CHAPTER – 5
FINDINGS AND SUGGESTIONS

5.1 FINDINGS OF THE STUDY

In this chapter an attempt has been made to conclude the findings of the present study in a precise manner. Apart from this, in this chapter the researcher tries to portray the practical and theoretical implications of the study. An attempt has also been made to give guideline to the future researchers by giving some of the limitations of the present study so that future researchers can avoid those limitations in their research work.

5.1.1 To Examine the Awareness Level of Viral Marketing among Cellular Handset Consumers

- Results of the analysis showed that majority of the respondents are aware regarding viral marketing message which is being displayed in different e-mail / SMSs that they receives.
- Results also depicted high agreement toward the statement pertaining to viral marketing “I think that some blogs and forums contain marketing messages and advertisements”. It means that respondents of the present study read or write some blogs or they are part of some forums through which they came to know about various products which are advertised.
- Apart from this, results also shows that the mean value for the statement “Some SMS that I received contains marketing messages” is also high. Which means that majority of the respondents feels that the SMS that they receive contain some kind of marketing information pertaining to specific product.
- In addition to this, results manifested that the means value of the statement “I understand that social network sites and video website contain marketing messages and advertisements” is also high.
- Out of the 600 respondents, 47 respondents were < 10th Pass / Less Than 10th, 54 were 10th Pass, 77 were 12th Pass, 171 were Graduate, 150 were post graduate and 102 were having convocational degrees/diplomas.
- While 30% percent of the respondents were undergraduates or less, 70% of the respondents were either graduates or post graduates or having professional/convocational degrees/diplomas/certificates.
• It can be inferred that education certainly has an impact over the tendency of the users for buying smart phones.

• When targeting a particular segment, it should be noted that there is no major difference in the cell phone users if we talk about Businessmen and Housewife’s in terms of their education.

• It can be inferred from the analysis that the most effective way of reaching to masses through viral marketing is by ways of e-mail / SMSs followed by different blog sites and forums, SMS services and in last social networking and video websites like YouTube or Facebook.

• Results also showed that 48.7% of the internet users are within the Asia and the share for rest of the world is only 51.03%. It means that this study is very vital as there is a lot of internet penetration that is going on these days and internet has become a popular way to reach the masses at less expenses and less time.

• Furthermore, results showed that in case of the male respondent who is engaged in business, Service class, or home maker their score was more than that of the females for the statement “I noticed that e-mail / SMS often contain marketing messages and advertisements”.

• However, in case of the respondent who either farmer or student, in that case the average score of the females was more than that of the males for the statement “I noticed that e-mail / SMS often contain marketing messages and advertisements”.

• In addition to this, results revealed that in case of the male respondent whose age ranges between 15-19 years, 23-27 years or 31-35 years, their score was more than that of the females for the statement “I noticed that e-mail / SMS often contain marketing messages and advertisements”.

• Nevertheless, results manifested that in case of the female respondent whose age ranges between 27-31 years, their score was more than that of the males for the statement “I noticed that e-mail / SMS often contain marketing messages and advertisements”.

• Results also showed that the mean value for both males and females belonging to the age category of 19-23 years was found to be similar males for the statement “I noticed that e-mail / SMS often contain marketing messages and advertisements”. It means that respondents of this age group highly perceives that the messages that
they got through e-mail / SMSs contain some kind of advertisement or some marketing message.

- Results depicted that respondents who belongs to income category of less than Rs.20000, the average value for person belonging to business class is highest followed by homemakers, farmers, Service Class and students.
- Furthermore, results for the income category of Rs.20000 to 30000 shows that there was no respondent who belong to business class in this income category. Apart from this, results revealed that students were having highest mean value followed by farmers, Service class and finally homemakers.
- In addition to this, respondents who monthly income ranges between Rs.30000 to 40000 businessmen were the one who strongly agrees that they were able to identify that the messages that they are getting contains some type of advertisement followed by Service Class, farmers, students and finally homemakers.
- However, the salaries persons who monthly income ranges from Rs.40000-50000 were the one who have the highest mean value followed by farmers, homemakers and finally students.
- Again businessmen were the one whose mean value is highest foe respondents whose monthly income is more than Rs.50000 followed by Service Class, homemakers and finally the farmers.
- In addition to this, results revealed that in case of the male respondent whose age ranges between 15-19 years, 19-23 years, 23-27 years or 31-35 years, their score was more than that of the females for the statement “I understand that social network sites and video website contain marketing messages and advertisements”.
- Nevertheless, results manifested that in case of the female respondent whose age ranges between 27-31 years, their score was more than that of the males for the statement “I understand that social network sites and video website contain marketing messages and advertisements”.
- Furthermore, results showed that in case of the male respondent who is Service class or home maker their average score was more than that of the females for the statement “I understand that social network sites and video website contain marketing messages and advertisements”.

