INTERNATIONAL JOURNAL OF TRANSFORMATIONS IN BUSINESS MANAGEMENT

THE FINANCIAL PERFORMANCE OF THE GENERAL CEMENT COMPANY IN LIGHT OF VIRAL MARKETING- AN EXPLORATORY STUDY OF OPINION FOR SAMPLE FROM ITS LEADERS
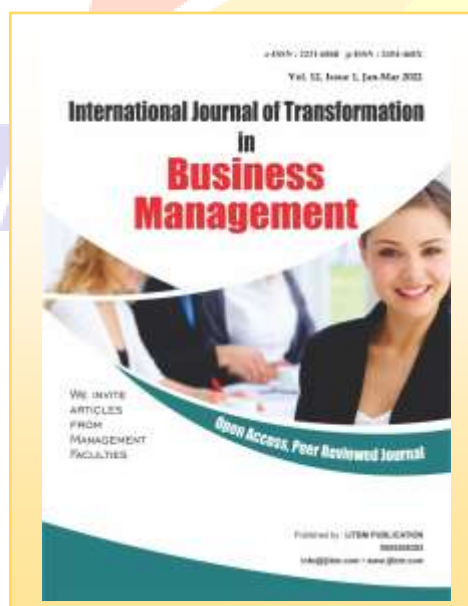
Namariq Lateef Fenjan Al-Furaiji

Al-Turath University College, Iraq

ABSTRACT

The research aims to examine the correlation and the impact of Viral Marketing on Financial Performance in General Cement Company , Starting from the importance of research in public organizations and the importance of these organizations to the community, it is rely descriptive analytical methods in achievement of this research, the research involved board of directors, Data has collected from (84) respondents, represent the respondent society exclusively and comprehensively, it involved the general directors, assistant general directors and heads of department and directors of stations and their assistants, The research relied programs (Excel 2010, Spss V.28), moreover, some of descriptive statistics methods to test research's Hypotheses (Mean , St .D, Correlation and Regression), The researcher is attain to the existence of relationship and impact of Viral Marketing in Financial Performance, the research included four axes first went to the methodology and second to theoretical frame and the third to view and analyze the results and test hypotheses while the fourth was devoted to the conclusions and recommendations.

Keywords: *Viral Marketing, Financial Performance, Information, Social Media, Liquidity and Activity, Growth and Productivity.*

RESEARCH PROBLEM

The company is witnessing major and rapid transformations, because of its being affected by the surrounding environment in harmony, interaction and response, so it has to respond quickly and adapt in order to adapt to a turbulent situation and successive crises in light of the economic conditions and competition between companies, especially ministries and self-financing departments. A service according to a price, it is facing crises represented by the expansion of the market and the entry of new competitors and the increase in demand for the product because of building housing units and the corresponding product in light of the growing demand. Therefore, it became necessary for the cement company to meet these needs by providing its customers with a product that fulfills their desires and needs, as it resorted to the method Viral marketing by providing information and offering special offers, through social networking sites, in a manner that meets confidence in terms of the credibility of the source. In light of the scarcity of resources, the increasing demand, and the obsolescence of production lines and the method of distribution, the company faces from time to time successive crises in its financial performance, which necessitate its leaders and decision centers.

It includes preparing to obtain cash liquidity and profitability indicators, and working to increase indicators of growth and productivity during the five years The latter,

in the light of the concerted collective efforts of its technical and administrative cadres and the mobilization of its human energies, the researcher resorted to choosing his research variables, represented by viral marketing as an independent variable in which the Ministry's leaders derive the ability and authority through the diversity of their forces used in order to influence the behavior and trends of its staff, to achieve its immediate and future goals, while The choice of the approved variable (financial performance) had a clear interest in view of the fact that these leaders and their cadres possess the totality of procedures, processes and programs, through which they sense the financial performance and work to avoid their private and public damages. The research problem was expressed by the following important questions:

A. What is the level of viral marketing and financial performance in the General Company for Iraqi Prices and its departments?

B. What is the research sample's estimate of the nature and level of the relationship between viral marketing and financial performance?

