

## Significant of Viral Marketing Dimensions (Word of Touch) on Buying Fast Food Restaurants Products: Case of Jordan

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### Abstract

This study aims to investigate the significance of viral marketing dimensions on customer's intention behavior to buy the fast food restaurant's product in Jordan. This study uses the quantitative approach to collect the data from the respondents which are the fast food restaurant customers in Jordan specifically at the University Of Jordan Street in Amman, the capital of Jordan. The researcher in this study distributed one hundred and fifty questionnaires for three main fast food restaurants in this location which are (KFC, MacDonald and Burger king) with fifty questionnaires for each one of them. Question of this study adapted from previous studies and modified to be suitable for the aims of this study to collect the primary data. The findings of this study show that the viral marketing dimensions have highly significance on customer's intention to buy the fast food restaurant products. Also the findings of this study indicate that the three viral marketing dimensions have a high significance on customer's intention to buy the fast food restaurant's products. However, brand association has great significance on customer's intention following with brand confidence and brand consciousness. In addition, the results of this study show that the Jordanian customers have high intention to buy the fast food restaurants' products when they watch it in social network applications like Facebook, Twitter and other social network applications. Finally, this study suggests some recommendations for academic researchers and practitioners.

**Keywords:** Viral marketing dimensions, social network applications, brand association, brand confidence, brand consciousness and customer's intention

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أهمية أبعاد التسويق الفيروسي (كلمة اللمس المنقولة) لشراء منتجات مطاعم الوجبات السريعة

حالة دراسية الأردن

مالك المجالي

الملخص

تهدف هذه الدراسة الى معرفة اهمية ابعاد التسويق الفيروسي على نية العملاء الاردنيون في شراء منتجات مطاعم الوجبات السريعة في الاردن. هذه الدراسة تستخدم الاسلوب الكمي لجمع البيانات من المستجيبين وهم عملاء مطاعم الوجبات السريعة في الاردن وخصوصا تلك المتواجدة في شارع الجامعة الاردنية في عمان عاصمة الاردن. الباحث في هذه الدراسة قام بتوزيع مئة وخمسين استبيان على ثلاثة مطاعم للوجبات السريعة في ذلك الموقع وهي (كنتاكي، ماكدونالدز والبرجركينج) بواقع خمسين استبيان لكل منها. استبيان هذه الدراسة تم تنبيهه من الدراسات السابقة، وعدل عليه ليصبح مناسباً لهدف هذه الدراسة لجمع البيانات الاولية. تظهر نتائج هذه الدراسة بأن أبعاد التسويق الفيروسي مجتمعة لها اهمية عالية على نية العملاء لشراء منتجات مطاعم الوجبات السريعة في الاردن. كما تظهر نتيجة هذه الدراسة بأن أبعاد التسويق الفيروسي الثلاثة لها اهمية عالية على نية العملاء لشراء منتجات مطاعم الوجبات السريعة في الاردن، حيث احتل بعد تشارك الماركة الأهمية العظمى على نية العملاء لشراء منتجات مطاعم الوجبات السريعة في الاردن، ويليه الثقة في الماركة ومن ثم إدراك الماركة. كما وتظهر نتيجة هذه الدراسة بأن العملاء الاردنيون لديهم نية لشراء منتجات مطاعم الوجبات السريعة في الاردن عندما يشاهدون تلك المطاعم عبر تطبيقات وسائل التواصل الاجتماعي مثال الفيس بوك، تويتر، وتطبيقات الشبكات الاجتماعية الاخرى. اخيرا تقدم هذه الدراسة بعض التوصيات للباحثين والمطابقين.

**الكلمات الدالة:** أبعاد التسويق الفيروسي، تطبيقات وسائل التواصل الاجتماعي، مشاركة الماركة،

ادراك الماركة، الثقة في الماركة و نية العملاء.

## **Introduction**

The Internet technology has been changing the essentials of our consumption pattern. It shapes the way we communicate and the way we buy the products or do business. It brings us closer and closer to vital sources of information (Ramayah, Rouibah, Gopi & Rangel, 2009). It provides us with means to communicate directly with service-oriented computer systems modified to our specific needs and desires (Al-Majali, 2012).

