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RESEARCH ARTICLE

VIRAL MARKETING AS A PREDICTOR OF CONSUMER BUYING BEHAVIOR AND EXTENSIVE DECISION MAKING AMONG RESIDENTS OF SAN PABLO, LAGUNA

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ABSTRACT

The objective of this study was to determine the impact of viral marketing on consumer buying behavior and its effect on consumers' both response behavior as well as extensive decision-making. Viral marketing is a form of promotion which uses social media and viral messages to promote a product, service or a brand. Most importantly, viral marketing aims to increase the brand awareness with little costs using the principle of word-of-mouth communication. The study directly examined how viral message, virality on social media, and recommendation from peer impact consumer perception, engagement, and purchasing decision. Two hundred respondents were included in the study. Data were collected by using a structured questionnaire which measured the respondents' perceptions of viral marketing, social media, word-of-mouth influence, response behavior and extensive decision-making. For this purpose, descriptive statistics were used to summarize respondents' perceptions while the Pearson correlation analysis was used to analyze the relationship. Findings showed positive acceptance towards viral marketing from the respondents. The influence of consumer review received the highest level of agreement in our analysis. There were significant associations between response behavior and comprehensive decision making with word of mouth, viral message and social media. The study found that social media had the highest correlation with response behavior. This finding shows the ability of social media marketing to trigger an engagement response from consumers. Also, it provides the quickest behavioral response from consumers. Further, viral messages and peer recommendations were found to influence consumers' rational purchase decisions. The results suggest that trustworthiness, credibility and interactivity have a bearing on consumer behavior. Businesses should create credible viral content and generate engagement on social media platforms as well as promote genuine word of mouth for improving immediate responses and informed purchasing decisions. This study provides a better understanding of the digital marketing strategies along with some useful insights for marketers who are looking to make the best use of viral marketing campaigns.

KEYWORDS

viral marketing, consumer behavior, social media, word-of-mouth, response behavior, extensive decision-making

1. INTRODUCTION


Digital platforms have changed how people share information, market products, and influence buying decisions. Viral marketing that works on the speedy dissemination of content online and actual user involvement has now become one of the effective methods that organizations employ to reach large audiences without spending on traditional advertising. As social media continues to be prominent in everyday life, residents of growing cities such as San Pablo, Laguna are gradually exposed to viral content that can influence their tastes and purchases. Through brief videos, user-created material, and algorithmic trends, regular consumers are now brand ambassadors without being aware of it. Understanding how viral campaigns can influence consumers' buying habits can help local businesses, marketers or entrepreneurs. In more active communities, viral content can stimulate impulse buying or allow for extensive decision-making behavior depending on the nature of the product and consumer involvement. A finer comprehension of what specifically with viral marketing drives the people in San Pablo to search, review, buy will increase the marketing tactic and trust level of buyer. Present research on viral marketing is for the most part targeted to the major cities, the national market or just the global web. There aren't many studies that

show how purchasing behavior is affected by viral content. This is important to study in the context of a mid-sized city. There hasn't been much research on viral marketing and complex decision-making. This is especially true in communities with different socio-economic levels.

Consequently, it raises the question of whether the viral trends really enhance the feelings of residents' attitudes towards the product, information searching and purchase intentions. The "Industry, Innovation and Infrastructure" SDG 9 and "Responsible Consumption and Production" SDG 12 are both relevant to this research. The stress of study of some digital innovative measures and the application of modern marketing strategies to enhance local business competitiveness is aligned with SDG 9. Further, the study also examined consumer behavior which is also related to the SDG 12 as it enhances understanding of the residents' informed and responsible purchase decision-making despite rapid changes in viral trends.