C. What is the impact of viral marketing on financial performance?

RESEARCH IMPORTANCE

The research acquires its importance from the importance of the variables investigated, and this importance was limited to two aspects: scientific and represented in the serious attempt to discuss intellectual propositions about the relationship between viral marketing and its dimensions and financial performance and the scientific addition to the Arab and Iraqi library in particular in this field, and a practical aspect that is evident in the pursuit To monitor the estimates of the research sample (the departments of the General Company for Iraqi Cement) for the nature of that relationship and the resulting results that could guide it to overcome its recurring crises.
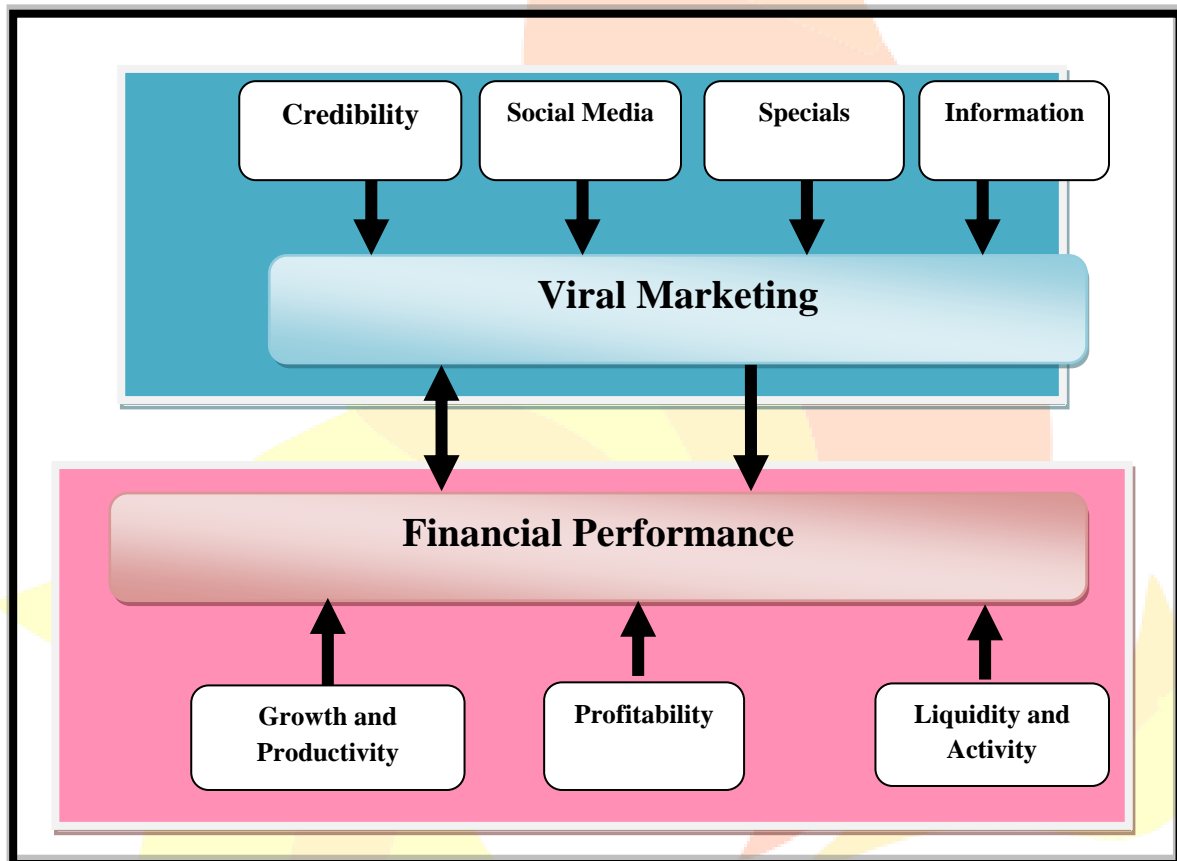
RESEARCH AIMS

The research aims to diagnose the level and nature of the relationship between viral marketing and financial performance from the point of view of the research sample (general managers, assistant general managers, and department heads) and to determine the level of impact of viral marketing on the company's financial performance.

HYPOTHETICAL RESEARCH PATTERN

The research adopts a hypothetical pattern developed by the researcher in light of the intellectual propositions of viral marketing and its dimensions (information, special offers, social networking sites, source credibility), and financial performance in its dimensions (liquidity and activity indicators, profitability indicators, growth and productivity indicators).

Fig(1) Hypothetical research pattern

RESEARCH ASSUMES

A. The first main hypothesis: There is a positive, significant correlation between viral marketing and financial performance with its dimensions, and the following sub-hypotheses emerged from it:

1- There is a significant correlation between information and financial performance in its dimensions.

2- There is a significant correlation between the special offers and the financial performance in its dimensions.

3- There is a significant correlation between social networking sites and financial performance in its dimensions.

4- There is a significant correlation between the credibility of the source and the financial performance in its dimensions.

B. The second main hypothesis: The effect of viral marketing is significant reflected in the financial performance in all its dimensions, and the following sub-hypotheses emerged from it:

1- The impact of information is significant reflected in the financial performance in all its dimensions.

2- The impact of the special offers is significant reflected in the financial performance in all its dimensions.

3- The impact of social networking sites is significant reflected in the financial performance in all its dimensions.

4- The impact of the source's credibility is significant reflected in the financial performance in all its dimensions.

DATA COLLECTION SOURCES

The questionnaire was employed as a main tool in line with the researcher's orientation to explore the opinions of the research sample, and selected statistical methods were used to serve the research objectives (arithmetic mean, standard deviation, coefficient of variation, rank correlation coefficient for (Pearson), and simple linear regression.

THE RESEARCH SAMPLE

The researcher chose the research sample according to the comprehensive inventory in the General Company for Iraqi Cement and its stations in the city of Baghdad, being the specialty most interested in the research variables. The sample size was (84) individuals, which constitutes (85%) of the sample represented by (general managers, assistant directors general, heads of departments).

