



THE STUDY ON THE EFFECTIVENESS AND POPULARITY OF VIRAL MARKETING

Dr. B. Mamatha

Assistant Professor

Department of Commerce, University College for Women

Abstract

Advertisers have been utilizing electronic instruments for a long time however the web and new advances made a surge of fascinating and creative approaches to give and improve client esteem. Viral advertising depicts any methodology that urges people to give a showcasing message to other people. Viral showcasing is the way to promoting accomplishment in the 21st century, and commercial is one of the most significant devices in the viral advertising toolbox. It recognizes basic factor for viral advertising on web based "Informal" methods. The diagram of the set of experiences and advancement of the viral promoting term.

In the present confronted condition with our carries on with getting occupied, internet shopping has become a culture and an unavoidable piece of ones life. The best thing about shopping on the web is that it gives purchaser opportunity and control and decision of wide scope of items, with the most loved things being just a couple of mouse clicks away.

Viral showcasing is one of the new promoting methods which is currently famous in the realm of advertising procedures that utilizes prior informal organizations to create exponential increments in brand mindfulness, through self-imitating measure, like the spread of PC infection. The goal of the examination is to discover notoriety of the idea of viral showcasing. With the end goal of examination, essential and auxiliary information were utilized.

Keywords: Marketing, Internet, Viral Marketing.

Introduction

Promoting have been utilizing electronic instruments for a long time, yet the Internet and other new advances made a surge of intriguing and creative approaches to give and improve client esteem. Viral Marketing or Viral Advertising is a business system that utilizes existing interpersonal organizations to elevate its name alludes to how buyers spread data about an item with others, much similarly that an infection spreads starting with one individual then onto the next. It very well may be conveyed by overhearing people's conversations or upgraded by the organization impacts of the Internet and portable organizations.

Viral promoting is regularly considered as the tattling advertising apparatus. People share their encounters, express fortunate or unfortunate things about their encounters and manufacture a friend strain to make others experience the equivalent. Anyway, popular advertising is more similar to an air pocket and it blasts very soon. YouTube is an incredible hotspot for viral promoting recordings. Different names given to viral showcasing are buzz promoting, verbal advertising or infection promoting and so forth viral advertising have been called verbal showcasing, dispersion of development, buzz promoting, and network showcasing. Viral promoting efforts normally consider a shoppers' interpersonal organizations and look to abuse social conduct to expand brand acknowledgment and benefit.

Review of Literature

1. H.B. Klopper (2002) made an examination on how advertisers ought to understand that new advancements can rapidly make new business sectors, yet additionally better approaches to fulfill those business sectors (Perreault and McCarthy 2000:86). Doyle (1998:251) is persuaded that how and where promoting capacities are fundamentally changing and he consequently bolsters the way that advertisers must change their methods of showcasing, in view of changes in the climate. One such change that must be misused is that of viral promoting. Attributable to expanded rivalry and with an end goal to stand apart from the group, numerous organizations are currently turning towards viral promoting.

2. Shawndra Hill, Foster Provost and Chris Volinsky (2008) made an investigation on know how the organization permits the firm to target new clients that would have escaped everyone's notice, since they would not have been distinguished dependent on the customary arrangement of qualities utilized for advertising by the firm. We close with a conversation of difficulties and open doors for research here. For instance, would one be able to decide if the purpose behind the viral impact is client support (e.g., through "expression of mouth") versus network-recognized homophily.

3. Elena Grigora Dan Cârj (2009) made an examination to know the test of viral showcasing goes past deciding the customers to peruse the message and comprises of making them pass it on. This article presents the consequences of an examination on buyer conduct towards the "pass along" messages explicit for viral showcasing. The quantity of got/sent messages, the sort of beneficiaries, the conditions that a message needs to satisfy so it tends to be perused/passed along, the purposes behind which messages aren't passed along, these are factors examined in this examination.