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• However, in case of the respondent who is engaged in business, farming or student in that case the average score of the females was more than that of the males for the statement “I understand that social network sites and video website contain marketing messages and advertisements”.

• Results depicted that respondents who belongs to income category of less than Rs.20000, the mean value for person belonging to business class is highest followed by farmers, homemakers, Service Class and student for the statement “I understand that social network sites and video website contain marketing messages and advertisements”.

• Apart from this respondent’s whose income category was Rs.20000 to 30000, results revealed that the average value of Service Class and students were almost similar and they both have the highest mean value followed by farmers and finally homemakers.

• In addition to this, results shows that respondents whose monthly income ranges between Rs.30000 to 40000 they were highly aware that the messages that they receives when they visit a video or social networking website contains some aspect of the advertised products and services.

• However, respondents who monthly income ranges from Rs.40000-50000 results showed that the salaries persons in this income category were the one who have the highest mean value followed by farmers, homemakers and finally students.

• In the income category of Rs50000 and above, again businessman’s were the one whose average value was highest followed by farmers, Service Class and finally homemakers.

• Furthermore, results revealed that in case of the male respondent whose age ranges between 15-19 years or 31-35 years, their score was more than that of the females for the statement “I think that some blogs and forums contain marketing messages and advertisements”.

• In addition to this, results also manifested that in case of the female respondent whose age ranges between 19-23 years, 23-27 years or 27-31 years, their score was more than that of the males for the statement “I think that some blogs and forums contain marketing messages and advertisements”.

• Moreover, results also showed that in case of the male respondent who is engaged in business, Service Class or home making their average score was more than that
of the females for the statement “I think that some blogs and forums contain marketing messages and advertisements”.

- Nevertheless, in case of the respondent who is engaged in farming or they are studying, in that case the average score of the females was more than that of the males for the statement “I think that some blogs and forums contain marketing messages and advertisements”.

- Results depicted that respondents who belongs to income category of less than Rs.20000, the mean value for person belonging to age 31-35 years is highest followed by 39-48 years, 15-19 years, 19-23 years, and finally 27-31 years age category for the statement “I think that some blogs and forums contain marketing messages and advertisements”.

- Apart from this, results revealed that the average value of people belong to age category of 15-19 years have the highest mean value followed by respondents belonging to 27-31 years, 23-27 years and finally people whose age is 31-35 years for the income group of Rs.20000 to 30000.

- In addition to this, results shows that respondents whose monthly income ranges between Rs.30000 to 40000 they were highly aware that the messages that they receives when they visit a forum or blog contains some aspect of the advertised products and services.

- In the present study there was no respondent who monthly income ranges from Rs.40000-50000 and age category fall under 15-19 years and 19-23 years.

- Majority of the respondents whose monthly income was more than Rs.50000 manifested that they were able to identify that the marketing messages that they are receiving whenever they visit a forum or blog is a sort of advertisement.

- Results portrayed that respondents who belongs to income category of less than Rs.20000, the mean value for person belonging to age 31-35 years is highest followed by 23-27 years, 19-23 years, 15-19 years and finally 27-31 years age category for the statement “Some SMS that I received contains marketing messages”.

- Furthermore, results for the income category of Rs.20000 to 30000 revealed that the average value of people belong to age category of 27-31 years have the highest mean value followed by respondents belonging to 15-19 years, 23-27 years and finally people whose age is 31-35 years.
• In addition to this, results show that respondents whose monthly income ranges between Rs.30000 to 40000 they were highly aware that the marketing messages that they receives at their mobile through SMS.

• In last, there was no respondent whose income is more than Rs.50000 falls under the age category of 15-19 years, 23-27 years and 27-31 years.

• Moreover, results revealed that in case of the male respondent whose age ranges between 15-19 years, 19-23 years, 23-27 years or 31-35 years, their score was more than that of the females for the statement “Some SMS that I received contains marketing messages”.

