

CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION  
AMONG SELECTED COOPERATIVE

A Thesis  
Presented to the Faculty of  
UM Panabo College  
Panabo City

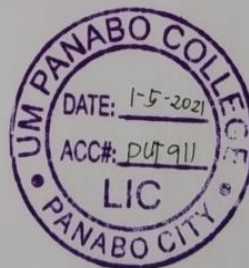
In Partial Fulfillment  
of the Requirements for the Course  
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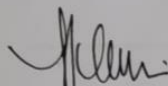
Caballero, Noelyn C.  
Cabangon, Charlyne Grace S.  
Painandos, Jea Marie S.



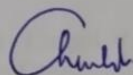
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### ACCEPTANCE SHEET

This thesis entitled "**CLIENT'S ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVES**" prepared and submitted by **NOELYN C. CABALLERO, CHARLYNE GRACE S. CABANGON, and JEA MARIE S. PAINANDOS** in compliance with the requirements in the Marketing 222 subject under the **Department of Accounting and Business Management Education, UM Panabo College, Panabo City** is hereby accepted.



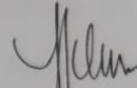
**AMELIE L. CHICO, DM, FRIM**  
Research Coordinator



**LIEZEL V. CHAN, Ph. D**  
Dean of College  
UM Panabo College

**APPROVAL AND ENDORSEMENT SHEET**

This thesis entitled "CLIENT'S ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE" prepared and submitted by NOELYN C. CABALLERO, CHARLYNE GRACE S. CABANGON, and JEA MARIE S. PAINANDOS in partial fulfilment of the requirements for the course Marketing 222, has been examined and accepted, and is hereby endorsed.



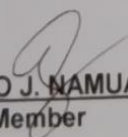
AMELIE L. CHICO, DM, FRIM  
Research Adviser

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**PANEL OF EXAMINERS**

Accepted and Approved, after examination during the final defense as per requirements of Mktg. 222.

Favourably endorsed for approval to Dr. Liezel V. Chan, Dean of College of (UMPC) UM Panabo College, Panabo City.



ANGELO J. NAMUAG  
Member

APRIL ROSE L. SAM  
Chairman

## ABSTRACT

The study aimed to determine the relationship between clients' attitude towards viral marketing and retention among selected cooperative. The independent variable of the study was clients' attitude towards viral marketing. The indicators of clients' attitude towards viral marketing are perceived informativeness and redundancy. On the other hand, the dependent variable of this study was client's retention. The researchers used the descriptive correlation method and random sampling in determining the number of respondents and the statistical tools using the study were Mean and Pearson-r. The result of the computation using r-value is 0.501 is associated with 0.000 as the P-value which is less than the alpha of 0.05. Moreover, there is significant relationship between clients' attitude towards viral marketing and retention among selected cooperative. It implies that the clients' attitude towards viral marketing in terms of perceived informativeness and perceived redundancy has an impact in client's retention. In other words, clients' attitude towards viral marketing could affect the client's retention among selected cooperative.

Keywords: *Viral marketing, retention, Clients' attitude, informativeness, redundancy*

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**-The Researchers**

## DEDICATION

*I dedicate this studies to our almighty powerful God for giving the wisdom, strength, support and knowledge in exploring things for the guidance in helping surpass all the trials that we encountered and for giving determination to pursue our study. I would like to express my sincere gratitude our thesis adviser Dr. Amelie Chico for the continuous support to our study. We could not have imagined having a better adviser and mentor for our research study. To our panellist Ms. April Rose Sam and Mr. Angelo Namuag thank you for the support, time, suggestions and encouragement allowing us to get the necessary information we need this study possible.*

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*Every pages of this book is wholeheartedly dedicated to our mighty AMA who gave me the positivity and guidance throughout the process and sending me all the people who helped me to finish this book. To my Family who were supported me morally and financially and to GINGER who encourage me to finish this research study. To all the Professors, Panelists and especially to our adviser Dr. Amelie Chico, thank you very much for the guidance and knowledge you imparted us and for the time you all spent with us. And special Thanks to my support system, my groupmates forexerting all the efforts, time and patience that you've spared from your hectic schedule as working students.*

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## Chapter 1

### THE PROBLEM AND ITS SETTING

#### Background of the Study

The rapid growth of technology towards advancement has become the key element responsible for the growing demand for new marketing techniques and strategies. One of the challenges that the companies face, especially the marketing department, is to find a loyal customer who will patronize the company's product and services. Moreover, it maintains their trust for long-lasting transactions and business with the company. However, clients may have a different response to viral marketing depending on their beliefs and personal preferences, which may affect the company's client retention. Thus, it is essential to study how client's attitude towards viral marketing affects the client retention of companies, including cooperatives.

In Finland, companies, including lending companies and cooperatives, face problems in which client retention has decreased year by year. Marketing advertisements had become less effective due to clients showing resistance to traditional forms of advertising such as TV or newspaper ads. Because of these circumstances, marketers have turned to alternate strategies, including viral marketing, to solve the crisis (Hirvijarvi, 2017).

In today's Philippine economy, increasing numbers of businesses are placing more focus and energy on client retention. However, it is important that small business owners not blindly seek to improve their customer retention rate. Instead, they must make sure that they are targeting and retaining the right customers—the ones who generate high profits and the

ones with good attitude. In short, customer retention should never be a stand-alone program, but rather part of a comprehensive process to create and maintain profit (Deriada, 2005).

Comparably, in Panabo City, cooperatives encounter the same problem where client retention is in decreasing state. As per interview with one of the employees in Panabo Multi-Purpose Cooperative, their clients have made different reactions to viral marketing strategy that they use; some responded positively, but some get irritated thus, affects the clients' retention of the company. Thus, the researchers are motivated to study the client's attitude and retention among selected cooperative.

### **Statement of the Problem**

This study aimed to determine if there is any relationship between clients' attitudes towards viral marketing and retention among selected Cooperative. Specifically, it sought to answer the following questions:

1. What is the level of clients' attitude towards viral marketing among selected cooperative in terms of:
  - 1.1 Perceived informativeness; and
  - 1.2 Perceived redundancy?
2. What is the level of client retention among selected?
3. Is there any significant relationship between clients' attitude and retention among selected cooperative?

### **Hypothesis**

The null hypothesis of the study was tested at 0.05 level of significance, which states that there is no significant relationship between

clients' attitudes towards viral marketing and retention among selected cooperative.

### **Theoretical and Conceptual Framework**

It is anchored on the theory of Njane (2013) stated that clients attitude towards viral marketing could have a significant impact on client retention. Companies that practice relationship marketing have been prioritizing in securing clients retention.

This study is further supported by Ler Sin Wei (2014) that a company's ability to attract and retain new customers is not only related to its product or services, but strongly related to the customer's attitude. Also, customer retention is a popular marketing strategy as it involves focusing on meeting and exceeding clients' expectations and studying the clients' attitude in order to maintain loyalty.

As shown in the study's conceptual paradigm in Figure 1, the independent variable client's attitudes towards viral marketing indicated by perceived informativeness and perceived redundancy. Perceived informativeness refers to customers' ideas about the product and services became broader, affecting their attachment to the company. Perceived redundancy refers to be observant of their client's response to retain better relation to their clients.

The dependent variable is client retention that refers to the rate of the cooperative's client loyalty and continued patronage to their products and services.

