emphasizes consumer confidence in this company and its products. The trust of a company and its products can be increased by eWOMs released by former consumers. Ex-Consumers give feedback and even a ranking of behavior and performance in the relationship between suppliers and customers. Potential customers decide to trust the company. Other research suggests that even eWOMs on the vendor page in electronic commercials have an important impact on e-commerce pricing, and in general, eWOM can directly affect the purchasing decision. According to research conducted when potential customers realize that there is a wide range of positive eWOMs for goods sold, a positive expectation of the quality of the product or customer service is emerging. This creates a positive customer confidence in order to buy from the company. Therefore, customer confidence in a product where eWOM exists will increase the intent to buy. On the other hand, if the customer realizes that a large volume of negative eWOM is

available for a sold product, a negative expectation is created that, as a result of the customer's trust in the company and its product, and ultimately the intention to buy, is reduced [31].

### **9 The importance of eWOM in customer's decision**

With the increasing importance of word-of-mouth advertising, customer behavior in this type of advertising is more beneficial for managers, especially market professionals [38]. word-of-mouth advertising can be positive or negative and use a wide range of resources. It has generally been proven that this large amount of information affects consumer behavior [12]. Other studies have shown that word-of-mouth advertising can be a significant force for consumer loyalty and purchasing decision-making [54]. Sencal and Nantel (2004) also showed that online product recommendations are effective on online consumer choices. By facilitating the expansion of consumer views and facilitating access to such views, various websites have had a major impact on consumer purchasing decisions [59]. Also, this type of advertising has a significant impact on consumer

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purchasing behavior and eventually market success [52]. Another study showed that word-of-mouth advertising is one of the most effective factors affecting the brand's mental image and intends to offer brands in consumer markets [36].

Today's customers are educating and aware of their rights in various product related issues, and we also assume that they are perfect from the market. They know which products are known in the market and what are the benefits of buying a product or brand. Electronic advertising (eWOM) is a new form of advertising in the form of a blog to share their opinions and ideas and communicate with others. In recent years, social media has provided a new platform for eWOM that enables network users to connect with existing networks. People can now share their ideas and experiences about products or services with their friends and audience on social media. This eWOM ease of durability is more reliable. In addition, today's talk of social media in the middle of a brand affects consumer shopping. Social media, in addition to giving consumers a chance to chat, makes the

leader to create a set of specifications for a branded product or service.

People can share their comments, text files, images and videos. Enriching visual content will make eWOM more attractive. In addition, social media facilitates the release of eWOM across a wide range of people, and users share their thoughts by re-uploading the content they agree to. That's why consumers are increasingly coming to social media to get information about brands [51].

## **10 EWOM Management**

Unique features and the Internet environment require a new look at the online eWOM dynamics and new strategies for managing them, and these strategies can be classified into two categories: information and revenue generation. From an information perspective, there should be procedures that allow marketers to provide online discussion and feedback. One of the less important issues is the need to manage eWOM for revenue generation [43]. Encouraging or stimulating good eWOM should increase business activity. Users will erase unwanted emails, and most will only see trusted sources of emails.

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Therefore, marketers must adopt strategies that will motivate users to open, accept email providers' offerings and transfer them to others. Marketers can persuade recipients with emotional stimulation, including elements of surprise, humor, or motivation to convey their messages (eWOM) [51]. In some industries, such as tourism, there is a good chance to succeed by creating "buzz" through the effective use of their email [68]. The management of eWOM is complex because in online social networks, customers act as collaborators. By reading content, people may conclude and comment on individuals that this can have a positive or negative effect on the reputation and attractiveness of individuals on social networking sites [51]. Vendors play an important role in managing eWOMs, as they can take alternative ways to present comments and options to help customers get the most easily-needed information. For example, the Amazon website wants customers to express their opinions in real names to increase the quality of eWOM content. Also, Amazon has a search engine that separates critical comments from preferred comments and arranges comments in a timely manner.

With such a system, customers can instantly access information [48].

### **11 The Importance of eWOM in Business**

The variety of products and services has increased the power of people's choice. The confidence of consumers is decreasing and their vigilance is increasing rapidly. People today tend to be less engaged in commercial advertisements, and more are looking to see what others are saying about the products and services we offer them. In other words, we do not tell people what to buy; they refer to other customers' opinions and views for their decisions. Therefore, it should be said that the marketing world is experiencing a new situation and it is in the future to become more transformative. This is the case because many companies around the world have been focusing on mouth-to-mouth discussions to promote their products and services. One of the most cost-effective and credible marketing methods suitable for this space is Word-of-mouth marketing [35].

