



# THE IMPACT OF DIGITAL TECHNOLOGY AND SOCIAL MEDIA ON VIRAL MARKETING WITH RESPECT TO CHENNAI CITY

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## Abstract

One of the most critical and effective marketing strategies of the contemporary times is viral marketing. The elevation of this criticality of viral marketing campaigns is mainly because of the preeminence of digital technology and social media which helps in enhancing the cost efficiency thereby patronizing towards reaching the target-audience at an increasing pace. This study has an objective towards examining the impact of digital technology and social media on viral marketing.in CHENNAI CITY. Like viruses, viral marketing facilitates the swift and transformed spread of information across millions of people.. Viral marketing is sometimes referred to as word-of-mouth communication.suggesting that in the rapidly expanding digital environment, word-of-mouth communication spreads because the message appeals to the first recipient, who, in turn, sends the message to others via technological communication channels, such as email, texting, instant messaging and personal digital assistants . Given the popularity of social media, older generations are now, surprisingly, using social network. In fact, women aged 55 years and older represent one of the largest demographics of Facebook users. Noting its ability to extend interactions and interpersonal connections,added that word-of mouth can take place not only among acquaintances, such as family, friends and co-workers, but even among strangers.. Marketers see these interactions as significant opportunities A quantitative research method with a structured questionnaire as the research tool was employed to collect data from a total of 100 respondents in CHENNAI CITY.Structural equation modelling (SEM) was utilized to statistically prove and assess the impact of digital technology and social media on viral marketing.

Key words :virus, viral marketing,social media, digital technology, word-of-mouth.

## RATIONALE OF THE STUDY

Viral marketing is an organic marketing method that relies on users to spread a message or content piece from a brand. Viral marketing is often unpredictable and never guaranteed, but, when done right, it can be a huge boost for business. Viral marketing can take many different forms, from videos, social media posts, announcements, stunts, viral jacking, and memes. It can be done with a relatively low budget or take months and months of active planning and investment.. To know when the message is gone viral is that when observed that message is no longer just being spread among the specific target-audience, but to the world at large. It's important to note that **VIRALITY does not necessarily mean positive**. Plenty of brands have had their unfortunate dip into the world of viral infamy, like *Pepsi's campaign with Kendall Jenner*, or United Airlines' video of a *passenger getting removed off their airplane*. Going viral implies a certain level of risk.

It is quite difficult to predict VIRALITY how much ever creative it is. Since the *MODUS OPERANDI* of viral marketing is that the users spread the content, the viral campaign cannot be forced. Viral marketing depends on consumers as it relies upon the mass-spread of the message and it is recognized to be the most organic form of marketing. Timing also plays a role in choosing when to launch a viral campaign. This includes posting times, how long the campaign lasts, and if the campaign is being launched around or in response to major events. Viral campaigns involves little risk. Viral campaigns need to incorporate a sense of nuance and content which means the users are reluctant share the contents because the contents as they are not fully informative. The viral campaign, for it to be successful and effective requires heavy dose of patience. There are very many reasons for a brand choosing a viral marketing campaign. The main reasons being brand awareness, new product launch, re branding and spreading a cause. Further, understanding the firm's target audience, whether or not to share the viral contents in one or multiple platforms, employ the technique of hashtag - using a label on social media sites that makes it easy to identify information or posts with a theme or a specific content. It is created by including the symbol “#” in front of the word or words without space. Without hash tag users may find it difficult to join the conversation on a global scale. They are mainly critical on Twitter, Instagram and TIKTOK Emotions are key to viral marketing in triggering some sort of humour, joy, sadness and insecurities. Finally using media whether local or national can help the business to get great exposure for the brand and the message shared. This will prove to be a very effective strategy for multinational chains and small and local business. *Viral jacking*, or trend jacking, is a good introduction into the world of viral marketing. As an evolution of news jacking, viral jacking is the technique of hopping on a popular meme, trend, or pop culture reference and applying it to your brand or business.

## OBJECTIVES OF THE STUDY

The study has the following objectives:

To perceive the impact of digital technology and social media on viral marketing

To assess the proclivity for viral campaigns

To recognize the components of viral marketing

## METHODOLOGY

The present study is a descriptive research design. This study focuses on consumers mindset towards viral marketing. For the purpose of this research convenience sampling was employed. The study was pursued in CHENNAI CITY being a prominent metropolis in INDIA in TAMIL NADU. The respondents were grouped based on age, qualification, income, marital status and employment status were analyzed. The sample size was restricted to 60 respondents only. The primary source of data was collected through a survey using questionnaire instrument and direct interview with consumers. The secondary data source was from published journals, reports, books and digital media. The research study employed statistical analysis using SPSS package and AMOS software.