In this regard, viral marketing is becoming nowadays as one of the most marketing promotion strategies (Lekhanya, 2014). Several organizations used this strategy to promote their products and services to achieve their different goals. However, the viral marketing tactics depend on the people's efforts by using the internet technology to socialize and share information (Sisovsky, 2015). And because people from different ages spend more time on the internet to access the social media platforms by using their smart phones, viral marketing is penetrating through using the social network applications for sharing attractive things by clicking the screen by friends. Moreover, when companies make their advertisements attractive enough, well designed and noticeable, the friends will share it via the social media by making likes, comments or buzz in the internet spreading like a contagious virus converting the word of a mouth to the word of a mouse or word of touch through their smart phones.

In general, fast food restaurants firms as one of vital sector are aware that the world is changing quickly for their own benefit as the modern family life style which depended on home cooked food now becomes more dependent on fast food (Al-Saad, 2016). However these firms need to encourage their customers to build awareness, trust, satisfaction and loyalty toward their fast food brand (Sisovsky, 2015). Therefore, these restaurants depended on the viral marketing as promotional tactics to promote their fast food brand through their accounts on the social media like Snapchat, Instagram, Google+, Facebook and Twitter. These types of promotional ways aim to satisfy the customers need and want to make them satisfied and loyal toward their brand. Therefore, this study will identify the significance of viral marketing dimensions on customers' intention to buy from fast food restaurants in Jordan. Considering that this significance have not gotten sufficient high intention of researchers in Jordan, also applying the viral marketing tactics are not clear and have not been determined in Jordanian

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fast food restaurants before. However, the viral marketing dimensions in this study include the brand consciousness, brand association and brand confidence.

### **Study Questions**

In order to obtain possible answers to the problem, this research aims at addressing research questions as follows:

Question 1: What is the significance of viral marketing dimensions on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Question 2: What is the significance of brand consciousness on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Question 3: What is the significance of brand association on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Question 4: What is the significance of brand confidence on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Question5: What is the level of customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

### **Study Objectives**

The importance of this study comes to investigate several objectives as follows:

Objective 1: to investigate the significance of brand consciousness on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan as a main objective.

Objective2: to investigate the significance of brand consciousness on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan.

Objective 3: to investigate the significance of brand association on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan.

Objective 4: to investigate significance of brand confidence on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan.

Objective 5: to determine the level of customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan.

## **Study Literature**

The marketers are using several types of communication media to share a message to their target audience, like TV, magazines, newspapers, and sometimes Mail. However, now the internet technology is penetrating among people individually through their personal computers, laptops, tablets and even smart phones to access the data anywhere at any time. This is because the internet became the most favorable media to attain information. It enables the application of viral marketing approach with less cost than TV and other media. So viral marketing was defined as “a broad array of online WOM strategies designed to encourage both online and peer-to-peer communication about a brand, product or service” (Golan & Zaidner, 2008,p. 961).

The internet technology provide many alternatives to send the message via several applications like E-mails, Flickr, YouTube, Blogs and other Social media networks. The social media networks known as “web2” like Facebook, Twitter and Google+, Instagram and Snap chat.etc. Recently, the marketers focus on these applications for a number of reasons (Collin, Rahilly, Richardson & Third, 2011; Chu, 2011; Bank, 2014; Timilsina, 2017 & others) for example:

- 1- Network applications are more flexible and more effective than all other types of media like photo, videos, and music, animations, and sound and text messages as well.

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- 2- These networks are able to target the customers specifically, directly and effectively.
  - 3- Networks applications have many distinctive characteristic, which enables the organizations to have statistical measures to check if the message has been viewed and received.
  - 4- Reducing promotion cost because of free face to face distribution, decreasing media purchases and growing credibility between the friends.
  - 5- Decreasing disruptions as audience choose the place and time to view viral messages.

In addition, viral marketing aims to improve the layout of a message which can appear in several shapes. This option helps the marketers to monitor their target markets and know about the customer's behavior toward their brand. However, this option justifies why most organizations create their own social media accounts and select the viral marketing as a main tool to share their information (Bogard, 2017). On one hand, viral marketing has some disadvantages that include reducing control of the marketer, as a viral campaign relies on consumers to spread it, increases confidence on consumers' motivation to improve the message for campaign success and increases the risk of negative reactions as viral ads may become too unconventional (Nayerossadat, 2012).

