

Project Dissertation Report on

**STUDYING THE IMPACT OF VIRAL
MARKETING AND SOCIAL MEDIA ON
CONSUMER PURCHASING DECISION**

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CERTIFICATE

This is to certify that Vishal Verma, Roll No: 2K18/EMBA/541, student of Masters of Business Administration (Executive 2018-2020) at Delhi Technological University, Delhi has accomplished the project titled “**Studying the impact of Viral Marketing and social media on consumer purchasing decision**” under my guidance and to the best of my knowledge completed the project successfully, for the fulfilment of the course Executive MBA.

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DECLARATION

I, Vishal Verma student of MBA 2018-20 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi –110042, hereby declare that the dissertation report “**STUDYING THE IMPACT OF VIRAL MARKETING AND SOCIAL MEDIA ON CONSUMER PURCHASING DECISION**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

Place:

VISHAL VERMA

Date:

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

- The study aims to examine the effects of viral marketing (in the form of video shared on Social Media Platforms) on consumers purchasing decision and social media. The population of this study consists of the students/ working professionals in the age group of 20 to 60 years. This study aims to understand the concept of VM and its impact and effect on consumers purchasing behaviour and social media. Various drivers for VM shall be explored.
- VM enable's any individuals to pass on a marketing message to others, creating a potential for exponential growth in the influence of the message. It is more about marketing through the word of mouth, Internet – blogs, mails, social networking sites, etc. It depends on the interest of a consumer to forward something they see of value on to their network of contacts. Social media is something that marketers can no longer ignore, this study aims to answer this question: How the consumers buying behaviour are being affected when being exposed to this new type of marketing, will it lead to a purchase decision or will it lead to push the consumer further away from a purchase decision or no effects at all? Viral campaigns are becoming important in the promotion mix of companies and it will be interesting to discover how marketers use this particular tool and how the consumer is reacting.
- The data shall be collected using a structured questionnaire with the help of google form, and the objective of this thesis is to explore consumer receptivity, perception and behavioural response to this relatively new marketing strategy which has been designed following a wide review of the literature. This research will demonstrate and validate factors that influence the user to receive and forward messages. Based on the collected data, hypothesis testing will be carried out.

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STUDYING THE IMPACT OF VIRAL MARKETING AND SOCIAL MEDIA ON CONSUMER PURCHASING DECISION

1. INTRODUCTION

- In the 21st century, the advent of the Internet and of new technologies has revolutionized the marketing world. One of the many marketing concepts is the era of the interruption marketing, characterized by one--fit--all messages designed to catch the customer's attention while he is busy doing something else, which is coming to an end due to the emergence of new trends. Perhaps, one the most famous interruption marketing, is VM. This technique allows the message to flow like a virus through the audience, which becomes an active part of the communication and marketing process.
- VM, in all its forms, is connected to the WOM phenomenon and, to a greater or lesser degree, to the active participation of the customers. The issue of the loss of control over the message by the firm is a crucial issue in viral marketing the more the firm devolves the marketing duty to the customers the more it loses control over its own campaign design and implementation. This is a risky choice, which could lead to unexpected negative results. VM surely classifies as part of the promotion efforts, its ultimate aim is therefore to promote the product or the service among customers by divulging information to convince them of purchasing it. From a profit--oriented point of view a marketing campaign is successful if and when it manages to generate remuneration for the firm. Some sort of financial returns should arise as a consequence to promotional efforts, at least to cover the investment incurred and at least in the long run.
- Many are the reasons that make viral marketing makes a very powerful tool (inexpensive, quick and self--sustaining are some of them) and pushes it to the top-- preferred marketing techniques for most firms at the current time. When web--based, moreover, viral marketing becomes even more powerful as its effects are amplified. In fact, on the Internet a message can be spread with more ease and speed than ever before. Currently, this technique is raising a lot of enthusiasm

from both firms and the audience's side. However, it has got its dark side. Many are the risks that a viral marketing campaign entails and make potential damages.

- The nature of this investigation is theoretical, it gathers relevant theories and literature about the topic. Indeed, a marketer, in order to prove that he has come up with an appropriate and effective plan of action and to ensure a good probability of positive results, needs to show that he has control over the situation. For this reason, VM is not always an easy and effective marketing tool as many might believe. Instead, it would better be managed with extreme care.
- ❖ What are the questions that prospective customers keep's asking for? What do they talk about?
- ❖ In what way do the customers respond? The customers views and words have tremendous influence on certain customers success strategy and greatly depends on that.
- ❖ What customers feels about a product will greatly influence the buying behaviour of their family, friends, near and dear ones, neighbours, etc.

In recent years, we've learned that videos are very important for marketing. For example, by studying the HubSpot's State of Video Marketing we found that 81% of people have been convinced to buy a product or service because of its brand's video and 76% of the marketers found that brand videos increased their sales. In this project we will find out:

- What exactly is Viral Video marketing and what is its basic principles?
- Why a Viral message is passed on by a customer and how one can benefit from using this strategy?
- What makes things go viral and what are the benefits of Viral Video marketing?
- How the benefits of viral video marketing effect the purchasing decision of consumer?

VIRAL VIDEO MARKETING

Viral video marketing is a marketing technique which can be used to promote brand awareness, products, services, or to achieve other marketing objectives. This technique uses social networking and other tools to gain traction for the video. Viral video marketing relies on people sharing the video for it to be successful.

VIRAL VIDEO MARKETING HAS SIX BASIC PRINCIPLES

- Viral VM gives away its products or services
- It can effortlessly be transferred to others i.e Viral Video marketing is easy to transfer and replicate
- Viral videos can be scaled and transformed easily from small to very large
- If someone is able to design a marketing strategy that builds on common motivations and behaviours for its transmission, then he is a winner.
- Utilizing existing communication networks
- It can be used to take advantage from other resources.

OBJECTIVE OF STUDY

This research was aimed to answer some of the questions commonly asked. The major objectives of the study are:

- To know the consumers perception about viral messages.
- To know how viral social media is playing a role in VM.
- To know the influence of viral marketing messages over consumer's choices and buying behaviour.
- To know which gender is most effected by VM videos in purchasing a product or service.
- To know that if a consumer purchases a product or service after visiting a blog.
- To know that if a consumer purchases a product or service after visiting Facebook.
- To know that if a consumer purchases a product or service after visiting YouTube.
- To know that the consumer is interested to buy a product or service after seeing the viral video messages.
- To know that VM had brought awareness among the consumers about the need for a product or service.
- To know about how many consumers forward viral video messages to their friends or family.
- To know about that how the negative consumer response effect the purchasing decision of the consumer.
- To know about that how the positive consumer response effect the purchasing decision of the consumer.

2. LITERATURE REVIEW

- According to Philip Kotler, marketing is known as “*The term Marketing is defined as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others*” and also “*the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit*”.
- Marketing is not only about social medias and advertisement, in fact, it can be performed by anyone following the ‘Wants, Goals and Needs’ definition. Basically, the purpose of marketing is to define the needs and desires of individuals. Most needs are defined by Maslow’s Hierarchy, as it mainly states what we need for a living and gives also an overview on the needs that help us develop ourselves (e.g. self--actualization). Goals can be described used the “**SMART** tool” (Specific, Measurable, Attainable, Realistic and Time Bound). Finally, the word ‘want’ can be described as something desired, something that can improve the quality of living of a person.
- The marketing world in the 21st century is a new and yet partly unexplored environment. The increase in competition and the advent of new communication channels, of globalization and of the Internet have radically changed the way customers behave and the attitude towards marketing messages. It is fundamental to analyse and understand those changes and to adapt new marketing strategies to the current environment.

The Viral marketing mix

For a viral marketing, DuFour (2011) highlights the following important points the companies should focus for VM mix are:

- 1) **To propose valuable product or service:** the consumer is attracted by the “free” element. It generates a wave of interest and generates it faster in order to sell something.
- 2) **The product or service has to be provided for an effortless transfer to others:** when it’s easy to transmit it becomes easier. One needs to work instantly because digital format is easy to copy, so the message has to be simplified.

3) **Use different types of scales:** method of transmission has to be scalable from small to very large. Mail servers are added very quickly in a viral model.

4) **Meet common motivations and behaviours:** a viral campaign must be understandable and loved by people. The marketing strategy for its transmission has to be designed and built on common motivations and behaviours.

5) **Use existing communication networks:** people are more social these days. The human network is powerful and thanks to that, the message is multiplied for its dispersion.

Take advantage through other resource: By using website links, give away free article on others web's page etc. You can also multiply the view of the offer from one person to another.

Viral Messages that are Effective

➤ Messages in viral marketing could be a “word”, “sounds”, “videos” or “images” which compel the audience to pass them along. If any organization or company want people to consider and act on a communication message, first it has to seek the audience's attention. The attention statements require sparks and triggers. For a message to go viral, these three factors are considered to be important:

1) Does the viral message have an emotional appeal so that people will feel compelled to share?

2) Does it have a trigger to attract customers (does it challenge, provide novelty, or incorporate humor to motivate interest)?

3) Does the audience find it relevant?

Previous studies

➤ **Chu (2011):** This study aims to identify the potential link of Facebook group participation with viral advertising responses. “The results suggested that college- aged Facebook group members engage higher levels of self-disclosure and maintain more favorable attitudes toward social media and advertising in general than do nongroup members. However, **Facebook group** participation does not exert an influence

on users' viral advertising pass-on behaviors. The results also identify variations in predictors of pass on behaviors between group members and nonmembers. These findings have theoretical and managerial implications for viral advertising on Facebook”.

- **Pescher 2014:** The authors analyzed a three-stage model of consumer referral behavior via mobile devices in a field study of a firm- created **mobile viral marketing campaign**. “The findings suggest that consumers who place high importance on the purposive value and entertainment value of a message are likely to enter the interest and referral stages”.
- **Koch & Benlian (2015):** This paper shed light on the potential of scarcity and personalization, and established promotional tactics from the offline world in influencing **consumer referral** decisions and therefore to expand our understanding of the antecedents of consumer referral behavior. The finding of the study supports the premise that scarcity due to social demand has a positive causal effect on consumers' propensity to engage in referrals. Furthermore, they could specifically confirm that offer value acts as partial mediator for the effect of scarcity on consumer referral likelihood.
- **Justin Kirby and Paul Mardsen,** He connected “Marketing”, the “viral buzz” and WOM revolution explains that people no longer use the internet only for practical purposes such as research and shopping. New technologies and the increase of the bandwidth have made that people want more and more to be entertained on the web. Besides of that, people have learned to tune out a lot of marketing communications.
- The widespread use of the Internet by consumers to exchange information and pass it between them and used it in online purchases is easy way

through social media (intentionally or unintentionally), makes them an effective tool to pass the advertising message between them. According to the "small world" concept, "any pair of entities in a seemingly vast, random network can actually connect in a predictable way through relatively short paths of mutual acquaintance.

- Generally, VM spread marketing message viral via WOM, ensuring that the receivers have the interest to pass along the message to their acquaintances. In addition, (VM) demonstrates the features of current marketing trends includes customization marketing, interaction marketing, relationship marketing and influencer marketing. Thus, viral marketing can be thought of as a diffusion of information about the product and its adoption over the network.

3. RESEARCH METHODOLOGY

- The aim of this research was to find the impact and effect of VM and social media on consumer purchasing decision. Descriptive research method was used here.
- One of the characteristics of descriptive research method is to get the answers of what is going on, focuses on characteristic of certain aged groups or similarly how different proportion of attendants in the same way, also discover the relationship between two variables, viral marketed products and consumer purchase intention. For making the research reliable quantitative method of data analysis is found suitable.

Data Collection

- The data was collected through a “**structured questionnaire**”. The questionnaire is divided into two parts. The first part was based on personal profile of the students/professionals consisting of 4 questions. The second part consisted of 22 closed ended questions related to viral marketing. Sampling method used in this study is “**convenience sampling**”. Responses are gathered from students/working professionals in the age group of 20-60 years.
- Response of 78 respondents were gathered with the help of this questionnaire.

4. VIRAL MARKETING

- The emergence of internet and desire of consumers to have a word about a product or a brand have directed the marketing experts towards a digital environment as an alternative platform. Through the internet, the way people communicate has changed completely and it has become much easier for customers to share their experience with a brand or product. Due to ease of availability of internet has provided individuals the opportunities to engage with “social media” from “email” to “Facebook” and “Twitter” and to interact any physical meetings without any hesitation.
- Owing to the widespread advantage of the internet, the word-of-mouth (WOM) marketing has generated a new way of marketing communication. This technological opportunity or innovation is collectively termed as viral marketing practices.
- A kind of WOM communication through internet which is considered as the newest platform. The social network sites cannot be snubbed by brands through which the targeted audience proactively uses digital channels.