4. **Forrest Stonedahl, William M. Rand and Uri Wilensky (2010)**⁴ made an investigation to give an understanding into the communication among techniques and organization structure. Our outcomes show that one basic methodology (positioning by hub degree) is close ideal for the four hypothetical organizations, however that a more nuanced procedure performs significantly better on the experimental Twitter-based organization. It is likewise discovered that there is a connection between the ideal cultivating spending plan for an organization, and the disparity of the degree circulation.

5. **Rohan Miller and Natalie Lammis (2010)**⁵ made a study that there are measurement and consumer behavior modeling troubles as a way to need to be addressed earlier than marketers that measure and manage their media investments might be capable of completely embrace the possibilities and navigate the risks provided with the aid of social media. Ultimately, advertisers could be pressured past the “vintage school” techniques to undertake some of the standards and strategies of courting advertising and marketing as a way to correctly use social media and possibly a couple of niche co-advent of products and services.

6. **Rollins, B. & Anitsal, Ismet & Anitsal, Melek Meral (2014)**⁶ made a study to analyze viral advertising and marketing, from each commercial enterprise and consumer perspectives. More specially, an evaluation of the essential concepts at the back of viral advertising is used to create an outline of the benefits and drawbacks of attempting a full-scale viral marketing campaign, main several vital propositions. This evaluation of viral advertising and marketing also gives a conceptual version. The paper concludes with implications for researchers and bosses.

7. **Darel Agam (2017)**⁷ Made a study on the effect of viral advertising thru Instagram on client emblem understanding of fashion dressmaker apparel line Maatin Shakir. The fashion dressmaker himself, Maatin Shakir, utilizes viral advertising thru Instagram platforms to increase consumer emblem expertise concerning his today's clothing line. Therefore, knowledge the effect of viral marketing on consumer brand understanding will help derive the best management strategies for the employer.

8. **M. Sunil Manohar Subbaiah, K. Bala Raju, Jojode Rahul Rao (2017)**⁸ Made a take a look at on viral advertising applications is to create viral message that appealed to individuals with excessive social networking ability and that have high opportunity of being provided and unfold with the aid of these people and their competition in these communications with different in a quick time frame. It is the artwork and technological know-how of creating content that appeals to people personally and additionally as organizations of shared hobby this is why the social media is social within the first region. Technology makes the unfold of product expertise from one individual to another faster and more green. Viral marketing can help to construct logo popularity immediately. It allows to increase sales, on the spot cognizance.

9. **Thomas Reichstein and Ines Brusch (2019)**⁹ Made an examine to examine the decision-making manner of individuals in viral advertising and marketing the usage of a new dynamic version. In addition, this painting reviews the existing literature on viral advertising and systems to identify current troubles for in addition studies. The choice-making method is essentially divided into two ranges. In the first selection level, individuals determine whether content need to be considered. When individuals comply with view the content material, they determine within the second degree whether or not they need to interact with it. These choices are encouraged through 3 factors: the framework situations, content, and interaction targets.

Research Gap

The review of literature points out that the studies are based on the decision-making process of individuals in viral marketing using a new dynamic model, viral marketing programs, impact of viral marketing through Instagram, viral marketing, from both business and consumer perspectives. hence, the study is undertaken to know the impact of Viral Marketing in India.

Objectives of the Study

1. To know the principles and types of Viral Marketing.
2. To Know the Importance and process of Viral Marketing.
3. To analyze the benefits received on account of viral marketing.

Sources of Data

The study is based on both primary data and secondary data. The primary data by administering a structured questionnaire to 100 respondents and Secondary data include Research Publications, Books and Websites.

