

# CONSUMER ATTITUDE TOWARDS VIRAL MARKETING MESSAGES THROUGH SOCIA MEDIA

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## ABSTRACT

*The aim of the present study is to focus on the evaluation of viral marketing messages through the social networks to encouragement of the brand within the Jalandhar, Punjab. The study focuses on consumer attitudes and reactions towards viral marketing practices in order to contribute to a better understanding of consumers' behavior. The major findings indicate that viral marketing messages is on the rise among people due to technology development, low cost and its immediacy in transmitting the message. All the social networks like twitter face book, YouTube and other play indispensable role in the explorer of the viral marketing messages*

## I. INTRODUCTION

The concept of viral marketing is by no means new. Word-of-mouth marketing, viral's forefather, has been around for ages. The principle behind word-of-mouth marketing is simple, use influencers to generate peer-to-peer product recommendations or businesses. Prior to the advent of the Internet, however, this form of marketing was too disjointed to effectively benefit most advertisers. The effect of word-of-mouth was largely contained to specific geographic areas simply due to the lack of widespread social networks. At present, Internet has radically changed the concept of word-of-mouth, so much so that the term "viral marketing" was coined by venture capitalist Steve Jurvetson in 1997. The term was used to describe Hotmail's email practice of appending advertising for themselves to outgoing mail from their users.

Nowadays, viral marketing communications are becoming sharply increasing in the market. Viral marketing has grown very quickly, and has been very successful for the development of the brand of the product. However, the study focuses on consumer attitudes and reactions towards viral marketing practices in order to contribute to a better understanding of consumers' behavior. The major findings point that viral marketing is on the rise among companies due to technology development, low cost and its immediacy in transmitting the message. All three explored media of viral marketing, i.e., email, social media and audio-visual means, are of equal importance and equal use among viral marketers and users.

## II. RESEARCH METHODOLOGY

The study is based on the non probability convenience sampling method. The primary data was collected among the people from the Jalandhar, Punjab. A total 150 questionnaires were distributed, out of which 101 were selected to be the samples and the rest of the questionnaires had unfilled data which had been rejected. At the last, 101 samples were taken for the study. The study was conducted in the Jan, 2017.

Questionnaire design: The structured questionnaires were used to seek the desired response. Every question had four to five options and respondent has provided answer as per his/her option from the provided alternatives.

### III. OBJECTIVES

- I.To identify the underlying facet of the persuasive viral marketing messages among the people.
- II.To assess the various results of the perception of the customers towards viral marketing messages and try to know that people take initiative for encouraging its to another one.
- III.The results are being assessed by the spps test as per the provided response of the respondents.

### IV. STUDY DESIGN, SAMPLE, DATA COLLECTION AND ANALYSIS.

**Descriptive Statistics of the consumer regarding viral marketing messages:** The table 1 to 4 reveals the descriptive result of the study as per the decided null hypotheses. First three table regarding the hypotheses and fourth one explains social networks type which are used by the respondent regarding forwarding messages.

The hypotheses are: Ho: The both male and female are forward the viral marketing messages to promote the brand or the product?

Ho: The youngsters (18 to 25 age groups) are more participate to forward the viral marketing messages than other?

Below the tables are expressing the result of the mentioned hypotheses:

Chi-Square Tests

	Value	Do	Asymp. Sig. (2-sided)
Pearson Chi-Square	103.026 <sup>a</sup>	8	.000
Likelihood Ratio	13.519	8	.095
N of Valid Cases	101		

Table – 1

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .01.

The above table show the person Pearson Chi-Square value is .095 less than from the 5 which means both the gender forward the viral marketing messages to promote the brand. However, it is proven by the hypotheses.

The above table provided the response on the basis of gender basis that indicates the following table

Crosstab

		Promote			Total	
			N	y		
Gender	Count	1	0	0	1	
	Expected Count	.0	.2	.8	1.0	
	female	Count	0	6	13	19
	Expected Count	.2	4.0	14.9	19.0	
	female	Count	0	0	1	1
	Expected Count	.0	.2	.8	1.0	
	may	Count	0	0	1	1
	Expected Count	.0	.2	.8	1.0	
	male	Count	0	15	64	79
	Expected Count	.8	16.4	61.8	79.0	
	Total	Count	1	21	79	101
	Expected Count	1.0	21.0	79.0	101.0	

Table -2

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.740 <sup>a</sup>	17	.288
Likelihood Ratio	22.345	17	.172
N of Valid Cases	100		

Table-3

30 cells (83.3%) have expected count less than 5. The minimum expected count is .21 The table depicted the value of the Pearson Chi-Square value is .288 which is less than 5. It means second hypotheses are accepted. Social networks that are used by the respondents for forwarding the viral marketing messages.

**NETWORK**

	Frequency	Percent	Valid Percent	Cumulative Percent
FACEBOOK	1	16.7	16.7	16.7
GOOGLE+	1	16.7	16.7	33.3
HELP	1	16.7	16.7	50.0
Valid OTHERS	1	16.7	16.7	66.7
TWITTER	1	16.7	16.7	83.3
YOUTUBE	1	16.7	16.7	100.0
Total	6	100.0	100.0	

Table-4

**V.CONCLUSION**

The study satisfied the main objectives of the subject and concluded that viral marketing messages has played crucial role to encouragement of the brand of the products. Moreover, viral marketing campaigns encourage word of mouth which consequently leads to trial and acquisition. Furthermore, they are using different networks for such purpose.

**VI. LIMITATION OF THE STUDY AND SCOPE FOR FUTURE RESEARCH**

The study is based on the 101 users that are considered for the sample to represent a population. Nonetheless, most of the data is collected from the low age group people. Hence, from this time, large data will provide most subsequent result which will be more fruitful to get result.

**REFERENCES**

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- [2.] [http://cmginteractive.com/uploads/viral\\_marketing.pdf](http://cmginteractive.com/uploads/viral_marketing.pdf)
- [3.] The data collected through the prepared questionnaire from the people of the jalandhar and phagwara, Punjab.