

**IMPACT OF CONSUMER'S ATTITUDE TOWARDS VIRAL  
MARKETING ON CONSUMER PURCHASE INTENTION  
IN DEHIWALA DIVISIONAL SECRETARIAT**

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## Abstract

This study was attempted to investigate the consumer's attitude towards viral marketing on consumer purchase intention. The purpose of this research is to identify and examine whether consumers' attitudes towards viral marketing (perceived informativeness, perceived entertainment, perceived irritation, perceived source credibility and perceived incentive) will affect consumer purchase intention of consumer who lives at Dehiwala Divisional Secretariat.

The study is mainly considers the primary data. There are a total of 220 sets of questionnaire being distributed to consumers in Dehiwala secretariat. However, there are only 200 set of questionnaire is usable for analysis and used univariate, bivariate analysis techniques. In order to analyze data and find the results of study objectives.

The results show that the consumers' attitudes towards viral marketing will affect the consumer purchase intention. Findings obtained from this research had also implied that there is a positive relationship between consumers' attitudes towards viral marketing and consumer purchase intention. Furthermore, it is implies that there is negative relationship between perceived irritations and consumer purchase intention. However, the results show that consumers' attitudes towards viral marketing of perceived informativeness, perceived entertainment, and perceived source credibility, perceived incentives have significant relationship with consumer purchase intention. Among the dimensions perceived informativeness have more impact on consumer purchase intention.

**Keywords:** *Consumer's attitude towards viral marketing, Purchase intention, Perceived informativeness, Perceived Incentives, Perceived entertainment, Perceived source credibility, Perceived irritation.*

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