

# Viral Marketing Strategies in Palestine Cellular Communications Company (Jawwal)

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**Abstract:** This study aimed to identify the viral marketing strategies in Palestine Cellular Communications Company (Jawwal), where the researchers used the descriptive analytical method, through a questionnaire randomly distributed to the sample of workers in Palestine Cellular Communications Company (Jawwal) in the Gaza Strip reached (60) employees. The results of the study showed that there is a high level of viral marketing in Palestine Cellular Communications Company (Jawwal), where the total score was relative (82.17%). The order of dimensions of viral marketing was as follows: material stimulation and free offers with a relative weight (86.81%), opinion leaders "influential spoken word with a relative weight (83.76%), viral advertising campaigns with a relative weight (81.17%), electronic publishing media with a relative weight (80.17%). The results showed that there are differences due to the gender variable in Palestine Cellular Communications Company (Jawwal) in favor of males, and there are no differences due to the age variable, and there are differences due to the variable years of service in the field of electronic publishing and the total degree of viral marketing. The study made a number of recommendations, including: Increasing interest in using social media as an important area for viral marketing campaigns. Attention to the use of electronic publishing means to motivate beneficiaries to receive the company's services. Increase the trust of beneficiaries in the company's services by offering competitive campaigns that meet the needs of the beneficiaries. Mainstreaming viral marketing to different Palestinian companies as a modern marketing approach that leads to quick results.

**Keywords:** Viral Marketing, Palestine Cellular Communications Company (Jawwal), Gaza Strip, Palestine.

## Introduction

The development of the work in the field of viral marketing via the Internet has become an important part in the work of many current and contemporary companies because of the benefits and benefits achieved by it and the potential creative or current services available in the market or on the company's website.

This extensive use of the Internet in the field of marketing has paved the way for the spread of the network to the general public in the civil sphere, which was limited to academics and military institutions in the United States since its emergence in the 1960s. Significant impact on this wide use of the network in the field of marketing, so that it can show pictures, drawings, voice calls and others. The word wide web (www) is a collection of websites whose documents have been written by a computer code called HTML (Hyper Text Markup Language). The Internet is an international network of cables and user links through which these websites are displayed. Diop, 2006).

One of the most important uses of the Internet in the field of business is to serve the consumer in the desired time and place where it reaches the service where it exists and at its own time, and the decision to buy by hand as long as the prices are displayed on the site at all times where the goods reach it when requested and if it is a digital product can be delivered directly via the network. Video and voice communication with consumers can enhance their confidence in the company and give the company a competitive advantage.

Viral marketing is the first major step in the success of many businesses, especially in the areas of e-business such as e-commerce and other business. A viral campaign may be initiated to make drastic improvements in product use. The strength of viral marketing lies in the credibility of the vector and the desire to share it with friends and relatives.

Viral marketing means the spread of advertisements of goods or services significantly, so that people begin to transmit and send information of that commodity or service to each other, which greatly reduces the company to pay a large amount of money to advertisers, has been called the "viral" because users of modern technology begin to publish This is one of the most modern types of electronic marketing that companies employ to achieve their goal in spreading their products or services on a wide scale, thus promoting the company at the lowest possible cost. , Viral marketing can take the form of a video, interactive games, ebooks, images, and even short messages that each recipient sends back to their acquaintances, thus accelerating the promotion and achieving the marketing objective.

According to Fraser (2006), viral marketing or viral advertising is a marketing technique that exploits existing social networks to promote brands or achieve other promotional goals, depending on the process of viral replication similar to the replication of viruses in the vital field and in the world and the Internet, where the recipient of advertising By voluntarily posting to their knowledge on websites and networks for what it finds useful or distinctive.

## Problem Statement

Because of the developments in business and because of the new global competition, many international companies are trying to search for all that is new in the business world and work to apply it and those companies are trying to benefit as far as possible in how to reach the goal and the lowest possible costs, both in the long term or In this context, and because of the large expenditures on promotional campaigns and the allocation of large funds from the company's budget, it is necessary to optimize the use of ICT and the resulting innovative applications such as settlement. Viral campaigns and viral campaigns which are tools, techniques and contemporary applications under the Internet and its applications. Costs Viral marketing has proved successful in many areas of business, especially e-marketing services, because it is based on a network of social relations, and the problem in the field of viral marketing is absent from the ears of many companies and marketers in Arab business organizations, therefore, this concept may require considerable personal efforts to succeed.

Viral marketing is an important step in the success of many businesses, especially in the areas of viral marketing and other businesses and services. Viral marketing through the Internet is used to promote viable processes such as viral marketing campaigns for a particular product or service, and a viral campaign may be initiated to make strict improvements to the use of the service. The strength of viral marketing lies in the credibility of the vector and the desire to share it with friends and relatives.

As Palestine Cellular Communications Company (Jawwal) is one of the leading companies in the fields of telecommunications and electronic services in Palestine, which has a clear presence on websites and social networks to promote its services, the researchers found it important to study the importance and impact of viral marketing used by The company accepted the quality of its electronic services provided, after reviewing the indicators indicating the use of viral marketing in general and viral in particular from the marketing department of Palestine Cellular Communications Company (Jawwal). The main study in the following questions:

## Research Questions

**Main study question:** What are the viral marketing strategies used in Palestine Cellular Communications Company (Jawwal)?

**The following sub-questions arise:**

**First-** what is the level of the use of viral marketing from the point of view of the employees of Palestine Cellular Communications Company (Jawwal)?

**Second-** Are there any statistically significant differences in viral marketing from the point of view of workers in Palestine Cellular Communications Company (Jawwal) due to demographic and organizational variables?

