AN EMPIRICAL RESEARCH ON INFLUENCE OF VIRAL MARKETING ON CONSUMERS BUYING DECISIONS

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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.

KEYWORDS: Viral marketing, Brand awareness, WOM Communication,

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