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The Role of Viral Marketing in Increasing the Electronic Spread of Brands

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Abstract: The purpose of the study is to determine the level of interaction of Zain Telecom employees with viral marketing campaigns that they receive via email, on the one hand. On the other hand, its relationship with the electronic spread of brands, the researcher relied on a descriptive approach based on theoretical information from many sources and references available in libraries. The survey form was designed as the primary tool in data collection, where 150 were distributed Number of forms valid for analysis was 120. Forms Relied on the SPSS statistical program the study confirmed that viral marketing has a positive effect on brands based on the study conducted. With this, the researcher recommended further promotion of the use of viral marketing campaigns to promote brands.

Keywords: Viral Marketing, Email, Online Advertising, Social Media, Branding

INTRODUCTION

Due to the high expenditure on promotional campaigns, a new type of marketing has emerged called (viral marketing) as it is used to promote the products of an organization through the internet through various websites, especially social media, which have a large circulation among individuals, as viral marketing is one of the modern concepts in the fields of marketing that organizations rely on to attract and attract customers and influence their purchasing decisions [1].

Viral marketing has recently generated much excitement as a new technology in the marketing world, where viral marketing is based on the basic idea that a company prepares attractive and enjoyable content for its marketing message that includes information about its products on its website in several ways: text, image, audio and video, to influence customers and encourage them to spread the viral message to their families, friends and family, which increases the spread of this message and thus increases the promotion of its products quickly, completely Just like the speed of the virus spread.

Viral marketing is one of the most potent and effective marketing tools as it is considered as one of the new and innovative methods of online product marketing, which involves convincing consumers to redirect advertising to others through emails and social media sites to achieve goals at the lowest possible cost [2].

Study Problem

Due to the growing interest of enterprises in technology, increasing competition among enterprises and the changing needs and desires of customers (who are also becoming more patient when making purchasing decisions), enterprises tend to seek and apply various innovations in the business world to achieve their goals at the lowest possible cost. With the emergence of the concept of viral marketing as a modern marketing method that delivers advertising information to the broadest possible audience through the Internet and conveys its content credibly and reliably, it is necessary to study further and investigate this concept. Therefore, this study attempts to answer the following questions:

To what extent do Zain Telecom employees interact with viral marketing campaigns?

How does this relate to online purchasing decisions?

This central question stems from the following sub-questions:

- To what extent do Zain Telecom employees interact with viral marketing campaigns they receive through email?

- To what extent do Zain Telecom employees interact with viral marketing campaigns they receive through email? 2. How much interaction do Zain Telecom employees have with viral marketing campaigns received through electronic advertising?
- How much interaction do Zain Telecom employees have with viral marketing campaigns received through social media?
- How much interaction do Zain Telecom employees receive from viral marketing campaigns through opinion leaders and influencers?

Objectives of the Study

This study aims to:

- Determine the extent of interaction of Zain Telecom employees with viral marketing campaigns received through emails and their relationship with electronic brand communication
- Determine the extent of interaction of Zain Telecom employees with viral marketing campaigns received through electronic advertisements and their relationship with brands
- Determine the extent of interaction of Zain Telecom employees with viral marketing campaigns received through social media and their relationship with brands
- Determine the extent of interaction of Zain Telecom employees with viral marketing campaigns exposed through opinion leaders and influencers and their relationship with brands
- Determine the extent to which electronic advertising campaigns provide data and information that helps Zain Telecom employees understand their actual needs and desires
- Determine the extent to which electronic advertising campaigns provide data and information that helps Zain Telecom employees compare different brand options
- Determine the actual interaction of Zain Telecom employees with viral marketing in electronic brand communication
- Determine the actual post-purchase behavior of employees when interacting with Zain Telecom after exposure to viral marketing campaigns
- To determine the level of engagement among Zain Telecom employees on popular social media platforms

Importance of the Study

- This study explores the relationship between Zain Telecom employees' interaction with viral marketing campaigns received through email, e-advertising, social media and opinion leaders and influencers and the brand's e-communication
- This study is one of the few that explores the relationship between viral marketing and the online communication of e-tags
- It can inspire researchers to conduct further studies on similar topics, thereby enriching the literature in the field in university libraries
- This study aims to increase institutional awareness of the importance of viral marketing, which is essential for quickly and cost-effectively promoting products locally and globally through the Internet
- The results of this study will be provided to companies and marketers to help them implement online marketing strategies to improve performance

Research Hypothesis

To achieve the objectives of the study, hypotheses were formulated as follows.

