

**Module : Buyer Behaviour**

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This table of contents provides a concise overview of the report's structure, focusing on key sections and topics covered.

1. **Introduction**: Word-of-mouth (WoM) is an eminent driving force which revs up the memorability of the brands and customer's behaviours in today's day to day world. Off late, with the emergence of public, social and digital platforms, it is evident that the role of WoM in generating brand loyalty and pepping up user engagement is much more involved than during any other period. We will, thus, probe into the marketing campaigns that employ WoM as means of pursuing the highest target. This approach will be inclined towards Tinder, the leading web-based dating platform.

Diving into contemporary dating experience, Tinder with its ingenious app design and intelligible interface, has become a market leader in the dating logs. By the end of 2013, Tinder was handling around 350 million swipes, roughly equivalent to 4,000 swipes per second. Within a year, this figure had skyrocketed to 1 billion swipes per day. As of 2022, Tinder boasts 10.9 million subscribers, solidifying its status as one of the leading dating apps. (Priori Data, 2024). To a great extent, there can be a variation in the way people interact in tech-savvy periods of time. Today, along with the rising trends of Online dating, Tinder aims to tap into the potential of word of mouth marketing among the crowd to expand its market and create enduring interactions amongst its consumers. In the current consumer market filled with digital applications, Tinder faces a double-edged sword. On one hand, there are firm-created and organic WoMs that have an advocacy and engagement power. The dual power attributes of the WoMs (whether created by firms or organically) have to be understood, which would further result in having the exceptional knowledge of how Tinder drives advocacy and engagement.

This report carries the objective of a critical review of industry literature and research materials. This would lead to identifying the methodologies that are aligned and suitable in the e-dating scene. The usage of statistics and studies of tradition stems amongst the academic and the industry leaders should be used as guidelines that also serve in the implementing of the brands image through the strategic framework and matching it with the group of clients. Over the long-term, we intend to introduce options that will reach Tinder to the point of massive brand visibility and a much stronger bond with its users eventually leading to phenomenal growth and attachment without being exploitable.

**2. Firm created WoM:** Tinder's firm-created Word of Mouth (WoM) strategies include marketing campaigns, partnerships, and targeted advertising focused at amplifying brand visibility and user engagement (Shulman, 2023). These methods are exercised by the brand to promote the app and increase the number of swiping activities (Extole, 2022).

***Pros of firm-created WoM:***

- **Increased brand visibility:** In order to expand to a wider audience and generate high brand awareness, Tinder can do targeted campaigns and partnerships. This would ensure that they are catering to the expectations of the customer base by engaging them, further aligning them to the brand.
- **Controlled messaging:** To ensure that Tinder's message reaches the user base, the brand can ensure that its messaging aligns with the values and objectives of the brand, in addition to consistent branding across different marketing channels.
- **Scalability:** Tinder as an organisation can change its firm-generated WoM efforts by taking into account the performance metrics and the market analysis to target different segments successfully.

#### ***Cons of firm-created WoM:***

- Lack of authenticity: Consumers might feel that firm-initiated WoM is sales-driven, resulting in diminished trust in the brand (Shulman, 2023).
- Limited credibility: The WoM built by firms undermine the marketing efforts, raising suspicion about the authenticity of the marketing and further resulting eroded confidence in the brand (Shulman, 2023).
- Cost: Launching promotional WoM efforts from manufacturers, for example, influencer partnership outreach, working with existing fans, and commissioned content, can be costly and it is not always effective (Extol 2022).

**3. Organic/Traditional WoM:** Organic/traditional Word of Mouth (WoM) for Tinder involves recommendations and testimonials from real users, which carry authenticity and credibility (Shulman, 2023).

#### ***Pros of organic/traditional WoM:***

- Authenticity: The interaction with actual users' reviews implies more compelling information and is more truthful which further creates a more trustworthy and engaging environment.
- Cost-effectiveness: The organic WoM strategy is a great value-for-money choice which does not give rise to any direct investment from Tinder. (Shulman, 2023).
- Greater trust: Consumers usually value friends, families and close acquaintances' views and inputs more than they do for branded content or advertising in their purchase decisions (Shulman, 2023).