## RESULTS AND DISCUSSION

### RESULTS

#### Demography

The results from primary data are summarized below:

Findings show that **38%** of respondents are males and **62%** are female consumers; of those, **62%** are married, and **38%** are unmarried.

**34%** of the consumers belong to the age group -15-25 years. **56%** between the age group 26-35 and **10%** between 36-45 years of age

**60%** of respondents are post-graduates and **30%** of the respondents are undergraduates and the remaining **10%** are non-graduates

**26.6%** of respondents belong to INR10001-20000 salary group and **23.8%** to INR20001 to 30000 income group. And **49.6%** above INR 30000 income group.

**52%** of the respondents are influenced by viral marketing

**80%** of respondents feel that advertisements, educational marketing messages, advertisements in public forums, and marketing communication create greater awareness about viral marketing

Consumers' participation related questions in the questionnaire were grouped using factor analysis into six groups using SPSS package. These groups were used as inputs in AMOS package to statistically identify the magnitude of each type of participation in the green marketing mission the results of which is exhibited in the table below.

## Structural Equation Modeling

Marketers perception in viral marketing mission, for the purpose of statistical analysis are conveniently grouped into six components (factor)s as

FACTORS	DESCRIPTION	REGRESSION WEIGHTS	SGNIFICANCE p
<b>F1</b>	<b>UNPREDICTABILITY</b>	<b>1.379</b>	<b>.005</b>
<b>F2</b>	<b>AUDIENCE RELIANCE</b>	<b>1.149</b>	<b>.006</b>
<b>F3</b>	<b>TIMING</b>	<b>1.125</b>	<b>.008</b>
<b>F4</b>	<b>RISK</b>	<b>1.029</b>	<b>.005</b>
<b>F5</b>	<b>CONTENT</b>	<b>.887</b>	<b>.011</b>
<b>F6</b>	<b>PATEINCE</b>	<b>1.000</b>	<b>.000</b>

SOURCE COMPUTER DATA

### UNPREDICTABILITY, AUDIENCE RELIANCE, TIMING, RISK, CONTENT AND PATIENCE.

These factors are used to assess the consumers' perception towards viral marketing.

The extent of perception with reference to the component **UNPREDICTABILITY** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **UNPREDICTABILITY** in viral marketing as **1.379%**

The extent of perception with reference to the component **AUDIENCE RELIANCE** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **AUDIENCE RELIANCE** in viral marketing as **1.149%**

The extent of perception with reference to the component **TIMING** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **TIMING** in viral marketing as **1.125%**

The extent of perception with reference to the component **RISK** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **RISK** in viral marketing as **1.029%**

The extent of perception with reference to the component **CONTENT** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **CONTENT** in viral marketing as **.887%**

The extent of perception with reference to the component **PATIENCE** in viral marketing is measured with the regression coefficient measure. i.e., consumers perceive **PATIENCE** in viral marketing as **.1.000%**

## DISCUSSION

### UNPREDICTABILITY.

It is quite difficult to predict VIRALITY how much ever creative it is

### AUDIENC RELIANC

Since the *MODUS OPERANDI* of viral marketing is that the users spread the content, the viral campaign cannot be forced. Viral marketing depends on consumers as it relies upon the mass-spread of the message and it is recognized to be the most organic form of marketing.

### TIMING

Timing also plays a role in choosing when to launch a viral campaign. This includes posting times, how long the campaign lasts, and if the campaign is being launched around or in response to major events.

### RISK

Viral campaigns involves little risk.

### CONTENT

Viral campaigns need to incorporate a sense of nuance and content which means the users are reluctant to share the contents because the contents as they are not fully informative. This clearly identifies that the contents being spread in viral marketing should be quite informative.

### PATEINCE

The viral campaign, for it to be successful and effective requires heavy dose of patience.

