

“THE STUDY OF VIRAL MARKETING USING E-COMMERCE SERVICES”

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ABSTRACT

This paper reports development of a longitudinal exploring study on the provision of highly accessible and integrative electronic service on viral marketing , usually delivered through word-of-mouth or even enhanced by the network effects of the Internet and it is seen as a marketing "strategy", encouraging people to pass along a marketing passage voluntarily. Viral marketing is about marketing techniques that are meant to increase brand awareness, on the basis of preexisting social networks. It works by means of self-replicating viral processes, which might prove (in a more metaphorical way) similar to the spread of pathological viruses. This paper discusses how viral marketing spreads rapidly with a zero cost technique of social network and the significance of employing e-commerce strategy to it. The basic characteristics includes effortless transfer to others , Scales easily from small to very large ,Exploits common motivations and behaviors , Utilizes existing communication networks ,Takes advantage of others' resources etc.

KEYWORDS: *E-Commerce, E-Business, Viral Marketing, Networking.*

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