



IMPACT OF VIRAL MARKETING ON CONSUMERS BUYING BEHAVIOUR TOWARDS COIMBATORE CITY

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ABSTRACT

Viral marketing helps the consumers in order to promote and increase visibility of the site in search engines more often. When people forward messages with links to their friends or when they encourage their friends to visit specific links or websites on the internet, or when they share videos among themselves they could be presumed to be practicing viral marketing. YouTube may be considered to be the best example of internet viral marketing. To improve the attraction of the sites of network and to enhance their effectiveness as marketing tools, videos are embedded. Viral marketing influence more people to buy than most other forms of marketing. When a message is coming from friends or family you have a relationship with the validity for the message is valued much higher. Humans are individuals and their behaviour greatly influences each other. So we are going to see their buying behaviour depending upon viral marketing.

KEY WORDS: *Viral marketing, consumer, viral messages, buying and behaviour*

1. INTRODUCTION

Internet we use in our everyday lives. We are the first generation that grew up with using it and we will not know the impact of this. I have chosen the topic of viral marketing is because to find the effect of viral marketing on consumers buying behaviour. The social media has grown and we just as the majority of our friends, family and relatives are all using different types of social media everyday. The social media is an advertising tool in which the number of viral messages being unveiled to the social media users has grown enormously.

The viral marketing is existing through use of digital networks in our world, which are relatively inexpensive, fast, and easy to use, and it easily attracts global consumers. A viral message naturally circulate among persons to person with the common behaviour or interests where viral marketing exploits social networks by encouraging customers to share product information with their friends, family and colleague. The technique is valuable for both consumers and companies. Consumers get things through viral messages, such as discounts, free products, valuable information and the brand of the

products etc, which makes consumers to choose what their needs.

The viral marketing helps the organisation in order to promote and increase visibility of the site in search engines more often. When people forward E-mails with links to their friends or when they encourage their friends to visit specific links or websites on the internet, or when they share videos among themselves they could be presumed to be practicing viral marketing. Youtube may be considered to be the best example of internet viral marketing.

Social networking websites promote online business, which mostly attracts the consumers/buyers through viral marketing. Among them Facebook, Twitter and Whatsapp have been considered to be the excellent platforms for viral marketing campaigns. Social websites and forums connects people. Forums can be found on a wide variety of websites. There are search free forums available only to promote the product marketed. In online shopping environment, a website interface serves as the online storefront for customers to interact with the online retailer, and to experience and evaluate the quality of service manifested by the website design. The website design



interface plays an important role in online purchasing during customers initial experience with an online retailer, as the website design elements and the interaction experience influence customers initial beliefs and subsequent behavioural intention and customers are more likely to visit and buy from better-designed websites.

2. STATEMENT OF PROBLEM

The advertisements or images on social media that seem to reach hundreds and then thousands and then millions of people by their comments, likes, and shares. The video, posts, blogs, etc., that spread like wildfire across social media networks are part of viral promotion, a form of content marketing that can be extremely successful for all products. We wanted to investigate how the consumers buying behaviour act gets affected while exposed to viral messages.

3. OBJECTIVES

To understand and examine the impact of viral marketing on consumer.

To empirically analyze and the effect of education qualification on the consumer behaviour towards viral marketing communication.

To understand the most important factors which will influence the perception of consumers on viral marketing.

To know the consumer attitude towards viral marketing messages through social media.

4. NEED OF THE STUDY

In this study, with its quantitative research it will be investigated how viral marketing in the form of viral messages through different concepts, social medias, people listen and talk (word of mouth) and the power of viral marketing affects the consumers buying behaviour act, and if it affects it at all. The main intention for companies is to get consumers to make an actual purchase and in this dissertation investigate how viral marketing affects the consumers buying behaviour.

5. LIMITATION

The study is restricted to Coimbatore city only and hence the result cannot be generated to other areas. Internal prejudice of the respondents serves as a limitation of the study. Due to time constraints, the number of respondents taken for the study is limited to 100.

6. TOOLS OF THE STUDY

The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Chi-square test

- Weighted average analysis

7. RESEARCH METHODOLOGY

A research design is purely and simply the frame work for a study that guides the collection and analysis of data. The research design is descriptive in nature.

