



A STUDY ON INFLUENCE OF VIRAL ADVERTISING ON IMPULSIVE BUYING BEHAVIOUR OF CUSTOMERS UNDER E-MARKETING STRATEGIES

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ABSTRACT

The Purpose of this study is to find the influence of viral advertising on impulsive buying behaviour of customers under E-marketing strategies. Questionnaires were distributed to both men and women who involves more online shopping. Using Convenience Sampling Technique, a total sample of 120 were obtained. The Result showed that viral advertising motivates the impulsive buying behaviour and also customer is aware of viral advertising and E-marketing Strategies.

KEYWORDS: *Impulsive Buying, Viral Advertising, E-Marketing Strategies*

1. INTRODUCTION

Marketers find very difficult to grab the attention of the consumers by using conventional media like print outs, radio and television advertising. Viral Advertising has recognized unconventional means such as internet, online social networks, and mobile phones through SMS to spread positive and negative information and opinions about a product / service from one person to another person. Viral Advertising is also known as 'Electronic Word of Mouth'. Impulsive buying is an important sales generator for any form of business, according to Direct Marketing Network (DNM3) 40% of the sales come from impulsive buying, impulsive buying is made in the urge of the moment. The Internet is an interactive medium. It allows for the exchange of currency, but more than that, it allows for the exchange of value. E-Commerce marketing is doing with the help of digital marketing.

2. STATEMENT OF THE PROBLEM

The broad objective of the research study is to find the influence of E-commerce marketing strategies on online customer's impulsive buying tendency. E-Commerce stimuli factors such as website quality, product display, pricing and promotion are considered for the study. The

impulsive buying behavior of the customers may be either cognitive or affective. In the psychological set up of an individual, Cognitive is thought oriented and affective is emotion oriented. Personality traits of individuals are induced by marketing stimuli and further it leads to affective or cognitive impulsive buying behaviour. Hence personality factors are included. Hence, the problem statement is to find the relationship of online customer's personality traits and impulsive buying behavior and the extent of association with of the E-Commerce Marketing stimuli strategies.

3. OBJECTIVE OF THE STUDY

- To study the Awareness of consumers' on Viral Marketing.
- To measure the influence of Demographic aspects and E-media usage of consumers on their attitude towards Viral Marketing.
- To find out the impulsive buying tendency of customers who purchase through online web stores.
- To analyze the influence of Viral Marketing Messages from personal source on Purchase Decision.



4. RESEARCH METHODOLOGY

Research Design	Descriptive Research Work
Sample Size	120 Respondents
Source of Data	Primary and Secondary Data
Sampling Technique	Convenience Sampling Technique
Proposed Tools	Percentage Analysis, Likert - Scale, Rank Correlation

5. STATISTICAL TOOLS

- Percentage Analysis
- Likert - Scale
- Rank Correlation

6. REVIEW OF LITERATURE

Kusmaharani & Halim, (2020), in their study “Social Influence and Online Impulse Buying of Indonesian Indie Cosmetic Products”, and the researchers aim to identify how Indonesian indie cosmetic products can generate online impulse buying. To do so, a research model combining theories of online reviews and peers influence along with browsing and peer communication was used. By Conducting Research of 173 participants on the online survey that was conducted in Greater Area of Jakarta, Indonesia. The data results were analyzed using structural modeling equation, specifically partial least square method. Results show how hedonic value of online reviews have influence on browsing while tie strength with peers and identification with peer group have influence on peer communication; that then encourage urge to buy impulsively that stimulates impulse buying behavior.

Verma & Singh, (2019), in their research study, “An Exploration of E-impulsive buying”, This study explored the phenomenon of e-impulse buying and also uncovered its relevant stimuli thus it may benefit the market researchers, strategists and online retailers for understanding the nitty-gritty of the phenomenon. This study is completely based on the exploratory approach that reveals several significant insights related to stimuli of e-impulse buying in a comprehensive way. It provides knowledge value to the researchers, academicians and online strategist to optimize their strategies in a better way.

