

## **CHAPTER 4**

# **DATA ANALYSIS AND FINDINGS**

## **CHAPTER 4: DATA ANALYSIS AND FINDINGS**

### **Introduction**

Further to the data collection, the present chapter takes a deeper look into the analysis of data collected and the process employed in the research, followed by detailed findings against each objective set for the study.

### **Data Analysis and findings for qualitative data**

The following two methods are used for the analysis of data:

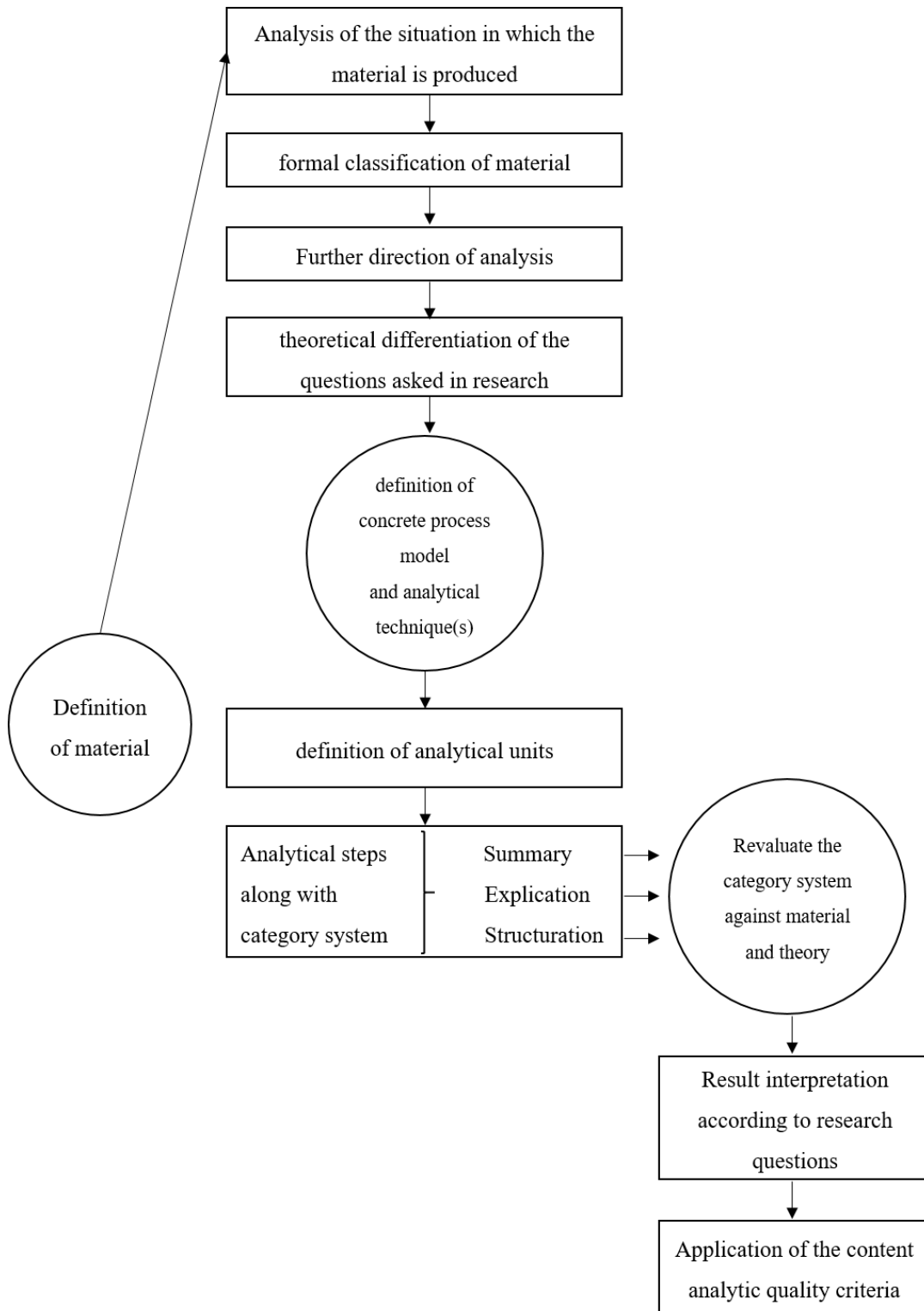
1. Content Analysis is based on 'the general content analytic process model' created by Philipp Mayring and presented in his book 'Qualitative Inhaltsanalyse' (Mayring, 1983).
2. Triangulation

#### **4.1 Content Analysis**

Content analysis is one of the classical processes of analyzing text data irrespective of the source of the data ranging from media to interview data (bauer, 2000). An important feature of content analysis is the 'use of categories' that comes from the empirical material and can be repeatedly checked and modified if required. Unlike other approaches, the objective of this analysis method is to reduce the material. Mayring proposed a process for content analysis that includes a procedural model of text analysis and various techniques for applying it.

