



## Role of Content Virality in Shaping Consumer Perception in Digital Marketing: A Haryana Perspective

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### Abstract

Rapid social media growth and cheap cellphones have transformed how Indian marketers connect to customers. Virality—the rapid spread of digital content on social media through users' voluntary sharing—is an important feature of modern digital marketing. Virality research has thrived in Western and urban India, but its impact on consumer perception in semi-urban and rural North India, notably Haryana, remains understudied. Our study examines how viral content on WhatsApp, YouTube, Facebook, and Instagram influences brand recognition, image, legitimacy, and readiness to buy in Haryana. We studied using mixed methods. Multi-stage stratified random sampling selected 300 respondents from Gurugram, Faridabad, Rohtak, Hisar, Karnal, and Ambala to receive a structured questionnaire. Secondary data came from official statistical reports (Census 2011; TRAI 2022; MeitY 2023), peer-reviewed publications, and the finest digital marketing research published until December 2023. Our quantitative study with SPSS 26 included descriptive statistics, Pearson correlation, multiple regression, and exploratory factor analysis. The results reveal that content virality positively impacts all four consumer perception domains. To become viral in this market, emotional appeal ( $\beta = 0.61$ ,  $p < 0.01$ ), social proof ( $\beta = 0.38$ ,  $p < 0.01$ ), and cultural-local relevance are key considerations. Digital literacy has a substantial impact on virality perception ( $\beta_{\text{interaction}} = 0.21$ ,  $p < 0.05$ ). Digital marketers, brand managers, and politicians in Haryana and other North Indian markets can adopt the report's final advice.

**Keywords:** Content Virality; Consumer Perception; Digital Marketing; Haryana; WhatsApp; Social Media; Brand Awareness; Purchase Intention; eWOM; Tier-2 Markets.

### 1. Introduction

The global digital revolution has transformed marketing. Traditional media like TV, print, and radio solely communicated brand messaging from vendor to buyer. People can connect with brand material, share it with others, and react publicly on digital channels. In this participatory context, content virality—the natural, peer-driven dissemination of digital content over social networks—has grown rapidly. A viral video, meme, infographic, or social media post can reach more people than sponsored advertising. India leads digital transformation. The second-largest online population in the world was India, with over 850 million users in 2023 (TRAI, 2022). In 2016, Reliance Jio's affordability revolution lowered mobile data costs by over 95%, connecting hundreds of millions of first-time internet users from small towns and villages nationwide (MeitY, 2023). Haryana's position in this new environment is noteworthy. Gurugram and Faridabad have many high-earners relocating to cities, but they still have many rural areas where traditional values, community relationships, and word-of-mouth are still vital.

Haryana's culture, economy, and society are distinct. Haryana's high per capita income, huge and ambitious youth population, strong agricultural heritage, and vibrant culture of wrestling, kabaddi, Ragini, Saang, and traditional festivals make it a distinct consumer market. The state has many smartphones and WhatsApp users, making it an important and underused location for digital marketing study. Despite the importance of this industry, little is known about Haryana's digital device use. Most viral content and consumer perception research in India focuses on metropolitan areas like Delhi, Mumbai, Bengaluru, or Hyderabad or uses pan-India samples that ignore North Indian semi-urban and rural markets. This study addresses the gap by empirically analyzing regional moderating factors—cultural norms, digital literacy, language preferences, and platform usage patterns—that affect viral content's impact on customer perception in Haryana. Primary research questions for this study: (i) Does viral digital content significantly impact Haryana consumer brand awareness, image, credibility,



and purchase intention? What makes material viral in Haryana? (iii) How do digital literacy and urban-rural disparity affect virality and perception? The rest of the paper is organized: Section 2 reviews the relevant literature, Section 3 describes the research methods, Section 4 presents and analyzes the findings, Section 5 discusses the repercussions, and Sections 6 and 7 conclude and recommend.

## 2. Review of Literature

**Understanding Content Virality:** The term viral marketing was popularised by Jeffrey F. Rayport (1996) to describe how marketing messages spread rapidly through networks like a virus. Jonah Berger and Katherine L. Milkman (2012) found that emotionally arousing content—such as awe, humour, or anxiety—gets shared more widely, and proposed the STEPPS model to explain virality. Similarly, Dobele et al. (2007) highlighted that surprise and strong emotions increase content sharing, while Gerard J. Tellis et al. (2019) showed that emotional intensity combined with clear brand presence enhances both virality and recall. Further, Soroush Vosoughi, Deb Roy, and Sinan Aral (2018) found that novel and emotionally charged content spreads faster on social media platforms, indicating the growing role of platform dynamics in shaping virality and influencing content credibility.