Primary Hypothesis

Viral marketing has a statistically significant positive impact on brands (significance level 0.05). This hypothesis can be divided into:

- **First Sub-Hypothesis:** Email has a statistically significant positive impact on brands (significance level 0.05)
- **Second Sub-Hypothesis:** Electronic advertising has a statistically significant positive impact on brands (significance level 0.05)
- **Third Sub-Hypothesis:** Social networks have a statistically significant positive impact on brands (significance level 0.05)

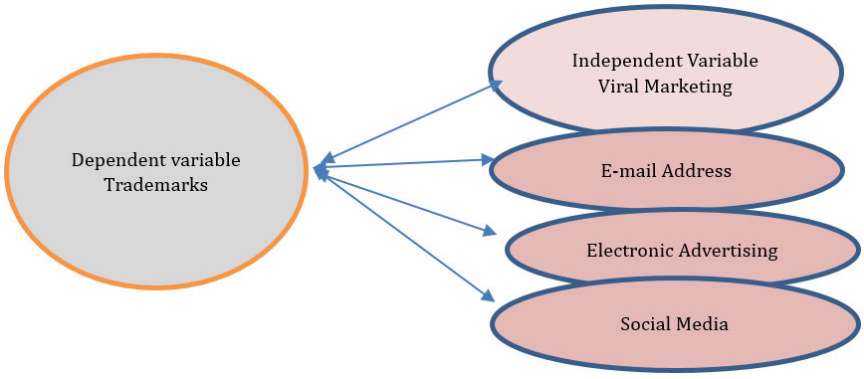


Figure 1: Hypothetical Study Outline

Research Form

The research model is designed as a diagram that reflects the nature of the relationship between the research variables and expresses the results of the research questions. It contains two main variables: the first variable represents viral marketing as the independent variable of its dimension. The second variable represents brand as the dependent variable of its dimension. As shown in Figure 1.

MATERIALS AND METHODS

The researcher relied on a descriptive approach based on theoretical information from numerous sources and references in the library and developed a questionnaire as the primary tool for data collection, in which all the research variables were considered and covered to achieve the research objectives and its hypotheses based on theoretical aspects and previous studies.

The Concept of Viral Marketing

Marketing encompasses all processes and activities aimed at identifying customer needs.

Products or service lines are developed to meet these needs on the one hand and to achieve profitability for the company within a specific period on the other. The concept of marketing has gone through several stages from traditional to modern. This coincides with the rapid development of media and communications and is now adopted by modern organizations as marketers are encouraged to use it to reach the target audience [3].

Fraser, believes that viral marketing is a marketing technique that uses existing social networks to promote brands or achieve other advertising goals. It uses a viral replication process, similar to the reproduction of viruses in the medical field and on the Internet, where the recipients of the advertisement actively share it with acquaintances on websites and electronic networks due to the perceived advantages or uniqueness of the advertisement.

The concept of viral marketing is based on the creativity and innovation of products and services. Each message sent to ten people is passed on to a hundred people, a hundred people to a thousand people and so on through free websites to attract the company's customers and build brand awareness [4].

