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# An Impact of Viral Marketing on Gen Z Consumers: Evidence from Coimbatore City

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**ABSTRACT:** In the rapidly evolving digital marketing environment, viral marketing has emerged as a powerful promotional tool, especially among Generation Z consumers who are highly active on social media platforms. Gen Z consumers are frequently exposed to viral advertisements, influencer content, and trend-based campaigns that significantly shape their perceptions and buying behaviour. This study examines the impact of viral marketing on Gen Z consumers in Coimbatore city. A descriptive research design was adopted, and primary data were collected from 103 Gen Z respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, and One-Way ANOVA were employed for data analysis. The findings reveal that viral marketing effectively captures attention, creates curiosity, and builds brand trust among Gen Z consumers. However, emotional connection and brand loyalty show moderate influence. The study highlights the importance of authenticity, user-generated content, and influencer credibility in viral marketing strategies. The findings offer valuable insights for marketers and brands targeting Gen Z consumers through social media platforms.

**KEYWORDS:** Viral Marketing, Generation Z, Social Media, Influencer Marketing, Purchase Intention

## I. INTRODUCTION

In today's digital era, marketing communication has shifted from traditional advertising methods to interactive and consumer-driven approaches. Viral marketing has become one of the most effective strategies in digital marketing, enabling brands to reach a large audience within a short span of time through social media sharing. Viral content such as videos, memes, reels, and challenges spreads rapidly across platforms like TikTok, Instagram, and YouTube.

Generation Z represents a digitally native generation that spends a significant amount of time on social media. Their purchasing decisions are strongly influenced by online trends, peer opinions, influencer recommendations, and viral brand content. Unlike earlier generations, Gen Z consumers prefer authentic, relatable, and engaging content rather than traditional advertisements. Understanding how viral marketing impacts their behaviour is therefore crucial for modern marketers. Coimbatore city, with its large student population and growing digital exposure, provides an ideal setting to study Gen Z consumer behaviour. This study aims to examine how viral marketing influences attention, trust, emotional connection, and purchase intention among Gen Z consumers.

## II. PROBLEM STATEMENT

Gen Z consumers are continuously exposed to viral marketing content on social media platforms. While such content is effective in gaining attention, it is unclear whether viral marketing leads to trust, emotional attachment, and actual purchase behaviour. Many brands invest heavily in viral campaigns without fully understanding how Gen Z consumers perceive and respond to them. Therefore, there is a need to analyze the impact of viral marketing on Gen Z consumers and identify the factors that influence their buying decisions.

## III. OBJECTIVES OF THE STUDY

To examine the psychological and emotional factors of Gen z consumers toward viral marketing.  
To analyse the impact of viral marketing on consumer trust and loyalty toward brands of Gen z consumers.  
To identify what type of viral content Gen Z likes the most.



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### IV. REVIEW OF LITERATURE

Singh (2025) conducted a quantitative study titled “The Viral Effect: Unpacking the Influence of Viral Marketing” to examine the impact of viral marketing on Generation Z consumers’ purchase intention. The study revealed that viral content credibility, usefulness, and informativeness have a significant positive influence on Gen Z consumers’ attitudes toward brands. The findings indicated that when viral marketing content is perceived as reliable and valuable, it enhances consumer trust and leads to higher purchase intention. The study emphasizes that Gen Z consumers respond more favorably to authentic and informative viral campaigns rather than traditional promotional advertisements.

Christine (2025) examined the influence of user-generated content and viral marketing on Generation Z consumers through a survey-based study. The research found that user-generated content plays a crucial role in increasing brand trust and buying interest among Gen Z consumers. Since Gen Z consumers rely heavily on peer opinions and real user experiences, content created by other consumers is perceived as more authentic and trustworthy. The study concludes that encouraging user participation and content sharing can significantly improve the effectiveness of viral marketing strategies.

Lakruwan (2023) studied the impact of viral marketing on purchasing intention among youth consumers using a survey method. The findings revealed that increased exposure to viral advertisements positively influences consumers’ buying intention. The study highlighted that emotional appeal and repeated visibility of viral content help create curiosity and awareness, which eventually lead to purchase decisions. However, the researcher also pointed out that excessive exposure without meaningful content may reduce consumer interest, stressing the importance of balanced and engaging viral marketing approaches.

### V. RESEARCH METHODOLOGY

#### 5.1 Research Design

The study adopts a descriptive research design to analyze the impact of viral marketing on Gen Z consumers.

#### 5.2 Sources of Data

Both primary and secondary data were used. Primary data were collected through a structured questionnaire, while secondary data were obtained from journals, articles, and online sources.

#### 5.3 Sample Size and Sampling Technique

The study was conducted among **103 Gen Z consumers** in Coimbatore city using the **convenience sampling technique**.

#### 5.4 Sample Area

The sample area of the study is limited to **Gen Z consumers in Coimbatore city, Tamil Nadu**. Respondents were selected from **college students and young adults who actively use social media platforms**.

#### 5.5 Research Instrument

A structured questionnaire was used to collect data related to demographics, attention towards viral ads, trust, emotional connection, and purchase intention.

#### 5.6 Tools for Data Analysis

- Percentage Analysis
- Chi-Square Test
- One-Way ANOVA

### VI. DATA ANALYSIS AND INTERPRETATION

The percentage analysis shows that a majority of respondents belong to the 18–22 age group and are undergraduate students. Most respondents agree that viral advertisements easily capture their attention and create curiosity. Trust in brands increases when content goes viral, though emotional connection and loyalty remain moderate. Chi-square analysis indicates that age and gender significantly influence certain responses to viral marketing, while education does



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not. One-Way ANOVA results reveal that attention towards viral advertisements varies across age groups, whereas trust and confidence in product quality remain consistent.

