The Review of the Two Latest Marketing Techniques; Viral Marketing and Guerrilla Marketing which Influence Online Consumer Behavior

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Abstract

The internet has developed into a new distribution channel and online trading is increasing rapidly in a decade. This has created a need for us to understand how the consumer perceives online purchases. Online marketing techniques are the art and science of selling products or services over digital networks, such as the Internet and cellular phone networks. Internet in the consumer decision-making process ensures that marketer to make greater use of this tool, while consumers are changing or challenging traditional pattern of supply of the commercial websites.

Index terms— online marketing techniques, consumer perceives, online purchase, digital network.

1 Introduction

s the world now had become increasingly in information and digital, there is no surprise that the internet has become a major place for consumer to shop for the product and service. The invention of the internet and the latest marketing technique had changed the traditional way which how consumer shop and purchasing. A consumer is no longer bound to opening times or in specific location. However, consumers can become active at virtually any time and places and purchase products or services. The internet is a new medium for communication and information exchange that had become a part in our daily life. The internet users are constantly increasing which also mean that the importance of online marketing and the online purchasing is increasing. The speed of increase is explained by the growth in the use of broadband technology combined with a consumer behavior's change (Oppenheim, 2006). The information technologies and emergence of online stores has not been same as it was in the past. Now in order to survive in this cut throat competition it is important for the marketer to understand the factors that matter for consumers when they purchase products and services on internet. As the competition in the online business is more intensive, it becomes more important for online marketer to understand the consumer acceptance of online purchasing. On the other hand, the latest Author ? ? : SNHU Department Help College of Art and technology, Fraser Business Park, . e-mails: Kenfong1992@gmail.Com, rashadyazdanifard@yahoo.Com marketing technique which expected will be influencing online consumer behavior include guerrilla marketing, cross-media marketing, digital marketing, and viral marketing etc.

2 II.

3 Online Consumer Behavior

The online purchasing behavior of online consumers has attracted researchers' attention during the last ten years (Connolly, R. & Bannister, F., 2007). When faced with many varieties of products and services that available for sale, consumer seeks for help to help them decide whether to make a purchase on a product or not. One of the most common tools is the consumer recommendation such as consumer reviews, consumer suggestions

41 or consumer references also can be the driving force in choosing from which hotel to live to which Smartphone
42 application to download (Fagerstorm, A. & Ghinea, G., 2011).

43   In general, consumers' recommendations came from the marketing strategy term is known as word-ofmouth
44 which what other consumers discuss about the product or service of a firm or organization. Such recommendations
45 are known to be particularly influential in purchasing decisions when they are generally perceived as more believe
46 and confidence than recommendations from an organization or advertisers (Amdt, 1967).

47   However, the word-of-mouth has become one of the most powerful factors in predicting the long-term success
48 of experience goods (De vany, A. & Walls, D., 1999). The online reviews were also extended beyond assisting
49 consumers in their decision making. Online product reviews present an unbelievable valuable source of information
50 for marketers who hope to understand how consumers respond to their products. Marketers can intercept online
51 reviews in real time, and also can quickly learn about the difference in product distribution or performance or
52 strength and so on.

53   As a result, online reviews made opportunities for marketers to engage in corrective measures in time and
54 without delay (Tsang, A. & Prendergast, G., 2009). Nearly 20 percents of internet users seeks the opinion of
55 online reviews prior before purchasing a product or service and these users take reviews into account when making
56 their purchasing decisions (Senecal, S. & Nantel, J., 2004). Overall, online consumer reviews show that online
57 consumers are willing to seek online reviews, and to accept them as a valuable and credible source of information
58 about product strengths and weaknesses.

4   III.

60 Marketing Technique 1 (Viral Marketing)

61   Viral Marketing is also called the electronic Word-of-mouth marketing. It is a direct marketing technique in
62 which an organization persuades online consumer to forward its publicity material in e-mails. Viral marketing
63 depends on a pass over information from person to person. If a large percentage of people forward something to
64 a large number of friends, the overall growth will become very quickly.