FB Kennedy & B Vimala, (2018), in their research study, “Internal factors on impulse buying behavior special reference to apparels”, and the researchers try to explore effect of internal factors of working women on Impulsive buying behavior towards apparels. By collecting data from 230 working women in formal sector with structured questionnaire, result establish the relation between internal factors and impulsive buying behavior is 44.2 at one percent significant level.

7. TABLE

S.No	PARTICULARS	1	2	3	4	TOTAL	RANK
1	Price deals/offers	72(4)	8 (3)	10 (2)	30(1)	362	1
2	Don't want to miss the product	3 (4)	73 (3)	39 (2)	5 (1)	314	2
3	Less availability in the conventional stores	10 (4)	36 (3)	65 (2)	9 (1)	287	3
4	Immediate need based	35 (4)	3 (3)	6 (2)	76 (1)	237	4

PERCENTAGE ANALYSIS

- ❖ Majority 51% of the respondents are male.
- ❖ Majority 63% of the respondents are between 26-35 years of age.
- ❖ Majority 52% of the respondents are unmarried.
- ❖ Majority 29% of the respondents are employed in Private/Public/MNC Company.
- ❖ Majority 50% of the respondents are Under Graduate.
- ❖ Majority 45% of the respondents earns between Rs. 20,001 - 40000/-
- ❖ Majority 35% of the respondents makes purchase once in three months.
- ❖ Majority 42% of the respondents prefers

Lifestyle products.

- ❖ Majority 60% of the respondents spends between Rs.2001 - Rs.3000.
- ❖ Majority 33% of the respondents use Cash on Delivery option.
- ❖ Majority 45% of the respondents were motivated to buy product online by getting update on brands.

LIKERT SCALE ANALYSIS

- ❖ Majority 4.67 is the highest value in likert scale, so while making purchase decisions they buy only intend to buy even in online.
- ❖ Majority 3.9 is the highest value in likert scale, among the other reasons on impulsive buying



they most of the times satisfied with their sudden purchase decision.

- ❖ Likert scale value 4.14 is greater than the mid value (3), thus respondents have high awareness on viral advertising.
- ❖ Majority 4.24 is the highest value in likert scale, in understanding of the respondents to viral advertising they agree their purchasing decision is not influenced by viral marketing.
- ❖ Likert scale value 4.05 is greater than the mid value (3), thus respondents satisfied in overall marketing strategies in the viral marketing of the respondents.
- ❖ Likert scale value 4.07 is greater than the mid value (3), thus respondents are satisfied in making online purchases.

RANK ANALYSIS

- ❖ Majority of the respondents ranked 1 for Price deals/offers as the factor to make impulse purchase decision.
- ❖ Majority of the respondents ranked 1 for Flipkart as best online shopping website.

8. SUGGESTIONS

- ❖ The fraudulent activities should be reduced in order to protect the customers.
- ❖ Viral marketing should increase the speed and savings of time to attract the customers.
- ❖ Customers are not satisfied with the payment mechanism so, it should be made in easier way.
- ❖ Viral marketing should be more secured in order to attract the customers

9. CONCLUSION

Research studies like this gives the society a useful platform in understanding the practical implications. Knowing the consumer in-depth is the need for an E-commerce marketer, hence, the results of the study provides a good understanding about the personality traits of online shopping consumers. Based on the personality traits, content marketing and customization may be decided. Hence, it is understood that, online consumers are not completely emotional. They are, to an extent rational in deciding their purchase choice. Further, it is understood that online consumer's gives more emphasize for the web store quality than pricing and promotion offers.

Hence to conclude that, E-Commerce marketers have to be more conscious in deciding the marketing strategies, because the consumer's decisions are not completely affective impulsive, rather they think, analyze but decides quickly as they are more cognitive.

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