• Nevertheless, results manifested that in case of the female respondent whose age ranges between 27-31 years; their score was more than that of the males for the statement “Some SMS that I received contains marketing messages”.

• Furthermore, results showed that in case of the male respondent who is engaged in business, Service class, or home making their score was more than that of the females for the statement “Some SMS that I received contains marketing messages”.

• However, in case of the respondent who either engage in farming or they are studying, in that case the average score of the females was more than that of the males for the statement “Some SMS that I received contains marketing messages”.

5.1.2 To analyze the factors effecting the viral campaign among the cellular handset consumers

• In order to achieve this objective an exploratory factor analysis was performed on 38 statements pertaining to viral marketing.

• As a result of this seven factors were extracted from these 38 statements which explain 75.80 percentage of variance.

• The first factor was the linear combination of the six statements such as “Incentives are values or benefits from which I can advantage when receiving viral marketing messages” and it was labeled as “Perceived Incentives”.

• The second factor was again the linear combination of the six statements such as “I delete SMS advertisement without reading because it is annoying” and it was labeled as “Perceived Irritation”.

• The third factor was the linear combination of the six statements such as “I find viral marketing messages more effective as compared to traditional media
marketing messages” and it was labeled as “Consumers’ Attitude towards Viral Marketing”.

- The fourth factor is the linear combination of the six statements such as “Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative” and it was labeled as “Perceived Informativeness”.

- The fifth factor is the linear combination of the five statements such as “I think that a marketing message that contains visual enjoyment and funny languages is entertaining” and it was labeled as “Perceived Entertainment”.

- The sixth factor which is labeled as “Consumer Purchase Intention” is the linear combination of the four statements such as “Would you have recommended your friend to purchase the product”.

- The seventh factor is the linear combination of the five statements such as “I think that a company’s credibility will influence my perceived source credibility towards the marketing message” and it was labeled as “Perceived Source Credibility”.

Next, in order to validate the results of the exploratory factor analysis reliability for each factor was measure with the help of Cronbach’s Alpha coefficient. Results of the reliability analysis shows that all the seven factors were highly reliable as the Cronbach’s Alpha value for all the seven extracted factors were more than 0.7. This shows that all the seven factors had high internal consistency.

Furthermore, results of the “item to total correlation” also shows that all the items had high correlation with all other statement of that particular factor in which they were extracted. This was an addition indicator of high internal consistency among the statements.

- In addition to this, a confirmatory factor analysis was also performed in order to check the validity of the extracted factors.

- First of all, results of the model fit shows that the proposed measurement model had a good acceptable model fit for both goodness of fit and badness of fit indices. Which indicate that the researcher can proceed with the proposed measurement model for further analysis.
Further, validity of the proposed measurement model was assessed with the help of convergent and discriminant validity by following certain rule which are being proposed by different authors.

Results of the validity analysis shows that the proposed measurement model had a good convergent and discriminant validity.

5.1.3 To analyze the post purchase behavior of the consumer of the cellular handset effected through Viral Marketing

In order to achieve this objective, structural equation modeling technique was utilized. In the proposed structural model, “Perceived Entertainment, Perceived Informativeness, Perceived Irritation, Perceived Credibility and Perceived Incentive” were taken as independent variable. Furthermore, the variable “Consumer's Attitude towards Viral Marketing” was taken as mediator and the “Consumer's Purchase Intension” was taken as the outcome variable.

The results of the model fit shows that the proposed structural model had a good acceptable model fit for both goodness of fit and badness of fit indices. Which indicate that the researcher can proceed with the proposed structural model for further analyzing the proposed hypothesis.

Results of the structural equation modeling analysis shows that out of proposed eleven hypotheses, eight hypotheses were achieved and three were rejected.

Results of the analysis depicted that there is a significant positive relationship between “Perceived Entertainment and Consumer’s Attitude towards Viral Marketing”.

Furthermore, results revealed that the relationship between Perceived Informativeness and Consumer’s Attitude towards Viral Marketing is positive and significant.

The results of the present study showed that the perceived irritation has a negative effect on the Consumer’s Attitude towards Viral Marketing. It shows that when a consumer feels that the message which is being advertised through viral marketing as irritable then it has negative impact on the attitude of the consumers pertaining to viral marketing.