THE VALIDITY AND RELIABILITY OF THE QUESTIONNAIRE

For the purpose of verifying the stability of the questionnaire, the (Alpha Cronbach) test was relied upon, as it is one of the important statistical stability tests for analyzing data for the statistical form (Al-Bayati and Al-Qadi, 2010: 100). The Cronbach's alpha coefficient for the resolution items reached (0.877), which is a high value that indicates a high stability of the resolution. As for the validity of the scale (0.936), which is a value that indicates the high validity of the scale, as well as the presentation of the questionnaire to a group

160

of arbitrators within the requirements of apparent honesty, I got (90%) and they made some observations and they were taken by the researcher, and she conducted a bag test - Mayer-Oken (KMO) is a criterion for the sufficiency of the sample size to perform the factor analysis, as it appears that the sample size is sufficient and appropriate, and allowing to perform the factor analysis, as the value of (KMO = 0.745), and at a significant level (Sig = 0.000), and thus the resolution is appropriate for the analysis statistic.

FIRST: VIRAL MARKETING:

I. The concept of viral marketing and its fields:

The researchers and writers dealt with the concept of viral marketing from a multi-directional perspective, starting with a creative and informational orientation based on reactiveness and the employment of social networking sites. From the point of view of freedom of thought and expression, companies and individuals have plans and ideas without limits, so they intend to provide solutions to any problem that represents the end of creative thought, And the beginning of a new leap that makes the company adapt to the developments of the times and connect it with countless customers, especially as it gives them enough time to make the purchase decision and acquire the product, after the picture is clear to them (Abbas & Jasim,

2021), as viral marketing is the process of sending a marketing message to the largest number of people. Existing and prospective customers so that they exchange it among themselves and be motivated by their long-term relationships that establish brand loyalty (Juverston, 2000), while (Meskanskas, 2001) sees it as a process of employing customers who are loyal to the brand in disseminating information or the product in a way that motivates others to learn more About the company's products and the goods, services and knowledge it provides, so it is a technology based on spreading ideas and information like an epidemic among individuals quickly and at low cost to be the best For an unpaid sales representative customer (Kai & Totz).

From the point of view of (Roberts, 2003), it is considered a way to promote the company's products through which it arouses the interest of Internet users and depends on the dissemination of the attractive content of the marketing message among them, while (Porter & Golan, 2006) considered it a strategy that relies on the Internet to provide a marketing message to specific customers and work To motivate them by offering them prizes in exchange for transferring them to their friends and those who linked to their virtual site, but from another point of view (Schiffman & Kanuk, 2007) it is a process that combines the impact of the spoken word with the advantages of e-mail, especially

when it depends on the customer's ability to attract a customer A new marketing message was sent from his e-mail, while (Stephansen, 2008) went to the adoption of viral marketing as an inexpensive promotional method that gives the company an opportunity to promote its brand, as it is a technology that depends on the transmission of information to generate a desire among individuals to acquire a product through the advice of a colleague or Its relatives (Miller & Lammas, 2010), and from another perspective, viral marketing is a process aimed at preparing a marketing message in the form of an image, text or video, the main objective of which is to provide information about an existing or new product to benefit from the word Positive pronunciation, it is thus a strategy that relies on the Internet as a mediator to provide ideas, information, or clarifications about a new product and to employ the company's customers for the purpose of promoting it among the largest number of Internet users, so we hear every day about viral marketing, or a new viral video clip, or content that has spread quickly This type of content usually has a well-designed viral strategy behind it, as well as the luck, creativity, and willingness the company shows to respond to the ever-changing tastes of its customers. Viral marketing generates interest in a brand or product (and thus potential sales) through messages that spread rapidly. From person to person, depending on the idea that the users

themselves are deciding to share the content of the marketing message, due to its speed and the fact that it makes sharing easy, social networks are the natural habitat of this type of marketing. The most prevalent example in recent times is creating emotional, surprising, funny or unique videos on YouTube, which are then shared on Facebook, Twitter and other channels.

II.   Importance of Viral Marketing:

Viral marketing requires listening to customers' ideas, suggestions and complaints through surveys and activating after-sales services, and identifying the products they have the most interest in, especially the value-added products that satiate their desire and push them to give a lot of money for that purpose, as well as distributing it via the Internet at a reduced cost, and what requires Monitoring competitors and their sites, and choosing competent viral marketing men carefully and accurately (Drez & Fred, 1998), as the importance of viral marketing emerges in its events, matching between distribution channels, the adoption of electronic knowledge to share ideas, and the tendency to develop an integrated distribution system that takes into account the variables of quality and price, As well as upgrading skills and competencies and providing high technology at low costs, as (Jenkins, 2011) mentions the advantages of viral marketing that it generates brand awareness among the

162

customer, increases visitors to the company's website, according to which the company obtains more customers, and increases its sales, occupying It has a place among friends' conversations, and what makes its product modern, they publish very popular marketing content, in which the customer has a big role, and in what leads to To promote low cost and obtain the highest viewership, which ultimately leads to the demand for the product, and the creation of a wide spread of the product. From the point of view of (Woerndl etal., 2008) he identified three benefits (reduced costs from a financial point of view, reaching the target audience, and promoting The adoption of the marketing message by the customer in terms of the speed of spread, and reaching the target audience through voluntary transmission, effective targeting, and the spread of marketing infection among the largest possible number of the audience using social networks.