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### **12 The effect of viral marketing and word-of-mouth advertising on brand equity**

In the new era, that is the age of corporate integration and globalization, the value of trademarks is a key factor determining the company's value and stock market value. If a brand has a high value, the company can reduce its marketing costs because of its existence, because customers are loyal to it, as well as increase its product range because buyers are trusted and this factor can defend the company's products from the competitive products. According to Gill et al., the value of a brand name is the value adding a brand name to the product. The special value of Egyptian perception is the all-important advantage of a brand as compared to other competing brands [28].

The importance of brand is expressed in a sentence; real value is not within the product or service. Rather, this value is in the real and potential customers' minds, and it is the brand that brings real value into the minds of customers. According to the definition of Lassar, the value of a brand name is the prioritization of a consumer from a brand as compared with other brand names in a

product class [46]. The important reasons for this reputation are the strategic and important role of brand equity in managing decisions and creating competitive advantages for organizations and their customers [10]. The importance of brand equity is due to the company's interest in creating a strong brand in order to achieve the appropriate competitive advantage and differentiate their products. David Aaker in 1991 argued that brand equity boosts the effectiveness of marketing programs and customer loyalty to the brand, reduces the costs and expenses of marketing activities, and creates a platform for its growth and development through brand development [69].

A lot of research has been done on brand issues [40]. Branding and promotion of brand status are among the tasks of the firm's marketing domain. Viral marketing, one of the new ways of promoting entrepreneurship [44], can be a response to the ongoing search for marketing designers to find innovative ways. According to global population statistics in 2009, nearly 27 percent of the world's population (about 1.8 billion) is an Internet user [17]. Studies have shown that online social marketing tools

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have grown to be unprecedented [14]. According to the company's research report, 82 percent of privately owned companies have used viral marketing or word-of-mouth marketing [27]. Many users are directly or indirectly linked to online communities. In general, the Internet and information technology has not only provided customers with an opportunity to share their views on products and services, but also has become one of the main tools and channels of partner marketing [17]. Given this unpredictable potential, it seems that with the benefit of viral marketing, brand equity can be positively impacted [42].

Since 1989, for the first time, the term "viral marketing" has been used in one of the computer magazines [42], so far, a lot of research has been done on this subject [17]. In some studies, viral marketing has also been known as verbal electronic advertising [19, 33, 39]. The main source of viral marketing is word-of-mouth communication. Oral communication is an important source for customers [2], and has an important role in shaping consumer behavior and attitudes [70]. Thus, viral marketing refers to a process in which the

company's corporate message is sent through a customer to its colleagues, acquaintances, relatives and friends, and this process continues to the extent that the message is like a virus between a large numbers of potential customers. Moreover, it quickly creates a huge wave [7]. Travv (2004) also defines viral marketing as any comment about corporate products or services that is widely available through the Internet [17]. However, rapid growth can be achieved [19, 33, 39, 42]; Informal Communication between Customers [17, 30, 33], and doing it on the Internet [17, 71], among the common items in the definitions.

The main purpose of viral marketing is the use of person-to-person communications versus customer relationships to expand information about a product or product that results in rapid, widespread and more efficient market acceptance [33]. Users with the benefit of viral marketing as one of the most attractive levers for brand promotion can send electronic content via email, social networking, discussion forums, personal blogs, SMS, forums, multimedia messages and bulletins, send them to others [23, 34]. While users may

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not know the person who wrote the article for the first time, or there is no motive, background, and intention to see it, but after reading the message, they will join the large amount of news senders and participate in increasing the visitors [23]. Various advantages have been mentioned for viral marketing; these benefits can be categorized in four phases, rapid expansion, customer-to-customer transfer, and reach to accounts. Thus, the cost is very low [72], the increase in the percentage of customer response returns, the trust that is being made by the social networking advice [57], increasing the percentage of return pass, reducing the cost of purchasing risk, the rapid adoption of low cost of the market, more impact than other advertisements [57], and the rapid and exponential spread of the message [73], are the advantages of viral marketing [57].

