



IMPACT OF VIRAL MARKETING IN SOCIAL MEDIA PLATFORM – A CASE OF KOLAVERI DI SONG

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Abstract

Business world seemed having interdependent relation with fading traditional advertising like direct mail, print advertising, brochure, magazine, newsletter, television advertising, radio advertising, outdoor advertising, mural advertising, wrap advertising, balloon advertising and many more. This article highlights the aspect of digital marketing which is pricely economical and reasonable when compared to traditional marketing with reference to viral marketing.

This paper is based on study of viral marketing in social media platform by taking Facebook as a study platform. This article is studied on the basis of a case of viral success of *Kolaveri Di* song.

INTRODUCTION

Today's world has become too small a place thanks to the electronic media and portals. Digital communication has become effective as never before thanks to the advancement of technology and internet. The social networking sites have also played a crucial role in bridging boundaries and crossing the seas and bringing all people at a common platform where they can meet likeminded people or find old friends and communicate with them. It has become a potential source to relation building and staying in touch with all known.

SOCIAL NETWORKING - It's the new way the 21st century networks and communicates. The social networking sites are gaining a lots of buzz these days with almost all of the educated youth and business professionals using one or the other such site. These have played a crucial role in bridging boundaries and crossing the seas and enabling them to communicate on a common platform. It has become a popular and a potential mean for them to stay friends with the existing ones and to grow up their social circle at least in terms of acquaintances.

The question regarding the safety, privacy and the legal issues have been cropping up all this time. Through this research we try to find out the impact of these networking sites on the personal and professional lives of people using them.

Classification of Social Media

1. Collaborative projects (for example, Wikipedia)
2. Blogs and micro blogs (for example, Twitter)
3. Content communities (for example, YouTube and DailyMotion)
4. Social networking sites (for example, Facebook)
5. Virtual game worlds (e.g., World of Warcraft)
6. Virtual social worlds (e.g. Second Life)

Components of Social Media

1. **Relationships:** We are moving into a new era of relationships. Gone are the days when someone grows up in an isolated area with just a few friends around them. Now the key is to find, build and maintain many different types of relationships through social media. Many friendships and relationships are formed which grow and last a lifetime. These tools can be a great way to step in and offer hope.
2. **Transparency:** In other words, "Be real". While many can hide behind the mask of the internet, those who are willing to just be themselves, be real and open can make a powerful impact to those they connect with. The more natural you are, the easier it will be to touch someone's life.
3. **Communication:** It seems kind of strange to add this point but social media is not just about the dumping of information on as many people as possible. It's about engaging 2-way conversations that lead to a purpose or goal. Be available and respond to issues that open the doors for sharing to others. Twitter is a fantastic way to share meaningful information and then watch for opportunities to engage in discussion.

SOCIAL NETWORK SITES: DEFINITION

We define social network sites as web-based services that allow individuals to:

1. Construct a public or semi-public profile within a bounded system,
2. Articulate a list of other users with whom they share a connection, and
3. View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

While we use the term "social network site" to describe this phenomenon, the term "social networking sites" also appears in public discourse, and the two terms are often used interchangeably. "Networking" emphasizes relationship initiation, often between strangers. While networking is possible on these sites, it is not the primary practice on many of them, nor is it what differentiates them from other forms of computer-mediated communication (CMC).

The first official social networking web site was Classmates.com which was founded in 1995. What followed was a slow but steady growth in numbers of social networking websites to the overwhelming number of sites we have today. The reason that social networking websites work so well is that, like their inception, they start of small and then grow exponentially. The site starts off with a few people who then tell their friends about the site, then those friends tell their friends about the site and soon the site is a huge database of users connected by friends, acquaintances, or just random people. The web sites are made to "...allow users to create a "profile" describing themselves and to exchange public or private messages and list other users or groups they are connected to in some way."

VIRALITY

Virality as electronic word-of-mouth is some form of message related to a company, brand, or product or person is transmitted in an exponentially growing way, often through the use of social media applications. (Andreas M. Kaplan, Michael Haenlein). Virality, is unpaid online distribution or communication of content and messages from consumer to consumer. (Maria Petrescu & Dr. Pradeep Korgaonkar)

Facebook defines Virality as: "The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it".

