

## AN EMPERICAL RESEARCH ON INFLUENCE OF VIRAL MARKETING ON CONSUMERS BUYING DECISIONS

**RAHUL SHARMA**

ASST. PROFESSOR  
DEPT. OF COMMERCE & MANAGEMENT  
DR. C.V. RAMAN UNIVERSITY  
KARGIROAD, KOTA, BILASPUR (C.G)

**DR. SUDHIR KU. SHARMA**

PROFESSOR& HEAD  
DEPT. OF COMMERCE  
GOVT. J.P. VERMA P.G. ARTS & COMMERCE  
COLLEGE

---

### ABSTRACT

Today's marketing strategies formulated by marketers around the globe is flooded with mass marketing and consumers are continuously exposed to different brands through various mediums. With the availability of various types of media such as radio, television, newspapers, direct mail etc. it becomes very easy to deliver the messages for the marketers which they wanted to deliver to their target audience. The rapid growth of digital media helps businesses to spread viral messages to the mass market; like viruses. It is very powerful technique to be used to increase brand awareness of the organization. The purpose of the research is to investigate the influence of viral marketing messages on brand awareness and consumers buying decisions. For this empirical research data is collected through field survey with the help of questionnaire to know opinion of peoples towards viral marketing messages and its impact on their choices. The authors have come to the conclusion that viral marketing does have an effect on brand awareness and it will positively influence the buying decisions of the consumers. This study points out the need to implement as many strategies as possible (slogan, jingle, symbols, slogan), but that is not enough. They also need to be unique, creative and clever when implementing a viral marketing campaign.

**KEY WORDS:** Viral marketing, Brand awareness, WOM Communication,

---

### REFERENCES

- A.Dobele, Why pass on viral messages? Because they connect emotionally. 2007. Business Horizons, Vol. 50, Iss. 4; 291-304
- Andrea C. Wojnicki,, Word-of-Mouth and Word-of-Web: Talking About Products, Talking About Me, 2006, Advances in Consumer Research, Volume 33,
- Andrew Paul Williams, Kaye D Trammell, Candidate Campaign E-Mail Messages in the Presidential Election, 2004, The American Behavioral Scientist. Thousand Oaks: Dec 2005. Vol. 49, Iss. 4; pg. 560, 15 pgs

- Angela Dobelea, David Toleman, Michael Beverland, Controlled infection! Spreading the brand message through viral marketing, 2005, *Business Horizons*, 48, 143—149
- Aaker, D., A. (1991). *Managing brand equity capitalizing on the value of a brand name*. New York: Free Press. Aaker, D., A. (1996). *Building strong brands*. New York: Simon & Schuster Inc
- Alvesson, M. & Sköldbberg, K. (2003). *Reflexive Methodology: New Vistas for Qualitative Re-search*. London: SAGE Publications Inc.
- Berthon, P., Ewing, M., T., & Napoli, J. (2008). Brand Management in Small to Medium-Sized Enterprises. *Journal of Small Business Management*, 46(1), 27-45.
- Boyd, R. (1984). On the Current Status of Scientific Realism. *Erkenntnis*, 19, 45-90.
- Brannick, T., & Roche, W. T. (Eds.). (1997). *Business Research Methods: Strategies, Techniques and Sources*. University College Dublin, Graduate School of Business, Dublin: Oak Tree Press, pg. 16- 23.
- Routledge. Cassell, C. (2006). *Qualitative Methods in Management Research*. Bradford: Emerald Group Publishing Ltd.
- Goldsmith, R. (2002). *Viral Marketing: Get Your Audience to Do Your Marketing for You*. London: Prentice Business.
- Hirschman, E., C. (1986). Humanistic Inquiry in Marketing Research: Philosophy, Method and Criteria. *Journal of Marketing Research*, 23(13), 237-249.
- Haghirian, P., Madberger, M., & Tanuskova, A. (2005). Increasing Advertising Value of Mobile Marketing - An Empirical Study of Antecedents. *Proceedings of the 38th Annual Hawaii International Conference on System Science*, 03-06 Jan., 32c-32c, IEEE.
- Kotler, P., & Keller, K. (2006). *Marketing Management* (12th ed.). New Jersey: Pearson Prentice Hall.
- Kotler, P., Armstrong, G. Saunders, J., & Wong V. (2005). *Principles of Marketing: the European edition* (4th ed.). Harlow: Financial Times/Prentice Hall.
- Morgan, R. & Smircich, L. (1980). The Case for Qualitative Research. *The Academy of Management Review*, 5(4), 491-500.
- Montgomery, A., L. (2001). Applying Quantitative Marketing Techniques to the Internet. *Interfac-es*, 31(2), 90-108.
- Patel, R. & Davidsson, B. (2003). *Forskningsmetodikens Grunder: Att Planera, Genomföra och Rapportera en Undersökning*. Lund: Studentlitteratur.
- Rayport, J. (2007). *The Virus of Marketing*, issue 06. Retrieved, 2009-03-19, from <http://www.fastcompany.com/magazine/06/virus.html?page=0%2C0>
- Saunders, M., Lewis, P. & Thornhill, A. (2003). *Research Methods for Business Students* (3rd Ed.). Es-sex: Person Education Ltd.
- Leskovec, J., L. A. Adamic, and B. A. Huberman. (2007). —The Dynamics of Viral Marketing.|| *ACM Transactions on the Web* 1(1) Article 5, pp. 1-39.