Results of the present study demonstrated that there is a significant positive relationship between perceived source credibility and consumer’s attitude towards viral marketing. The previous research has demonstrated that individuals generally
delete or ignore the viral messages which they find as untrustworthy or suspicious as they are not received from a reliable source.

- Results depicted that there is a significant positive relationship between perceived incentives and attitude of the consumers pertaining to viral marketing. In an incentive based marketing strategy, a consumer gets some kind of monetary benefits in return of giving permission to send the viral marketing messages to his/her respective mobile.

- Furthermore, results of the present study manifested that there is a significant positive relationship between perceived entertainment and consumer’s intension to purchase that particular product.

- Results show that there is negative relationship between perceived Informativeness and consumer’s intension to purchase that particular product. This hypothesis was rejected as the researcher proposed a positive relationship between these two variables.

- In addition to this, next hypothesis which states a negative relationship between perceived irritation and consumer’s intension to purchase a product was rejected. As the results of the present study rendered a positive relationship between these two variables.

- Moreover, results of the analysis show that there is significant positive relationship between perceived credibility and consumer’s intension to purchase that particular product.

- An interesting finding of the present study is the negative relationship among perceived incentives and consumer intention to purchase a product. The probable reason for such type of results might be that consumers feels that if the quality of the product is not good or that particular product is not selling then only merchandise are giving incentives or discounts on that product.

- Finally, results of the analysis depicted that attitude of a consumer towards viral marketing has significant positive effect on the intension of a consumer to purchase the product which is being advertised through viral marketing.

- Results of the mediation analysis revealed that the “Consumer’s Attitude towards Viral Marketing” partially mediates the relationship between “perceived source credibility and Consumer Purchase Intension”.

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• In addition to this, results of the mediation analysis also manifested that the “Consumer’s Attitude towards Viral Marketing” partially mediates the relationship between “perceived Informativeness and Consumer Purchase Intension”.

• Results shows that “Consumer’s Attitude towards Viral Marketing” partially mediate the relationship between “perceived Informativeness and Consumer Purchase Intension”.

• Moreover, results shows that “Consumer’s Attitude towards Viral Marketing” partially mediate the relationship between “perceived incentives and Consumer Purchase Intension”.

• However, the results of the mediation analysis demonstrated that the “Consumer’s Attitude towards Viral Marketing” fully mediate the relationship between “perceived irritation and Consumer Purchase Intension”.

5.2 Suggestions
The research that comes out with limitations also offers various suggestions and ideas for future research. These limitations can be improved and extended towards the scope for future research with different perspectives.

• As the study is a cross sectional study, it can be a longitudinal or experimental study as well as they provide more reliable results. The repetitive collection of data or experiments on different case studies comes out with new perspectives and first hand ideas in research.

• The research concentrates on data collection from the users of internet services from only five occupations. Therefore, the findings of the present research cannot be extended to individuals who are engaged in other occupations. In order to add a new direction to the research and an addition to the extensive literature, future researchers could include other occupations which are not taken into the present research.

• As viral marketing has become a topic of interest for all the researchers because of its increasing trend among marketers and advertisement makers. The study can be extended to other parts of the country. So that a comparison can be made between the different states of India.
• In the present study only 600 respondents were taken. In the future research, a larger sample could be included so that a more reliable results could be generated and it can be generalized to masses.

• The present study shows that only 46.3% of the variance in the consumer’s attitude toward viral marketing and only 50.0% of the variance in the consumer’s intention to purchase the advertised product is being explained by these five independent variable (“Perceived Irritation, Perceived Source Credibility, and Perceived Incentives, Perceived Informativeness and Perceived Entertainment”). It means that there are other independent variables also which explain “consumer’s attitude toward viral marketing and consumer’s intention to purchase”. The future researcher could identify those independent variables and incorporated in their studies. So that the existing literature on viral marketing could be expanded.

• The future researcher can also make test the existing proposed model in developing and developed nations. The results of these studies could provide more insight on the topic of viral marketing. Further, it will also help to make better generalizations of results.

• The future researchers could also include the demographical variables as moderator and see how it affects certain hypothesized relationships.

• In the present study, researcher only utilized quantitative technique to test the proposed hypothesis. However, the future researcher could make use of both qualitative and quantitative techniques so that a more insight could be evolved on the viral marketing concept.

• The future researchers can also investigate the critical success factors that affect the implementation of viral marketing concept.