Tools and Techniques

The data are analyzed with the help of various tools like Percentage analysis, Scaling techniques, Chi – square test



The Evolution of Viral Marketing

Regardless of the aid used, but what counts in a viral advertising and marketing strategy is the initial impulse. One of the most recent evolutions of viral advertising and marketing is the beginning of the influencers, that is people who are greater experienced than others to spread the message. Identifying and courting the influencers is consequently one of the key factors for accomplishing success (Rubino, 2009). It should be talked about, however, that once the spread happens at the net, the time period phrase of mouse is used (because the spread is carried out via a mouse click on and now not by way of word of mouth) and comes to life whilst a client offers data to every other purchaser. Each character has his personal social community, made from household, pals, and co-workers.

On the Internet this social community is substantially improved way to social networks. In reality, new customers are not glad to locate the technical characteristics of the product or the marketing messages of businesses on the internet, but are trying to find recommendation on purchases and before buying they're knowledgeable at the net, read opinions and remarks, listen to the reviews of purchases from different customers, ask for advice from skilled and dependable users.

The Word-of-mouth advertising is born on the idea that human beings love to communicate about merchandise, services, relationships (now not most effective verbally but additionally on blogs at the internet, boards, social network, ...) and consists in seeking to provide human beings a way to speak approximately products or services of their personal organisation and make it a factor in trying to make these conversations begin effortlessly. The word-of-mouth advertising and marketing therefore consists in looking to inspire and benefit tremendous pointers from the humans themselves (Granata, 2016). Another evolution in viral advertising is given by way of the mode of diffusion of the message and the speaker challenge.

In the active **viral marketing** category, moreover, there are more cases, distinguishable in relation to the degree of involvement and the motivations that push the transmitter to become an influencer:



Source: www.itchimes.com

Principles of Marketing Strategy

- 1. Gives Away Product (Goods & Services)** Most viral marketing applications offers away precious services or products to draw immediate interest. "Free is the maximum effective word in the advertising vocabulary.
- 2. Provides for Effortless Transfer to Other** Simplify the advertising message so it can be without difficulty transmitted without difficulty and without degradation. Viral advertising and marketing works famously on the net because on the spot communiqué has become so clean and less expensive. Digital layout make copying simple, the medium that carries your advertising and marketing message should be easy to transfer.
- 3. Scales Easily from Small to Very Large** If the approach is broadly successful, mail servers ought to be added in no time or the fast growth could be hamper and die. The success of viral advertising campaigns is regularly hard to expect.
- 4. Exploits Common Motivation and Behaviors** The resulting urge to talk produces millions of websites and billions of email messages. Clever viral advertising and marketing plans take benefit of common human motivations. Design a advertising method that builds on common motivations and behaviors for its transmission, and its certain to be a fulfillment.
- 5. Utilizes Existing Communication Networks** Learn to location your message into present communications between humans, and you swiftly multiply its dispersion. A character's border community of friends, own family, and association. Consists of scares, hundreds of people, relying upon have role in society.
- 6. Takes Advantages of different Resources** An information release may be picked up by using hundreds of periodicals and form the idea of articles seen via loads of thousands of readers Types of Viral Marketing.



1. **Blog Marketing** Blog marketing is any procedure that publishes or advertises a website, enterprise, emblem or offerings through the medium of Blogs.
2. **Forum Marketing** As its name is going; it is a viral marketing approach that uses forums as its important on-line platform for accomplishing promotions for product or services.
3. **Pass Along** A short observe with the intention to be dispatched on the alternative internet users and generally attached to the footer of the piece of email.
4. **E-Mail** It is first however it is nonetheless round nevertheless used. It is, however, getting a little harder to use as an increasing number of authorities restrictions are positioned on it nonetheless...it does work.
5. **Chat Rooms** A chat rooms in your website can and does inspire interplay amongst your clients and which couldn't be a bad thing.
6. **Flash Games** Although they're a bit steeply-priced to begin, they may be a really powerful device to get your viral marketing campaign going.



Source: www.itchimes.com

Critical Factors

- Diffusion Characteristics The message need to spread exponentially, wide and right, very spread at a completely segment to target audience.
- Peer-To-Peer Information Conduct It describes about various channels to be had to talk with audiences, technology used to communicate with audiences and it must apprehend through consumer.
- Message Content It need to have a few fun and intrigue and ingenious.
- Product Characteristics The product should be suitable for viral advertising marketing campaign.
- Overall Campaign Structure It has recommended viral hobby.

