

Impact of Emotional Appeal on Viral Video Advertising

Rushit Dubal*, Hitesh Bhatia**

Abstract

Viral video advertising is one of the effective tools used by brands to optimise social media presence. Marketers aim to create content that induce viewers to like, comment, and share videos, which ultimately increases brand presence. This study covers various aspects of emotional appeal and their impact on high video virality. Semi-structured interviews were conducted with creative professionals from advertising agencies and production studios to explore the role of emotional appeal, which influences large numbers of people to like, comment, and share videos. This study provides insights on how video virality is influenced by a particular aspect(s) of emotional appeal and helps professionals in viral video creation.

Keywords: Emotional Appeal, Facebook, YouTube, Viral Video Advertising, Social Media Marketing, Viral Content, Video Virality, Content Marketing, Brand Presence, Brand Recall

Introduction

The emergence of the Internet has transformed the landscape of communication. One of the foremost advantages of the Internet is flexibility. The user need not be physically present; they do not even need to be participating in the conversation at the same time. This makes computer-mediated communication one of the easiest means of transmitting information. Many people have raised their voice over the shift of physical communication to digital communication and its repercussions on society; however, socialisation on the Internet has several advantages over traditional socialisation.

A virtual group or community offers opportunities to bring together people from various backgrounds, allowing them to find common grounds for their beliefs

and interests (Chen et al., 2013). In a way, the consumer is empowered by communicating with a larger audience, without the constraint of distance and time. The consumer has the flexibility to connect, inform, receive content, and influence his/her social network at a convenient time. It facilitates communication, sharing, and exchange of ideas, without the constraint of time and being physically present in a place.

One of the widely used techniques is to create video content that has emotional or informational value. Marketers are creating video content that is appealing enough to spread across social networks. Viral video advertising is one of the effective tools used by brands to optimise social media presence. Companies, along with advertising agencies, are inclined to create content that go viral. This research intends to analyse the impact of emotional appeals on viral video advertising.

With multiple theoretical insights from multidisciplinary research in the area of digital marketing, advertising, marketing, social media marketing, and viral video advertising, this research aims to assess the effect of contributing 'emotional appeal' that is/are instrumental in viral content. The research gap has been mentioned in the work of researchers like Tylor West (West, 2011) and Lance Porter & Guy Golan (Porter & Golan, 2006). The prime focus of the proposed study is to understand contributing factors in viral video advertising. The objective was accomplished by interviewing advertising experts, to receive their views on viral videos.

- This paper aimed at evaluating the importance of 28 emotional appeals (like love, fun, pride, affiliation, and humour) and their impact on the success of viral video advertising. This paper also evaluates the combination of various emotional appeals (like fun and love, and pride and affiliation that increase the probability of viral video) on the success of viral video advertising.

* Assistant Professor, School of Business & Law, Navrachana University, Vadodara, Gujarat, India. Email: rushitd@nuv.ac.in

** Associate Professor, School of Business & Law, Navrachana University, Vadodara, Gujarat, India. Email: hiteshb@nuv.ac.in

- The second objective was to evaluate the degree of importance of emotional appeals (like love, fun, pride, affiliation, and humour) on the success of viral video advertising, and to evaluate the combination of various emotional appeals (like fun and love, pride and affiliation that increase the probability of viral video) on video virality.

Literature Review

This section reviews current research, including findings and observations on the topic. The review of why and how videos go viral demands an understanding of the literature review of research in areas such as video advertising, social media marketing, emotional appeal, and video virality.

Viral Video Advertising

In recent times, social media platforms like Facebook, LinkedIn, and so on, have transformed the communication landscape for organisations, brands, and individuals (Sanne & Wiese, 2018). The dynamics of communication have shifted to new dimensions with the rise of social media. With the emergence of social media, the concepts of traditional groups and communities have been challenged by online communities. In today's time, communities exist in the physical, as well as in the virtual world that operates via the Internet (Lee & Lee, 2010).