## Research Objectives

The study aims to provide a theoretical philosophical framework on the philosophy of the concepts of viral marketing and its origins and development and its marketing mix and strategies adopted in it and the most important tools used by this type of marketing in the field of work:

1. Identify the reality of the use of viral marketing in Palestine Cellular Communications Company (Jawwal).
2. Identify obstacles and problems in the use of viral marketing.
3. Finding conclusions and recommendations that contribute to the development and resolution of problems facing viral marketing.

## Research Importance

The study derives its importance from its scientific subject as well as its practical application. The importance of this study stems in an attempt to enrich studies and research conducted in the field of viral marketing.

These aspects are relatively small, particularly in Arab societies, and the importance and expected addition of the study can be identified as follows:

**First- Theoretical importance:**

1. It represents a cognitive addition to the philosophy of viral marketing by addressing the theoretical frameworks associated with its concept and the means of its application to practical reality, which will open the doors for future studies enrich the Arab Library to avoid the great shortage in this area.
2. Most studies related to the concept of viral marketing have been concentrated in western environments, where administrative concepts and tools for measuring performance and standards are developing rapidly.
3. The subject of the study can be considered as a new topic, where the concept of viral marketing has recently emerged, and studies related to the concept are still in their infancy and are all seeking to achieve scientific addition. This subject is considered to be one of the topics that have the ability to communicate the organization to be creative and pioneering and then a smart organization.
4. Enriching the Arab academic arena with new research studies and participations in the fields of administrative development.
5. Draw attention to the importance of viral marketing.
6. Emphasis on spreading the culture of viral marketing and follow-up applications.

### Second- Applied Importance:

1. Identify the availability of viral marketing elements in Palestine Cellular Communications Company (Jawwal).
2. The study focuses on viral marketing in Palestine Cellular Communications Company (Jawwal), in order to be appropriate and compatible with its needs and achieve its strategic objectives and serve other business organizations.
3. The study sheds light on the extent to which Palestine Cellular Communications Company (Jawwal) keeps pace with modern management systems, concepts and models, in particular the concept of viral marketing and its principles.
4. Reviewing the viral marketing strategies in Palestine Cellular Communications Company (Jawwal) and monitoring the strengths and weaknesses in their applications in these institutions.
5. Identify the challenges and obstacles facing the viral marketing applications in Palestine Cellular Communications Company (Jawwal) in the Gaza Strip.

### Research Variables

Viral marketing consists of (4) main dimensions namely:

1. Electronic Publishing Means.
2. Physical motivation and free offers.
3. Influential opinion leaders.
4. Viral advertising campaigns.

### Research Limits and Scope

1. **Human Limit:** The study was conducted on the employees of Palestine Cellular Communications Company (Jawwal).
2. **Institutional Limit:** The study was conducted on Palestine Cellular Communications Company (Jawwal).
3. **Spatial limit:** The study was conducted in the State of Palestine and was limited to the Gaza Strip.

### Research Terminology

- **Researchers Define Viral Marketing Procedurally:** It is a marketing strategy that aims to reach the target audience electronically through the use of electronic means of publishing, financial incentives and free offers to beneficiaries, the influence of opinion leaders "(spoken word) in addition to the use of viral advertising campaigns, which encourages individuals who receive advertising messages It is a marketing technique that uses social media and encourages individuals to spread messages through the adoption of the word transferred. Members to send back messages.
- **Palestine Cellular Communications Company (Jawwal):** Founded in 1999, Jawwal is the first Palestinian telecommunications company specializing in wireless communications and operates in the West Bank and Gaza Strip. wikipedia.org).

### Conceptual-Theoretical Framework

#### Viral Marketing

Viral marketing has been a lot of excitement lately, part of it is because it sounds like free, where you can choose a few people to sow or sow your idea, product, or message, make it viral, and then watch it spread without any effort to reach Millions.

It seems that designing reliable messages to present viral characteristics is very difficult, as is the expectation of the targeted individuals who will be responsible for their dissemination. Fortunately, companies are likely to benefit from the insight of viral marketing while avoiding most of its serious mistakes.

Viral marketing is a concept based on communication between customers who rely on them to distribute digital products via e-mail to other potential customers (Skrob, 2005), but (Jensen & Hansen, 2006) is defined as a marketing strategy aimed at reaching the target audience electronically Using a message to someone in the social network. Kiss and Bichler (2008) defines viral marketing as "marketing techniques that use social networks to produce brand awareness increases through self-replicating viral messages, similar to the spread of pathogens and computer viruses." (Michael, 2006) defines viral marketing as representing The creation of a self-managed message through circulation among Internet users in an upward and fast manner (Sauer, 2004) finds that viral marketing is a marketing phenomenon that facilitates and encourages individuals who receive advertising messages to pass on to others voluntarily and represents a marketing technique that uses social media and encourages thousands Howell and Smith (2003) believes that viral marketing drives people to send messages sent to them and that its programs are exceptional and able to attract the attention of the recipients of the message and is characterized by low costs of relying on free sites While marketing (Meskanskas, 2001), viral marketing represents the targeting of advertising messages on the Internet and building a customer base at low expenses by providing Junaid satisfactory benefit and prompt them to spread the message through new customers. (Angerhofer, 2000) is defined as a dynamic system with its origins in control and management engineering, the curriculum uses a view based on information feedback and delays to understand the dynamic behavior of complex physical, biological and social systems.

(Scott, 2008) view Viral marketing is an Internet-based strategy that takes advantage of the nature of the process of disseminating information on the Internet such as a virus. As an interesting idea, viral marketing can encourage customers to communicate with each other in order to present a product or brand under study. The most common way to conduct such

marketing is the World Wide Web, which is becoming increasingly important every day as the number of Internet users increases. To start effective viral marketing requires one to find a compelling or motivating reason for individuals to be encouraged to send an objective message or advertisement to friends and relatives, so in viral marketing, the key to success is ultimately in the hands of marketers, because they must provide individuals with the necessary motivation To send a message to others by providing ideas and creative encouragement.