Nowadays, most people access the internet by using smart phones, which are considered main tools for communication purposes in Jordan. However, recent reports show that nine out of ten people in Jordan have smart phones. This means ninety five percent of Jordanians own smart phones and seventy seven of them access the internet by using this device (Information Communication Technology report ICT, 2017). The justification of high percentage of smart phone users' in Jordan could be because this device is more compatible with people's life, availability of this kind which has significantly increased social media users. Also the prices of smart phone are declining because of the high competition between many smart phone organizations in Jordanian market which enables a customer to

have more than one device. At the same time, most of these users use their smart phone to access the internet and stay in touch with their friends by using the social network applications, and share information, entertain, navigate, watch or view any information they are interested to know about it.

In viral marketing field, there are several previous studies to investigate effects of viral marketing on customers' attitude. It aims to determine the role of viral marketing on customer's behavior. For instance, Nour and Almahirah (2009) conducted a study to measure the impact of viral marketing on purchasing decision in Jordan. Results of this study show that there is a strong relationship between viral marketing and customers' decision to buy the products form companies in general. Also, this study indicates that there is a relationship between the concept of viral marketing and proliferation of advertising messages via the website. Also, this study showed that the information sent through the company's website is relevant, credible and reliable, therefore, giving a positive image of the organization. A study related to Ho and Dempsey (2010) examine one of the critical factors that influence the customer's behavior by using viral marketing tools via the social networks applications namely Internet users' motivations. In addition, this study investigates if high quality curiosity lead indirectly to more forwarding by increasing the amount of online content consumed, and it showed that the Internet users, who are more individualistic, tend to forward more online content than others.

Kaplan and Haenlein (2011) used a psychological approach to understand the diffusion of viral marketing applications. This study aimed to investigate the relationship between social media and viral marketing. However, they demonstrate six steps executives should take in order to use the social media/viral marketing. The results of this study indicate that there are three situations which need to be satisfied to create a viral marketing are giving the right message to the right messengers in the right environment. Berger and Milkman (2012) in their study indicate that positive content is more viral than the negative content; however, the relationship between emotion and social communication is more complex than valence alone. Also the results showed the power of the message is partly driven by physiological motivation. Moreover, the findings of this study embrace that even when the authors control for how surprising, interesting, or practically useful content, as well as external drivers of attention. In addition, the

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results demonstrate the causal impact of the specific emotion on transmission and illustrate that it is driven by the level of activation induced. Kietzmann and Canhoto (2013) this study try to determine that the main motivations for consumers to share their knowledge via 'electronic word of mouse through different social media networks. However, this study showed that word of mouse as a coping response dependent on positive, neutral, or negative experiences made by potential, actual, or former consumers of products, services, and brands. The results of this study indicate that word of mouse as a suitable tool for examining the amount of attention the resulting different types of word of mouse from brand managers. Schulze Schöler and Skiera (2014) study showed the viral marketing tool as a high-quality approach that used for games suitable for other and more useful products. The results of this study indicate that consumers don't use Facebook as a social media application to learn about products, because they rely on simple cues and heuristics to process viral marketing messages about these products.

### **Significance of Viral Marketing Dimensions on Consumer's Intention**

#### **Significance of Brand Consciousness on Consumer's Intention**

According to Moisescu (2011) Brand consciousness consider as a main important dimension of brand equity which is antecedents of consumer behavior. Brand awareness was defined in several past studies, for instance Aaker (1996, p.119) defined brand awareness as "ability of a consumer can recognize and recall a brand in different situations". In addition, Kotler, et al, (2012) defined the Brand Awareness as "Consumers' ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance". Kotler, et al, (2012, p.501) indicated that brand consciousness include two main elements are brand recall and brand recognition. Brands recall means when consumers see a product category, they can recall a brand name exactly. And brand recognition means consumers have the ability to identify a brand when there is a brand cue. Moreover, brand consciousness reflects that consumers are common with the availability and ease of access of the organizations' products and



services, which mean these organizations, have a good and strong image about their brand in the customers mind (Gustafson & Chabot, 2007). In addition, Brand consciousness can be well-known in terms of (depth and width). Depth of brand consciousness means how the consumers can determine the brand in an easy way, while brand consciousness width means that consumers will remember one brand directly when they are ready to buy products (Hoeffler & Keller, 2002).

