



## A Study on User's Attitude Towards Viral Marketing in Thoohukudi District

### KEYWORDS

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### INTRODUCTION

Marketing is used to increase an organization success, by promoting its products of services to targeted potential consumers. One recent development is that consumers have become more sophisticated and individually focused, which is related to the introduction of new technologies such as the 'Internet'.

The attractive part of viral marketing is that it is easier for people to pass it on to their peers effortlessly. Viral marketing said to be evolving into an accepted tool for penetrating the market and for creating the awareness among the consumers in the internet space on the products and services in viral marketing, as a concept and practice, was popularized when the highly successful hotmail started to append advertisements in its outgoing mails.

Today, viral marketing has become more popular due to three reasons. First the entire web space has been dominated by social networks. Secondly, the social networks has become unimaginably cheap on free of. Finally, internet has become an integral part of life of individuals, especially youngsters around the world. E-mails, videos, blogs, social networking and forums are the best channels for viral marketing.

### STATEMENT OF THE PROBLEM

The introduction of the Internet and the World Wide Web created an opportunity for businesses to reach a wider audience (quickly and easily) in their marketing campaigns. Advertising over the internet via pop-ups in websites, or banner adverts, became an effective way to market in the mid '90s and is known as e-marketing. As a result of this, new marketing techniques have been implemented into business marketing strategies. One example would be e-mail campaigns, where a company sends out an e-mail detailing their latest product offers to a range of consumers, hoping that they will get an increase in business. However, this can be problematic as the company must first gather e-mail addresses from prospective customers, and they must also design their e-mail campaigns according to target the audience they wish to sell to. Also, when marketing material is sent to a list of e-mail addresses it is hard to target the preferred audience. This is because often businesses do not have any other information to link the e-mail address to an actual person.

Viral marketing captures the essence of multi-level marketing applies it to all the customers through word of mouth and acting as fastest means of transference in comparison to any other formal means of communication in social network. Viral marketing can be creatively applied through a variety of products, such as web-hosted address books, calendars, list servers and news group readers. In all of

these viral businesses, the balance between the customer value provided by the network and the concerns surrounding privacy is a critical issue which has to be dealt with sensitivity otherwise it would be major failure for the firms involved in viral marketing.

### OBJECTIVES OF THE STUDY

- To analyse the demographic profile of the respondents.
- To findout the factors influencing the customers to choose the viral marketing.
- To know the opinion of the respondents towards viral marketing.
- To analyse the problem faced by the respondents.
- To study the relationship between the demographic profile of the respondents and level of attitude towards viral marketing.
- To render suitable suggestions for the present study.

### SCOPE OF THE STUDY

This study is concerned with the customer attitudes towards viral marketing. This study aims to classify the respondents on the basis of their demographic background. It also aims to have an overview of various concepts relating to viral marketing. Hence the study is focused on "User's Attitudes Towards Viral Marketing in Thoohukudi District".

### HYPOTHESES TO BE TESTED

- There exists no significant relationship between gender of the respondents and their level of attitude towards viral marketing.
- There exists no significant relationship between age of the respondents and their level of attitude towards viral marketing.
- There exists no significant relationship between marital status of the respondents and their level of attitude towards viral marketing.
- There exists no significant relationship between educational qualification of the respondents and their level of attitude towards viral marketing.
- There exists no significant relationship between occupational status of the respondents and their level of attitude towards viral marketing.
- There exists no significant relationship between monthly income of the respondents and their level of attitude towards viral marketing.

### METHODOLOGY

#### COLLECTION OF DATA

The researcher has collected data from both primary and secondary sources. Primary data were collected directly from the respondents through questionnaire. The secondary data were collected from books, journals and websites.

## FIELD WORK

The researcher herself carried out the fieldwork for this study. It was conducted during the period from July 2015 to September 2015. The researcher have used questionnaire for collecting the data. The data was collected on Sundays and holidays. Care was taken to ensure completeness and accuracy in the interviews.

## FRAMEWORK OF ANALYSIS

Percentage and tables were used to analyse the data. In addition to this, Garrett Ranking Method and summated scaling technique and F –test were used.

## GEOGRAPHICAL COVERAGE

The present study covers in Thoothukudi district which covers Arumuganeri, Nalumavadi, Sonakanvilai, Kayalpatnam, Veerapandianpatnam, Kurumbur and Kulasekaran Pattinam.