Viral Marketing Goals

The goals of viral marketing include:

- Reach existing or new customers quickly and cost-effectively by using verbal communication in interpersonal communication. This method is often considered the most credible among friends because it integrates experience and expertise in a familiar environment [5]
- Maximize sales: Viral marketing can affect the sales of a company's products. One of the main reasons for this is that customers can get free product data and information and the cost of product distribution can be saved through viral marketing activities [6]
- Increase brand awareness and economic benefits [7]
- Reach the target audience faster and more accurately by using the Internet, especially social networks. [8]

Elements (Dimensions of Viral Marketing)

Email: Email, as the latest communication method, is an electronic interface between letters, phone calls, faxes, or other electronic forms. In addition, email is an important tool for promoting companies and their products and conducting online business [9]

The uses of email are as follows [10]:

- Acquire new customers and sell various products to existing customers
- It is a very effective way of communication
- Solicit orders for services and products
- Announce new products, prices, services and other policies
- Companies can understand customer reactions, inquiries and opinions about products
- They can send electronic catalogs and pictures to customers

Email is one of the viral communication tools commonly used by marketing companies. When a company sends a message to a customer's email address to promote its products and services and then forwards it to other contacts, the message spreads quickly between individuals, just like a virus infection and the company does not incur any cost [11].

Electronic Advertisements

Electronic advertising is defined as a form of product information promotion. It uses the Internet to bring traffic to websites, highlight marketing information and present it to consumers to attract them [12].

Online advertising has many advantages, including the ability to easily attract and retain a large number of consumers who see the advertisement and target a large customer base in the global market [13].

Online advertising has advantages that traditional advertising does not have. The most important advantages are as follows [14]:

- Ability to accurately target a wide range of consumer groups in the global market
- Consumers can obtain detailed information about the product. If they are satisfied with the product, they can visit the company's website, open the shopping cart, complete the order directly on the website and receive the product according to the delivery method agreed during the purchase process
- Shorten the advertising cycle, enhance consumers' awareness and influence on the product, thereby encouraging consumers to shop on the website and ultimately purchase the product. Thanks to the integrated nature of the Internet, the cycle from influence to purchase is very short and in many cases, it can be completed in a few minutes or even seconds.
- Ability to quickly modify and supplement advertising copy and information

Quraish and Younesi, add the Following Advantages

- Electronic advertising contains numerous symbols, signs and gestures, which give advertising a complex scientific and technological dimension

- The persuasive power of billboards lies in encouraging visitors to click, which works through two channels that can be used separately or simultaneously. The first channel, the central channel, is based on logic, through which people can expand the information contained in the advertisement

Social Networking Sites

The Concept of Social Networking Sites: There are many definitions of social networks and different researchers have defined them differently. For example, Abu Shaaban, defines it as: "An electronic service that allows users to create and manage personal profiles, communicate with others and express their opinions in different languages."

He [15] defines it as: Websites that provide users with opportunities for dialogue, information exchange and exchange of opinions through personal profiles, photo albums, chat rooms, etc. They represent a series of social identities established by individuals or organizations through social interactions. They are represented by the structure or dynamic form of social groups and help develop and activate professional or friendly relationships.

Social networks are also defined as "a set of electronic networks distributed globally through the Internet that allow users to create their websites while ensuring that they can connect with other websites and members with similar interests, tendencies and hobbies" [16].

Trademark

The Concept of Brand: The concept of brand is not new; it has existed since ancient times. About 300 years ago, Indian craftsmen would engrave seals on their innovative products before sending them to Iran; the Badiya tribe engraved seals and tattoos on camels to distinguish themselves from other tribes. However, as a modern and important concept that emerged in the 1990s, brand is closely related to the image and identity of a company [17] and the reputation and responsibility of a company [18]. Brand can also affect consumers' evaluation of branded products, which is reflected in consumer satisfaction. Therefore, brand is crucial to winning loyalty and improving corporate financial performance [19]. Horwitz defines it as a name or identifying symbol (such as a logo, trade name, or cover design) that is intended to distinguish the goods and services provided by the seller from those of a specific sample or group and to distinguish it from the products of competitors [20]. A brand can be a famous person, business, service goods rather than an organization or an idea. It is more complex than just a name or logo and therefore consists of tangible and intangible physical components that interact with the product. Over time, a brand becomes more firmly rooted in the minds of consumers [21]. In the same context, a brand is a set of assets and liabilities associated with a logo or name that increase or decrease the value of the goods or services to the organization and its consumers, or both, thereby affecting the evaluation of the product [22]. He believes that a brand is a reliable perception of a specific product by consumers and is part of the organization's marketing strategy. Trademarks are not only a legal means to protect products from imitation, but also a means for consumers to identify products to reduce imitation. Trademarks are not only a means of quality assurance, but also a means to gain a competitive advantage (for example, the perceived risk of using a non-branded product or a product whose distinctive features are not widely used). The role of a trademark is not only limited to defining a product or its owner, but also goes far beyond that. Among other aspects, a trademark can provide a company with new sources of financing and allow third parties to use it in various forms of licensing (especially franchise agreements). McDonald's, Coca-Cola, Hilton and Sheraton are all famous examples of licensing agreements. This is shown by the fact that when the commercial value of a brand is high, its importance increases. The concept of a brand revolves around six elements:

- **Characteristics:** It means that the consumer's mind is associated with specific characteristics. For example, Mercedes is a car that symbolizes solidity, high price, superior design and durability
- **Customer Benefits:** The brand is associated with the functional and psychological benefits brought by the product's characteristics
- Values: The symbol represents the culture of the production facility, excellent performance, prestige and ancient traditions
- **Culture:** The symbol also indicates a specific cultural affiliation
- **Personality:** The symbol can reflect a specific personality as it can be associated with businessmen, officials and wealthy people
- **Users:** It can indicate the type of customers who use the product

The Second Topic: The Practical Side

This study aims to explore the impact of viral marketing on the brand of Zain Telecom Company in Iraq. This section presents the results of the research instrument based on the responses of the sample members and the arithmetic mean and standard deviation of each segment are calculated based on the rating of the five-point Likert scale, as shown in Table 1.

Study Sample

The sample for this study was randomly selected from the employees of Zain Telecom Company in Iraq and the sample size of the questionnaire was 150, of which 120 valid questionnaires were collected.

Data Collection Tool

The researchers reviewed the literature and previous related studies. They designed the form as a research tool that includes personal information and other dimensions, as the questionnaire contains three principal axes, the first central axis is personal information, the second principal axis is viral marketing and its dimensions and brand, covering the expected topics on the respective principal axes and dimensions, including 25 paragraphs, as shown in Table 2.

Table 1: Likert Pentameter

Answer	Grade	Scale
Strongly agree	5	5-4.21
I agree	4	4.20-3.41
Neutral	3	3.40-2.61
Disagree	2	2.60-1.81
Strongly disagree	1	0.80-1

Source: Researcher Preparation

Table 2: Questionnaire Axes and Dimensions

Variables		No. of paragraphs
Viral Marketing	E-mail Address	5
	Electronic Advertising	5
	Social Media	5
Trademarks		10
Total		25

Source: Researcher Preparation

Table 3: Demographic Characteristics of the Research Sample

Figure	Variable	Category	No. of sample members	%
1	Sex	Male	62	52%
		Female	58	48%
Total			120	100
2	lifetime	From 20-30 years	40	33%
		30-40 years old	23	19%
		40-50 years	29	24%
		50 years and above	28	23%
Total			120	100
3	Qualification	Doctor	22	18%
		Master	41	34%
		Bachelor	57	48%
Total			120	100

Table 4: Values of Cronbach Stability Coefficients

Variables		No. of paragraphs	Coefficient of stability
Viral Marketing	E-mail Address	5	0.836
	Electronic Advertising	5	0.736
	Social Media	5	0.823
Total		15	0.846
Trademarks		10	0.776
Total		25	0.872

Source: Prepared by the researcher based on the statistical program SPSS

Demographic Characteristics of the Research Sample
They are illustrated through Table 3.

Consistency and Honesty
Constancy: To ensure the stability of the research tool, the α-Cronbach equation was used to compile each axis of the questionnaire and the overall stability of the questionnaire was measured. The results showed that the stability coefficient exceeded 0.70 and reached a high value of 0.872, indicating that the questionnaire has a high reliability. In addition, the stability coefficients of each axis of the questionnaire reached the allowable limit, which improved the stability of the tool. As shown in Table 4.