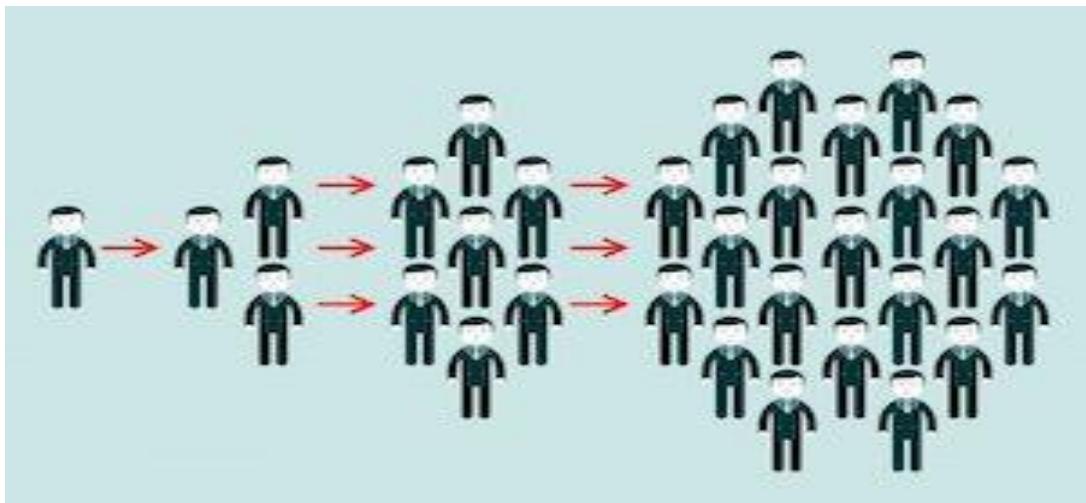


Fig 4.1

- Different types of social media can have distinct effects on the consumers and their relationship with the brand. For example, a fan page on Facebook lets the customers communicate with one another and specifically to communicate with the company. With the use of corporate blogs provides the company to strengthen their relationship with customers. The companies are increasingly trying hard to

use these online communities to enhance their relationship. For example, the companies can best work on the customer loyalty through consumer support forums which supports their consumers by providing immediate solutions. The social media provides different values to companies such as facilitating for WOM communication, enhanced brand popularity, sharing information on a business context, leading to positive impact like trust, increasing sales, and generating social support.

HOW A CONSUMER PASS ON A VIRAL MESSAGE

The key to successful Viral Marketing is to tweak your Online Marketing message to the intrinsic value of the consumer. When one consumer sees this value, he is likely to forward it on to their network of contacts. Online consumers forward these messages to their peers for a variety of reasons, but all of them stem back to the fact that the consumer believes your Viral Marketing message has an intrinsic value that they wish to share with others.



Fig 4.3

REASON THE ONLINE CONSUMERS FIND VM MESSAGE VALUABLE

- This is an important question in VM. There are many characteristics that can represent a value. Humorous, entertaining, good value for money, educational, meaningful, and the list goes on. These are the reasons that an online consumer may forward a VM message to their network of contacts. There is a fine line between creating a successful VM campaign and a failed VM campaign. Many of VM campaigns fail because the value that is supposed to be drawn from the message simply fails to inspire the consumer to pass it on.
- Offering the value in a viral message is just like a fine art. It may take an understanding of not only of the online consumers and their needs, but also of the desires and expectations, and of the available technologies, current trends, competitor offerings and so on. The difficulty in implementing a successful Viral Marketing message is compounded by the fickle nature of consumers, particularly that of online consumers. An expertise in VM comes from the ability to develop a viral message that will remain valuable to each consumer long enough for that message to be virally transmitted through enough layers to reach the desired number of recipients.

FINDING THE VALUE OF VIRAL MARKETING?

- As is evident in the above VM example, a successful VM campaign can have a huge impact to the business bottom line. Research shows that consumers are confined to the word of their associates above and beyond that of a company's marketing message. So when a consumer receives a viral message from their network of contact, they are more motivated to act upon it. As long as the invoked reaction to a viral message is positive, this can have huge repercussions for your business.
- If consumers find your viral message humorous in terms of emotions, then it will have a positive spin off for any company's image as the message will bring a smile on the face of the consumers, in turn putting them in a happy mood, the most responsive of all brand associations. If the message recipient sees good value in

terms of money in your offering, consumers are more likely to purchase and tell their friends about it.

CONSUMER BUYING PROCESS AND VM

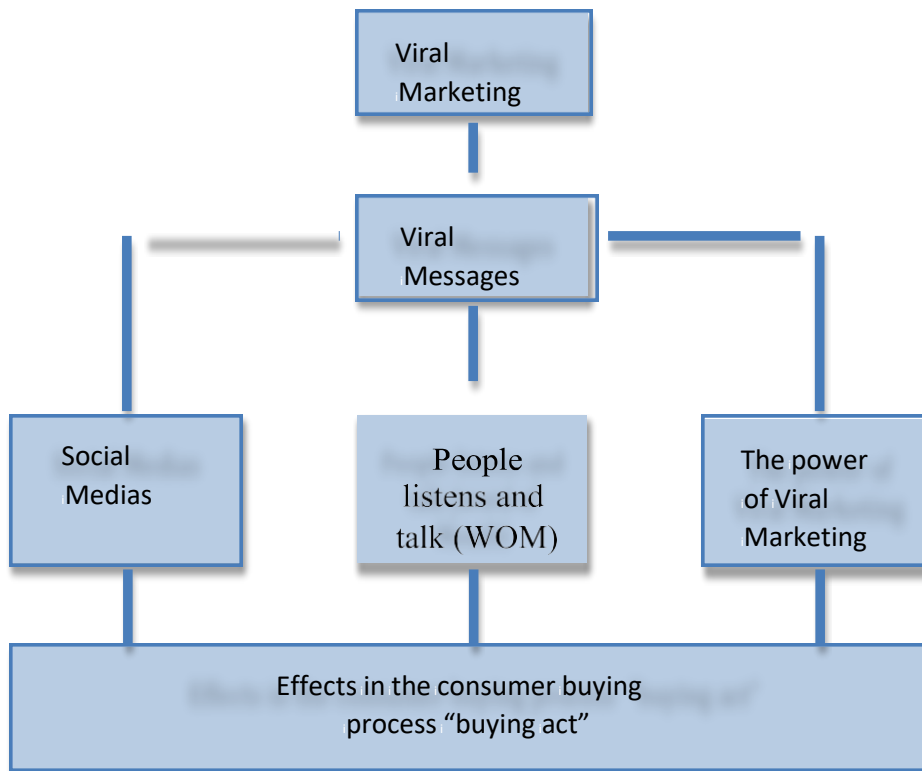
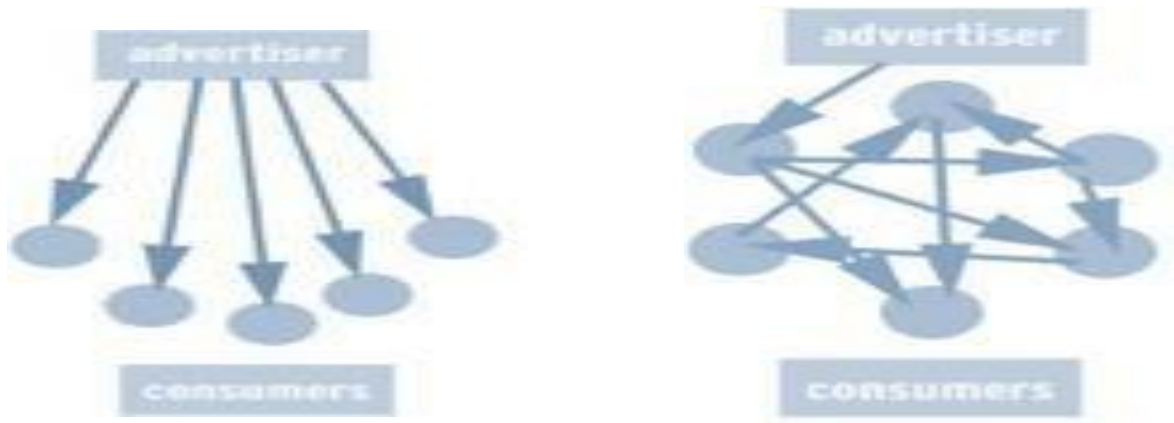


Fig 4.3

Fig 4.3 shows the links for VM, “viral messages”, “social medias”, and to why people listen and talk (WOM) and the power of VM and how these elements will lead to consumer buying process’ and its buying act.

It is important to remember that the main intention of the companies is to convince the consumers to make the actual amount of purchase. In this quantitative research it will be investigated how these above concept affects the consumers purchasing decision, and if it affects it at all or will have no effect.

VM is very low-cost effective tool for online promoting using individuals to send emails to friends, colleagues, peers and near and dear ones without the involvement of the company. Out of the internet viral marketing is called the word of mouth (WOM).



In traditional marketing, there are as many consumers as possible, with no intermediary in between.

Components of VM

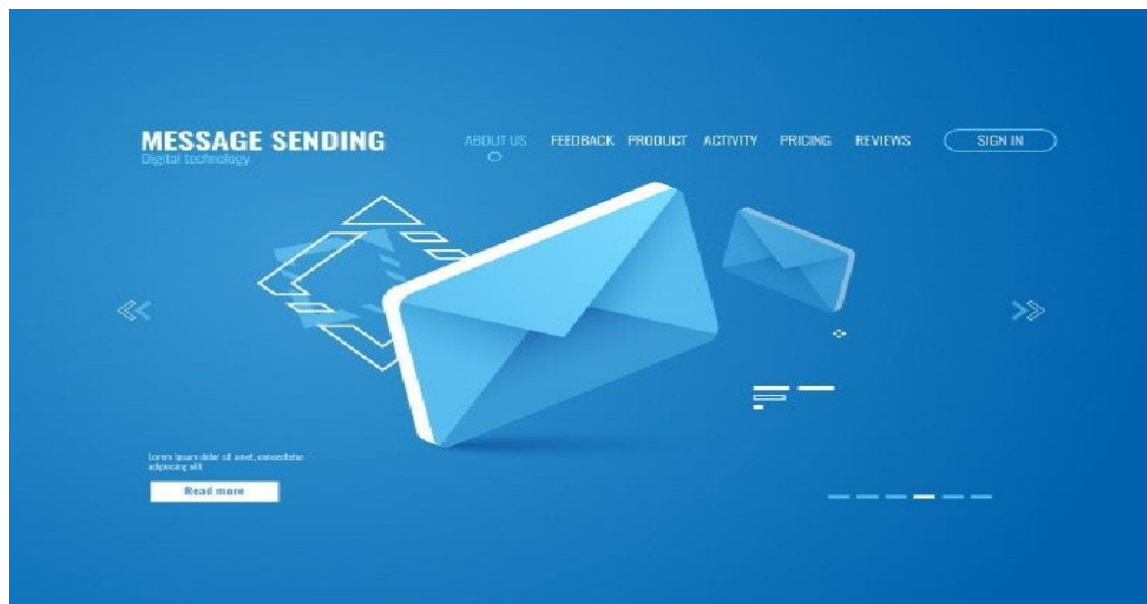


Fig 4.4

The three main components of VM are -

1. Message

Each and every message cannot be considered for VM. Only the ones that are interesting, unique, and have the potential to spurt a type of phenomenon are shared widely.

2. Environment

People now a days are too much sensitive about the environment, so it has proved to be a crucial component in VM. External factors like timing of the context matter a great deal.

3. Messenger

One of the most important components and ensures transformation of a simple message to a viral one. There are three specific types of the messenger.

1. Market mavens are individuals who continuously absorbs the information and are among the first one to get the message. They are ones who transmit these messages to their target audience via social networking sites and apps.
2. Social hubs are the people who have a huge social connection and networks and can act as a bridge between different cultures of the people to connect with them.
3. People who perform sales are the people who receive a message from the market maven, make it relevant and persuasive and transmit it to social hub and social networking for distributing it to further horizons.

Important principles of VM

1. Urgency
2. Exclusive content
3. Excellent planning
4. Inspirational
5. Never seen before content
6. Good incentive

7. Low barrier to entry
8. Humour or liking ability
9. Satires/spoofs
10. Warnings
11. Controversial material
12. Audience involvement
13. Celebrity involvement(optional)
14. Worthy cause

Types of VM:



Fig 4.5

There are several kinds of viral marketing, which are considered to be worth sharing are:

1. Emotional viral marketing: This type of emotional VM have reaction like “anger”, “laughter”, or “tears” is known as emotional viral. This type of emotional VM can’t be ignored because emotions will force you to share the contents with people known to you and in your contacts. Anticipation, amusement, humour, and excitement are some of the positive emotions which directly impact the mindset of the individuals. Negative emotions like anger, sadness, and guilt also contribute to viral marketing.

2. Incentivized viral marketing: It is used to increase the customer base by the organizations. When any customer refers someone known to him to the company, he gets a reward for his effort.

3. Engineered viral marketing: VM is not just an intentionally engineered campaign, though some of the viral sensations have randomly occurred but their percentage is very low. Now it is perfectly strategized so that it can lead to maximum impact.

4. Lucky viral marketing: VM depends on luck, sometimes things have a different way of unfolding themselves and creating further awareness that will prove to be beneficial for everyone who were involved in it.

5. Pass-along viral marketing: In this type of VM the user passes the message from one person to others. A type of chain is formed where one user share and pass the message to another person. Religious communities have been using pass-along viral marketing effectively.

6. Buzz viral marketing: a buzz is created in this type of marketing to grab public attention. Controversial type of advertisement or messages are forwarded so that they become a hot topic of conversation and they can be spread easily as a viral.

Advantages of VM:

1. It lowers the costs: VM is mostly cheap by nature. Once it is released, it catches on easily through one person to another person. In some of the cases, cost of creating new

content for viral marketing might be a bit too expensive for them, but if you consider it for long-term it is considerably cheaper.

2. It is not invasive: To participate and forward the message decision is up to the user; hence, it is not invasive in nature.

