

**THE INFLUENCE OF ATTITUDE TOWARDS  
VIRAL MARKETING ON  
BRAND AWARENESS AND  
BRAND IMAGE AND Its IMPLICATION TO  
BUYING DECISION  
(A Survey of XIAOMI SMARTPHONE USERS)**



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**Aditya Soejaya  
Suresh Kumar**

The Influence of Attitude Towards Viral Marketing on Brand Awareness and  
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Smartphone Users)



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This monograph is written to find out the relationship between viral marketing and buying decision. The phrase "viral marketing" refers to the phenomenon in which people frequently share and disseminate marketing-related information that was originally given out by businesses to encourage and capitalize on word-of-mouth marketing. From previous studies, it is also found that there is a relationship between viral marketing, brand awareness, and brand image. Brand awareness indicates the brand creates a strong image of the brand or people will generally buy a particular brand because they are familiar with it. Brand image refers to the consumer's perception of the brand and is defined as a set of beliefs or associations about a certain brand. To put it another way, a brand image is a consumer-constructed idea, concept, or point of view about a certain brand. Hence, this study will provide evidence to what extent viral marketing can influence brand awareness, image, and buying decisions.

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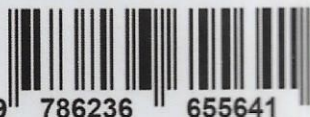


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