Moreover, several empirical previous studies pointed out that brand consciousness plays a vital and significant impact on consumers' behavior toward purchasing a product or service. It reduces the perceived risk and increases the level of confidence of adopting the brand due to awareness with the brand and its distinctiveness (Gustafson & Chabot, 2007; Salamandic, Alijosiene & Gudonavičienė, 2014), This will affect consumers purchase behavior when a product owns a positive brand image Moreover, brand consciousness may assist consumers to identify a brand from a product category and make purchase decision (Keller, 1993). In addition, consumers purchase intention depends on the brand consciousness towards a specific product or service, which contains several steps like problem identification, information search, evaluating the alternatives, make a purchase and post purchase behavior (Chang & Chen, 2008). However, Brand consciousness is a tool to measure and determine the marketing activity efficiency in the organizations (Hoyer & Brown, 1990). In addition, brand consciousness is considered as a main factor that influences the consumers' intention to buy specific products and services. A specific brand will build strong image in consumers' mind to influence their decision and the high level of brand awareness for a product will receive higher consumer preferences (Hutter, 2013; Godey, 2016). Based on upon, the following hypothesis can therefore be stated:

H1: Brand Consciousness influence Significantly on Consumer's Intention to Buy the Fast Food Restaurants Products in Jordan.

### **Significance of Brand Association on Consumer's Intention**

Aaker (1992) showed that brand association is strongly connected with purchasing decision because it enhances the memorability of a particular brand. Dobni and Zinkhan (1990, p. 116) defined the brand association as "a perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory". Keller (1993) stated that

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brand association comprises attributes, benefit and brand attitude, as three main elements help customers to have different responses toward a brand image. In this manner, Krishnan (1996, p. 154) considered that “brand association can be used as a general word to represent a relation between two nodes, which propose brand association in customers mind”. Therefore, brand associations are other informational joint related to the brand node in memory and contain the meaning of the brand for consumers. Brand association would help consumers to search and deal with information (Boisvert, 2011).

Brand association would provide consumers with a purchasing reason, because most brand associations are related to brand attributes, target consumer market, and the benefits that consumers need, so that they form the foundation of brand loyalty and consumers’ purchasing decisions, which plays a very important role in consumers’ purchasing decision making (Lin, 2010; Boisvert, 2011). The brand association will assist the establishment of the brand relationship between the brand and customers resulting from the customers’ feelings and cognitions toward a brand (Aaker, 1992). In addition, Huang & Sarigollu (2014) confirmed that in the managerial procedure of brand relationship, association of brand relationship should try to obtain positive consumers feelings as well as their opinion about the brand. Also, brand association is an important influential to aid brand decision maker to improve building of the brand relationship with their customers. Hence, it can be seen that brand association is the platform of a brand relationship development (Severi & Ling, 2013). Based on upon, the following hypothesis can therefore be stated:

H2: Brand Association influence Significantly on Consumer’s Intention to Buy the Fast Food Restaurants Products in Jordan.