III.   Dimensions of viral marketing:

A.   Information: The company's ability to possess information and present it in its promotional message, as well as the information it receives from friends and word of mouth transmitted through social media or the company's e-mail, which embodies the interaction mechanisms of its customers with each

other towards the available information about its services, goods and knowledge.

B.   Social networking sites: Companies have all the means and capabilities directed at spreading their promotional messages about their various services to their customers, as well as being a platform for sharing their experiences, making recommendations about their services, and encouraging customers to try them.

C. Special Offers: Adopting the accuracy of the information provided by the source, to reflect the level of respect given to the source of the message about the response of customers to promotional messages and then passing them on to friends, as well as the interest of companies in this aspect when they provide security for the product's purchasers, protect it and provide them with after-sales service.

D.   Credibility of the source: Providing free offers, discounted services and after-sales services in order to show interest in the customer and encourage him to pass the promotional message to family and friends through various social media sites

SECOND: FINANCIAL PERFORMANCE:

I. The concept of financial performance:

different companies are concerned with their financial performance through various methods, with the aim of identifying their financial efficiency and aspects of development in their performance, as well as providing information about their level of performance through indicators about their current work and identifying their future needs (Aqeli, 2005: 376), as Financial performance represents a behavior that determines how the activity is performed, and sets plans to improve and develop it, to have positive repercussions on the expected future performance, by emphasizing two important (objective) aspects that focus on the amount of work done, speed and achievement of goals, and the other (behavioural). It reveals the characteristics of workers in personal financial management, the speed of learning, and the benefit from training (AlHeti, 2000:180). Monitoring and controlling the efforts of individuals at various administrative levels in order to achieve the company's goals and increase the profitability of shareholders (Poster & Streib, 2005). Its future performance, as well as the improvement of decisions related to financial matters (Decenzo & Robbins, 1996), it is a behavior that the company adopts with the aim of evaluating its activities, and identifying the efficient, effective and saving management of its resources. The objectives of the company have been achieved satisfactorily for the shareholders.

II. Importance of Financial Performance

Financial performance is of great importance, given that it is a self-motivator that stimulates activity and supports management to achieve its goals, as well as being one of the main components of control, by comparing actual performance with the planned according to indicators, standards and measures, to identify deviations from the goals, and then determine who is responsible for these deviations To judge the extent of operating efficiency, whether at the internal level of the departments or the overall level of the company (Qalawie, 1998), as (Abdulmohesien, 2004) mentions the importance of financial performance in maximizing results through improving returns, and this is achieved by reducing costs and maximizing revenues continuously. To the medium and long term, with the aim of achieving an increase in the wealth of the owners, leading to the company's growth and supporting its stability, and adding (Qureshi, 2006) to the contribution of financial performance in making decisions aimed at examining the financial and economic position of the company on a specific date,

and judging the capabilities of human resources management material and financial, through the use of financial indicators that reflect the achievement of the company's goals.

III. Dimension of Financial Performance:

    A. Liquidity and Activity

    B. Profitability

    C. Growth and Productivity

THIRD: THE APPLIED ASPECT OF RESEARCH:

I. **Presentation and analysis of results and testing of hypotheses:** In this axis, the results produced by the questionnaire are presented and analyzed to diagnose the level of the research variables, using some descriptive statistics methods: the arithmetic mean to estimate the level of each variable, the standard deviation to estimate the absolute dispersion and the coefficient of variation to estimate the relative dispersion, and by analyzing the answers of the sample members about the dimensions constituting all the research variables Main and subsidiary, and then test the research hypotheses.

Presentation and analysis of results: The results will be presented and analyzed for the

dimensions of viral marketing (information, special offers, social networking sites, source credibility) and financial performance dimensions (liquidity and activity indicators, profitability indicators, growth and productivity indicators) and my agencies:

1. Analysis of the responses of the research sample according to the dimensions of the independent variable viral marketing:

A . After the information: The results of Table (1) show that the independent dimension (information) obtained an arithmetic mean (3.73) available, with a total standard deviation of (0.399), with a relative coefficient of variation (11%), and with relative importance (75%), as the results indicate the homogeneity of The agreement of the answers of the research sample about the availability of some information, as well as the research sample's interest in the ability of its members and through the strength of their official positions to influence their followers and make decisions.

