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## A STUDY OF VIRAL MARKETING'S INFLUENCE ON EMERGING MARKETS

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### Abstract

*The marketing concepts have been drastically altered by the internet. Viral marketing communication is a new electronic kind of word-of-mouth advertising that has emerged as a result of advancements in communication technology. One of the most powerful tools accessible to marketers today is viral marketing. Numerous businesses have employed viral marketing to advertise their goods through a variety of channels, including blogs, emails, social networking sites, etc. By using marketing techniques to connect with their customers, it is assisting the companies in expanding their operations. In a short amount of time, viral marketing can raise brand awareness among a huge population, and users can recommend it to others. This paper aims to shed light on theoretical understanding of viral marketing and how it influences the developing markets.*

**Keywords:** Viral marketing, marketing strategies, brand awareness, word of mouth, Social media

### INTRODUCTION

Through the promotion of its goods and services to certain prospective customers, marketing helps a business succeed. One recent trend is the rise in intelligent and individualized consumer behavior, which is linked to the advent of new technologies like the internet. Viral marketing is one of the more recent strategies for using interactive technology to promote goods and services. The use of viral marketing to promote goods and services has grown significantly. A form of marketing known as "viral" spreads from one consumer to another like a widespread flu virus by infecting them with an advertisement. People can spread product information to their social network through viral marketing, which makes it a powerful tool for building brand recognition.

The idea and practice of viral marketing gained popularity when the wildly popular Hotmail began including ads in its outgoing emails. Three factors have contributed to the rise in popularity of viral marketing in recent years. First, social networks have taken over the entire internet. Second, it's now unbelievably inexpensive and free to browse the internet, especially social networks. Lastly, the internet has become an essential aspect of everyone's life, particularly for young people worldwide. The most effective platforms for viral marketing are blogs, social networking, forums, videos, and emails.

Viral marketing is used by nearly all businesses, large and small, to spread brand promise that has permeated every aspect of life. An advertising campaign or marketing tactic that spreads like a virus. The methods make it easier and more motivating for people to spread an advertisement.

### **Literature Review**

**Victoria Fairbank (2008)** identifies the use of viral marketing on the internet and assess its effectiveness, in terms of generating potential sales, and increasing brand awareness. Many viral marketing techniques are being used to target consumers, however it has been concluded that not all techniques are being utilized in an effective way on the internet. The general attitude towards viral marketing from the point of view of consumers is that the information provided in viral marketing campaigns, is useful for making purchasing decisions. This study has concluded that businesses need to use a variety of viral marketing techniques, in order to market effectively over the internet.

**Lance Porter and Guy J. Golan (2010)** stated that more than traditional advertising, viral advertising relies on proactive content to motivate unpaid peer to peer communication of persuasive messages from identified sponsors. While emotive content has always been the key to capturing audience's attention in advertising. Viral advertising relies on increasingly raw content for actual distribution.

**Ashutosh Nigam (2012)** examined the parameters of viral marketing effecting media (e-discussion, websites, online chat, email etc) parameters that have effect over the brand equity of different product and services. The result of the study indicated that the viral marketing has a positive and significant relationship with brand equity dimensions. Positive word -of-mouth about brand helps in reducing distribution of free products to target consumers as networking sites give facilitating platform to build positive brand building perception. **Xiangfang yang (2012)** examined how rapid penetration of the internet and the predominance of various social media have influenced the consumers by facilitating the new opportunities for the development of marketing techniques. The study suggested that viral marketing achieves better advertising effects when compared to traditional advertising.

Professionals from the market focus group regarded integrated communication as the more effective marketing strategy.

**Chaarlas and Rajkumar (2013)** analysed how viral marketing helps to raise the awareness among the consumers, it reach among the consumers and how it is used to share information on the features and prices of the product. The result of the study signifies the level of perception on the tools of viral marketing among the individual consumer is relatively fair and average. But it is true that the business world for the fastest and the widest reach can effectively make use of the tools of viral marketing.

**Madhulika Ajay sonawane and Pramod Chaudhari (2015)** analysed the concept and viral marketing strategy by business organizations. It also initiated that online user reviews are usage an effective way in gaining potential sales for businesses and the results also found that users are more likely to write good reviews on a product or services. The majority of users will pass on marketing material to one another. Therefore the businesses need to target these users effectively to enable their viral campaigns to be successful in generating sales. **Rekha Kumari and Sharanjit kaur (2015)** aimed to examine the various techniques and media that can be used to make viral marketing more effective and appropriate for the diversified nature of consumers. It also concluded that the strategies mentioned in this research could help to make the viral marketing campaigns more effective. Viral marketing has been proved as a boon for the business organization.

