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Krupanidhi Group of Institutions, Bangalore, Karnataka

## MICRO LEVEL EMPIRICAL STUDY ON VIRAL MARKETING IN BANGALORE

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### Abstract:

Viral advertising is like a stone in a pool, one big than another, creating ripples. The aim is to identify people who can contribute to social networking via sales. It utilizes under market marketing to influence the excitement of the word of the mouth merely by the application of the product/provider. This article sets up six rules - stubbornness, Target network transmission message, upfront charge is free afterwards, looks like a host-not virus and many more, and demonstrates the impacts of a micro-level empirical research utilizing a 100 Sample.

### Preamble of the Study:

Viral advertising is any approach that promotes people to skip an advertisement message and to create the capacity to grow their advertisement and effect exponentially. Such techniques, like viruses, profit from a rapid replication and burst the message to hundreds of thousands of thousands. Off the net, "word of the word," "busting up the mouth," "driving the media" and "community marketing" have all been described. But it's called viral marketing on the net, for better or worse. Viral advertising and marketing may be characterized as "advertising strategies which leverage social networks to generate an emblem through the auto production of viral messages comparable to the propagation of pathogenic and laptop viruses." Viral publicity is much like a stone in a wadder, one wide than the alternative. The aim of viral advertising programmes, which have outstanding social networking capability, is to find people who can make their contribution to sales.

The objective is to produce viral or easy communications that delight not unusual people and create a dedicated advertising environment. Extensive social networking makes it easier to increase the likelihood for a longer period of time of the product or service in the network. Viral advertising and marketing is a stealth marketing campaign which use unethical under-marketing tactics to have an influence, which is probably the result of the usage of the product or carrier through word of mouth.

### Viral Marketing Goals:

The objective of viral marketing campaigns is to find people who can contribute to sales by means of good social networking capabilities. The objective is to produce viral or smooth recognition and replication.

Messages that appeal to ordinary people and create a dedicated marketing and advertising atmosphere. Extensive social networking can boost service or product opportunities last For a longer duration in the network. Viral advertising is a rock-stick advertising and marketing campaign which employs unscented marketing methods to influence the usage of services or products in terms of word of mouth advertising. There are six rules on how viral advertising is to triumph.

### Rule 1: Market entrance is stealth basis

Most marketers recognize that getting into the thoughts of the customer is one of the hardest aspects of the company. Viruses are smarter: under the pretense of any other unrelated fun, you find a way into your host. Pepsi Cola is a viral marketing company that has begun to test. Its marketing effort for Mountain Dew puts young children at risk to send a Motorola pager with ten proof of purchase and \$35. Cool! The youngsters themselves should be joined by the payment carriers and Mountain Dew retains the right to receive weekly communications from their newly equipped consumers. Every time the pager leaves, it circuitously reminds the young people who are responsible for acquiring this amazing piece of social technology.

### Rule 2: free of charge; cost afterwards arrives

Strangely, viruses are little buggers in individuals. For years many are latent in their host than painful payback; digital viruses frequently burst into unreported and tough pressure, waiting for their birthday and their presence, including the birthday of Michaelangelo. It is an important corollary: no payment in advance. Consider how Intuit has created Quickenrogram, a hugely popular Programme. Everything develops from a single ad including a key message: order the goods and pay no price. In eight minutes of setting the box, if you are not efficient, rip the invoice up. Naturally, the maximum users could not remain without this programme today, but were not just checking their cheque books in 8 minutes. This results in 70 percent of the global market share with a minimal fee for conventional advertising or promotion for non-public economic control programmes. Moreover, an integrated basis for sales of auxiliary items including inspections and improvements to power prices.

### Rule 3: Convey the message to target community's

It's no longer through accident that viruses develop. They allow their host to conduct themselves excessively frequently-social interactive behavior, e-mail, and web browsing-through new regions. The lesson for viral marketers: design your communications such that their mid-term pleasures are transmitted by the target populations. This technique works very well while almost nobody controls the marketing effort. For example, on America Online, the chat room scads for investors; Motley Fool is the ultimate. In the past, these groups had numerous high-tech inventories, Iomega and Presstek, which were described as a warm investment opportunity by important people in the company. Both stocks had a hundredfold gain, which was borne by the web hosts' welcoming enthusiasm. When the mainstream press came on, the bubbles were popped by criticism. However, Iomega and Presstek nonetheless traded at substantially inflated costs compared to their initial components before AOL appeared.

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### Rule 4: Look like a number rather than an epidemic

Since they may disguise themselves as something that they are not today, viruses can prevent human immunological and computer operational systems from being rejected. They either input human cells and imitate genetic materials and enter current software and code structures. Salesmen's message: be the host. One buyer's ad and marketing organisation has perfected the approach, although with masses of cash. Consider Nike's campaign "Just Do It." It's all about mega dollars for lending the most popular sportsmen in the globe, for shopping in the Super Bowl for a tv at \$40,000 a 2d and for getting the retail channel filled with product advertisements and gifts. But nothing like Nike's omnipresent tagline "Just Do It." But that did nothing like that. The word is virtually an access to the word "American Lifestyle" inside the Merriam Webster Collegiate Dictionary. Everybody in B-movies is using the term without irony from cynical salesmen in business agents to jail guards. They endorse Nike goods every time they utilize it.