B. After the special offers: The independent dimension (special offers) obtained an arithmetic mean (2.96) available around the mean and less than the hypothetical mean of the research, and with a total standard deviation of the dimension (0.873), and with a relative difference coefficient (30%), and with relative importance (59%), The results indicate the homogeneity and agreement of

the answers of the research sample in relative terms about its poor availability, as well as their agreement with the weak interest of the cement company in granting material and moral rewards and benefits in exchange for what the customer offers, as decision-makers adhere to them, especially in light of the government financial crisis. However, all this did not prevent managers from rewarding individuals with outstanding behavior and productivity.

C. After the social networking sites: the independent dimension (social networking sites) obtained an arithmetic mean (3.35) available about the mean, but it is higher than the hypothetical mean, and with a total standard deviation of the dimension (0.735), and with a relative coefficient of variation (22%), and with relative importance (67%). The results indicate the homogeneity and agreement of most of the answers of the research sample about the availability of the independent dimension of social networking sites.

D. the credibility of the source: the independent dimension (credibility of the source) obtained an arithmetic mean (3.80) available, with a total standard deviation of (0.924), a relative coefficient of difference (24%), and a relative importance (76%), as the results indicate the homogeneity and agreement of the answers of the research sample About the availability of the

independent dimension The credibility of the source as a result of the company's possession of skills, capabilities, experiences and scientific backgrounds that they present to their company and exchange with new individuals in order to achieve benefit and value for its outputs and improve its effectiveness and performance, regardless of their position.

The researcher notes from all of the above that the independent dimension (information) ranked first in the level of availability of the research sample, then followed by the other independent dimensions (credibility of the source, social networking sites, and special offers) and, in order, as these dimensions contributed to the availability of the main independent variable) Viral marketing), which comes from the organizational situation and from the personal characteristics of the research sample, as shown in Table (11) and with an arithmetic mean (3.46) available, a standard deviation (0.601), and a relative coefficient of variation and relative importance (17.37%, 69.2%), respectively, and these results indicate that Provides the ability of the research sample to influence the behavior of their customers or modify their attitudes to achieve the objectives of the General Company for Iraqi Cement and its branches.

2. Analysis of the responses of the research sample according to the dimensions of the approved variable, financial performance:

A. Dimension of liquidity and activity indicators: The adopted dimension (liquidity and activity indicators) obtained an arithmetic mean (3.25) available around the mean, with a total standard deviation of the dimension (0.489), and with a relative coefficient of variation (15%), and with relative importance (65%), as the results indicate that The interest of the research sample in the dimension is average.

B. Profitability indicators dimension: The adopted dimension (profitability indicators) obtained an arithmetic mean (3.12) available around the mean, with a total standard deviation of the dimension (0.934), with a relative coefficient of variation (30%), and with relative importance (62%), as the results indicate that the researched company owns A set of metrics and indicators that are concerned with profitability, but receive average attention.

C. Dimension of growth and productivity indicators: The adopted dimension (growth and productivity indicators) obtained an arithmetic mean (3.52) available, with a total standard deviation of (0.620), a relative coefficient of variation (18%), and a relative importance (70%), as the results indicate agreement and homogeneity The research sample has the availability of dimension in their company, especially in its preparation of means and methods that increase its production capacity.

From all of the above, the researcher notes that the adopted dimension (indicators of growth and productivity) ranked first in the level of availability of the research sample, then followed by the other approved dimensions (indicators of liquidity and activity, profitability indicators) and, respectively, as these dimensions contributed to the availability of the main approved variable about The mean (financial performance) as shown in Table (1) and with an arithmetic mean (3.30) available around the mean, with a standard deviation (0.642), with a relative coefficient of variation and relative importance (19.46%, 67%), respectively, and these results indicate the availability of administrative and scientific processes and techniques , which enables the General Company for Iraqi Cement and its subsidiaries to adopt the financial performance and its indicators in evaluating their performance.

Table (1) Arrange the variables according to their mean, relative importance and coefficient of variation

C.V	IR	St. D	M	Variables
17.37	69.2	0.601	3.46	Viral Marketing
11	75	0.399	3.73	Information
30	59	0.897	2.96	Specials
22	67	0.735	3.35	Social Media
24	76	0.924	3.80	Credibility of source
19.46	66	0.642	3.30	Financial Performance
15	65	0.489	3.25	Liquidity & Activity
30	62	0.934	3.12	Profitability
18	70	0.620	3.52	Growth & Productivity

II. **Test of Hypothesis:** This paragraph aims to test the hypotheses of correlation and influence that were formulated as a guide to what was produced by the intellectual accumulation about the relationship between viral marketing and financial performance and the reflection of viral marketing in financial performance. t) tabular (1.97) as follows:

1. **The Correlation between Viral Marketing and Financial Performance:**

The first main hypothesis was launched from the expectation of (the existence of a statistically significant correlation between viral marketing and financial performance in its dimensions). Table (2) showed the positive direct correlation between viral marketing and financial performance overall and at the level of dimensions, as the results were as follows:

A. The information as an independent dimension (4) showed a positive significant positive relationship with the total and dimensions of the financial performance, that is, (100%) of the relationships, as it achieved a positive significant correlation (0.420**) with the total financial performance, while it came with significant correlations Positive (0.301**) with the adopted dimension, liquidity and activity indicators, and a positive significant correlation (0.364**) with the adopted dimension, profitability indicators, and a direct correlation (0.321**) with the adopted dimension, growth and productivity indicators, as the results indicate that the research sample

They use information in indicators of liquidity, activity, profitability, growth indicators, productivity and financial performance in general, and this result provides sufficient support for accepting the first sub-hypothesis of the first main hypothesis (there is a significant correlation between information and financial performance in its dimensions .