Mayring (1983) mentioned this order for analysis a) define the material and select the parts of the interview related to the research questions b) analyzing the data collection situation (the way material was generated, who was involved in the process c) formal characterization of the material (interview recording and transcript). d) analysis of selected content and what one wants to interpret out of them (Mayring, 1983).

For the content analysis process, this research follows 'The General Content Analytic Process Model' (Mayring, 1983).



Source: Adapted from (Mayring, 1983)

Figure 4.1 General content analytic process model

Author Mayring, also suggested 15 steps of the content analysis technique, divided into four sections (Mayring, 1983). The below section summarizes 15 steps of the content analysis process applied for this research based on the format suggested by Mayring (Mayring, 1983).

## **Z1 Paraphrase**

**Z1.1** Delete all the quotes and paraphrase that convey no or only a little content (like repeating, ornamenting, elucidating formulations)

All content with repeated words or phrases not beneficial for the content has been omitted in this stage. For instance, during the interview, few participants referred to "*I need a few more minutes to think over this issue*" or sometimes repeated words that function as filler between two sentences like "*you know, you know.*" These words were not helpful and hence eliminated.

**Z1.2** Translate the content to ensure a coherent level of language

The crucial part is to ensure that a common language develops into common phrases for categorization. For example, a participant spoke in his native language Gujarati that "*અહીં અંડ પુલ જ ઇમોશનલ છે.*" In these cases, the paraphrase is kept in the native language, supplemented by the contextual meaning.

**Z1.3** Transform it into a short grammatical version for convenience

In this step, the researcher concise the content without losing its essence. There are times when participants convey the same thing two-three times in a single sentence. For instance, "*the ad is emotional. It's an emotional appeal I think*". In these cases, it is converted into a grammatically short version.

## **Z2 Generalizing the content to level of abstraction**

This stage focuses on deriving common content to a comprehensive level of understanding. It is divided into the following four steps.

**Z2.1** Generalize the opinion mentioned in paraphrases to a specific level of abstraction so that the old topics are included in the new ones

Participants responded in the following paraphrase. "*ad is emotional*", "*emotional content is very high*", "*I can feel this video*", and "*love towards the nation*". To reach a specific level of abstraction, the researcher generalized it as 'emotional appeal'.

**Z2.2** Generalize the bases of the content in the same way

Based on the earlier process of a specific level of abstraction, the researcher observed a few bases of content that is familiar and repeated among the participants. For this research, creative determinants, music, emotional appeal, storytelling, message, etc. came out as content bases.

**Z2.3** observe the paraphrases above the intended level of generalization and keep it

After a point, the researcher observed content categorized into two categories; content that supports a generalized category and content that does not follow any generalization. Both types of paraphrases have been retained in a separate document.

**Z2.4** Apply theoretical assumption in case of uncertainty

Sometimes participants convey something that needs some theoretical and contextual support. For instance, one participant said that *"the power of feeling and sensation is driving the content"*. Here, the participant shared the opinion for the 'Hyundai - Indian army video' can be categorized as an emotional appeal towards the country.

### **Z3 First reduction**

**Z3.1** Eliminate the paraphrases with similar meaning in the analytic unit

Emotional appeal is one of the prominent themes emerging from the study. Participants reflected in words like *"it's clear, its emotional appeal"*, or *"Emotional appeal is evident"*. All the paraphrases with duplicate entries have been removed from the analytic unit in this case.

**Z3.2** Remove paraphrases that are not viewed as considerable on the new level of generalization

Paraphrasing, which does not look promising for the new level of generalization, has been eliminated. For instance, the paraphrase *"media segregation and traditional communication tool and new digital tools"* is unrelated, and hence it is not considered for a new level of generalization and hence removed.

**Z3.3** Retain the paraphrases that are still observed as transporting central contents (selection)

The rest of the paraphrases were considered the main content (emotional appeal, message, content, etc.) for the selection.