3. High impact: When someone sees a message from a known person or source, it gets more attention and it leaves a direct impact on your thought process and behaviour.

4. Faster growth: Social media platforms for VM had been a great help. It has found a wider reach that is very fast as sharing the content has become easier. Consistent and steady growth will take one's business entity ahead of its game.

5. Reaches young people: It is becoming difficult to attract the younger generation via traditional marketing methods. The best thing about VM is that it has found a solid base successfully with the young people who are techno-savvy and people who are interested in anything that is technology driven and largely accepted by the people.

6. Increased credibility: When any brand goes viral in VM, it gets instant recognition among people, this will create increased credibility of that brand and helps in increasing an organization's sales figures and ultimately revenues of that organization.

7. Global audience: VM is not limited to a particular geographical location. Social media platforms and internet have helped it in reaching global audiences in a more effective manner.

Disadvantages



Fig 4.6

The numerous disadvantages of VM are as follows:

1. Tough to create: One of the most important things about a viral campaign is that it has to be an original piece and not copied from any source. To find a relevant campaign which have a perfect balance between the commercial message and brand image is a tough job to create in VM.

2. Uncontrollable: Viral campaigns once released are uncontrollable by nature. It cannot be turned off as they are controlled by masses. Sometimes VM campaign proves detrimental for the company.

3. Hard to measure: viral campaign is simply hard to measure is a well- known fact. Once you start copying videos and sending messages, it becomes difficult to separate the original message from the copied or murmur message that is created by others.

4. Exposure to the internet: VM exposure to the internet has increased global clients, but with it, the company is also exposed to brand dilution effects, unwanted marketing mix, and spam threats.

5. Nuisance factor: In order to drive traffic, the companies have various times crossed limits through their viral marketing. This has proved a nuisance for customers.

Viral Messages

- A message in viral marketing could be a picture, a phrase or a video spread and passed. According to Godin (2000) **“the future belongs to the people who unleash viruses online”**. So it is important to design a good message for the products because this raises the opportunity for the product to become profitable. It is hard to construct a successful viral message, but if you succeed with it you can get a big success from a small investment.
- The “AIDA mode” is a well-known model, which can be used to influence consumers purchasing behaviour. A viral message according to “AIDA” has a good chance to take the consumer all the steps from awareness of a need to purchase decision in the consumer buying process.
- The “AIDA Model”, which stands for “Attention”, “Interest”, “Desire”, and “Action” model, is the model which effects advertisement and the model that identifies the stages that an individual goes through during the process of purchasing a product or service. The “AIDA model” is mostly used in digital marketing, sales strategies, and public relations campaigns.

The AIDA Model Hierarchy



Fig 4.7

The steps involved in an **AIDA model** are:

Attention: In this step the marketing or advertisement is considered about how to attract the consumers attention.

Interest: Once the consumer is aware about the product or service exists, the business must start working on increasing the customers potential interest level.

Desire: After the consumer show interest in the product or service, then the goal is to make consumers desire about that particular product or service, moving their mindset of the consumer from “I like it” to “I want it.”

Action: The ultimate goal is to drive the receiver of the marketing campaign to initiate action and purchase the product or service.

Therefore, the AIDA model says that Awareness leads to Interest, which leads to Desire, and finally, Action.

Digital Marketing (DM)

- DM is also key in the analysis of viral marketing. It defines the promotion of brands, products and services via any forms of electronic media. It is quite similar to marketing itself but differs in terms of channels used and methods. It helps analysing marketing campaigns and understand why it is working or not in the real time.
- The process can vary according to different perspectives. However, the first step is planning (coordination of marketing activities, visibility to status and budget). The next one is to attract by choosing the media to use and the place. Then after attracting customer's, the following process is to create ideas and help integrate a brand in people's life. Executing is part of the process as all strategies have been implemented in the campaign. The next step is the measurement. Goals and objectives have been set in the planning, therefore this step checks if everything has been achieved correctly or not. The final step is to optimize the brand. The process is, like the marketing one, linked to 4E's. These are the "Exchange", "Everyplace", "Experience" and "Evangelism". The strategy takes care of both the 4P's and the 4E's when choosing a campaign.

5. CASE STUDIES

Case Study 1: Ministry of Food Processing (GOI) spread awareness about World Food India through social media platforms about not to waste Food.

In 2017, the MFPI which is a ministry of the Government of India was searching for various ways to spread and promote awareness about (WFI).



Fig 5.1

The Ministry wanted to promote India as the world's food factory. They desperately were searching a way out where they could interact with the people and raise not only the awareness about the same ie the food products but also to educate Indians on how India is the largest producer of food and food products around the world ,but suffers from an acute shortage of food.

India is one of the fastest-growing economy in the world, although 40% of its food produced by us is wasted annually. Therefore, the youth in this country needed an awakening regarding the same and **“World Food Day”** which is the ideal time to start with it.

The Ministry analysed the youth to be highly approachable on social media platforms and therefore, the ministry needs to look out for innovative digital marketing strategies to reach them out directly through the social media platforms like Facebook, twitter, linden etc.

So, they hired a **digital marketing agency** which designed a creative marketing strategy that talked about wastage of food and how we can tackle it. The agency targeted the audience with very creative posts and they started engaging campaigns with hashtags.



Fig 5.2

Results:

- 4000+ leads started to generate comprising potential “Exhibitors”, “Investors”, “Delegates”, and other “Partners”.
- 3000+ posts were created across social media platforms and 4000+ registrations were done via website

- 100+ million impressions were generated through social media platforms
- Dominated India's twitter-sphere through 8 successful trending activations
- There were around 100 times growth in Twitter followers – from 1400 to 150k as the campaign continued.
- \$20 Billion Worth MoU's were signed
- Slogans “#ReduceFoodWastage” (Impression generated: 51.000.000)
- “#NoWasteOnMyPlate” (Impression generated: 2,0326,113)
- “#WarOnFoodWaste” (Impression generated: 47988450)

Case Study 2: “How KFC India Boosted its presence on social media platforms with campaigns like “Design your own bucket”, “Radio KFC RJ Hunt” and “Currycature”

To boost your online presence and increase the sale of products the social media is one of the best platforms within the country. Same has been well followed by KFC which is one of the most famous global restaurant chain brands. KFC have tried many campaigns to increase their **online presence on social media platform** for the brand awareness.

KFC previously had launched very famous campaigns like “*Radio KFC RK Hunt, Design Your Own Bucket campaign*” and “*Currycature*” to target the young audience by involving mobile apps. These campaigns have been of great help for them to develop their brand awareness as well as increased engagement with their customers.

How did they do it?

When they started “*Radio KFC RJ Hunt*” Campaign, around 3000 people in 30 Indian cities participated in the competition.



Fig 5.4

The campaign was a social media campaign to promote KFC's brand in-house radio channel where fans recorded their voices over the internet using the Facebook App and shared their radio experience in analogue. Newcomers specially wanted to try their hands over this hunt and decided to take part to collaborate with the famous brand.

Similarly, the "*Design Your Own Bucket*" campaign was another social media marketing strategy where the participants were asked to create their own KFC buckets.

There were around 5500 entries that took place in total where the participants came up with their own colourful KFC buckets. Additionally, they have also introduced bucket entries with Sachin Tendulkar's picture on the KFC bucket on the day when he retired.



Fig 5.5

Another innovative campaign of KFC's was "*Currycature*" in which the participants have to choose one of the character with an ethnic Indian touch and then to upload the pictures online. Nearly 17K "*Currycatures*" were made by their fans which gave them a unique experience with this brand.



Fig 5.6

Results:

- KFC was featured among the top 5 socially devoted brands by Social Baker.
- The overall positive engagement with Facebook page grew drastically from 6.2% to 93.8% which was around thrice the sector average.
- Now KFC was being placed among the top five fastest-growing brands on social media in India.

Case Study 3: LEGO's Digital Marketing Strategy**Fig 5.9**

Lego utilizes a large variety of marketing channels which includes traditional and modern marketing channels. In a traditional way, it has relied upon tools like media publications, magazines, in-store promotions and campaigns for marketing. However, as the time passed a lot has changed about its marketing strategy and the brand in using the digital tools for marketing its own brand and products. It is also using digital technology for customer engagement, brand awareness and to connect with customers.

Digital campaigns have now become an integral part of its marketing strategy. The brand has also grown its investment in marketing due to digital campaigns. The distribution and sales expenses of Lego which include its advertising and promotion costs were 2.66 billion Danish Krone in 2018. Apart from its own websites, Lego has developed gaming websites and e-commerce channels, the brand is using other digital tools too for marketing and promotions as well as customer engagement and brand awareness.

How Lego is using social media marketing:

Social media is also an important part of the marketing strategy of Lego and from Facebook to YouTube, the brand is actively using all these channels to grow its customer base and engage followers. Lego has more than 13 million followers on Facebook. It has also achieved excellent user engagement rate on Facebook. The company has been making 1 to 2 posts daily and most of these posts are receiving thousands of likes. On the other, it also proved that Facebook can also be an excellent marketing and customer engagement channel for advertisement of toys, games and entertainment brands.

Instagram is also one of the leading marketing channels Lego uses. On Instagram, Lego has more than 4 million followers. The company shares both images and videos through Instagram and has achieved a highly attractive level of engagement through the image and video sharing, social networking website. Some of these posts have received more than 100K likes.

Analysis for Lego by using “ASCOR Framework”

The plastic construction toys in a line were manufactured by the Lego Group, a privately held company based in Billund, Denmark. The company’s flagship product, Lego, consists of colourful interlocking plastic bricks accompanying an array of gears, figures which were called minifigures and various other parts. The Lego was founded by Ole Kirk Kristiansen in the year 1932, and based on the iconic Lego brick, it is one of the leading manufacturers of play materials.

Assessment Phase

External Analysis -

- **Sociocultural** -Its statement is creativity unlimited...just imagine'(www.lego.com)the company business most important part is making a play material product they give four main product range to consumer – play material for “0-5”, “4-9”, “7-16+” years old child or boys, family attraction, lifestyle products and media. Along with it they also make a product for educational users for 7-16+ generation.
- **Technology** – The technology was for “0-5 year’s” old children and they created 37 different type of products which had increased their motor skills and sense. Lego is always interested in the technology which shows in their theme park. The company provides facilities for their consumers not only the internet, but also with extensive information about their product ranges.
- **Economic** - The company and all economies depend on their product in spite of the poor result they maintained their domination. They are continuously moving ahead and achieving their goals. After the crisis they signed an agreement with other toy companies which will help to give a better service and response to customers.
- **Environmental** - Lego group has set a huge example of sustainable development of ideas.

Internal Analysis -

- **Strengths** - Their product is associated with history and is intricately woven with today’s generation. It has a massive consumer base across age groups.
- **Weakness** - Premium pricing in toy business, Lego has to expand among females.
- **Opportunities** - Expanding global presence in Asian countries like India and China.
- **Threats**- Videogames,onlinegamingsegmentandcounterfeit,cheap alternatives.

Digital Presence Analysis-

- **Movie Franchise** - Lego has released multiple quasi stop motion style movies with its favourite Lego characters.
- **Vine & Instagram Videos** - Lego posts 2 videos a week on both social media platforms.
- **YouTube** - Lego has a huge video content on its “YouTube” channels. Each range of sets have their own “YouTube” channels. They consist of “How to” tutorial videos for the Lego enthusiasts.
- **Twitter** – Lego “Twitter” account helps movies to build their anticipation before being released in upcoming years. On “Twitter” to its customers Lego has a high response rate. They are using the platform in equal parts for content marketing, engagement, customer service and broadcasting.
- **Lego Ideas Community** - This community directly engages with Lego enthusiasts to develop “ideas for Lego sets”.

Objectives & Development Review

- Cultivating the builders of tomorrow.
- Expand their engagement with Idea creators.
- Keep the age groups interested in Lego Products through wide offering.

Strategy

STP 2.0 has been used here

- **Segmentation** - number of different segments of the toy market have been identified by Lego, using age, gender, country and interests. Strong segments included younger children that it reached with Duplo, children at a young age are interested in Star Wars, they were served by its Star Wars Lego range, and children interested in emergency services by its Lego City range. These and other segments were all notionally boy segments, reinforcing the perception that Lego is just for boys. This left a gaping hole in half the toy market where Lego had limited success.

- **Targeting** - If Lego could develop and position products to reach this segment (girl's segment) of the market it would offer great opportunities. Lego has attempted to correct this perception on four previous occasions but with limited success. In 2011 also, less than 10% of Lego players were girls. Currently, Lego is targeting customers across all age groups.
- **Positioning**- Lego has to position itself to be more attractive to the females. They can include more female Lego characters and create more female based movies to create an appeal among the females. Currently, Lego has positioned itself to be a universal toy which is not only meant for the kids but also for adults through the
- **ALOF** - Adult Fans of Lego. It has positioned itself into a Brand which focuses on integrating the views of their customers in their products.

Communication and Channel Mix

- **Lego for Kids** - They developed online games for kids and animated videos to attract the kid's attention.
- **Lego for Adults** - They developed a community titled Adult Fans of Lego, hence expanding their customer base beyond the young kids.
- **Build it Campaign** - Aimed at parents to value the product in the lives of the children and see it as a tool to enhance the imagination and creativity among kids.
- **Lego Movies** - It also helped expand the customer base.