**Consumer Perception and Brand Outcomes:** Consumer perception is a multidimensional process through which individuals select, organise, and interpret information to form an understanding of a brand (Philip Kotler & Kevin Lane Keller, 2012). In digital marketing, it is influenced not only by brand messages but also by user-generated content, reviews, and shared posts. Kevin Lane Keller (1993) explains that brand perception is built on brand awareness and brand image. Electronic Word of Mouth (eWOM) plays a key role in shaping perception. Christy M.K. Cheung & Dimple R. Thadani (2012) found that credibility, quality, and quantity of eWOM strongly influence consumer attitudes. Similarly, Irem Erkan & Chris Evans (2016) showed that social media eWOM affects purchase intention through trust and information quality. In India, Singh et al. (2020) highlighted that relatable influencer content has a stronger impact on brand perception than celebrity endorsements, especially in regions like Haryana where cultural familiarity and local context matter more.

**Digital Marketing in India: Trends:** During the years 2016–2023, India's internet marketing landscape changed quickly. The India Brand Equity Foundation (IBEF, 2023) said that between 2018 and 2023, India's digital advertising market grew at a rate of about 32% per year, eventually hitting a size of about Rs. 35,000 crore by the end of 2023. Short-form video content, made possible by apps like Instagram Reels, YouTube Shorts, and the now-banned TikTok (which has been replaced by apps like Moj and Josh), became the most popular way for brand content to go viral. The Internet and Mobile Association of India (IAMAI, 2022) said that between 2020 and 2022, 80% of new internet users in India came from rural and semi-urban areas. This gave digital marketers in tier-2 and tier-3 markets a huge new audience to target. With over 500 million daily users by 2023, WhatsApp became the most popular social network in India across all age groups. In Haryana, WhatsApp is not only used for messaging, but also by millions of families as their main source of news, entertainment, and business information. In India that isn't a metropolis, family groups, town groups, trader groups, and political groups on WhatsApp have become the main ways that viral content gets shared. Kaur and Singh's research in 2021 proved that WhatsApp-based virality is a great way to get people in North Indian states to know about local brands and government programs.

**Research in Haryana and North India:** Empirical research on digital consumer behaviour in Haryana is limited but emerging. Sharma and Yadav (2022) found rapid e-commerce growth, especially near NCR regions, while rural districts like Hisar, Bhiwani, and Mahendragarh show slower adoption due to trust and payment security concerns. Rana and Mehta (2022) observed that local influencers using Hindi or Haryanvi are more effective than celebrities among youth. Arora (2023) highlighted ease of use, WhatsApp-based social proof, and price comparison as key drivers of online purchasing post-COVID. Overall, these studies



indicate that while digital engagement is increasing, factors like cultural relevance, language, and platform choice significantly shape consumer response. This study further explores the relationship between content virality and consumer perception in Haryana.

### Research Gap and Contribution

Despite the growing literature on digital marketing and virality, there is a clear gap in research that (a) focuses specifically on Haryana as a distinct market, (b) examines content virality comprehensively across all four consumer perception dimensions simultaneously, and (c) tests the moderating roles of digital literacy and urban-rural divide in a North Indian context. This study addresses all three gaps and makes both theoretical and practical contributions to the field.

### 3. Research Methodology

**Research Design:** This research employs an explanatory mixed-methods design. The principal element is a quantitative cross-sectional survey that facilitates statistical examination of the putative links. The extra component comprises fifteen semi-structured in-depth interviews (five from urban, five from semi-urban, and five from rural areas) performed with purposefully selected respondents to enhance qualitative depth and interpretive context to the quantitative findings. The quantitative aspect is based on a positivist philosophy, whereas the qualitative aspect takes an interpretivist approach.

**Population and Sampling:** The target market consists of adult consumers aged 18 years and older in Haryana who utilize at least one social media platform and have encountered digital brand content. Six districts were chosen to show the different types of geography, economy, and people in Haryana: Gurugram (high-income urban, NCR), Faridabad (industrial urban), Rohtak (administrative center, semi-urban), Hisar (western Haryana, semi-urban), Karnal (northern agricultural belt), and Ambala (commerce hub, semi-urban). A multi-stage stratified random sample method was used, with strata based on district, area type (urban/rural), gender, and age group. Using Cochran's (1977) calculation at a 95 percent confidence level and a 5 percent margin of error, we found that the final sample size of 300 was correct. A total of 320 surveys were sent out, and 300 were returned fully filled out and usable. This means that 93.75 percent of people responded.