**Z3.4** Apply theoretical assumption in case of uncertainty

The researcher has not observed uncertainty, and hence this step was not required for the study.

#### **Z4 Second reduction**

In the earlier section, the content was eliminated for generalization. This Section (Z4) refers to summarizing the content

**Z4.1** Encapsulate paraphrases with matching (similar) issues and same statements to one paraphrase (bundling)

In this stage, similar issues and matching statements are collected and reflected into a single paraphrase. The aim is to condense the paraphrases to ensure that selected statements can represent the themes emerging from the content.

**Z4.2** Condense paraphrases that mention several statements about one issue (construction/ integration)

Various paraphrase has been condensed and integrated to reach essential themes for the study

**Z4.3** Summarize paraphrases with similar issues and diverse statements to a single paraphrase (construction/integration).

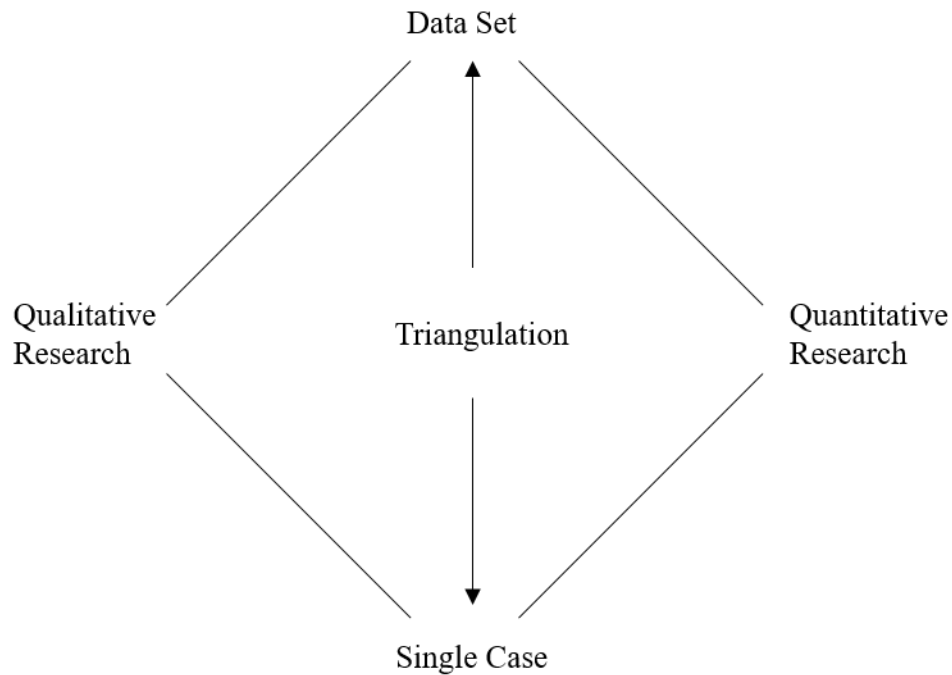
**Z4.4** Apply theoretical assumption in case of uncertainty

The last section of this process deals with applying assumptions for uncertainties. The researcher has not observed doubts or uncertainties) the reduction, integration, and construction process.

#### **4.2 Triangulation**

Triangulation of data is vital for the trustworthiness of the study. In this research, triangulation of qualitative and quantitative focuses on a single case. Both the methods remain autonomous, functioning side by side, and their meeting point is the research topic under study. In other words, the open-ended and closed-ended responses were compared for review and analysis.

As the research progressed and the specific piece of data became known, steps were taken to check each data piece against other sources, i.e., interviews or secondary data (Denzin, 1989; Lincoln & Guba, 1985). Using a second source can be more specific and comprehensive for the objective findings. The researcher used both triangulation for interviews and other data in this research. The below figure indicates the triangulation followed for the research.



Levels of Triangulation of Qualitative and Quantitative Research

*Source:* Adopted from (Flick, 2009)

*Figure 4.2 Data Triangulation*

### **4.3 Findings**

The enormous growth of video consumption opens numerous touch-points for marketers. Companies can use these opportunities to create content that creates deep engagement with viewers.

Creating engaging content is becoming increasingly tricky as viewers are regularly exposed to thousands of messages on the Internet. Engaging videos provide a good opportunity for viewers to share, discuss, rate comments and replay videos (Southgate et al., 2010). Online video advertising is also perceived as more compelling (Lee & Lee, 2010; Anderson, 2007) and personal (Porter & Golan, 2006) than traditional advertising.

