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## The impact of the effectiveness of viral marketing in achieving customer delight

**Dr. Salam Abduljaleel Alramdhan**

### Abstract

The main purpose of the study is to determine whether companies and shops that use viral marketing affect the achievement of customer happiness and joy, or not? From this point of view, the issue of viral marketing, which has spread widely in various means of customer promotion, was researched. These include social networking sites (Facebook, Instagram, YouTube), websites and means of communication (Whats App, Viber, Telegram), which adopt advertising campaigns to market the products of companies and shops, With the aim of reaching the reality of achieving the joy and happiness of the customer to raise the level of profitability for the future stage, and to enhance the role of these companies and shops to provide quality and confidence in sales, with the aim of this study to provide a theoretical framework for the main variables (viral marketing, customer delight), and to identify the impact of the effectiveness of viral marketing in achieving customer delight, and to explore the relationship between them, and to know whether the customer's happiness necessarily requires adopting the effectiveness of viral marketing through answers. Customers who rely on shopping from corporate advertising sites and shops. The descriptive analytical approach was adopted on the study sample represented by those in charge of viral marketing in companies and commercial sales shops in the Rusafa sector, which numbered (66) people from the total open population, and they were covered by the field survey to answer the effectiveness of viral marketing, in contrast the other sample was chosen Similar to their number, which amounted to (66), and they are graduate students, who were chosen at random to answer the customer's delight from the College of Science and the College of Physical Education and Sports Science at the University of Baghdad located on the Rusafa side of Baghdad Governorate, and who are familiar with viral marketing through their use of the international information network. Within the time limits of the period from (4/12/2021) to (10/3/2022), conducting an exploratory study to survey the sample's opinions through two opinion poll questionnaires, designed for this purpose to be distributed to them, and after processing the results statistically. After treating the results statistically, the researcher concluded that the management of companies and shops needs to be aware of the importance of viral marketing, because of its positive returns on increasing the joy of customers, and to ensure that they do not lose their continuous footing on their products, and to preserve their name and known history in the sales of markets and malls, as it needs To take into account the opinion of customers, to constantly assess the extent of their satisfaction with its sales, to overcome the decline in the quality of products and to establish regular mechanisms in surveying their opinions for adoption in implementation within the planning adopted by the administration in dealing with emergency failures, and that they have simple technical capabilities in reducing prices compared to imported products, Which enables them to continue to acquire their products in the markets, but they need to provide anticipation and surprise in these products to achieve the customer's joy, and those in charge of managing companies and shops need to pay attention to promotion and continuous updates, which adopt the availability of the elements of excitement and suspense in order to achieve the expectation and surprise of the customer who It increases its joy, and then increases sales in order to achieve success in continuing profitability by increasing customer demand their sales.

**Keywords:** Effectiveness, viral marketing, achieving customer delight

### Introduction

#### Chapter One / Study Methodology

##### First: The problem of the study

Due to the increasing competition in the promotion of products for different companies and sales shops at different levels of their classification, and after following up on the views of the beneficiaries of customers in the various means of viral marketing channels represented by social media applications, the problem was identified through a field visit to the University of Baghdad located in Jadiriya, which includes many colleges, and meeting with

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post graduate students who depend on shopping from the advertising sites of these companies and shops, as the researcher noted that these companies and commercial sales shops need to develop a clear and reliable vision of viral marketing, because of their role in changing the beliefs of customers in the interest of The profitability of these competing companies and shops, so the study problem raised a number of questions, as follows:

1. Does the effectiveness of viral marketing have a positive impact on achieving customer delight?
2. Does the effectiveness of viral marketing have a role in reaching and achieving customer expectations?
3. Does the effectiveness of viral marketing have a role in improving the customer experience in sales companies and stores?
4. Does the effectiveness of viral marketing have a role in achieving the highest levels of happiness to surprise the customer?

### Second: Objectives of the study

#### The study seeks to achieve the following objectives

1. Providing a theoretical framework for the variables (viral marketing, customer delight).
2. Recognize the level of effectiveness of viral marketing and the customer's delight.
3. Exploring the relationship between the effectiveness of viral marketing and customer delight.
4. Knowing whether the customer's delight necessarily requires the adoption of the effectiveness of viral marketing through the answers of customers who rely on shopping from companies and shops advertising sites.

### Third: The importance of the study

#### The importance of the study is represented through the following

1. Awareness of companies and commercial sales outlets to keep pace with the modernity of contemporary global marketing methods to disseminate advertising messages in comparison with the traditional methods used by them.
2. Enabling those in charge of marketing to invest in the latest applications of viral marketing techniques and to rely on them in providing their services through customer communication sites.
3. Determining the extent to which the beneficiaries and followers of the various social media applications trust the viral marketing channels of commercial sales companies and stores.
4. A statement of how customers think and what affects their joy, which provides them with viral marketing services for commercial sales companies and stores to be developed in proportion to the needs of customers to achieve their maximum satisfaction.
5. Shows the commercial sales companies and stores that the reluctance or lack of confidence of customers does not only lead to a significant loss in the expected future profits, but also requires a significant increase in spending to meet the costs of acquiring new customers.

### Fourth: The hypothetical study plan (the study model)

The following model's diagram is designed to clarify the interrelationships and influence between the independent variables, represented by the dimensions of the effectiveness

of viral marketing (credibility of the source, informatics, and entertainment) and the dependent variables, represented by the achievement of customer joy (customer expectation, customer experience, customer surprise, and customer delight), and as the following:

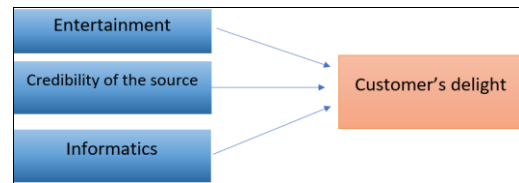


Fig 1: Explain the conceptual theoretical model of the study

### Fifth: Study hypotheses

The study relied on the following main hypotheses:

- H1:** There is a positive correlation between source credibility for viral marketing effectiveness and customer delight.
- H2:** There is a positive correlation between the informatics of the effectiveness of viral marketing and customer delight.
- H3:** There is a positive correlation between entertainment for viral marketing effectiveness and customer delight.
- H4:** There is a positive correlation between the effectiveness of viral marketing and customer delight.