An interesting idea can encourage customers to communicate with each other in order to recommend giving a product or brand name during the process of using viral marketing (Mirzaee, 2012). There are a variety of factors influencing viral marketing where advantage factors include financial resources and speed of deployment. Financial resources are an important advantage of viral marketing, which comes at a lower cost compared to other forms of marketing and advertising programs. In viral marketing, for the dissemination of messages containing the brand name, electronic communications are used (Mohammadi and Dehkordi, 2010).

Rapid deployment is another major advantage of viral marketing and is associated with its positive characteristics. In viral marketing, it is important to make messages available to recipients in a short time and to disseminate them quickly, and rapid deployment can largely capture the speed at which services or products can be marketed (Molkakhlagh and Zomorodi, 2013).

Viral marketing has been proposed as a cost-effective marketing strategy that drives sales in a short time and facilitates connections between companies and potential buyers (Dobele et al., 2007). Viral marketing is an effective online marketing communication tool (Datta et al., 2005) and will succeed if companies recognize their customers online and offer better value than those competitors.

The lack of control over viral marketing programs is the greatest threat to marketing technology, because organizations lack the means to control the spread of message and concept, and even message receivers may find it undesirable (Kaikati, 2004). In this regard, consumers may feel exploited, abused and deceived, and are likely to feel that viral messages violate their privacy (Phelps et al, 2004).

#### **The Origins and Evolution of Viral Marketing:**

The first to write about viral marketing on the Internet by the media critic Douglas Rush Roff in 1994 in her book "Media Viral" This article focused on the fact that the user of effective advertising that reaches the user through the Internet is a quick impact and prompt the network user to transfer advertising to other users to convince them On transmitting the message to friends and family in exchange for an incentive or equivalent, the transmission of the message will be as fast as the transmission of the virus.

According to (Friedman, 2007), the concept of viral marketing was based on the whole concept of spoken word and the use of the Internet as a common means of transferring information very quickly, and enabled individuals to view ads between sites to make a trade-off and choose the best offers.

#### **The Benefits of Viral Marketing**

The main benefits of viral marketing can be set out as follows (Jensen & Hansen, 2006):

1. A key element of viral marketing is its reliance on the Internet, as Internet users deliver messages to friends and acquaintances. This means that confidence in viral marketing has an important role to consider as the message came from someone close and can be trusted so this recommendation is a reliable document and will also motivate the recipient to send it to other people they trust.
2. Viral marketing strategy is carried out through online promotions, so often there is a direct impact on customers in the purchase process. Another advantage of viral marketing promotions is that the message can spread more quickly and broader than traditional marketing promotions.
3. Since viral marketing is technology-based, customers can reproduce recommendations and information to an infinite number of people immediately and with a great deal of speed faster than traditional marketing methods, and take no time, cost or effort.
4. Finally, viral marketing in general is useful for reaching new target groups, and in the future these categories can be won.

#### **Viral Marketing Strategies**

For an effective viral marketing strategy, the following must be considered (Ralph and Wilson, 2005):

1. Giving dimension to products or services Giving the strongest word for products or services such as giving programs valuable products or services to attract attention such as free e-mail, free information services and this in turn generates a wave of attention to the site.
2. Improve and facilitate the transfer to others.
3. The marketing message should be easy to convert and multiply: via email, website, software download. Viral marketing works are famous on the Internet because instant delivery has become very easy and cheap.
4. Start working and measuring easily from small to very large. The transmission method should be easy, fast, and scalable from small to very large. Weak hotmail and free email slows down the transfer process. A successful and fast strategy of rapid growth and deployment must be adopted.
5. The need for influential and well-known incentives and intelligent viral marketing plans exploit common human incentives. The design of any viral marketing strategy on the Internet builds on the incentives common behavior to send and inform millions of people through websites and emails.

6. You use existing delivery networks. Most people are social and sociologists tell us that everyone has a social network of 8-12 people from friends, relatives, family and partners. The broader network of a person may include and include large numbers of thousands of people depending on their social location between people, and relationships develop through the Internet and through e-mail and Web sites and the subsidiary programs may exploit such networks and multiply their relations with people or customers.
7. Take advantage of other resources.

#### **Key Elements of Viral Marketing Success:**

Several elements of viral marketing success are as follows (Jensen & Hansen, 2006):

- The viral message contains a number of limited values to attract attention.
- Simplified message, making it easy to transfer and emulate.
- Make sure he can easily turn the viral message from small size to very large.
- The viral message must include some of the common humanitarian motives and behavior (the desire to be cool, popular, popular, etc.).
- Cultivate the viral message in existing networks between customers.