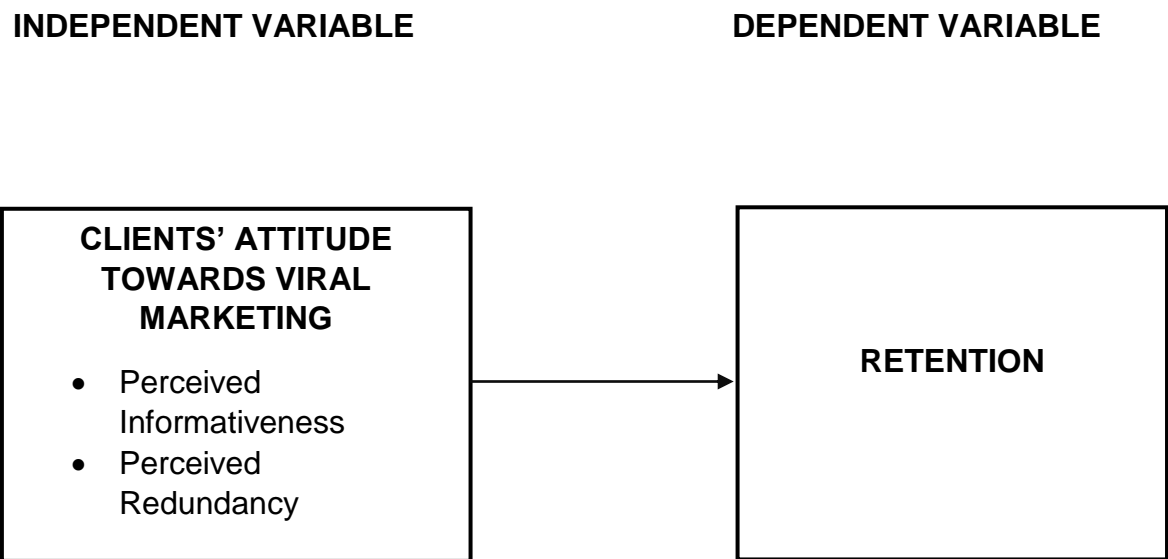


Figure 1. The Conceptual paradigm showing the variables of the study.

## **Significance of the Study**

This study would be beneficial to the following:

**Business Owners.** This study can assist the cooperative in-depth understanding of clients' attitudes towards viral marketing. It also helps them to understand how clients' attitudes towards viral marketing significantly affect their retention. By having this knowledge, they will be able to appropriately utilize viral marketing to market their products or services through the internet.

**Clients.** The finding of the study will help the clients understand more about the viral marketing strategies of the company, specifically the random text messages, emails and other social media advertisements, and for them to know how to react with it.

**Future Researchers.** The result of the study will provide valuable insight and enhance the understanding to identify the clients' attitudes towards viral marketing and how it affects the client's retention of cooperatives.

## **Definition of Terms**

Some of the terms used in this study are herein defined for clarity and easy understanding.

**Clients' Attitude towards viral marketing.** Are a composite of a person's beliefs about, feelings about, and behavioral intentions toward the business (Perner, 2010). In this study it refers to perceived informativeness and perceived redundancy.

**Client retention.** It is indicated that to retain clients over time; professional service providers need to place more effort on creating personal relationships with the clients, as it is a strong bond tying client to the firm (Gummesson, 2002). This study referred to the rate of the cooperative's client loyalty and continued patronage to their products and services.

## **Chapter 2**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of published related literatures to the study for a better research design and for further information. This review of related literature gives emphasis on clients' attitude towards viral marketing and retention among selected cooperative. This chapter also discusses the information ascending to the following areas: clients' attitude towards viral marketing, perceived informativeness, perceived redundancy, and client retention.

#### **Client's Attitude towards Viral Marketing**

In the theory of Aldridge, Forcht, and Pierson (2000), the importance of viral marketing was widely realized by many firms and how influential it is to establish their hallmarks. Nonetheless, clients' attitudes towards viral marketing had become one of the barriers for businesses to pursue this kind of strategy due to its variedness and uncertainty. Thus, a thorough study of viral marketing must be done to ensure positive client response.

This is supported by the theory of Haghirian and Madlberger (2005). It established that attitude toward viral marketing and advertising value is stoutly related to message content as a foundation of their informativeness has a positive effect. When Consumers often felt annoying with the tactics used by the marketers to compete for consumers' attention gives a negative impact.

Additionally, as stated by Cheng, Sheen and Lou (2006), that the discovery of the internet has made e-commerce rapidly develop during the

last decade. From time to time, the internet enhances the convenience and ease of successful transactions for businesses. Accordingly, due to how the internet much helps businesses in any aspect of its operation, it has become increasingly viable as a channel for the companies to distribute marketing messages which give birth to viral marketing.

Moreover, Leskovec, Adamic and Huberman (2007) stated that due to consumer's increasing resistance to traditional marketing tools, including magazines, radio, television commercials, and newspapers, marketers are forced to formulate alternate marketing strategies to market their products to the people continually. Thus, viral marketing was one of the main factors in how companies continue to promote their product despite the changes in customer's preference in terms of product advertisement.

The idea was supported by Patel (2009) stressed that viral marketing is a type of marketing strategy where target markets are urged or persuaded to pass on or share to someone, it may be to their peers or friends, the marketing message that they receive. Consequently, it enhances the potential of the product's marketing message to grow in terms of exposure and influence.

Also as stated by Naik and Peters (2009), they explained that the essential reason why viral marketing became one of the most efficient marketing tools. Because, it is currently a trend that stays. Indeed, new media comprising online, mobile, and social media are emerging as the growth area for companies to advertise their product.



In the study of Dabholkar (2011), it is stated that people are well known because of internet, they tend to read the description of the product online before buying it. It is proof that a technological advance has improved how people react to product advertisements. We are now in an era where most people rely on the internet, especially on social networking sites. Marketers take advantage of this setting to create a low-cost viral marketing strategy. However, the market has made different personal responses to viral marketing that has a negative and positive effect on the company's consumer retention. Hence, it is very significant for companies to study how consumers react to viral marketing to ensure positive consumer retention.

Consequently as expressed by Kulkarni, Ratchford and Kannan (2012), that in their study that viral marketing strategy was inspired with how new tools of marketing are emerging where new social environment is included and how the internet is utilized in these methods. Moreover, it has become a very significant tool for marketers today due to how people widely use the internet and smartphones. Hence, it is an apparent fact that viral marketing is widely used nowadays.

Furthermore, as noted by (2012), that compared to traditional marketing viral marketing creates a host of positive benefits for the company like lower costs, closer firm and client relationships, and redesigned distribution. Consequently, other than changing the way people got their information, it also improves the way people purchase things. Therefore, cooperatives should understand the effectiveness of viral marketing and improvise it by identifying clients' attitudes towards viral marketing.

Lastly, as concluded by Kulkarni, Ratchford and Kannan (2012), that internet had provided a platform for marketers to promote their products effectively through a viral marketing strategy that may affect the consumer responses towards their purchasing behavior. Several studies had shown positive results as to how viral marketing affect the consumer's buying decisions. Viral marketing has played an imperative role in the changes of marketing techniques in terms of promotion and advertisement.

In the theory Neha Gulati (2006), stated that client's attitude has two antecedents' perceived informativeness and perceived redundancy.

**Perceived Informativeness.** In the theory of Siau and Shen (2003), they stated that many consumers would become comfortable with the concept of viral marketing if they received information that coincides with what they have experienced after buying the product or services. Customers will eventually trust and feel secure with the knowledge that they gained through viral marketing. However, this idea can only manifest if the company provide honest information to their clients. Thus, create a robust company-client relationship.

Moreover, Varshney (2003) added that product information is considered as a precious inspiration that leads receivers to respond positively to marketing. Clients need to get updated with the company's newly offered products and services. Therefore, providing information about the product or services to the customer may enhance the client's sympathy.

Furthermore, Siau and Shen (2003) explained that companies should ensure that the information they provide to the customer is aligned with their

needs. The information must be useful and accurate so that if customers avail of the services offered to them, they would get the satisfaction that they perceived based on the information they received. Hence, customers will trust the company if they will experience the expectation that they have to the product or services.

Additionally, Tsang, Ho, & Liang (2004) pointed out that informativeness tends to help consumer to make purchase decisions. Through perceived informativeness, customers' ideas about the product and services became broader, affecting their attachment to the company. Hence, consumers' attitudes towards online advertising are considered as affection.