### **Significance of Brand Confidence on Consumer’s Intention**

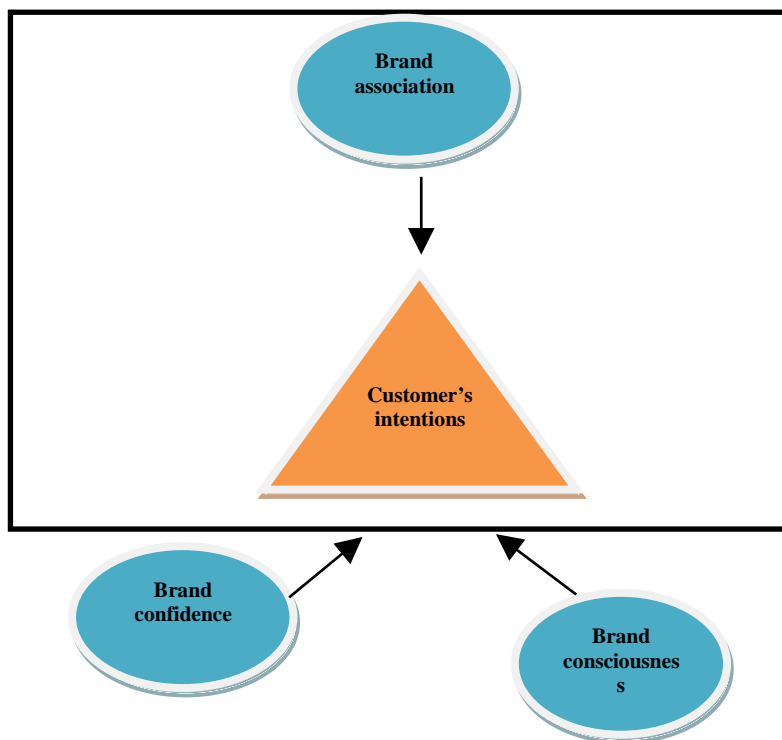
Consumer’s confidence concept attracted high attention of researchers in several fields such as business, economics and sociology. Confidence considered as one of the most influential factors on consumers behavior, and as one of the most attractive issues in the relationship in both sides, between

a company and its customers and between a brand and its consumers (Matzler, Bidmon & Grabner-Kräuter, 2006). Trust is defined by (Deutsch, 1973) as “the confidence that one will find what is desired from another, rather than what is feared”. Also defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated functions” (Chaudhuri & Holbrook, 2001, p.82). Brand confidence is one that consistently keeps its promise of value to consumers through the way the product is developed, produced, sold, serviced and advertised (Delgado et al 2003). Moreover, brand confidence is one of the most significant factors that directly affect consumer’s intention, which explain the significant impacts of brand confidence both on attitudinal loyalty and behavioral loyalty (Matzler, Bidmon & Grabner-Kräuter, 2006; Anuwitchanont, 2011).

Delgado, Freij and Svensson (2003) indicated that brand confidence has a technical and intentional nature, which goes in two dimensional idea of trust, firstly, brand confidence (reliability) has a technical or competence-based nature, connecting the ability and willingness to keep promises and consumers satisfaction toward their needs and wants. Secondly, (intentions) includes the attribution of good intentions to the brand related to the consumers’ interests. Therefore, it summarizes the consumers’ knowledge and experiences with the brand. As an experience attribute, it is affected by the consumer’s evaluation of every direct or indirect brand (Krishnan, 1996). However, Sung and Kim (2010) stated that brand confidence is a vital factor on the consumer behaviors and it aim to build long term strengthens relationship between two parties (consumers and products) (Laroche, Habibi, Richard & Sankaranarayanan 2012). Based on upon, the following hypothesis can therefore be stated. Based on upon, the following hypothesis can therefore be stated:

**H3: Brand Confidence influence Significantly on Consumer’s Intention to Buy the Fast Food Restaurants Products in Jordan.**

Based on discussion above, this study aims at investigating the significance of viral marketing dimensions which are brand consciousness, brand association and brand confidence on consumer’s intention to buy fast food restaurants products in Jordan. Therefore, the model of this study has been inferred from previous studies, and since this study is narrow, the following abbreviated framework was prepared as shown in Figure 1.



**Figure 1: Study model**

## **Methodology**

This study is mainly based on quantitative approach research. The unit of analysis is the three fast food restaurants (KFC, MacDonalnd and Burger king) customers at University of Jordan Street in Amman in Jordan. Sample of this are (KFC, MacDonalnd and Burger king) customers at University of Jordan Street in Amman in Jordan, because of it location near the University of Jordan, which they prefer to buy this kinds of foods more than others and this area rich to find those customers there . Sample of this study will be

taken randomly from those customers whom buy meals from these restaurants, to give all the respondents the same opportunity to answer the questionnaire of this study. The primary data for this study will be collected through developed questionnaire, which designed to measure significant of the viral marketing dimensions on customer's intention to buy fast food restaurants products in Jordan. SPSS version 18.0 will use to analyze some tests.

### **Sample of Study**

To examine the significance of viral marketing dimensions on fast food restaurants customers intention to buy their products in Amman, the study sample are (KFC, MacDonalad and Burger king) customers at University of Jordan street in Amman city in Jordan. This sample was taken randomly from those customers whom buy the meals from these restaurants. However, the researcher distributed fifty questionnaires for each one and 150 hundred totally. Questionnaire distribution was conducted by the research hand; therefore, the researcher returned all the 150 .