Some of the communication mediums

- **Movie Franchise** - Lego has released multiple quasi stop motion style movies with its favourite Lego characters.
- **Vine & Instagram Videos** - Lego posts 2 videos a week on both social media platforms.
- **YouTube** - Lego has a huge video content on its "YouTube" channels. Each range of sets have their own YouTube channels. They consist of "How to"

tutorial videos for the Lego enthusiasts.

- **Twitter** - Lego Movie “Twitter” account helps build anticipation for movies to be released in upcoming years. Lego has a high response rate on Twitter to its customers.
- **Lego Ideas Community** – The Lego community directly engages with Lego enthusiasts to develop ideas for Lego. The ideas which gained more than 10,000 votes are forwarded to the Lego heads for possible development.
- Lego has 13 million followers on “Facebook”.
- Lego Education for Kids
- Lego Masters for creation of competition programs on TV.

Operations

- Lego ran the “**Rebuild the world**” Campaign which was the first global campaign for 30 years. It was the first work they did with creative agency BETC and forms the brand's wider strategy to help people understand the creative value of play by installing a “**fresh creative culture**” in children. The campaign was run on TV, Cinemas, social media and Lego owned channels.
- Its “**Millennium Falcon**” model created by the company in 2017 is also one of its largest sets. These products are highly useful in terms of marketing, apart from general publicity they also drive higher sales values.
- Lego has brought products based on several themes like “Star Wars”.
- Lego is now expanding avenues by collaborating with Brands such as Disney and Warner Bros.
- Lego also has created 8 Lego Land Theme Parks operated by Merlin Entertainment.
- Lego opened Lego House in Billund which is playground full of 25 million bricks.

Refinement

- Deploy a standardized planning and reporting cadence.

- Track head count and monitor budget spend for ROI analysis.
- To Distribute the monthly reporting package with analysis of results and business impact.
- Engage with Partner Sales teams in APAC to track measurable shared goals
- Creating a process to gather input for multiple reporting mechanisms, and report out as needed including monthly reports for sales and marketing leadership.
- Work closely with Lead Management and DM teams to develop a cross sales funnel analysis of marketing channels and programs.

6. Examples of Viral Marketing

Mirinda India



Fig 6.1

Youtube views- 46 million

In the year 2017, ‘**Mirinda**’, the orange flavoured sparkling drink from PepsiCo gave the country’s students and youth a voice and told the country about the exam pressure which the students face because of their parents. Their second edition ‘**Release the Pressure**’ campaign, in which this brand made its voice louder, and brought this issue of constant comparison by parents in front of the country.

‘**Release the Pressure**’ campaign focussed on the issue of parents comparing their kids with other children which lead to depression and other suicidal tendencies amongst students. The campaign illustrated a short film featuring young children who talked about the academic pressure which they face daily due to constant comparison by their parents with other children. The brand re-ignited this issue through a short film. This powerful film, aimed to make parents realise that how this constant comparison of their children by the parents with other children can lead to lower self-esteem amongst teenager and can lead to suicidal cases among the students.

Levon Serum



Fig 6.2

Youtube views- 12 million

‘Livon’ Serum launched its latest advertising film which is an extension of its campaign- ‘**Salon Nahin Livon**’. This advertisement, features a young girl who is always striving to look her fabulous best and the utmost important thing to her is being ‘self -ready’.

The advertisement shows two girls seated in a library, who wants to go for outing which was planned in last minute by their friends. Being excited for the trip one of the girls expressed her discomfort due to her frizzy hair and she wished to have fabulous hair before stepping out for outing. She asked her friend to wait than she pulled out a large mirror, steamer, blow-dryer, and everything which could be found in a salon, from her bag. After looking at her with shock, the friend wondered what would be her next step, when the voiceover came – **“You can’t carry your salon everywhere you go, that’s why carry Livon Serum”**.

TINDER



Fig 6.3

Youtube views- 1.8 million

Each swipe on Tinder creates the possibility of meeting someone new and interesting, and get started with something new and epic like - an epic and eternal friendship, a crazy adventure or a love story which can be made eternal. There are literally endless possibilities in the palm of your hand. This new digital film of “Tinder” brings this world all the possible alive possibilities. This latest video features a girl full of fun and confidence, played by actor Kavya Trehan, as she goes about exploring herself and the world and enjoying the adrenaline rush created due to bonding with the people she met along her way. Her world is full of ease, spontaneity, joy ,excitement and adventure, without any fear of rejection or judgment to hold her back.

7. DATA ANALYSIS

Limitations of Research Methodology

General limitations:

1) Limitation of sample size

Due to resource and time constraint a small sample size is used in the structured questionnaire which limits the extent to which the general theory can be applied. In addition to it the convenience sampling method have also helped in generating valid data analysis and also helped in improving the accuracy of our results.

2) Issue of time concerned with VMC campaigns

In our research, the questions posed to consumers were generally based on the past, such as whether they had forwarded emails to “peers”, purchased a “product or service” or have they purchased anything after seeing its advertisement on ‘Facebook’, ‘Youtube’ or ‘blogs’. Thus, no real time data has been collected and our data and subsequent conclusions will be based on the consumer response in the questionnaire, and in cases where consumers are not aware of the campaign or have forgotten whether they purchased a particular advertised product or service, this will decrease the accuracy of our study.

3) Geographical constraints

We have limited our target respondents for the structured questionnaire to consumers who are in my social circle including my MBA and BTech colleague friends, relatives and my colleagues working in my organization. So this research doesn't include the general consumer as a whole.

Limitations of the structured questionnaire

1) Non-Response Error

As mentioned in the previous section, there were cases in which the questionnaire was returned to me in an incomplete manner. This can be deemed as nonresponse error on the part of the respondent. Nonresponse is defined as a failure on the part of prospective respondent to take part in the survey or to answer specific questions in the questionnaire. On my part, tried to keep this error to a minimal by ensuring anonymity and confidentiality and informing the respondents that their answers will remain private and will not associate their names with their answers. In addition, as mentioned previously also discarded returned questionnaires which contained more than 20% of erroneous replied.

2) Respondents Misunderstanding

Respondent misunderstanding is defined as situations in which a respondent gives an answer without comprehending the question and/or the accompanying instructions. Potential respondent misunderstandings exist in all surveys. We deem that cases of respondents checking more than one box in the questions as respondent misunderstanding the requirements of the questions.

EXAMPLES OF SURVEY QUESTIONS

1) What is your “age?”

A- 21-30

B- 31- 40

C- 41 – 50

D- 51-60

2) What is your “gender?”

A-Male

B-Female

3) What is your “educational qualification?”

A- Upto 12th standard

B- Graduation/diploma

C- Postgraduation

5) How often do you read a “blog? “

A- Daily

B- Weekly

C- Monthly

D- Ocassionally

6) Have you ever bought a product or service after seeing if advertised or read about it on a “blog?”

A-Very often

B-Often

C-Not often

D-Never

7) Do you use “Facebook?”

A-Yes

B-No

8) How often do you use “Facebook?”

A- Daily

B- Weekly

C- Monthly

D- Ocassionally

9) Have you ever bought a product or service after seeing it advertised on “Facebook?”

A-Very often

B-Often

C-Not often

D-Never

10) Do you use “YouTube?”

A-Yes

B- No

11) How often do you use “YouTube?”

A- Daily

B- Weekly

C- Monthly

D- Ocassionally

12) Have you ever bought a product or service after seeing a Video on “YouTube?”

A-Very often

B-Often

C-Not often

D-Never

13) Have you ever got influenced to buy a product or service after seeing a Viral Message?

A-Yes

B-No

14) Do you usually buy products or services online on impulse?

A-Yes

B-No

15) Has a VM campaign raised your awareness for a need of a product or service?

A-Yes

B-No

16) If you see a Viral Message that catches your interest do you forward it to your friends or family?

A-Yes

B- No

RESULT OF DATA ANALYSIS

The result of the “**Primary research**” is presented in the following section. The collected data is visualized through statistical graphs which have been made through online survey by “**Google Forms**”. Here “**exploratory data analysis**” is used which outline the main characteristics of the data.

Analysis of Personal Data

GENDER OF THE RESPONDENT

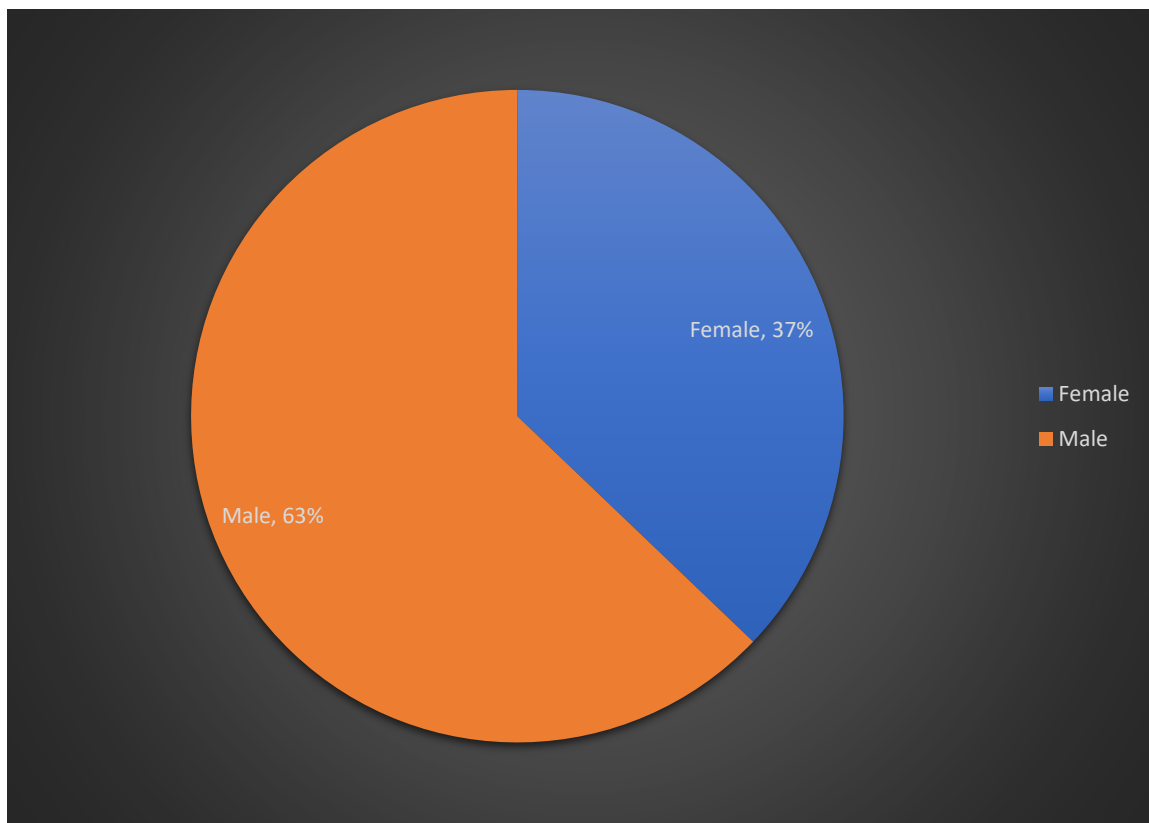


Fig 7.1

The first question of the questionnaire was asked about the gender. Out of the 78 respondents 49 respondent defined themselves as male and 29 respondents defined

themselves as female. Of the 78 respondents result showed that “63%” of them were male and “37%” of them were female.

AGE OF THE RESPONDENTS

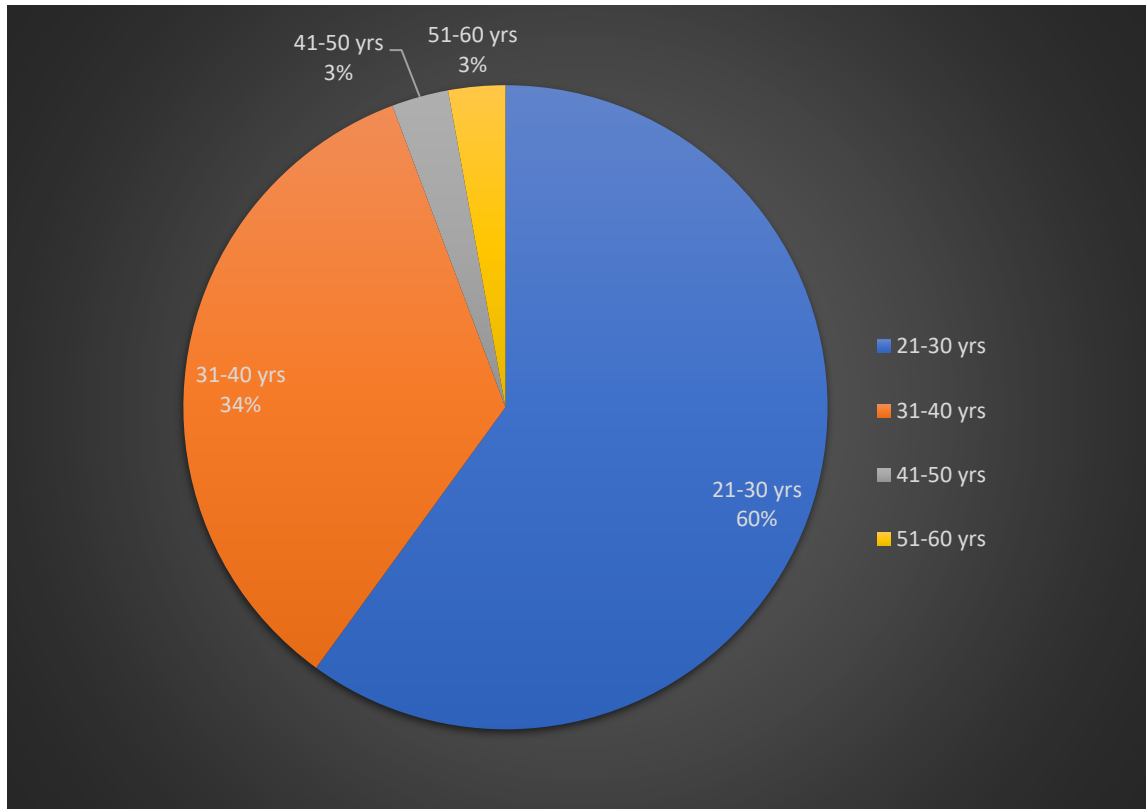


Fig 7.2

The second question was to specify their age. The age group was set in a no “21-30”, “31-40”, “41-50”, “51-60”. The result showed that most of the respondents were from the age group of “21-30” around 62.8%. Second most respondents were from the section “31-40” around 32.1% and the least respondents were from the category of “41-50” and “51-60” around 2.5% each.