Along with all of the aforementioned benefits, viral marketing brings with it risks and challenges. One of the biggest risks associated with viral marketing is the inaccuracy of advertising programs and the speed of the spread of messages. Viral marketing affiliation with customers to transmit

messages and, ultimately, the lack of ethical standards are also other viral marketing risks [57]. Regarding the mechanism of viral marketing impact on the type of customer's purchasing, it should be noted that the exchange of information and dialogues between customers does not only affect customer decisions and their purchasing decisions but also shapes customer expectations. Moreover, their behavior before buying them, and affect the understanding of the products after the purchase and use of the products. Even some studies have concluded that verbal propaganda is more influential among consumers than print advertisements and media types or telephone advertisements [14]. The success of viral marketing depends on two factors: the message and the sender [34]. Among factors that encourage customers to deliberately or unconsciously promote word-of-mouth marketing are brands satisfaction or dissatisfaction [27], a commitment to a particular company, the duration of a relationship with a particular company [32]. Newness of goods or service and Curiosity [15, 33].

Chan and Ngai after studying more than 92 articles, presented a

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conceptual model for viral marketing based on a systematic approach. This framework explains that the concept of viral marketing input, processing, and output. These are blocks of a comprehensive framework that illustrates the preconditions, processes, and outcomes of the viral marketing process [17]. Davis and Khazanchi introduced the dimensions of viral marketing for volume, gravity, message characteristics, and characteristics of the respondent. According to marketing studies, they showed that viral marketing affects cognitive conditions such as awareness, attitude, expectation, understanding, intent and behavior of customers [21]. Dobele et al. pointed to the effect of viral marketing on brand awarenessn [23]. Phil and Cruz [19], and Chan and Ngai [17], confirmed the effect of viral marketing on customer loyalty. On the other hand, kirby and Madseren also pointed to the effect viral marketing and online marketing can have on brand promotion [42]. Thomas et al., by examining the effects of a particular kind of word-of-mouth e-commerce, Customer Knowledge Technical Exchange, came to the conclusion that the exchange of customer-specific

technical knowledge to the customer constituted customer perceptions of the value of the product and the likelihood of product recommendation affect others, but it does not affect customer purchasing purposes [56]. Another research showed that consumer online or consumer reviews of a product would undermine brand equity [11]. word-of-mouth propaganda is largely taken into account with three goals by companies, whose realization maintains and gains brand equity. 1. Increases sales of existing products or new products introduced through a cost-effective means of obtaining and retaining customers; 2. Improving customer satisfaction; 3. Achieving ideas for new product development from those customers provide suggestions for new products [53].

### 13 Conclusion

Social networking has revolutionized business and Internet marketing. Emails are now out of date for people who are not known. In fact, with the growing use of social networking, business and marketing through this mass media, the industry has given fresh impetus to the industry and

has made its customers loyal with new tools, because these networks are in fact a powerful tool for organizations that are aimed at reaching target audiences. At all times and all new frontiers, the social network marketing process - albeit with the advantages and disadvantages - extends the workload. Proper business management leads to prosperity and lack of attention to it. Right now, it is safe to say that social networks face new challenges that require effective marketing and the power of structured and strategy-oriented techniques to become an integral part of full-fledged marketing initiatives. Service companies realize that they also need to move more to attract customers, which means that social networks must move with the flow of technology. This technology develops social networks and the lack of use of that technology will lead to backwardness. In today's world where individuals are always affected by information bombardment, the marketers need reliable people to give them the right information to choose the goods they need, so they can get the best deal in the shortest time, and the people will believe. The role of mouth eWOM e-words in social networks and sites is

increasing day by day. Customers refer to the views of old or current customers before purchasing the goods, which affects the decision making process. There are not many problems that can be encountered with specific customers in relation to electronic products, but there is no proper plan to deal with the problems that have a widespread imprint or corporate brand. Customers raise issues and problems on websites and social networks or official websites of companies, which makes it a threat to the company and loses new customers as well as current customers. (eWOM) is widely distorting the image of the company, and the opposite is also possible, so companies should be more careful about eWOM. Internet-based eWOMs that migrate through social networking sites have become a determinant factor in the return on investment. The need for today is to understand the awareness and perspectives presented by present studies, and the early steps associated with the exploitation of the vast potential of eWOM are prone to play a key role in this regard. The value of WOM as well as the verbal statements of individuals is increasing day by day in global markets.

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eWOM can increase the popularity of a firm or company. The impact of the Internet in this connection is enormous, since information can be expedited at any time and at any place with the help of the Internet; in order to design a marketing strategy effectively, marketing managers should consider the proper use of the WOM type of strategy, it is suggested that companies try to attract more customers to achieve higher profits and achieve winning results by creating positive eWOMs.

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