

**Viral Marketing And Consumer Buying Decision Making Process:
Special Reference on Mobile Phone's Brand**

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Marketers used marketing as a tool to attract and retain customers, increase sales and profits and sustain in the competitive market. Nowadays marketers extend their marketing activities from traditional to online not only the domestic but also globally. The Viral Marketing (VM) is a trend. This new concept of electronic word of mouth for the commercial purpose emerged with the development on Internet in the beginning of the 21st century (Carole Dufour, 2011). The Viral Marketing is a factor that influence on Consumer Buying Decision Making Process (CBDM). Marketers and consumers are equally concern about the Viral Marketing and getting benefit for their different purpose. The sample counted 250 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Likewise, after doing the complex statistical analysis using SPSS in 19 versions and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of Viral Marketing reflected in the Consumer Buying Decision Making Process of mobile phone's brand. In this research the Pearson's Correlation analysis explores a positive significant linear relationship between Viral Marketing and Consumer Buying Decision Making Process. The coefficient of determination (r^2) was 16.9% at the 1% level. This implies that Consumer Buying Decision Making Process of mobile phone's brand can be predicted with Viral Marketing.

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