EDUCATIONAL QUALIFICATIONS OF RESPONDENTS

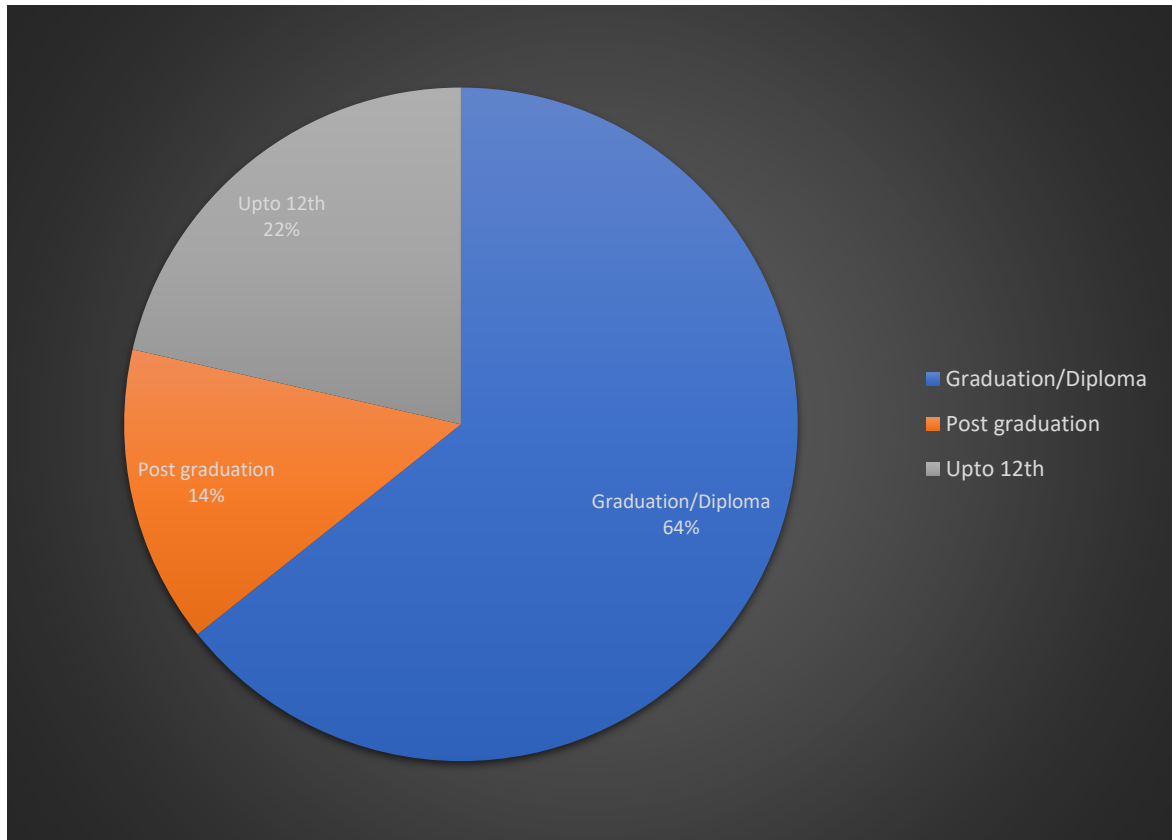


Fig 7.3

The third question was asked to the respondents about their educational qualifications. The qualifications were defined into three categories namely “upto 12th standard”, “graduation” and “post -graduation”. The result showed that most of the respondents were graduate around 64% i.e nearly 49 out of 78 respondents were graduate, few of them were post-graduate around 14% i.e nearly 11 respondents out of 78 were post -graduate and the respondents who have only intermediate as their qualification were only 22% out of the total 78 respondents i.e 18 respondents out of 78 have intermediate as their qualifications.

FREQUENCY OF VISITING BLOGS

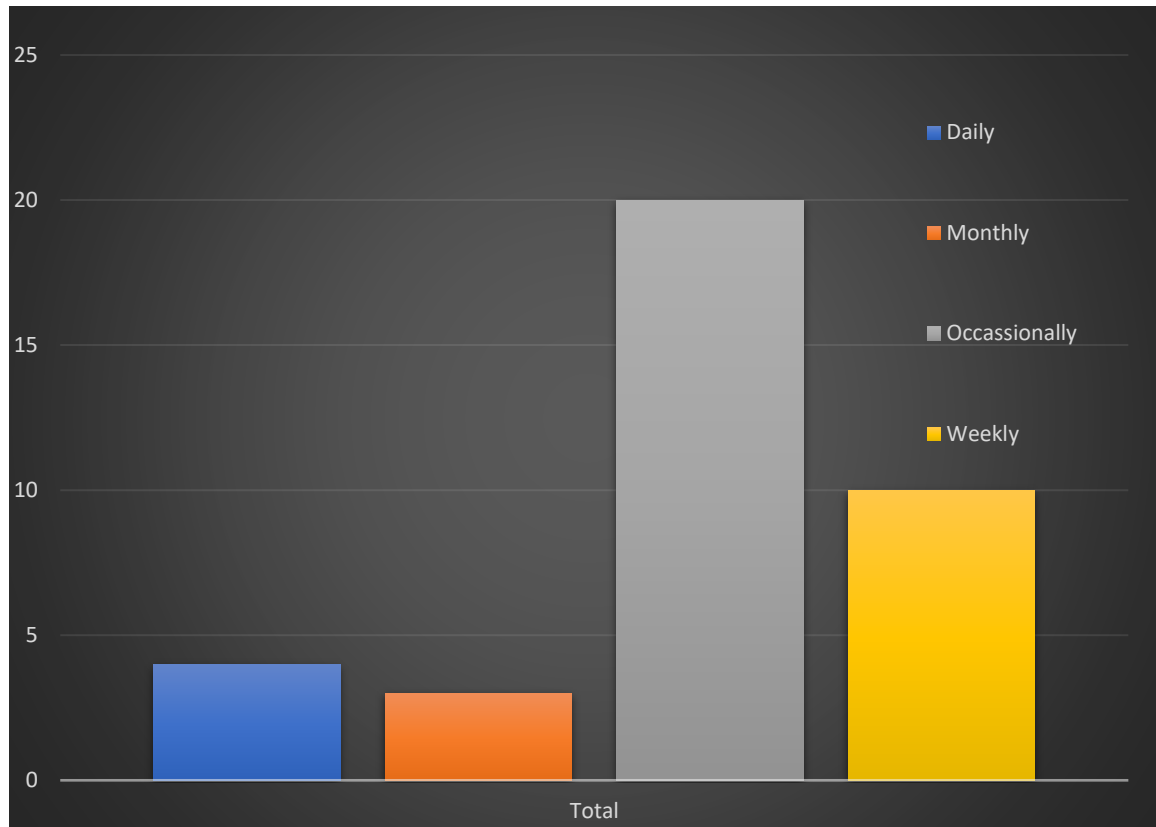


Fig 7.4

The fourth question of the questionnaire was asked to the respondents about their frequency of visiting the blogs for the purchase of the product. The categorization in which the respondents can visit the blog for product purchase was bifurcated into 4 ways i.e “daily”, “monthly”, “occasionally”, and “weekly”. The maximum no of respondents who said that they occasionally visit the blogs were around 20% i.e 16 respondents out of 78 visited the blog occasionally to purchase the product, so that they can make their opinion based on the customers that have already used that product. The respondents that visit the blogs weekly were around 10% i.e nearly 8 respondents out of 78 visited the blog weekly to purchase the product. Nearly 3% of the respondents visited the blog monthly i.e 2 respondents visited the blog monthly and percentage of respondents who visited the blog daily is around 4% i.e 3 respondents out of 78 visited the blog daily. Maximum no of respondents nearly 41% was not able to give their opinion on visiting the blogs.

CUSTOMER PURCHASE DECISION AFTER VISITING A BLOG

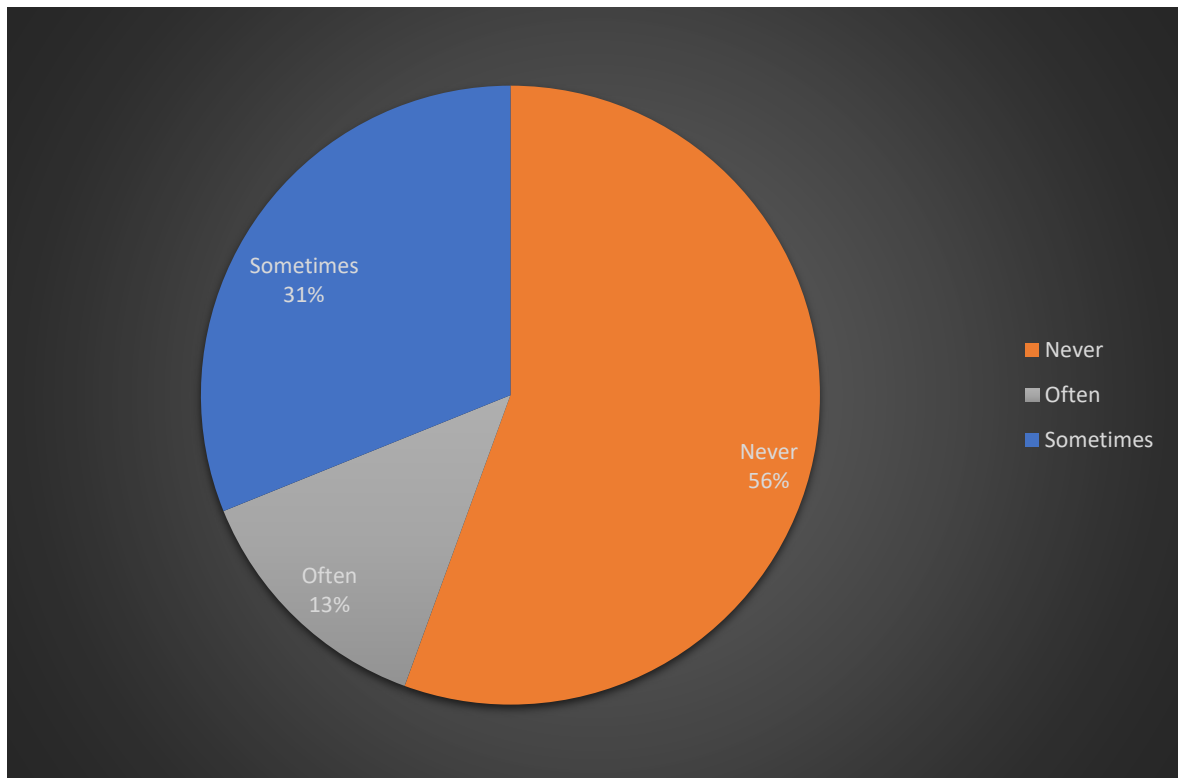


Fig 7.5

The fifth question of the questionnaire was asked to the respondents about the purchasing of the product after they visit the blog. The purchasing decision made by the customer after visiting a blog was bifurcated into 3 parts i.e “never”, “often”, and “sometimes”. The respondents who visited the blog for the product but didn’t buy the product after visiting the blog is nearly around 56% i.e 44 respondents out of 78 have never purchased the product after visiting the blog. The respondents who sometimes have purchased the product after visiting the blog is around 31% i.e nearly 24 respondents out of 78. Respondents who have often purchased the product after visiting the blog is around 13% i.e nearly 10 respondents purchased the product after visiting the blog.

