LIST OF TABLES

Table 3.1: Respondents Profile 72
Table 3.2: Cross tabulation of Gender and Occupation 74
Table 3.3: Cross tabulation of Gender and Age 74
Table 3.4: Cross tabulation of Gender and Income 75
Table 3.5: Cross tabulation of Occupation and Income 75
Table 3.6: Cross tabulation of Gender and Educational Qualification 77
Table 3.7: Cross tabulation of Occupation and Educational Qualification 77
Table 3.8: Cross tabulation of Age and Educational Qualification 78
Table 3.9: Cross tabulation of Income and Educational Qualification 79
Table 4.1: Descriptive Analysis of Awareness Level of Viral Marketing 82
Table 4.2: Mean and SD of Statement “I noticed that e-mail often contain marketing messages and advertisements” on the basis of Gender and Occupation 84
Table 4.3: Mean and SD of Statement “I noticed that e-mail often contain marketing messages and advertisements” on the basis of Gender and Age 86
Table 4.4: Mean and SD of Statement “I noticed that e-mail often contain marketing messages and advertisements” on the basis of income and Occupation 87
Table 4.5: Mean and SD of Statement “I understand that social network sites and video website contain marketing messages and advertisements” on the basis of Gender and Age 88
Table 4.6: Mean and SD of Statement “I understand that social network sites and video website contain marketing messages and advertisements” on the basis of Gender and Occupation 91
Table 4.7: Mean and SD of Statement “I understand that social network sites and video website contain marketing messages and advertisements” on the basis of Income and Occupation 93
Table 4.8: Mean and SD of Statement “I think that some blogs and forums contain marketing messages and advertisements” on the basis of Gender and Age 95
Table 4.9: Mean and SD of Statement “I think that some blogs and forums contain marketing messages and advertisements” on the basis of Gender and Occupation 97
Table 4.10: Mean and SD of Statement “I think that some blogs and forums contain marketing messages and advertisements” on the basis of Income and Age 99
Table 4.11: Mean and SD of Statement “Some SMS that I received contains marketing messages” on the basis of Income and Age

Table 4.12: Mean and SD of Statement “Some SMS that I received contains marketing messages” on the basis of Gender and Age

Table 4.13: Mean and SD of Statement “Some SMS that I received contains marketing messages” on the basis of Gender and Occupation

Table 4.14: Mean and SD of Statement “I noticed that e-mail often contain marketing messages and advertisements” on the basis of Gender and Educational Qualification

Table 4.15: Mean and SD of Statement “I noticed that e-mail often contain marketing messages and advertisements” on the basis of Occupation and Educational Qualification

Table 4.16: Mean and SD of Statement “I understand that social network sites and video website contain marketing messages and advertisements” on the basis of Gender and Educational Qualification

Table 4.17: Mean and SD of Statement “I understand that social network sites and video website contain marketing messages and advertisements” on the basis of Occupation and Educational Qualification

Table 4.18: Mean and SD of Statement “I think that some blogs and forums contain marketing messages and advertisements” on the basis of Gender and Educational Qualification

Table 4.19: Mean and SD of Statement “I think that some blogs and forums contain marketing messages and advertisements” on the basis of Occupation and Educational Qualification

Table 4.20: Mean and SD of Statement “Some SMS that I received contains marketing messages” on the basis of Gender and Educational Qualification

Table 4.21: Mean and SD of Statement “Some SMS that I received contains marketing messages” on the basis of Occupation and Educational Qualification

Table 4.22: KMO and Bartlett's Test

Table 4.23: Shows the Communalities of the Statements

Table 4.24: Shows the Total Variance Explained

Table 4.25: Rotated Component Matrix

Table 4.26: Reliability Analysis of Perceived Informativeness Factor

Table 4.27: Reliability Analysis of Perceived Entertainment Factor

Table 4.28: Reliability Analysis of Perceived Irritation Factor
Table 4.29: Reliability Analysis of Perceived Credibility Factor 134
Table 4.30: Reliability Analysis of Perceived Incentive Factor 136
Table 4.31: Reliability Analysis of Customer’s Attitudes towards Viral Marketing Factor 138
Table 4.32: Reliability Analysis of Consumer Purchase Intention Factor 140
Table 4.33: Computation of Degree of Freedom 142
Table 4.34: Goodness and Badness 144
Table 4.35: Showing Composite Reliability, Average Variance Explained, R 145
Table 4.36: Convergent and Discriminant Validity of the Measurement Model 148
Table 4.37: Computation of Degree of Freedom 149
Table 4.38: Goodness and Badness-of-fit indices of Path Analysis 150
Table 4.39: Results of the Proposed Hypothesized Relationships 151
Table 4.40: Result of the Mediation Analysis 155