Haghirian, Madlberger supported the idea and Tanuskova (2005) cited that company's goal is to receive positive customer responses towards its product and services. To generate positive consumers' attitudes, features like timeliness, accuracy, and usefulness should be included in an informative message sent via viral marketing. Thus, consumers tend to be more attracted and favored in receipt of applicable messages, connected, and related to them.

The idea was supported by Oh and Xu (2006), who stated that perceived informativeness is the way to provide related information about the product or services successfully. It is vital to provide up-to-date information to the customers to get updated and be more interested in availing of the product or services being offered to them. Thus, it creates a high buying percentage because customers are well informed about the product or services.

As Waldt (2009) stated, perceived informativeness is a marketer's strategy that can be operationalized by providing the customer with the product's information. It lets the customer formulate personal perception towards the product and make options as to which product or services is best to buy. Therefore, perceived informativeness plays an essential role in customers buying behavior for it manages to create ideas in customer's minds on how a particular product or service satisfies them.

Also, Saadeghvaziri and Hosseini (2011), companies should provide an informative message to the market about their new products and services. An informative message should always provide information, and at the same time, awareness of new products must be raised among the consumer. Hence, the relationship between company and clients can become stronger by providing the customer with the information that they need about the product or services.

However, Muzaffar and Kamran (2011) stressed that informativeness and consumers attitudes towards viral marketing have a positive relationship. Customer's response or behavior towards viral marketing depends on the information they received. Hence, the quality of information should be emphasized when the messages are delivered through viral marketing tools.

Lastly, Ler Sin Wei (2014) said that if the perceived informativeness in the viral marketing messages is significant and helpful, consumers' will consequently have a positive attitude. Correspondingly, if the marketing messages can create consumers' interest and are entertaining and catch the consumers' attention, this will cause a positive attitude.

**Perceived Redundancy.** In the study of Stewart and Pavlou (2002), it is stated that insisted perceived redundancy may provide a positive response to the company if the information is clear to the consumers. The clients must understand a necessary, direct, and essential message. Thus, the repetitive yet clear message is vital in viral marketing.

Moreover, as expressed by Oh and Xu (2003), they stated that the perceived redundancy refers to the consumer's perception of any messages that are repeatedly sent to the client. This strategy raises the consumer's awareness of the company and its product. Thus, the repetitive advertisement makes the company and its product or services a priority for a consumer if they want to buy products or avail services.

Additionally, as explained also by Oh and Xu (2003), they specified that messages must not be offending to the consumers. It must not oppose to the consumer's values and beliefs for them to remember it and wouldn't mind receiving promotional messages even it is sent to them consecutively. Hence, it is essential to consider the consumer's attitude toward pushing viral marketing.

This finding has been previously confirmed by Tsang, Ho, and Liang (2004), who asserted that there is a positive relationship between attitude toward viral marketing and perceived redundancy. Repetitive yet pleasant viral marketing messages may lead to positive consumers' attitudes towards viral marketing.

Moreover, Haghirian, Madlberger, and Tanuskova (2005) added that a simple viral marketing message could increase consumers' value. Constant

reminders regarding the product or services that are simpler may cause a positive reaction towards mobile and viral marketing.

Also, Palka, Pousttchi, & Wiedemann (2009) state that consumers will generate positive attitudes towards viral marketing when the messages become informative, not manipulative and entertaining to watch no matter how many times it was sent to them. Furthermore, promotional messages must be clear and not confusing for consumers. Hence, short yet efficient promotional message creates a positive response from the customer.

Moreover, Waldt, Rebello, and Brown (2009) state that using tactics in the marketing that do not annoy do not offend, not insulting, and not manipulative wins over the consumers' vote. Clients would love to see these kinds of promotional messages, for they will feel comfortable with how the advertisement is showing them. Hence, non-irritating marketing messages tend to create positive consumers' attitudes towards viral marketing.

The study supported by Saadeghavaziri and Hosseini (2011) stressed that clients would entertain repetitive messages that do not compete for consumer's attention by using negative schemes. Messages that contain harmonious messages will be liked by consumers and would not mind receiving the same advertisement from time to time. Therefore, friendly advertisements would create a positive impact on the customers.

Lastly, as concluded by Zernigah and Sohail (2012) in their study, repetitive advertisement significantly manipulates consumers' attitude towards viral marketing positively. Promotional messages must contain necessary and relevant information that will not give the customer the feeling of regret after

watching or reading the advertisement. Thus, a repetitive marketing message creates a positive response from the consumers if it contains important messages for the customer.

### **Consumer Retention**

In the study of Bolton (2000), it is stated that emphasized that it has been found that service quality boosts customer's inclination to buy again. Clients are more attracted to a service well given and are more likely to buy again and do transactions with the company. If clients received this kind of service from the company, they would share this experience with other potential clients.

Moreover, Reinartz and Kuma (2000) mentioned that customer retention positively affects the organization's returns, productivity, reduced switching of customers to competitors, and the introduction of fresh prospects. It can be a determinant of the company's success. Hence, the higher the client's retention, the higher the possibility that the company will be successful.

Overall, Sawaftah (2002) explained that viral marketing is a modern way for companies for marketing their product. Techniques such as marketing message's informativeness and redundancy are two of the many base techniques for viral marketing. Customers tend to retain product or services' information based on what they frequently read and hear through internet, gadgets, and other technological outlets. Thus, companies used these techniques so customers will favor their products or services and to maintain high customer retention.

Consequently, Hansemark and Albinson (2004) pointed out that client retention is seen as an obligation by clients to carry out business transactions with a particular firm regularly. Clients and companies have the connection that obligates both parties to perform their responsibilities with each other. Therefore, if companies maintain a harmonious relationship with their clients, there is a higher possibility that the company will last longer.

Finally, Peelens (2005) stated that clients are increasingly identified and managed as asset to the firm. Loyal clients represent future revenue for the company, from repeat-purchases and cross-buying of products offered by the company. Therefore, establishing a positive relationship with the clients is seen as an essential goal in firms.

Additionally, Keiningham, Aksoy and Bejou (2006) specified that customer retention is a stated continuation of a business relationship with the firm. The edible favors drove that the customer received from the company and the company from its clients. Thus, providing the clients with the care needed for them to stay with the company is essential.

Further, Ramakrishna (2006), client's retention, is an objective of marketers where it became a challenge for them to win over the sympathy of all the clients for a long period of time. The client's preferences change from time to time due to the possibility of being influenced by the changes in the environment. Therefore, flexibility and alternative plans must be made beforehand for the company to be prepared for necessary changes.

Besides, Erdis (2009) affirmed that establishments and firms direct their marketing effort to please their current clients to retain and foster long-



term relationships with them. And to build the relationship, they need to make use of marketing strategies to gain their client's retention.

Additionally, Mostert, Meyer and Rensburg (2009) said that companies' goal is to make sure that clients stay with the company. They often adopt approaches in which the organization emphasizes their exertions on current clients and offers favorable services for the clients and the company. Therefore, the right planning on how clients will carry on business with them is important.

Moreover, Dawes (2009) specified that client's retention can also imply the number of clients who stayed with the cooperative over an established period like a year. It is measured by how many clients remained with the company and are still loyal to its offered services. It can also be an indicator that a company will last longer. Hence, the company needs to maximize the number of its clients and trusted customer.

Lastly, as stated by Ginn, Stone and Ekinici (2010) that customer retention has been broadly defined as the ability of a business to get existing customers to repurchase from them. Companies focus not only on the percentage of customers but also the percentage of customers who are sympathizing with their products and services. Thus, maintaining and ensuring customer satisfaction is necessary for the business to succeed.

The previous published related literature readings sufficiently support the variables in this study. Additionally, studies are related to the discussion are herein presented to give absolute definition and understanding of this proposal. Thus, it helped the researchers to illustrate and figure out if there is

a significant relationship between clients' attitude towards viral marketing and client retention among selected cooperative.

