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Modeling the value creation process using viral marketing in order to bank branding (Case study: TejaratBank)

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Abstract

The current research deals with the modeling of value creation process by using viral marketing in line with branding in the banking industry (case study: Tejarat Bank). This research has a mixed approach based on thematic analysis method and is based on the research objective of exploratory type and the method of collecting information from library and field type. The statistical population for conducting semi-structured interviews included professors, policy makers and marketing managers. Sampling was done by snowball method and data analysis was done using MAXQDA software, in total 69 basic themes and 5 organizing themes were extracted. At the technology level, there are six categories of using appropriate tools, channels and technologies, the type of social network and being popular, advertising campaigns, ease of message transmission, message sharing mechanisms, and at the level of message content, there are five categories of message content: creating a positive attitude in the audience, comprehensibility, innovation in the message, specialization of the message, non-repetition of the message and the level of quality of advertisements are six categories of information up-to-datedness, comprehensiveness and inclusion of advertisements, customization and privatization of the message, usefulness of information, value of the message, accuracy of information and level of credibility, which include the categories Reputation of the source is expressing product features in the message, expressing product utility, persuasiveness of the message, word-of-mouth advertising, biased advertising, repetition and continuity of the message. In the quantitative part that was done using Smart PLS software, the results showed that the identified components explain 64% of the variance of the dependent variable. Among the identified components, the correct targeting component had the highest path coefficient with a path coefficient of 0.557.

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