### Sixth: Study Methodology

The (descriptive approach with survey methods and correlations of regression) was applied to solve the study problem and to analyze the information collected to find the relationships between its dimensions.

### Seventh: Study Limits

#### The limits of the study are clarified through

1. **Spatial boundaries:** The University of Baghdad (Al-Jadriya-Al-Rusafa District) was chosen as a study site, and it is one of the Iraqi governmental universities within the administrative formations of the Ministry of Higher Education and Scientific Research. As well as the shops and companies that were chosen in the Rusafa sector as well.
2. **Human limits:** The study sample is represented by those in charge of viral marketing in companies and commercial sales shops in the Rusafa district, and their number is (66) people from the total open population of the study, and they are covered by the field survey to answer the effectiveness of viral marketing, on the other hand, the study sample was chosen The other, similar to their number (66), are post graduate students, who were chosen at random to answer the customer's delight from the College of Science and the College of Physical Education and Sports Science at the University of Baghdad located in the Rusafa side of Baghdad governorate, and who are familiar with viral marketing through their use of the international information network.
3. **Time limits:** The study was completed in (2022) for the period from (4/12/2021) to (10/3/2022).

### Eighth: Description of the characteristics of the study sample:

Table (1) shows the description of the study population of those in charge of viral marketing in companies and commercial sales shops in Al-Rusafa District, and post graduate students as they are by nature:

**Table 1:** Demonstrates the study community

Those in charge of viral marketing in companies and commercial sales stores		Post graduate students	
Name	Number	College	Number
Waffir mall- Al-Karadah branch	5	Science	33
Waffir mall- AL-Shaab branch	6		
AL-Koukh mall- Falastin Street branch	5		
Alamiya Furniture sales company	6		
Maxi mall- Arsat branch	5		
Maxi mall - Falastin Street branch	5		
Maxi mall- Ziyouna branch	4		
Dream City Mall	3		
Gedar center- Alrubayee Street branch	6		
Gedar center- Adamiyah branch	5		
Al nasajun mall- Falastin Street branch	3	Physical Education and Sports Science	33
Al nasajun mall- AL-Shaab branch	2		
Dream city mall- Ziyouna branch	5		
AL Ameer mall- Ziyouna branch	6		
Total	66	Total	66

And as shown in Tables (2) and (3), a description of the characteristics of the two study samples:

**Table 2:** Shows the characteristics of those in charge of viral marketing in companies and commercial sales shops

Properties		Number	Percentage
Gender	Males	24	36.364%
	Females	42	63.636%
Total		66	100%
Chronological age	20-35	41	62.121%
	36-45	15	22.727%
	46 and more	10	15.152%
Total		66	100%
Educational Qualification	Ph.d	1	1.515%
	Master's	7	10.606%
	Higher Diploma	1	1.515%
	Bachelor's	36	54.545%
	Diploma	10	15.152%
Total		66	100%
Number of years of current service in the same companies and commercial sales shops	1-10	55	83.333%
	11-20	11	16.667%
	21-30	-	-
	31 and more	-	-
Total		66	100%

**Table 3:** It shows the characteristics of the students

Properties		Number	Percentage
Gender	Males	25	37.879%
	Females	41	62.121%
Total		66	100%
Educational level	Preparatory	35	53.03%
	Studying	31	46.97%
Total		66	100%

**The second chapter: The first topic: previous reference studies**

The researcher presents a set of previous studies that he was able to access, and they were classified in order to benefit from them in enhancing the theoretical and practical side of the current study, as they represent an intellectual and cognitive accumulation that contributes to framing the study variables, and he will present the most important studies, including those that took a framework for it, as follows: -

**First: Arabic Studies**

1. (Al-Akaila, Al-Akaila, 2014) study “The effect of viral marketing on encouraging customers to deal with

commercial banking services.”

The study aimed to identify the impact of viral marketing in encouraging customers to deal with commercial banking services, and adopted the descriptive analytical approach, and the study sample included a variety of commercial bank customers in the city of Zarqa in Jordan, and the researcher used the questionnaire as a tool for data collection, as (400) questionnaires were distributed. And the most important findings of the study were: that there is an effect of all the variables of the independent study: (the transmitted word, material and moral stimulation, social media, and reference groups) on encouraging customers to deal with the services of Tatar banks, as this effect appeared clearly, as The analysis showed that the impact resulting from the Tatar banks’ use of electronic means of publishing, and material and moral stimulation, through reference groups, came in high proportions.

Among the most important recommendations recommended by the study: the necessity of activating and developing viral marketing, and raising the level of

accuracy and creativity in viral campaigns, also, the necessity of using modern means of publication such as social networking sites, and focusing on the use of the method of motivation, both material and moral, by presenting motivational campaigns in order to maintain The study also recommended the need for banks to pay attention to the word of mouth (the transmitted word) because of its important and effective role in encouraging the customer to go and choose the bank.

- (Thabit, Huda, 2017) <sup>[2]</sup> study: Viral marketing and its impact on the purchase decision-making among consumers who use social networking sites for the student segment at the Islamic University in the Gaza Strip.