## **Chapter 3**

### **METHOD**

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures, and statistical treatment of data.

#### **Research Design**

This study employed the descriptive-correlation method. Creswell (2009) stated that descriptive-correlation method is designed to determine if two or more variables are associated. It is descriptive because it describes, explain, and interpret conditions of the present about the given variable. At the same time, correlation because it represented the relationship between clients' attitudes towards viral marketing and retention among selected cooperatives.

#### **Research Subject**

The respondents of this study were 75 clients from Panabo Multipurpose cooperative and 25 clients from King Multipurpose Cooperative, a total of 100 respondents this allows researchers to determine the level of client's attitudes towards viral marketing and retention among selected cooperatives .The researchers used random sampling techniques since the respondents were the clients of the chosen cooperatives with different ages and years of being a member of the cooperative.

## Research Instrument

The instrument used in determining the respondent's response in the independent variable and dependent variable were the adopted standardized questionnaire. The research questionnaire consists of two parts, namely: part one which pertains to the clients' attitude towards viral marketing and part two refers to the client's retention of the cooperative, which was validated by an expert. The respondents were asked to check single selected choice on the range of 5 to 1 for the two parts.

To determine the level of clients' attitude towards viral marketing among selected cooperative, the following rating scales were used:

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21-5.00	Very High	This means that clients' attitude is always observed.
3.41- 4.20	High	This means that clients' attitude is often observed.
2.61-3.40	Moderate	This means that clients' attitude is sometimes observed.
1.81-2.60	Low	This means that clients' attitude is less observed.
1.00-1.80	Very Low	This means that clients' attitude is not observed.

To determine the level of clients' retention among selected cooperative, the following rating scales were used:

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21-5.00	Very High	This means that clients retention is very Satisfactory
3.41-4.20	High	This means that clients retention is satisfactory
2.61-3.40	Moderate	This means that clients retention is fair.
1.81-2.60	Low	This means that clients retention is less satisfactory.
1.00-1.80	Very Low	This means that clients retention is not satisfactory.

### **Data Gathering Procedures**

The process in conducting the study involved the following steps:

**Initial Interview.** The researchers asked for the names of the clients of the selected cooperative to address the letter asking permission to conduct a study.

**Seeking Permission to Conduct the Study.** Letter of permission to conduct survey was sent to the manager of selected cooperative.

**Validation of the instrument.** Questionnaires and formulation of secondary data was constructed by the researchers and validated by the experts.

Revisions will make and the questionnaires and secondary sheet was polished and ready for administration.

**Administration of the Instrument.** Upon approval, the researchers personally administered the questionnaire. The distribution was done during their free time. Personal interviews were conducted for clarity of the answers from the respondents.

**Retrieval of the Questionnaire.** After the researchers' administration of the questionnaire, the data were immediately collected.

**Collection of Data.** After collecting the questionnaire, it were immediately tallied and was subjected to statistical interpretation.

### **Statistical Treatment of Data**

The following statistical tools were used in this study.

**Weighted mean.** This was used to determine the level of clients' attitude towards viral marketing and retention among selected cooperative.

**Pearson-r.** This was to determine the significant relationship between clients' attitude towards viral marketing and retention among selected cooperative

## Chapter 4

### PRESENTATION AND ANALYSIS OF FINDINGS

This chapter shows the presentation, analysis, and interpretation of the data gathered by the researchers. The data is based upon the problems stated in the study: clients' attitudes towards viral marketing among selected cooperative in terms of perceived informativeness and perceived redundancy; the level of client retention among selected cooperative

#### **Level of Client's Attitude towards Viral Marketing among Selected Cooperatives**

The level of the client's attitude towards viral marketing is measured in terms of perceived informativeness and perceived redundancy. The evaluation is based on a five-question relating to the perceived informativeness and perceived excess among selected cooperatives.

Table 1 shows the level of the client's attitude towards viral marketing indicated by *perceived informativeness*, and *perceived redundancy* obtained a grand mean of 4.38 described as very high. This means that the client's approach towards viral marketing is always observed. It implies that the client's attitude towards viral marketing plays a vital role for the cooperatives to achieve their organizational goals and objectives. As emphasized by Dabholkar (2011) that people are well known because of the internet, they tend to read the description of the product online before buying it. It is proof that technological advances have improved how people react to product advertisements.

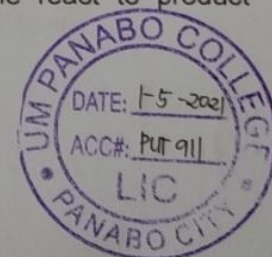


Table 1

**Level of Client's Attitude towards Viral Marketing among Selected Cooperatives**

Clients Attitude	Mean	Descriptive Equivalent
<b>A. Perceived Informativeness</b>		
The viral marketing of a certain cooperative...		
1. Perceived informative as marketing message that will provide accurate, useful and up-to date information.	4.63	Very High
2. Find e-mail marketing messages informative.	4.35	Very High
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.	4.44	Very High
4. SMS advertisements provide useful information about products and services.	4.46	Very High
5. Internet blogs are an important source of information.	4.26	Very High
<b>Overall Mean</b>	<b>4.43</b>	<b>Very High</b>
<b>B. Perceived Redundancy</b>		
1. Make use of the techniques that appropriate and satisfying.	4.64	Very High
2. Marketing messages on social media sites are not overstated.	4.36	Very High
3. Unsolicited e-mails contain viruses.	4.05	High
4. Always read SMS advertisement before deleting.	4.34	Very High
5. Find blogs credible and reliable.	4.23	Very High
<b>Overall Mean</b>	<b>4.32</b>	<b>Very High</b>

**Legend:**

Scale	Descriptive Equivalent
4.21 – 5.00	Very High
3.41 – 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low



As reflected in Table 1, the first indicator is *perceived informativeness*, with an overall mean of 4.43 described as very high. It means that the client's attitude among selected cooperatives is always observed. It implies that clients treat advertisements done by cooperatives as essential and informational. The idea supported by Oh and Xu (2006) perceived informativeness is the way to provide related information about the product or services successfully and it is vital to provide up-to-date information to the customers for them to get updated and be more interested in avail the product or services being offered to them.

Item number 1 got the highest mean of 4.63 described as very high *in perceiving information as a marketing message that will provide accurate, useful, and up-to-date information*. It means that the client's attitude among selected cooperatives is always observed. It indicates that clients of selected cooperatives perceived that marketing messages sent through viral marketing are essential and helpful for them to be aware of the cooperative's latest product. Simultaneously, the lowest mean is item number 5, with a mean of 4.26 described as very high *in perceiving that internet blogs are an essential source of information*. It indicates that cooperatives shall focus on making their blogs more reliable and contain up-to-date information.

The remaining items are 2, 3 and 4 with a mean of 4.35, 4.44 and 4.46 described as very high *in perceiving e-mail marketing messages, marketing messages displayed on social networking sites informative, SMS advertisements provide useful information about products and services*. It means that the client's attitude among selected cooperatives is always

observed. It indicates that the clients' viral marketing strategy that has been prolifically used by cooperatives was acknowledged positively.

The second indicator is *perceived redundancy*, with an overall mean of 4.32 described as very high. It means that the client's attitude among selected cooperatives is always observed. It indicates that repetitive messages about the company and its product help the clients with their buying decision. Also by, Muzaffar and Kamran (2011), perceived redundancy refers to the consumer's perception towards any messages that are repeatedly sent to the client. This strategy raises the consumer's awareness of the company and its product. Thus, repetitive advertisement makes the company and its product or services a priority for a consumer if they want to buy product or avail services.