B. The special offers, as an independent dimension (4), showed a positive significant positive relationship with the total and dimensions of the financial performance, that is, (100%) of the relationships, as it achieved a significant positive correlation (0.706**) with the total financial performance, while it came with correlation relationships Positive significant (0.394**) with the adopted dimension, liquidity and activity indicators, and a positive significant correlation (0.665**) with the adopted dimension profitability indicators, and a direct correlation (0.381**) with the adopted dimension, growth and productivity indicators, as the results indicate that a sample The research resorts to private offers to improve the financial performance of the Iraqi cement company, profitability indicators, growth and productivity indicators, and this result provides sufficient support to accept the second sub-hypothesis of the first main hypothesis (there is a significant

correlation between private offers and financial performance in its dimensions.

C. The social networking sites as an independent dimension (4) showed a positive significant positive relationship with the total and dimensions of financial performance, (100%) of the relationships, as it achieved a positive significant correlation (0.691**) with the total financial performance, while it came with relationships Positive significant correlation (0.333**) with the adopted dimension, liquidity and activity indicators, and a positive significant correlation (0.680**) with the adopted dimension profitability indicators, and a direct correlation (0.351**) with the adopted dimension, growth and productivity indicators, as the results indicate resort The research sample is to use special offers when directed to improve the company's financial performance, profitability indicators, growth and productivity indicators, and this result provides sufficient support to accept the third sub-hypothesis of the first main hypothesis (there is a significant correlation between social networking sites and financial performance in its dimensions

D. The credibility of the source as an independent dimension (4) showed a positive significant positive correlation with the total and dimensions of the

financial performance, (100%) of the relationships, as it achieved a significant positive correlation (0.657**) with the total financial performance, while it came with correlation relations Positive significant (0.230**) with the adopted dimension, liquidity and activity indicators, and a positive significant correlation (0.634**) with the adopted dimension, profitability indicators, and a direct correlation (0.370**) with the adopted dimension, growth and productivity indicators, as the results indicate a sample resort Research to use source credibility in improving financial performance, profitability indicators, growth and productivity indicators, and this result provides sufficient support for accepting the fourth sub-hypothesis of the first main hypothesis (there is a significant correlation between the credibility of the source and financial performance in its dimensions.

E. The total independent variable viral marketing (4) showed a positive significant positive relationship with the total and dimensions of financial

performance, (100%) of the relationships, as it achieved a significant positive correlation (0.781**) with the total financial performance, while it came with relationships Positive significant correlation (0.391**) with the adopted dimension, liquidity and activity indicators, and a positive significant correlation (0.742**) with the adopted dimension profitability indicators, and a direct correlation (0.445**) with the adopted dimension, growth and productivity indicators, as the results indicate that The research sample uses viral marketing to improve financial performance, profitability indicators, growth and productivity indicators, and the strength of the correlation relationship at the overall level of viral marketing indicates the synergy of dimensions is better than being single, and this result provides sufficient support to accept the first main hypothesis (the existence of a significant correlation relationship Significance between viral marketing and financial performance in its dimensions.

Table (2) shows the correlation between Viral Marketing and Financial Performance

Financial Performance	Growth & Product	Profitability	Liquidity & Activity	Dependent / independent	#
0.420**	0.321**	0.364**	0.301**	Information	1
0.000	0.000	0.000	0.000		
0.706**	0.381**	0.665**	0.394**	Specials	2
0.00	0.000	0.000	0.000		
0.691**	0.351**	0.680**	0.333**	Social Media	3
0.000	0.000	0.000	0.000		
0.657**	0.370**	0.634**	0.230**	Credibility of Source	4
0.000	0.000	0.000	0.000		
0.781**	0.445**	0.742**	0.391**	Viral Marketing	5
0.000	0.000	0.000	0.000		

correlation is significant at the level 0.01(2tailed)   n=84

2. The Impact of Viral Marketing on Financial Performance :

The second main hypothesis was launched from the expectation (the existence of a significant effect of viral marketing on the financial performance in its dimensions), and for the purpose of verifying the validity of the hypothesis or not, simple regression models were implemented, according to the sub-hypotheses emanating from the second main hypothesis :