Features of Viral Marketing

- Incurs low cost
- Involves in low risk
- It has potential to produce quick results.

Importance of Viral Marketing

- **Instant Awareness** Viral marketing can be critical in launching a brand new product by way of getting your emblem in front of massive ability marketplace satisfactory.



- **It Builds More Credibility** As increasingly human beings within the complete network speak approximately and recommended your emblem, greater credibility is constructed. This is so due to the fact your corporation endorsed by means of more and more humans to their buddies and near buddies as your message goes viral.
- **Make It Easy** It ought to generate a reaction quick and easily, together with laughter, marvel (or) inventory. If you've got a robust online give, seed it with your largest fanatics first to get them to spread for word you.
- **It Keeps Your Business in Green** Viral marketing enables to keep your enterprise a float. If your commercial enterprise has already earned more credibility, humans will continue to patronize your logo and make certain your enterprise stability.
- **Control Factor** The largest danger isn't always the opportunity that a campaign will fall flat, but the lack of manipulate that a viral advertising and marketing campaign necessitates.

Process of Viral Marketing

- ❖ **Work the Emotion** viral campaigns are those that tug on people’s feelings, frequently they may be humors but they can also be sentimental. As you intend the marketing campaign make certain there may be an emotional catch.
- ❖ **Know You’re Audience** as you recall the emotion triggers to tap make certain you recognize the triggers that effect your target market. What is it they need shape you? Are they hoping for some awesome-secret data? If you could become aware of these and paintings them into your content material it will be a ways extra powerful.
- ❖ **Launch The Campaigns** Planning your viral advertising and marketing marketing campaign is simply step one once it’s planned; you need to release it properly to peer it cross viral. To release the viral advertising marketing campaign, start by means of knowing your target audience.
- ❖ **Keep the Campaign Simple** Your campaign can not be complicated if you are sending a unique in your target market. They aren’t going to bypass it on a brief video, a simple info picture or a concise article are the most probable objectives for something that goes viral.
- ❖ **Don’t Try To Force** It Don’t hit your audience too hard together with your new campaign, even though. If it’s going to move viral, it will. If it’s no longer, no quantity of blasting goes to make it show up. Launch your marketing campaign at a strategic time, remand your target market about it casually then see what takes place.
- ❖ **Data Reliability test:** A pilot study has been made by administering a questionnaire to 10% of the sample size 200 and the results of Cronbach's Alpha which reflect that the data are reliable. Data Reliability test are presented in Table-1.

**Table-1
Reliability Statistics**

Cronbach's Alpha	N of items
.803	20

From the Table-2 it is clear that out of 200 respondents 104 respondents are male and 96 are female respondents. Most of the respondents are the age group between 18-25 who are more in number using Viral Marketing because they are graduate.

**Table – 2
Profile of the Respondents**

Category		No.of Respondents	Percentage
Gender	Male	104	52
	Female	96	48
	Total	200	100.00
Age	Up to 18	24	12
	18-25	108	54
	Above 25	68	34
	Total	200	100.00

Source: Compiled from Questionnaire

**Table: 3
Impact of viral marketing on buy or sell decisions**

Type of Impact	Number	Percentage
Positive impact	45	75
No impact	15	25
Total	60	100

Source: Compiled from Questionnaire



Three fourth of respondents experience that viral advertising and marketing techniques have a high-quality effect on purchase or promote choices as proven in Table -3

Table: 4
Receipt of messages through social networking sites and YouTube

Particulars	Number	Percentage
Sometimes	25	41.66
Frequently	22	36.66
Never	13	21.66
Total	60	100

Source: Compiled from Questionnaire

The above table shows that from the total respondents i.e., 41.67 percent have sometimes got messages through social networking sites and through you tube links. 36.67 percent have got messages frequently and 21.67 percent respondents have never got such messages.