At this juncture, it is crucial to understand the difference between the ‘gravity of response’ in an open-ended questionnaire and a closed questionnaire. At the time of the interview, participants were sharing their opinion and insights without any reference material or hint about the creative determinants, and hence it holds more weightage. In other words, even if three participants were referring to themes/creative determinants instrumental in video virality during the unaided response, it makes the themes/creative determinants more predominant than closed-ended responses.

Four distinct objectives were set for the study to evaluate the impact of creative determinants of video virality. The below section elaborates the findings against each objective set for the research.

- **OBJECTIVE 1:** To evaluate the importance of 28 emotional appeals in the success of viral video advertising. And evaluate the combination of various emotional appeals in the success of viral video advertising.

Emotional appeal is considered one of the vital creative determinants for video effectiveness by researchers. This section refers to creative determinants and themes related to emotional appeal. Out of 27 participants, 24 considered (unaided responses) one or more emotional appeal instrumental in high video virality.

The researcher follows three steps to evaluate the impact of emotional appeal on video virality.

Firstly, the responses were grouped into three groups based on the type of responses.

- The first group represents creative determinants’ impact on three viral videos.
- The second group showcases professionals’ preference for creative determinants when making videos.
- The third group refers to the themes emerging from qualitative data.

Secondary, each of these three groups are categorized into the following three categories based on the number of responses.



Table 4.1 Category Creation for responses on Emotional appeal

1 <sup>st</sup> Category	2 <sup>nd</sup> Category	3 <sup>rd</sup> Category
Themes/creative determinants that lead to high virality  (considered important in > 50% of responses)	Themes/ creative determinants having a moderate impact on video virality  (considered important in < 50% but > 25% of responses)	Themes/ creative determinants having less or no impact on video virality  (considered important in < 25% of responses)

Thirdly, Three groups i.e., creative determinants’ impact on three viral videos, Professionals’ preference for creative determinants while making a video, and themes emerging from the qualitative data – have been categorized into above mentioned categories. The below table represents the effectiveness of each type of response.

Table 4.2 Categorization and rating of each emotional appeal based on no. of responses

Categories	Creative determinants impact on three viral videos		Professionals’ preference for creative determinants while making a video		Theme no.	Themes emerged from qualitative data	
1st Category	Love	67%	Love	70%	Theme 1	Patriotism	70%
	Sentiment	62%	Happiness	56%	Theme 2	Mother-child relationship	59%
	Respect	57%	Recognition	56%			
			Achievement/ Accomplishment	52%			
			Involvement	52%			

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2nd Category	Affection	48%	Respect	44%			
	Affiliation/belonging	44%	Affiliation/belonging	44%			
	Involvement	40%	Joy	41%			
	Happiness	38%	Sentiment	41%			
	Pride	38%	Pride	41%			
	Recognition	30%	Affection	37%			
	Acceptance	30%	Nostalgia	37%			
	Achievement/ Accomplishment	28%	Acceptance	37%			
	Joy	25%	self-esteem	30%			
			Ambition	26%			
3rd Category	sorrow / grief	22%	Comfort	22%	Theme 3	Presentation of an emotional story inspired by real-life events	22%
	Safety	20%	Excitement	19%	Theme 4	Extreme emotional content	22%
	Security	19%	Approval	19%	Theme 5	Emotional appeal and product utility	15%
	self-esteem	19%	Security	15%	Theme 6	Content with universal appeal	11%
	Nostalgia	17%	Status	15%			
	Actualization	16%	Safety	11%			

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	Comfort	16%	Fear	11%			
	Approval	15%	Pleasure	11%			
	Fear	12%	Arousal/ Stimulation	7%			
	Pleasure	10%	sorrow / grief	7%			
	Arousal/ Stimulation	9%	Actualization	7%			
	Ambition	9%	Rejection	4%			
	Status	9%	Embarrassment	-			
	Excitement	6%					
	Rejection	2%					
	Embarrassment	1%					

The above table facilitates deriving important creative determinants and themes related to emotional appeal. Refer to below findings for the impact of emotional appeal on video virality.