### **Data Collection Approach**

The primary data for this study was collected though developed questionnaire, which is designed to measure the significance of the viral marketing dimensions on customer's intention to buy fast food restaurants products in Jordan. Several items of this questionnaire were adapted from previous studies relevant to field of this study. However, four items for brand consciousness and five items for brand association were adapted from Severi and Ling (2013), while four items for brand confidence and three items for customers intentions were adapted from Matzler, Bidmon and Grabner-Kräuter (2006) totally sixteen items. Finally five point Likert scale with anchors from (1) strongly disagree to (5) strongly agree respectively, was used for all items.

### **Data Screening Producers**

The 150 dataset were coded, saved into SPSS version 18.0 and analyzed. The data is carefully examined to ensure that there is no missing data. Results of frequency analysis showed that only 4 datasets have some missing data. Therefore, the researchers replaced them with mean indicator, so none was deleted. Therefore, 150 dataset were valid for final analysis.

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## Findings

### Results of the Respondents' Profile

The results show that most of the respondents are female (64%) and (36%) were male respondents. Also the results indicate that the respondents are youth and their age ranged between 18-24 year. Moreover, the results show that majority of the respondents live in Amman with (76%). All the respondents have smart phones and use social media by having accounts on different web networks and use it daily. In addition, the results show that most of the respondents are interested in knowing the restaurant's news and offers via the social network applications.

### Reliability

Results of this study as shown in Table 1 indicate that four variables of this study are reliable and are internally consistent (Nunnally, 1978). However, all the variables value arranged between (.724-.837) which mean all the values are more than the recommended value (.60) (Uma & Roger, 2003).

**Table (1) Variables Reliability**

Variable	C. Alpha
Customers intention	.783
Brand consciousness	.837
Brand association	.724
Brand confidence	.769

### Results Discussion

This study aims at answering the question: what is the level of significance of viral marketing dimensions (Brand consciousness, Brand association and Brand confidence) on customers' intention to buy fast food restaurants products (KFC, MacDonald and Burger king) in Jordan? The

next table shows the significance of viral marketing dimensions on customer's intention to buy fast food restaurants products (KFC, MacDonald and Burger king) through calculation of the study sample respondents mean and standard deviation.

First question: What is the significance of viral marketing dimensions on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

**Table (2) Variables Mean and Standard Deviation**

<b>N</b>	<b>Statement</b>	<b>Mean</b>	<b>S.D</b>	<b>Mean level</b>
1	Brand consciousness	4.22	0.70	High
2	Brand association	4.42	0.78	High
3	Brand confidence	4.30	0.69	High
Total mean		4.31	0.72	High

The results in Table 2 show that the total mean of the significance the viral marketing dimensions on customers intention was (4.31). Which means that the respondent's image was high? However, the brand association is firstly with (4.426), brand consciousness is secondly with (4.22) and brand confidence is thirdly with (4.30). However, these results indicate that all dimensions of viral marketing are very important in the formation of significant intentions of customers through their access to information about the Fast Food restaurants brands in Jordan. And next discussions will provide more elaboration about significance of each dimension of the concepts of viral marketing individually.

Second question: What is the significance of brand consciousness on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

**Table (3) Results of Mean and Standard Deviation for Brand Consciousness**

N	Statement	Mean	S.D	Mean level
1	I am aware (KFC, MacDonald and Burger king) brands that appeared in the social media.	4.40	0.63	High
2	I can recognize (KFC, MacDonald and Burger king) brands in comparison with the other competing product/brand that appeared in the social media.	4.21	0.71	High
3	I know (KFC, MacDonald and Burger king) brands looks like. Some characteristics of the particular product/brand that appeared in the social media come to my mind quickly.	4.17	0.68	High
4	I can quickly recall symbol or logo of (KFC, MacDonald and Burger king) brands that appeared in the social media.	4.10	0.64	High
Total mean		4.22	0.665	High

Table 3 indicates that the total mean for brand consciousness is high (4.22), and the standard deviation is (.665). This means that the brand consciousness is a very important dimension in the social media for the customers who tend to buy the fast food restaurants (KFC, MacDonald and Burger king) in Jordan? However, the results stated that brand consciousness is usually the first step in building messages' objectives, because the customers can create a favorable impression toward a certain brand. Moreover, the highest level of brand consciousness is at the top of mind awareness. This is when customers think about the brands when they need to buy one product from many products categories. Therefore, the



companies can build the brand consciousness through several media means especially social media which are often used to communicate the brand name and important messages related. However, they can create high consciousness by repeating the messages about their brands over time. This is a unique advantage in the competition markets while customers decide to buy the brand immediately when it comes to their mind first.