Item 1 got the highest mean of 4.64 described as very in *making use of the techniques that are appropriate and satisfying*. It means that the client's attitude among selected cooperatives is always observed. It indicates that cooperatives use perceived redundancy properly in a way that makes marketing messages informative, not manipulative and entertaining to watch no matter how many times it was sent to them; while the lowest mean is item 3 with a mean of 4.05 describes as high in *sending unsolicited e-mails that contain viruses* which is an essential characteristic of a marketing message to avoid the notion of the clients that cooperatives use marketing strategies to impose negative schemes to the clients.

The remaining items 2, 4 and 5 with the mean of 4.36, 4.34 and 4.23 described as very high in *marketing messages on social media sites, are not overstated. Clients always read SMS advertisement, before deleting, and clients find blogs credible and reliable*. It indicates that cooperatives utilize

social media and other technical platforms to inform their clients with their latest products and services. All imply that the client's attitude among selected cooperatives is always observed.

### **Level of Client's Retention among Selected Cooperatives**

The retention level is evaluated based upon a ten-item questions relating to profitability among selected cooperatives.

Shown in Table 2 is the level of retention among selected cooperatives, with the overall mean of 4.44 described as very high. It means that the client's retention is very satisfactory. It implies that cooperatives have an excellent performance in maintaining a good and sound relationship with their clients through viral marketing, as stated by Edris (2009). They affirmed that establishments and firms direct their marketing effort to please their current clients to retain and foster a long-term relationship. And to build connections, they need to make use of marketing strategies that will gain their client's retention.

The highest mean is item 1, with a mean of 4.57 describes as very high in *clients who were satisfied with the accuracy of the records*. It means that retention is very satisfactory. It implies that cooperatives perform their obligation to their clients by providing them with precise and accurate records, which is one way to win their client's trust and loyalty. Whereas the lowest mean is item number 10 with 4.25 as its mean described as very high in *clients they were satisfied with the charges for services in the cooperative*. It indicates that cooperatives shall focus on letting their clients become knowledgeable and well aware that charges imposed to them are tantamount

**Table 2**  
**Level of Client's Retention among Selected Cooperatives**

	Mean	Descriptive Equivalent
<b>A. Client Retention</b>		
1. Accuracy of the records.	4.57	Very High
2. Accuracy of transactions.	4.50	Very High
3. Access to electronic transaction.	4.32	Very High
4. The staff who deliver the services.	4.43	Very High
5. The efficiency of customer service.	4.50	Very High
6. The physical appearance of the branch.	4.49	Very High
7. Efficient service.	4.45	Very High
8. The cooperative's effort to inform customers about new products.	4.39	Very High
9. The cooperative's effort to inform customers about new services.	4.49	Very High
10. Charges for services offered in the cooperative.	4.25	Very High
<b>Overall Mean</b>	<b>4.44</b>	<b>Very High</b>

**Legends:**

Scale	Descriptive Equivalence
4.21 – 5.00	Very High
3.41 – 4.20	High
2.61 – 4.30	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low

to the quality of services offered in the cooperative. It means that client's retention is very satisfactory.

The remaining items are 2 and 5, with the same mean of 4.50 described as very high in the *accuracy of transactions and customer services efficiency*. Moreover, items 6 and 9 also got the same mean of 4.49 described as very high in *clients are satisfied with the physical appearance of the branch and cooperative's effort to inform customers about new services*. Followed by items 3, 4, 7 and 8 with a mean of 4.32, 4.43, 4.45 and 4.39 respectively, all described as very high in *client's are satisfied with the access to electronic transactions, satisfied with the staff who deliver the services, satisfied with the efficient services and the cooperative's effort to inform customers about new products*. This means that client's retention is very satisfactory.

### **Significant Relationship between Client's Attitude towards Viral Marketing and Retention among Selected Cooperatives**

Table 3 shows the significant relationship between the client's attitude towards viral marketing and retention among selected cooperatives. As to the data revealed among the selected cooperatives, the result of the computation of Pearson-r of client's retention and client's retention is 0.501 with P-value of 0.000. Since P-value is less than 0.05, the null hypothesis is rejected. It can be stated, therefore, that there is a significant relationship between the client's attitude towards viral marketing and retention among selected cooperatives. This connotes that the client's attitude towards viral marketing has a greater influence on the client's retention.

**Table 3****Significant Relationship between Client's Attitude towards Viral Marketing and Retention among selected Cooperatives**

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	Client's Retention
Client's Attitude	0.501**

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P-value (0.000) < 0.05

The result of the study confirmed the anchored theory on Njane (2013) that asserts clients attitude towards viral marketing could have a significant impact on client retention. Companies that practice relationship marketing have been prioritizing in securing clients retention. It is supported by Ler Sin Wei (2014) stated that consumers make many buying decisions every day; their choices depend on how the product was presented to them. The job of marketers is to study these consumer purchase decisions and attitude to answer the questions about why, what, how much, and where the consumers buy to make their marketing techniques to be more productive. Thus, understanding how consumer response to viral marketing is essential to winning customers in the market.

## Chapter 5

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter represents the summary of findings, conclusions and recommendations of the study.

#### Findings

Based on the result formulated from the data collected, the researchers found out the following:

1. The mean of the client's attitude towards viral marketing among selected cooperatives has an overall mean of 4.38, interpreted as always observed.

2. The mean of retention among selected cooperatives has an overall mean of 4.44, interpreted as very satisfactory.

3. The significant relationship between client's attitude towards viral marketing and retention among selected cooperatives has a derived computed r-value of the client's attitude of 0.501, which is associated with 0.000 as the P-value. Thus,  $H_0$  is rejected.

#### Conclusion

Based on the result of the data gathered, the researchers have concluded the following:

1. The level of the client's attitude towards viral marketing is very high.
2. The level of retention of selected cooperatives is very high.

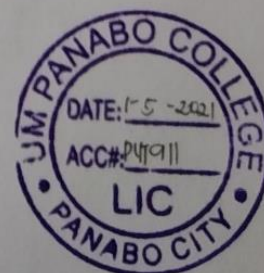


3. There is a significant relationship between client's attitude towards viral marketing and retention among selected cooperatives.

### Recommendations

Based on the finding and conclusion of the study, the following recommendations are given:

1. The cooperatives should use the On-site content marketing strategies which strengthens the cooperatives message, this could be highlighting their marketing messages to the clients. For example, the official internet blogs of the company, site, or part of the site, whereas it constitutes a form of self- presentation so the client's will know about its product or services offered. Moreover, cooperatives should tackle in their seminars or briefings with their clients regarding the official marketing messages or unsolicited emails that they may receive from time to time for them to stay updated in the cooperatives, especially those that were sent in emails.
2. The cooperatives should explain comprehensively to their clients the charges imposed to them for the services being offered in the cooperatives make sure they completely understand it. Cooperatives may include it in the list of the agendas during seminar and orientation before clients fill up the contract signed by them.
3. Future researchers may conduct a similar study using the same variable with another indicator to identify if the client's attitude towards viral marketing could influence clients retention.



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## APPENDIX A-1

## Letter of Permission to Conduct Study

November 13, 2019

**MS. ANA CONCEPCION A. RAS**  
Branch Manager  
Panabo Multi-Purpose Cooperative  
Panabo City

Dear Sir,

A pleasant day to you!

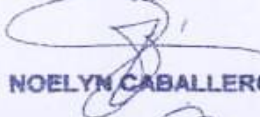
The undersigned are the third year students of UM Panabo College in Bachelor of Science in Business Administration major in Marketing Management who are conducting a research study entitled "Clients' Attitude towards Viral Marketing and Retention among selected Cooperative in Panabo City". Conducting research is embodied in our program and a requirement before graduation.

We would like to ask permission from your prestigious establishment to allow us to distribute questionnaire and conduct the said study. The result of this study will provide data in the realization of our undergraduate thesis.

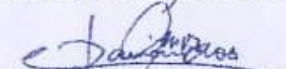
We are looking forward to your approval on this request. Rest assured that all the information that will be gathered will be treated with utmost confidentiality.

