Chapter 24

Consumer’s Perception and Behavioural Reaction: Qualitative Analysis on Viral Marketing

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ABSTRACT

Progressions in communication innovation have offered ascent to the development of another electronic manifestation of verbal spreading that is Viral Marketing (VM). VM is kind of marketing strategy that sways people to share a promoting message to everyone via web or other electronic media. As of now, Viral Marketing Communication (VMC) is still acknowledged being at an untimely period of improvement. In this way data about its conduct and extent has yet to be plainly set upon and decided. Also, constrained exploration has been carried out on shopper recognition and reaction to such prompting method. The objective of this study is to conduct an inquiry into consumer/buyer receptivity, perception and behavioural reaction to the discussed moderately new promoting technique via VM. With the use of in-depth interviews conducted with 15 people and small interviews with other 27 people, the study analysed their perception towards five methods through which Viral Marketing can be implemented, they are 1) E-mail, 2) Video 3) Blogs, 4) Facebook, Google+, Twitter-Social Media Portals and 5) Forums. Qualitative research has been conducted to analyse the assumptions/hypotheses and found valuable findings in regards to the way buyer/consumer behave to traditional word of mouth and e-W-o-M (Viral Marketing). The qualitative findings from the study show that VMC increases consumer’s awareness but it does not have a vital impact on the buying decision, Consumers have different trust and credibility to five junctions of VM; “Forums” have highest trust and credibility among the discussed five junctions, Consumers do not take VM as spam messages, Service based VMC have higher impact than the product based VM, Negative VMC has a higher influence on consumer than the optimistic one, and Financial Benefit is not the strongest reason to spread the messages via VM. These findings will provide new bits of knowledge on VM as a marketing tool from a shopper’s outlook and prove to be the first venture for further study on how VM can effectively connect, join & impact shoppers and sellers.

DOI: 10.4018/978-1-5225-0143-5.ch024
INTRODUCTION

The global spread of the Internet coupled progressions in communication innovation new type of marketing has developed-Viral Marketing Communication (VMC). VMC is a buyer-2-buyer marketing strategy that utilizes web to sway people to share/spread an advertising message to everyone: known or unknown (Wilson, 2000). Like an infection, data around an organization and its brand communication, merchandise or offerings are spread to possible buyers who then spread the data along to other possible purchasers, a route that a limitless system is made quickly (Dobele et al., 2007). VMC is a key electronic development of Word-of-Mouth (W-o-M) that includes the guideline of spreading or alluding news, data or diversion to someone else. W-o-M basically suggests that casual, specially appointed correspondence between people concerning items and administrations has occurred (Bayus, 1985). W-o-M correspondence is broadly seen as a prevailing drive in the commercial centre where data is shifted out and spread on by companions or family who are seen as free, fair wellsprings of guidance (Cruz & Fill, 2008; Carl, 2008). Taking after the VMC fight accomplishment of organizations, for example, face book, Hotmail and Watsapp, numerous advertisers have likewise bounced onto the fleeting trend. At the point when executed viably, popular showcasing crusades can make an immediate buzz and help to support the advancement of brands, items and administrations (Dobele et al, 2007). VMC is a reasonably new point and actualities about its temperament, qualities and measurements have yet to be concurred and made (Cruz & Fill, 2008). The destination of my study is to investigate VMC from a shoppers “perspective and give knowledge full business experiences into how distinctive customers/purchasers see and act towards the idea of VM”.

The motivation incept mainly from the premise that VM is a powerful marketing tool with untapped potential. VMC can realize profits to advertisers with its favourable circumstances, for example, minimal effort, high reach, low cost, responsibility, quick speed, simplicity of utilization and capability to achieve a worldwide group of onlookers. With the expanded use of broadband and across the board dissemination of web administrations like YouTube, Hotmail and Facebook, we believe that there will be an expanding pattern for VMC to be embraced by organizations as a feature of their special blend later on, subsequently fuelling my enthusiasm towards the topic VMC. As VM is still at an early phase of advancement, restricted exploration has been carried out on shopper recognition and reaction to such advertising procedures. A successful marketing strategy is one that is effective in attracting, satisfying and retaining target consumers (Best, 2009). There is a need to draw the association between any type of promoting strategy and its effect on buyer recognition and conduct keeping in mind the end goal to assess its market adequacy. While it is fairly undisputable that VMC is successful in connecting with potential purchasers, it remains an inquiry of how well buyer receptivity is to this new type of showcasing. The objective of this study is to dive further into VMC from a consumer’s perceptivity.

LITERATURE REVIEW

W-o-M is mischievously nicknamed “free publicizing” (Buttle, 1998). Arndt (1967) portrayed W-o-M as oral, individual-to-individual correspondence with respect to a brand, item or service between a recipient and a communicator who is seen as being free of any business impacts. It is a gathering marvel, a trade of considerations or plans around two or more people (Bone, 1992). As purchasers generally can’t set up most of the information available to them for purchase decisions, they consistently take