#### **Literature Review**

- Study of (Abu-Naser et al., 2018) aimed at identifying the effectiveness of e-marketing in technical colleges in Palestine. The descriptive analytical method was used in the study. The sample of the study consisted of (205) employees in these colleges. The results showed that technical colleges have achieved a high level of use of e-marketing, with a relative weight of 70.24%. There is a high level of e-marketing: e-advertising (71.75%), e-promotion (74.75%), newsgroups (66.03%) and communication with the student audience (68.73%). The results also confirmed differences in the application of e-marketing among the colleges investigated in the Gaza Strip.
- The study of (Abu Naser et al., 2017) aimed at identifying social networks and their role in achieving the effectiveness of e-marketing for technical colleges in the Gaza Strip, which included the variables of social networks and their role in e-marketing, as well as recognizing the existence of statistically significant differences in the respondents' attitudes towards variables Study, and use an analytical descriptive methodology in the study. The sample of the study consisted of (275) employees in these colleges. The results showed a high degree of approval of social networking dimensions and relative weight (74.15%). There is a high level of social media (site management (74.91%), website content: (73.38%), technical colleges have achieved a high level of use of e-marketing, with a total relative weight (70.24%). E-advertising (71.75%), e-promotion (74.75%), newsgroups (66.03%) and communication with the public (student) (68.73%) The results also confirmed a statistically significant impact of social networks on e-marketing in technical colleges in the Gaza Strip.
- The study of (Navid, Behnaz, 2016) aimed to explore the impact of critical and advantage factors on the implementation of viral marketing, the study population consisted of all students of Azad Islamic University Ardabil branch during 2014-2015, the sample of the study consisted of 262 students, a questionnaire was used To collect data. For the analysis of the data, structural equation modeling and LISREL were used. The results indicated that advantage factors and critical factors affect viral marketing. In addition, Islamic marketing modifies the impact of advantage and critical factors in the context of the implementation of viral marketing. Finally, some suggestions are made according to the results.
- A study of (Fadil, 2015) confirmed that people love to talk about their participation in products and services for various reasons. This includes the status and situation that may arise through ownership or the need to share purchasing experiences in order to help others. These conversations are then passed on to family, friends and other people in social networks. This reference process is known as spoken word communication and is a powerful and influential form of communication, only because of the perceived objectivity and credibility associated with the parties involved. Viral marketing has emerged as the electronic form of the spoken word and includes the principle of passing or transmitting news, information or entertainment to someone else. Viral marketing is a highly effective online marketing communication tool and will succeed if companies understand their customers online and offer better value than these competitors. Unfortunately, some studies have shown that SMEs may be inefficient and show a low level of awareness and organizational readiness to adopt innovative ways to interact with customers. At the same time, Internet technology constantly provides new research tools that enable companies to interact and participate in the creation of a shared value brand with customers.
- Study of (Sharda and Bharti, 2015), which aimed to identify the study important factors that predict the behavior of buying customers. Developments in communications technology had led to the development of a new electronic form of oral propaganda, viral marketing communications. Induced viral marketing online is a highly effective tool available to marketers today. Online marketing has been used by various organizations across platforms, such as blogs, company websites and social networking sites. Online marketing helps organizations grow their business by adopting strategies to reach their customers. Such marketing can be used to generate brand awareness among large populations in a short period of time; in addition, consumers can refer brands to others. Oral advertising can be a powerful factor in influencing a customer's buying decision. This paper is an attempt to predict the purchase intent of consumers as a

result of viral marketing techniques caused by the Internet. The study was conducted on primary data collected through a self-structured questionnaire based on the Likert scale of five points. Non-condescending estimated samples were taken. A discriminatory analysis was performed using SPSS 16.0. The results of the study confirmed that marketing managers should understand these factors and target the client appropriately. Appropriate use of these factors can help managers thrive. In this study, we found that factors were tremendous potency, declared safety and rising branding, which were important predictors of consumer buying intent.

- A study of (Noureddine, 2014) that aimed to highlight the role of marketing through social networks in customer relationship management. The study found that social networks occupy an important place in individuals. Social networking is an attractive way of marketing. In addition, social networks are an effective tool for managing customer relationship. The study also found that the Facebook network is the most commonly used by the sample.
- Study of (Pawar, 2014), which aimed to study the impact of using online marketing on marketing and communication with customers. The results of this study show that the consumer adopts more than one method and means to collect information that interests him about the brand, including traditional advertising or online advertising for the company. The study also revealed that companies' desire and access to online marketing is due to the growing presence of customers on the Internet, that advertising uses voice and voice assistance and facilitates the transfer of information to customers. The customer also prefers electronic marketing methods over traditional marketing methods such as radio and television. The client believes that companies must deal with the e-marketing process. At the same time, the customer considers that e-marketing is unsafe and may lead to increased fraud.
- Study of (Rautanen, 2012) which aims to clarify the importance of email marketing to establish good relationships with other companies, maintain existing customers and attract new customers. A study was conducted on a hotel offering a number of services to customers, including booking and payment, and hosting services. The results of this study are e-mail marketing and do not play a major role in improving and increasing the company's relationship with other companies and customers. Different from easier and faster customers under IT, the researcher has shown that the goal of email marketing is existing customers, but to get new customers.
- Study of (Marzakal, 2010) aims to understand the impact of e-marketing on the Algerian book by studying the publishing sites of the Algerian writers, and to know the methods and strategies used to publish their books on the Internet, and identify their strengths and weaknesses, and the extent of these writers use of websites based on the global system of design standards Content and compare it to other similar sites. One of the main findings of this study is that great technological development. The Internet invited writers and publishers to enter the world of e-commerce. However, the number of online publishers was not large. This site is limited to three uses: display books only, display books and sell them but in a traditional way to pay dues. There are impediments and the fear of theft and occupation through the purchase of books in electronic form, the book used sites as a marketing tool for them that the sites are a tool to communicate with customers directly and know their needs and desires.

### Field study

#### Firstly- Study Methodology:

This study adopts the descriptive analytical method to describe and describe the phenomenon to be studied as it exists in reality. Without the intervention of researchers in the course, and researchers can interact with it and describe it and analyze it in a scientific and objective.

The study relies on two basic types of data:

1. **Preliminary data:** by research in the field by distributing questionnaires to study the vocabulary of the study and to compile and compile the necessary information in the subject of the study, and then unloaded and analyzed using the statistical program SPSS in order to reach valuable indications and indicators supporting the subject of the study. Some interviews conducted by researchers with the concerned; in order to obtain some undocumented data in writing, and clarify some views.
2. **Secondary data:** Through the review of books, periodicals, special publications and scientific and professional journals related to the subject of the study, and any references that contribute to the enrichment of the study in a scientific way. General perception of the latest developments that have taken place in the field of study.