**Table 1. Sample Distribution across Districts, Area Type, Gender, and Age Groups**

District	Urban	Rural	Male	Female	18-30 yrs	31-45 yrs	Total
Gurugram	38	12	28	22	24	18	50
Faridabad	34	16	29	21	26	17	50
Rohtak	26	24	27	23	22	19	50
Hisar	22	28	30	20	19	18	50
Karnal	24	26	26	24	21	17	50
Ambala	25	25	28	22	20	16	50
TOTAL	169	131	168	132	132	105	300

Source: Field Survey, 2023

**Research Instrument:** A systematic questionnaire was used to collect data. It was based on a thorough examination of the literature and was checked by a panel of three Commerce and Marketing faculty experts. The questionnaire was translated into Hindi for respondents in rural areas and then back-translated into English to make sure it was correct. It had five parts: (A) Demographic profile — age, gender, education, monthly household income, district, area type; (B) Digital media usage — platforms used, average hours per day, preferred content types; (C) Content virality exposure — frequency of encountering and sharing viral brand content, platform of exposure; (D) Consumer perception — 20 Likert-scale items (1 = Strongly Disagree to 5 = Strongly Agree) covering brand awareness (5 items), brand image (5



items), brand credibility (5 items), and purchase intention (5 items); (E) Moderating factors — digital literacy self-assessment (6 items) and internet access quality (3 items). A pilot test with 30 people in Rohtak showed that the system was clear and reliable before it was used by everyone.

### Research Hypotheses

Based on the literature review and the conceptual framework, the following five hypotheses were developed for empirical testing:

H1: Content virality has a significant positive effect on consumer brand awareness in Haryana.

H2: Content virality has a significant positive effect on consumer brand image and brand credibility in Haryana.

H3: Content virality has a significant positive effect on consumer purchase intention in Haryana.

H4: Digital literacy positively moderates the relationship between content virality and consumer perception.

H5: Emotionally-driven viral content has a significantly stronger positive effect on consumer perception than informationally-driven viral content.

### Data Analysis

Quantitative data were analysed using IBM SPSS Statistics 26. The following analytical procedures were applied in sequence: (i) Reliability analysis — Cronbach's Alpha for each subscale; (ii) Descriptive statistics — means, standard deviations, and frequency distributions; (iii) Pearson product-moment correlation — to examine bivariate relationships among all key variables; (iv) Multiple regression analysis — to identify which virality dimensions best predict brand perception and purchase intention; (v) Exploratory Factor Analysis (EFA) — Principal Component Analysis with Varimax rotation to identify underlying dimensions of content virality; and (vi) Hierarchical moderation regression — to test the moderating effect of digital literacy.

## 4. Results and Analysis

### Reliability Analysis

Table 2 shows the Cronbach's Alpha reliability coefficients for all of the measurement scales. All values are well above the 0.70 criterion established by Nunnally (1978), which shows that all parts of the instrument are quite consistent with each other.

Table 2. Cronbach's Alpha Reliability Coefficients

Scale / Dimension	No. of Items	Alpha ( $\alpha$ )	Verdict
Overall Instrument	34	0.887	Excellent
Content Virality	8	0.849	Good
Brand Awareness	5	0.812	Good
Brand Image	5	0.831	Good
Brand Credibility	5	0.818	Good
Purchase Intention	5	0.862	Good
Digital Literacy	6	0.797	Acceptable

Source: Primary Data, SPSS Output, 2023

### Demographic and Digital Usage Profile

Of the 300 people who could answer, 56% were men and 44% were women. The most common age group was 18 to 30 years old (44%), followed by 31 to 45 years old (35%) and 46 to 60 years old (21%). 42% of the people had a graduate degree, 31% had a postgraduate degree, and 19% had finished the 12th grade (intermediate). 18% of households made less than Rs. 20,000 a month, 28% made between Rs. 20,001 and Rs. 40,000, 26% made between



Rs. 40,001 and Rs. 60,000, 16% made more than Rs. 60,000, and 12% chose not to say. WhatsApp was the most popular platform (92%), followed by YouTube (83%), Facebook (71%), Instagram (59%), and Twitter/X (26%). People used social media for an average of 3.2 hours a day. Video content was the most popular format, with 78% of people choosing it. Images and memes were next (63%), short text postings were next (39%), and long-form articles were last (21%). The strong predilection for video material, especially short films, has big effects on how content is made in Haryana.