- **1<sup>st</sup> Category: Themes/creative determinants that lead to high virality (>50% responses)**
  - Emotional appeals having high influence on the top three videos viral: love, sentiment, respect
  - Emotional appeals that participants prefer most when they aim to create a video: love, happiness, recognition, achievement/accomplishment, involvement
  - Emotional themes: Patriotism and the mother-child relationship
- **2<sup>nd</sup> Category: Themes/creative determinants having a moderate impact on video virality (responses that weighted between 25% to 50%)**
  - Emotional appeals have a moderate impact in making the top three videos viral: affection, affiliation/belonging, involvement, happiness, pride, recognition, acceptance, achievement/ accomplishment, and joy.

- Emotional appeals that participants moderately favor: respect, affiliation/belonging, joy, sentiment, pride, affection, nostalgia, acceptance, self-esteem, and ambition.
- Emotional Themes: No theme falls in the moderate impact category
- **3<sup>rd</sup> Category: Themes/creative determinants having less or no impact on video virality (< 25% responses)**
  - The emotional appeals having low or no weightage in the top three videos viral: sorrow/grief, safety, security, self-esteem, nostalgia, actualization, comfort, approval, fear, pleasure, arousal/stimulation, ambition, status, excitement, rejection, embarrassment
  - Emotional appeal that participants least prefer at the time of making a video: comfort, excitement, approval, security, status, safety, fear, pleasure, arousal/stimulation, sorrow/grief, actualization, rejection, embarrassment
  - Emotional Themes: presentation of an emotional story inspired by real-life events, extreme emotional content, product utility, and content with universal appeal

It can be concluded that a video on the theme of patriotism and the mother-child relationship and one or more following emotional appeals has a high potential for virality. i.e., love, respect, sentiment, happiness, achievement/accomplishment, recognition, and involvement.

The below section explores seven themes linked to emotional appeal in descending order of importance.

### **Theme 1: Patriotism**

19 participants said that patriotism in the video stimulates the emotional appeals of love, pride, and respect, which is why it went viral. Following two sub-themes have emerged inside this theme.

- Patriotism and Emotional appeal

Following four responses refers the importance of patriotism appeal in video virality, how patriotism brings urgency and automaticity in sharing the content, and the importance of emotional content in India.

P26 summarized in this words “*इस में है ना, पेट्रिऑटिस्म है तो जहा पे देश आ जाता है, वह पे वीडियो शेयर होना ही होना है और इतना प्यारा वीडियो बनाया है ये.*” It means this video showcases patriotism, and a video is bound to get viral if it has a well-crafted story about the nation. P1, P3, and P21 conveyed the same idea in different words.

P27: “*इस वीडियो के लिए शेयर करना ऑटोमेटिकली है. मतलब इंडिया से ये कनेक्शन बन गया है की तू वीडियो देखते ही शेयर कर देता है। ये देशभक्ति से आया हुआ शेरिंग है.*” According to the participant, a viewer invariably views/shares the view if it’s a well-crafted video on patriotic content. In other words, good patriotic content brings a sort of emergency and automaticity to sharing the content in the social circle.

P7: *I think especially in India, emotion plays a very important role, and when it comes to content like country and all that country and soldiers, I mean you don't miss the content if it's about nation...At the end of the video, I also had a smile on my face and it says it all.*”

P4: “*Two things really do very well in India. One is emotional content and second is patriotism.*”

- Responsibility and pride towards the army

This subtheme refers to the idea that ‘content that evokes responsibility and pride’ has a high chance of virality. As conveyed by P6 and P12, respectively, “*this video communicates that we should also serve the nation, as a common man it's our duty*” and “*we have some duty towards them as well and that's how you connect with it.*”

The subject related to the army also generates curiosity and connection towards the video. As said by P11 “*whenever you see somebody in uniform, and telling their story, you always indulge yourself because it's a kind of pride that you take.*” P11 referred to army and kargil as an essential combination that creates a strong bond with the viewer. He said that “*We all heard about the kargil war. The name kargil itself will make you look up (to the content).*”

## **Theme 2: Mother-child relationship**

According to 16 participants (out of 27), virality results from an emotional story of a mother & child. Two subthemes emerged inside this theme.

- The topic of mother and child is universal; everyone can correlate with it, which is why it is viral.

Everyone can connect with the emotions of the mother & child relationship. Viewers have preexisting emotions attached to the concept, and therefore the smart presentation of the relationship brings more share for the video. 8 Participants pointed to these creative determinants. The subtheme can be summarized with the following three paraphrases.