A. Table (3) shows an impact model for the independent dimension of information in the dependent variable (financial performance), below the level of significance (sig = 0.00), which is less than the significance value (0.05) and in terms of the calculated value (F) (95,599) which is higher than the value of (F). Tabular (3.841), while the calculated (t) value was (9.777), which is greater than the tabular (t) value (1.96), as the value of the coefficient of determination reached $R^2 = 0.175$)), and indicates that the independent dimension of information explains its value (17.5). %) of the financial performance, and the value of ($\beta = 0.076$), that is, the change of one unit of information, will cause a change in financial performance by (7.6%), as this result provides sufficient support for accepting the first sub-hypothesis

of the second main hypothesis (there is an effect of (significant and statistically significant for information on financial performance), which is considered a weak effect, and with a proxy regression model:

Financial Performance (Y) = 0.720 + 0.076 (Information)

B.   Table (3) showed an effect model for the independent dimension of the special offers in the dependent variable (financial performance), under the level of significance (sig = 0.00), which is less than the significance value (0.05) and in terms of the calculated value (F) (442.90), which is higher than the value of (F) tabular (3.841), while the calculated (t) value was (21.045), which is greater than the tabular (t) value (1.96), as the value of the coefficient of determination reached (R^2 = 0.498)), and it indicates that the independent dimension of special offers explains what its value (49.8%) of the financial performance, and the value of (β=0.505), that is, the change for one unit of the special offers, will cause a change in the financial performance by (50.5%), as this result provides sufficient support for accepting the second sub-hypothesis of the second main hypothesis (There is a significant and statistically significant effect of the special offers on the financial performance), which is considered a good effect, with a proxy regression model:

Financial Performance (Y) = 1.746 + 0.505 (Special Offers)

C.   Table (3) showed an effect model for the independent dimension of social networking sites in the dependent variable (financial performance), below the level of significance (sig = 0.00), which is less than the significance value (0.05) and the calculated value of (F) value (406.894), which is higher than the value of (F) tabular (3.841), while the calculated (t) value was (20.172) which is greater than the tabular (t) value (1.96), as the value of the coefficient of determination reached (R^2 = 0.477)), and it indicates that the independent dimension of social networking sites explains Its value is (47.7%) of the financial performance, and the value of (β = 0.603), that is, the change for one unit of social networking sites, will cause a change in financial performance by (60.3%), as this result provides sufficient support for accepting the third sub-hypothesis of the The second main hypothesis (there is a significant and statistically significant effect of social networking sites on financial performance), which is considered a good effect, and with a proxy regression model:

Financial performance (Y) = 1.223 + 0.603 (social networking sites)

D.   Table (3), an impact model for the independent dimension, showed the credibility of the source in the dependent

variable (financial performance), under the level of significance (sig = 0.00), which is less than the significance value (0.05) and in terms of the calculated (F) value (338,058), which is higher than the value of (F) tabular (3.841), while the calculated (t) value was (18,386), which is greater than the tabular (t) value (1.96), as the value of the coefficient of determination reached $R^2 = 0.431$)), and it indicates that the independent dimension the credibility of the source explains what its value (43.1%) of the financial performance, and the value of ($\beta = 0.457$), that is, the change of one unit of the source's credibility, will cause a change in financial performance by (45.7%), as this result provides sufficient support for accepting the fourth sub-hypothesis of the second main hypothesis (There is a significant effect with a statistical significance for the credibility of the source on the financial performance), and it is considered a good effect, with a proxy regression model:

Financial performance (Y) = 1.508 + 0.457 (source credibility)

E.   Table (3) showed an effect model for the independent variable viral marketing in the dependent variable (financial performance), below the level of significance (sig = 0.00), which is less than the significance value (0.05) and in terms of

the calculated (F) value (698.061), which is higher than the value of (F) tabular (3.841), while the calculated (t) value was (26.421), which is greater than the tabular (t) value (1.96), as the value of the coefficient of determination reached $R^2 = 0.610$)), and it indicates that the independent variable viral marketing explains what its value (61%) of the financial performance, and the value of ($\beta = 0.836$), that is, the change of one unit of information, will cause a change in financial performance by (83.6%), as this result provides sufficient support for accepting the second main hypothesis (there is a significant effect with Statistical significance of viral marketing in financial performance), which is a good effect, and with a proxy regression model:

Financial Performance (Y) = 0.399 + 0.836 (Viral Marketing)

173

Table (3) Effect of Viral Marketing and its Dimensions on Financial Performance (n = 84)

Dep.	F	Sig	t	AR²	R²	R	β	A	Indep. Variables
	95.599	0.00	9.777	0.175	0.177	0.420	0.676	0.720	Information
Financial Performance	442.90	0.00	21.045	0.497	0.498	0.706	0.505	1.746	Specials
	406.894	0.00	20.172	0.476	0.477	0.691	0.603	1.223	Social Media
	338.058	0.00	18.386	0.430	0.431	0.657	0.457	1.508	Credibility of Source
	698.061	0.00	26.421	0.609	0.610	0.781	0.836	0.399	Viral Marketing

Sig= 0.05   F=3.841   df=83   t=1.96

FOURTH AXIS: CONCLUSIONS:

1 .It was clear that the research sample adopted viral marketing in the light of their use of information, the credibility of the source, and the strength of reference, social networking sites, and special offers in a relative manner, and according to the required situation.