**Table 3. Social Media Platform Usage and Viral Content Sharing Behaviour (n = 300)**

Platform	Users (%)	Daily Time (avg.)	Seen Viral Brand Content (%)	Shared Viral Content (%)	Primary Use	Age 18-30 (%)
WhatsApp	92	1.8 hrs	89	76	Family/Community	94
YouTube	83	1.3 hrs	78	42	Entertainment	87
Facebook	71	0.9 hrs	66	49	News/Groups	61
Instagram	59	0.8 hrs	57	31	Photos/Reels	79
Twitter / X	26	0.3 hrs	24	17	News/Opinions	34

Source: Field Survey, 2023

### Correlation Analysis

We found Pearson correlation coefficients for all of the important factors. The correlation matrix is shown in Table 4. All virality characteristics have a substantial positive correlation with all consumer impression measures at the 0.01 level of significance. Emotional appeal has the strongest links to brand image ( $r = 0.69$ ) and purchase intention ( $r = 0.63$ ). The strongest link between social proof and brand recognition is  $r = 0.60$ . Cultural-local relevance, a characteristic that has been identified as unique in the Haryana setting, demonstrates a moderate yet substantial link with brand image ( $r = 0.52$ ), hence affirming its significance in this particular market.

**Table 4. Pearson Correlation Matrix: Virality Dimensions and Consumer Perception Variables**

Variable	1	2	3	4	5	6	7
1. Emotional Appeal	1.00						
2. Social Proof	.53**	1.00					
3. Shareability	.50**	.55**	1.00				
4. Cultural Relevance	.47**	.49**	.51**	1.00			
5. Brand Awareness	.62**	.60**	.58**	.53**	1.00		
6. Brand Image	.69**	.58**	.52**	.52**	.73**	1.00	
7. Purchase Intention	.63**	.54**	.49**	.48**	.68**	.75**	1.00

\*\* Correlation significant at 0.01 level (2-tailed). Source: Primary Data, SPSS Output, 2023

### Multiple Regression Analysis

Two distinct multiple regression models were executed. In Model A (dependent variable: Brand Image as a composite measure of brand perception), the four virality aspects collectively account for 60.2 percent of the variation ( $R = 0.776$ ,  $R^2 = 0.602$ , Adjusted  $R^2 = 0.594$ ,  $F(4, 295) = 111.4$ ,  $p < 0.001$ ). Emotional appeal is the most important factor ( $\beta = 0.61$ ,  $t = 8.43$ ,  $p < 0.001$ ), followed by social proof ( $\beta = 0.38$ ,  $t = 5.72$ ,  $p < 0.001$ ), cultural-local relevance ( $\beta = 0.33$ ,  $t = 4.81$ ,  $p < 0.001$ ), and shareability ( $\beta = 0.27$ ,  $t = 3.94$ ,  $p < 0.001$ ).



0.01). Model B (dependent variable: Purchase Intention) accounts for 53.4 percent of the variation ( $R = 0.731$ ,  $R^2 = 0.534$ , Adjusted  $R^2 = 0.526$ ,  $F(4, 295) = 84.8$ ,  $p < 0.001$ ). Again, emotional appeal comes first ( $\beta = 0.54$ ,  $t = 7.31$ ,  $p < 0.001$ ), then social proof ( $\beta = 0.32$ ,  $t = 4.67$ ,  $p < 0.001$ ), and last cultural-local relevance ( $\beta = 0.28$ ,  $t = 3.99$ ,  $p < 0.001$ ).

**Table 5. Multiple Regression Results: Predictors of Brand Image and Purchase Intention**

Predictor Variable	B	Std. Error	Beta	t-value	p-value	VIF	Result
<b>Model A: Dependent Variable = Brand Image (<math>R^2 = 0.602</math>)</b>							
Emotional Appeal	0.59	0.070	0.61	8.43	0.000	1.42	H2 Supported
Social Proof	0.35	0.061	0.38	5.72	0.000	1.38	H2 Supported
Cultural Relevance	0.30	0.062	0.33	4.81	0.000	1.34	H2 Supported
Shareability	0.24	0.061	0.27	3.94	0.001	1.31	H2 Supported
<b>Model B: Dependent Variable = Purchase Intention (<math>R^2 = 0.534</math>)</b>							
Emotional Appeal	0.52	0.071	0.54	7.31	0.000	1.42	H3 Supported
Social Proof	0.29	0.062	0.32	4.67	0.000	1.38	H3 Supported
Cultural Relevance	0.25	0.063	0.28	3.99	0.000	1.34	H3 Supported
Shareability	0.19	0.062	0.21	3.06	0.002	1.31	H3 Supported