65   However, relatively few marketing viruses achieve success on a scale similar to Hotmail, widely known as the
66 first application of viral marketing. Today, viral marketing has become a mainstream marketing instrument
67 used by multinational firms in various industries which include Nike, Unilever, and Volkswagen etc. Those firms
68 appreciate viral marketing as a means to benefit from the additional trust sources receive while remaining largely
69 in control of the message content (Bampo, Mauro, Micheal T., 2008).

70   The current trend toward viral marketing also has been fueled by the growing popularity of social network
71 platforms such as Facebook which has more than 1 billion connected consumers sharing marketing messages
72 with just a single click on their laptop or mobile devices. The resulting potential for viral marketing campaigns
73 on Facebook is an evident from popular examples such as the games like FarmVille and CityVille. On the
74 other hands, consumers' reactions to viral marketing seemingly differs for more versus less utilitarian products,
75 according to theory from social psychology (Aronson, Elliot, Timothy D., 2012). Success stories about viral
76 marketing campaigns on Facebook and similar platforms almost exclusively involve products that fit well with
77 the platforms' fun-oriented environments.

78   Consequently, when Facebook users receive viral marketing massages, they do not expect the messages to
79 promote primarily Unitarian products, because such products do not fit well with their fun expectation. In
80 summary, marketing managers must used to it on their Facebook viral marketing strategy to their product. The
81 same sharing mechanism features that helped products such as FarmVille has achieved more than 100 million
82 consumers in less than 40 days can seriously harm the chances of success of useful products.

83   The main difference between viral marketing and word-of-mouth is the pertain to the origin of the marketing
84 message. If consumers rather than firms create the content of a marketing message, the respond of consumers
85 should be strongly affected when they process information through the peripheral route, which implies that they
86 depends hardly on social cues (Hinz, Oliver, Christian Schulze, 2013).

5   IV. The Advantage of Viral Marketing

88 The key to viral marketing is to get an online consumer to a firm webpage to do recommendation to someone
89 else who they think will be interested. Online consumer will be referring a firm webpage to another potential
90 consumer, who will hopefully go on to buy the products and services. A firm can create a network of people
91 visiting the website who are already interested in the content. The advantage of viral marketing is that it increases
92 exposure to interested potential online consumer that can make the firm can have as many different viral agents
93 as have different type of customer.

94   Other than that, the most creative viral marketing plans use others' resources to get the word out. Affiliate
95 programs, for example, place text or graphic links on others; websites. Authors, who give away free articles, seek
96 to position their articles on others' WebPages. A news release can be picked up by hundreds of periodicals and
97 form the basis of articles seen by hundreds of thousands of readers. Now someone else's newsprint or webpage is
98 relaying a firm marketing message.

6 V. Marketing Technique 2 (Guerrilla Marketing)

Guerilla marketing is a technique that used by firms to increase firms productivity in order to achieve firms' value and mission. The crowded competitive business environment is a main influence that had cause failures to most of the firms that are not standing out enough or not popularly known by potential customers. Consumers ignores and felt boring with the traditional media such as television, radio and print ads that contain message of their firms' product (Wang, C., Zhang, P., Choi, R. & D'Eredita, M., 2002).

The latest marketing strategy introduced was guerrilla marketing and it can attract consumers' attention with the creativity of advertising and divert their direction of observation on the target of product. Guerrilla marketing was designed for the small firms, it should be based on human psychology, profits, cooperate business with other firms to increase competitive advantages instead of struggles against the competitors (Chen, 2011). There are two reasons to use guerilla marketing, which are to create buzz and build relationships among consumers. Guerilla marketing techniques have been used by a number of brands, both large and small, in different situations. It is a common reason to use guerrilla marketing techniques is to find a new way to communicate with consumers.

In 2004, Nike sought to communicate with consumers through instant messaging. Despite the success stories and the many reasons to use guerilla marketing, if directed at the wrong audience or not executed properly, it can actually hurt a firm brand (Hallisy, 2006). Guerrilla marketing has proven to be a valuable communication and outreach tool (Hatch, 2005).