2. RELATED LITERATURE

Viral marketing involves the use of user-generated content, influencers, or short videos to promote your product or service through the Internet. Consumer behavior has received documentation verifying that consumers

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exposed to viral material can be inspired to make an often-impulsive purchase. According to the study, the viral marketing effects influence Generation Z significantly more as they suffer from the fear of missing out (FOMO) which acts as a mediator of the impulsive buying behavior (Aroran et al., 2025). In a complementary study, Wulandari and Arafah (2024) convey that the effectiveness of viral marketing will be stronger if the consumer will have credibility on the content. Therefore, it can be concluded that trust is the main key that shapes the purchasing decision.

The persuasive impact of viral content as noted is that continued exposure to viral messages causes a boost in product recall and a strengthening of behavioral responses by (Rupalee, 2022). This means if consumers see something on more than 1 social media site, they are more likely to do what those ads urge them to do. So, viral marketing has become very important now.

Viral marketing is also relevant to purchase intention, in addition to consumer behavior. As observed that when viral content is on-trend, authentic, and creates social belonging, members of Generation Z were more likely to engage in purchasing behavior because of viewing the viral content (Singh et al., 2025). In a similar manner, found that content quality, social influence, and the spreading ability of a message collectively influence the effect of viral marketing on consumer purchase intention (Sinha et al., 2025). In this regard stated that characteristics like emotional appeal, relevance, and peer endorsement of viral content make the consumers more engaged that later on affects the buying behavior, at the present and in the future (Siddiqui et al., 2025).

The main environment for viral marketing is social media platforms. It has noted that repeated viewing of social media content impacts a user's consumer behavior or experiences (Chan, 2025). This is especially true of advertisements. Filipino consumers, especially Gen Zs share the same behavior with 4 in 5 claiming that social media trends, peer reviews and sharing it enhances likelihood of purchase (Canizares et al., 2022; Arellano et al., 2022). Influencer posts remember went viral quicker than marketing tactics can; be in the forms of impulsive purchasing, habitual purchasing or thoughtful one (Dalangin et al., 2021).

The evolution of eWOM in viral marketing has helped in mutually benefitting the promotional content. According to Liu et al., (2024), this is eWOM 2.0 due to the presence of social media. The researcher added that social media features and algorithm allow for further dissemination of generated content. In another research, noted that credibility and perceived usefulness help shape online purchase intentions (Ngo et al., 2024). As explains, when making choices, viral exposure can affect consumers at every stage of that decision-making process (Fatima, 2025).

Aligned with the AIDAS model of attention, interest, desire, action and satisfaction, this type of marketing can impact the initial curiosity and post-purchase evaluation process of consumers.

The advertising world has incorporated virality into their promotional strategies so people can share. As reveal that consumer buying behavior is influenced by advertising that is enhanced by viral formats (Jemal and Melese, 2025). Given this context, we have begun to see short videos, particularly on TikTok, going viral. According to the study, the TikTok algorithm accelerates trends and has a strong effect on Gen Z purchasing intention (Valeza and Soriano, 2024). Similarly, according to the study, fast paced and engaging content can shape consumer response quickly (Aroran et al., 2025).

3. METHODOLOGY

A study was conducted using a quantitative descriptive–correlational research design to determine the impact of viral marketing on the buying behavior of consumers in San Pablo City, Laguna. The descriptive part looked at how often users saw viral promotional content on various social media platforms like Facebook, TikTok, Instagram, and YouTube, and that buying pattern of 200 respondents aged 18 and above who bought something after seeing viral promotional content. To obtain an appropriate sample size, researchers employed Slovin's formula. They were able to obtain a diverse representation of the city's population through stratified random sampling and simple random sampling. The researchers collected data using structured questionnaires. Thus, the questionnaire consisted of three sections. Including -demographics, exposure to viral marketing on five points Likert scale and consumer buying behavior measure purchase intention and post purchase satisfaction. The measurement tool was validated by marketing professionals and achieved a Cronbach's Alpha of at least 0.70 in the pilot test. The questionnaire was distributed in digital form through Google Forms on the local community platforms for two to three weeks. The researcher will employ descriptive statistics and Pearson's r correlation to the data gathered to find out the relationship between exposure to viral marketing and consumer behavior at 0.05 significant level. Throughout the research, ethical actions were taken. The participants were voluntary, and a consent form was signed. The researcher ensured confidentiality. Further, the participant can withdraw if wanted to at any point in time, without being reprimanded.

