

The Impact Of Select Social Networking Websites To Facilitate The Effectiveness Of Viral Marketing (With Special Reference To Coimbatore City)

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Abstract

This study focuses on analyzing the Impact of select social networking sites to facilitate the effectiveness of viral marketing in Coimbatore City. An analysis is made on the factors influencing viral marketing messages, effectiveness of viral marketing through the social media sites and period of usage of network sites and its impact. Relevant findings have been derived and interpreted.

Introduction

Social media site is the phrase used to demonstrate any Web site allowing the users to create public profiles within that Web site and form contacts with other users of the same Web site who access their profile for various purposes.

Viral marketing is an emerging technique in promoting or marketing a product or a service where users help in spreading the advertiser's message to other websites or the users create an influential marketing which can lead to universal growth. Sometimes, WOM [word-of-mouth] popularly called as eWOM is a communication and network effects of the Internet serves as a tool of viral marketing. Viral Marketing is any marketing technique that encourages web site, Internet, email or wireless users to pass on a message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. Viral marketing refer to a technique of marketing or promoting the products by using social media sites and produces exponential increases in market status, through self-replicating viral processes, analogous to the spread of a computer virus. This paper envisages on the concept that how viral marketing takes place through social networking sites by taking responses of Facebook, Youtube, Instagram, and Twitter users in smart phones.

AND SIGNIFICANCE OF THE STUDY

In emerging marketing scenario, it is a challenge for all companies to use the social media techniques to influence the consumer perception for the organization and its offers. This study will help to understand how viral marketing helps to spread information about a product and it also will help the marketer to identify the factors that directly and indirectly influence the network marketing.

SCOPE OF THE STUDY

The study is on the area of viral marketing towards social networking sites. The scope of the research work also helps in understanding the effectiveness of viral marketing through social media sites like Face book, YouTube, Twitter, Instagram, Google+, etc., with special reference to Coimbatore city.

STATEMENT OF PROBLEM

In India many companies are still with the traditional method of media channels. The growing demand requires this kind of viral marketing media sites to face the challenges. Hence this study is committed for this interactive method of advertising.

OBJECTIVES OF THE STUDY

- To study the effectiveness of viral marketing of products through social media sites
- To analyze factors influencing viral marketing messages.
- To identify the period of usage of network sites and its impact towards viral marketing.

Research Design.

A research design is a formal arrangement of conditions for the collection and analysis of data. The research design used in this project is descriptive and exploratory research to The impact of select social networking websites to facilitate the effectiveness of viral marketing (with special reference to coimbatore city)

Method of Data Collection

The Primary Data : The Primary Data has been collected through Questionnaires filled by the respondents.

2. Secondary Data : In this study, the secondary data have been collected from various journals, internet, books, etc...

3. Sampling Technique : The sampling Technique used in this project is convenience sampling. It is chosen primarily on the basis of convenience.

4. Tools used for Analysis

- Descriptive analysis
- Mean and standard deviation
- Correlation

**ANALYSIS
TABLE 1****SOCIAL MEDIA CHANNELS**

Particulars	No Of Respondents	Percentage
Face book	96	48.0
Instagram	8	4.0
You tube	32	16.0
Twitter	20	10.0
Total	200	100.0

The table 1 shows that out of the total respondents taken for the study, 48% of the respondents of them marked Face book, 16% of them marked You tube, 10% of them marked Twitter, and the rest 4% of them marked Instagram.

TABLE 2
EFFECTIVENESS OF VIRAL MARKETING

Particulars	No of Respondents	Percentage
Social Media	88	44.0
By Email	32	16.0
Advertisement	36	18.0
Website	24	12.0
Stores	16	8.0
By Post	4	2.0
Total	200	100.0

The table 2 shows that 44% of the respondents consider social media to be the more viral means of marketing, 18% of the respondents consider advertisement to be the more viral means of marketing, 16% of the respondents consider email to be the more viral means of marketing, 12% of the respondents consider website to be the more viral means of marketing, 8% of the respondents consider stores to be the more viral means of marketing, and the rest 2% of the respondents consider post to be the more viral means of marketing.

TABLE 3
FACTORS AFFECTING PURCHASE BEHAVIOUR MOST

Particulars	No of Respondents	Percentage
Messages informative	48	24.0
Login time	52	26.0
Fun pages	44	22.0
Display on network sites	56	28.0
Total	200	100.0

The table 3 depicts that out of the total respondents 28% of the respondents Display on network sites affects purchase behavior most, 26% of the respondents felt Login time affects purchase behavior most, 24% of the respondents felt information messages affects purchase behavior most, and 22% of the respondents felt Fan pages affects purchase behavior most.

TABLE 4
FACTORS INFLUENCING VIRAL MARKETING MESSAGES

Variables	Mean	Standard deviation
Influence of all messages	3.87	.890
Influence of Fun/humour pages	4.17	.734
Influence of Marketing /advertising messages	4.12	.891
Influence of Internet Blogs	3.58	1.112

From the table 4, it is clear that the mean values of five variables of ranges from 3.58 to 4.17 are with consistent standard deviation.

TABLE 5
CONSUMER EXPECTATION TOWARDS SOCIAL MEDIA VIRAL MARKETING PRACTICES

Consumer expectation	Particulars	HDA	DA	N	A	HA	Total
Social media advertisement is informative viral than traditional	No of Respondents	20	24	40	52	64	200
	Percentage	10	12	20	26	32	100
Sharing my viral information	No of Respondents	8	20	48	64	60	200
	Percentage	4	10	24	32	30	100
Explore product easily	No of Respondents	8	12	52	60	68	200
	Percentage	4	6	26	30	34	100
Advertisement on social media give me pleasant feeling	No of Respondents	8	8	36	96	52	200
	Percentage	4	4	18	48	26	100
Alerts regarding a brand or product	No of Respondents	28	48	60	40	24	200
	Percentage	14	24	30	20	12	100
Social media sites provide a memorable familiarity	No of Respondents	4	4	20	60	112	200
	Percentage	2	2	10	30	56	100

The table 5 shows that the out of the total respondents taken for the study, the following features are the consumer expectations towards social media sites viral marketing practices.