As per the Statista report, Facebook and YouTube are leading social networking sites across the globe, with 2,853 million and 2,291 million active users, respectively, followed by WhatsApp, FB messengers, WeChat, and Instagram, in the same order. (*Most Used Social Media 2021 | Statista, 2021*). These platforms vary in their popularity. They all function as mediums to engage consumers with content. The format could be a photo, video, carousel (picture in a loop), and so on.

This enormous growth in video streaming is an opportunity for marketers. This consumption indicates the platforms where users can be targeted for the advertisement of products or services. Marketers are exploiting these opportunities by creating content that is appealing and compulsive. The objective is to create content that creates deep engagement with viewers, thus making a video viral.

In the past few years, Internet marketing strategy has shifted away from an emphasis on 'paid' media, where a brand pays to advertise, to 'earned' media, where customers themselves become the channel of delivery (Corcoran, 2009). The wide scope of word-of-mouth in social networks offers a geographic and timeless impact and allows customers/followers to influence the image of the brand and change the perception of other consumers (Laureano et al., 2018). The viral quotient of a video depends on its ability to stand out from the clutter and engage the viewer in a meaningful and/or entertaining way.

The viral-ability of content is a crucial factor to ensure engagement on a large scale. Researcher Lance Porter and Guy Golan suggested the following definition of viral video advertising: "Viral video advertising is unpaid peer-to-peer communication of provocative content originating from an identified sponsor using the internet to persuade or influence an audience to pass along the content to others" (Porter & Golan, 2006).

There is much uncertainty and a vague approach in defining viral marketing, as scholars and corporate professionals use the terms stealth marketing, buzz marketing, viral marketing, and viral advertising interchangeably (Porter & Golan, 2006). Porter and Golan also observed that viral marketing is different from viral advertising. "While the viral marketing refers to a very comprehensive marketing strategy that may include several (viral) components, viral advertising refers to a specific online advertising practice" (Porter & Golan, 2006).

Viral videos, viral marketing, and viral video advertising are three different concepts. Viral videos refer to any videos posted by individuals or influencers and picked up by a larger audience. Viral marketing is paid online advertising (such as that which appears as pre-rolls before online content on video streaming websites), whereas viral video advertising refers to videos posted by a brand/company on social media platforms that receive peer-to-peer sharing. The researcher intends to study viral video advertising. Viral video analysis or viral marketing is outside the scope of this research.

At the initial stage of the video release, marketers spend on the promotion of video to ensure that a video reaches a wider audience. Although, spending on promotion has little effect on video virality, as paid promotion can increase viewing but not sharing (of the video). The

criteria of viral video is not number of views, but number of times the video is shared in a social circle.

Emotional Appeal in Viral Video Advertising

How to appeal to the consumers has been an ongoing challenge for advertisers across the globe in different cultures, and the challenge continues to increase as new technology and augmented economic globalisation contribute to the explosion of advertising and international marketing (Albers-Miller & Stafford, 1999).

Marketers and advertisers use the word appeal to create a connection with the target audience. Appeals do not always convincingly feature products; rather, an appeal creates an environment where customers/potential customers connect with communication. Not all appeals work in the same way and to the same degree. Different appeals arouse different responses in the viewer's mind. The idea that the target audience can make their buying decisions for emotional or rational or both reasons has been accountable for a remarkable amount of research by consumer psychologists (Albers-Miller & Stafford, 1999).

The appeals were further segregated into two major types: rational appeal and emotional appeal. A clear distinction has been drawn between emotional appeals and rational appeals; emotional appeals significantly aim at consumer's symbolic, social, or psychological needs, targeting to blend emotions and bring into play an affection mechanism that will stimulate the target audience to purchase products, while rational appeals focus on the rational thinking process of the customer, where utilitarian and measurable benefits play an important role (Leonidou & Leonidou, 2009). Marketers and advertisers for services and products view information-based and rational appeals as uninteresting, and advertisers consider that appeals to customers' emotions work better at selling brands that do not differ noticeably from rival brands, since rational differentiation of them is intricate (Belch & Belch, 2003).

