

CUSTOMER PERCEPTION TOWARDS VIRAL MARKETING

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INTRODUCTION

Viral marketing refers to [an intense, online form](#) of word-of-mouth sharing, almost always in an online community where it's possible for one person to share a piece of digital media with many people. That high pass-on rate, coupled with a high entertainment or interest value, results in exponential growth. No points for guessing which techniques of marketing is the most widely researched today for being the most powerful tool of marketing. You must have seen that the featured books at Amazon.com are often on 'Viral marketing'. Viral marketing is one of the most successful techniques of marketing that cost No money at all, but can achieve unbelievable results. Also known as 'Word of the mouth marketing' viral marketing exploits pre-existing social-networks to produce brand-awareness.

STATEMENT OF THE PROBLEM

The difficulty in building customers relationship has created low confidence and trust in viral market today. The complexity and peculiarity of online contracts as well as the nature of the product remains a major barrier to the provision of satisfactory services to consumers of online product.

- ❖ What is the level of satisfaction of viral marketing?
- ❖ What are the impacts of purchasing decision of advertising media?
- ❖ What are factors influence to know about viral marketing?

Hence, the present study aims to find out answers for the above mentioned questions.

OBJECTIVES OF THE STUDY

Accordingly following objectives have been framed

- To find the impact on purchasing decision through advertising media.
- The study aims to examine the perception of viral marketing.
- To know the level of satisfaction of viral marketing.
- To identify the major factors which influence to know about viral marketing?

METHODOLOGY

Data-The data required for the study have been collected through questionnaire. Questions related to the accepting of personal profile and perception of viral marketing.

Sample - The study concerned with customers perception on viral marketing. 110 respondents are included in the sample; convenience sampling methods have been followed to choose the sample.

Primary Data - Data collected is being made through by issuing questionnaire.

Secondary Data - The secondary data is collected from the internet and news paper.

Period of Study - The period of study is six months.

Statistical Tool Applied- Simple percentage.

Limitation of the Study

- ❖ The study is concerned with Pollachi Taluk only.
- ❖ The study has been undertaken for six months period only.
- ❖ The sample is limited to 110 respondents only.

Review of Literature

ShardcHaryani, Bhartimotwani and swatisabharwal (2015) in their title on 'Factors affecting the consumers' attitude towards internet induced viral marketing techniques'. The objectives of the study will be helpful to marketing managers to understand customers' preferences

and target them in a right way. Appropriate use of these factors can help flourish their business. Marketers should utilize viral marketing when the messaging can coincide and support a measurable business goal.

SeyadfathollahAmiriaghdaie, Ali sanayei (2012) et al, in their study entitled on ‘**Evaluation of the consumers’ trust effect on viral marketing acceptance based on the technology acceptance model**’ with a view of the study was targeted to integrate trust and viral marketing through the technology acceptance model(TAM). The purpose of this study is to evaluate the consumer’ trust effect on viral marketing acceptance. The different quantitative methods such as descriptive. This study showed that perceived ease of use affects the consumer’s attitude towards engaging in VM. So again it requires special care in designing viral contents to be accessed easily.

PERCENTAGE ANALYSIS

It is a technique of comparing numerical relationships between two financial statement items to draw conclusions; circumvents difficulties caused by differing materiality levels.

$$\text{Simple Percentage} = \frac{\text{No of Respondents}}{\text{Total No of Respondents}} \times 100$$

TABLE 1

Age	No of Respondents	Percentage (%)
15-25	56	58
26-30	19	20
Above 30	21	22
Gender		
Male	38	40
Female	58	60
Area of Residence		
Rural	44	46
Urban	52	54
Marital status		
Married	37	39
Unmarried	59	61
Educational qualification		
Upto H.SC	20	21
UG	29	30
PG	47	49
Occupation		
Student	42	43.8
Employee	35	36.5
Business	8	8.3
Professional	11	11.4
Family Size		
Up to 2	14	14.6
3 to 4	67	69.8
Above 5	15	15.6
Family Income		
Up to Rs.10,000	23	24
Rs.10,000 to Rs.20,000	34	35.4
Rs.20,000 to Rs.30,000	26	27.1
Above Rs.30,000	13	13.5

Sources of Access Internet		
Mobile	48	50
Laptop	31	32.3
Tablet	13	13.5
PC	4	4.2
Frequency of bought product or services		
Frequently	30	31.3
Often	53	55.2
Occasionally	13	13.5
Classification of influence about viral messages		
Whatsapp	28	29.2
Facebook	37	38.5
YouTube	7	7.3
Emails	11	11.5
Websites	13	13.5
Skip viral messages		
Always	23	24
Anytime	49	51
Sometimes	20	21
Never	4	4
Influenced to purchase online		
Television	26	27.1
Internet	60	63
Radio	2	2.1
Newspaper	8	8.3
Impact on Purchasing		
Brand Name	27	69
Taste	41	55
Packaging	13	83
Price	31	65
Advertising	50	46
Special Offers	36	60
Quality	26	70
Quantity	19	77
Attract	14	82

Source: Primary data

Findings

1. Majority of the respondents fall under the age group between 21-25 is 47(49%), engaged in viral marketing.
2. Females 58(60%) are more used to viral marketing.
3. Majority 52(54%) respondents are urban.
4. Majority of the respondents are unmarried 59(61%).
5. Most of the respondents 46(48%) are post graduate.
6. Students 42(43.8%) are very much engaged in viral marketing than other sectors of respondents.

7. Majority of the respondents have their family members of three to four (67.69.8%) is best suited for using viral marketing.
8. A majority of respondents with a monthly income of Rs.10, 000 to Rs.20, 000 (34.35.4%) have claimed that they are regular using of viral marketing.
9. Majority 48(50%) of the respondents are access internet through mobile.
10. Majority of 53(55.2%) respondents are bought a product or services often.
11. Majority of 37(38.5%) respondents are influences about viral messages through Facebook.
12. Majority of 51(53%) respondents are mostly using primary social networking site is Facebook.
13. Majority 51(53.1%) respondents are using whastapp for forward viral messages.
14. Maximum 49(51%) of respondents are skip viral messages anytime.
15. Most of 50(52%) respondents are access the impact on purchasing decision of using advertising media.
16. Majority 60(63%) respondents are influenced to purchase online through internet.

SUGGESTIONS

- Viral content should be simple. The audience does Not want to be overloaded with information. Whether it is a video or an image with text, it needs to be quick and concise.
- The mismatch between the descriptions of the product shown in the website against the delivered product must be rectified.
- To attract the attention of the potential customer, it would be ideal to redesign the appearance of the websites.

CONCLUSION

From the study made, it is clear that, the viral marketing become a new media phenomenon, gaining increasing interest in marketing literature. Interest in online viral marketing has increased among marketing and advertising scholars. Studies in this area typically have focused on either intermediate actions such as probability of opening and passing along viral information. All consumers are the targets of marketing communications, although some consumers are more valuable to businesses and industries than others. Identifying an understanding the motivations behind the actions of the influencer is particularly important to businesses wishing to highlight their product/service attributes and provide relevant information to market mavens, referral influence.

BIBLIOGRAPHY

Text book

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- Seyad fathollah Amiri aghdaie, Ali sanayei(2012). ‘Evaluation of the consumers’ trust effect on viral marking acceptance based on the technology acceptance model’. International Journal of Marketing Studies; Vol4, No.6, 79-94
- CAROLSE DUFOUR (2011) entitle that ‘An investigation into the use of viral marketing for the companied and the key success factors of a good viral campaign’,7-48.

Web sites

- www.viralmarketing.com
- www.marketingexperiment.com
- www.viralplanet.com