#### ***Cons of organic/traditional WoM:***

- Lack of control: The brand Tinder cannot exercise direct control over organic word of mouth, so it becomes a challenge for the brand manager to manipulate and manage the narrative about the brand.
- Limited reach: Through organic WoM, a brand will not reach as wide of an audience compared to WoM promotions strategically prepared to increase user loyalty and brand visibility.
- Inconsistent messaging: In addition to the fact that organic WoM is based on the quality of experience that the individual users like or dislike, the message may also be different, which results in a variety of the brand.

**3. Lessons from industry sources:** Trading market offers incomparable valuable experience in establishing how WoM and brand success are linked to high measures. For example, Seeplicity.org explains a rise to social media function for WoM marketing restating their social media use as Facebook, Instagram and Twitter tools to enhance the brand message and build high engagement from users (Seeplicity.org, 2017). This case history of Tinder demonstrates one of the best practices: how to leverage the social networking platforms to convey the brand message and reach out to the existing audience.

Furthermore, Tinder has had an astonishing journey to outreach 50 million users through word of mouth (Medium, 2022). Through concentrating on the principle of seamless user-friendly environment and community building, Tinder relies on organic WoM to drive user acquisition and retention, thus carving Tinder out to be the foremost player in the dating sector. This, therefore, shows that building strong connections with the customers and creating a supportive community contributes to the propagations of the WoM to success.

Besides, this site also exhibits a case study from Truusted.com which tells us that trust and credibility are vital elements in WoM market strategy (Truusted.com, 2017). From being a reliable platform for dating online, Tinder was able to allow it to

experience a growth that was exponential and that made it to be widely accepted and adopted by the users. Through the establishment of transparency, safety, and reliability, Tinder plays the part of confidence booster prompting the Brand advocacy through WOM.

Altogether, the issues identified in the industry insights are the main reasons for the surfacing of the trend to make use of social media platforms, providing users with the best experience and community building, and building trust and credibility to have an effective WoM marketing campaign. Being Tinder that adjusts and adapts to meet consumer demands, these strategies serve as core foundational blocks in developing a successful WoM approach that captivates the audience and nurtures growth.

**4. Proposed strategy:** Grounded on the findings from industry sources and research evidence, the proposed Word-of-Mouth (WoM) strategy for Tinder approach emphasises influencer collaboration, user-generated content campaigns, pinpoint social advertising, and community engagement as methods for increasing the level of brand advocacy and whole user involvement.

- **Utilise Influencer Partnerships:** Influencer marketing serves as a powerful tool for brands to expand their reach and engage with their target audiences authentically. Building collaboration with influencers in the dating and lifestyle niche, having watched such WoM campaigns (Esemai Media, 2023.), Tinder can bring back profit. These influencers by being themselves can give their honest revelations about the platform and may offer love, interracial dating, and other tips or success stories to their followers. The partnership with the influencers who are known for upholding the brand's values and appealing to the relevant demographic allows the brand to reap from the influencers' already established reliability and trustworthiness and enhance brand visibility while fueling user's engagement all at the same time.

- **Launch User-Generated Content Campaigns:** The influence of User-generated content (UGC) on consumer view of a product and brand endorsement has mounted over time. As Shulman, (2023) highlights, UGC engages the notion of social proof and authenticity, which consequently makes it extremely persuasive to prospective buyers. Tinder can take advantage of UGC by introducing its existing user community to express their personal experiences and accomplishments that appear on the platform. With the help of crafted campaigns and hashtags branded by Tinder, people will be motivated to create and share content that resonates with the app users, showcasing the diversity of perspectives and good results of using Tinder. The user-generated content is not only a strong proof of purchase but also creates a community sense among users and helps make them brand ambassadors and encourage involvement.

- **Invest in Targeted Social Advertising:** Social media advertising by brands is more effective through the demographic and customised ads to the audience. Foundations such as Tinder use targeted advertising to amplify brand messages and drive user acquisition into WoM strategy (Esemai Media -2023). Through its enormous range of customer information and with its advanced targeting choice, Tinder can launch incredibly relevant ad campaigns across numerous social media platforms. These campaigns can be a useful tool for presenting the features of Tinder through several generations, and thus getting more users and new partners. Through ad placements optimization and matching messages based on users preferences

and interest, Tinder can get the highest impact from ads – consequently, user acquisition and engagement.