Moreover, the social media nowadays is considered as a one of the most powerful marketing tools. Because websites like Facebook, YouTube and twitter have the ability to motivate the customers to have a good image toward the brand and encourage them to buy these products. However, Social media is a useful tool that is extremely favorable for the companies to promote their brand and enhance awareness among customers. Also, companies can use social media for posting the brands in the customer’s mind, by making their brands on these media more visible to them. However, some of the customers will like or share the companies posts and advertisements to their friends or followers and asking them to make the comments on that brand, which could give this brand the chance to be seen by many people.

Third question: What is the significance of brand association on customer’s intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Table 4: Results of Mean and Standard Deviation for Brand Association

N	Statement	Mean	S.D	Mean level
1	The (KFC, MacDonald and Burger king) brands that appeared in the social media has its own personality.	4.51	.51	High
2	The (KFC, MacDonald and Burger king) brands is different in comparison with the other competing product/brand that appeared in the social media.	4.47	.53	High
3	I trust the company who owns the (KFC, MacDonald and Burger king) brands that appeared in the social media.	4.36	.49	High
4	The (KFC, MacDonald and Burger king)	4.32	.66	High

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N	Statement	Mean	S.D	Mean level
	brands that appeared in the social media is familiar to me.			
5	There are reasons to buy the (KFC, MacDonald and Burger king) brands over the competing product/brand that appeared in the social media.	4.47	.61	High
Total mean		4.42	.56	High

The results in previous table (4) show that total mean is high (4.42), and total of standard deviation is (.56), which is mean the brand association is very important as one of viral marketing dimensions in the social media. In this context, brand should be associated with amazing positive image when the customers talk about the company's brands positively. However, the brand associations are the most attributes of brand, which come to the customers mind when they are talking about it. Therefore, the companies should choose a brand name; this supports the important feature or advantage association that forms its product positioning. Moreover, the significant brand associations should develop if the product which the brands represent is durable, marketable and desirable.

However, the customers have to be convinced that the brand has the features and attributes which satisfy their needs.

The brand association will lead customers to have positive feelings toward the product. Also, the Positive brand association will help a company to achieve high profits, and makes some restrictions for the competitor's to enter the market. Finally, Social media platforms are the easiest ways to make your brand association and create the meaning for the brand. Therefore, the companies need to post links, which make the customers satisfied by increasing of brands interest.

Fourth question: What is the significance of brand confidence on customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Table 5: Results of Mean and Standard Deviation for Brand Confidence

	Statement	M ean	S .D	M ean level
	I trust (KFC, MacDonald and Burger king) brands that appeared in the social media	4. 35	. 73	Hi gh
	I rely on(KFC, MacDonald and Burger king) brands that appeared in the social media	4. 12	. 63	Hi gh
	( KFC, MacDonald and Burger king) brands are honest brands that appeared in the social media	4. 26	. 71	Hi gh
	(KFC, MacDonald and Burger king) brands that appeared in the social media are safe	4. 48	. 56	Hi gh
	Total mean	4. 30	. 65	Hi gh

In table 5 the results show that the total mean is high with (4.30), and the standard deviation is (.65), which means the brand confidence is important in the social media. Therefore, the marketers need to recognize how they can create the brand trust in social media environment in which consumer's choice is almost unlimited. However, when that customers trust a certain brand they will go to buy them and talk about them in a positive way for their friends and followers. Therefore, the companies that promote their products through social networks emphasize on building trust through their brands in order to obtain the trust of customers.