Virality has given a new dimension to traditional marketing which is known as viral marketing. Unlike traditional marketing, viral marketing adds the intentional contamination implemented by the brand to spontaneous contamination between the peers (Angela Carida & Maria, 2013).

Viral marketing is any marketing technique that induces Web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect (Margaret Rouse)

VIRALITY MODEL

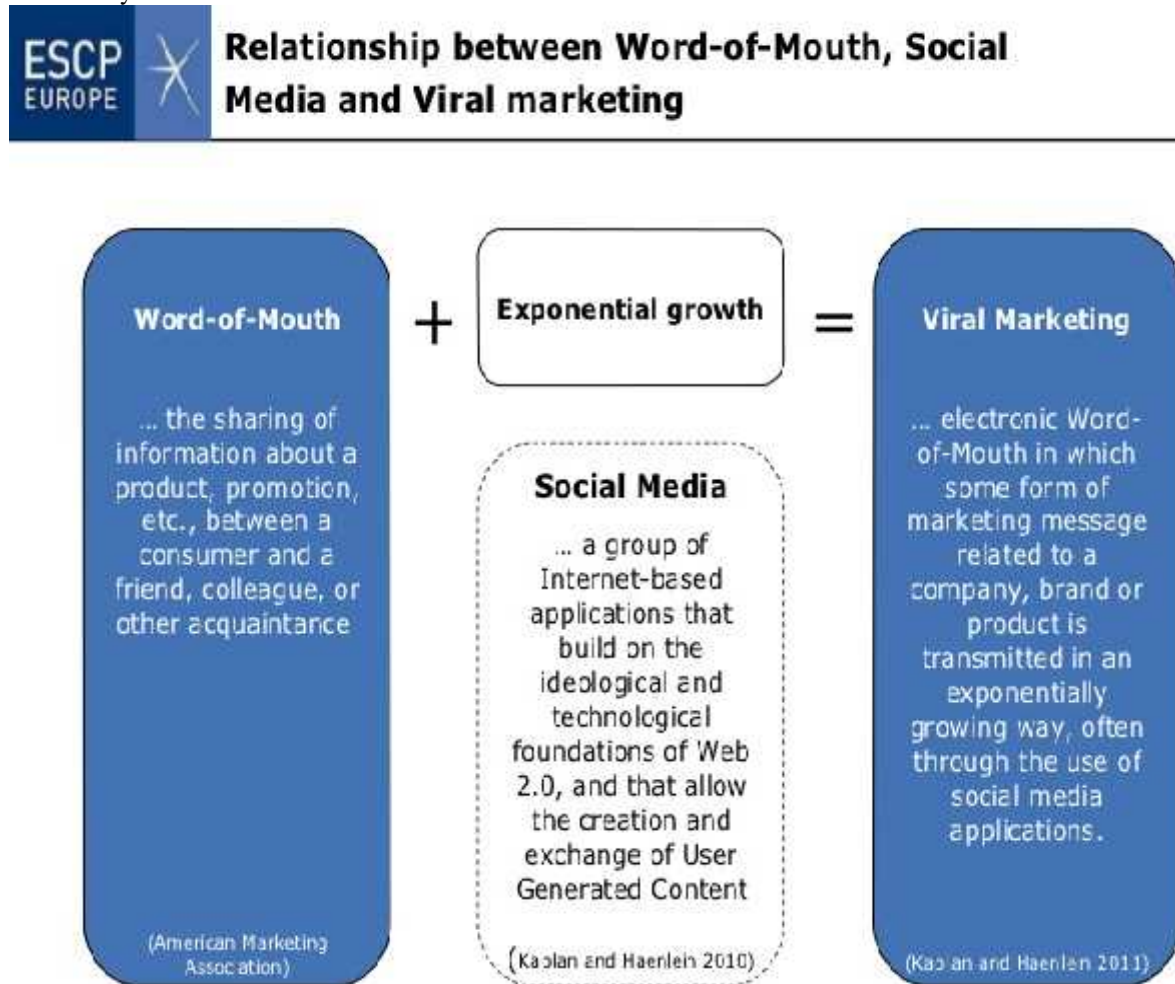
Viral marketing has two defining elements. The first is a growth, or reproduction and second characteristic usually associated with viral marketing is use of social media applications.

