

VIRAL MARKETING IN THE INTERNET. CHARACTERISTICS OF AN EFFECTIVE VIRUS.

Author **Joanna A. Kwiatkowska**

N/A

Abstract:

Among internet users surveyed, 63% declares a negative attitude towards advertisements placed in the Internet [3]. At the same time, the value of advertising market in the Internet in Poland has a colossal potential. The internet advertisement will appeal to Internauts if the form of its content is amusing (50 percent), creative and surprising (45 percent) or when it provides consumers with useful information (34 percent) [3]. What is more, it is possible that users interact with an advertisement and pass it farther. It means that they express 'subconscious acceptance' of advertisement. Such a behaviour is known as viral marketing.

Keywords: *marketing, viral marketing, Internet, Viral Spoof*

JEL codes: *M31*