Social Media Advertisement is Informative Viral than Traditional

Around 32% of the respondents highly agree that social media advertisement is informative, viral than traditional advertising, 26 % of the respondents agree that social media advertisement is informative, viral than traditional advertising, 20% of the respondents neither agree nor disagree the statement,12%. Of the respondents do not agree that social media advertisement is informative, viral than traditional advertising and the rest 10%is highly disagree with the statement.

Sharing viral information

32% of the respondents agree that they are comfortable in sharing viral information on social media sites, 30 % of the respondents highly agree that they are comfortable in sharing viral information on social media sites, 24% of the respondents neither agree nor disagree the statement,10%. Of the respondents do not agree that they are comfortable in sharing viral information on social media sites, and the rest 4%is highly disagree with the statement.

Explore product easily

34% of the respondents highly agree that social media sites used to explore product easily by way of viral marketing, 30% of the respondents agree that social media sites used to explore product easily by way of viral marketing, 20% of the respondents neither agree nor disagree the statement, 6%. of the respondents do not agree that social media sites used to explore product easily by way of viral marketing, and the rest 4%is highly disagree with the statement.

Advertisement on social media is pleasant feeling

48% of the respondents agree that product advertisement on social media is pleasant, 26 % of the respondents highly agree that product advertisement on social media is pleasant,18% of the respondents neither agree nor disagree the statement,4%. of the respondents do not agree that product advertisement on social media is pleasant and the rest 4%is highly disagree with the statement.

Alerts regarding a brand or product

30% of the respondents neither agree nor disagree the subscribed updates and alerts regarding a brand or product through social media. 24% of the respondents do not agree the subscribed updates and alerts regarding a brand or product through social media, 20% of the respondents neither agree the statement, 12%. Of the respondents highly agree the subscribed updates and alerts regarding a brand or product through social media and the rest 14%is highly disagree with the statement.

Social media sites provide a memorable familiarity.

56% of the respondents highly agree that the visuals and slogans of product advertisement give them a memorable familiarity to the brand, 30 % of the respondents agree that visuals and slogans of product advertisement give them a memorable familiarity to the brand,10% of the respondents neither agree nor disagree the statement,2%. Of the respondents disagree that visuals and slogans of product advertisement give them a memorable familiarity to the brand, and the rest 2%is highly disagree with the statement.

TABLE 6
NEEDS OF SOCIAL MARKETING IN BUSINESS

Particulars	No Respondents	Percentage
To advertise the products or services	80	40.0
To collect feedback from customers	16	8.0
To engage with their customers	40	20.0
To increase brand awareness	56	28.0
Contests or gift cards	8	4.0
Total	200	100.0

The table 6 shows that out of the total respondents taken for the study, 40% of the respondents need social media marketing to advertise their product or services, 28% of the respondents need social media marketing to increase brand awareness of their product, 20% of the respondents need social media marketing to engage with their customers, 8% of the respondents need social media marketing to solicit feedback from customers, and the rest 4% of the respondents need social media marketing to provide gift cards and conducting contests for their products.

TABLE 7
CORRELATION BETWEEN SOCIAL MEDIA CHANNELS WITH PERIOD OF USAGE

	social media channels	usage of using social media sites
social media channels	1	.678**
Pearson Correlation		
Sig. (2-tailed)		.000
N	200	200
usage of using social media sites	.678**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

From the table7 , it is clear that the coefficient of correlation is +1 (0.68), which indicates a positive correlation, meaning that variables, social media channels and period of usage move in the same direction together.

FINDINGS

- 48% of the respondents follow Face book in smart phones to access social media.
- It is concluded that 44% of the respondents consider social media to be the more viral means of marketing.
- It is concluded that 28% of the respondents feel that Display on network affects purchase behaviour most.
- The mean values of five variables of ranges from 3.58 to 4.17 are with consistent standard deviation. It is concluded that the marketing messages on social networking sites possess more influence among the users.
- It is concluded that 32% of the respondents highly agree that social media advertisement is informative, viral than traditional advertising.
- It is concluded that 32% of the respondents agree that they are comfortable in sharing viral information on social media sites.
- It is concluded that 34% of the respondents highly agree that social media sites used to explore product easily by way of viral marketing.
- It is concluded that 48% of the respondents agree that product advertisement on social media is pleasant.
- It is concluded that 30% of the respondents neither agree nor disagree the subscribed updates and alerts regarding a brand or product through social media
- It is concluded that Majority (56%) of the respondents highly agree that visuals and slogans of product advertisement give them a memorable familiarity to the brand
- 40% of the respondents need social media marketing to advertise their product or services.
- The coefficient of correlation is +1 (0.68), which indicates a positive correlation, meaning that variables, social media channels and period of usage move in the same direction together which indicates that period of usage has impact on viral marketing.

CONCLUSION

In the changing marketing scenario, the companies cannot depend upon the traditional method of advertising and consider it as effective method of sales promotion. This study helps in the fusion of viral marketing strategies with the ways to get the best interaction and develop an effective relationship with the organization. Viral marketing has become an incredible source of marketing and delivering of good returns on strategic plan. This would be powerful tool if it is associated with other marketing communication approaches as it enables to spread the message faster than any other existing medium.

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