- P7: *“Mother and child is a part of everybody's life, and hence it has universal appeal.”*
- P21: *“It is showing the bond of mother and daughter, which is one of the most natural human relations.”*
- P23: *“Talking about relationships with mother and a child, and of course that's a very touchy subject and everyone will relate to it.”*
- Mother and child tried-and-tested formula for TV commercials, and now the same kind of content goes viral on social networks.

According to P25, presenting mother and child has been effective in traditional advertising for years, and now the same formula is effective in social media videos. He said that *“This model is there for years in advertising like माँ के हाथ का खाना, माँ की मेमोरीज़.”*

### **Theme 3: Presentation of an emotional story inspired by real-life events**

The video has a greater influence if the emotional appeal is based on stories inspired by real-life events. As mentioned by P16 *“it (video) is beyond our imagination and at the same time the emotional story is inspired by true events”*. P2 said that *“it's dynamic. It communicates, it brings out the emotions. It's a slice of life from real life”*. 6 participants considered ‘emotional story inspired from real-life events’ as a crucial creative determinant in video virality.

Here, ‘stories inspired from life’ also include slice-of-life content with emotional appeal. Referring to ‘Hyundai - army video’, P27 said that *“It's a slice of life kind of thing, so there is a feel-good factor, and you feel proud to be an Indian, you feel proud to be useful to an army guy who is looking for some help.”*

#### **Theme 4: Emotional appeal and product utility**

Product utility refers to the benefits and usage of the product. This theme refers to the amalgamation of emotional appeal and product utility. Below are three paraphrases that summarize participants' views on this theme.

- For the second video, P11 said, *“it is mother & daughter relations, and it's more about technology breakthroughs”*
- For the second video, P24 said, *“The emotional story of that little girl and the new technology which Samsung has brought.”*
- For the third video, P18 said, *“It is extremely emotional connect and presenting very unique functionality for the specially-abled people.”*

P24 emphasized technological utility and how it is changing people's lives. He said that, *“you can feel what that little girl must be going through, and if she didn't have Samsung technology then it wouldn't be possible for her to live this life without a mom.”* Whereas P17 conveyed how the functionality stimulates emotions, *“through that voice Assistant (product utility) she feels that closeness and warmth of her mother, I guess that's the very strong point that makes this video viral.”*

#### **Theme 5: Extreme emotional content**

In the interview, participants refer to the ‘degree of emotional appeal’ as a component of virality. P1 said, *“Viral videos are extremely emotional that make you laugh out loud, or make you cry.”* 6 Participants considered ‘extreme emotional appeal’ as an essential component of video virality.

It is crucial to notice that the participant is not only referring to the extremity of appeal. P18, P20, P21, P27, and P5 also consider ‘extreme or high degree of emotional content’ an instrumental component in virality.

- P18: *“Highly emotional content”*
- P20: *“It's a very very emotional thing for the parents”*
- P21: *“It is a highly emotional ad”*

- P27: “It is emotionally very invested.”
- P5: “ઇમોશનલ અપીલ બહુ સ્ટ્રોંગ છે.”

### **Theme 6: Content with universal appeal**

Videos that evoke appeals relatable to a large audience have higher virality. Emotional appeals that connect with a more extensive viewer base can go viral, irrespective of their demographic difference. Three participants considered ‘content with universal appeal’ an important video virality component.

P1 and P15 conveyed respectively that “Sex may or may not sell to everyone. Anger may or may not be connected to all of the audience, but emotional appeal along with India, cricket and religion, connects it to all of them.” and “Videos (go viral) with emotions that are core of every human being irrespective of the country and region or economical background.”

- **OBJECTIVE 2:** To evaluate the importance of 7 message characteristics in the success of viral video advertising.

Message Characteristics is a cluster of 7 creative determinants that impact video virality. Here message characteristics refer to *how* the message is imbibed and weaved in the video. This section elaborates on the message characteristics related to themes from the study.

The researcher follows a three-step process to evaluate the impact of message characteristics.

- The first group represents creative determinants’ impact on three viral videos.
- The second group showcases professionals’ preference for creative determinants when making videos.
- The third group refers to the themes emerging from qualitative data.

Secondary, each of these three groups are categorized into the following three categories based on the number of responses.