Growth rate for virality should be greater than one, which implies that each receiver passes the message to more than one other person. For example, when initially seeded to one person, a viral marketing message with a reproduction rate of two would be transferred to 2, 4, 8, 16, 32, 64 (et cetera) new people in the following periods. If the reproduction rate exceeds one, the resulting growth pattern is exponential: similar to that which can be observed for other phenomena in business (e.g., compound interest), physics (e.g., nuclear chain reactions), biology (e.g., bacterial growth) and epidemiology (e.g., spread of a virus).

Second characteristic i.e Social media can be defined as "a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010).

Andreas M. Kaplan & Michael Haenlein(2011), gave a model to depict the process of virality. There are three major components of virality process they are messengers, message and environment.

Fig 1.1: Virality model



Kaplan A. N., Haenlein M. (2011) Two hearts in 3/4 time: How to waltz the Social Media-Viral Marketing dance. *Business horizons*, 54(3)

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Source: Andreas M. Kaplan & Michael Haenlein, (2011) - Two hearts in three-quarter time: How to waltz the social media/viral marketing dance

The Messengers

Messengers are the ones who have the responsibility to transfer the message and make it go viral. They include three types namely Market mavens, social hubs, and salespeople. These groups of messengers are required to ensure the transformation of an ordinary message into a viral phenomenon:

Market Mavens

Market mavens are defined as individuals who have access to a large amount of marketplace information, and proactively engage in discussions with other consumers to diffuse and spread this information (Feick & Price, 1987). Market mavens are typically among the first to receive the message and transmit it to their immediate social network. Once a market maven hands over the message to a social hub, a viral epidemic begins.

Social Hubs

Social hubs are defined as people with an exceptionally large number of social connections (Goldenberg, Han, Lehmann, & Hong, 2009). They often know hundreds of different people and have the ability to serve as connectors or bridges between different subcultures. The exceptional social network of social hubs can facilitate immediate transmission of the message to hundreds, if not thousands, of other consumers. Yet, in some cases, a direct link between a market maven and a social hub is

just not enough. While market mavens may know the message earlier than others, they might not be particularly convincing in transmitting the information. In this case, salespeople could be needed to receive the message from the market maven.

Sales People

These amplify message by making it more relevant and persuasive, and then transmit it to the social hub for further distribution.