4. RESULTS AND DISCUSSION

The respondents of the study were two hundred (200) participants ages 18 years above in the province of Laguna.

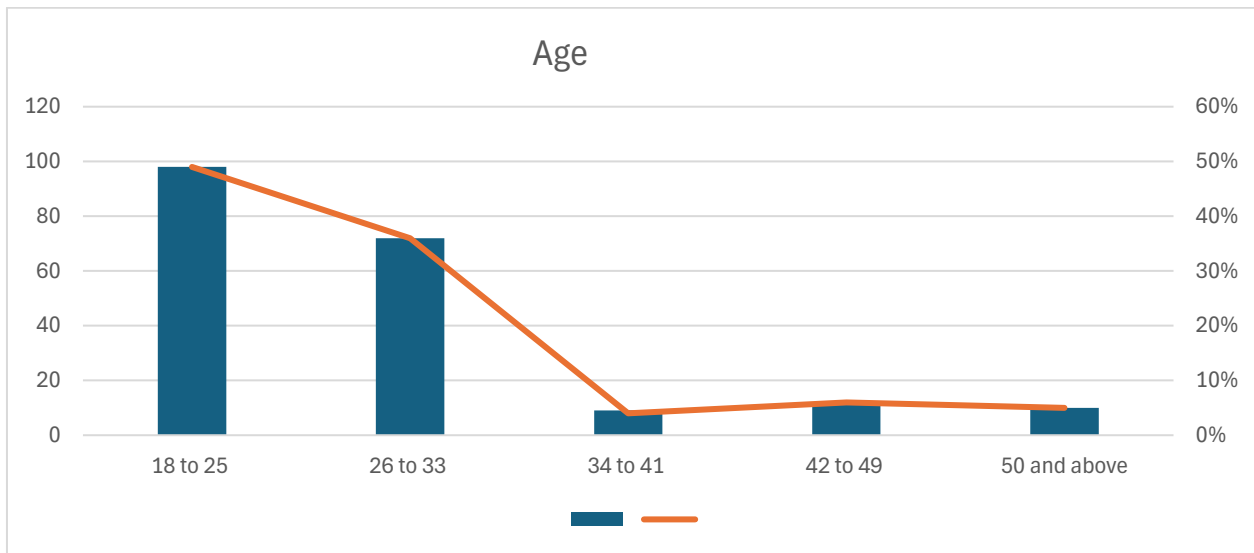


Figure 1: Distribution of Respondents According to Age

Of the 200 respondents, most are young adults with 49 surveying aged 18–25 and 36 of age 26–33 indicating nearly 85% of the respondents were aged between 18 and 33 years. Only a small share comes from older age brackets: 4% 34-41 years of age; 6% 42-49 years of age, and 5% 50 years or older. The age distribution suggests that the findings of this survey will mainly reflect the views and opinions held by younger adults, rather than older or middle-aged adults. A 2023 study by the Center for Climate Change and Social Transformations (CAST) and colleagues finds that the Millennials and Gen Z are considerably more fearful, guilty and angry about climate change than older generations. This is even though climate skepticism, beliefs about climate causes, impacts and solutions display

little age difference. So younger people are indeed more emotionally engaged with the climate. The research reveals high climate knowledge or concern. This may be due to the overrepresentation of younger respondents. This implies that the results may overstate concern relative to a more age-diverse sample. At the same time, older and middle-aged adults are underrepresented and so the data may not capture the age-related variations in climate attitudes or behavior. In other words, older adults may have differing risk perceptions and value frameworks. Any estimates based on statistical comparisons between age groups would be considered provisional due to low numbers in older age groups.