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	18	6.960	9	.641	<b>.773</b>
Saturated model	27	.000	0		
Independence model	6	141.385	21	.000	6.733

## Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	<b>.951</b>	<b>.885</b>	<b>1.015</b>	<b>1.040</b>	<b>1.000</b>
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

## Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.429	<b>.407</b>	<b>.429</b>
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

## RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	<b>.000</b>	<b>.000</b>	<b>.108</b>	<b>.756</b>
Independence model	.278	.236	.323	.000

## Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
<b>F6 &lt;--- WR</b>	<b>1.000</b>				
<b>F5 &lt;--- WR</b>	<b>.887</b>	.349	2.537	.011	
<b>F4 &lt;--- WR</b>	<b>1.029</b>	.369	2.791	.005	
<b>F3 &lt;--- WR</b>	<b>1.125</b>	.427	2.634	.008	
<b>F2 &lt;--- WR</b>	<b>1.149</b>	.417	2.756	.006	
<b>F1 &lt;--- WR</b>	<b>1.379</b>	.493	2.797	.005	

ACRNYM	MODEL FIT	ACCEPTED FIT
CMIN/DF	.773	< 5
.NFI	.950	> 0.9
RFI	.885	> 0.9
IFI	1.015	> 0.9
TLI	1.040	> 0.9
CFI	1.000	> 0.9
RMSEA	.000	< 0.05
PNFI	.407	< 0.5
PCFI	.429	< 0.5

SOURCE COMPUTER DATA

Amos software was used to present a model and the fitness of the model is supported by the following results:

CMIN/DF value is **.773** indicating an acceptable model fit

NFI value obtained is **.950** which is **> 0.9** and close to **1** and hence it is a very good fit.

RFI is **.885**, IFI is **1.015** TLI is **1.040** and CFI **1.000** all values are close to 1 and this indicates a very good fit

PNFI is **.407** and PCFI **.429** are values **< 0.5** indicating a very good fit and

RMSEA value **0.000** showing an excellent fit.

WR stands for viral marketing

## LIMITATIONS OF THE STUDY

This research study was conducted in CHENNAI city and the views of the respondents were limited to this city and that too restricted to sixty respondents considering the time and cost factors. Further, the views of these respondents does not represent the views of the consumers of viral marketers strewn all over the country and globe. Barring these limitations the facts and figures presented in this article are based on the primary and secondary data collection.

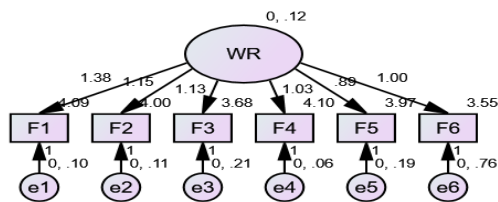
## SUGGESTIONS

The penetration of digital technology and internet infrastructure into consumers' lives during the past decade has changed the very nature of online advertising. Marketers now recognize—and must capitalize on—new opportunities to accelerate the spread of marketing messages through customer-to-customer interactions, or viral marketing. Viral marketing departs from traditional word-of-mouth marketing in its reliance on the agility of digital resources, including mobile phones and the Internet [3]. As mentioned previously, viral marketing is more beneficial for companies than traditional above-the-line media due to the lower levels of investment (cost) involved in devising viral marketing campaigns and the potential of such campaigns to reach larger

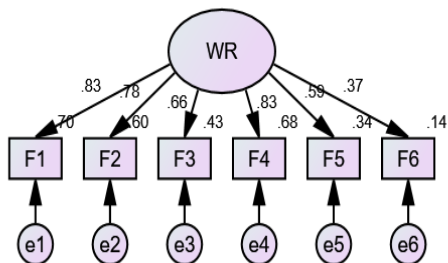
audiences [4]. Although, theoretically, marketers can thus derive key advantages from viral marketing, the major disadvantage of such campaigns is the relative lack of control they allow marketers to exert over the message and its distribution [2]. While we anticipate significant growth of viral marketing in the future, the results of viral marketing initiatives can be costly for marketers if audiences perceive messages negatively. Companies should be aware of this risk because even high brand equity can be significantly diluted by negative messages [1].

## CONCLUSION

To date, only limited research has examined the elements of successful viral marketing campaigns. The present research works to close this gap by providing guidelines for creating effective viral marketing campaigns. This study has important implications for marketers to achieve their communication goals efficiently and effectively. Based on the present study’s findings, six factors influence successful viral marketing through social media: **unpredictability, audience reliance, timing, risk, content and patience** . This study finds that effective viral marketing provide insights for both academics and practitioners, suggesting that successful viral marketing depends on the digital technology and social media proving that there is a positive **impact of digital technology and social media on viral marketing.**



## UNSTANDARDIZED



## STANDARDIZED



## REFERENCE

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