Many feelings or needs can serve as the foundation for appeals designed to influence consumers on an emotional level. These appeals are based on mental states or feelings directed to the self, such as excitement or pleasure, as well as those with a more social orientation, such as status or recognition (Belch & Belch, 2003). Positive emotional appeal advertising creates favourable emotional responses (e.g., happiness, joy, and a sense of pleasure), while

negative emotional appeals produce negative emotional responses (e.g., sadness, anger, and fear). Such different emotional response experiences may vary, depending on individuals' ability to relate their self to specific events, persons, or situations (Stout & Leckenby, 1988).

Below is a list of emotional appeals reviewed for this research (Belch & Belch, 2003).

- Fear
- Affection
- Nostalgia
- Sentiment
- Excitement
- Joy
- Arousal/stimulation
- Happiness
- Sorrow/grief
- Pride/respect
- Achievement/accomplishment/ambition
- Self-esteem
- Actualisation
- Pleasure/comfort
- Recognition/status
- Involvement/affiliation/belonging
- Embarrassment
- Rejection
- Acceptance/approval

Research Methodology

Qualitative research has been employed to identify creative aspects which also involve human behaviour, to understand and appreciate various factors which motivate large numbers of people to like, share, and comment on videos. Convenience sampling helped in researching, with a deliberate section of the sample unit. Interviews were conducted with five creative professionals, who work with advertising agencies/digital agencies/production houses. Respondents with more than six years' experience are qualified for the interview. This cut-off is based on two criteria: 1) As pointed out by two advertising professionals during an interaction, '*A person reaches to middle-level management in an advertising agency*

or production house within 6 years'. 2) There has been a surge in Internet data consumption in the last six years (TRAI, 2019). The huge increase in data consumption leads to high supply of video advertising on the Internet.

Semi-structured interviews were conducted with participants, as they help in exploring creative responses. At the time of developing the survey questionnaire, two things were kept in mind. First, to receive un-aided responses from experts, and second, to assess expert's feedback on set of 'emotional appeals' explored during secondary research. To achieve the objective, interviews have been divided into two sections. The first part of the interview is focused on open-ended questions, wherein 'three most viral videos of India' have been presented to the respondents, to receive expert's views/opinions (unaided); it will be followed up by the second part of the interview, where a close-ended questionnaire will be presented, wherein participants must tick emotional appeals (aided response) instrumental in these top three viral videos.

Viral Video Selection

The brand engages with organisations on multiple levels, such as 'like', 'comment', and 'share'. What kind of engagement is more productive for the brand? The answer to this question changes over time. In earlier times, brands counted on the total 'number of clicks'. More recently, brands started measuring 'virality' and 'attention'.

Different criteria define the success of a video. As per the Feed report, "Marketers still have not established a benchmark for success. Some 27.8% say a video must get more than one million views to be considered a success, but 22.2% would say so if it was viewed 100,000 times, 250,000 times, or 500,000 times" (FEED Company, 2008). One of the blogs at TechCrunch, one of the well-known websites and blogs, defines it this way: "videos that have traveled on the internet and been shared on social media platforms like YouTube, Facebook, blogs, etc. – videos with millions and millions of views" (Greenberg, 2007). As per Verticalrail.com, "Some video data analysts argue the benchmark of 100,000 views, since 53% on YouTube videos have fewer than 500 views, with less than 1% having more than 1 million views." (*What Does 'Going Viral' Mean? – 'Gone Viral' Defined*, no date). For this research, videos that have received more than one million views in India within the first year (from the date of video publication) are considered viral videos.