Thank you very much

Respectfully yours,

  
**NOELYN CABALLERO**

  
**CHARLYNE GRACE CABANGON**

  
**JEA MARIE PAINANDOS**  
Researchers

Noted:

  
**DR. ANELIE CHICO**  
Adviser

## APPENDIX A-2

## Letter of Permission to Conduct Study

November 13, 2019

**MS. FLORENTINO T. PAL JR.**  
Branch Manager  
King Multipurpose Cooperative  
Panabo City

Dear Sir,

A pleasant day to you!

The undersigned are the third year students of UM Panabo College in Bachelor of Science in Business Administration major in Marketing Management who are conducting a research study entitled "**Clients' Attitude towards Viral Marketing and Retention among selected Cooperative in Panabo City**". Conducting research is embodied in our program and a requirement before graduation.

We would like to ask permission from your prestigious establishment to allow us to distribute questionnaire and conduct the said study. The result of this study will provide data in the realization of our undergraduate thesis.

We are looking forward to your approval on this request. Rest assured that all the information that will be gathered will be treated with utmost confidentiality.

Thank you very much

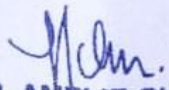
Respectfully yours,

  
**NOELYN CABALLERO**

  
**CHARLYNE GRACE CABANGON**

  
**JEA MARIE PAINANDOS**  
Researchers

Noted:

  
**DR. AMELIE CHICO**  
Adviser



**APPENDIX B-1****Letter for Request for Validation**

September 13, 2019

**MR. ANGELO NAMUAG**  
Professor  
UM Panabo College  
Panabo City

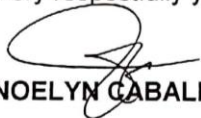
Dear Ma'am:

You are one of the chosen validators of our questionnaire on our research study entitled "**Clients' Attitude towards Viral Marketing and Retention among selected Cooperative in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comment, suggestion and recommendation that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,



**NOELYN CABALLERO**




**CHARLYNE GRACE CABANGON**



**JEA MARIE PAINANDOS**  
Researchers

Noted:




**DR. AMELIE CHICO**  
Adviser

## APPENDIX B-2

## Letter for Request for Validation

September 13, 2019

**MS. APRIL ROSE SAM**   
Professor  
UM Panabo College  
Panabo City

Dear Ma'am:

You are one of the chosen validators of our questionnaire on our research study entitled "**Clients' Attitude towards Viral Marketing and Retention among selected Cooperative in Panabo City**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comment, suggestion and recommendation that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Very respectfully yours,

  
**NOELYN CABALLERO**

  
**CHARLYNE GRACE CABANGON**


  
**JEA MARIE PAINANDOS**  
Researchers

Noted:

  
**DR. AMELIE CHICO**  
Adviser


APPENDIX C-1


Questionnaire Validation Sheet

 The University of Mindanao	<b>RESEARCH AND PUBLICATION CENTER</b> [ ] Main [x] Branch <u>PANAPO</u> <b>QUESTIONNAIRE VALIDATION SHEET</b>																																																
Title of Research: <u>CLIENT'S ATTITUDES TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVES IN PANAPO CITY</u>																																																	
Proponents : <u>CARAUERO, NOELYN C., CARAUON, CHARLYNE URACE, PANANDOS, JEA MARIE</u>																																																	
To the Evaluator: Please check the appropriate box for your ratings. Point Equivalent:    5 – Excellent                                  2 – Fair 4 – Very Good    1 – Poor 3 – Good																																																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 10%;">5</th> <th style="width: 10%;">4</th> <th style="width: 10%;">3</th> <th style="width: 10%;">2</th> <th style="width: 10%;">1</th> </tr> </thead> <tbody> <tr> <td> <b>1. CLARITY OF DIRECTION AND ITEMS</b>                              The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.                         </td> <td style="text-align: center;"></td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>2. PRESENTATION/ORGANIZATION OF ITEMS</b>                              The items are presented and organized in logical manner.                         </td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>3. SUITABILITY OF ITEMS</b>                              The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.                         </td> <td style="text-align: center;"></td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b>                              The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.                         </td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>5. ATTAINMENT OF PURPOSE</b>                              The instrument as a whole fulfills the objectives for which it was constructed.                         </td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>6. OBJECTIVITY</b>                              Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.                         </td> <td style="text-align: center;"></td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> <tr> <td> <b>7. SCALE AND EVALUATION RATINGS SYSTEM</b>                              The scale adapted is appropriate for the items.                         </td> <td style="text-align: center;">/</td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> <td style="text-align: center;"></td> </tr> </tbody> </table>		5	4	3	2	1	<b>1. CLARITY OF DIRECTION AND ITEMS</b> The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.		/				<b>2. PRESENTATION/ORGANIZATION OF ITEMS</b> The items are presented and organized in logical manner.	/					<b>3. SUITABILITY OF ITEMS</b> The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		/				<b>4. ADEQUATENESS OF ITEMS PER CATEGORY</b> The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.	/					<b>5. ATTAINMENT OF PURPOSE</b> The instrument as a whole fulfills the objectives for which it was constructed.	/					<b>6. OBJECTIVITY</b> Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.		/				<b>7. SCALE AND EVALUATION RATINGS SYSTEM</b> The scale adapted is appropriate for the items.	/				
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_____ Signature Above Printed Name																																																	

APPENDIX C-2

Questionnaire Validation Sheet

 The University of Mindanao	<b>RESEARCH AND PUBLICATION CENTER</b> [ ] Main [x] Branch <u>PRINCIPAL</u>					
<b>QUESTIONNAIRE VALIDATION SHEET</b>						
Title of Research: <u>CLIENTS ATTITUDES TOWARDS VIRTUAL MARKETING AND PREFERENCE AMONG SELECTED COOPERATIVES IN PANAPO CITY</u> Proponents: <u>CAOALUERO, NEELYN, CADAYANON, CHARLOTTE URTE, PAIYANIDAS, JEA MARE</u>						
To the Evaluator: Please check the appropriate box for your ratings. Point Equivalent:     5 – Excellent                                  2 – Fair 4 – Very Good    1 – Poor 3 – Good						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 16.6%;">5</th> <th style="width: 16.6%;">4</th> <th style="width: 16.6%;">3</th> <th style="width: 16.6%;">2</th> <th style="width: 16.6%;">1</th> </tr> </thead> </table>	5	4	3	2	1
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/						

  
APRIL ROSE L. SAM  
 Signature Above Printed Name

## APPENDIX D-1

## Survey Questionnaire

**CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG  
SELECTED COOPERATIVE IN PANABO CITY**

Ler Sin Wei (2014)

## Part1: Profile of the Respondents

Name: (Optional) \_\_\_\_\_ Gender: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

Instruction: Below are the questions to measure the attitude of a customer towards viral marketing. Please put a check mark (/) appropriate to your answer using the given scale.

5- Strongly Agree                      3- Neither Agree nor Disagree                      1- Disagree

4- Agree                                      2- Disagree

## Part 2. ATTITUDE OF CUSTOMER TOWARDS VIRAL MARKETING

<b>A. Informativeness</b>	5	4	3	2	1
The viral marketing of a certain cooperative...					
1. I perceived informativeness as marketing message that will provide me accurate, useful and up-to date information.					
2. I find e-mail marketing messages informative					
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.					
4. SMS advertisements provide useful information about products and services.					
5. Internet blogs are an important source of information.					
<b>B. Redundancy</b>					
The viral marketing of a certain cooperative...					
1. Make use of the techniques that appropriate and satisfying.					
2. Marketing messages on social media sites are not overstated.					
3. Unsolicited e-mails contain viruses.					
4. I always read SMS advertisement before deleting.					
5. I find blogs credible and reliable.					

