



A STUDY ON CONSUMER PERCEPTION TOWARDS VIRAL MARKETING

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ABSTRACT

The rapid growth of technology has paved the way for the innovative and cost effective avenues to marketers for promoting their business. One of the emerging techniques of products promotion through the use of technology is viral marketing that is becoming a famous direct marketing medium for marketers across the globe. Therefore, marketers should understand factors that result in increased acceptance of viral marketing by consumers. The present research was conducted to investigate consumers "Buying behavior towards viral marketing". The data was gathered through a questionnaire from 50 respondents. The study findings indicates that factors of viral marketing such as strength, sender benefits, customer satisfaction and influence of buying attitude towards viral marketing on purchase decision.

KEYWORDS: *Viral Marketing, Word-of-Mouth, Perception, Word-of-Mouse.*

INTRODUCTION

The Viral Marketing is specifically related to its use of existing digital networks, which are relatively inexpensive, fast and easy to use and often include global consumers. It is easy to target a viral message because they naturally circulate among persons with common behavior or internet where viral marketing exploit existing social networks by encouraging customer to share product information with their friends . The technique is valuable for both customers and Companies. Consumers get things they wants, such as discounts, free products, or valuable information and the companies getting benefits.

REVIEW OF LITERATURE

2.10 THORSTENHENNIG-THURAU KEVIN, P.GWINNER GIANFRANCOWALSH AND DWAYNE D.GREMLER PUBLISHED ON 2004

Their research work entitled on "A study on online sample of consumer behavior". These researchers have found that, using an online sample of some 2,000 consumers, information on the structure and relevance of the motives of consumers' online articulations is generated. The resulting analysis suggests that consumers' desire for social interaction, desire for economic incentives, their concern for other consumers, and the potential to enhance their own self worth are the primary factors leading to eWOM behavior.

2.11 MANI R. SUBRAMANI AND BALAJI RAJAGOPALAN PUBLISHED ON 2003

Their research work entitled on “Viral marketing is a powerful means for both marketers and recipients to benefit from the innate helpfulness of individuals in social networks”. However, success hinges upon the recognition of the strong need for influences to be viewed as knowledgeable helpers in the social network rather than as agents of the marketer. The aim with this dissertation is to investigate if viral marketing affects the consumers buying act, to be able to determine if it is necessary for companies to adapt viral marketing into their marketing strategy. They choose a quantitative research to investigate how viral marketing influences the people buying act. We conducted an online survey so we could get a broad range of answers to try to find a relation between these two subjects.

STATEMENT OF REASON FOR STUDY

This study has been vigilantly carried out to analyze the consumer's perceptions towards viral marketing. The study has analyzed the internet usage pattern, factors influencing viral marketing messages, consumer's preference and attitude towards various forms of viral marketing, influence of viral marketing factors on purchase decision and influence of viral messages on consumers perception and attitude towards viral marketing.

STATEMENT OF PROBLEM

To understand the complexity concept of viral marketing campaign arises from understanding how consumers react or respond to viral messages. It is extremely important to tap the right kind of consumer behavior and attitude to leverage the opportunities available with the marketers. This begins with delivering the right kind of messages, capturing the positive response from the consumers and most importantly, retaining them while expanding the current customer base. This study attempts to analyse the consumers buying perception towards viral marketing.

OBJECTIVES OF THE STUDY

- To find out the factors towards customer dissonance
- To know the reason of dissonance on viral marketing
- To analyze the benefits and risk factor involved in viral marketing
- Exploring the relationship between the effectiveness of viral marketing and customer delight
- To study the impact of viral marketing on consumer choice.

SCOPE OF THE STUDY

In this study, we try to collect information from different class of people like students, employed persons, professionals. This study can be useful for marketer to know far the customers are customizable using viral marketing content. It will also help the marketers or the firm using viral marketing technique to further improve their service to the customers based on real-time option of customers.

LIMITATIONS OF THE STUDY

- ❖ The study reveals that lack of available and reliable data, in some areas where the data and information are limited.
- ❖ Time was a major drawback for the study.
- ❖ The study mainly focused on certain particular age group.
- ❖ It mainly focused on the respondents who were on some social media.

RESEARCH METHODOLOGY

The research conducted taking into consideration the primary and secondary data with proper analysis of the data. The primary data was obtained by taking submitting Google forms and conducting questionnaire from the respondents. Then the secondary data was obtained through journals, books and magazines. A sample design used by ranked sampling technique during the project. A sample size of 50 respondents was taken in order to conduct the study. The study covers 6 months period for the project. Tools like bar graph, charts were used for analyzing the data and interpreting it to arrive at the conclusion of the study by fulfilling its objectives

DATA ANALYSIS AND INTERPRETATION

Data analysis is a process of cleaning, transforming, and modeling data to discover useful information for business decision making. The purpose of data analysis is to extract useful information from data and taking the decision based upon the data analysis. The data has been collected based on consumer perceptions towards viral marketing and hence its various data analysis are listed below.