Agencies and companies involved in traditional or social media publish a list of popular videos, based on parameters considered important by them. Countless agencies are involved in video ranking on a national and international level. To name a few leading video ranking websites: <https://www.digitaltrends.com/>, YouTube playlist, <https://www.statista.com/>, and so on. Apart from these websites, no significant research was found in terms of whitepaper or research paper, or website article featuring a detailed study of viral videos. Few websites report viral video cases on the respective pages (Mansuri, 2018); (Nair, 2016); (Tandon, 2021); (Misbaah, 2018). The content presented on these websites is either case-oriented or depicts general trends. There are no substantial reports or research work found which presents a comprehensive study of viral video advertising in India.

The focus of this research is on commercial videos posted by a company/brand. The following process has been followed to develop a list of viral video advertising in India.

- India's best brands reports have been reviewed.
- The following four brands' reports have been selected, based on their credibility and research.
 - BrandZ Indian 2019 Report (*brandz top 75 most valuable Indian brands, 2019, 2019*).
 - Brand Finance India 2019 Report (*The annual report on the most valuable and strongest Indian brands, 2019*).
 - The World's Most Valuable Brands 2019 (*The World's Most Valuable Brands – 2019 (Forbes) | Ranking The Brands, 2019*).
 - The World's Most Valuable Brands 2020 (*The World's Most Valuable Brands List 2020, 2020*).

The first two reports (mentioned in the above list) rank Indian brands, whereas the last two reports refer to the global presence of the brand. All four reports have been reviewed to cover Indian brands, and global brands with a digital presence in India. Brands have a presence in more than one report among these sources (reports). A total of 255 brands have been recognised, after eliminating brands with a mention in more than one report.

Identifying top brands in India is the first step towards viral video study. The next step in the process is to look for social media presence. To assess the video virality of

255 brands, two social media platforms, i.e., YouTube and Facebook, have been studied for each of these 255 brands. The selection of these two platforms and elimination of the remaining platforms are based on the following information.

- YouTube is responsible for 40% of global Web traffic (Kajarekar, 2019).
- Facebook carries 65.36% of all social media traffic: more visits per month than all other social networks combined (Byers, 2020).
- YouTube is the second most popular social media platform, as well as the second most popular search engine (Mohsin, 2021).
- In video consumption, YouTube is way ahead of its closest competitor Facebook, which is used by 60% of US viewers of digital videos. Facebook is followed by Instagram at 35%, and Snapchat and Twitter at 21% and 18%, respectively (Mohsin, 2021).

The next step in the process is to review all videos posted by each brand, and segregate videos based on number of views, likes, comments, and shares. A total of 455 videos were reviewed, based on the above mentioned criteria.

The virality of video does not only depend on the number of views, but also other factors, like the number of likes, number of comments, and number of shares. These factors represent the degree of consumer engagement. A video viewing is one of the parameters of a video's success. However, when a viewer likes a video it represents a notch of higher engagement than just viewing. If the viewer is also commenting on the video, it represents the viewer's involvement with the video or brand, than just liking. And finally, sharing of a video represents a high level of engagement, more than liking or commenting on the video. A list of 'Top 100 most viral video' (in last two years) has been created, based on the number of times a video is shared peer-to-peer. Refer Annexure 1, Annexure 2, and Annexure 3 to view information on *number of views, likes, comments, and shares* of top three viral videos in India.

Results and Discussion

Seven themes emerged from the responses received from the creative professionals.

Theme 1: Strong Emotional Content and Patriotism

It is reported that all five participants responded (unaided response) in an interview about the influence of 'emotional appeal' on video virality. Although, as expected, the degree of emotional appeal and type of emotional appeal varies from respondent to respondent. The way the respondents frame the answer also says a lot about their understanding and impression of the video. As two respondents conveyed about the first video, "*This straight away has a very emotional connect*" and "*Strong passion for the country*". Here, the word 'straight away' and 'strong passion' reflect the importance of emotional appeal in the respondent's mind. One respondent connected patriotism and emotional appeal with this statement: "*The emotion of the patriotism of it, the nationalism of it is at the forefront*". Whereas, another participant explicitly connected the idea of emotional appeal and patriotism by conveying this statement: "*The very two basic things are – These two things do very well in India. One's emotional content and patriotism*".