7 VI. Advantage of Guerrilla Marketing

Guerrilla marketing is a low-cost, high-impact marketing strategy that allows small firms act like large firms (Castronovo, C. & Huang, L., 2012). When the firms use guerilla marketing, it can sustain the business activity in long-term. Most of the small firms were contributed in the skilled labor market and it will cause the market become cheaper, efficient, and effective (Arslan, S. & Durlu-Ozkaya, F., 2012). In this situation, it can decrease the rate of unemployment in the national development. The larger quantity of labors is increase the rate production of the products and services. When the firm's production is increasing, it will create the awareness of the brand image and it will affect the consumers diver their perception towards the products and services that produced by the firm. Some of the people found out that one of the advantages of guerrilla marketing are unexpected; it describes when the consumers get shocking on the advertising media which most of them applies guerrilla marketing on it (Omar, A. Lindsey, D. & Dimitrios, K, 2009). Other than that, consumers were unintentionally shows their emotions such as shocking, excited and amazed when they observe or realize the advertising media. Furthermore, the consumer is interacting with the message of the product from advertising media and it keeps an impressive image in consumer's mind.

8 VII.

9 Discussion

The purpose of this paper was to determine how effective these are both marketing technique to influence online consumer behavior. This review paper is important because in current realistic society, people had neglected and ignored the traditional advertising and they are partial to social online media such as Facebook, Twitter, or instagram.

Marketer and advertiser need to be changed because of the current realistic consumer behavior. Although online viral marketing technique presents a good opportunity for advertisers, success in this area remains elusive to most of the firms (Ferguson, 2008). This is partly due to the many uncontrollable elements in the online environment. Electronic word-of-mouth is one of today's most powerful and effective marketing tools. It is reported to be one of the fastest growing sectors in marketing and media services. Smart marketer or advertiser have a chance to become a part of the consumer-driven eWOM (Electronic Word-Of-Mouth) conversation through well-planned, well-researched and well-executed eWOM marketing program, they will be well positioned to influence consumers' purchase intention.

To work out an effective online viral marketing technique that can attract online consumer attention, it is important to recognize these uncertainties while at the same time realize the ability of the firm enable to make strategic choices that can maximize the success rates. The social cost of maintaining a large amount of people leads to weaker average connection and as a result limited effect on subsequent generations of consumers. Therefore, to have a larger number of easily affected individuals than to have a few highly connected hubs in a social network (Watts, D. J. & P. S. Donnes, 2007). When online consumers share too few or too many common interests, diffusion outcome is not very optimal. Instead, a moderately heterogeneous group of consumers could increase the reach of a viral message to more diverse consumer populations.

On the other hand, people had neglected and ignored the traditional advertising and they are partial to social online media such as Facebook, Twitter, and Instagram. Guerrilla marketing is also one of the marketing techniques that attribute unconventional, and surprising which can benefits the firm and consumer both. Therefore, it can also be attracting consumers from different background and cultures. Some small firm might hired professional street style dancer to do a flash mob in the mall to promote their products or distribute message

from the firm to the consumer. Consumer will share video and spread the message to their friends and family. Thus, other potential consumer will be attracted to the video and indirectly spend time on it.

Overall, the latest marketing techniques is more entertaining and lower cost comparing to the traditional marketing technique. Therefore, online consumer will prefer the latest marketing technique that the firms use as tool to sell their product and service. Because the majority of online consumer is generation Y. Online consumer would prefer more on fresh and creativity stuffs.

10   VIII.

11   Conclusion

The result from this study found out that marketing techniques quality does affect consumers' perceptions of products and services. Online consumer review is one of the most imperative communication ways in today's business world. Immense research has demonstrated that online consumer reviews have an important impact on the sales of corporation (Mayzlin, D. & Chevalier, J. A., 2006). Consequently, online consumer reviews should be manage and handled in good way and should be incorporated in communication marketing strategy of organization. Furthermore, the buying intentions of online consumers with low cognitive need were affected by quantity of rather than quality of arguments. [1]
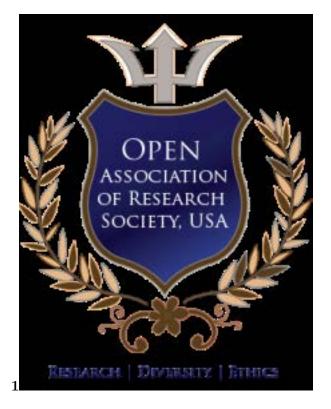

Figure 1: A 1 Global

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