FREQUENCY OF VISITING FACEBOOK

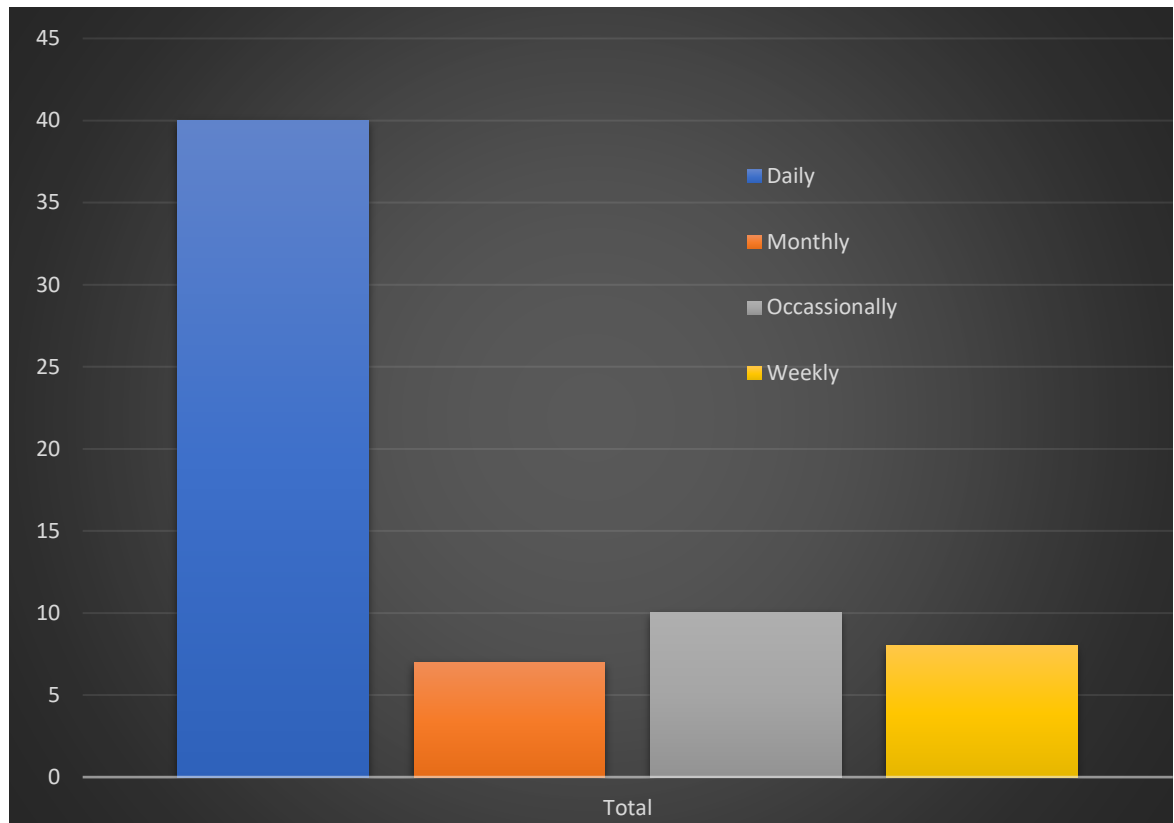


Fig 7.6

The sixth question of the questionnaire was asked to the respondents about their frequency of visiting the “Facebook” website and the response was bifurcated into 4 parts i.e “daily”, “monthly”, “occasionally”, and “weekly”. The maximum respondents said that they daily visit “Facebook” approximately 40% of the respondents said that they visit “Facebook” daily to make their opinion about the product or to purchase the product i.e nearly 31 respondents out of 78 visit “Facebook” daily. Respondents who visit “Facebook” website occasionally were around 10% i.e nearly 8 respondents out of 78 visit “Facebook” websites daily. Approximately 7% of the respondents said that they visit “Facebook” website monthly i.e nearly 5 respondents out of 78 visit “Facebook” websites monthly. Respondents who visit “Facebook” website weekly was around 8% i.e nearly 6 out of 78 respondents visit the “Facebook” website weekly. Nearly 35 of the respondents were not able to give their opinion i.e nearly 36% were not able to provide their opinion.

CUSTOMER PURCHASING DECISION AFTER VISITING FACEBOOK

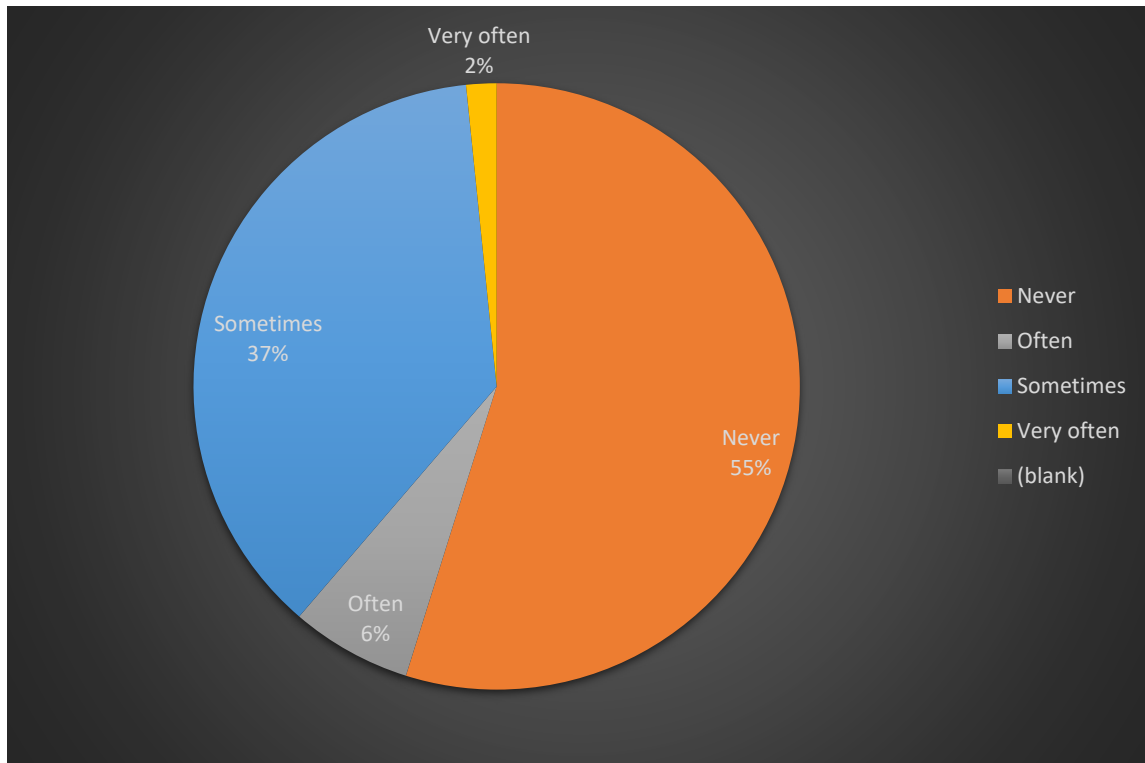


Fig 7.7

The next question was asked from the respondents about purchasing the product after visiting “Facebook”. Maximum of them 55% said that they never bought the product after visiting “Facebook” i.e nearly 43 respondents out of 78 said that they didn’t purchase any product after visiting “Facebook”. While the respondents who bought the product sometimes after visiting “Facebook” were around 37% of the total i.e nearly 29 respondents out of 78 said that they sometimes have bought the product after visiting “Facebook”. Respondents who have often bought the product after visiting “Facebook” were around 6% out of the total respondents i.e nearly 4 respondents out of 78 said that they have often purchased the product after visiting “Facebook”. Respondents who said that they have very often bought the product after visiting “Facebook” were around 2% of the total respondents i.e nearly 2 respondents out of 78 said that they have purchased the product very often after visiting “Facebook”.

FREQUENCY OF VISITING YOUTUBE

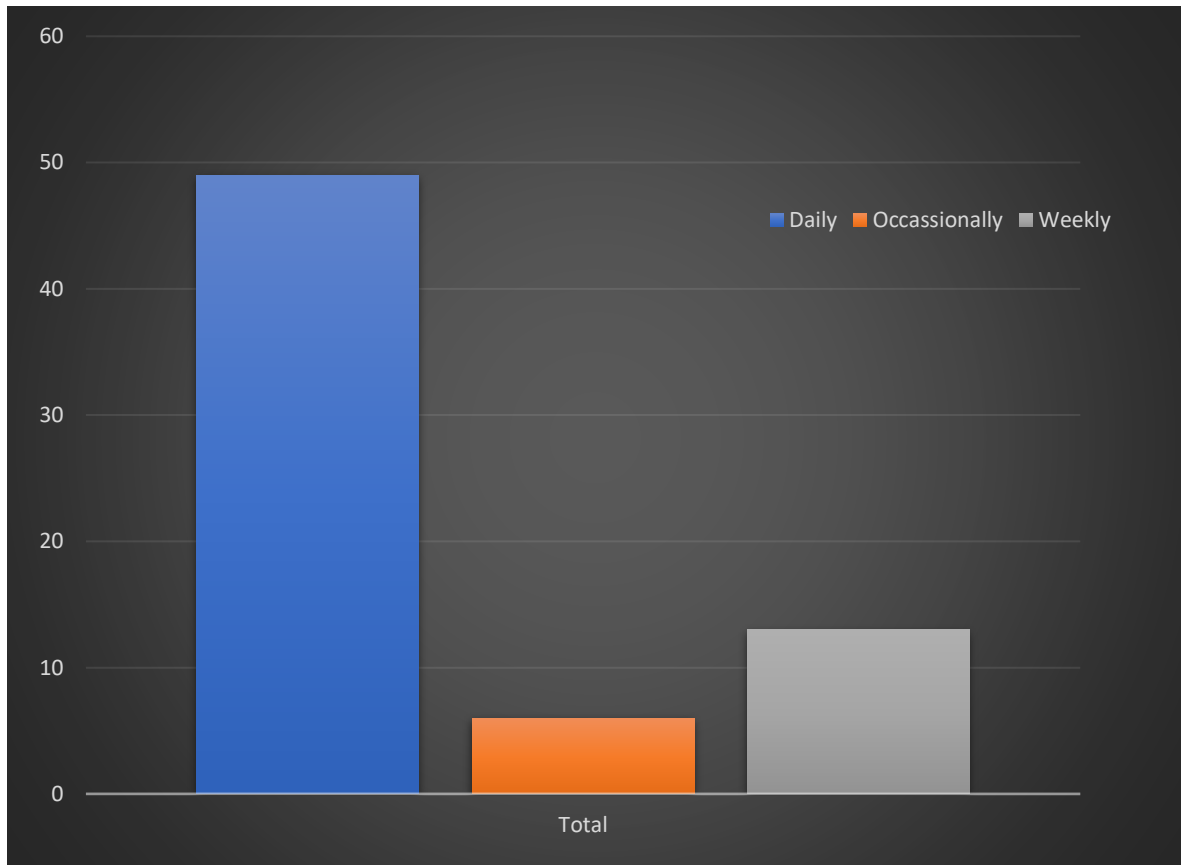


Fig 7.8

The next question was asked to the respondents about their frequency of visiting the “Youtube”. Maximum of the respondents approximately 49% of the total respondents said that they daily visit “Youtube” either to watch videos or movies or songs i.e nearly 38 respondents out of 78 respondents said that they visit “Youtube” regularly. Many of the respondents approximately 12% of the total respondents said that they visit “Youtube” weekly i.e nearly 9 respondents out of 78 said that they visit “Youtube” weekly. Some of the respondents approximately 4% of the respondents said that they visit the “Youtube” occasionally i.e 3 respondents out of 78 said that they visit “Youtube” occasionally. Nearly 13% of the respondents were not able to provide their opinion on this.

CUSTOMER PURCHASING DECISION AFTER VISITING YOUTUBE

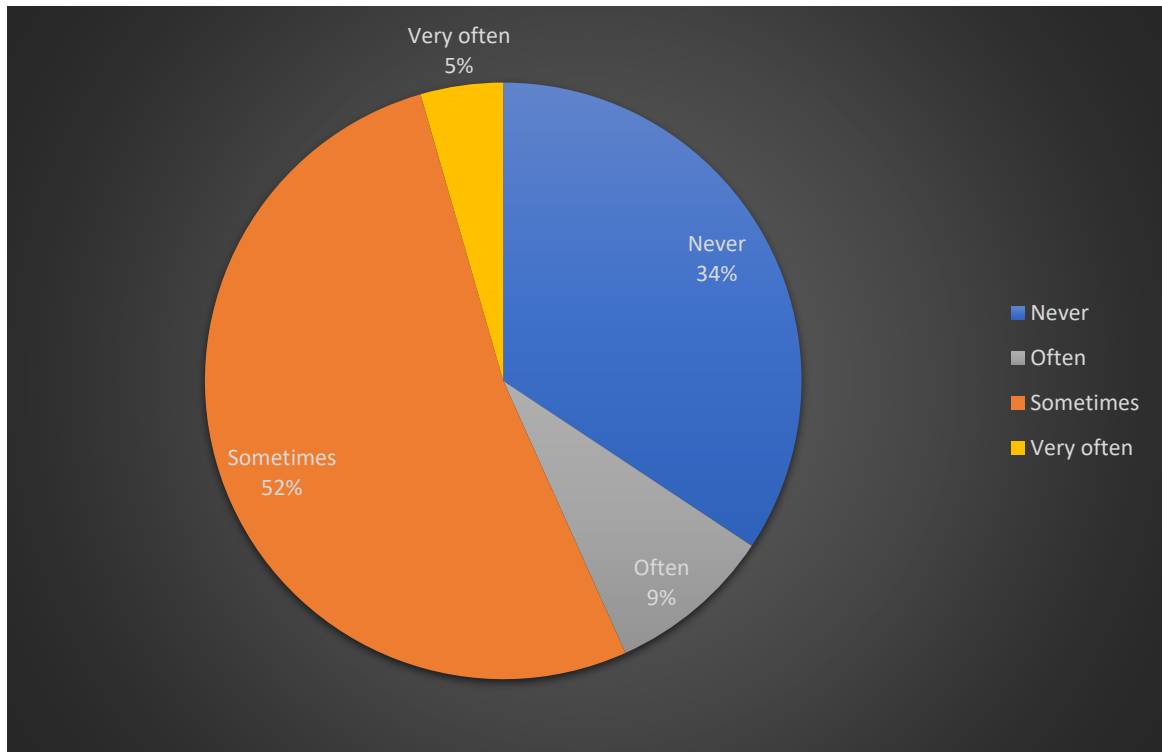


Fig 7.9

The next question was asked from the respondents about purchasing the product after visiting “Youtube”. Maximum of them 52% said that they sometimes purchased the product after visiting “Youtube” i.e nearly 41 respondents out of 78 said that they sometimes purchased the product after visiting “Youtube”. While the respondents who never bought the product after visiting “Youtube” were around 34% of the total respondents i.e nearly 27 respondents out of 78 respondents said that they never purchased any product after visiting “Youtube”. Respondents who often purchased the product after visiting “Youtube” were around 9% of the total respondents i.e 7 respondents out of total of 78 respondents often purchased the product after visiting “Youtube”. Respondents who very often purchased the product after visiting “Youtube” were around 5% of the total respondents i.e nearly 3 respondents out of 78 very often purchase product after visiting “Youtube”.