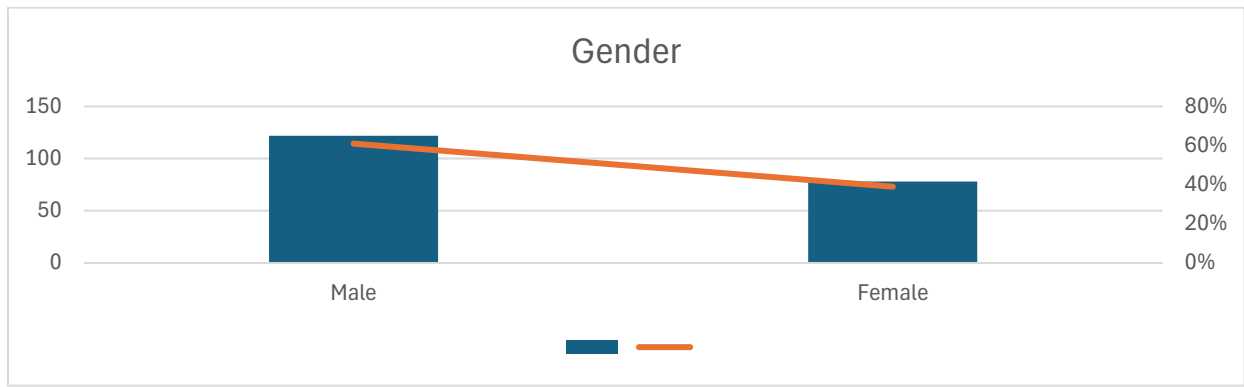


Figure 2: Distribution of Respondents According to Gender

In total, the calculation shows that there are more males than females, so it indicates that respondents by sex are more male. 61 percent were males and only 39 percent. The presenting results in a male-oriented tone shows that the study may be focused immensely on the male view. Prior research has indicated that sex can affect attitudes and behaviors towards social and environmental issues. 2024 research by Aceson Chan noted that women reported greater environmental concern and pro-environmental

behaviors than men, when controlling for age and education factors. As a result, the predominance of male respondents in our sample may skew our results downward for attitudes, awareness, or behaviors more often found in females. Because there were more female than male participants, the findings may be sex skewed. Thus, the interpretations could take this factor into consideration, and future research could use a more balanced proportion of gender.

