

INCREASING BRAND REPUTATION THROUGH VIRAL MARKETING

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ABSTRACT

Viral marketing is the buzz word referring to marketing techniques that use pre-existing social networking services and other technologies to try to produce an increase in brand awareness or to achieve other marketing objectives. It can be delivered by word of mouth or can be enhanced by the network effects of the internet and mobile networks. This paper discusses the process and methods of viral marketing and focuses on the role of viral marketing in the success of brand building. This paper is conceptual in nature and the conclusion shows for successful viral marketing; consumers should perceive value in the transmission and consider it worthy of passing on to others without feeling. This aspect an important advantage for organizations to increase their sales and brand reputation or generate long time consumer's dialogue.

KEYWORDS: Consumers, Brand Reputation, Net Working, Viral Marketing. Word of Mouth

Received: Dec 11, 2015; **Accepted:** Dec 17, 2015; **Published:** Dec 19, 2015; **Paper Id.:** IJSMMRDFEB20161

Original Article