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UNDERSTANDING THE UNIVERSITY STUDENTS' BEHAVIOR TOWARDS MOBILE VIRAL MARKETING: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR

Menatalla H. Sayed^a, Marwa T. Abdel Azim^b, Tareq H. Abdeen^c

^{abc}Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt.

Corresponding Email: menatalla.sayed@aol.com

Abstract

Past studies conducted research about Mobile Viral Marketing focusing on the usefulness of Mobile Viral Marketing from the marketers' perspective and little information exists regarding the motivations, attitudes, and behaviors of consumers engaged in the new phenomena of Mobile Viral Marketing, especially in the context of developing countries such as Egypt. In the era of globalization and in the light of the on-going technological revolution, this knowledge is valuable and should be unveiled to provide a guiding light for marketers and companies on how to properly formulate a successful mobile viral marketing campaign that will reach target segment. The focus of this study is to utilize Ajzen's theory of planned behavior to study university students' actual mobile viral marketing behavior. To apply the theory of planned behavior, questionnaires were manually passed out to 404 Egyptian private university students to examine young Egyptian consumer's actual mobile viral marketing forwarding behavior through studying their mobile viral marketing attitude, subjective norm and perceived behavioral control and behavioral intention. The outcome of the study is that the young Egyptian consumer's attitude towards mobile viral marketing, subjective norm and perceived behavioral control collectively predicted their behavioral intention and their behavioral intention predicted their actual behavior towards mobile viral marketing. The study shed light for researchers and marketers alike on the critical components of mobile marketing strategies and sets the ground for future research in the emerging field of mobile viral marketing.

Keywords: Mobile Viral Marketing, Globalization, E-business, Integrated Marketing Communication, Theory of Planned Behaviour.