This study aimed to identify the impact of viral marketing on consumers' purchasing decision-making by users of various social networking sites, and adopted the descriptive-analytical approach, as the study's questionnaire was designed as a means of data collection, and it was distributed to a sample of (199) post graduate students at the university. Among the most important findings of the study: that there is an effect of viral marketing and all the variables of the independent study (electronic publications, material motivation, viral advertising campaigns, opinion leaders, influential people) on encouraging consumers (Islamic University students) who use social networking sites to Making a purchase decision for goods and services, and one of the most important recommendations is the need to take advantage of viral marketing, and place it within the marketing strategy of business organizations, as well as taking into account the role of each of the electronic publishing methods as a successful and effective means of broadcasting viral campaigns and reaching the largest segment of consumers.

## Second: Foreign Studies

- (Lekhany, 2014) <sup>[19]</sup> study: "The impact of viral marketing on corporate brand reputation"  
The study aimed to discover the impact of viral marketing on corporate brand reputation, and to determine the factors affecting the use of viral marketing campaigns such as electronic spoken word, social networking sites, viral campaigns, and smartphones to build a corporate brand reputation in South Africa. This study was conducted in four provinces. In South Africa, the study population included (75) commercial companies selected by the stratified sampling method, in addition to using the descriptive analytical approach, and a questionnaire was designed as a tool for the study, and the questionnaire included items designed using the five-point Likert scale, and these results were that despite the spread of modern means of communication Through the Internet, and various social media, the idea of viral marketing is still little known and used in South African companies, and marketing managers in these companies still lack the skills to use viral marketing to promote their company's brand.
- (Nguyen & Nguyen, 2020) <sup>[20]</sup> study "A study of factors affecting brand awareness in the context of viral marketing in Vietnam".  
The study aimed to assess the effectiveness of viral

marketing affecting brand awareness in Vietnam as well as helping organizations to find solutions to help their brands become more popular and have the potential to evolve significantly; In order to achieve better insights for customers and create more effective marketing campaigns, the study was designed in a quantitative way to apply exploration factor analysis (EFA) to a sample of (552) individuals. To collect data, the researchers prepared and designed an electronic questionnaire, and the most important findings were: Positively brand awareness in the context of viral marketing is: Social media, Messages, Attractiveness, Spread, Entertainment, Credibility, and Influencers.

## Third: The areas of benefit from previous studies, which were as follows

- Most of the studies reviewed by the researcher contributed to enriching the theoretical aspect of his study.
- Finding appropriate sources, references and research for the current study and related to its topics.
- Use it to support and assign the practical aspect of the current study.
- Some of the results of the studies were used as important guidelines in analyzing and finding relations.

## Fourth: What distinguishes the current study from previous studies?

This study combines two main variables: the effectiveness of viral marketing and the joy of the customer, and this was not done by previous studies that did not address the relationship of viral marketing with customer joy in companies and shops to the extent of the researcher's knowledge, and this is what gives the current study the characteristic of uniqueness in its subject.

## Chapter Two: The second topic

The theoretical aspect

The first axis: the effectiveness of viral marketing:

### First: The concept of the effectiveness of viral marketing

In the world of marketing and shopping, the customer is the determinant of whether or not sales companies and shops will continue in the business market, and thus the efforts made must be aimed at winning the largest number of customers and satisfying their needs and desires in various products and satisfying them with the level of service and facilities they receive in shopping, and this What is required of these organizations to take into account those needs and desires through a continuous field survey of the market and to include them in the plans and applications of viral marketing in order to advance work on the one hand and ensure continued success in competition in the business market on the other.

Viral marketing is defined as "sending advertising messages on the Internet and building a base of customers with little expenses by providing a satisfactory and immediate benefit to users that pushes them to spread the advertising message through new customers." (Al-Sumaidaie and Youssef, 2012, 331)

It is also defined as "the use of establishments or individuals for social media such as: (Whats App, Twitter, Facebook), in transmitting negative or positive marketing messages, from one person to another or a group of people in a manner



similar to the transmission of the influenza virus from an infected person to an uninfected person, or a group of uninfected persons. (Al-Ghamdi, 2016: 33) <sup>[8]</sup>.

It is also known as "a low-cost promotional strategy that relies on the Internet as a marketing channel to disseminate an advertising message, which may be in the form of images, electronic links, or videos containing information about the product in an innovative and unconventional way that motivates the recipient of these messages to pass them on to others on the Internet without any interference from the producing company." (Sabit, 2017: 21)

Viral marketing is defined as "a type of network-based marketing represented by the Internet, in which a specific commodity is promoted by sending messages to others and disseminating them among thousands of users of Internet and social networking sites." (Bulla, *et al.*, 2019: 13) <sup>[1]</sup>.

### Second: Social networking sites

Its definitions differed from one researcher to another, including the following:

It is defined as "websites on the Internet that provide its users with an opportunity for dialogue, exchange of information and opinions through profiles, photo albums, chat rooms, etc., a set of social identities created by individuals or organizations with links as a result of social interaction, and represented by the structure or dynamic form of a social group established for the purpose of expanding and activating professional relations or friendship relations. (Al-Dubaisi and Al-Tahat, 2013: 123) <sup>[3]</sup>

It is also defined as "a group of electronic networks spread globally through the Internet, and allows the subscriber to create his own site while ensuring the ability to link it to other sites and to other members who have the same interests, inclinations, and hobbies." (Nasrwan and Saada, 2018: 55) <sup>[11]</sup>

The researcher defines it as investing in the technologies of electronic technology applications in the world of the Internet to promote goods and products in a faster and more widespread way than others at the present time.