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However, the customer looks for the companies that give them the right message with more details about the right ways to get their confidence. Because they want to pay money for those products they saw by the companies' advertisements. This is what the companies should be pay attention to insure that the customers will back to buy their products and bring their friends also to buy, if they feel that this company is right and without being tricked. So the companies must build the right relationships with their customers when they decide to share any kind of information via their website or social media applications. However the customers follow the companies' pages and they don't hesitate to make comments on the companies' information. In this way, the companies should try to make their customers confident and safe, if they want to succeed in the market or gain profits from their target market. And far away from lying, counterfeiting and cheating because these practices can build negative image in the customer's mind which will reflect on their market shares and their profits in future.

Fifth question: What is the level of customer's intention to buy the fast food products form (KFC, MacDonald and Burger king) in Jordan?

Table 6: Results of Mean and Standard Deviation for Customer's Intention

Statement	Mean	S.D	Mean level
I will buy (KFC, MacDonald and Burger king) brands next time that appeared in the social media	4.61	.63	High
I intend to keep purchasing (KFC,	4.	.	Hi

MacDonald and Burger king) brands that appeared in the social media	73	65	gh
Total mean	4.67	.	Hi gh

Table 6 shows that the customers' intention is high to buy the (KFC, MacDonald and Burger king) brands that appeared in the social media because the total mean results are high with (4.67). This result means that Jordanian people especially the youth like to eat at fast food restaurants, because these meals are more compatible with their lifestyle without exerting much effort. They are easy to get and need only few minutes to obtain. Also this result indicates that the customers are highly related with fast food restaurants ads which promote products in amazing ways to attract them there. At the same time they feel that this type of food suits their expenditures budgets and cheaper than other kinds of food especially when these restaurants make offers and inform the customers by sending messages for them.

However, the customers have high intention to buy these brands of food in Jordan, when they receive and promotion offers or messages via social network applications. They are willing to buy when they have enough money. Therefore, the organization should focus on social network applications when they tend to tell their target audience something about their products by using the viral ways which include some promotion messages or convincing ads. However this result shows the importance of using the social network applications to share and promote the brand of the organizations, so the need for new strategies and approaches for using this type of promotion tools by the organizations to achieve their goals and satisfy the customer's informational needs in creating and innovating methods like viral marketing tactics.

### Study Recommendations

This study presents some recommendations for the academics and practitioners. The researchers in future research could examine other variables or dimensions of the viral marketing concept and its impact on

customer's attitude or actual usage, or extend the study model in another scope like banking, tourism, education or health sector. The researchers also could use different population study in different context to investigate the importance of viral marketing concept in Jordanian business environment. For decision makers in the organizations or practitioners, this study could be important to inform the organizations how they can apply viral marketing concept in their promotion strategies. This is a very important element to promote their brand, convince the customers, build the brand image and build a strong relationship with the target market and at the same time to achieve their main goals that are related to gain profit, huge numbers of customers and big market share.

## Conclusion

This study aims at investigating to customer's intention behavior to buy fast food restaurants' products by influencing viral marketing approach, and how this promotional tactics influence on customers decisions. Also this study aims at examining the significance of viral marketing dimensions: brand consciousness, brand association and brand confidence on customer's intention, in addition, examining the significance of each of this dimensions on customers intention individually, identifying which one of these dimensions has a high significant level more than others. Finally, the study examines of customers' intention toward purchasing behavior toward fast food restaurants in Jordan.

This study used the quantitative approach to collect the data from the respondents who were customers of fast food restaurants in Jordan specifically in University of Jordan Street in Amman. This study distributed one hundred and fifty questioners for three main fast food restaurants in the location which are (KFC, MacDonald and Burger king) with fifty

questionnaires for each one of them. These questionnaires adapted from previous studies and modified to be suit the aims of this study for collecting the primary data.

Findings of this study show that the viral marketing dimensions have high significance on customers' intentions to buy fast food products to be as main approach. Customers' intention to buy the fast food products is a main approach used by the organizations to promote their products and services via the social network applications. Also the findings indicate that the three viral marketing dimensions have high significance on customers' intention to buy the fast food products. However, brand association has significance on customers' intentions as well as brand confidence and brand consciousness. In addition, results of this study show that the Jordanian customers have high intention to buy the fast food products when they see them in social network applications like Facebook or Twitter. Finally, this study presents some recommendations for academics researchers and practitioners.

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