

**THE EFFECT OF VIRAL MARKETING ON PURCHASING  
INTENTION IN KUCHING**

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Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT672)**

Attached herewith is the project paper titled **“THE EFFECT OF VIRAL MARKETING ON PURCHASING INTENTION IN KUCHING”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Sarawak.

Thank you.

Yours sincerely,



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## **ABSTRACT**

Viral advertising is a new version of the model for the word of mouth. Viral marketing campaign has been one of the most cited consequences of today's for retailers that plan to sell their products on the market through various online marketing strategies. Several scientists are commonly developing a strong effect for viral marketing communications to customers in order to purchase the items. Comprehending the importance of viral marketing ads for product buying purpose is very critical to marketers. Hence, in this study, a questionnaire was requested from 100 respondents to analyse the platforms of viral marketing communications regarding product purchasing intention. In addition, questions were asked to the same 100 participants to determine the level of agreement and dissatisfaction with relevant claims to assess product purchasing intention. The study concludes with the honest answers provided by the respondents with probable suggestions to market their products via viral marketing messages

## CHAPTER 1

### INTRODUCTION

This chapter discusses the analysis context, research problems, research priorities and research concerns, test importance, and study limitations. This chapter aims to respond to the need for this study to be conducted. This research was therefore carried out to determine the impact of viral marketing on Sarawak's buying intention.

#### 1.1 Background of the study

Viral marketing is a range of marketing movements strategy. It uses social media, email and word of mouth to massively improve the service to customers. The material or content functions as a virus itself (Theresa, 2005). It's like viruses that use fast amplification to move from hundreds to millions message. Viral advertising may be defined as "word of mouth" on the Web. Viral marketing has been defined in various ways by many researchers. New tools are evolving and addressing the demand of the new social world, culminating in the use of another form of advertising strategy that is viral marketing. Particularly in the last year as people use web and smartphones extensively, viral marketing is essential for marketers to recognize and use today. Therefore, it is an obvious fact that nowadays, viral marketing is becoming increasingly common. Despite traditional marketing methods, advertisers were pressured to use alternative strategies due to product shifts that have started to combat traditional marketing techniques such as newspapers, tv, commercial television and so on (Leskovec, Adamic & Huberman, 2007). Users had moved on to prefer the traditional one to viral marketing tools. Through leveraging existing networks and motivating users to exchange product information with peers, viral marketing maximizes the volume of scope. Use web devices, users can always share things with their mates.