FACTORS MOTIVATING PEOPLE TO FORWARD VIRAL MESSAGES: A LITERATURE REVIEW

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ABSTRACT
Viral marketing has generated a lot of excitement in recent years. It uses both personal and electronic communications to trigger brand messages throughout a widespread network of buyers. It is born out of Word of Mouth (WOM) Marketing. Lots of work has been done in this area but still it is very difficult to predict what will make a viral marketing attempt successful. This is a review paper based upon previous research. It aims to understand what motivates people to spread viral messages.

KEY WORDS: Spreading Viral Messages, Success of Viral Marketing, Viral Marketing, WOM Marketing.