Table 4.3 Category Creation for responses on Message characteristics

1 <sup>st</sup> Category	2 <sup>nd</sup> Category	3 <sup>rd</sup> Category
Themes/creative determinants that lead to high virality  (considered important in > 50% of responses)	Themes/ creative determinants having a moderate impact on video virality  (considered important in < 50% but > 25% of responses)	Themes/ creative determinants having less or no impact on video virality  (considered important in < 25% of responses)

Thirdly, Three groups i.e., creative determinants’ impact on three viral videos, Professionals’ preference for creative determinants while making a video, and themes emerging from the qualitative data – have been categorized into the categories mentioned above. The below table represents the effectiveness of each type of response.

Table 4.4 Categorization and rating of each message characteristics based on no. of responses

Categories	Creative determinants impact on three viral videos		Professionals’ preference for creative determinants while making a video		Theme no.	Themes emerged from qualitative data	
	1st Category	Distinctiveness (Originality)	62%	Distinctiveness (Originality)	74%	Theme 7	Corporate Storytelling
					Theme 8	Video with unique product utility	81%

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2nd Category	Utility	38%	Utility	48%	Theme 9	Product at the back seat	26%
	Social Message	36%	Inspired by real-life events/Values	44%			
	Inspired from real-life events/Values	31%	Social Message	33%			
			Encourage participation	26%			
			Topical content in message	26%			
			Corporate Storytelling	26%			
3rd Category	Corporate Storytelling	23%			Theme 10	Encourage Participation	15%
	Encourage participation	19%					
	Topical content in message	19%					

The above table facilitates deriving important creative determinants and themes related to message characteristics. Refer to the below findings for the impact of message characteristics on video virality.

- **1<sup>st</sup> Category: Themes/creative determinants related to message characteristics that lead to high virality (> 50% responses)**
  - Message characteristics having a strong influence on the top three videos viral: distinctiveness (originality)
  - Message characteristics that participants favor when they aim to create a video having high viral potential: distinctiveness (originality)
  - Themes related to message characteristics: corporate storytelling, video with unique product utility
- **2<sup>nd</sup> Category: Themes/creative determinants having a moderate impact on video virality (responses that weighted between 25% to 50%)**

- Message characteristics having a moderate impact in making the top three videos viral: utility, social message, inspired from real-life events/values
- Message characteristics that participants moderately favor: utility, inspired from real-life events/values, social message, encourage participation, topical content in the message, corporate storytelling
- Themes related to message characteristics: product at the back seat
- **3<sup>rd</sup> Category: Themes/creative determinants having less or no impact on video virality (< 25% responses)**

Participants find the following creative determinants have little or no impact on video sharing.

- Message characteristics having low or no weightage in the top three videos viral: corporate storytelling, encourage participation, topical content in the message
- Message characteristics participants least prefer: NA
- Themes related to message characteristics: encourage participation

Based on the three categories, it can be concluded that distinct content that follows corporate storytelling traits and product utility uniquely has high virality potential.

The below section explores four themes linked to message characteristics in descending order of importance.

### **Theme 7: Video with unique product utility**

Product utility is one of the message characteristics under the study. 22 participants considered utility as one of the decisive determinants of video virality. Based on the responses, three sub-themes are emerging.

- Beneficial point of view

The benefits presented in the video are an essential factor behind sharing in social circles. 8 Participants supported this idea of showcasing product benefits as an essential creative determinant. As stated by P4 and P27, *“very beneficial point of view.”* and *“in fact, the product sells itself. Whatever they were showing about the product is making it viral.”*

P4 and P8 referred to the ‘alignment of story and USP’ as an important factor. Below is the response from 3 participants.

- P4: *“it’s (story) very much aligned with the product USP”*

- P8: *“The whole thing functionality is very nicely woven in the whole thing.”*
- P6: *“The way it has been infused in between the communication is really smart whereas it is talking about the USP of the product.”*
- Innovation that empowers or support weaker section of society

Empathy is considered one of the central human emotions. This theme reveals the connection between empowerment and video sharing. In other words, if viewers find helping and empowering people content, they are motivated to share on networks. 15 Participants said that content that empowers the weaker or disabled section of society goes viral.