● **Facilitate Community Engagement:** It is of the essence to grow a Tinder community centred on bringing user love and voice. Word-of-mouth marketing is facilitated when users provide reviews of their interactions or experiences, which in turn spread organically (Shulman, 2023). Tinder becomes the platform where virtual equivalents of neighbour communities are formed. These communities are designed for users to exchange tips and advice on dating and relationships in connection with the app. Through a platform where users who have common interests or agree on some advice get exchanged, the community of users grows fast and users become committed. Moreover, nurturing a welcoming and embracing climate could further shore up customers' emotional bond with the brand which will consequently be an irrefutable source of trust, commitment and brand advocacy to the brand.

**5. Research evidence supporting the proposed strategy:** The proposed WoM strategy aligns with findings from research evidence, providing a cohesive approach to enhance brand advocacy and user engagement on Tinder.

Berger (2014) highlights social influence and verbal interaction as key factors responsible for WoM, indicating that people participate in WoM talks when they deem the information valuable or important for their own circle of friends. By developing fascinating content appealing to their chosen audience, Tinder can facilitate the spread of this information across social media, leveraging influencer collaborations and user-generated content campaigns.

Similarly, Baker et al. (2016) suggest that positive WoM can significantly influence purchase intentions and brand loyalty. By triggering positive word-of-mouth through influencer partnerships and user-generated content campaigns, Tinder can foster brand devotion and advocacy among its user base.

Furthermore, Eisingerich et al. (2015) emphasize the importance of adapting WoM policies to fit online platform specifics and customer behaviors. By actively participating in online conversations and facilitating community engagement, Tinder can capitalize on online WoM dynamics and enhance brand visibility and user engagement.

Moreover, Dost et al. (2018) highlight the effectiveness of seeding as a component of marketing mix to fuel WoM diffusion and raise product usage among consumers. By investing in targeted social advertising, Tinder can optimize its WoM initiatives and increase brand awareness and market share.

**6. Conclusion:** The proposed Word-of-Mouth (WoM) strategy for Tinder is designed to fortify brand advocacy and deepen user engagement within the online dating sphere. By drawing insights from industry sources and research, Tinder can craft tailored marketing initiatives to resonate with its target demographic (Secplicity.org, Medium, Trusted.com).

Firm-created WoM affords Tinder control over messaging dissemination, enabling the amplification of brand messages across diverse marketing channels. Conversely, organic WoM, driven by satisfied users, provides valuable social proof and authenticity.

The strategy encompasses influencer partnerships, user-generated content campaigns, targeted social advertising, and community engagement initiatives. These components aim to enhance brand visibility, foster user engagement, and ultimately drive sustainable growth. Research from scholars like Berger, Baker, and Eisingerich lends empirical support to the effectiveness of these approaches (Berger, 2007; Baker, 2013; Eisingerich, 2011).

In sum, by executing this comprehensive WoM strategy, Tinder can bolster its brand presence, deepen user connections, and thrive in the competitive landscape of online dating.

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<b>Appendix</b>	<b>Title</b>	<b>Description</b>
A	Tinder's Market Position	A snapshot of Tinder's market dominance, including subscriber statistics and swipe data.
B	Word-of-Mouth Strategies	Detailed descriptions of the firm-created and organic word-of-mouth strategies employed by Tinder.
C	Pros and Cons of WoM	An analysis of the advantages and disadvantages of both firm-created and organic word-of-mouth strategies.
D	Industry Case Studies	Summaries of case studies from Seccplicity.org, Medium, and Trusted.com, illustrating successful WoM campaigns.
E	Proposed Strategies for Tinder	Comprehensive details of the proposed WoM strategies for Tinder, including influencer partnerships and community engagement initiatives.
F	Research Evidence	Key findings from academic and industry research supporting the proposed WoM strategies.
G	Methodology	The methodologies employed in the compilation and analysis of data and evidence for the report.
H	References	Full citations of all sources referenced in the report, formatted according to academic standards.