Honesty
The internal honesty of the research tool was calculated and it can be seen that the internal honesty coefficient reached 0.855. The internal honesty coefficients of each axis of the questionnaire were greater than 0.70, proving that the research tool has a high degree of honesty, as shown in Table 5.

Table 5: Values of Honesty Transactions

Variables		No. of paragraphs	Honesty coefficient
Viral Marketing	E-mail Address	5	0.812
	Electronic Advertising	5	0.742
	Social Media	5	0.755
Total		15	0.783
Trademarks		10	0.791
Total		25	0.855

Source: Prepared by the researcher based on the statistical program SPSS

Table 6: Arithmetic mean and Standard Deviation of E-mail

Figure	Paragraphs	Arithmetic mean	Standard deviation	Order
1	Marketing emails are useful	3.39	0.70	4
2	Respond positively to offers and discounts sent via email	3.41	0.71	3
3	Promotional emails hinder the online experience	3.38	0.62	5
4	Email-based marketing strategies positively influence purchasing decisions	3.63	0.62	1
5	Email containing viral content may be effective in capturing consumers' interest	3.50	1.00	2
Total		3.46	0.68	

Source: Prepared by the researcher based on the statistical program SPSS

Descriptive Analysis
Axis (Viral Marketing: Email Dimension): In Table 6, the average arithmetic mean of the email dimension is 3.46, with a standard deviation of 0.68. The paragraph "email-based marketing strategies have a positive impact on purchase decisions" has the highest arithmetic mean of 3.63 and a standard deviation of 0.62. In contrast, the paragraph "promotional emails reduce online experience" has the lowest arithmetic mean of 3.38 and a standard deviation of 0.62. This shows that awareness of email marketing as a tool that can positively influence consumer purchase decisions can achieve significant results. Zain Telecom can focus on creating attractive and personalized email campaigns to present to customers instead of relying on spam advertising messages.

Axis (Viral Marketing: After Electronic Advertising)
Table 7 shows that the dimension (electronic advertising) has an arithmetic mean of 3.44 and a standard deviation of 0.68. The paragraph "Using social interaction strategies in electronic advertising can significantly increase its penetration rate" has a higher arithmetic mean of 3.55 and a standard deviation of 0.67. The paragraph "Electronic advertising containing interactive elements can be more attractive to consumers" has the lowest arithmetic mean of 3.30 and a standard deviation of 0.73. Although consumers may respond positively to social interaction strategies, interactive elements are not necessarily the most attractive factor. Companies should balance various factors when designing online advertising to ensure effective precision delivery.

Table 7: Arithmetic Mean and Standard Deviation of Electronic Advertising

Figure	Paragraphs	Arithmetic mean	Standard deviation	Order
1	Viral online advertising can be effective in increasing interaction with consumers.	3.44	0.68	3
2	Using interesting images or videos in online advertising can increase consumer engagement	3.49	0.65	2
3	Online ads with interactive elements can be more attractive to consumers	3.30	0.78	5
4	Online advertising that excites consumers and encourages them to participate can be a great success.	3.43	0.55	4
5	Using social interaction strategies in electronic advertising can significantly increase its penetration rate	3.55	0.67	1
Total		3.44	0.68	

Source: Prepared by the researcher based on the statistical program SPSS

Table 8: Arithmetic Mean and Standard Deviation of Social Networking Sites

Figure	Paragraphs	Arithmetic Mean	Standard Deviation	Order
1	Viral marketing is an effective strategy to increase the spread of social media.	3.14	0.72	4
2	Sharing marketing content on social media platforms promotes audience participation	3.06	0.73	5
3	Viral stories on social media contribute to brand awareness	3.26	0.66	3
4	Viral marketing can lead to increased sales and revenue.	3.48	0.56	2
5	The positive response and interaction of users on social media platforms reflect the success of viral marketing	3.49	0.52	1
Total		3.28	0.68	