The Message: Memorable and interesting

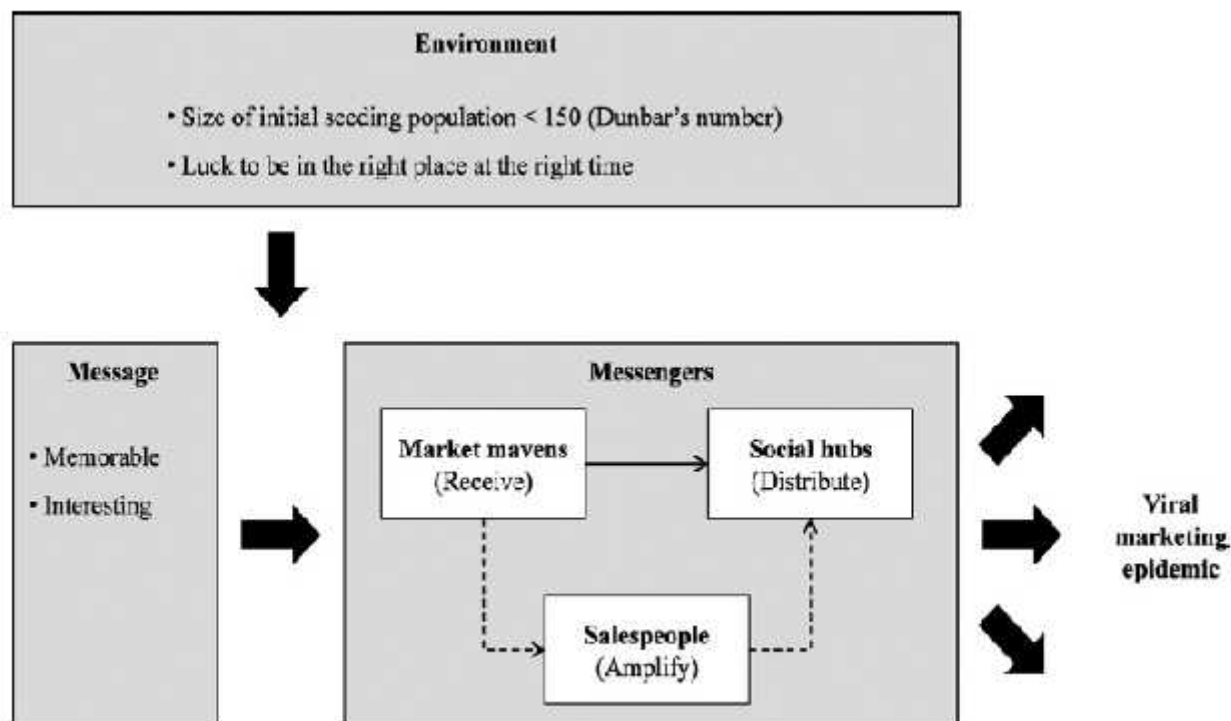
Even the most perfect combination of market mavens, social hubs, and salespeople is not sufficient when the news itself is not adapted to become viral. An only message that is both memorable and sufficiently interesting is expected to be passed on to others.

There are different types of content and options to make it likely go viral. One option is to rely on true stories about real people. Another option is to use rumors, especially positive ones that reflect well on the person telling them, as they have a particularly high chance of being transmitted to others (Kamins, Folkes, & Perner, 1997). And then there are content like practical short lists, humorous or even hilarious messages and sex. Effective messages often contain an element of surprise, combined with other emotions that can be either positive or negative.

The Environment: Dunbar's Number, In addition to getting the right message to the right people, two other environmental conditions make the difference between success and failure in the domain of viral marketing. First, messengers will only pass on the message when they think it's not already something everyone knows about. The peculiar thing is that 'everyone' usually means 150 contacts, as this is the maximum number of people with whom an individual can maintain stable social relationships in their daily life.

Second, some plain old good luck is needed to glue everything together, as it's often just not the right time and/or place to launch a viral marketing campaign. This ambiguity makes viral marketing hard to understand for companies: actions which worked well in the past, or for one's competitor, may simply be ineffective in a specific case.

Fig 1.2: EMM Model





Source: Andreas M. Kaplan & Michael Haenlein, (2011) - Two hearts in three-quarter time: How to waltz the social media/viral marketing dance

Contents that can Go Viral

Virality is an unexpected phenomenon; a video which was dead till today may go viral tomorrow for many reasons. Creativity and uniqueness of the content clearly is the basis of what can go viral (Ayse Binay, 2012). Content should have the ability to infect the minds of the consumer like a virus.

Studies said that forwarding email is mainly concentrated on “desires of fun, entertainment and social connections” (Ayse Binay, 2012). Social media is mainly used by consumers for entertainment and expect the same from it. Contents which give higher level of enjoyment are the strongest positive influence in social media. (James Curran & Ron Lennon, 2011).

A study was conducted on female razor campaigns. The success of this campaign was due to the presence of strong and unconventional message, disseminated through images and pleasant colors with catchy melody (Angela Carida & Maria, 2013). Unexpectedness and immature contents are sometimes consumed by the users.

According to Maria & Micheal (2008) there are five major factors which influence viral campaigns. Firstly diffusion characteristics like diffusion speed and audience reach, secondly peer-peer transmission which gives transmission rate. Thirdly, message content as to whether it is imaginary, fun related or religious, next being the product characters and lastly the overall structure of the campaign.

