

# A study on impact of viral marketing on consumer's purchasing decisions with reference to college students, tiruchirappalli district

Dr. M. Ravichandran<sup>1</sup>, K.R. Karthika<sup>2</sup>

<sup>1</sup>Assistant Professor, <sup>2</sup>MBA Student  
Department of Management Studies,  
Anna University, Trichy 620024

**Abstract:** Marketing is a type of activity for selling goods and services. Viral marketing is one of the marketing approaches used by market leaders. Everyone knows well that internet and social media are powerfully used not only for interlinking with friends and family, but also used for the promotion of a product or service. Social and internet media promoting could be a sort of net promoting that involves making and sharing content on social and internet media networks to realise promoting and disapproval goals. The main purpose of this study is aimed to study the impact on viral marketing among the young consumers purchasing decision in Trichy region. The research design adopted for this study is a descriptive research and the data required for this study will be collected by using a well-structured questionnaire. The reliability test was conducted by using the Cronbach's alpha analysis and validity test was conducted using the factor analysis. Purposive sampling and judgement sampling methods are to be used as sampling methods. A pilot study was conducted to identify the possibilities to conduct smooth study by using 24 respondents in the study area.

**Keywords:** viral marketing, social media, internet media, buying decision, word of mouth

## I. INTRODUCTION

Viral marketing is a marketing technique that influence the consumers to share the information about a company products or services through internet. The viral marketing is opposite to the word of mouth. Because word of mouth is direct interaction between the two more persons, they share their knowledge and experience. But viral marketing is indirect sharing method. Experiences are shared toward media such as internet. So, the viral marketing is called as electronic word of mouth(e-WOM). This type of marketing has the funny videos, gif or entertainment content, images, funny clips etc. The viral message taken in social and internet media does not exist in mass media such as Radio, TV, print and outdoor media. Viral marketing is easy to access fast and inexpensive. Once the viral message occurs internet it automatically goes the target customer. Internet is a unique carrier of viral message. In internet media are an email, blogs, gaming apps, crome etc. Social media is a one of the fastest channel to reach the target customer. The social media are Facebook, WhatsApp, twitter, LinkedIn, Instagram etc. The major difference between the internet and social media is acceptance. That is example of email is come from unknown person, but WhatsApp messages mostly come from known person. So, the trust is varying with the use of mobile applications.

In today world the young students used the various types of mobile applications. They are involved in internet and social media. The online purchase apps are Amazon, Flipkart, Snapdeal etc. so, the online purchase increase the market competition. Every marketer wants to increase their marketing advantage and retain consumer and to influence their brand awareness to the consumer. Some products are going viral to create good impression to the customer. So viral marketing is fastest tool to create the awareness as well as to increase the products awareness and purchase intention. Based on the viral message is the product impression is change. The study analyses young consumer purchasing decision to the viral message.

## II. REVIEW OF LITERATURE:

Rick Ferguson (2008) the paper found that word of mouth or viral marketing efforts are not always a sure bet. But well placed calculated and provocative campaign can speak a firestorm of buzz or viral that some time can be effective for years in non-terminal mediums like that the internet. The problem is finding hard quantitative return on investment measurement in these campaigns, that can produce return for brand unique and awareness. The paper indicates some believable viral marketing campaigns and studies the effects they had on product sales, consumer advocacy, unique and brand awareness. But tracking ROI for viral marketing and word of mouth marketing campaigns remains difficult science.

Zernigah, Irshad K, Sohail and Kamran (2012) the paper suggests that one among the rising techniques of products promotion using technology is viral marketing that is becoming a popular well liked direct marketing tool for marketers across the world. The marketers must identify the factors that result in increased acceptance of viral marketing by buyers. It indicates the strong relationship between the independent variables of informativeness, entertainment and source credibility with the dependent variables of attitude towards viral marketing, informativeness and source credibility being the most important factors for affecting the attitudes towards viral marketing. But the limitations of the study is only applicable for Pakistan markets.