### Third: Objectives of Viral Marketing

One of the most important goals that viral marketing plays in attracting new and existing customers within a short period of time and low costs:

1. Brand fame and then economic gain.
2. Implementing an electronic campaign at the lowest costs by passing the viral message from one person to another, as the cost of the largest online promotional campaign is less than (20-40%) than the costs of advertising campaigns using traditional methods such as radio, television and telephone.
3. Achieving a degree of immediate interaction with the advertisement, where the viewer can see more information about the product, and send his data to be contacted via his e-mail, or even the possibility to buy the item immediately. "Online"
4. Take advantage of the Internet in general, and social networking sites and the Web in particular, to reach the target segment in faster and more accurate ways.
5. Trying to reach the largest possible segment of customers, whether current or new, by employing the spoken word in interpersonal conversations, which is considered the most credible among friends, given that it comes from a well-known environment and includes

a summary of experiences and expertise. (Sadiq, 2008: 9) <sup>[4]</sup>.

### Viral marketing also aims to gain users and entice them to spread information about the product with the aim of gaining new customers through

- a. Ease of re-sending the electronic advertising message.
- b. Raising interest in the advertised product.
- c. Benefiting from the information published by the Internet forums by visiting them and identifying the information published by the user of the site.
- d. Opening a spontaneous chat about the product and allowing users to participate and put forward ideas.
- e. Ensuring the return of site users. (Mohammed, 2018: 18) <sup>[9]</sup>.

### Fourth: Viral advertising content

Viral message is intended to explain the main idea of the advertisement or what the advertiser wants to say to the target audience, and this may be in one sentence or several sentences or a word or two and may include an explanation of the allegations used by the advertiser to persuade the advertiser to him and motivate him to believe what came in the advertisement and act in the way that's desired from the advertiser. (Ali and Ibrahim, 2019: 159) <sup>[7]</sup>.

### Characteristics of good viral advertising content include

1. The availability of creativity and innovation represented in the continuous improvements made by companies to the advertising content, which raises the competitiveness of the organization and obtains amazing results.
2. Rely on audio-visual aids of attractive colors that arouse interest.
3. The content of the advertisement should be sequential and coherent, and should have a clear idea.
4. Proportionality in terms of the relationship between the length and width of the advertisement, and the length and width of the other elements of the electronic viral advertisement.
5. The conclusion of the advertisement must include words or phrases that motivate the customer to respond to what was stated in the content. Some companies may use the conclusion as a summary of the content as a whole.
6. The text of the advertisement should revolve around the main idea that the company wants to advertise, and it usually includes the advantages that the customer gets if he buys the product, as well as includes some motivational phrases that invite the consumer to respond to the content.
7. The content of the advertisement should be appropriate to the expectations of Internet users in terms of size. The size of the advertisement should not be too large, which makes it difficult to download. (Qura, 2018: 11)

As one of the most important elements of viral marketing is the advertising messages that the organization delivers to the recipient to achieve its goal, which in its design should be in an innovative form characterized by several features:

<http://ibznz.com/8A-viral-marketing>

- a. The advertising message should be simple and short and easy to spread as well, such as posting a video on YouTube.

- b. Motivating the general public to share the publication.
- c. Create a value for the consumer, whether it is (financially, such as offering attractive prices) or (morale, such as attractive images or fun, non-traditional video that gives the customer pleasure when participating).

The strength of viral marketing lies in the task of creating a successful viral marketing campaign, as it poses a challenge for most marketers, so you need experience, credibility and transparency of information when formulating and

publishing electronic advertising messages. Viral marketing can increase the number of brand fans or achieve the organization’s goal in terms of fame and fortune. Regardless of some organizations setting up fake viral marketing campaigns, the strategy is rarely successful as online consumers are more interested and focused on scams. By doing so, the company ends up eroding its reputation and brand image. (Dang, 2018: 25) <sup>[17]</sup>.

**Fifth: Pros and cons of viral marketing**

<p>Pros of viral marketing:</p> <ul style="list-style-type: none"> <li>- Getting more customers, thus increasing the company's sales.</li> <li>- Increasing the number of visitors to the company's website, which means increasing its commercial reputation.</li> <li>- Low costs for promoting the product, and in some cases they are non-existent.</li> <li>- The rapid spread of the marketed product.</li> <li>- Direct communication with customers, how it is compatible with the age of technology and the Internet.</li> </ul>	<p>Cos of viral marketing:</p> <ul style="list-style-type: none"> <li>- Some competitors may take advantage of the opportunity to spread rumors about the promoted product.</li> <li>- The product may lose its fame due to the misinterpretation of the marketer's message.</li> <li>- The marketer cannot always wait for those who received the message, and whether it was published or not?</li> </ul>
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Source: Malak Karah. "The Importance of Viral Marketing in Promoting Enterprise Products" Presentation of the experience of the British company Cadbury Schwabs, Al-Aseel Journal of Economic and Administrative Research, University of Constantine, 2018, p. 238.

**Sixth: Dimensions of the effectiveness of viral marketing**

Various forms of viral marketing strategies have been introduced including: source credibility, informatics, and entertainment.

**The credibility of the source**

It is the level of respect given to the originator of the message, as the message plays an important role in the effectiveness of the viral marketing strategy. The credibility of the message depends on a number of factors that represent the credibility of the organization, as it is important to build a great reputation for the organization, as it has a positive effect on the viral messages distributed by the organization. <https://ar.wikipedia.org/wiki>) There is another definition that it is considered one of the positive advantages that have a significant impact on the acceptance of messages by the recipient. And that the advertising credibility of social networking websites depends on the provider of the advertisement or the message and the confidence of the followers in him, as the fact and effectiveness of the use of goods or services depends on the extent of the reputation, attendance and acceptance of the community for the advertisement targeted by the company and the extent to which the announced information is compatible with the products and services provided. (<https://www.thesocialclinic.com>)