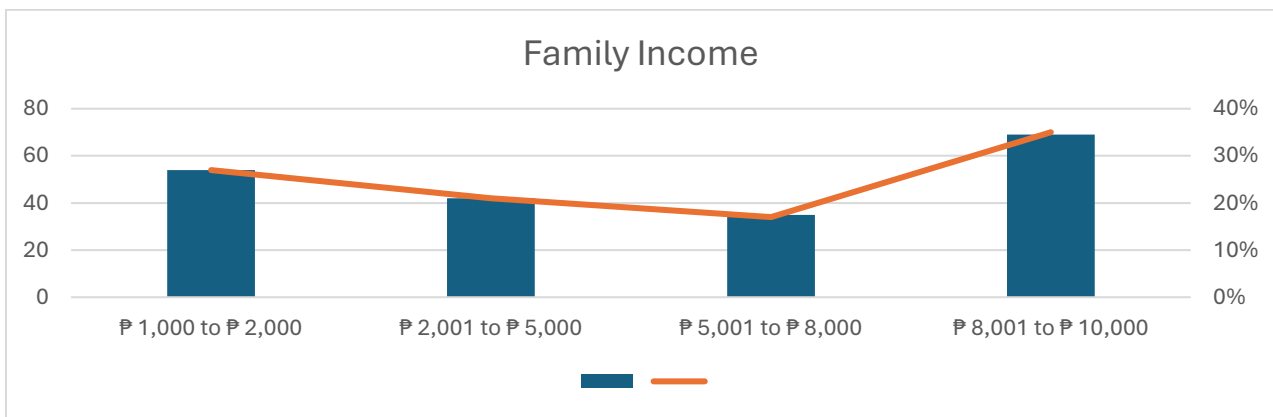


Figure 3: Distribution of Respondents According to Family Income

According to the data presented above, it can be observed that the family income of (35%) of the total respondents were ₱8,001-₱10,000 while the (27%) of them belong to ₱1,000-₱2,000 family income. Furthermore, the (21%) are coming from ₱2,001-₱5,000 family income. Finally, the (17%) of the total respondents belong to ₱5,001-₱8,000 family income. This indicates that the sample consists of lower- to lower middle-income households, with a relatively high concentration of households nearer the upper end of this range. People’s environmental awareness and behavior often depends on their socio-economic status. A newly released global research study revealed that, in various countries, adults from higher income brackets were more likely to engage in environment-friendly

behavior as compared to poorer individuals. In a similar study conducted in the year 2025, researchers also discovered that a household that earned more income was willing to pay more premium for more eco-friendly items like organic food, but only after a certain income level. Our findings show that the income composition of our sample may be affecting our results. More generally: awareness or pro environmental responses may be more widespread than in a lower income population. Many, although still relatively few, of respondents (48%) belong to the lower half of respondents (₱1,000-₱8,000) so in general, they answer all the questions the same, so it is not unbalanced or tremendously skewed.

Table 1: Mean Perception of the Respondents from Variables Used

Variable	Indicator	Mean	Verbal Interpretation
Viral Message	It is fashionable and extensively adopted by several consumers.	3.57	Strongly Agree
	I have confidence in the viral marketing message.	3.27	Agree
Overall Mean		3.43	Agree
Social media	Social media information influences purchasing behavior.	3.66	Strongly Agree
	It is facile to locate pertinent facts on social media.	3.52	Strongly Agree
	Consumer ratings and comments on Facebook posts are intriguing.	3.52	Strongly Agree
Overall Mean		3.56	Strongly Agree
Word of Mouth	Consumer reviews hold significant importance for me.	3.76	Strongly Agree

Table 1 (cont): Mean Perception of the Respondents from Variables Used

	I consider suggestions from coworkers.	3.49	Agree
Overall Mean		3.60	Strongly Agree
Response Behavior	I value sound ideas from my family.	3.52	Strongly Agree
	Value the recommendations of others.	3.52	Strongly Agree
	Value the recommendations of others.	3.34	Agree
Overall Mean		3.46	Agree
Extensive Decision Making	I meticulously seek evidence to attain a good conclusion.	3.67	Strongly Agree
	Information from others aids me in making a purchasing decision.	3.35	Agree
Overall Mean		3.48	Agree

The perception of viral messages in the overall means has a mean score of 3.43 and standard deviation of 0.61. This value is interpreted as Agree. This implies that respondents generally have a positive view of viral marketing messages, and find them helpful, interesting, and effective. The intermediate standard deviation indicates responses are not too widely spread, suggesting the sample views viral messages as valuable. Of all the indicators listed, the one that has the highest mean score with a score of 3.57 is “It is trendy and used by many consumers”. This is interpreted as Strongly Agree. This means respondents considered viral messages as trendy and widely shared messages on social media. Viral content is something that’s perceived to be popular, current, and widely circulated. This is not too different from how digital audiences today interact with content that spreads like wildfire over the Internet. On the contrary, the mean score of 3.27 with the statement ‘I believe in the message of viral marketing’ has the least value.

This means that while the respondents like messages that go viral because they are attractive and popular, they have lower confidence or trust in what the viral message says. In terms of Attention, Trendiness and Perceived Effectiveness trust appears to be the weakest. The results show that viral marketing is able to grab attention and create interest because it is trendy and socially enhanced. Nevertheless, respondents continue to be wary of trust that could affect how far they plan to use or act on viral messages. This means that viral content might be good at generating awareness, but not very effective in changing people’s attitudes or behaviors unless it has stronger credibility marks like verified sources, testimonials, and transparency. Consistent with Alsamydai (2016) findings, trust in the messages of viral advertising has a great influence on the attitude and consumer behavioral intention. According to him, viral marketing can get content out and spark interest. However, it is more powerful when trust is established. Alsamydai drew a conclusion about how the three constructs: credibility of viral messages, message quality and perceived authenticity can impact consumers’ confidence in viral messages. This can also shape the attitude and likelihood of acting on these messages.