Joseph E Phelps (2004) the paper indicates that promoting incorporates a greatest deal for attention within the trade pass, though famed regarding the motivations, perspective and behaviour of the human that represent the essential element of any strategy techniques. The results of those studies that elaborate people responses and motivations to pass on email.

Vasile Tomita (2010) the paper indicates that to emphasise the increasing importance of social media and social promoting on the net, activity and optimizing marketing investment in social media and electronic word of mouth communication. The promoting role has modified and therefore the social internet is promoting that modification. Vollmer and precourt contend that the emergence of recent media, models and metrics creates challenges and opportunities for more practical promoting and advertising. The infective agent promoting will vastly lower the price of promotion and boost the speed of adoption.

Shiow luan wang (2018) the paper indicates that special type of advertising that illustrates the positive relationship between informativeness perception, recreation (entertainment), supply (source) creditability and also the attitudes of the people attitudes viral video advertising. Besides, the perspective of the people towards VVA could be a crucial issue that positive impacts on shopper purchase intention.

Christian Pescher (2014) the paper shows that world offers a large vary of promising mobile selling activities, together with mobile viral marketing campaigns. The three-stage model of shopper referrals behaviour via mobile devices in a very field of study of a firm- created mobile viral marketing campaigns. People who place high importance on the purposive worth and amusement worth of message doubtless to enter the interest and referral stages. Degree position has no influence on the decision-making method.

### III. OBJECTIVES:

1. To study the role of social and internet media in purchasing decision of young consumer.
2. To find the factors that impact of purchase decision of viral marketing via social and internet media.
3. To analyse the level of impact of purchase decision of viral marketing via social and internet media.

### IV. RESEARCH METHODOLOGY:

#### RESEARCH DESIGN

Descriptive study

A Descriptive design seeks to elaborate the current status of a variables. The researcher does not begin with a hypothesis, but typically develops one after data is collected. Mostly the data collection is observational in nature.

Data Collection Source

The study was conducted with primary data which was collected through structured questionnaire from the respondents in Trichy region particularly students from university.

Methods of Data Collection

The data was collected through structured questionnaire which is prepared based on the objectives and variables that affects the result. The structured questionnaire consists of various types of questions like Likert scale questions, one and close end questions.

Sampling Design

The total sample size is 156 samples. The sampling design is the non-probability sampling that is purposive and judgement sampling techniques. The sample size of 24 was taken to conduct pilot study and the reliability test was conducted using the Cronbach Alpha Analysis.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.856	51

### STATISTICAL TOOLS USED

For the purpose of analysis and interpretation, the data collected from structured questionnaires was analysed using correlation and regression was done.

### V. RESULT AND DISCUSSION

#### CORRELATION

##### Hypothesis 1

H0(Null Hypothesis) ; There is no significance relation between buying decision and information quality.

**Table 1: correlation for hypothesis 1**

#### Correlations

		buying_decision	buying_decision_information_quality
Spearman's rho	buying_decision	Correlation Coefficient	1.000
		Sig. (2-tailed)	.945
		N	157
buying_decision_information_quality	buying_decision	Correlation Coefficient	.006
		Sig. (2-tailed)	.945
		N	157

### INTERPRETATION

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and information quality. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and information quality.

**Hypothesis 2**

H0(Null Hypothesis) ; There is no significance relation between buying decision and friend's recommendation.

**Table 2: correlation for hypothesis 2****Correlations**

		buying_decision		buying_decision_friend_recomm
		endingation		
Spearman's rho	buying_decision	Correlation Coefficient	1.000	.233**
		Sig. (2-tailed)	.	.003
		N	157	157
	buying_decision_friend_recomm	Correlation Coefficient	.233**	1.000
		Sig. (2-tailed)	.003	.
		N	157	157

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and friend's recommendation. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

**INFERENCE**

Therefore, there is positive relation between buying decision and friend's recommendation.