### Rule 5: Use vulnerable ties for energy

Sociologists have long observed that people with many informal social ties have a greater effect than people with less robust links. Sensitive connections thrive on viruses. An important example is the transmission of viruses across the web of a number of susceptible links in limitless digital networks. In a commercial undertaking, these techniques are the instinctual practice of multi-level advertising firms, such as Tupperware, Amway and Mary Kay Cosmetics. The way to identify a collection of individuals in every one of those firms is to build a broad range of weak links and utilize such ties to offer services and products. As an instance, Tupperware, coupled with a suburban community, brings somebody into the social community to throw a Tupperware party. All of this is purportedly non-commercial about the celebration: it is her home, her cuisine and her guests. However, social interaction is financed by the sale of Tupperware goods. What is social is indistinguishable from what is a commercial society based on fragile social relations, a successful business operation.

### Rule 6: Invest in the point of reference

Until they achieve the tipping point, viruses do not become epidemics. In many sentences, the virus should spread to a positive visibility and scale across the host population. Think of it like this: every 12 months a nasty illness doubles. It is best 1% of the host and hardly noticeable in 12 months one. In 12 months Year two, however, just 2 percent is minute. But after 5 years it's 16%- and unforeseen it's a virus. Viral marketers should be aware that they play the same sport since the impact of the exploitation of vulnerable links doesn't take place in one day. This is why Microsoft took a decade to repay the correct use of DOS and Windows. Microsoft now operates an estimated 85 million PCs throughout the sector. That's why the conventional press saw CNN as a joke – until everyone from Saddam Hussein to Bill Clinton became abruptly aware that only 24-hour news was available in real time. And that's why it takes a couple of years for a notion like v-marketing, which might appear like a disagreeable metaphor at the beginning. But it is important for many new fast groupings to be achieved. And as soon as they realize it, the better they can. Then the sentence will be unfolded.

### How does viral marketing work?

The basic concept is to develop a 'infection,' of a few of the basic users who are also enticed to a promised price, which grows with every further sale, for advertising or marketing gimmick. The effect generated and paid for entails the distribution of product blessings to potential consumers, while at the same time creating several degrees of promotion and marketing opportunities. A pre-designed logistic curve is available to map the users who used to add campaign pastimes. The effectiveness of the campaign depends primarily on how fast the income goes. Viral marketing tactics are often used in various advertising communications systems, including families of the dedicated public and/or significant advertising.

### Objectives of the Study:

- To look into people's insights about viral marketing.
- To determine how viral advertising and marketing (consumer/goal institution) superior to purchasing the products.
- To virally determine and examine the important marketing achievement elements.
- How human interaction other than commercial possibilities may be made through viral advertising and marketing easier?
- To investigate if the age group has or does not have any effect on network use (demography and qn. 2)
- To examine if internet use alone affects the use of social networking sites.
- Decide on the viral marketing expertise of the age institution.
- To examine how an advertised marketing method has been used for purchasing it.

### Research Methodology:

- Layout of research: this observation employs fundamental research. In order to inform key concepts, this study is being carried out.
- Activities of data: Secondary facts are collected and variables are selected. The main facts were collected by using questionnaires.
- Development of statistical series equipment: a questionnaire was created based on the notion of hypothesis. All questions are closed in the questionnaire.
- Sampling: non-random comfort sampling will be followed for the information series.
- Technical survey: 100 respondents performed one-to-one interviews on the basis of the questionnaire. The surveys were gathered by the researchers could obtain information from the University.

### Findings of the Study:

- Almost 55% of respondents opted to directly sell favorite goods, since they use the net every day as classified advertisements directly influence it.
- In the age group 18-25, most respondents utilize the online, especially unmarried girls.

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- 73% of respondents do not utilize the goods purchased over the net because of certain security issues.
- In Social Networking Web sites, 68 percent of respondents choose face ebook the most.
- 52% of them buy products on the internet and might buy them like intelligent telephones if they want.
- Net marketing is the most common definition of viral advertising.
- The key to the accomplishment of advertising, 49 percent think, is that it has quick reach in shortest time.
- Mailing is considered top by 39% observed to keep contact with the individuals, with the help of 32% of the respondents.

### Suggestions of the Study:

- Public attention is still lacking around the life of viral advertising and marketing. Therefore, care must be paid.
- Our study has shown that the viral advertising effort is really strong to build logo awareness in various social networking sites. The outcomes of our research. Each company must thus use it for more revenue.
- Human beings such as social media sites are mostly motivated by contacts with peer agencies, messages, pricing, jokes, cartoons for fun, rest and pressure reduction.
- We propose controlling every social networking website and company, so we can enhance visibility to sites with more emblematic attention.
- Messages which generate powerful sentiments – mood, fear, disappointment or suggestion – may be transmitted via the customers so that the websites boost their visits.
- Social networking sites are recommended to improve the interpersonal communications networks as the greatest possible impact on the purchase of family products and foodstuffs.
- We provide to transmit additional messages that may be sent via specific kinds of movies, ads, corporate communications, jokes, video games and so on through websites for social networks
- Marketing online efforts must still be engaging.

### Conclusions:

Viral marketing has progressed as a critical digital extension of the word of mouth to develop awareness and a great mouth phrase. The lives of individuals may be stored with the use of social classification publications, such as at-the-spot blood donation, by means of social marketing (viral), Viral advertising must be addressed through the presentation of classified advertisements on social networking sites such as face books, twitters, orkut and other public concerns such as water, wastewater, drainage, street averages, energy, healthcare cleanliness, and many other matters.

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