Effect of Viral Marketing in Social Media on the Consumer Behavior

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Abstract
Social media marketing has become one of marketing platforms the brands prefer the most at the present days. That especially social media, in which world of mouth marketing is used, is one of the most prevalent instruments has also increased the importance of viral marketing, among the sub-techniques of word of mouth marketing. The people spend some important part of their times in communication with the different people in social media. This communication in social networks causes the people to be influenced from their sharing even if they do not know to each other. That thousands and even millions of individuals rapidly access to the sharing of each other and share them on their own networks today cause some sharing to become viral. The contents of the sharing that became viral can affect more the purchasing intentions and behaviors of consumers.

This study was carried out to identify the effect of viral marketing in social media on consumers’ purchasing. In the scope of the study, 500 people, who have at least one social media account, were reached by means of Easy Sampling. For analyzing data, IBM SPSS v24 Windows package program was utilized. In the analyses, analysis methods such as Test, Frequency, Factor, Correlation, Mean Deviation, and Standard Deviation were applied. As a result of analyses and hypotheses, it was concluded that viral marketing had an effect on consumer purchasing. In addition, it was identified that the contents of viral marketing were mostly effective on those using mobile device and that social media was used by consumers as information resource.

Key Words: Viral Marketing, Word of Mouth Marketing, Social Media.