The various charts and graphs presented below are the main factors that focus on the objectives of this project. These graphs are represented and the results are shown that the various factors based on consumer buying perception towards viral marketing.

AGE GROUP WISE

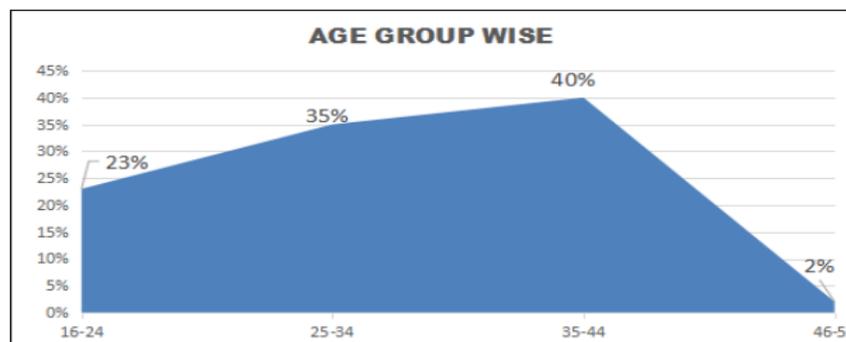
| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE (%) |
|--------------|--------------------|----------------|
| 16-24 | 1 | 23 |
| 25-34 | 17 | 35 |
| 35-44 | 20 | 40 |
| 46-55 | 1 | 2 |
| TOTAL | 50 | 100 |

INTERPRETATION:

After survey from the respondents, we found that highest percentage of 40% of the response is from age group between 35-44 years preferred e-commerce marketplace like Amazon, Flipkart, Meesho, Shopee and so on to shop online. In comparison, 9% of the consumers in the 16-24 years age group choose consumer-to-consumer(C2C) marketplace for online shopping.

INFERENCE:

Majority 40% of respondents is from age group between 35-44 years preferred e-commerce marketplace.



VIRAL MESSAGE CONCEPT

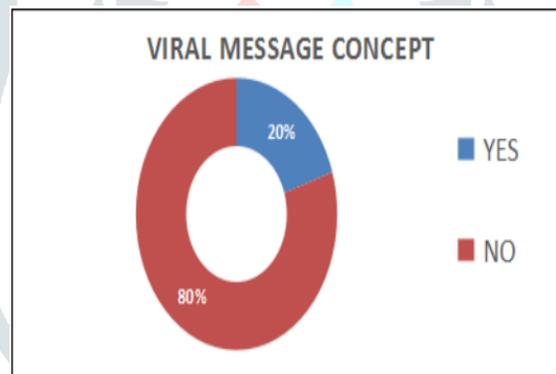
| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE(%) |
|--------------|--------------------|---------------|
| Yes | 40 | 80 |
| No | 10 | 20 |
| TOTAL | 50 | 100 |

INTERPRETATION:

This table represent that 80% of respondents are well about the viral message concept and remaining 20% of respondents are not aware about the concept of viral messages.

INFERENCE:

Majority 80% of respondents say that 'yes' they are well about the viral message concept.

**HAS A VIRAL MARKETING CAMPAIGN RAISED YOUR AWARENESS FOR NEED OF A PRODUCT OR SERVICES**

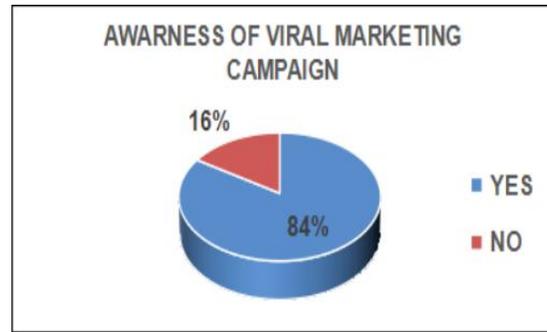
| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE(%) |
|--------------|--------------------|---------------|
| Yes | 42 | 84 |
| No | 8 | 16 |
| TOTAL | 50 | 100 |

INTERPRETATION:

From the above table, it shows that almost 84% of respondent accept that viral marketing Campaign has raised their awareness level towards the product or services. Some 16% of respondent also said that viral marketing campaign not raise their awareness level regarding the product or service from that we can say that satisfying all the people regarding product or service is not possible.

INFERENCE:

Majority 84% of respondents says that Yes a viral marketing campaign has raised their awareness level towards the product or services.