FAMOUS EXAMPLES OF VIRAL VIDEO MESSAGES BY RESPONDENTS

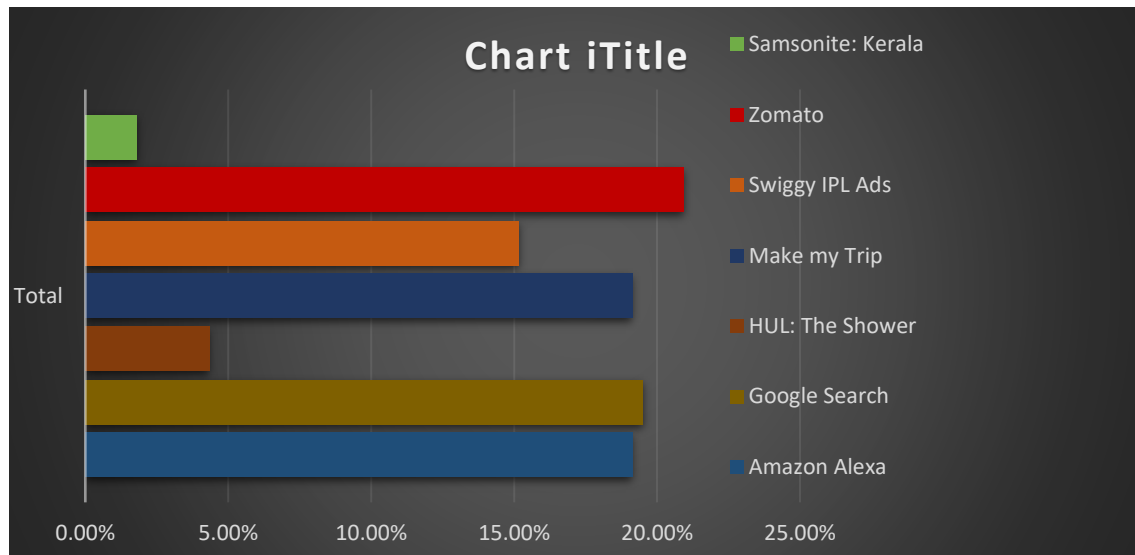


Fig 7.10

Respondents were asked if they have either purchased or ordered any product or services by watching the viral video messages online. Maximum of the respondents nearly 22% said that they ordered the food online from Zomato i.e nearly 17 respondents out of 78 respondents admitted of ordering food online through Zomato. The second maximum product search was made through Google search engine and around 19% of the total respondents said that they searched the product competence on google search engine before buying the product i.e nearly 14 respondents out of 78 respondents relied on google search. Many of the respondents said that they have purchased the Amazon Alexa speakers by seeing the viral marketing video, so nearly 18% of the respondents said that they purchased those speakers by seeing the advertisement and searching its features on google search engine i.e nearly 14 respondent out of 78 accepted of purchasing the speakers by seeing the advertisement. The next one was make my trip and many respondents claimed that they have used make my trip to book their flight tickets and international holiday packages and hotel reservations by seeing the advertisement of make my trip on T.V, “Youtube” etc .Nearly 18% of the respondents accepted of making use of make my trip to plan their trip i.e approximately 14 respondents out of 78 accepted of using the same. Many of the respondents also accepted of ordering food online by seeing

the advertisement of delicious food items on “swiggy” during the IPL season while watching cricket, approximately 15% people claimed of using “swiggy app” for ordering food online while watching cricket match i.e nearly 12 respondents out of 78 claimed of ordering food online through “swiggy”. After the flood devastation samsonite launched its campaign “**Kerala is open campaign**” and 3% of the respondents accepted that they have purchased the samsonite briefcase by seeing the viral advertisement of samsonite i.e nearly 2 respondents out of 78 claimed to purchase the product after seeing the viral advertisement. Respondents also claimed of purchasing HUL product by seeing the advertisement of HUL, approximately 4% of the respondents claimed that they purchased HUL product by seeing the advertisement i.e 3 respondents claimed to purchase HUL product.

RESPONSE ON “HAVE YOU INFLUENCE TO BUY A PRODUCT OR SERVICE AFTER SEEING A VIRAL VIDEO MESSAGES?”

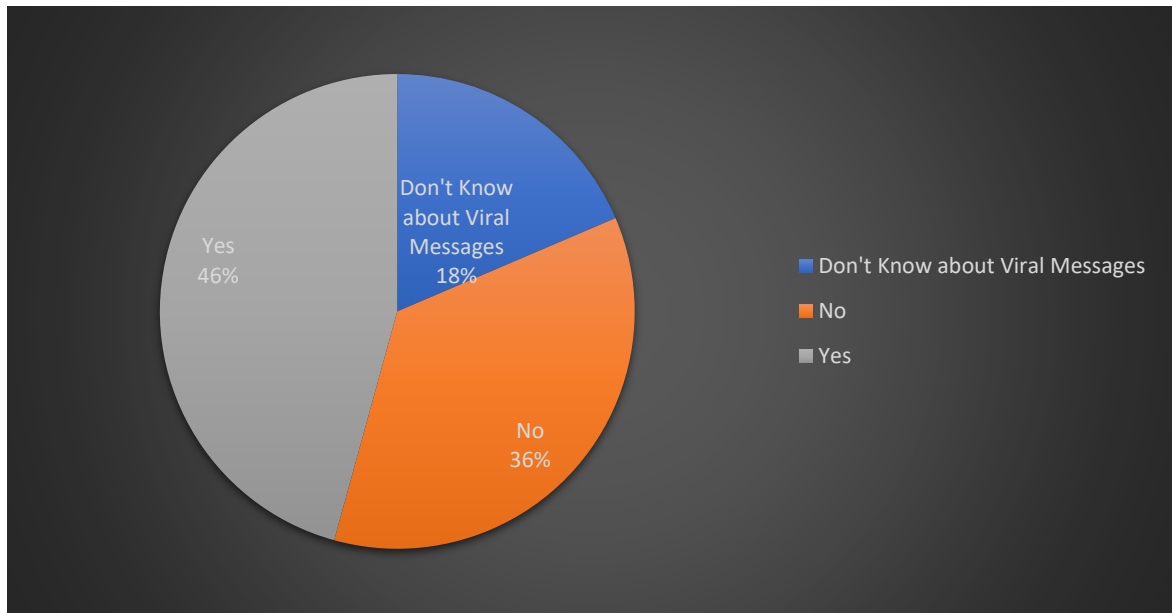


Fig 7.11

Respondents were asked about their responses of purchasing a product after seeing the advertisement. The result that came out was that 46% of the respondents claimed to purchase the product after seeing the advertisement i.e nearly 36 respondents out of 78

claimed to buy the product after seeing the viral video message of the product or service. Respondents who didn't purchased the product after seeing the viral video advertisement were found to be 36% of the total respondents i.e nearly 28 respondents out of 78 don't purchase product or service after seeing the viral advertisement or messages. It also came out from the research that many of the respondents don't know about the viral advertisement or messages and the percentage of these respondents were around 18% out of total respondents i.e nearly 14 respondents out of 78 respondents don't know about viral video advertisements or messages.

RESPONSE WITH RESPECT TO “HAS VIRAL VIDEO MARKETING CAMPAIGN RAISED YOUR AWARENESS FOR A NEED FOR A PRODUCT OR SERVICE?”

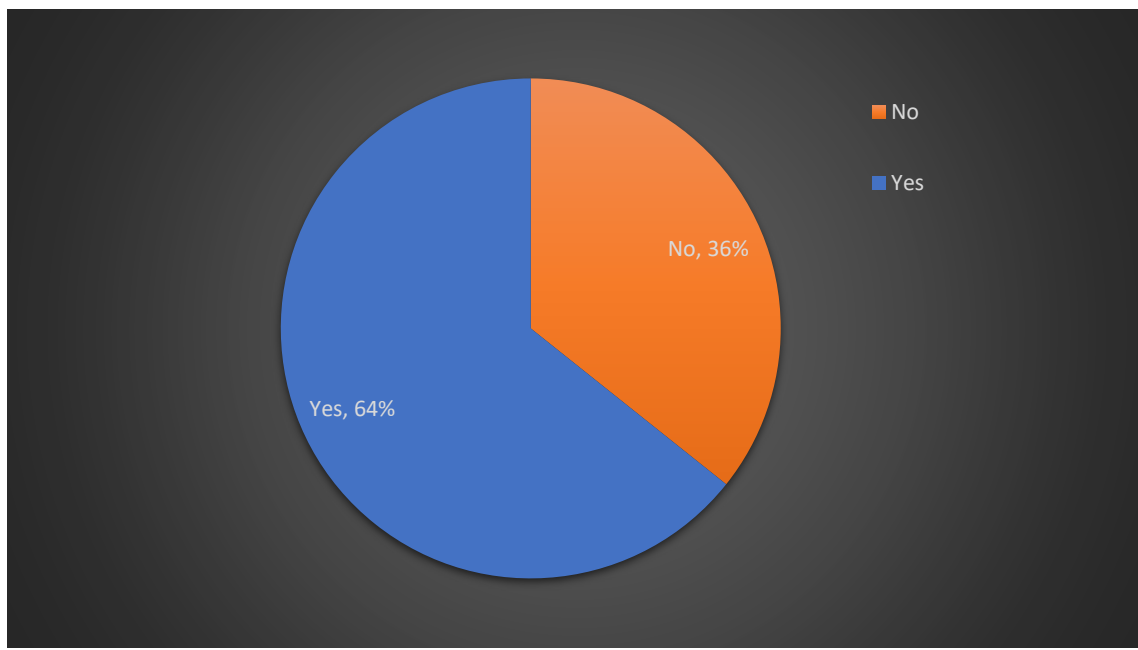


Fig 7.12

Respondents were asked the question about has the viral video marketing or messages have increased their awareness about the product or service and the result which came out was that 64% of the respondents said that viral video marketing increased their awareness about the product or service i.e nearly 50 respondents out of 78 said that they were able to buy a good quality product by seeing the viral video advertisement. Respondents who

claimed that the viral video marketing campaign did not increased their awareness were around 36% of the total respondents i.e 28 respondents claimed that viral video marketing didn't increased their awareness about buying a product or services.

RESPONSE WITH RESPECT TO “IF YOU SEE A VIRAL VIDEO MESSAGE THAT CATCHES YOUR INTREST DO YOU FORWARD IT TO YOUR FRIEND OR FAMILY?”

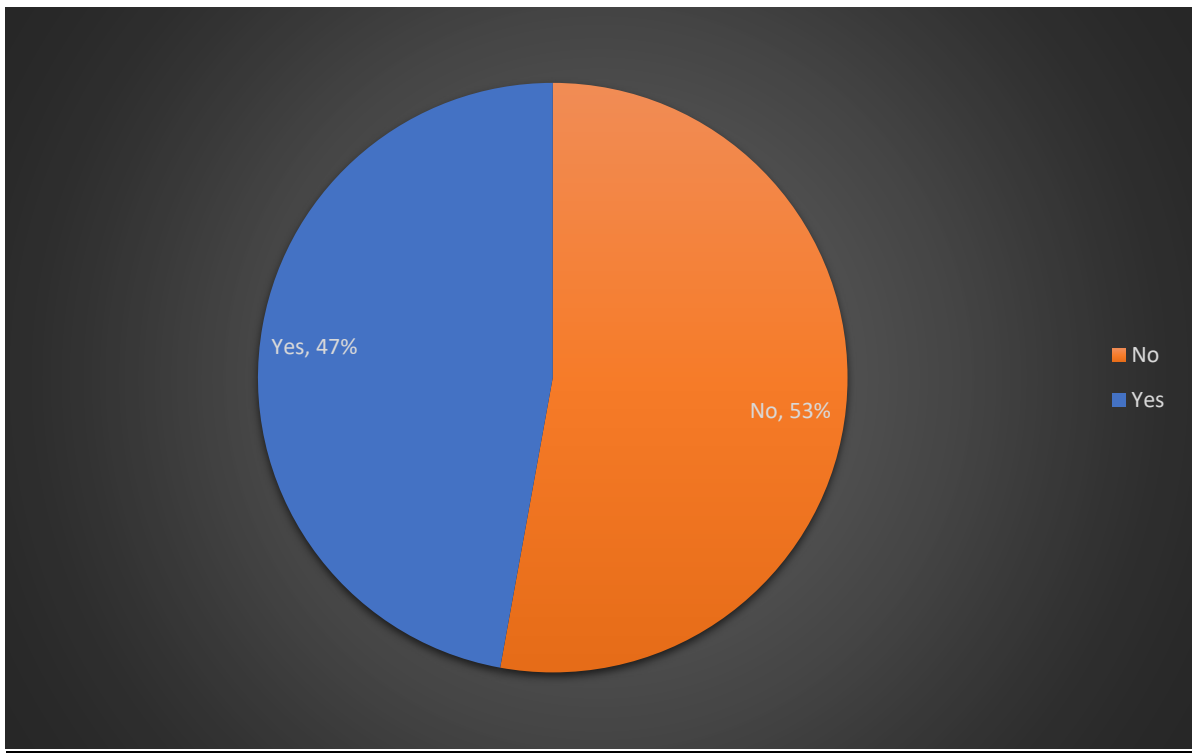


Fig 7.13

Respondents were asked about forwarding the viral video advertisement to their friends, family and loved ones after seeing them and the respondents responded that ,maximum of them 53% do not forward the viral video marketing advertisement or messages to their friends or family since they make the opinion of the product or service by using them only and after they find the quality of the product to be good than only they recommend that product to their friends or family i.e nearly 41 respondents out of 78 were found to be doing the same. Respondents who forward the viral messages to their friends or family were found to be 47% out of the total respondents i.e 37 respondents out of 78 respondents

were found to be forwarding the viral video advertisement or messages to their friends or family.