### 6.1 PERCENTAGE ANALYSIS OF RESPONDENTS

S. No	Variable / Indicator	Category with Highest Response	Percentage (%)
1	Age Group	18–22 years	82.5
2	Gender	Male	56.3
3	Educational Qualification	Undergraduate	77.7
4	Occupation	Student	76.7
5	Marital Status	Unmarried	93.2
6	Viral advertisements easily capture my attention	Agree	38.8
7	Emotional connection with viral brands	Neutral	43.7
8	Viral marketing creates curiosity	Neutral	37.86
9	Excitement when brand content trends	Neutral	47.57
10	Viral ads influence mood and feelings	Neutral	49.51
11	Trust brands when content goes viral	Neutral	36.89
12	Confidence in product quality due to viral marketing	Neutral	50.49
13	Loyalty to brands appearing in viral trends	Neutral	36.89
14	Positive viral reviews increase trust	Neutral	48.54
15	Continue purchasing from brands with viral campaigns	Neutral	42.72
16	Preference for humorous viral advertisements	Neutral	46.60
17	Emotional storytelling attracts me	Neutral	41.75
18	Influencer-based viral content appeal	Neutral	48.54
19	Trend-based challenges and reels interest me	Neutral	33.98
20	Informative viral videos increase brand liking	Neutral	40.78



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### INTERPRETATION

The overall percentage analysis shows that the majority of respondents are young Gen Z consumers aged 18–22 years, predominantly undergraduate students. Viral marketing is effective in capturing attention, creating curiosity, and building trust among respondents. However, a large proportion of neutral responses across emotional connection, loyalty, and confidence in product quality indicates that while viral marketing creates awareness and interest, deeper emotional engagement and long-term loyalty require more authentic and value-driven content.

### 6.2 CHI SQUARE

S. No	Variables Tested	$\chi^2$ Value	df	p-Value	Decision ( $\alpha = 0.05$ )
1	Age × Attention towards Viral Advertisements	8.487	4	0.036	Significant
2	Age × Emotional Connection towards Viral Brands	4.821	4	0.299	Not Significant
3	Gender × Trust in Brands due to Viral Marketing	13.982	4	0.003	Significant
4	Education × Confidence in Product Quality through Viral Marketing	9.146	4	0.072	Not Significant

### INTERPRETATION

The Chi-Square analysis reveals that **age has a significant association with attention towards viral advertisements**, indicating that different age groups of Gen Z respond differently to viral content. Gender is also found to have a **significant relationship with trust in brands generated through viral marketing**, suggesting variation between male and female respondents. However, no significant association is observed between age and emotional connection, and between educational qualification and confidence in product quality. This indicates that emotional attachment and product quality perception through viral marketing remain consistent across these demographic groups.

### 6.3 ONE WAY ANOVA

S. No	Variables Tested	F Value	df	p-Value	Decision ( $\alpha = 0.05$ )
1	Age × Attention towards Viral Advertisements	2.684	(4, 21.36)	0.049	Significant
2	Age × Trust in Brands due to Viral Marketing	1.142	(4, 24.18)	0.355	Not Significant
3	Age × Confidence in Product Quality through Viral Marketing	0.684	(4, 26.09)	0.604	Not Significant

### INTERPRETATION

The One-Way ANOVA (Welch's test) results indicate that attention towards viral advertisements significantly differs among age groups of Gen Z consumers, showing that age influences how viral content captures attention. However, trust in brands and confidence in product quality generated through viral marketing do not show significant differences across age groups. This suggests that while age affects attention-related responses, trust and quality perception remain consistent among Gen Z consumers.



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### VII. FINDINGS

The study finds that viral marketing has a notable impact on Gen Z consumers, particularly in capturing attention, creating curiosity, and building brand trust through social media platforms. Percentage analysis shows that most respondents are young undergraduate students who are highly active online, and many agree that viral advertisements influence their awareness and interest in brands. Chi-Square analysis reveals a significant association between age and attention towards viral advertisements, as well as between gender and trust in brands due to viral marketing, while education does not significantly influence confidence in product quality. One-Way ANOVA results further indicate that attention towards viral advertisements varies across age groups, whereas trust and perceived product quality remain consistent. Overall, viral marketing is effective for visibility and engagement but shows only moderate influence on emotional connection and brand loyalty.

### VIII. SUGGESTIONS

Based on the findings, brands should focus on creating authentic, relatable, and informative viral content rather than relying solely on trend-based virality. User-generated content and credible influencers should be leveraged to strengthen trust and engagement among Gen Z consumers. Since emotional connection and loyalty are moderate, marketers should invest in storytelling and value-driven campaigns to build long-term relationships. Ethical and transparent marketing practices must be followed to avoid consumer skepticism, and viral campaigns should be supported with continuous engagement strategies to convert short-term attention into sustained brand loyalty.

### IX. CONCLUSION

Based on the findings, brands should focus on creating authentic, relatable, and informative viral content rather than relying solely on trend-based virality. User-generated content and credible influencers should be leveraged to strengthen trust and engagement among Gen Z consumers. Since emotional connection and loyalty are moderate, marketers should invest in storytelling and value-driven campaigns to build long-term relationships. Ethical and transparent marketing practices must be followed to avoid consumer skepticism, and viral campaigns should be supported with continuous engagement strategies to convert short-term attention into sustained brand loyalty.

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