**WHAT FORM OF SOCIAL MEDIA DO YOU FORWARD VIRAL MESSAGES**

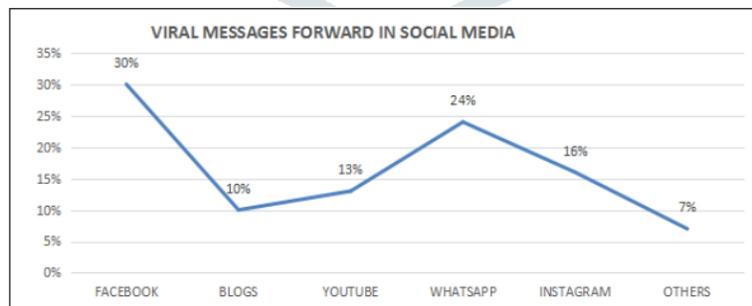
| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE(%) |
|--------------|--------------------|---------------|
| Facebook | 15 | 30 |
| Blogs | 5 | 10 |
| Youtube | 7 | 13 |
| Whatsapp | 12 | 24 |
| Instagram | 8 | 16 |
| Others | 3 | 7 |
| TOTAL | 50 | 100 |

INTERPRETATION:

In the above table analyses we have seen that the Facebook 30% and Whatsapp 24% user are highest in the number. So as per the result we found that these may be the strongest way to forward the viral messages. But not only this social media, it also include Instagram 16% is one of the next peak in forwarding the viral messages as possible.

INFERENCE:

Majority 30% of respondents choose facebook is a form of Social Media to forward the viral message.



TO WHOM YOU TELL ABOUT VIRAL MESSAGES

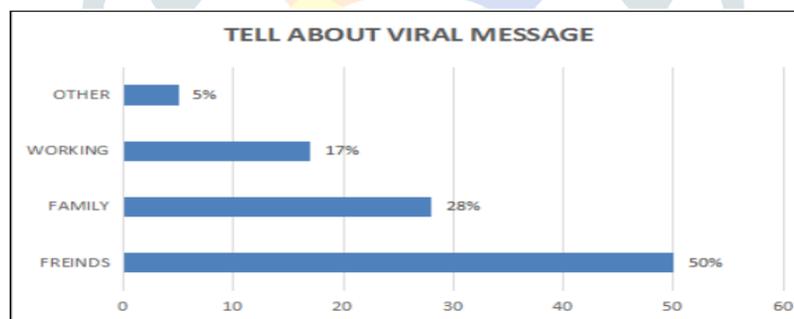
| CATEGORY | NO. OF RESPONDENTS | PERCENTAGE(%) |
|--------------|--------------------|---------------|
| Family | 14 | 28 |
| Friends | 25 | 50 |
| Working | 8 | 17 |
| Others | 3 | 5 |
| TOTAL | 50 | 100 |

INTERPRETATION:

From here we can see that the respondent highly promote their purchasing habit to their Friends 50%, then second 28% to their Family members, remaining 17% to working and 5% is others.

INFERENCE:

Majority 50% of respondents tell about their purchasing habit to their friends.

**FINDINGS**

- From this study we found that majority 40% of respondents from the age group between 35-44 years preferred e-commerce marketplace.
- We found that 80% of respondents are well known about the term viral marketing.
- The study found from 84% respondents says 'yes' that viral marketing create awareness among customer about the product or services but it does not impact on their purchasing decisions.
- We found in the study that majority 30% of respondents choose Facebook is a form of social media to forward the viral messages.
- We found Majority 50% of respondents tell about their purchasing habit to their friends

CONCLUSION

The high speed spread of marketing information through the components of internet is viral marketing .The success of viral marketing depends on the level of perception among the consumer on its elements namely social media like Facebook, Whatsapp, Instagram post, videos, blogs, social networking and forms.

We found that this study was to identify if viral marketing in the form of viral messages at the three different concepts are social media, people listen and talk (word of mouth) and the power of viral marketing.

The results of the study on consumer buying perception towards viral marketing signify that the level of individual consumers is relatively fair and average. But it is true that the business world, for the fastest and the widest reach, can effectively make use of the tools of viral marketing.

SUGGESTIONS

- Viral Marketing's greatest advantage is that it is extremely low cost, but it spreads very fast. Thus, for startup companies who do not have adequate funds for Advertising through traditional methods, viral marketing is the most important technique of marketing.
- For companies with low funds, trying to enter large markets viral marketing is a powerful tool for popularizing the brand name as social media is a powerful tool in every country be it small or large.
- If a company wants to make themselves popular through viral marketing, it is best if they spread the message through Facebook, Twitter, and Instagram, as these three social networks are the most preferred and the message is likely to spread faster and reach many people.
- The message to be spread must be something new and attractive, something interesting, which will make the reader/recipient feel good and make him spread the message to his friends. If the message is dull, unattractive and boring, Viral marketing will not work. Thus, a lot of creativity is involved in viral marketing.

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