Theme 2: The Degree of Influence Differs from Emotion to Emotion

Two participants reflected on how various emotions have a different impact on virality. As one respondent observed, "*The sex may or may not sell to everyone the other. Anger or something (other emotion) may or may not be connected to all of the audience, but these three (India, cricket, and religion) connects it to all of them, so that's what I feel that the viral happens when it is liked by the masses*". This idea has also been expressed in other words: "*It's dynamic. It communicates, it brings out the emotions. It's a slice of life*". The functionality of various emotions has been brought into the picture in this response, and at the same time, it resonates with the connection to real-life: "slice of life".

Theme 3: Emotions that 'Stimulate Sympathy' have a Higher Influence on Virality

Out of the three videos, two (second and third video) have the central theme as 'relation between mother and daughter'. Responding to these two videos, participants

linked the high positive correlation between sympathy and virality. As conveyed by one respondent, “*Emotional code of a mother and the relationship*”. One of the respondents expressed his idea in Gujarati, as ‘મધરે અને ડૉક્ટરની ફીલિંગ્સ ને બહુ ધ્યાનમાં રાખીને વીડિયો બનાવવામાં આવ્યો છે’.

Theme 4: High Virality also Depends on the Personal Characteristics Presented in the Video

Responding to the second video, one advertising professional observed and conveyed in the native language that ‘પાંચ થી દસ વર્ષની ઉંમરની છોકરી દેખાડે કે જેને મદદની જરૂર છે - એ વસ્તુની ઈમ્પેક્ટ ઘણી વધારે આવે છે’. Here the respondent is reflecting on “How casting of a minor age actor of 5-10-year-old in the role of daughter is an important factor as it generating more sympathy for a character rather than a young/mature age character”. For the third video, one respondent observed: “*So this kind of video, which has got special children and you connect it and then make them happy and the end is like all happily crying, so yes. So if you connect with that, I think the recall value is very high*”. This insight was also expressed by a participant, in the words “*showing this kind of story – it also touches the heart of a human*”.

Theme 5: Extreme Level Emotion Impact Video Virality Positively

To what degree a certain emotion is at play is one of the important factors in the success of the video. One respondent reported: “*Extremely emotional, so either they will make you very laugh out loud, laugh it out loud or make you cry*”. While one more participant expressed the same idea, in other words, saying that “*So some people will actually cry out loud, but some people will just have wet eyes but that’s. That’s where I think the videos go viral, and that’s the biggest challenge of a creative director*”. A high degree of emotionally charged content appeals more to the viewers.

Theme 6: Emotions with Universal Appeal Influence a Larger Audience

The relatability of the emotions plays a crucial role. If a large audience can connect with the emotions presented in the video, it increases the chance of more viewing and eventually, sharing. For example, emotional appeal showcased in the first video is stimulating ‘patriotism’, which resonates with a large population. The second and third videos portray ‘mother-daughter relationship’. Parenthood again has a universal appeal and hence, high views and virality. This same idea has been presented in the Indian context, by a respondent, in the words “*In India, religion, cricket and country sales*”.

Theme 7: Emotional Content may make the Video Viral, but not Necessarily the Brand

Some respondents answered that they cannot recall any video that went viral because of the brand. And when they were exposed to the first video, their response was: “*I have seen this video, but was not aware that it’s a Hyundai video*”. Two respondents also commented on the idea of ‘good recall of video but no recall of brand’. As reported, “*In the first video, maybe someday I may not remember the brand – but will not forget the story. It’s not good but again, but you know at least they can acquire the mindset*”.

Other Insight from the Interviews

One of the respondents connected the idea of using emotional appeal in reality shows. The participant’s observation is: “*I think one more interesting parallel I can draw (between viral video and reality shows) is reality shows are not real. Reality shows are not real that you know, correct? Crafted or drafted. But they know that the emotional content is going to get TRP that’s why they do it*”.