## FINDINGS, SUGGESTIONS AND CONCLUSION .

### FINDINGS

From the analysis carried out with the above said objectives and hypotheses the following are the major findings of the study.

- 53 percent of the respondents are male.
- 35 percent of the respondents belonged to the age group of 21 years – 30 years.
- 58 percent of the respondents are married.
- 38 percent of the respondents are post graduates.
- 30 percent of the respondents are employed.
- 43 percent of the respondents are earned a monthly income of ` 40,000 - ` 60,000.
- 85 percent of the respondents living in nuclear families.
- 41 percent of the respondents are having 3 to 6 members in their family.
- 32 percent of the respondents came to know about viral marketing through advertisement.
- 48 percent of the respondents are getting the information through social networking sites.
- 40 percent of the respondents are using amazon.com for making viral marketing transactions.
- 32 percent of the respondents are purchased dress materials.
- 45 percent of the respondents are availed the benefit of true and authentic information.
- 100 percent of the respondents said that they delivered the goods properly through viral marketing.
- 43 percent of the respondents have received the product after 3 days from the date of ordering the goods.
- 49 percent of the respondents said that the goods are delivered through home delivery / drop shipping.
- 42 percent of the respondents said that the price charged in viral marketing is moderate.
- 66 percent of the respondents said that they are receiving the discount.
- 48 percent of the respondents were received the discount between 10% - 15%.
- 42 percent of the respondents paid the amount on cash basis.
- 40 percent of the respondents are faced the problem of cyber frauds.
- 68 percent of the respondents are said that the main reason for choosing the viral marketing is "convenience".
- By the application of probable error technique it is found that the attitude towards viral marketing are

"Entertainment", "Irritation", "Source credibility" is significantly related with the user's satisfaction towards viral marketing. Whereas the attitude "Informativeness" is not significantly related with the user's satisfaction towards viral marketing.

- Respondents are classified on the basis of level of attitude towards viral marketing and it was found 25 percent of the respondents came under the category of high level of attitude, 53 percent of the respondents fall under the category of medium level of attitude and the remaining 22 percent of the respondents fall under the category of low level of attitude towards viral marketing.
- The level of attitude towards viral marketing was independent of gender, age, marital status, educational qualification, occupational status and monthly income.
- The level of attitude towards viral marketing was dependent of occupational status.

### SUGGESTIONS

The following are the suggestions made for the present study.

- Marketers need concentrate more on the online social networking sites rather than traditional medias like television and newspapers.
- Marketers should ensure that the product quality is good before placing goods in viral marketing otherwise, it may backfire.
- Low internet speed was the major problem faced by the customers the advertisers should upload and content that can be viewed easily.
- The government should compel the online shopping sites to detail their policy for conflict resolution.
- The government should provide affordable and high speed internet access to the people across the country.
- Marketers should provide a wide range of products for the viral marketing and should use high quality packaging and wrapping. So that, the parcels are not damaged in transit.
- Shopping sites should avoid selling harmful or dangerous products, and fake and counterfeit products.
- To facilitate examination of the product before purchase, the viral marketers can send samples (for example, small patches of the chosen textile/cloth) to the consumers who plan to place a bulk online order.
- Viral marketing shopping is still a touch-feel-hear experience, the retailers need to create a similar environment as it is in a physical store by creating novel web designs and portals sophisticated web atmosphere, e-mail updates and live interaction over the internet.
- The companies should adopt the best available technology to maintain online security and should conduct regular audits to ensure that the integrity of their sites is maintained in order avoid hackers getting into business sites and causing loss of trade secrets and proprietary information.

### CONCLUSION

As telecommunication department is focused on implementing 3G and Wi-Max technologies. In India, there is a greater scope for internet and mobile phone penetration in the country. These technologies not only enable the marketers to enhance existing 'viral –marketing' methods, but also innovate new methods such as user created commercials for internet (you TUBE). Already these methods are in vogue abroad and entered India recently. The in-

ternet is "anytime, anywhere" media, and the expanding power of the internet has brought forth a new generation interaction platform between humans and computers. The study brought to the force that viral marketing shoppers are young, highly educated, active, intensive and are expert of the viral marketing shopper.

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