The average perception score for social media is moderately high that is 3.45 (0.55). It means Strongly Agree. According to respondents, social media platforms are fun, influential and informative spaces which positively influence consumer decision making. Low standard deviation indicates responses are consistent. People seem to share a similar view towards social media functionality. The highest average score is 3.66 for the statement “Information from social media influences purchasing behavior”. This indicates that respondents strongly agree that the content of social media, such as recommendations or reviews or promotional post impacts their purchasing behavior. This indicates how digital platforms influence consumer choice. Such platforms are spaces that showcase user-generated posts along with photos or videos that may attract consumer interest. The two indicators that received the lowest mean score of 3.52, albeit still interpreted as Strongly Agree, are It is facile to locate pertinent facts on social media and Consumer ratings and comments on Facebook posts are intriguing. This means that while respondents do find social media easy and interesting, they are not quite as impactful as the other indicators on the social media effect on purchasing behavior. Nevertheless, the findings indicate that they still find value in retrieving information and using interactive features (commenting and rating) on social media.

The findings suggest that social media operates in the dual capacity of

being an information source and a persuasive environment for consumers. The respondents feel that it is not only fun to use social media, but they also think that social media influences their buying decision-making process. This is through information that is available easily and user-generated content. The research reveals that posts that get frequent comments or likes can benefit the business. Positive comments on the posts can influence your audience as well. Additionally, your relevant information must be easily accessible to the users. Based on research from 2025 by Aceson Chan, it is reported that social media exposure can have a big impact on consumer behavior and purchase decisions. It was also mentioned that consumers use social media platforms like Facebook, YouTube and Instagram during the process of making purchase decisions.

The average score on word-of-mouth perception is 3.60 with a standard deviation of 0.54, interpreted as Strongly Agree. The respondents attach high importance to interpersonal communication through family, friends, coworkers, and online reviews in terms of their decision-making. The respondents are moderately widely spread. This means that there is some difference in opinion although overall, there is a strong belief that word-of-mouth cues are important. The highest mean score in the set is 3.76 for the indicator “I take consumer reviews seriously”. This shows that among the respondents, there is the highest weighting for peer-generated content such as online reviews, ratings, and testimonials. In the era of digitalization, reviews by consumers are a digital form of word of mouth. This strong agreement shows us how important the credibility of reviews is that they impact evaluations and purchase intentions. The lowest mean score is 3.49 for the statement, “I accept idea from colleague”, which falls in between Disagree and Agree. You do not think that what your coworkers say is as influential as what your family members, friends or internet reviewers say. The level of relationship closeness or trust may differ. Respondents could feel more compelled by family and internet community opinions than with workplace ones.

The study shows that traditional (family and friends) and digital (reviews) word of mouth causes a greater impact on respondents’ attitudes as well as choice. A particularly strong emphasis on consumer reviews means that businesses must put authenticity, customer satisfaction, and transparency of feedback as a priority. Positive online reviews may help build more than attempts to promote. In contrast, the lesser influence from coworkers indicates that professional networks may not be a key consideration for respondents. The findings are consistent with recent studies that word of mouth is still a powerful influencer of consumers. As per the findings, it was highlighted that the opinions of peers and interpersonal communication plays a significant role in shaping the responses of consumers (Aroran et al., 2025). This is especially true at websites where online reviews are provided, mixed with personal recommendations along with digital marketing operations. According to the research, information from other buyers is valuable because it reduces the perceived risk and enhances the credibility of the products and sellers.