Table 1: Showcases Participants' Responses to a Close-Ended Questionnaire. It Characterises the 'Top Eight Emotional Appeals Instrumental in Virality' Across the Top Three Viral Videos Shared with Them

| Video 1 | | Video 2 | | Video 3 | | Total (Out of 15 Responses) |
|----------------------------|---------------------|----------------------------|---------------------|----------------------------|---------------------|-----------------------------|
| Emotional Appeals | Response (Out of 5) | Emotional Appeals | Response (Out of 5) | Emotional Appeals | Response (Out of 5) | |
| Love | 4 | Love | 5 | Love | 4 | 13 |
| Sentiment | 4 | Sentiment | 5 | Sentiment | 4 | 13 |
| Respect | 5 | Respect | 4 | Respect | 0 | 9 |
| Affection | 0 | Affection | 4 | Affection | 3 | 7 |
| Pride | 5 | Pride | 0 | Pride | 0 | 5 |
| Comfort | 0 | Comfort | 5 | Comfort | 0 | 5 |
| Involvement | 0 | Involvement | 0 | Involvement | 4 | 4 |
| Achievement/Accomplishment | 3 | Achievement/Accomplishment | 0 | Achievement/Accomplishment | 0 | 3 |
| Happiness | 0 | Happiness | 0 | Happiness | 3 | 3 |

The close-ended questionnaire indicates the importance of specific emotional appeal in video creation. Positive universal emotions, like love, sentiment, and respect play a vital role in the three videos, followed by affection, pride, comfort, involvement, achievement/accomplishment, and happiness, in that order.

Although all participants marked *love* (emotional appeal) as instrumental in video virality, they refer to *love for country* in the first video and *love of parent-daughter* in the second and third viral videos. In other words, the *meaning and subject* of a single emotional appeal (*love*) differs from video to video, depending on the plot and characteristics of the video.

Research Outcomes/Contributions

Results of this research facilitates those who want to distribute information/messages by utilising social platforms. First, this research shares insights on video virality traits, which helps in emotional appeal selection. A detailed study on the impact of emotional appeals on viral video advertising is what makes this study distinct and new.

Some studies aim to assess the effect of sound, plot, and engagement quotient; this research focuses on looking at a wide range of impact of emotional appeal on viral video advertising. The video viewer may share video content with social circles because of various reasons, like emotion, message, humour, and so on. However, it is important to understand that viewers are not always

aware of how the emotions have been crafted for higher influence. After exploring the advertising expert's opinions on viral video advertising, this research could be used as a decent practice for professionals.

Implications for Practice

This research is contributing as a scientific study of emotional appeals, which is helpful to marketers for the selection of emotional appeal in the making of a viral video. For academicians and researchers, the research helps in understanding the psyche of creative professionals. The research is contributing views/insights of creative professionals involved in making viral videos. Better insights into these factors helps marketers create content that is engaging in nature, and creates win-win situations for both marketers and the society at large.

Limitations

- Advertising agencies and production studios involved in viral video creations were not approachable for the research. The research sample includes creative professionals from a production studio and advertising agency who are involved in the creation of these kinds of videos. Hence, the insights are from the creative professionals who are involved in video advertising, but may or may not be necessarily involved in the creation of viral videos.
- This study attempted research for the effect of creative determinants on viral video advertising.

However, it must be acknowledged that the research offers opinions of the studied sample’s perceptions. The outcome of the research should be considered suggestive.

- In terms of representation, the brands can be regarded as top brands in their market, spending a substantial budget on advertising and marketing efforts on an annual basis. While these aspects made the brands suitable subjects, it needs to be noted that the results are based on perceptions and experiences applied for a set of viral videos.
- A qualitative study is based on the researcher’s understanding of the research data. Care should be taken in generalising the research outcomes.