AREA OF THE STUDY

The study is undertaken in Coimbatore city.

SAMPLE SIZE

The study is restricted to 100 respondents.

SAMPLING TECHNIQUES

Convenience sample technique is used for the study.

PERIOD OF THE STUDY

The period for the study is 4 months i.e. January 2021 – March 2021.

METHODS OF DATA COLLECTION

Questionnaire method is used to collect the data from the respondents.

SOURCES OF DATA

The study is based on primary data and secondary data.

The primary data had been collected from the respondents through questionnaire.

The secondary data had been collected from articles, books, magazines and newspapers.

8. VIRAL MARKETING

Viral marketing is a phenomenon that passes along messages like viruses from one member to another inside a network framework. The customer is the transmitter of the message and the receiver is encouraged to pass the message forward to others. The strength of viral marketing lies in the power of the message and the willingness for customers to share it and forward it to other people. Viral marketing has the opportunity to reach a huge number of potential customers at a minimal expenditure.

Viral marketing has proved to be a low cost effective tool for online promoting using individuals to send emails to friends and colleagues without the involvement of the company. Off the Internet viral marketing is called word of mouth (WOM). This is the same concept as viral marketing, but the people spread their word and pass along messages to each other oral instead of online.

Many companies in all business sectors have successfully adapt viral marketing strategies to gain brand awareness. It is necessary that the message should be easy to share and it wakes a strong response in the consumer's emotion, which results in the forwarding and sharing of the message in their social network. "Ultimately, for viral marketing to work, it all comes back to the power of people's



emotions and the ability to affect it so information can be shared with others who are like-minded”.

It is very important to design a good message for the products because this raises the opportunity for it to become profitable. It is hard to construct a successful viral message, but if you succeed with it you can get a big success from a small investment. The AIDA model is a well-known model, which can be used to influence consumers purchasing behaviour. A viral message according to AIDA has a good chance to take the consumer all the steps from awareness of a need to purchase decision in the consumer buying process. AIDA(S) stands for

getting Attention, maintain Interest, arouse Desire, obtain Action and Satisfaction.

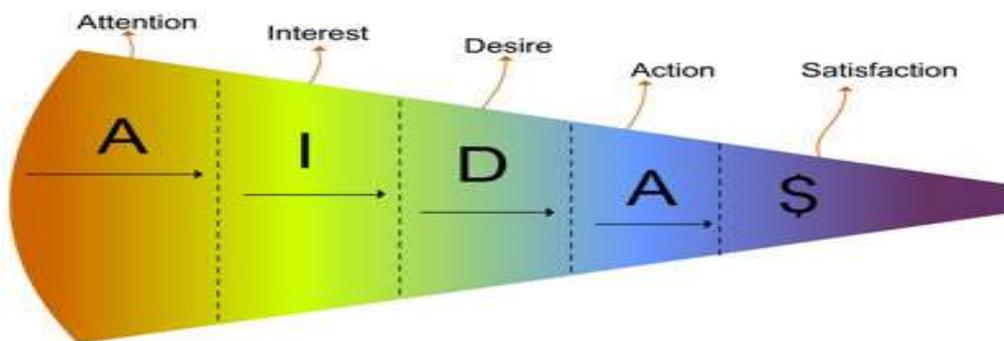
A : A good message with the product in the centre catches the people **Attention**.

I : A strong headline and letting people know they can afford it creates an **Interest**.

D : Make the customer wanting it and how it will satisfy their life. To create a **Desire**.

A : Tell the customer how easy they can get it, **Action** towards purchase.

S : Make the customers **Satisfied** so they will recommend and pass along the message to others such as friends and family.



9. POWER OF VIRAL MARKETING

The viral marketing concept is to get customers to pass along messages to other people. The company influences the message just in the beginning of the campaign, then when the virus is taking over the companies holds little control over to who the message is being spread to.

Consumers will share their opinions towards brands with or without this being known from the companies. The power of a negative or a positive opinion towards a brand is of highly importance. Companies are therefore very interested in positively influencing the message being advertised through integrated viral marketing strategies.