Table: 5
Length of messages

Particulars	Number	Percentage
Short messages	26	55.31
Normal	20	46.80
Lengthier	1	2.12
Total	47	100

Source: Compiled from Questionnaire

Out of the 47 respondents who have got messages through social networking sites and youtube,26 respondents are of the opinion that the messages are brief in content. 20 opinion that the messages have normal marketing content. Only 1 respondent feel that the messages are lengthier than normal.

Table: 6
Benefits derived from message forwards.

Benefits	Number	Percentage
Cash back	3	11.53
Discount coupons	8	30.76
Gift coupons	8	30.76
Benefits like mob. Recharge	7	26.92
Others	-	-
Total	26	100

Source: Compiled from Questionnaire

From the 26 respondents who have got benefits from forwarding of messages, 11 % of respondents got cash back benefits, 31 % respondents got discount coupons, same number of respondents got gift coupons and 27 % got benefits like mobilerecharge.The benefits received from forwards or messages through social networking sites or YouTube are summarized in Table 6.

Table: 7
Effectiveness of modern marketing techniques

Particulars	Number	Percentage
Effective	44	73.33
Not effective	16	26.66
Total	60	100

Source: Compiled from Questionnaire

Almost three fourth of respondents i.e. 73.33 percent respondents agree that modernmarketing techniques are effective than traditional marketing techniques.



Table: 8
Reasons for preferring viral marketing techniques

FACTORS	Weight	5		4		3		2		1		Σ Weighted rank values	Rank based on values
	Ranks	I		II		III		IV		V			
		F	S	F	S	F	S	F	S	F	S		
Cost effective		10	50	12	48	12	36	17	34	9	9	177	III
Better product Specification		12	60	8	32	10	30	19	39	11	11	172	IV
Easy access		11	55	19	76	15	45	6	12	9	9	197	II
Time saving		18	90	14	56	10	30	10	20	8	8	204	I
Info about innovative Products		9	45	7	28	13	39	8	16	23	23	151	V

Source: Compiled from Questionnaire

The above table shows the ranking given by the respondents with regard to reasons for preferring viral marketing techniques. The weighted index point of each of the factor is obtained by assigning a weightage of 5 points for the first rank, 4 points for the second rank and soon.

While analysing the weighted rank values, it is clear that time saving scored first rank with a weighted value of 204 points. Easy access option with 197 points secured 2nd position. Cost effectiveness and better product specifications come next. While information about innovative products have got the lowest rank.

Table:9
Medium for marketing commonly used

Medium	Number	Percentage
Social networking	30	63.82
You tube	6	12.76
Mail	9	19.14
Pay per click	2	4.25
Total	47	100

Source: Compiled from Questionnaire

Majority of the respondents (63.82 percent) says that social networking sites are the most commonly using medium for viral marketing techniques. In the opinion of 12.76 percent respondents YouTube is the popular medium for such marketing techniques. 19.14 percent and 4.25 percent respondents support mails and pay per click respectively.

Table:10
Awareness on the concept of viral marketing

Particulars	Number	Percentage
Aware	33	55
Not aware	27	45
Total	60	100

Source: Compiled from Questionnaire

From the above table it is clear that 55 percent of the respondents are aware about the concept of viral marketing and 45 percent of respondents are not aware about this marketing technique. However, many of those who are not aware have been a part of these techniques.

Table: 11
Product popularised through viral marketing

Products	Number	Percentage
Songs	24	42.85
Books	6	10.71
Mobile phones	17	30.35



Financial products	3	5.35
Websites	4	7.14
Others	2	3.57
Total	56	100

Source: Compiled from Questionnaire

42.85 percent of the respondents who have opined that songs are mostly popularized product through viral marketing. The second position is occupied by mobile phones as rated by 30 percent. The subsequent order of preferences go for books, web sites and financial products.