## Part 3. RETENTION (James Gatherer 2013)

Retention I am Satisfied with...	5	4	3	2	1
1. Accuracy of the records.					
2. Accuracy of transactions.					
3. Access to electronic transaction.					
4. The staff who deliver the services.					
5. The efficiency of customer service.					
6. The physical appearance of the branch.					
7. Efficient service.					
8. The cooperative's effort to inform customers about new products.					
9. The cooperative's effort to inform customers about new services.					
10. Charges for services offered in the cooperative.					

Appendix D-2

CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE IN PANABO CITY  
Ler Sin Wei (2014)

Part1: Profile of the Respondents

Date: 01-23-20

Name: (Optional) Mr. Ederline Gazon

Gender: F Position: House wife

Cooperative: PMPC No. of Year: 9

Instruction: Below are the questions to measure the attitude of a customer towards viral marketing. Please put a check mark (!) appropriate to your answer using the given scale.

- 5- Strongly Agree      3- Neither Agree nor Disagree
- 4- Agree                2- Disagree      1- Disagree

Part 2. ATTITUDE OF CUSTOMER TOWARDS VIRAL MARKETING

A. Informativeness	5	4	3	2	1
The viral marketing of a certain cooperative...					!
1. I perceived informativeness as marketing message that will provide me accurate, useful and up-to date information.	/				
2. I find e-mail marketing messages informative	/				
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.		/			
4. SMS advertisements provide useful information about products and services.	/				
5. Internet blogs are an important source of information.		/			
B. Redundancy	5	4	3	2	1
The viral marketing of a certain Cooperative...					!
1. Make use of the techniques that appropriate and satisfying.		/			
2. Marketing messages on social media sites are not overstated.		/			!
3. Unsolicited e-mails contain viruses.			/		
4. I always read SMS Advertisement before deleting.				/	
5. I find blogs credible and reliable.		/			

Part 3. RETENTION (James Gather 2013)

Retention	5	4	3	2	1
I am Satisfied with...					
1. Accuracy of the records.		/			
2. Accuracy of transactions.		/			
3. Access to electronic transaction.		/			
4. The staff who deliver the services.		/			
5. The efficiency of customer service.		/			
6. The physical appearance of the branch.		/			
7. Efficient service.		/			
8. The cooperative's effort to inform customers about new products.		/			
9. The cooperative's effort to inform customers about new services.		/			!
10. Charges for services offered in the cooperative.		/			

CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE IN PANABO CITY  
Ler Sin Wei (2014)

Part1: Profile of the Respondents

Date: 23 JANUARY 2020

Name: (Optional) YOUNG F. BALUANA

Gender: M Position: HEAD GUARD TAPED

Cooperative: PMPC No. of Year: 12 years

Instruction: Below are the questions to measure the attitude of a customer towards viral marketing. Please put a check mark (!) appropriate to your answer using the given scale.

- 5- Strongly Agree      3- Neither Agree nor Disagree
- 4- Agree                2- Disagree      1- Disagree

Part 2. ATTITUDE OF CUSTOMER TOWARDS VIRAL MARKETING

A. Informativeness	5	4	3	2	1
The viral marketing of a certain cooperative...		/			
1. I perceived informativeness as marketing message that will provide me accurate, useful and up-to date information.		/			
2. I find e-mail marketing messages informative	/				
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.		/			
4. SMS advertisements provide useful information about products and services.		/			
5. Internet blogs are an important source of information.		/			
B. Redundancy	5	4	3	2	1
The viral marketing of a certain Cooperative...					!
1. Make use of the techniques that appropriate and satisfying.		/			
2. Marketing messages on social media sites are not overstated.	/				!
3. Unsolicited e-mails contain viruses.			/		
4. I always read SMS Advertisement before deleting.		/			
5. I find blogs credible and reliable.		/			

Part 3. RETENTION (James Gather 2013)

Retention	5	4	3	2	1
I am Satisfied with...					
1. Accuracy of the records.		/			
2. Accuracy of transactions.		/			
3. Access to electronic transaction.		/			
4. The staff who deliver the services.		/			
5. The efficiency of customer service.		/			
6. The physical appearance of the branch.		/			
7. Efficient service.		/			
8. The cooperative's effort to inform customers about new products.		/			!
9. The cooperative's effort to inform customers about new services.		/			
10. Charges for services offered in the cooperative.		/			

Appendix D-3

**CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE IN PANABO CITY**  
Ler Sin Wei (2014)

Part1: Profile of the Respondents

Date: 01-20-20

Name: (Optional) PEY MARK B. ALFUS

Gender: MALE Position: STEWARD

Cooperative: KIMU COOP No. of Year: 7

Instruction: Below are the questions to measure the attitude of a customer towards viral marketing. Please put a check mark (✓) appropriate to your answer using the given scale.

- 5- Strongly Agree      3- Neither Agree nor Disagree  
4- Agree                      2- Disagree      1- Disagree

Part 2. ATTITUDE OF CUSTOMER TOWARDS VIRAL MARKETING

A. Informativeness	5	4	3	2	1
The viral marketing of a certain cooperative...					
1. I perceived informativeness as marketing message that will provide me accurate, useful and up-to date information.			✓		!
2. I find e-mail marketing messages informative	✓				
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.			✓		
4. SMS advertisements provide useful information about products and services.	✓				
5. Internet blogs are an important source of information.	✓				
B. Redundancy	5	4	3	2	1
The viral marketing of a certain Cooperative...					
1. Make use of the techniques that appropriate and satisfying.	✓				
2. Marketing messages on social media sites are not overstated.	✓				
3. Unsolicited e-mails contain viruses.			✓		
4. I always read SMS Advertisement before deleting.		✓			!
5. I find blogs credible and reliable.	✓				

Part 3. RETENTION (James Gathère 2013)

Retention	5	4	3	2	1
I am Satisfied with...					
1. Accuracy of the records.		✓			
2. Accuracy of transactions.		✓			
3. Access to electronic transaction.	✓	✓			
4. The staff who deliver the services.		✓			
5. The efficiency of customer service.	✓				
6. The physical appearance of the branch.	✓				
7. Efficient service.		✓			
8. The cooperative's effort to inform customers about new products.		✓			
9. The cooperative's effort to inform customers about new services.	✓				
10. Charges for services offered in the cooperative.			✓		!

**CLIENTS' ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE IN PANABO CITY**  
Ler Sin Wei (2014)

Part1: Profile of the Respondents

Date: 1/26/20

Name: (Optional) RICHIE MAE A. TAGUOF

Gender: F Position: HOUSEWIFE

Cooperative: KIMU COOP No. of Year: 7

Instruction: Below are the questions to measure the attitude of a customer towards viral marketing. Please put a check mark (✓) appropriate to your answer using the given scale.

- 5- Strongly Agree      3- Neither Agree nor Disagree  
4- Agree                      2- Disagree      1- Disagree

Part 2. ATTITUDE OF CUSTOMER TOWARDS VIRAL MARKETING

A. Informativeness	5	4	3	2	1
The viral marketing of a certain cooperative...					
1. I perceived informativeness as marketing message that will provide me accurate, useful and up-to date information.	✓				
2. I find e-mail marketing messages informative		✓			
3. Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.			✓		
4. SMS advertisements provide useful information about products and services.			✓		
5. Internet blogs are an important source of information.	✓				
B. Redundancy	5	4	3	2	1
The viral marketing of a certain Cooperative...					
1. Make use of the techniques that appropriate and satisfying.		✓			
2. Marketing messages on social media sites are not overstated.		✓			
3. Unsolicited e-mails contain viruses.			✓		
4. I always read SMS Advertisement before deleting.		✓			
5. I find blogs credible and reliable.			✓		

Part 3. RETENTION (James Gathère 2013)

Retention	5	4	3	2	1
I am Satisfied with...					
1. Accuracy of the records.		✓			
2. Accuracy of transactions.		✓			
3. Access to electronic transaction.		✓			
4. The staff who deliver the services.	✓				
5. The efficiency of customer service.	✓				
6. The physical appearance of the branch.			✓		
7. Efficient service.		✓			
8. The cooperative's effort to inform customers about new products.			✓		
9. The cooperative's effort to inform customers about new services.	✓	✓			
10. Charges for services offered in the cooperative.			✓		