**Hypothesis 3**

H0(Null Hypothesis) ; There is no significance relation between buying decision and celebrity's recommendation.

**Table 3: correlation for hypothesis 3****Correlations**

		buying_decision		buying_decision_
		celebrity_recomm		endaion
Spearman's rho	buying_decision	Correlation Coefficient	1.000	.029
		Sig. (2-tailed)	.	.717
		N	157	157
	buying_decision_celebrity_re	Correlation Coefficient	.029	1.000
		Sig. (2-tailed)	.717	.
		N	157	157

**INTERPRETATION**

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and celebrity's recommendation. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and celebrity's recommendation.

**Hypothesis 4**

H0(Null Hypothesis) ; There is no significance relation between buying decision and entertainment.

**Table 4: correlation for hypothesis 4****Correlations**

		buying_decision		buying_decision_
		entertainment		
Spearman's rho	buying_decision	Correlation Coefficient	1.000	.025
		Sig. (2-tailed)	.	.757
		N	157	157
	buying_decision_entertainme	Correlation Coefficient	.025	1.000
		Sig. (2-tailed)	.757	.
		N	157	157

**INTERPRETATION**

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and entertainment. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and entertainment.

**Hypothesis 5**

H0(Null Hypothesis) ; There is no significance relation between buying decision and latest features of the product.

**Table 5: correlation for hypothesis 5**

			buying_decision	buying_decision_features
Spearman's rho	buying_decision	Correlation Coefficient	1.000	-.142
		Sig. (2-tailed)	.	.076
		N	157	157
	buying_decision_features	Correlation Coefficient	-.142	1.000
		Sig. (2-tailed)	.076	.
		N	157	157

**INTERPRETATION**

It is inferred that Pearson's value is negative which means that there is negative correlation between buying decision and latest features of the product. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and latest features of the product.

**Hypothesis 6**

H0(Null Hypothesis) ; There is no significance relation between buying decision and perceived benefits of the product.

**Table 6: correlation for hypothesis 6**

			buying_decision	buying_decision_perceived_benefits
Spearman's rho	buying_decision	Correlation Coefficient	1.000	-.092
		Sig. (2-tailed)	.	.252
		N	157	157
	buying_decision_perceived_benefits	Correlation Coefficient	-.092	1.000
		Sig. (2-tailed)	.252	.
		N	157	157

**INTERPRETATION**

It is inferred that Pearson's value is negative which means that there is negative correlation between buying decision and perceived benefits of the product. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and perceived benefits of the product.

**Hypothesis 7**

H0(Null Hypothesis) ; There is no significance relation between buying decision and trust of the brand.

**Table 7: correlation for hypothesis 7**

			buying_decision	buying_decision_trust_of_brand
Spearman's rho	buying_decision	Correlation Coefficient	1.000	-.071
		Sig. (2-tailed)	.	.380
		N	157	157
	buying_decision_trust_of_brand	Correlation Coefficient	-.071	1.000
		Sig. (2-tailed)	.380	.
		N	157	157

**INTERPRETATION**

It is inferred that Pearson's value is negative which means that there is negative correlation between buying decision and trust of the brand. Sig. (2 tailed) value is greater than the critical value 0.05 which means that is no statistically significant relation between the variables.

**INFERENCE**

Therefore, there is no relation between buying decision and trust of the brand.

**Hypothesis 8**

H0(Null Hypothesis) ; There is no significance relation between buying decision and review of the product.

**Table 8: correlation for hypothesis 8****Correlations**

			buying_decision	buying_decision_ review
Spearman's rho	buying_decision	Correlation Coefficient	1.000	.231**
		Sig. (2-tailed)	.	.004
		N	157	157
	buying_decision_ review	Correlation Coefficient	.231**	1.000
		Sig. (2-tailed)	.004	.
		N	157	157

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and review of the product. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

**INFERENCE**

Therefore, there is positive relation between buying decision and review of the product.

