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A STUDY ON VIRAL MARKETING STRATEGIES IN PROMOTING CONCERTS COIMBATORE

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ABSTRACT

This study explores the effectiveness of viral marketing strategies in promoting music concerts, with a focused analysis on Coimbatore city. In an era where digital engagement significantly influences consumer behaviour, the research investigates how social media, online word-of-mouth, influencer endorsements, and user-generated content contribute to the success of concert promotions. Through a structured questionnaire distributed among residents of Coimbatore, the study examines audience preferences, awareness levels, and the impact of digital platforms on decision-making. The findings reveal that viral marketing has a profound influence on the youth and is a cost-effective method for concert promotion. The study concludes with suggestions for leveraging digital tools more effectively, aiming to enhance audience reach and engagement in the entertainment industry.

KEY WORDS: *Viral Marketing, Concert Promotion, Social Media Marketing, Influencer Marketing, Digital Engagement, Concertgoers*

INTRODUCTION

Through viral marketing techniques concerts can now be promoted better using three key elements of social media distribution and online messages spread by audience members. The core concept behind viral marketing differs from standard advertising because it depends on audience-generated spreading of participatory content through social channels. Through an examination of case studies, it identifies key elements that contribute to a campaign's success, such as influencer collaborations, interactive content, and user-generated media. Influencer partnerships, for instance, allow concert promotions to tap into pre-existing fan bases, while interactive content—such as contests, hashtag challenges, and exclusive behind-the-scenes footage keeps audiences engaged. The unchecked spread of organic promotions through this system helps concert promotions achieve efficient and rapid delivery to broad audiences. study explores various viral marketing strategies used in concert promotions, analyzing their effectiveness in driving audience engagement and ticket sales.

REVIEW OF LITERATURE

1.**Hoyer, Wayne D., & MacInnis, Deborah J. (2001) – "Consumer Behaviour and Concert Marketing"**. This research explores how consumer psychology influences concert attendance decisions, focusing on the role of emotions, perceptions, and social influences. It emphasizes the importance of emotional connections and promotional storytelling in shaping audience engagement and purchase intent.

2.**McGuinness, Rosamond (2004), in her chapter "Gigs, Roadies and Promoters: Marketing Eighteenth-Century Concerts,"** examines the promotional strategies used in the eighteenth-century music scene. She highlights the role of patronage, print advertisements, and word-of-mouth in attracting audiences to concerts.

3.**Samidha Vedabala and Dibya Jyoti Baraily (2023) – "Problems of Live Music Concerts: A Study of Northeast India"**. This article explores the various challenges faced in organizing live music concerts in Northeast India, including logistical issues, audience engagement, and infrastructural constraints.

4.The study by **Pradipta and Lincoln (2024) investigates "The influence of concert promotions through Instagram on consumer interest in purchasing concert tickets in the post-COVID-19 era"**. Applying the AIDA (Attention, Interest, Desire, Action) marketing theory, the research examines how Instagram-based promotions impact ticket purchase preferences using a quasi-experimental method.

5.**Chen, Zhiyuan (2024) – "A Study on Influencing Factors of Audience Satisfaction with Online Concerts"**. This study examines the key factors affecting audience satisfaction in online concert experiences, including sound quality, visual presentation, and interactive features. It highlights the importance of digital engagement strategies, such as real-time chats and virtual meet-and-greets, in enhancing audience enjoyment. The findings suggest that technological advancements and personalized content significantly impact viewer retention and concert success. The study emphasizes the need for innovative marketing approaches to improve the overall appeal of online concerts.

OBJECTIVES OF THE STUDY

- To understand the demographics of concertgoers, including their age, gender, occupation, frequency of attendance, and social media preferences.
- To evaluate how consumers engage with viral concert promotions, their willingness to share content, and the

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impact of FOMO, discounts, and influencer endorsements on ticket purchases.
- To identify common issues faced by consumers, such as misleading promotions, hidden costs, or overhyped events, and their impact on trust and future decisions.

SCOPE OF THE STUDY

The study assesses the efficacy of viral marketing strategies for concert promotion in the Coimbatore district. Concertgoers are the main target of the study. The project looks at customer profiles and their social media activity related to coordinated marketing campaigns.

The study looks at three different kinds of viral marketing strategies, such as influencer-promoter relationships, social media phenomena (such as challenges and reels), and time-sensitive promotional offers. The study looks at how these marketing strategies affect consumer behaviour by analysing how they affect the immediate expression of need and sharing impulses, as well as the prompt purchasing behaviour brought on by psychological factors like FOMO (Fear of Missing Out).

RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyse the impact of viral marketing strategies among the concert goers in Coimbatore district. The research focuses on understanding the strategies which works and fails.

Study Area and Population

The research was conducted in Coimbatore, targeting the concert goers who are influenced by various promotion strategies. Respondents included are students, working professionals, gig workers and others.

Sampling Technique and Sample Size

A convenience sampling method was used to select respondents who were easily accessible and willing to participate. A total of 153 respondents were surveyed.

Data Collection

- Primary data was collected through a structured questionnaire that covered demographics of concert goers, viral marketing strategies which work and viral marketing strategies which fails.
- Secondary data was sourced from journals, articles.

Tools for Analysis

Data was analysed using SPSS software and MSEXCEL with the following tools:
- Percentage Analysis – To assess frequency and distribution of responses.
- Chi-Square Test – To examine associations between categorical variables.
- Correlation – To measure the direction of relationship between two or more variables.

The results were visually represented using charts and tables for clarity and better interpretation.

HYPOTHESES OF THE STUDY

HYPOTHES 1: Demographic factors and concert attendance frequency.
Null Hypothesis (H_{01}): There is a significant relationship between demographic factors and concert attendance frequency.
Alternative Hypothesis (H_{11}): There is a significant relationship between demographic factors and concert attendance frequency.