#### Second- The study community:

The study population consists of all (190) employees in Palestine Cellular Communications Company (Jawwal) in the Gaza Strip.

#### Third- Study Sample:

- A. A sample of the researchers applied the study tools to verify the validity and reliability of these tools. The sample size was (32) employees.
- B. The sample of the study consisted of (60) employees in the branches of Palestine Cellular Communications Company (Jawwal) in the Gaza Strip.

**Table 1:** Distribution of Respondents by Variables: (Gender, Age, Years of Service)

Gender	Male	Female			Total
	30	30			60
Age	Less than 25	25- Less than 35	35- Less than 45	45 and over	60
	10	41	9	0	
Years Of Service	Less than 5 years	5 - Less than 10 years	10years and over		60
	37	15	8		

**Fourth- Study Tool:**

Since the nature of the assumptions and the variables involved in it control the selection of the appropriate tool, accordingly, the researchers prepared a scale for that study commensurate with its objectives and hypotheses. The process of designing and preparing the study scale has gone through several stages and steps as follows:

1. Review the viral marketing literature and previous studies related to the current study.
2. Collect and define paragraphs of the scale.
3. Drafting the scale statements in proportion to the study sample.
4. Set the scale instructions.
5. Scale correction method.
6. Conducting a validity and reliability study for the scale.

**Scale correction method:**

The Likert five-point scale was used to measure the respondents' responses to the questionnaire paragraphs according to the following table:

**Scale correction method:**

The Likert five-point scale was used to measure the respondents' responses to the questionnaire paragraphs according to the following table:

**Table 2:** Likert scale scores

Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Degree	1	2	3	4	5

**Validity of the scale:** The researchers calculated the validity of the scale in the following ways:

1. **Virtual Honesty:** Researchers have verified the apparent sincerity of the tool by presenting it to a group of PhD holders in business administration. The apparent honesty indicates the general appearance of the test in terms of the suitability of the subjects, the affiliation of the phrase to the field, and the clarity of the wording and instructions.
2. **Validity of Internal Consistency:** The researchers calculated the validity of internal consistency of the scale by finding correlation coefficients for each paragraph in the field to which they belong.

**Table 3:** The sincerity coefficients for each paragraph with the total score of the field

Electronic Publishing Means			Financial Motivation and Free Offers			Influential Opinion Leaders (Spoken Word)			Viral Advertising Campaigns		
No.	Honesty Level	Significance Level	No.	Honesty Level	Significance Level	No.	Honesty Level	Significance Level	No.	Honesty Level	Significance Level
1.	0.442	0.05	1.	0.821	0.01	1.	0.706	0.01	1.	0.573	0.01
2.	0.665	0.01	2.	0.739	0.01	2.	0.769	0.01	2.	0.791	0.01
3.	0.844	0.01	3.	0.823	0.01	3.	0.846	0.01	3.	0.839	0.01
4.	0.687	0.01	4.	0.801	0.01	4.	0.591	0.01	4.	0.485	0.01
5.	0.735	0.01				5.	0.711	0.01	5.	0.752	0.01
6.	0.840	0.01				6.	0.733	0.01	6.	0.840	0.01
7.	0.458	0.05				7.	0.587	0.01			

**Stability of scale:** The concept of stability means the ability of the test to give the same scores or values to the same individual or individuals if the measurement process is repeated and to ensure the stability of the scale researchers used the following methods:

1. **The method of split half:** by calculating the correlation coefficient between the individual questions and even questions, and obtained the coefficients of stability shown in the following table.

**Table 4:** Viral Marketing Stability Coefficient

No.	The Field	Number Of Paragraphs	Correlation Coefficient Before Adjustment	Correlation Coefficient After Adjustment	Significance Level

No.	The Field	Number Of Paragraphs	Correlation Coefficient Before Adjustment	Correlation Coefficient After Adjustment	Significance Level
1.	Electronic Publishing Means	7	0.773	0.865	Sig. at 0.01
2.	Physical motivation and free offers	4	0.622	0.767	Sig. at 0.01
3.	Influential opinion leaders (spoken word)	7	0.741	0.839	Sig. at 0.01
4.	Viral advertising campaigns	6	0.887	0.940	Sig. at 0.01

From the previous table, it is clear that all the coefficients of the half-fractional stability method were high, which indicates that the resolution has a high degree of stability.

2. **Alpha-Cronbach's Stability Coefficient:** The researchers used the Alpha-Cronbach coefficient to calculate the coefficient of stability for all terms of the scale where the general correlation coefficient is 0.921 which is a high stability coefficient indicating the strength and validity of the scale. The researchers then performed a coefficient of alpha-Kronbach stability between the statements of each field separately as shown in the following table:

Table 5: Stability coefficients of alpha-Cronbach for each field of viral marketing scale

No.	The Field	Cronbach's coefficient alpha
1.	Electronic Publishing Means	0.769
2.	Physical motivation and free offers	0.807
3.	Influential opinion leaders (spoken word)	0.826
4.	Viral advertising campaigns	0.806

It is clear from the previous table that Cronbach's coefficient alpha are all high and this indicates that the questionnaire has a high degree of stability, which assures the researchers to apply them to the study sample.

**Fifth- Statistical Methods:**

The computer was used in statistical processing, especially the statistical packages program (SPSS), where all the data obtained by the researchers were entered and then extracted the results through the scientific equations necessary for this and the most important used in this study:

1. Averages, frequencies, standard deviations and percentages.
2. Spearman Brown correlation coefficient of equal half-fractionation, and alpha-Kronbach coefficient for determining resolution stability.
3. T test for differences between averages.
4. One way Anova test.
5. LSD test to determine the direction of the differences.