**1. Informatics**

It means the amount of information contained in the viral message, as the information for the advertisement is crucial in determining its effects. In addition to the information, it also includes the benefit of the advertisement for the customer because it creates a positive behavioral intent for them, and consumers should receive updated, relevant and useful information for their needs. (Alshibly, 2015:19) <sup>[12]</sup> Also the well-presented information during viral campaigns influences purchasing behavior and helps consumers choose the right products and services from among all the competing organizations. Hence the importance of informatics, which made it a critical variable for this study. (Al-Taher and Sayed, 2018: 98) <sup>[5]</sup>

**4. Entertainment**

Having entertainment provided by a viral message is an important strategy in creating a successful viral marketing technique, and studies have shown that consumers prefer viral messages that contain entertainment. Saadeghvaziri & Hosseini, 2011:398)) Also, there is no specific way to create a viral marketing campaign that is guaranteed to achieve the goal of the virus. However, there are circumstances that play a role, such as appropriate circumstances and timing. And how the content of the company’s simple and attractive message reaches the target’s home, such as the ability to create and collect content and integrate it into (video, message, publication), and it also has something (funny, amazing, innovative) that can be shared easily, to attract consumers initially and then their number increases dramatically Doubly because self-made viral marketing campaigns are not just created by

marketers alone this is why marketers need to monitor what is being said about their company or products (in a positive or negative way). Online, in order to quickly respond to what consumers are talking about? Psychologists say (<https://en.wikipedia.org/wiki/Entertainment>)

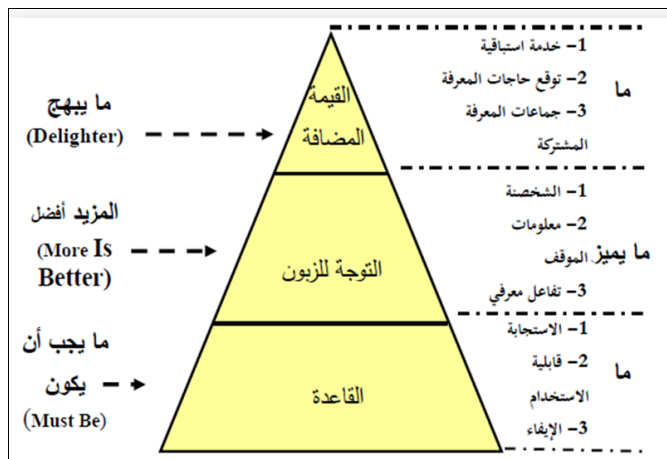
The function of media entertainment is 'gratification'. The authors proposed a multidisciplinary definition of entertainment as "a crowd-centered business culture." ([https://www.researchgate.net/publication/265294860\\_Defining\\_entertainment\\_an\\_approach](https://www.researchgate.net/publication/265294860_Defining_entertainment_an_approach))

**The second axis: The customer delight**

**First: The concept of customer delight**

Customers' feelings become more important with the principle of customer delight, and feelings are a distinct element that must be added to improve the basic product/service offerings and designed with precision and ethical spirit. The customer is not looking for a product or service that meets all rational needs and processes, but the topic focuses on symbolic, psychological and cultural meanings, and it is a source of feelings, relations and emotions, and customers' purchasing decisions depend on two types of needs: functional that satisfies the functions of the product and emotional needs associated with psychological aspects of the ownership of the product, which must generate feelings. (Jordan, 2001:303)

As for the customer's happiness, the achievement of satisfaction alone no longer satisfies the customer's desires, as organizations have become constantly and innovatively racing to achieve more than these desires, by making additional efforts to provide the element of surprise accompanying the design and production of the offered commodity or service, since the element of satisfaction alone is no longer Enough to win customer loyalty.



Source: David J. Skyrme (2001) [16] Capitalizing On Knowledge, Butterworth Heinemann, Oxford, P:241.

Fig 2: Demonstrates customer experience and the organization's position

**Second:** The importance of customer happiness: Studies indicate that the results of achieving joy are positively reflected on organizations, as organizations need to adapt continuously to meet the desires of their customers, and that the organization continues to provide the same assortment of goods and services without developing them on an annual basis, losing its market share due to the high rate of the customer's expectations As time progresses, so the

companies compete with each other to provide a variety of goods and services in order to maintain their existing customers and try to attract new customers. (Kotler & Armstrong, 2010, 24) [18]

Market research and studies have also proven that the demand for high-quality goods and services is increasing, which leads organizations to constantly improve their operations in order to delight their customers, and low levels of satisfaction do not seriously affect customer loyalty, as the delighted customers are the ones who re-purchase from the brand and they are six times more than the customers who feel only satisfaction. (Zemack-Rugar, 2010:84) [22]

1. Customer expectations: It is a measure of the customer's intuition about the goods and services provided by the organization. These expectations are represented by: (Wikimedia, 2013: 330) [21]
  - a. Previous consumption experience: It includes some untested information such as advertisements, word codes or the so-called 'world of mouth'.
  - b. Predicting the organization's ability to include the highest levels of quality in its products in the future.
2. Customer experience: Many organizations nowadays rely on the use of a set of tools to determine how customers interact with the organization's systems, operations, people and products, and these tools are used to draw accurate interaction details to identify strengths, weaknesses, and deficiencies to reach the ideal situation. Which can be accessed by putting the little things right at each of the interaction points in order to analyze the customer experience (Christodoulides & Oter, 2012: 7) [15].
3. Surprise: The element of surprise in the field of psychology is often associated with human emotion, which achieves adaptation and harmony with the environment in which the consumer lives. Either he accepts the offer or rejects it, or "surprise" is a situation that affects the customer's feelings in a negative or positive way, according to what he expected or what he had in his imagination. (Baumeister & Bushman, 2014:36) [13]
4. Customer Satisfaction: A deep understanding of customer needs is necessary for all organizations in order to ensure the "correct fit" in the mix of products and services offered to customers. Otherwise, it will become difficult to compete with existing organizations and thus lead them out of the market. (Berger, J. & Milkman, 2010: 19) [14]

Organizations that succeed in fully satisfying their customers will rank first in the market, as business organizations have realized at the present time that customer satisfaction is the "main key" to the success of their business in the market, which plays a key role in increasing its market value. The success of every business organization depends on the satisfaction of its customers, as the closer the date of starting a new business approaches, the customer comes first at the top of its list of priorities, then profit comes after that (Khadka & Maharjan, 2017: 1).