It is important that marketers and companies understand how the word of mouth is affecting their information about products, brands and firms. If a message gets a positive effect through a viral marketing campaign this can be spread very fast and maybe lead to a purchase in the consumers buying act. On the other hand a negative word of mouth can be spread just as fast but instead maybe push the consumer further away from a purchase in the consumers buying act.

10. CONSUMER BUYING PROCESS

The main intention companies have is to convince consumers to make the actual purchase. The consumers buying act is an important concept because of its key impact on a company's performance. It is beneficial for the company's marketing strategies to understand the consumer's behaviour. This is done by understanding issues such as how consumers are influenced by his or her environment such as culture, family and media. How customers think and feel and select between options and to understand consumers shopping behaviour and their buying decisions. A definition of consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society".

The consumer buying process starts with that the buyer recognizes a need. The customer wants to satisfy this need and goes to the second step "information search" where the customer tries to seek information of value about the product or the service. The next step is "Evaluation of alternatives" where the consumer assesses the value of the different alternatives he or she has found. The fourth step in the



consumer buying process is the “purchase decision”. At this stage the consumer actually buys the product or the service, which we in this dissertation also refers to as the “consumers buying act”. The fifth and also the last step in the consumer buying process is the “post purchase behaviour”. Here the consumers take further action after the purchase based on if they are satisfied or dissatisfied.

11. FINDINGS OF THE STUDY

1. Majority (44%) of respondents are in the age group of below 25 years.
2. Majority (54%) of the respondents are male.
3. Majority (52%) of the respondents are under graduate level.
4. Majority (33%) of the respondents are belongs to the employee.
5. Majority (60%) of the respondents are from the urban area.
6. Majority (46%) of the respondents are belongs to the below 20000 rupees.
7. Majority (35%) of the respondents prefers youtube.
8. Majority (40%) of the respondents visit social media often.
9. Majority (70%) of the respondents prefers online shopping.
10. Majority (34%) of the respondents react not often to viral messages.
11. Majority (52%) of the respondents share the viral messages to all the members.
12. Majority (28%) of the respondents share viral messages to share valuable information.
13. Majority (57%) of the respondents share through whatsapp.
14. Majority (76%) of the respondents buy a product after hearing it from friends or family.
15. Majority (91%) of the respondents tells about a product after buying it online.
16. Majority (67%) of the respondents buy the product towards positive review.
17. Majority (57%) of the respondents didn't buy the product towards negative review.
18. Majority (70%) of the respondents open the promotional messages from reputed organisation.
19. Majority (27%) of the respondents gets affected by resources (time, finance, etc...)
20. Majority (26%) of the respondents gets affected by search for the alternatives.
21. Majority of the respondents preferred the television as first rank and the facebook as second rank.
22. There is no relationship between the age and the respondents social media preference.

23. There is a relationship between mode of buying of the respondents and the salary.
24. Majority of the mean score level 3.60 belongs to respondents exposure to viral messages is based on review by others.

12. SUGGESTION

The viral marketing through social media platform attracts maximum number of customers towards it. Customers buying behaviour changes person to person based upon their educational qualification towards viral marketing. Customers buying behaviour changes person to person based upon their age factors towards viral marketing. Customers buying behaviour changes person to person based upon their residential area towards viral marketing. Research findings showed that online viral marketing has a significant and positive effect on the online shopping behaviour.

Customers buying behaviour changes person to person based upon their gender towards viral marketing. The viral marketing is relatively inexpensive, fast, and easy to use, and often include global consumers. Through viral marketing customers attitude towards buying a product increases tremendously.

Sometimes while spreading the viral messages through social media the business persons face some problem due to prior fake messages were spread by the fake marketers regarding the price, product information and quality etc., before launching a product. So it will affect the business while promoting new a product by a business person.

13. CONCLUSION

The investigation about the study showed that there is a significant and positive relationship between the viral marketing and the purchase decision.

The research found that the customers attain their benefits of viral marketing through social networking websites and other social media such as Facebook, Twitter, Youtube, and individual blogs.

People listen and talk (word of mouth) shows that it affects the consumers buying behaviour act. They used to forward viral messages to other people around them they have close relationship to. The majority of our respondents also tend to listen to the people around them, especially when it comes from a trustworthy source such as friend, family and work colleagues.

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