**Data Analysis and Hypothesis Testing:**

**Answer The Study Questions:**

To answer the questions of the study and where the five-year Likart scale was used in the preparation of the study tool, the study adopted the following table to judge the trend when using the five-scale Likart.

Table 6: The scale used in this study

The Level Method	Very Low	Low	Medium	High	Very High
SMA	Less than (1.80)	From (1.80): (2.59)	From (2.60): (3.39)	From (3.40): (4.19)	Greater than (4.20)
Relative Weight	Less than 36.00%	From 36.00: 51.90%	From 52.00: 67.90%	From 68.00: 83.90%	Greater than 84.00%

This gives a statistical indication that averages below 1.80 indicate a very low score in the field elements, while averages ranging from 1.80: 2.59 indicate a low score in the availability of field elements, while averages between (2.60:3.39) It indicates an average score in the field elements, and averages ranging from (3.40:4.19) to a large degree in the field elements, but more than (4.20) indicates a very large degree in the field elements, This is on the scale of the scale used in the study shown in the previous table.

**Answer to the first question which states:**

**Q1: What is the level of the use of viral marketing from the point of view of the employees of Palestine Cellular Communications Company (Jawwal)?**

To answer this question, the researchers resorted to repetitions, averages, standard deviation, percentages, rank and value. The results are as shown in the following tables:

Table 7: Frequencies, averages, standard deviation, percentages, rankings and value of responses of respondents in the field of electronic publishing media



No.	Paragraph	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	The company uses Facebook to publish and follow up its marketing campaigns	4.67	0.572	22.553	93.40%	2	0.000
2.	The company uses blogs to publish and follow up its marketing campaigns	3.59	1.338	3.336	71.80%	5	0.001
3.	The company uses Twitter to publish and follow its marketing campaigns	3.84	1.156	5.431	76.80%	4	0.000
4.	The company uses YouTube to publish and follow its marketing campaigns	3.90	1.145	6.087	78.00%	3	0.000
5.	The company uses whatsapp to publish and follow up its marketing campaigns	2.90	1.258	-0.616-	58.00%	7	0.540
6.	The company uses e-mail to publish and follow-up marketing campaigns	3.30	1.381	1.682	66.00%	6	0.098
7.	The company uses its website to publish and follow up its marketing campaigns	4.88	0.324	45.063	97.60%	1	0.000
<b>Total Domain</b>		3.8754	0.70379	9.635	77.51%		0.000

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from table (7) and through a test of the related samples that all paragraphs of the field of electronic publishing media was more than the value of the tabular value except for the fifth and sixth paragraph and therefore there is statistical significance for the relative weight of the majority of the paragraphs of the field, so the seventh paragraph (the company uses its location In the first place with a relative weight of (97.60%), a high percentage shows the strong impact of this paragraph, while the fifth paragraph (the company uses whatsapp program to publish and follow up its marketing campaigns) in the last place with a relative weight (58.00) %, P. The total score of the field grew to a relative weight of (77.51%) which is a high degree, ie there is a high degree of use of electronic publishing means in viral marketing in Palestine Cellular Communications Company (Jawwal).

**Table 8:** Frequencies, averages, standard deviation, percentages, rankings and value of responses of respondents in the field of physical stimulation and free offers

No.	Paragraph	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	Palestine Cellular Communications Company (Jawwal) adopts promotional gifts as an incentive for customers to interact with their marketing campaigns	4.64	0.693	17.993	92.80%	1	0.000
2.	The company encourages customers to resend their marketing publications interactively through the incentives offered	4.34	0.739	13.865	86.80%	2	0.000
3.	The incentives provided by the company meet the expectations of customers	4.22	0.918	10.150	84.40%	3	0.000
4.	Customers receive incentives as soon as they interact with the campaign's terms	4.16	0.834	10.554	83.20%	4	0.000
<b>Total Domain</b>		4.3405	.665070	15.350	86.81%		0.000

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from Table (8) and through the test of the related samples that all the items of the field of physical stimulation and free offers were calculated value greater than the value of the tabular value and therefore there is a statistical significance for the relative weight of all the paragraphs of the field, so the first paragraph ( (Jawwal) to provide promotional gifts as an incentive for customers to interact with their marketing campaigns) ranked first with a relative weight of (92.80%), a high percentage shows the strong impact of this paragraph, while the fourth paragraph (customers receive incentives immediately after interaction with the conditions of the campaign) ranked last place with relative weight (83.20%).The total score of the field was relatively high (86.81%), which means that there is a very high degree of physical stimulation and free offers in viral marketing in Palestine Cellular Communications Company (Jawwal).

**Table 9:** Frequencies, averages, standard deviation, percentages, rankings and value of responses of respondents in the field of influential opinion leaders (spoken word)

No.	Paragraph	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	Customers who are influential in republishing and sending the content of marketing campaigns respond to friends and relatives	4.03	0.802	9.982	80.60%	5	0.000
2.	I think customers trust the content of the company's marketing campaigns that they receive from relatives and friends.	4.20	0.840	11.070	84.00%	4	0.000
3.	I think the process of buying the company's services is increasing by listening to the recommendations of relatives and friends	4.43	0.831	13.362	88.60%	1	0.000
4.	I believe that the process of receiving company services is increased by listening to the views and experiences of others	4.32	0.624	16.341	86.40%	2	0.000
5.	Sales volume of services is influenced by customer feedback via social media	4.30	0.720	13.982	86.00%	3	0.000
6.	The company uses celebrities to promote its marketing campaigns	4.00	1.074	7.215	80.00%	7	0.000
7.	The volume of sales of services provided is influenced by the opinions of celebrities and influencers	4.03	0.920	8.701	80.60%	6	0.000
<b>Total Domain</b>		4.1881	.619910	14.846	83.76%		0.000