The researcher believes that relying on the feedback about the customer's happiness gives organizations informational diagnostic aspects of the strengths and weaknesses of the quality of services provided through viral marketing, and helps to improve their methods.

**Chapter Three: The first topic: The practical aspect**

**First:** Questionnaire number (2): Based on the reference framework and previous studies, the researcher prepared the two measurement tools adopted in this study, which is a questionnaire number (2), each of which contains two main sections:

**The first section:** contains the demographic information of the characteristics of the individuals of the two samples targeted for measurement.

**The second section:** contains the structure of each of the two questionnaires to include each of the two main variables investigated in the study in their final form, namely (the effectiveness of viral marketing in three dimensions, the joy of the customer in three dimensions), each of which contains a set of paragraphs whose phrases are graded

according to a five-graded Likert scale, which The weights of those phrases are calculated in a quinquennial way as follows (always apply to me, apply to me often, apply to me sometimes, rarely apply to me, never apply to me) taking into account the diversity in choosing those phrases, and that each of them has a specific goal that measures a specific field in each field One of the areas of this study, in addition to the formulation of instructions for the purpose of familiarizing the individuals of the two samples with the objective of the measurement, taking into account that the phrases of the paragraphs are appropriate to their characteristics, clear, understandable, and not prolonged, Its instructions also included emphasizing the writing of data for the study variables, and the respondents were also asked to read the phrases accurately and know the meaning of each phrase. As shown in Table (4):

**Table 4:** Show the variables and their sub-variables Paragraph and alternatives

The main study variables and their sub-variables		Number of paragraphs	Paragraph answer alternatives	Correction key	total degree limits	orthodontic mean
The effectiveness of viral marketing	1	source credibility	always apply to me, often apply to me, Sometimes it applies to me. rarely applies to me, It never applies to me	5	8-40	24
	2	informatics		4	8-40	24
	3	Entertainment		3	8-40	24
				2		
total		24	5	5	24-120	70
Customer delight	1	customer expectation	always apply to me, often apply to me, Sometimes it applies to me. rarely applies to me, It never applies to me	5	20-4	12
	2	customer experience		4	20-4	12
	3	surprise customer		3	25-5	15
				2		
total		13	5	5	65-13	39

**Second:** direct individual interviews with specialized experts.

**Third:** Official Records and Documents: The researcher reviewed some documents and records related to documenting information in the companies and shops under study.

**Fourth:** Verifying the validity and reliability of the measuring instrument:

1. Verifying their apparent validity: the two measurement tools were presented with a paper-based survey questionnaire prepared by the researcher for this purpose to the 9 specialized experts in the universities of Baghdad and Al-Mustansiriya, and in the Administrative Technical College / Baghdad, and with the adoption of a percentage (80%) or more of their agreement, it was amended Some paragraphs of the two questionnaires, in addition to the agreement on the number of alternatives for each paragraph and the weights for their correction, and the instructions for the two questionnaires as a whole and the instructions of both questionnaires in general, and with this agreement mentioned, the two measurement tools in the study achieved apparent honesty by adopting the agreement in this arbitration.
2. Verifying the validity of the content of the two questionnaires: The researcher verified another type of validity that derives its degrees from the sample itself, as the comparison method was adopted for (27%) between the two extreme groups (The comparison of

Extreme Groups) of the bases and scientific transactions sample, then processing the data through (t-test) for independent samples using the (Spss.V.26) program, which calculated values ranged between (6.14-11.01), and it is statistically significant at a degree of freedom (n-2) and a level of significance (0.05), as the degrees of (Sig) < (0.05) all.

3. Verifying the stability of the two questionnaires: the measurement tool is required to give close or the same results upon repeated application. The researcher verified the stability by the Getman method using the (Spss.V.26) program, as shown in Table (5):

**Table 5:** shows the results of the stability of the two study measurement tools

Variables	Getman's coefficient, two divisions of the questionnaire		
	Getman's coefficient	(Sig) degree	morale
The effectiveness of viral marketing	0.906	0.000	moral and firm
Customer delight	0.889	0.000	moral and firm

The degree of freedom n-2 is significant if the degree of (Sig) ≤ (0.05)

4. Statistical methods used in data processing:

**The statistical bag system (Spss.V.26) was used to process the data of the applied side of the study, as follows**

- a. The percentage of determining the size and



characteristics of the sample from the community, and the agreement of specialists in judging the two questionnaires when conducting the apparent validity of the two questionnaires.

- b. Arithmetic means to determine the average response rate of the study sample.
- c. Standard deviations to determine the dispersion of the sample answers within the sample.
- d. A t-test for uncorrelated samples to verify the discriminatory validity of the two measurement tools.
- e. Gettman's correlation coefficient to verify the stability of the two measuring instruments that are not equal in halves.
- f. The skew coefficient to determine the normal distribution to judge each phenomenon completely without outliers.
- g. Simple regression analysis to measure the effect, relationship and contribution of the effectiveness of

viral marketing to achieving customer delight

Total score = number of vertebrae x highest weight in vertebrae alternatives

$$\text{Orthognathic mean} = \frac{\text{Standard} \times \text{The sum of the weights of the alternatives}}{\text{Number of alternatives}} \times \text{number of paragraphs}$$