Need for the Study

Social media is a phenomenon that has transformed the interaction and communication of individuals throughout the world. . In recent times, social media has impacted many aspects of human communication, thereby impacting business. Study helps to develop content strategy for the business page and in turn it helps to increase people engagements in social media.

HYPOTHESIS

H₀: There is significant relation between how long you have been on Facebook and how many times you login your account.

H₁: There is no significant relation between how long you have been on Facebook and how many times you login your account.

METHODOLOGY

The study is executed in two stages

1. To understand the content strategy of a Facebook page and posts likely to get more engagements
2. To bring out the variables influencing virality and assign weights to them

Stage 1

The data is collected through the official Facebook fan page of Parineeti Chopra. The number of likes, comments, shares (engagements) is noted down for each of her posts. The collected data is analyzed and attributes of the post are identified which got higher engagement. Finally all these learning's are used to build a content strategy for a business page and evaluate the same.

In this study we are analyzing the fan page of Parineeti Chopra who is a renowned bollywood actress. In addition to acting in films, she is active in charity work and supports a number of causes. Apart from charity work, she serves as an ambassador for a number of brands. In our study, Parineeti Chopra is trying to build the same relationship via social media by posting numerous contents throughout the day.

The official page is tracked on a daily basis for a number of posts. The posts of the Fan page are divided into different categories i.e., devotional, emotional and personal. Devotional posts include pictures of Hindu deity and scriptures such as God Hanuman, Sai Baba, etc. Emotional posts include pictures of poor people and scenes which trigger the emotional senses of a human mind such as handicap, beggars, etc. Personal includes pictures of Parineeti Chopra herself such as movie stills, award functions, etc.

The total number of likes of the fan page is considered to understand the increase in trend in the fan following. This study also includes the understanding of the type of content that is getting a large number of engagements. For this we map the type

of content with the engagements it captured. A great challenge lies to identify the genuine fan of a particular page. The total number of likes of a fan page may not indicate the true fan following of a particular actor/actress.

Stage 2

The data is collected by conducting an experiment where the respondents are exposed to few of the classic viral cases. List of variables which are likely to influence virality are identified and is administered through a questionnaire. Respondents rate the variables which will be used to assign weightage to each variable.

To understand the variables which influence virality, some of the classic viral cases are analyzed. The viral cases selected are “Kolaveri Di” song from Tamil movie 3 sung by Dhanush, “Gangnam Style” dance by an artist named Psy and “United Breaks Guitar” a video song based on true experience by Dave Carrol.

Assumptions

Before conducting the experiment we have made following assumptions

- As these case studies have been in Social Media since a long time, the impact of these cases studies would still be the same
 - “Gangnam style” : 15th June 2012
 - “Kolaveri Di” : 20th November 2011
 - “United Breaks guitars” : 6th July 2009
- Response of the students is spontaneous and genuine in the natural context of posting the Case Studies
- Students are not influenced by any other exogenous factors

Environment : Natural Context of the respondent to study the patterns

Administering questionnaire : Class room environment

DATA COLLECTION

Sources of data: The data to achieve the objectives of the study are found from primary and secondary sources.

Primary Data: The primary data is the data collected from the respondents by doing the survey.

Secondary Data: The secondary data is obtained through websites, Journals and magazines etc.

GENDER OF RESPONDENTS

Table - 1 Gender of Respondents

Gender	Percentage (%)
Male	58
Female	42

Source: Primary Data from questionnaire

Table -2: correlation between how long you have been on Facebook and how many times you log in your account

Correlations

			How long you have been on FB?	How many times you log in your account?
Spearman's rho	How long you have been on FB?	Correlation Coefficient	1.000	.387**
		Sig. (2-tailed)		.005
		N	50	50
	How many times you log in your account?	Correlation Coefficient	.387**	1.000
		Sig. (2-tailed)	.005	
		N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Correlation calculated from SPSS through primary data.

