

# VIRAL MARKETING: MOTIVATIONS TO FORWARD ELECTRONIC CONTENT <sup>1</sup>

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## Abstract

Despite the increasing popularity of viral marketing, factors critical to such a new communication medium remain largely unknown. This study examines one of the critical factors, namely internet users' motivations to pass along electronic content. Results show that internet users, who are more individualistic and/or more altruistic, tend to forward more electronic content than others.

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