## APPENDIX E

### Certificate of Grammarly

The screenshot displays a Grammarly certificate for a document. The document title is "Caballero, Cabangon, Painandos" and the score is 99%. The certificate includes the following data:

Category	Value
Overall score	99%
Characters	38,812
Words	5,286
Sentences	316
Reading time	22 min 47 sec
Speaking time	43 min 56 sec
Readability	5.4

The document content on the left shows the following text:

**Caballero, Cabangon, Painandos**

27

Chapter 1  
THE PROBLEM AND ITS SETTING  
Background of the Study

The rapid growth of technology towards a the key element responsible for the growing marketing techniques and strategies. One companies face, especially the marketing royal customer who will patronize the going services and maintain their trust for long-term business with the company. However, client response to viral marketing depending on t

GRAMMARLY CERTIFICATE 99% (August 25, 2020)

CABALLERO, NOELYN

CABANGON, CHARLYNE GRACE

PAINANDOS, JEA MARIE

  
AMELIE L. CHICO  
RESEARCH ADVISER

APPENDIX F-1  
CERTIFICATE OF APPEARANCE

APPENDIX F-1

CERTIFICATE OF APPEARANCE



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

King Multi-purpose Cooperative and conducted Survey  
(Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "Client attitude Towards Viral Marketing and Extension among selected Cooperative in Panabo City"

during the period 01-20-20  
(State inclusive dates)

B. ALBUS  
Name and Signature of Authorized Personnel



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

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during the period 01-20-20  
(State inclusive dates)

RICHE  
Name and Signature of Authorized Personnel

APPENDIX F-2

CERTIFICATE OF APPEARANCE



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the  
King Multi-purpose Cooperative and conducted Survey  
(Name of Office/Agency) (State activity)  
in relation to their thesis/FS entitled "Client attitude Towards Viral Marketing and Extension  
among Selected Cooperative in Panabo City"  
during the period 01-20-20  
(State inclusive dates)

RICHE  
TRIE A TRICHY  
Name and Signature of Authorized Personnel



UM Panabo College  
Research Office  
Arguelles St., San Francisco  
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the  
King Multi-purpose Cooperative and conducted Survey  
(Name of Office/Agency) (State activity)  
in relation to their thesis/FS entitled "Client attitude Towards Viral Marketing and Extension  
among Selected Cooperative in Panabo City"  
during the period 01-20-20  
(State inclusive dates)

BEY MARK B. MUPUS  
Name and Signature of Authorized Personnel

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Preparing download

Chapter 1

**THE PROBLEM AND ITS SETTING**

**Background of the Study**

The rapid growth of technology towards advancement has become the key element that is responsible for the growing demand for new marketing techniques and strategies. One of the challenges that the companies face especially the marketing department is to find loyal customer who will patronize the company's product and services and maintain their trust for long lasting transactions and business with the company. However, clients may have different response to viral marketing depending on their beliefs and personal

Match Overview

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**TITLE: CLIENTS ATTITUDE TOWARDS VIRAL MARKETING AND RETENTION AMONG SELECTED COOPERATIVE IN PANABO CITY** 8/24/2020

**CABALLERO, NOELYN**

**CABANGON, CHARLYNE GRACE**

**PAINANDOS, JE MARIE**

**DR. AMELIE L. CHICO**

**RESEARCH COORDINATOR**



**NOELYN C. CABALLERO**  
 Prk.1, Southern Davao  
 Brgy.New Visayas, Panabo City  
 09483404026  
 noelyncaballero@yahoo.com

## PERSONAL INFORMATION

Nickname	:	Noe
Gender	:	Female
Date of Birth	:	March 31, 1997
Civil Status	:	Single
Birthplace	:	Panabo City
Father	:	Noel O.
Caballero		
Mother	:	Estrellita C.
Caballero		

## EDUCATIONAL BACKGROUND

- Tertiary Education**  
 Bachelor of Science in Business Administration Major in  
 Marketing Management  
 UM Panabo College  
 P.N. Arguilles St., Brgy. San Francisco, Panabo City  
 2017-2021
- Secondary Education**  
 Southern Davao National High School  
 New Visayas, Panabo City
- Elementary Education**  
 Southern Davao Elementary School  
 New Visayas, Panabo City

**ORGANIZATIONAL AFFILIATIONS****Young Marketers Society (YMS)**

Member

UM Panabo College

2017-2021

**SEMINARS TRAININGS ATTENDED****Accumulative Development Seminar for 3rd Year Student****“Excellence through Citizenship”**

February 8, 2020

UM Panabo Students



**CHARLYNE GRACE S. CABANGON**

Cal3 Village

Tibungco, Davao City

09561888377

peanutginger012016@yahoo.com

### PERSONAL INFORMATION

Nickname	:	ChangChang
Gender	:	Female
Date of Birth	:	April 14, 1997
Civil Status	:	Single
Birthplace	:	Zamboanga Sibugay
Father	:	Ansari M. Cabangon
Mother	:	Ismaelita S. Cabangon

### EDUCATIONAL BACKGROUND

- Tertiary Education**  
 Bachelor of Science in Business Administration Major in  
 Marketing Management  
 UM Panabo College  
 P.N. Arguilles St., Brgy. San Francisco, Panabo City  
 2017-2021
- Secondary Education**  
 F.Bustamante National High School  
 Tibungco, Davao City
- Elementary Education**  
 Sto.Niño Elementary School  
 Tibungco, Davao City

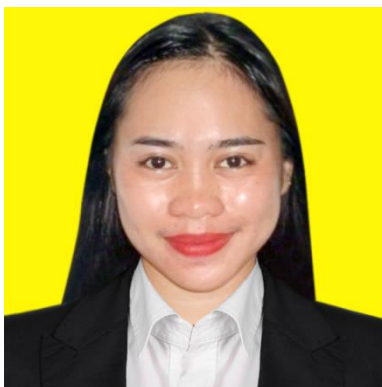
## ORGANIZATIONAL AFFILIATIONS

- **Department of Student Government (DSG)**  
DSG-Treasurer  
UM Panabo College  
2019-2020
- **Young Marketers Society (YMS)**  
Member  
UM Panabo College  
2017-2021

## SEMINARS TRAININGS ATTENDED

**Accumulative Development Seminar for 3rd Year Student**  
**“Excellence through Citizenship”**  
February 8, 2020  
UM Panabo Students





**JEA MARIE S. PAINANDOS**  
 Prk.Sustagen  
 Brgy.New Pandan, Panabo City  
 09515360436  
[jeamariepainandos@yahoo.com](mailto:jeamariepainandos@yahoo.com)

## PERSONAL INFORMATION

Nickname	:	Yang
Gender	:	Female
Date of Birth	:	January 7, 1998
Civil Status	:	Single
Birthplace	:	Panabo City
Father	:	Zenon S. Painandos
Mother	:	Isidra S. Painandos

## EDUCATIONAL BACKGROUND

- **Tertiary Education**  
 Bachelor of Science in Business Administration Major in  
 Marketing Management  
 UM Panabo College  
 P.N. Arguilles St., Brgy. San Francisco, Panabo City  
 2017-2021
- **Secondary Education**  
 Panabo National High School  
 New Site Gredu, Panabo City  
 SY: 2013-201
- **ELEMENTARY EDUCATION**  
 Rizal Elementary School  
 Panabo City, Davao Del Norte  
 SY: 2009-2010

## **ORGANIZATIONAL AFFILIATIONS**

### **Young Marketers Society (YMS)**

Member

UM Panabo College

2017-2021

## **SEMINARS TRAININGS ATTENDED**

### **Accumulative Development Seminar for 3<sup>rd</sup> Year Student “Excellence through Citizenship”**

February 8, 2020

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