

ECONSUMERS' ATTITUDE TOWARDS VIRAL MARKETING IN PAKISTAN

By

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Supervisor-Student Meeting Record

| No. | Date | Place of Meeting | Topic Discussed | Signature of Student |
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APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 8% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose:

The major purpose of this research is to highlight importance and impact of viral marketing in this changing era. The mobile marketing practitioners in Pakistan may use the present study findings to design viral marketing campaigns for the promotion of their brands by making use of different mediums such as, social network sites, blogs, e-mails, and mobile phones.

Methodology:

Open and close ended questionnaire was used by the researcher to gather data from individuals. The quantitative data which was collected was then tested using SPSS tools.

Findings:

Marketers should pay greater attention to the information content of viral marketing messages. Authentic, relevant, and useful information should be provided to the customers in order to increase the credibility of viral marketing messages. Moreover, entertainment should be made an essential part of viral marketing messages for making it interesting for the customers.

Practical implications:

The findings from this research will help build two way communications between advertisers and customers thereby, fostering long term relationship with customers in a less costly manner.

Keywords: Social networks, viral marketing, mobile marketing, long term relationship