**The third chapter:** the second topic: the preliminary diagnosis of the results

For the purpose of knowing the level of each variable in the study according to the opinions of the two study samples in the companies, shops and colleges under study, the researcher presents the level of the study variables in Table (6) to verify the initial diagnosis of the results: -

The first axis: presenting the results of the answers level of the two samples about the study variables:

**Table 6:** Shows the statistical parameters of the results of the two study variables in comparison with the standard mean for each of them

The two variables investigated	Sample type	Sample number	Number of paragraphs	Total marks	Standard orthodontic mean	Arithmetic mean	Standard deviation	The difference between the two means
The effectiveness of viral marketing	Marketers	66	24	120	70	68.26	10.164	-1.742
Customer delight	Customers	66	13	65	39	32.36	9.504	-6.636

The equilibrium distribution when the value of the skew modulus is specified between (3+)

It is noted from the results of Table (6) that the level of attraction of the individuals of the two study samples did not exceed the evaluative mean for measuring each of the two

variables in the two questionnaires with their total degrees, to present this result as evidence of a clear weakness in their level that is moderately distributed. Each of them, as shown in Table (7):

**Table 7:** Shows the statistical parameters of the results of the customer delight areas in comparison with their evaluation media

Customer delight	Number of paragraphs	Total marks	Orthodontic mean	Arithmetic mean	Standard deviation	The difference between the two means	Ranking of field results
customer expectation	4	20	12	8.97	2.452	-3.03	Second
customer experience	4	20	12	13.18	3.843	1.182	First
surprise customer	5	25	15	10.21	3.51	-4.788	third

It is noted from the results of Table (7) that the customer's expectation level achieved a lower level than the standard evaluation mean for the domain, which means that this result is not acceptable according to this evaluation and with a moderate distribution, while the customer's experience achieved a higher level than the standard evaluation mean for the domain, which means that this result is acceptable to According to this assessment and with a moderate distribution, as for the customer's surprise level, it achieved

a lower level than the standard assessment mean for the field, which means that this result is not acceptable according to this assessment and with a moderate distribution, and this is what led to the emergence of a result of weakness in the customer's level of happiness in the aforementioned table (6), The results of this weakness was shown the most in surprising the customer.

The second axis: testing the hypotheses of the relationship and influence between the study variables and its analyze:

**Table 8:** Shows the regression model for the results of the effectiveness of viral marketing with the joy of the customer

The effectiveness of viral marketing	Simple Correlation Coefficient (R)	Linear regression coefficient 2(R)	Contribution percentage	Standard Error of Estimation
customer expectation	0.982	0.963	0.963	1.833
customer experience	0.922	0.849	0.847	3.717
surprise customer	0.932	0.869	0.867	3.472
Total degree of customer delight	0.965	0.931	0.93	2.507

The results of Table (8) show that the effectiveness of viral marketing is related and linearly declining in its contribution to customer expectation, customer experience, customer surprise, and customer delight, with high transactions and

contribution rates.

In order to verify the quality of the linear regression fit, the researcher presents the results of the (P) test for linear regression, as shown in Table (9):

**Table 9:** Shows the results of the (P) test for linear regression of the quality of fit and reconciliation between the correlation and regression of the study variables.

Influencing variable	Affected variable	Variance	Sum of squares	Degree of freedom	Mean squares	(F) Computed value	(Sig) degree	Indication
The effectiveness of viral marketing	customer expectation	regression	5656.127	1	5656.127	1682.54	0.000	Significant
		mistakes	215.146	64	3.362			
	customer experience	regression	4986.81	1	4986.81	360.847	0.000	Significant
		mistakes	884.462	64	13.82			
	surprise customer	regression	5099.702	1	5099.702	423.008	0.000	Significant
		mistakes	771.571	64	12.056			
	Customer delight	regression	5468.871	1	5468.871	869.797	0.000	Significant
		mistakes	402.402	64	6.288			

The values of (sig) < (0.05) presented in Table (9) confirm that the values of the (P) test for linear regression are statistically significant, and to know the effect of this

relationship, its regression and its contribution, Table (10) shows that:

**Table 10:** Shows the values of the estimates of the fixed limit and the tendency (effect) for the results of the effectiveness of viral marketing with the results of customer delight and its morale

Affected	Variables	Beta β	Standard error	(t) Computed value	Degree (Sig)	Morale
customer expectation	Fixed limit	-39.307	1.762	22.311	0.000	moral
	The effectiveness of viral marketing	3.247	0.079	41.019	0.000	moral
customer experience	Fixed limit	-41.111	3.895	-10.555	0.000	moral
	The effectiveness of viral marketing	2.943	0.155	18.996	0.000	moral
surprise customer	Fixed limit	-8.879	2.05	4.331	0.000	moral
	The effectiveness of viral marketing	1.944	0.095	20.567	0.000	moral
Customer delight	Fixed limit	-29.238	2.111	13.847	0.000	moral
	The effectiveness of viral marketing	0.902	0.031	29.492	0.000	moral

The results of Table (10) show that the effectiveness of viral marketing has a statistical significance in (customer expectation, customer experience, customer surprise, and customer delight). It was associated with it and its results declined. As for the rest of the contribution rates, the researcher attributes it to random, Un researched factors. Chapter Four: Conclusions, Recommendations and Suggestions

**The first topic: conclusions**

1. The management of companies and shops needs to be aware of the importance of viral marketing because of its positive returns on increasing the happiness of consumers from customers, and to ensure that they do not lose their continuous initiative on their products, and to preserve its name and its well-known history in the sales of markets and malls.
2. The management of companies and shops needs to take into consideration the opinion of customers to constantly assess the extent of their satisfaction with their sales in order to overcome the decline in the quality of products and to establish regular mechanisms to survey their opinions for adoption in implementation within the planning adopted by the administration in addressing emergency failures.
3. The management of companies and shops has simple technical capabilities in reducing prices compared to imported products that enable them to continue to acquire their products in the market through customer experiences, but they need to provide anticipation and surprise in these products to achieve customer delight.
4. Those in charge of managing companies and shops need to pay attention to promotion and continuous updates that adopt the availability of the elements of excitement and suspense in order to achieve the

expectation and surprise of the customer that increases his joy, and then increase sales in order to achieve success in continuing profitably by increasing the demand of customers for their sales.