Inference - Above gives Spearman's co-relation where the significant value is ".005" which is less than ".302", so we accept the hypothesis that there is significant correlation between two variables with "70" degrees of freedom at "0.01" level of significance. So, we can capture nodes which are using Facebook since longer time to make the content to propagate through network. One would expect that the more time an individual spends online, the more likely he or she will forward information, and a number of findings support this premise (Jason Y.C. Ho, Melanie Dempsey)

Critical values for Spearman's co-relation r

TABLE 3: Critical values for Spearman's co-relation r

df = n - 2 = 70

Df	.05	.01
28	.361	.463
29	.355	.456
30	.349	.449
35	.325	.418
40	.304	.393
45	.288	.372
50	.273	.354
60	.250	.325
70	.232	.302
80	.217	.283
90	.205	.267
	.195	.254

Source: N.D. Vohra, Business Statistics, Second Edition, Tata McGraw-Hill, 2012

ACTIVITIES USERS PERFORM

Internet users, spend a lot of time on the Internet to interact with others in order to communicate, collaborate, or cooperate through various channels and applications such as e-mail, online games, or instant messaging (Seyed Fathollah, Amiri Aghdaie, Ali Sanayei & Mehdi Etebari). There are lot of features on Facebook which are used by users to interact with friends.

Table -4: Activities users perform on Facebook

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Check notification	48	1.00	5.00	4.1042	1.24182
Browse through wall posts	33	1.00	5.00	3.7879	1.29319
chat or message friends	38	1.00	5.00	3.0789	1.23860
Find new friends	30	1.00	5.00	3.0000	1.41421
share video or link	28	1.00	5.00	3.0000	1.24722
Check updates on pages	26	1.00	5.00	2.9615	1.28002
view interesting posts	36	1.00	5.00	2.8889	1.25988
poke/see updates of friends	29	1.00	5.00	2.7241	1.55601
Play	23	1.00	5.00	2.6957	1.66337
comment on posts	32	1.00	5.00	2.6875	1.20315
Update your profile	30	1.00	7.00	2.6000	1.71404
post opinion/statement	27	1.00	4.00	2.5926	1.00992
Valid N (listwise)	15				

Source: calculated from SPSS through primary data.

Inference-We identified top five activities performed by a user after he logs into his Facebook account. They are

1. Check notification
2. Browse through wall posts

3. Chat or message friends
4. Find new friends
5. Share video or links

FORMAT OF CONTENT

Table - 5: Format of Consumption of Content

Format Consumption	No. of Respondents
TEXT	24
AUDIO	7
PICTURES	40
VIDEO	9

Source: Primary Data Collected from Questionnaire

Inference-The above graph shows that more content of format pictures is consumed. Text format is also consumed by the Facebook users when compared to audio and video content. So a good combination pictures and videos can be used to engage the users.

Case 1- Kolaveri Di

TABLE -6, Action after viewing Kolaveri Di

Action	No. of Respondents
Just See	8
Like	42
Comment	5
Share	15

Source: Data Collected from Questionnaire

Inference- Out of the 72 respondents, almost everyone was aware of this video song which went viral. 42 of the respondents said they would simple “Like” the post, some of the reason being it’s easy to click like button and less time consuming.

RELIABILITY STATISTICS

Internal reliability is typically a measure based on the correlations between different items on the same test. It measures whether several factors that propose to measure virality produce similar scores. Cronbach’s alpha () is a coefficient to estimate the reliability of a psychometric test for the sample.

RELIABILITY STATISTICS

Reliability Statistics

Cronbach's Alpha	N of Items
.881	39

Rule for Cronbach’s Alpha Internal reliability

RULE FOR CRONBACH’S ALPHA INTERNAL RELIABILITY

Cronbach’s Alpha	Internal Reliability
0.9	Excellent
0.9 < 0.8	Good
0.8 < 0.7	Acceptable
0.7 < 0.6	Questionable
0.6 < 0.5	Poor
> 0.5	Unacceptable