**Hypothesis 9**

H0(Null Hypothesis) ; There is no significance relation between buying decision and publicity.

**Table 9: correlation for hypothesis 9****Correlations**

			buying_decision	buying_decision_ publicity
Spearman's rho	buying_decision	Correlation Coefficient	1.000	.237**
		Sig. (2-tailed)	.	.003
		N	157	157
	buying_decision_ publicity	Correlation Coefficient	.237**	1.000
		Sig. (2-tailed)	.003	.
		N	157	157

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**INTERPRETATION**

It is inferred that Pearson's value is positive which means that there is positive correlation between buying decision and publicity. Sig. (2 tailed) value is less than the critical value 0.05 which means that is statistically significant relation between the variables.

**INFERENCE**

Therefore, there is positive relation between buying decision and publicity.

**REGRESSION ANALYSIS:****PURCHASE DECISION:****Table 10 Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate	Durbin-Watson
1	.387 <sup>a</sup>	.150	.133	.98336	2.031

a. Predictors: (Constant), buying\_decision\_publicity, buying\_decision\_friend\_recommendation, buying\_decision\_review

b. Dependent Variable: buying\_decision

From this table the r square value is 0.150. so the variables show the only 15% of significance to buy the product.

**Table 11 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.075	3	8.692	8.988	.000 <sup>b</sup>
	Residual	147.951	153	.967		
	Total	174.025	156			

a. Dependent Variable: buying\_decision

b. Predictors: (Constant), buying\_decision\_publicity, buying\_decision\_friend\_recommendation, buying\_decision\_review

From this table the significance value is 0.000

so the relationship between the variables and buying decision is high.

**Table 12 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.265	.385		5.885	.000		
	buying_decision_friend_recommendation	.335	.083	.314	4.022	.000	.911	1.098
	buying_decision_review	.284	.088	.255	3.225	.002	.890	1.124
	buying_decision_publicity	.154	.069	.171	2.242	.026	.952	1.050

a. Dependent Variable: buying\_decision

From the above table the friend's recommendation is high relationship rather than other.

## VI. CONCLUSION

Viral marketing is one of the tools for creating brand awareness of product or services in today world. From the results the purchase intention is created by both internet and social media. The gender is not related to purchase intention. The social and internet media creates purchase intention of products through viral marketing in various factors. The purchase intention is created in social and internet media by Publicity, Review and friend's recommendation. But higher relationship is associated with the friend's recommendation rather than the publicity and review.

## REFERENCES

- [1] Freguson, R (2008)., "word of mouth and viral marketing: taking the temperature of the hottest trends in marketing" *journal of consumer marketing*, Vol.25 No. 3, pp, 179-182. <https://doi.org/10.1108/07363760810870671>
- [2] Zernigah, Kiani Irshad, Sohali, Kamran (2012) "Consumers attitude towards viral marketing in Pakistan" *Academic journal article management and marketing* 7 (4), 645.
- [3] Phelps. E. joseph, Lewis R, Mobilio L, Perry D (2005) "Viral marketing or electronic word of mouth advertising: examining consumer responses and motivations to pass along email" *journal of advertising research*, pp. 333-348. <http://doi.org/10.1017/s0021849904040371>
- [4] Tomita V, Daniasa C, Stuparu D, Stanciu M (2010) "The mechanics of the influence of viral marketing in social media" *economies, management and financial markets*, issue.3, pp. 278-282
- [5] Wang Shiow Luan, Ngoc Lan N (2018) "A study on the attitude of customer towards viral video advertising on social media: A case study in Viet Nam" *the international journal of engineering and science (IJES)*. Volume. Issue 6 ver III. Pp 54-60.
- [6] Pescher C, Spann M (2014) "Consumer decision making processes in mobile viral marketing campaigns" *journal of interactive marketing*. 28- 1- 43-54. <http://doi.org/10.1016/j.intmar.2013.08.001>