Source: Researcher counter based on the statistical program SPSS

Axis (Viral Marketing: After Social Networking Sites)

Table 8 shows that the dimension (social network) has an arithmetic mean of 3.28 and a standard deviation of 0.68. The paragraph "The positive response and interaction of users on social media platforms reflects the success of viral marketing" has a higher arithmetic mean of 3.49 and a standard deviation of 0.52. The paragraph "Sharing marketing content on social media platforms promotes audience participation" has a lower arithmetic mean of 3.06 and a standard deviation of 0.73. Most of the arithmetic means of the indicators of engagement and response on social media platforms indicate the success of viral marketing and the importance of sharing marketing content. This can be used as a positive indicator to measure the effectiveness of social media marketing strategies and their impact on the target audience. The data provided shows that the target audience responds positively to content that promotes interaction and participation. This reflects the importance of communicating and actively interacting with the target audience in marketing strategies targeting social media.

Axis (Branding)

Table 9 shows that the average arithmetic mean of the "social media" dimension is 3.26 with a standard deviation of 0.69. The paragraphs "comfort when interacting with the brand's services" have a higher arithmetic mean of 3.61 with a standard deviation of 0.56. In contrast, the paragraphs "the brand provides high-quality products or services" have a lower arithmetic mean of 3.02 with a standard deviation of 0.68. The difference in paragraph evaluation can be attributed to consumers' experience and interaction with the brand on social media. Consumers value the comfort when interacting with the brand's services, with an arithmetic mean higher than the overall mean. On the other hand, due to the low evaluation in this regard, there may be room for improvement in the quality of the products or services provided by the brand. Based on the data provided, companies can work on improving consumer experience and product quality to win consumer trust and increase consumer satisfaction.

Hypothesis Analysis

Main Hypothesis: Viral marketing has a statistically significant positive impact on brand at a significance level of (0.05).

Table 10 shows that the correlation coefficient between viral marketing and brand is 0.630, which is a positive value because there is a positive correlation between the two. Table 10 also shows that the coefficient of determination is 0.572 and the adjusted coefficient of determination is 0.571. This shows that viral marketing explains 57.1% of the variation in the brand and 43.9% of the variation is caused by other factors. The value of the F test is 22.525. In addition, the statistical significance level of 0.000 is lower than the pre-set significance level (0.05) and viral marketing has a significant impact on the brand (0.621). The calculated t-value (5.730) is less than the pre-set significance level (0.05) at the significance level of 0.000.

The First Sub-Hypothesis

Email has a statistically significant positive impact on brand at the (0.05) level.

Table 11 shows that the correlation coefficient between email and branding is 0.619, which is a strong positive correlation because there is a positive correlation between the two. Table 11 also shows that the coefficient of determination (0.648) and the adjusted coefficient of determination (0.649) are both 0.648. This shows that email explains 64.9% of the variation in branding and 36.1% of the variation comes from other factors. The F test also shows that viral marketing has a significant effect, with a value of 0.621. The calculated t-value (5.730) is lower than the preset significance level (0.05) at a significance level of (0.000).

Table 9: Arithmetic Mean and Standard Deviation of Trademarks

Figure	Paragraphs	Arithmetic mean	Standard deviation	Order
1	Brands play an important role in attracting customer interest.	3.23	0.68	6
2	Strong brands contribute to building trust and loyalty among customers	3.30	0.65	5
3	A brand's association with values and principles can positively affect a brand's reputation	3.14	0.75	8
4	The customer's experience with the brand has an important role in their evaluation of the brand	3.23	0.69	7
5	Continuous innovation and development of products and services can enhance a brand's reputation	3.19	0.81	9
6	Brands provide high-quality products or services	3.02	0.68	10
7	Brands have a good reputation in the market	3.30	0.61	3
8	Brands align with personal values and principles	3.29	0.82	4
9	Enjoy the experience of using the products of this brand	3.38	0.69	2
10	comfort when interacting with the brand's services	3.61	0.56	1
Total		3.26	0.69	

Source: Researcher counter based on the statistical program SPSS

Second Sub-Hypothesis

Electronic advertising has a statistically significant positive impact on brand, reaching a significant level (0.05).