Findings, Suggestions and Conclusion

1. Majority of the respondents do not longer percentage electronic mail with advertising and marketing content to others.
2. The principal advantage obtained from forwarding of mails with advertising and marketing contents are cell recharge and present coupons.
3. A massive majority of the respondents (75%) agree that viral marketing has an effect on buy decisions.
4. Social networking sites and youtube are being utilised for advertising functions. More than 3 fourth of respondents have acquired forwards through the media.
5. The content of advertising mails and messages are normally quick.
6. The have a look at indicates that the present-day techniques like viral marketing are effective than the traditional advertising technique.
7. Easy get right of entry to and time saving especially attract the clients in the direction of viral advertising.
8. Most of the respondents are aware of the idea of viral marketing. However, many of people who are not conscious have utilized viral advertising method in advertently.
9. Artistic products like movie songs is the maximum popularized object thru viral advertising followed by using cell phones. A huge majority of consumers experience that viral advertising and marketing strategies will be the order of the day in near future.

Suggestions

- ✓ As viral marketing is turning into fast famous, entrepreneurs may additionally lodge to such techniques, particularly targeting the children section.
- ✓ Online advertising and marketing and viral advertising and marketing are possibly to amplify the advertising space. As such, progressive viral advertising message fashions may be evolved.
- ✓ Consumers are in all likelihood to discard messages as spam. Messages from depended on resources may be despatched and exposure may be strengthened.
- ✓ Marketers may amplify the product range, popularized through viral advertising and marketing.
- ✓ As consumers do no longer agree with online evaluations, setting up of corporations like ASCI may be considered.

Conclusion

Globalization continues to expand the universe of the trendsetter and make viral marketing more exportable across the border for the promotion of products and services. Advancement in mobile telephony, PC Networking and communication bandwidth would open more forums and avenues for the marketers doing viral marketing.

References

1. Klopfer, Hb. (2002). Viral marketing: a powerful, but dangerous marketing tool. SA Journal of Information Management. 4. 10.4102/sajim.v4i2.159.
2. Hill, Shawndra and Provost, Foster and Volinsky, Chris, Viral Marketing: Identifying Likely Adopters Via Consumer Networks (2005). NYU Working Paper No. 2451/14128, Available at SSRN: <https://ssrn.com/abstract=1281323>.
3. Carja, Dan and Grigoras, Elena, Viral Marketing - Active Consumers Vs. Passive Consumers (February 12, 2009). Available SSRN: <https://ssrn.com/abstract=1479789> or <http://dx.doi.org/10.2139/ssrn.1479789>.
4. Stonedahl, Forrest & Rand, William & Wilensky, Uri. (2010). Evolving viral marketing strategies. 1195-1202. 10.1145/1830483.1830701.
5. Miller, Rohan & Lammars, Natalie. (2010). Social media and its implications for viral marketing. Asia Pacific Public Relations Journal.
6. Rollins, B. & Anitsal, Ismet & Anitsal, Melek Meral. (2014). Viral marketing: Techniques and implementation. Entrepreneurial Executive. 19. 1-17.
7. Agam, Darel. (2017). "The Impact of Viral Marketing Through Instagram "Australasian Journal of Business, Social Science and Information Technology (AJBSSIT), Volume 4 • Issue 1, January 2017 ISSN 2206-4451, page no: 40-45.



-
8. M. Sunil Manohar Subbaiah(2017),"Impact of Viral Marketing on Sales Promotion in Indian Market"National Conference on Emerging Trends in Business Innovation, ISBN 978-1-943295-10-4 Page no:244-251.
 9. Thomas Reichstein and Ines Bruschi (2019), The decision-making process in viral marketing—A review and suggestions for further research, <https://onlinelibrary.wiley.com/doi/full/10.1002/mar.21256>

Websites

1. www.aims-international.org
2. www.google.com
3. www.researchgate.com