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from table (9) and through a test of the related samples that all the paragraphs of the field of opinion leaders "influential (spoken word) was the value of the calculated T more than the value of the tabular value and therefore there is a statistical significance of the relative weight of all the paragraphs of the field, so the third paragraph (I think that the process of purchasing the services of the company is increased by listening to the recommendations of relatives and friends (first place with a relative weight of 88.60%), a high percentage shows the strong impact of this paragraph, while the sixth paragraph (the company uses celebrities in the promotion of marketing campaigns) ranked last by weight Relative (80.00%), while obtained To the total score of the field on the relative weight of (83.76%), a high degree, ie, that there is a high degree of use of opinion leaders "Influencers (spoken word) in viral marketing in the Palestinian Cellular Communications (Jawwal).

**Table 10:** Frequencies, averages, standard deviation, percentages, rankings and value of responses of respondents in viral advertising campaigns

No.	Paragraph	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	The company uses marketing-funded electronic advertising for its services	4.45	0.891	12.604	89.00%	2	0.000
2.	Viral campaigns are a new and unconventional method of electronically promoting the company's services	3.63	1.377	3.562	72.60%	6	0.001
3.	Interesting viral campaign content increases searches for company services	3.65	1.132	4.446	73.00%	5	0.000
4.	The company uses a variety of marketing message content using (images, videos) to be more attractive to the attention of social media surfers	4.50	0.792	14.672	90.00%	1	0.000
5.	The content of the viral message facilitates its spread, prompting many to easily transmit it via social media	4.20	0.798	11.644	84.00%	3	0.000
6.	The company relies on the content of the viral campaign with innovative ideas that are rapidly spreading among browsers	3.92	1.062	6.684	78.40%	4	0.000

<b>Total Domain</b>	4.0583	0.73057	11.221	81.17%		0.000
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The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from table (10) and through a test of the related samples that all the paragraphs of the field of viral advertising campaigns was the value of the calculated T more than the value of the tabular value and therefore there is a statistical significance for the relative weight of all the paragraphs of the field, so the fourth paragraph (the company uses a variety of content of the marketing message using (Photos, Videos) to be more attractive to the attention of social media surfers) ranked first with a relative weight of (90.00%), a very high percentage shows the strong impact of this paragraph, while the second paragraph (I find that viral campaigns a new and unconventional method of promotion Electronically The services of the company (last place with a relative weight (72.60%), while the total degree of the field obtained a relative weight of (81.17%), which is a high degree, that is, there is a high degree of use of viral advertising campaigns in viral marketing in Palestine Cellular Communications Company (Jawwal).

**Table 11:** Frequencies, averages, standard deviation, percentages, rank, value of responses of respondents in all fields and the total degree of viral marketing

No.	The Field	SMA	Standard Deviation	T Value	Relative Weight%	Ranking	Moral P-Value
1.	Electronic Publishing Means	3.8754	0.70379	9.635	77.51%	4	0.000
2.	Physical motivation and free offers	4.3405	0.66507	15.350	86.81%	1	0.000
3.	Influential opinion leaders (spoken word)	4.1881	0.61991	14.846	83.76%	2	0.000
4.	Viral advertising campaigns	4.0583	0.73057	11.221	81.17%	3	0.000
<b>The total degree of viral marketing</b>		4.1085	0.48836	17.582	82.17%		0.000

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from table (11) and through the T test of the related samples that all areas of viral marketing was the value of the calculated T greater than the value of the tabular value and therefore there is a statistical significance of the relative weight of all fields, so the second area (physical stimulation and free offers) ranked first with a relative weight It was (86.81%) which is very high, while the field of "influential opinion leaders" (spoken word)) came in second place with a relative weight (83.76%), and (viral advertising campaigns) came in third place with a relative weight (81.17%), Finally (electronic publishing) came in fourth place with a relative weight (77.51%), while it got The total degree of viral marketing has a relative weight of (82.17%) which is high, ie there is a high degree of viral marketing in Palestine Cellular Communications Company (Jawwal).

**Answer the second question which states:**

**Q2:** Are there any statistically significant differences in viral marketing from the point of view of workers in Palestine Cellular Communications Company (Jawwal) due to demographic and organizational variables?

**Q2-1:** Are there any statistically significant differences in viral marketing from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) attributed to the gender variable?

To find the answer to the question, the researchers used the T-test as in the following table:

**Table 12:** Selection of "T" test for viral marketing according to Gender variable

The Field	Gender	Total	SMA	Standard Deviation	T Value	Sig.
Electronic Publishing Means	Male	30	3.7746	0.82126	-1.112-	0.271
	Female	30	3.9762	0.55877		
Physical motivation and free offers	Male	30	4.6083	0.47653	3.468	0.001
	Female	28	4.0536	0.72443		
Influential opinion leaders (spoken word)	Male	30	4.4667	0.50742	3.872	0.000
	Female	30	3.9095	0.60316		
Viral advertising campaigns	Male	30	4.3778	0.63266	3.741	0.000
	Female	30	3.7389	0.68883		

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.05) = 2.00

The value of "T" tabular at the degree of freedom (59) and at the level of significance (0.01) = 2.66

It is clear from the previous table that there are statistically significant differences attributed to the Gender variable between male and female employees in all areas of viral marketing and the total score, except the first area where the value of the significance level is less than 0.05 and the calculated value of "T" is greater than the value of the "T" table. Results were in favor of male staff.

**Q2-2:** Are there any statistically significant differences in viral marketing from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) due to the age variable?