RESPONSE WITH RESPECT TO “DO YOU GET INFLUENCE TO BUY A PRODUCT OR SERVICE AFTER HEARING ABOUT IT FROM FRIENDS OR FAMILY?”

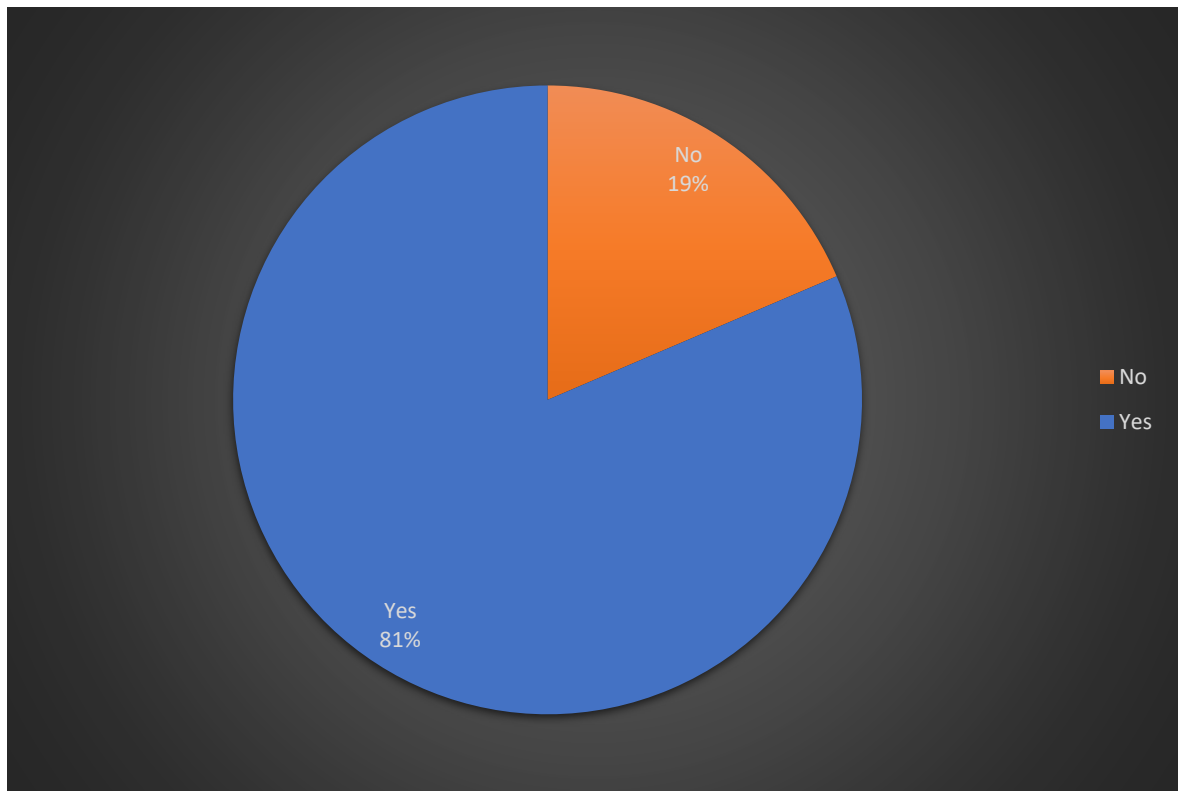


Fig 7.14

Respondents were asked about getting influenced by their friends or family before buying a product or service after hearing about the product or service from them. Maximum of the respondents, approximately 81% out of the total respondents accepted that they were influenced to purchase the product after hearing and being recommended about it from their friends or family i.e nearly 63 respondents out of 78 claimed to be influenced by them. Respondents who were not influenced by their friends or family before buying a product were found to be 19% of the total respondents i.e 15 respondents out of 78 claimed not being influenced by their friends or family before buying a product.

RESPONSE WITH RESPECT TO “HAS READING OR HEARING A NEGATIVE CUSTOMER RESPONSE ABOUT A PRODUCT CHANGE YOUR DECISION ABOUT BUYING A PRODUCT OR SERVICE?”

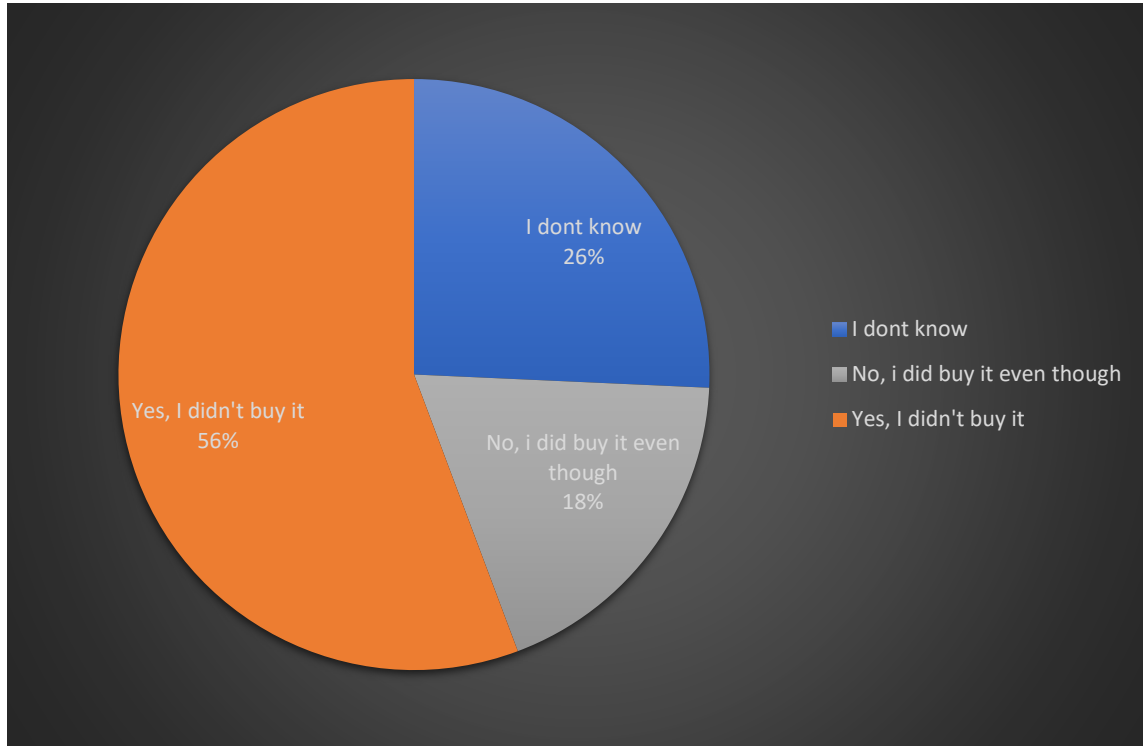


Fig 7.15

Respondents were asked about how hearing the negative comments have changed their decision about purchasing a particular product or service. Maximum of the respondents 56% said that they didn't purchased that particular product after hearing negative comments from their friends or family i.e nearly 44 of the respondents out of 78 respondents accepted of not purchasing the particular product after hearing negative comments. Respondents who purchased the product even after hearing the negative comments were found to be 18% out of the total respondents i.e nearly 14 respondents out of 78 respondents accepted of purchasing the product even after hearing the negative comments. Respondents that were not able to give their opinion about it were found to be 26% out of the total respondents i.e nearly 20 respondents out of 78 were not able to give their opinion on it.

RESPONSE WITH RESPECT TO “HAS READING OR HEARING A POSITIVE CUSTOMER RESPONSE ABOUT A PRODUCT CHANGE YOUR DECISION ABOUT BUYING A PRODUCT OR SERVICE?”

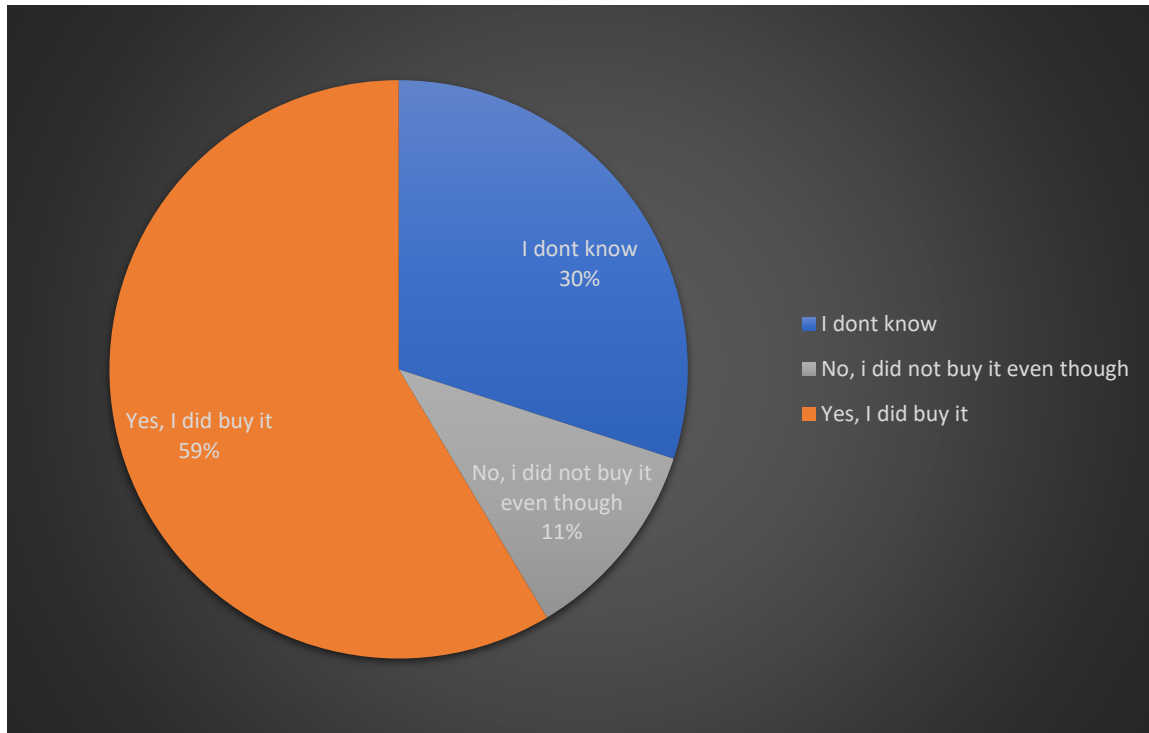


Fig 7.16

Respondents were asked about how hearing the positive comments have changed their decision of purchasing any product or service. Maximum of the respondents 59% said that they purchased the product or service after hearing positive comments from their friends or family i.e nearly 46 of the respondents out of 78 respondents accepted of purchasing the product or service after hearing positive comments. Respondents who didn't purchased that product even after hearing the positive comments were found to be 11% out of the total respondents i.e nearly 9 respondents out of 78 respondents accepted of not purchasing the product or service even after hearing the positive comments. Respondents that were not able to give their opinion about it were found to be 30% out of the total respondents i.e nearly 23 respondents out of 78 were not able to give their opinion on it.

CONCLUSION

- Frequency of visiting blogs is comparatively lesser than that of “YouTube” and “Facebook”.
- Customer Purchase decision is more influenced by viral videos on “YouTube” in comparison to “Facebook” and “Blogs”.
- 46% people got influenced to buy a product because of VM.
- 64% people got awareness about the need of the product because of VM.
- 47% people agreed that they forward viral video messages if it catches their interest.
- 81% people responded that they get influenced by WOM marketing.
- 56% people get influenced by customer response being negative.
- 59% people get influenced by customer response being positive.

IMPLICATIONS

Following can be inferred with the help of this research:

- Marketers must focus on viral marketing more importantly advertisements/ viral video on YouTube, Facebook for their marketing mix to influence major chunk of customers.
- Social Media is playing an important role in influencing the demand of a product and purchasing decision.
- WOM plays significant role to attract customers. Marketers should focus on spreading positive reviews about the product.

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