**Kumar et al. (2016)** revealed that viral marketing provides many benefits for the marketing Organization, such as fast transfer of advertising and promotion messages to huge members of people, with a lower cost than the traditional channels of marketing.

#### **Objectives**

1. To identify how it is going to help increase brand awareness and sales
2. To study about the marketing strategies to broadcast in digital media
3. Build trust through personalized communication to improve customer relationship
4. To study about the virtual marketing to refine for better results.

#### **Strategies for Effective Viral Marketing**

##### **INFORMATION MANAGED BY USERS**

Users use a database that an internet service provider provides to generate and maintain their own contact lists. Inviting other members to join their community allows users to establish a self-propagating, viral network of connections that naturally expands and inspires others to join as well.

##### **GREAT SALES**

When it comes to marketing, "free" is the most effective term. In order to garner interest, the majority of viral marketing campaigns offer free or inexpensive goods or services. Wilson posits that "the law of giving and selling" is the second law of web marketing. While "cheap" or "inexpensive" may spark curiosity, "free" will typically be more effective. Eyes are drawn to free. When people see other appealing items that the company is selling, they provide vital email addresses, advertising money, and chances for e-commerce sales.

##### **TRANSFER WITHOUT EFFORTS**

Only when viruses are easily disseminated can they spread. Viral marketing would also only work if the medium—such as an email, website, graphic, or software download—was simple to spread and duplicate.

##### **IN NATURE, LIMITED**

Using viral marketing online is a successful strategy. It is simple and affordable to communicate instantly. From a marketing perspective, a message needs to be brief and straightforward. This allows for easy and degradation-free transmission. It should be a compressible and compelling message.

##### **GROWTH**

For the transmission technique to spread like wildfire, it must be scalable from tiny to very large in seconds. Nothing gets done if the virus replicates but only kills the host before spreading. In order for the host to complete the viral marketing task,

##### **ADVANTAGE OF OTHERS' RESOURCES**

To make viral marketing more effective it could take advantage of other resource. For example we can place text or graphic links on other's websites.

##### **THE USE OF SOCIAL MEDIA**

Like a virus, the information we spread through viral marketing spreads from person to person. Social media is the most effective platform for generating viral content. By encouraging users to share the information on social media, viral marketing strategies serve to boost website traffic. Text, sound, video, or any other medium that encourages social media users to share the content can be used. Cut down on negative remarks

People are more likely to propagate their dissatisfaction than their happiness, therefore if the message being spread is primarily good, we may avoid or minimize negative remarks.

Viral Marketing and its influence on Emerging Markets

Viral marketing uses social media, mobile devices, and word-of-mouth to reach large, digitally connected audiences, which has a significant impact on growing markets. It helps

companies to increase sales, engage customers, and raise brand awareness—often on a shoestring budget. Viral marketing has the potential to improve accessibility, boost growth, and close regional divides in emerging markets. Campaigns that are successful have the ability to influence customer behavior and spark discussions. Viral marketing has therefore emerged as a crucial tactic for companies looking to enter growing markets. Execution done right can pay off handsomely.

### CONCLUSION

In this modern era of marketing, viral marketing is a powerful weapon. In the corporate sector, viral marketing is essential since it offers a quick, easy, affordable, and efficient way to advertise goods and services. In conclusion, companies' approaches to new markets have been completely transformed by viral marketing. Through the utilization of social media, mobile devices, and word-of-mouth, businesses may expand their reach, increase brand recognition, and boost sales. Emerging markets are greatly impacted by viral marketing, which speeds up expansion, improves accessibility, and crosses regional boundaries. Viral marketing is still a key tactic for companies looking to enter emerging countries and generate high returns on investment as these markets continue to expand. Its full potential can only be realized through effective execution.

### Suggestions

Viral marketing can be a powerful tool in emerging markets, where internet penetration and social media usage are rapidly increasing. Partnering with established local brands or startups can boost visibility. Cross – promotion or Co – branded campaign help in faster market penetration. Brands that support local issues gain loyalty and organic promotion.

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