To determine the answer to the question, one way anova analysis was used as shown in the following table:

**Table 13:** Results of Single Variable Viral Marketing Due to Age Variable

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
Electronic Publishing Means	Between groups	0.368	2	0.184	0.363	0.697
	Within groups	28.856	57	0.506		
	<b>Total</b>	29.224	59			
Physical motivation and free offers	Between groups	0.011	2	0.006	0.012	0.988
	Within groups	25.201	55	0.458		
	<b>Total</b>	25.212	57			
Influential opinion leaders (spoken word)	Between groups	0.754	2	0.377	0.980	0.381
	Within groups	21.919	57	0.385		
	<b>Total</b>	22.673	59			
Viral advertising campaigns	Between groups	0.833	2	0.417	0.775	0.466
	Within groups	30.657	57	0.538		
	<b>Total</b>	31.490	59			
Total Degree of E - Marketing	Between groups	0.001	2	0.000	0.001	0.999
	Within groups	14.070	57	0.247		
	<b>Total</b>	14.071	59			

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.05) = 3.18

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.01) = 4.98

It is clear from the previous table that there are no statistically significant differences in all fields due to the age variable, since the calculated value of F is less than the value of "F" tabular.

The researchers explain this result that: All employees of Palestine Cellular Communications Company (Jawwal) of all ages are aware of the importance of viral marketing in achieving the objectives of the company.

**Q2-3:** Are there any statistically significant differences in viral marketing from the point of view of the employees of Palestine Cellular Communications Company (Jawwal) due to the variable years of service?

To determine the answer to the question, one way anova analysis was used as shown in the following table:

**Table 14:** Results of Single Variance Viral Marketing Attributed to Variable Years of Service

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
Electronic Publishing Means	Between groups	5.887	2	2.944	7.190	0.002
	Within groups	23.336	57	0.409		
	<b>Total</b>	29.224	59			
Physical motivation and free offers	Between groups	2.589	2	1.294	3.147	0.051
	Within groups	22.624	55	0.411		
	<b>Total</b>	25.212	57			
Influential opinion leaders (spoken word)	Between groups	1.364	2	0.682	1.824	0.171
	Within groups	21.310	57	0.374		
	<b>Total</b>	22.673	59			
Viral advertising campaigns	Between groups	1.819	2	0.910	1.748	0.183
	Within groups	29.671	57	0.521		
	<b>Total</b>	31.490	59			
Total Degree of E – Marketing	Between groups	1.516	2	0.758	3.442	0.039
	Within groups	12.555	57	0.220		

The Field	Source	Total Squares	Degrees Of Freedom	Average Squares	F Value	Sig.
	<b>Total</b>	14.071	59			

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.05) = 3.18

The value of "F" is tabular at degrees of freedom (2, 57) and at the level of significance (0.01) = 4.98

It is clear from the previous table that there are no statistically significant differences in all fields due to the variable of experience, except for the first field and the total degree of viral marketing, where the calculated value of "F" is less than the value of the "tabular" value. The LSD dimension is as follows:

**Table 15:** Results of the LSD Test for Difference Direction and Significance in the First Field According to the Variable Years of Service

Years Of Service	Less than 5 years	5 -Less than 10 years	10- Less than 15 years
Less than 5 years	-		
Less than 10 years	*0.524839	-	
10- Less than 15 years	*0.803411	0.278571	-

\*The correlation is statistically significant at ( $\alpha \leq 0.05$ ).

It is clear from the previous table that there are statistically significant differences attributable to the variable years of service in the field of electronic publishing in favor of those with higher service compared to those with less years of service, and researchers explain this result that the more years of service for employees Marketing campaigns.

**Table 16:** Results of the LSD Test for Difference Direction and its Significance in the Total Degree of E-Marketing According to the Variable Years of Service

Years Of Service	Less than 5 years	5 -Less than 10 years	10- Less than 15 years
Less than 5 years	-		
5 -Less than 10 years	*0.373697	-	
10- Less than 15 years	0.168885	0.204812-	-

\*The correlation is statistically significant at ( $\alpha \leq 0.05$ ).

It is clear from the previous table that there are statistically significant differences attributed to the years of service variable in the total degree of viral marketing for those with 5-10 years of service compared to those with less than 5 years of service. The researchers explain this conclusion that the more years of service employees accumulate their knowledge and understanding of the mechanism and the nature of the company's use of viral marketing in its marketing campaigns.

## Results

- The results showed that there was a high level of viral marketing in Palestine Cellular Communications Company (Jawwal) where the total score obtained a relative weight (82.17%).
- The results showed that the ranking of the dimensions of viral marketing came as follows: Physical motivation and free offers ranked first with a relative weight (86.81%) and the field of opinion leaders "influential (spoken word) in second place with a relative weight (83.76%), and came the field (campaigns Viral advertising in the third place with a relative weight (81.17%), and finally (electronic publishing media) came in fourth place with a relative weight (77.51%).
- The results showed that there were differences attributed to the Gender variable among the respondents in their view of the use of viral marketing in Palestine Cellular Communications Company (Jawwal) in favor of males.
- The results showed that there were no differences due to the age variability among the respondents in their view of using viral marketing in Palestine Cellular Communications Company (Jawwal).
- The results showed that there were differences attributed to the variable years of service among the respondents in their view of the use of viral marketing in Palestine Cellular Communications Company (Jawwal) in the field of electronic publishing and the total degree of viral marketing.

## Recommendations

- Increased interest in using social media as an important area for viral marketing campaigns.
- Attention to the use of electronic publishing means to motivate beneficiaries to receive the company's services.
- Increase the trust of beneficiaries in the company's services by offering competitive campaigns that meet the needs of the beneficiaries.
- Mainstreaming viral marketing to different Palestinian companies as a modern marketing approach that leads to quick results.

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