2 .The results showed the weakness of the company under study in its discovery of indicators of defect in, its internal and external environment, as a result of its poor knowledge of continuous environmental analysis and follow-up of social networking sites, as well as the apparent neglect of its information resources, and poor planning of proactive and developmental programs to confront potential crises, with poor benefit from crises and companies' experiences Others are in viral marketing.

3 .The interest of the company in question appeared in the cost of time when facing viral marketing, in light of its weak technical and operational capabilities in the field of displaying financial indicators, and its poor balance between modern scientific and practical methods in most of its joints in the field of financial analysis.

4 .The researched company provides the sites that are exposed to the crisis with material, financial and human resources, as well as rewarding its customers in order to encourage their containment as soon as possible.

5. The company under study pays attention to its financial performance by increasing its interest in indicators of liquidity and activity through investing in viral marketing and its dimensions in improving it.

RESOURCES:

1. Al-Bayati, Mahmoud and Al-Qadi, Dalal, 2010, Scientific Research and its Methods in Using SPSS, Second Edition, Evidence for Printing and Publishing, Baghdad.
2. Woedl,M. Papagiannides,S., Bouriakis, M & Li.,F,2008, Internet – Induced Marketing Techniques, Critical Factors in Viral

Marketing Companies, Journal of Business Science and Applied Management vol.3,no.(1), pp:36.

3. Aqili, Omar Wassef, 2005, Human Resources Management: A Strategic Dimension, second edition, Dar Wael for Publishing and Distribution, Amman.

4. Kalawi, Ghassan, 1998, Performance Monitoring, Dar Al Masar for Studies and Consultations for Publishing and Distribution, Sharjah.

5. Al-Hiti, Khaled Abdel-Rahim, 2000, Human Resources Management, Strategic Introduction, first edition, Al-Hamid Publishing and Distribution House and Library, Amman.

6. Al-Husseini, Falah Hassan Addai, 2000, Strategic Management: Its Concepts, Entrances, and Contemporary Operations, Wael Publishing and Distribution House, Amman.

7. Al-Husseini, Falah Hassan and Abdul Rahman, Muayad, 2006, Banking Management as a Contemporary Quantitative and Strategic Approach, second edition, Wael Publishing and Distribution House, Amman.

8. Dadan, Abdel-Ghani, 2006, A reading of the financial performance and value in economic institutions, Al-Bahith magazine, issue (4), Algeria.

9. Abdel Hassan, Tawfiq Muhammad, (2004), Performance evaluation, a new entrance to a new world, Arab Thought House, Cairo.

10. Elias, Bani Yas and Al-Quraishi, Youssef, 2006, Financial Administration, second edition, Dar Wael for Publishing and Distribution, Amman.

11. Poster, Theodor H. & Streib, Gregory,2005, Elements of Strategic Planning and Management in Municipal Government Status After Two Decades, PAR, vol.(65),issue (1),PP:45-56.

12. Decenzo, David A. & Robbins, Stephen P.,1999, HRM: competes and Applications, 6th edition, NY.

13. Abbas, Zayad Ali and Muhammad, Nasreen Jassem, 2021, Strategic Dialogue and its Impact on Entrepreneurial Behaviour, IJRSSH, Vol.(11), issue (1).

14. Juverson S,2000, What Exactly is Viral Marketing,P:2.

15. Meskanskas Jim, 2001, I think I caught Something Viral Marketing: 2.

16. Kai. Riener & Totz Carsten, 2002, Viral Marketing – Eine: Webebotschaft Breitetsich Aus, in Schogel, Marcus & inga Schmidi, 2002, E-Crm-Mit informations technologien, Kundenpotenziale, DS publishing, P:415.

17. Robert Mary L.,2003, Internet Marketing Integrating, Online and Offline Strategies, International Edition, McGraw Hill co., USA, P:219.

18. Porter, L., Golan, G. J.(2006), From Subservient Chickens to Brawny Men: A comparison of Viral Advertising to TV. Advertising, Journal of Interactive Advertising , Vol.(6), No.(2), P:26.

19. Schiffin L. G. & Kanuke, L.L, 2007, Consumer Behavior, 9th edition, NY, Printed Hali, P: 516.

20. Miller, Rohan & Lammas, Natalie, 2010, Social Media and Implication for Viral Marketing, Asia Pacific Relation Journal, Deakin University, Australia, Vol.(11), No.(1)., P: 3.

21. Woerndl, M.,Papagiannidis, S., Bourlakis, M. & Li,F., 2088, Internet- Induced Marketing Techniques : Critical Factors in Viral Marketing Campaigns, Journal of Business Science and Applied Management, Vol.(3), No.(33-39).

22. Drez, Xavior & Fred, Zufryden, 1998, A web Based Methodology for Product Sensing Evaluation and Optimization, Journal of the operation Research Society, Vol.(49), P:49.

23. Jenkins, B., 2011, Consumer Sharing of Viral Video advisement: A look into message and Creative Strategy Typology and Emotional Content, Capstone Project, P:18.