**The second topic: recommendations and suggestions**

1. It is necessary to take care to include what achieves expectation and surprise when following the mechanisms of modernization and offers for sales of the management of companies and shops in order to obtain the joy of the customer.
2. It is important to pay more attention to the return of the feedback provided by the customer satisfaction information on the sales of the management of companies and shops, because of their fundamental role in improving the audits approved in promoting prices and achieving success in competition.
3. It is necessary to emphasize the development of the skills of those in charge of viral marketing themselves in communicating the vision and message of companies and shops to the markets in order to achieve increased customer temptation in these markets to attract attention about the availability of the elements of expectation and surprise in the products.

**The third topic: Suggestions for future studies**

1. Studying the reality of the effectiveness of viral marketing for the various departments of companies and shops.
2. Studying the effect of the effectiveness of viral marketing in improving the selling of brands in companies and shops.
3. Study the role of the effectiveness of viral marketing in the arrival of sales of companies and shops to

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**Supplement 1**

Shows the measurement resolution in the study  
 The first variable / viral marketing is the first and important step for the success of various organizations through their investment of semi-free social networking sites in promoting their products or services individually, attracting the customer and achieving his desire to share the publication with friends and relatives, and doubling the number of people as an epidemic infection through the target community.

**Table 1:** The informatics strategy refers to the amount of information contained in the viral message, where consumers should receive updated, relevant and useful information for their needs because it creates a positive behavioral intention in customers.

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	The organization realizes awareness of keeping pace with contemporary marketing methods to disseminate advertising messages compared to traditional methods.					
2	I notice that there are viral e-mails with up-to-date information and university developments on a regular basis.					

3	I find that the viral messages displayed on the social networking sites of the organization are useful to the reader.					
4	I notice the pages of advertisers on social networking sites where all the useful and important information about the organization is stored.					
5	The advertising information provided to the viewer eliminates all questions about the services provided by the organization. I see that the staff is specialized in providing information on services that are distinguished compared to the services provided by other organizations.					
6	The organization provides an electronic library in which it stores information and books on the goods and products available to it					
7	The marketer allows consumers to participate in asking questions and ideas about the organization's information.					

**Table 2:** entertainment strategy refers to the level of enjoyment that can be provided by stimuli, for example advertising in a humorous and playful way, and it is defined as "audience-centered business culture".

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	The organization sends entertaining (fun) viral messages via emails.					
2	I see that joining the pages of the organization's advertising officials on social networking sites is a joy and entertainment for the viewer.					
3	I find SMS ads entertaining, with an element of humor.					
4	I see that the content of viral messages is attractive to surfers of social networking sites using unconventional (photos, videos, innovative ideas).					
5	I notice that there are interesting notes about the university for people to share their views on the services that make them interesting and worth reading by followers.					
6	I notice the work of cultural competitions for the followers with the highest interaction on the pages of the organization to participate in publishing and commenting with the aim of honoring them.					
7	I see that viral messages that carry humor and fun are easy to spread because of their rapid integration with the customer.					
8	I notice the broadcast of entertainment advertising programs through local satellite channels and other channels, through which it is possible to give a clear picture of the reality of the organization.					

**Table 3:** The source's credibility strategy is the credibility of advertising messages and is considered one of the positive advantages that have a significant impact on the acceptance of messages by the recipient.

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	The organization's website administrators provide information via e-mail messages that are valid and transparent.					
2	I see the organization's social media pages and websites as trustworthy and not fake.					
3	The possibility of contacting and communicating with the website administrator is available to answer the information or services provided by the organization.					
4	The information provided by the organization is reviewed prior to publication to ensure that it is correct and that errors are not collected.					
5	The organization warns its followers if there is false and incorrect news about its instructions or services so that they do not fall victim to false rumours.					
6	The marketer in the organization clarifies the points of difference and resolves differences in an ethical manner that takes into account the follower and makes him feel his importance.					
7	The organization is keen to implement the promises made by the marketer and solve the problems of consumers within a short period.					
8	The organization invites consumers to attend its meetings, seminars and training courses and participate in its various activities, to build strong relationships with them and gain their trust, satisfaction, and a sense of loyalty and devotion to it.					



**The second variable / customer delight**

**Table 4:** Customer expectation

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	Priorities are defined by the importance of the products offered by companies and shops.					
2	I think that there is something that distinguishes the products offered in this companies and shops compared to others.					
3	I imagine that the products in these companies and shops will rise more than it is now.					
4	I expect that the management and employees of companies and shops are aware and aware of what I want mostly.					

**Table 5:** Customer Experience

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	Through my experience, I noticed the presence of various products of companies and shops available in the places near the place of residence.					
2	I notice that the management of companies and shops seeks to contact customers and ask them to express their opinions on the products and offers they offer.					
3	I see that the company and the shops are convinced that customers are a major source of product development ideas.					
4	I always find that there is a change in the external and internal appearance of companies and shops.					

**Table 6:** Customer surprise

N	paragraphs	It never applies to me	Rarely applies to me	Sometimes it applies to me	Applies to me often	It always applies to me
1	I feel thrilled with the unexpected products offered.					
2	The company and the shops offer offers that are unexpected to the point of fascination.					
3	I repeat ordering products and merchandise that have the element of surprise.					
4	Sometimes I find what attracts my feelings in products.					
5	The management of companies and shops offers surprise offers on products.					