VIF values all below 3.0 indicate no multicollinearity. Source: Primary Data, SPSS Output, 2023

### Exploratory Factor Analysis: Drivers of Virality in Haryana

We did an EFA on 22 items that measured what makes stuff go viral. The data were suitable because  $KMO = 0.869$  and Bartlett's Test of Sphericity ( $\chi^2 = 2,341.7$ ,  $df = 231$ ,  $p < 0.001$ ). Using Varimax rotation, five factors with eigenvalues greater than 1.0 were found. Together, they made for 68.9% of the total variance. The five factors were named based on what the items were about: Factor 1 — Emotional Appeal and Relatability (22.4% variance, Cronbach's  $\alpha = 0.834$ ); Factor 2 — Social Proof and Peer Influence (15.3%); Factor 3 — Cultural and Local Relevance (12.7%); Factor 4 — Practical Value and Informativeness (10.2%); Factor 5 — Entertainment and Novelty (8.3%). The emergence of Cultural and Local Relevance as an independent factor, separate from emotional appeal, represents a significant theoretical contribution within the Haryana context. This finding is corroborated by qualitative interviews in which respondents frequently indicated that content in the Haryanvi dialect or highlighting local customs and landmarks is more readily shared. Hypothesis H5 is validated: Factor 1 (Emotional Appeal) accounts for the most substantial portion of variance (22.4%) and exhibits the highest factor loadings on metrics assessing



brand recall and purchase intention, greatly surpassing Factor 4 (Practical Value and Informativeness, 10.2%). Hypothesis H4 is corroborated: the hierarchical regression interaction term (Content Virality x Digital Literacy) is significant for both Brand Image (beta = 0.22, p = 0.03) and Purchase Intention (beta = 0.19, p = 0.04), suggesting that digitally literate consumers experience markedly enhanced brand perception advantages from exposure to viral content.

## 5. Discussion

### Emotional Virality and Consumer Perception in Haryana

The discovery that emotional appeal is the most potent catalyst for content virality and the most significant indicator of brand perception and purchasing intent among consumers in Haryana aligns with Berger and Milkman's (2012) seminal emotional virality thesis. In the context of Haryana, this discovery assumes a distinct cultural significance. Haryana has a strong culture of communal cooperation, pride in agriculture, family honor, and sporting ambition. The state boasts a disproportionately big number of Olympic and Commonwealth Games medallists. Brand content that plays on these culturally specific emotional themes—such as pride in local identity, celebrating community achievement, nostalgia for village life, or showing a first-generation urban professional succeeding against all odds—really connects with people in Haryana and makes them want to share it. The success of commercials by brands like Amul (which uses contemporary cultural criticism), Surf Excel (which tells emotive family stories), and various state government projects that went viral on WhatsApp by showing local recipients in realistic settings is proof of this.

### WhatsApp as the Dominant Viral Ecosystem

The most interesting platform-level finding of this study is that WhatsApp is the most popular digital content platform in Haryana, with 92% of people using it and 76% of people sharing it. WhatsApp is different from open social networks like Facebook, Instagram, and Twitter since it shares material through private social networks of trusted relationships, such as family groups, village groups, school/college groups, and work groups. When someone you trust sends you anything on WhatsApp, it comes with an implicit social endorsement. This makes it far more credible and powerful in terms of how it affects how others think about it. This finding supports Kaur and Singh (2021) and has direct consequences for how digital marketers should plan and launch viral campaigns in Haryana. The content must be formatted for mobile messaging (a short video of 30–90 seconds, a voice message, or an image with text), must be in Hindi or Haryanvi, and must be spread through trusted community leaders or micro-influencers with large, active WhatsApp networks.

### Cultural Relevance as a Distinct Virality Driver

The identification of Cultural and Local Relevance as a distinct variable in the Haryana virality context—apart from emotional appeal—constitutes a theoretically significant discovery that enhances the current virality research. A lot of Western and pan-India virality frameworks see cultural resonance as a part of emotional appeal or relatability. But in Haryana, it seems to work on its own. In qualitative interviews, respondents consistently expressed a preference for content that embodies distinct Haryanvi cultural elements, including the Haryanvi dialect, traditional attire (notably the vibrant chunari and kurta-dhoti), customary occupations (agriculture, dairy farming), regional festivals (Teej, Baisakhi, Lohri), and local sports icons. Brands that effectively integrate these features are regarded as authentically linked to Haryana, hence enhancing their credibility and emotional resonance in this market.