The overall perception score means of response behavior is 3.46 with a Standard deviation of 0.67 as Agree. The findings mean that the respondents most of the time show positive engagement with others. It can be with sharing information, valuing opinions, or considering suggestions. The variation in the responses is not very large and indicates even though most respondents show social responsiveness, people marginally differ in their engagement in social exchange. The two indicators with the highest value of 3.52 are “I appreciate sound ideas from

my family” and “Value the recommendation of others”. This strongly agree interpretation indicates that the respondents will give strong importance to sound ideas from their family members as well as other people. It emphasizes that interpersonal trust plays a crucial role in human beings’ adaptive response to social or consumer information. The indicator “I respect the opinion of others,” obtained the least mean score of 3.34, but it is still interpreted as Agree. This indicates that while respondents tend to appreciate the thoughts of others, the enthusiasm or ongoing interest in these ideas is somewhat lower than their value of advice and recommendations. Respondents may be more likely to value trusted advice versus broad or general perspective.

The results imply that interpersonal trust and the value of meaningful suggestions impact the response behavior of respondents. The importance of family ideas and recommendations from others highlights the cultural significance of close relationships and peer-supported decision-making. In the meantime, the less interest in general opinions may be an indication that respondents are selective and give more value to trusted people’s opinion than social ones. Companies or communicators should ensure that they engage with their audience using communication that is more trustworthy and personalization. Recent evidence shows that consumers’ responses and behavioral intentions are significantly shaped by interpersonal interaction and trust. As observe that through interpersonal interaction, perceived value and purchase intention increase in the online environment (Ma, Jin, and Liu, 2023). Likewise, research performed in 2023 on live-streaming commerce showed that the communication and social connectivity of people produce desirable behavioral responses and that interpersonal interaction meanings play a critical role in the development of consumer decision pathways.

The existing research supports the current findings by affirming that information on the digital space, in face-to-face interaction, and via socially transmitted input will continue to drive trust, communication, and response.

The mean perception score regarding extensive decision making is 3.48

with a standard deviation of 0.67, interpreted as Agree. Accordingly, respondents tend to make choices in a careful deliberate way, most importantly, when evaluating, seeking information, and considerations of advice. The moderate standard deviation indicates that most respondents show thoughtful decision behavior but not to the same intensity of approach. The indicator “I always look for evidence to make a good conclusion” receives the highest average score of 3.67 which is in the category of strongly agree. This shows that the respondents are focused on finding a reliable piece of information and evidence for deciding which shows that they prefer not to make an impulse decision. The lowest mean score of 3.35 is for Statement 6 “Information from others aids me in making a purchasing decision” which can be interpreted as Agree. Even though respondents think advice from others is helpful. Still, this score shows that personal evaluation and evidence gathering plays a slightly more important role than just relying on this.

The research showed that respondents make their decisions in a planned and systematic manner, looking for proof and carefully re-evaluating it before deciding. The quest for knowledge and improvement shapes our revolutionary ideas. We may also have the capacity to touch everyone we encounter. This means that marketers and communicators must help with credible and transparent information to guide consumers’ extensive decision-making process. Research shows that information search and evaluation are critical to a decision. Results supported by the research. For instance, Choudhury, Kshetri, and Sharma (2024) noted that the consumer undertakes significant searching before a purchase, which is evidence-based useful information. Also reported that consumers use several sources of information and assess their trustworthiness, to arrive at an informed decision (Filieri and McLeay, 2018). Likewise, the survey results noted that the respondents were systematic in their quest for evidence. Most importantly, stated that bounded rationality and cognitive evaluation are important influences of consumption decisions (Simon and Zhou, 2023). Moreover, it supports the observation that respondents work hard to gather and evaluate information before making choices.

Table 2: Correlation Between viral marketing and Consumers’ buying behavior.