Conclusion and Suggestions for Future Scope of Work

Emotional appeal is one of the crucial factors in the making of a viral video. Each emotion has varied degrees of influence. Thus, video virality partially relies on the selection of emotional appeal and the degree of weightage of specific emotion(s) in the video. The universality of the

appeal also plays a major role in video effectiveness. A large audience can connect with universal emotions, such as patriotism or parental emotions, and hence have higher chances of virality.

The present study recommends following four directions for further research.

- The research supports the view that emotional appeal needs to be evaluated from the view of creative professionals who are instrumental in video creation.
- This study is dedicated to evaluating the impact of emotional appeal on viral video advertising. It can be applied to other forms of interactive advertising too.
- This research reviews viral video advertising; further research could be conducted with focus on a specific dimension, like brand equity, consumer engagement, and purchase intention.
- It was obvious from the current research that the definitions of viral video advertising are rather imperfect, multiple, and do not offer a concrete measure to advertising professionals.

Annexure 1

Name of the First-Ranked Viral Video: Hyundai | Celebrating 20 Years of Brilliant Moments | Duty
 Name of the brand: Hyundai India
 Published date: 17-Jul-18
 Popularity rank: 1

| <i>The Popularity of the Video on Leading Social Media Platforms</i> | | | |
|--|---|---|--------------|
| | <i>YouTube</i> | <i>Facebook</i> | <i>Total</i> |
| Link | https://youtu.be/cJ1kUHRhk0A | https://www.facebook.com/HyundaiIndia/videos/1773003189444098/ | - |
| Duration of video | 171 | 172 | - |
| Number of shares | NA | 209000 | 209000 |
| Number of comments on the video | 7471 | 17000 | 24471 |
| Number of likes | 191000 | 384000 | 575000 |
| Number of views | 203,214,165 | 37000000 | 240,214,165 |
| Comments on video uploading | - | - | - |

Source: Compiled from YouTube and Facebook, March 2021.

Annexure 2

| | |
|--|--|
| Name of the Second-Ranked Viral Video: | Samsung Bixby Voice Assistant – MND mother helps daughter with #VoiceForever |
| Name of the brand: | Samsung India |
| Published date: | 13-Sep-18 |
| Popularity rank: | 2 |

| <i>The Popularity of the Video on Leading Social Media Platforms</i> | | | |
|--|---|---|--------------|
| | <i>YouTube</i> | <i>Facebook</i> | <i>Total</i> |
| Link | https://youtu.be/5OhJ00an0ml | https://www.facebook.com/SamsungIndia/videos/301818797268218/ | - |
| Duration of video | 178 | 179 | - |
| Number of shares | NA | 180000 | 180000 |
| Number of comments on the video | 10281 | 20000 | 30281 |
| Number of likes | 155000 | 1400000 | 1555000 |
| Number of views | 201,515,465 | 99000000 | 300,515,465 |
| Comments on video uploading | - | - | - |

Source: Compiled from YouTube and Facebook, March 2021.

Annexure 3

| | |
|---------------------------------------|--|
| Name of the Third-Ranked Viral Video: | Samsung India Good Vibes App: Caring for the Possibilities |
| Name of the brand: | Samsung India |
| Published date: | 8-Sep-19 |
| Popularity rank: | 3 |

| <i>The Popularity of the Video on Leading Social Media Platforms</i> | | | |
|--|---|---|--------------|
| | <i>YouTube</i> | <i>Facebook</i> | <i>Total</i> |
| Link | https://youtu.be/9djutxpXaQE | https://www.facebook.com/SamsungIndia/videos/1130343187173439/ | - |
| Duration of video | 180 | 180 | - |
| Number of shares | NA | 127000 | 127000 |
| Number of comments on the video | 3432 | 36000 | 39432 |
| Number of likes | 130000 | 1900000 | 2030000 |
| Number of views | 205,284,778 | 86000000 | 291,284,778 |
| Comments on video uploading | - | - | - |

Source: Compiled from YouTube and Facebook, March 2021.

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