Source: N.D. Vohra, Business Statistics, Second Edition, Tata McGraw-Hill, 2012

TABLE 7: variance of the components kolaveri di

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.313	23.879	23.879	9.313	23.879	23.879
2	5.496	14.092	37.972	5.496	14.092	37.972
3	3.411	8.746	46.718	3.411	8.746	46.718
4	2.591	6.899	53.617	2.591	6.899	53.617
5	2.251	5.773	59.390	2.251	5.773	59.390
6	1.915	4.910	64.300	1.915	4.910	64.300
7	1.674	4.291	68.592	1.674	4.291	68.592
8	1.549	3.972	72.564	1.549	3.972	72.564
9	1.388	3.559	76.123	1.388	3.559	76.123
10	1.298	3.329	79.451	1.298	3.329	79.451
11	1.223	3.136	82.587	1.223	3.136	82.587
12	.947	2.429	85.016			
13	.880	2.257	87.273			
14	.835	2.140	89.413			
15	.708	1.815	91.229			
16	.619	1.588	92.817			
17	.540	1.385	94.202			
18	.401	1.027	95.230			
19	.370	.948	96.177			
20	.312	.801	96.978			
21	.265	.679	97.657			
22	.238	.611	98.268			
23	.185	.475	98.743			
24	.156	.400	99.143			
25	.104	.267	99.411			
26	.085	.219	99.629			
27	.061	.157	99.786			
28	.053	.137	99.923			
29	.030	.077	100.000			
30	6.74E-15	1.729E-15	100.000			
31	3.20E-15	8.209E-16	100.000			
32	2.38E-16	6.116E-16	100.000			
33	1.65E-16	4.248E-16	100.000			
34	9.50E-17	2.436E-16	100.000			
35	5.91E-17	1.516E-16	100.000			
36	-4.06E-17	-1.041E-16	100.000			
37	-1.16E-16	-2.998E-16	100.000			

Extraction Method: Principal Component Analysis.

Source: Data analysed from SPSS through primary data.

VARIANCE OF THE COMPONENTS

The total variance is explained in the above table. Using data reduction tool i.e. Factor analyses 11 components are extracted. By considering all these 11 components 83% of the data is explained. So omitting the rest 17% of data is acceptable. The components are considered based on their Eigen values. Any component with an Eigen value more than 1 is accepted.

FACTOR ANALYSIS -Table 8: Factor Analysis of Kolaveri di

Variables	Components								
	1	2	3	4	5	6	7	8	9
Religious type of post		0.644							
Emotional type of post		0.755							
Inspiring type of post	0.707								
controversial post									.718
Imaginary type of post	0.475								
challenging post	0.471			0.463	0.484				
Emotion type anger		0.707							
Emotion type Sadness			0.675						
Emotion type Anxiety		0.466							
Emotion type Surprise	0.593	0.578							
Emotion type connects instantly	0.577								
Fun	0.701								
Entertainment	0.725								
Enjoyment	0.733								
Humorous	0.695								
Exciting	0.596	0.54							
Simple	0.757								
Reality	0.732								
Immature		0.491							
Raw		0.611							
Practicality				0.58					
Sharing	0.599								
Music	0.57								
bright colors						0.669			
Creativity	0.68								
Uniqueness	0.493								
Message			0.645						
Unexpectedness			0.712						
Strong msg			0.421	0.468					
Curiosity	0.622								
Taglines	0.405								
Dance							0.604		
Refreshing	0.575								
Celebrity	0.451								
Length	0.561								

Source: Data analysed from SPSS through primary data.

CONCLUSION

In this study, we try to capture the factors which influence virality and contents which are highly consumed by users. Virality is an unexpected phenomenon which is highly used by marketers to promote their products efficiently on social media platforms. Viral Marketing reaches more audience in lesser time than traditional marketing.

Social media act as a tool of marketing for businesses and for individuals; it can be used for identity creation. Nowadays celebrities are using platforms like Facebook, Twitter to increase their fan base and popularity. The reason for this success is due to the rapid increase in the usage of social networking sites. This growth in social media has induced many producers to promote their movies and programs on such sites. So social media is not only used by businesses but also by the individuals to flourish their identity.

Customers usually prefer posts which fascinate and attract them. A business need not always post about their business rather they can mix the related contents. Higher engagements can be seen on the business pages when business content is blended with other related issues. Applying the factors/variables which influence virality will increase the reach of a post enormously.