Viral marketing/ consumer buying behavior	Response Behavior		Extensive Decision Making	
	r- value	p-value	r- value	p-value
Viral Message	.411**	.000	.559**	.000
Social media	.515**	.000	.315**	.009
Word of Mouth	.498**	.000	.551**	.000

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

The study found that viral marketing influences consumer buying behaviors. There are positive relationships across all the variables. Results of the entire analysis results prove that the viral message, social media and word of mouth which are the viral marketing aspects have a positive relation with response behavior and extensive decision making. The highest correlation in the response behavior observed was from social media (r = 0.515, p < 0.01). The findings of the study show that word of mouth (r = 0.498, p < 0.01) and viral message (r = 0.411, p < 0.01) of MM have moderate positive relationships with consumers’ social responsiveness and feedback behavior. The analysis also focused on the choice of certain types involving extensive decision-making, which was found to have the strongest correlation with viral messages (r = 0.559, p < 0.01), followed by word of mouth (r = 0.551, p < 0.01), while social media was found to have a moderate correlation (r = 0.315, p < 0.01). Consumers appear to be heavily reliant on in-depth viral information content and peer information when going through a deliberate and information-oriented decision-making process. While information on social media can be supportive, our personal assessments or those of people we trust seems to play a more decisive role.

The study findings suggest that viral marketing is effective in influencing consumer buying behavior, both immediate (engaging, sharing, feedback) and extensive (information search, evaluation and rational choice). Marketers should remember that social media may drive engagement, but the credibility of viral messages as well as peer recommendations may persuade consumers to make deliberate purchase decisions. Viral content can be made more useful by giving people a chance to share with their

peers. Recent studies confirm that viral marketing has a considerable impact on consumer behavior. According to the study, viral marketing, especially through social media, had a significant influence on consumers’ buying behavior (Gatea and Al Rawi, 2023). Apparently, digital content played a major role in influencing engagement, such as sharing and commenting, as well as buying intention. Likewise, the findings indicated that social media marketing and word of mouth have a direct and indirect positive effect on purchasing decisions (Herkamilan, Sutiono, and Yudhiantoro, 2024). This is in line with the results from viral content, peers’ influence, and both types of behavior and extensive decision. The impact of viral marketing on viral market buying decisions (2025) further confirms that viral marketing affects buying decisions. Buying decisions can be influenced greatly under social influence or herd behavior conditions. Therefore, the viral message about the product as well as recommendations from peers can influence buying decisions.

5. CONCLUSION

As per the research viral marketing affect consumer behavior significantly on different parameters such as response behavior and extensive decision making. The respondents had positive perceptions regarding viral messaging, social media content and word-of-mouth communication as it draws attention, provides timely information, and initiates action. Word-of-mouth and consumer reviews were noticed to be quite influential in the decision-making process. In addition, the study results indicates that respondents make a conscious and deliberate structured decision before buying a product. Social media might help connect, but people are swayed more by peer recommendations and messages that become popular more than ever. The result of the correlation analysis implies that all of the viral marketing components has a positive relationship with immediate response behavior in addition to broader, more considered decision-

making. To sum up, viral marketing combines credibility of message, social interactivity, and peer-to-peer word-of-mouth to drive short-term reactions and long-term purchases by consumers. Businessmen and marketers must exploit these channels strategically for maximum engagement, trust building and informed consumer decision making.

RECOMMENDATION

According to the study, businesses and marketers may use viral marketing strategies to influence consumer behavior. The creation of clear, credible and catchy viral messages is an important requirement as they have a strong impact on large-scale decision making by encouraging the consumer to collect information and make appropriate choices. Using social media, which has the highest significant correlation to the response behavior, offering them engaging posts, updating them frequently, and acting on their feedback will help strengthen engagement and feedback. Consumer behavior continues to be affected by word of mouth and peer recommendations which is why the companies are advised to create shareable content to generate organic traffic and referrals, provide referral incentives, and showcase customer testimonials to create trust. Another way to foster reasons buying and lessen perceived risk is by providing product information, tutorials, and reviews in an open manner. Using viral messaging, social media activism, and word-of-mouth initiatives in a multi-channel approach can create maximum reach, consumer engagement, and impact. It is very important for the business to keep observing what their customers are saying to the industry on the internet to get feedback and make adjustments and changes according to that.

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