Table 12 shows that the correlation coefficient between electronic advertising and brand is 0.621, which is a strong positive correlation because there is a positive correlation between the two. Table 12 also shows that the coefficient of determination is 0.633 and the adjusted coefficient of determination is 0.634. This shows that electronic advertising explains 63.4% of the variation of the brand and 36.6% of the variation comes from other factors. The F test also reached 20.432. In addition, the statistical significance level of 0.00 is lower than the preset significance level (0.05) and viral marketing has a significant impact on the brand (0.645). The calculated t value (3.548) is lower than the preset significance level (0.05) at the significance level of (0.000).

The Third Sub-Hypothesis

Communication sites. A statistically significant positive effect at a significant level (0.05) on the brand.

Table 13 shows that the correlation coefficient between e-newsletter sites and brands is 0.597, which is a strong positive correlation because there is a positive correlation between them. Table 13 also shows that the coefficient of determination is 0.589, while the adjusted coefficient of determination is 0.590. This shows that e-advertising explains 59% of the variance in brands and 41% of the variance comes from other factors. The F test is 18.756. In addition, the statistical significance level (0.00) is lower than the preset significance level (0.05) and viral marketing has a significant impact on brands (0.534). The calculated t-value (2.534) and significance level (0.000) are less than the preset significance level (0.05).

Table 10: Results of the Impact of Viral Marketing on Brands

Variable	Trademarks					
	Beta value	Correlation coefficient	Coefficient of determination	Adjusted coefficient of determination	F test	T Test
Viral Marketing	0.621	0.630	0.572	0.571	22.525	5.730
Statistical function					0.000	0.000

Source: Researcher counter based on the statistical program SPSS

Table 11: Results of the Impact of E-mail on Trademarks

Variable	Trademarks					
	Beta value	Correlation coefficient	Coefficient of determination	Adjusted coefficient of determination	F test	T Test
E-mail Address	0.619	0.623	0.648	0.649	23.618	4.285
Statistical function					0.02	0.01

Source: Researcher counter based on the statistical program SPSS

Table 12: Results of the Impact of Electronic Advertisements on Trademarks

Variable	Trademarks					
Electronic Advertising	Beta value	Correlation coefficient	Coefficient of determination	Adjusted coefficient of determination	F test	T Test
	0.645	0.621	0.633	0.634	20.432	3.548
Statistical function					0.00	0.00

Source: Researcher counter based on the statistical program SPSS

Table 13: Results of the Impact of Social Media Sites on Brands

Variable	Trademarks					
	Beta value	Correlation coefficient	Coefficient of determination	Adjusted coefficient of determination	F test	T Test
Social Media	0.534	0.597	0.589	0.590	18.756	2.534
Statistical function					0.00	0.00

Source: Researcher counter based on the statistical program SPSS

CONCLUSION

Based on the stated objectives and hypotheses, the researchers came to the following conclusions after conducting the study:

- Based on the findings, the positive impact of viral marketing on brands was confirmed
- The extent of employee interaction with viral marketing campaigns through email, electronic advertising and social media was analyzed
- The relationship between employee interaction with viral marketing campaigns and online purchase decisions was determined
- The extent to which opinion leaders and influential figures influence employee interaction with viral marketing campaigns was determined
- The effectiveness of electronic advertising campaigns in meeting employee needs and desires was analyzed

Limitations of the Study

- **Spatial Boundaries:** Done on Zain Telecom in Iraq
- **Human Limits:** Included Zain Telecom employees in Iraq

Recommendations

- Increase the use of viral marketing campaigns to promote the brand
- Strengthen viral marketing strategies through email, e-advertising and social media
- Support and strengthen communication with opinion leaders and influencers to spread e-marketing campaigns
- Take measures to improve customer post-purchase experience and enhance brand loyalty

Increase the use of popular social media to improve employee interaction and communication.

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