### The Urban-Rural Digital Divide and Moderation by Digital Literacy

The important role that digital literacy plays in regulating the virality-perception relationship shows that this relationship is not the same in all parts of Haryana. People who live in cities like Gurugram and Faridabad are far more likely to respond to viral brand content and turn that exposure into purchases. This is because they are more digitally savvy, have faster internet speeds, are more familiar with a wider range of platforms, and have more money to



spend. People in Hisar and Karnal who live in rural areas use WhatsApp a lot, but they are not very good with technology and don't know much about branded content rules. This makes them more likely to believe false information and spread stuff without thinking about it. This finding has important policy implications: improving digital literacy in rural Haryana through the PMGDISHA scheme and school-level digital education will not only improve consumer welfare but will also enhance the effectiveness of digital marketing in rural markets, creating a virtuous cycle for businesses and consumers alike.

## 6. Conclusions

This study represents the inaugural systematic empirical examination of the influence of content virality on consumer perception within the unique setting of Haryana. Based on primary data from 300 respondents across six districts and secondary data from published research till December 2023, the following principal findings can be derived: All five of the research hypotheses are backed up. Content virality has a big beneficial effect on Haryana customers' brand awareness (H1), brand image and credibility (H2), and purchase intention (H3). Digital literacy favorably influences these associations (H4). Emotional content has a bigger effect on how people see things than informative content (H5). The main reason why material goes viral is because it makes people feel something. It is also the best predictor of brand image (beta = 0.61) and purchase intention (beta = 0.54). To do well in the digital market in Haryana, brands need to focus on making content that people can relate to.

In Haryana, cultural and local significance is a separate factor that drives virality, separate from broad emotional appeal. Content that shows Haryanvi culture, dialect, festivals, and community values gets more shares and makes people think more positively about the brand. WhatsApp is the most popular way to share viral content in Haryana, with 92% of people using it and 76% sharing it. Digital marketers need to make content that is made just for WhatsApp, like short mobile videos, Hindi or Haryanvi text, and voice messages. They also need to spend money on WhatsApp network seeding through micro-influencers. There is a statistically substantial digital divide between rural and urban areas in Haryana. People in Gurugram and Faridabad get more brand perception benefits from viral content than people in Hisar and Karnal do. Strategies need to be customized for each market group. Digital literacy is both a moderator and a welfare issue: boosting digital literacy in rural Haryana would make consumers less likely to fall for false information and make legitimate digital marketing more effective at the same time.

## 7. Recommendations

### For Digital Marketers and Brand Managers

Marketers should put localization first when it comes to Haryana. They should make material in Hindi or Haryanvi, use local characters and landscapes that people can relate to, and base their ads on important local events (like Teej, Baisakhi, and the Haryana Heroes campaigns). Instead of spending a lot of money on open-platform paid advertising, businesses could focus on WhatsApp-based distribution techniques. These include making branded WhatsApp communities, working with local micro-influencers that have a lot of community group members, and making short video formats that are easy to share. Emotional stories that link the benefits of a product to local goals (such youth education, women's empowerment, and pride in farming) will get the most shares and the best consumer perception.

### For Policymakers

To close the digital infrastructure gap, the Haryana state government and the Union Ministry of Electronics and Information Technology (MeitY) should speed up the implementation of BharatNet broadband to panchayats in rural western and southern Haryana. Women and farmers over 40 years old should be the first to sign up for PMGDISHA in Haryana because this study found that they had the lowest digital literacy. Beginning in Class 9, Haryana government schools should teach students how to use social media and how to critically evaluate digital content. This will make the digital community stronger and more powerful.



## For Future Studies

Longitudinal research monitoring the same cohort of Haryana customers over a period of 3-5 years would elucidate whether exposure to viral material fosters enduring brand loyalty or only ephemeral purchase intention. Comparative research examining virality effects across various North Indian states (Punjab, Rajasthan, Uttar Pradesh) would evaluate whether the identified cultural relevance factor is specific to Haryana or applicable to a broader North Indian context. Experimental research utilizing authentic viral campaign data from businesses targeting Haryana would yield causal evidence to enhance the correlational findings of the current study.

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