HYPOTHES 2: Engagement and likelihood of purchase
Null Hypothesis (H_02): There is a significant relationship between engagement and likelihood of purchase.
Alternative Hypothesis (H_12): There is no significant relationship between engagement and likelihood of purchase.

HYPOTHES 3: Trust and future decisions
Null Hypothesis (H_{03}): There is a significant effect on trust and future decisions.
Alternative Hypothesis (H_{13}): There is no significant effect on trust and future decisions.

DATA ANALYSIS AND INTERPRETATION

➢ CHI-SQUARE TEST

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	4.797[a]	6	.570
Likelihood Ratio	4.776	6	.573
N of Valid Cases	153		

H0: There is no significant relationship between demographic factors and concert attendance frequency.
Calculated $\chi 2$ Value: 4.797a; Degree of freedom: 6; Signification level: .570

INTERPRETATION

This result also indicates no significant association between the variables. Since both p-values (0.570 and 0.573) are greater than 0.05, null hypothesis is rejected. Hence there is no significant association with age and concert attendance frequency.

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Engagement and likelihood of purchase

Correlations			
		share a concert promotion	concert tickets
Share A Concert Promotion	Pearson Correlation	1	-.001
	Sig. (2-tailed)		.991
	N	153	153
Concert Tickets Purchase	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	
	N	153	153

INTERPRETATION: The null hypothesis cannot be rejected for both tests, as the p-values (0.081 and 0.059) are greater than 0.05. There is a statistically significant association between the variables.

Trust and Future Decisions

Correlations				
			Mislead By Viral Marketing Campaign	Future Decisions 17
Spearman's rho	mislead by viral marketing campaign	Correlation Coefficient	1.000	.229**
		Sig. (2-tailed)	.	.004
		N	153	153
	future decisions 17	Correlation Coefficient	.229**	1.000
		Sig. (2-tailed)	.004	.
		N	153	153

INTERPRETATION

The correlation coefficient (0.125) indicates a very weak positive relationship between "influencer promotion" and "future decisions." However, the p-value (0.122) is greater than 0.05, so the correlation is **not statistically significant**.

FINDINGS

1. Viral Marketing Strategy Effectiveness

•No Strong Correlation Found

- Pearson correlation between "sharing concert promotions" and "purchasing concert tickets" was -0.001, with a p-value of 0.991, showing no statistically significant relationship.
- This suggests that simply sharing promotional content does not necessarily influence purchase behaviour among the respondents.

2. Trust and Future Decisions

•Spearman's Correlation Result

- A weak positive correlation (0.229) was found between being misled by a viral marketing campaign and its influence on future decisions, which is statistically significant ($p = 0.004$).
- This indicates that negative marketing experiences (like misleading content) can affect trust and influence future concert attendance decisions.

3. Chi-Square Test on Age and Attendance Frequency

•The Pearson Chi-Square value was 4.797, with a p-value of 0.570, indicating no significant association between age and concert attendance frequency.

•Thus, age does not significantly impact how frequently individuals attend concerts in this sample.

4. Key Observations from Data

- Younger individuals (18–25) are the main target audience for viral marketing of concerts in Coimbatore.
- Engagement tactics like sharing posts may not directly lead to ticket purchases, implying that mere visibility of campaigns isn't enough.
- Consumer trust plays a critical role—misleading or exaggerated promotions can reduce future participation.
- Demographics like age do not significantly determine concert attendance habits, highlighting that other factor (e.g., content quality, influencer credibility) may have more influence.

RECOMMENDATIONS

1.Focus on Ethical and Transparent Marketing

- Avoid misleading claims, hidden costs, or overhyped content that may damage consumer trust.
- Clearly communicate event details, pricing, and expectations in all promotional materials.

2.Leverage Micro-Influencers for Authentic Reach

- Collaborate with local or niche influencers who have strong engagement rates and credibility among their followers.
- Ensure influencer content aligns with the brand tone and provides genuine value.

3.Encourage User-Generated Content (UGC)

- Run hashtag challenges, video contests, or experience-sharing campaigns that encourage real users to create and share content.
- Offer incentives like free tickets, backstage access, or merchandise for participation.

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4.Enhance Interactive Engagement

- Use polls, live Q&A sessions, countdowns, and behind-the-scenes content to keep the audience involved.
- Engage followers consistently in the days leading up to the event to maintain momentum.

5.Segment and Target the Right Audience

Since the largest engaged group is 18–25 years old, tailor marketing efforts—such as memes, short-form videos, and trendy music—for platforms they frequent (e.g., Instagram Reels, TikTok).

6.Measure Beyond Shares

- Use tools to measure not just how many people share content, but also conversion rates, click-throughs, and post-engagement behaviour.
- This helps identify which campaigns are just viral and which are truly effective.

7.Build Long-Term Community Relationships

- Establish ongoing digital communities of music fans through concert pages, mailing lists, or exclusive groups.
- This can serve as a reliable base for future promotions and loyalty-building.

CONCLUSION

This study examined the impact of viral marketing strategies on concert promotions in Coimbatore, with a focus on how such strategies influence consumer behaviour, engagement, and trust. The findings indicate that while viral content is widely shared—especially among younger audiences aged 18–25—it does not always lead to direct ticket purchases. This reveals a gap between visibility and conversion.

Furthermore, the study highlights that consumer trust is a crucial factor—audiences misled by marketing campaigns are less likely to engage with future promotions. Although demographic factors such as age do not significantly affect attendance frequency, the effectiveness of marketing strategies largely depends on the perceived authenticity, relevance, and ethical execution of the campaigns.

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