As said by P22, *“100% shareable content because it will definitely help someone who is looking for such this kind of assistance.”* P23 statement resonates with this statement. He said, *“Once you realize that, there is something of this sort available in the market, you would obviously want to tell people that - hey, there's something like this has happened and which is changing somebody's life at so many levels.”*

Participants also pointed out the impact of this content on brand image. For ‘third viral video - Samsung good vibes’ P5 and P25 respectively said, *“જે લોકો બોલી અને સાંભળી નથી શકતા એ લોકો માટે આવી સારી એપ બનાવી છે એ બહુ સારી વાત કહેવાય.”*, and *“Samsung plays a very big role and it's quite a big deal. If someone cannot speak and have the opportunity to communicate with their loved one that particular part has made people share this video.”* P16 considered innovation as out of the world and godly when he said, *“story of parents who feel helpless and not able to do anything. But if a mobile brand can do that – it's a godly thing.”*

In the same line, P13 said it is a suitable gap in the market to create something for the needy people and stand out in the viewer's mind. He conveyed it in this words, *“એક્યુલી આ સોસાયટી માં જે નિડી લોકો છે, જે લોકો ને આવા ઇસ્યુ છે, એ લોકો માટે કોઈ સ્પેસિફિક પ્રોડક્ટ ડિઝાઇન નથી થતી, અને આ (બ્રાન્ડ) ‘હેલ્પીંગ નિડી પીપલ’. એના સાથે નું જે ઇમોશનલ ટચ છે that is the main thing.”*

- Combination of product utility and other creative determinants

Product utility is important for virality, and the use of other creative determinants can amplify impact. As said by P27, *“Basically all the things put together. It is not only a storyline that is interesting, it is everything. Even the product right from the start of the video is actually playing a very good part. This is like a blend of everything - the story, the product being showcased everything and also the message that is put across emotionally.”*

P27 emphasizes the importance of product utility and other factors in this words, *“Secondly, the way it is showcased and highlighted is very nice. The entire sequencing or probably the background score and everything is very good. It drives across the point that they want to make it and drives across the entire product.”*

### **Theme 8: Product/brand at the back seat**

It is crucial to observe the perceived contradiction between themes 7 and 8. The earlier theme refers to showcasing or highlighting the usage of the product as an essential component, whereas this theme talks about ‘less weightage of brand or product presence’. In other words, it refers to less brand interference in the video. 7 participants considered ‘product/brand at the back seat’ an important video virality component.

P25 said these two statements point to an essential component for video virality. He said, *“They (Brand) are not more emphasizing on itself. It is more about the human story.”* and *“Brand is not dominating, storytelling is dominating.”*

The essence of this theme is aptly described by P3 when he said, *“the product is almost on the background, but it really is well integrated into the thing, so they're they've done a series of such CSR with the human interest story primarily, so it's more about people.”*

Brands should aim to create engaging content, and product promotion should be in the backseat. However, it does not mean that the brand should not talk about the product feature. If a brand wants endorse product features, it has to be well integrated into the human story presented in the video. Below three responses are aptly describing this pattern.

- P5 said for ‘1<sup>st</sup> - Hyundai viral video’: *“મારા વિચારથી તો એવું કહી શકાય કે એ લોકોએ કંપની કરતા વધારે કન્ટ્રીને ઇમ્પોર્ટન્સ આપ્યું છે એ કનેક્શન”*

- P8: *“The way they have very seamlessly integrated the brand, so it gets registered the brand in a subconscious level. So anyone who will see it will love to share it with others, not because of the brand, but because of the story.”*
- P6: *“The whole thought and execution were not of the product, but it was more on the idea. So that's the reason why product features are limited in the video. Primary they talk about the user benefit, and interestingly (in the story) they get along with the user benefits of the product along with it.”*

P26 also warn the issues of high level of ‘brand interference’ when he said, *“अगर ब्रांड वीडियो में ब्रांड पुश करता है तो वीडियो का एंगेजमेंट कम हो जाता है.”*

### **Theme 9: Corporate Storytelling**

Corporate storytelling is the art of telling a good story compulsively. Storytelling is an umbrella that consists of multiple creative determinants inside it. 23 participants refer to one or more creative determinants of corporate storytelling as an essential determinant for viral video making.

- **Story selection**

At the time of conceptualization, a brand decides the topic/story for the video. Emotional appeal and treatment of the video are important, provided the brand selects the right topic at the right time. Participants used the words like concept, script, subject, and human interest story to describe the importance of story selection.

9 Participants indicated the importance of story selection. P5 and P22 respectively said, *“સ્ક્રિપ્ટ બહુ સ્ટ્રોંગ છે અને જેણે પણ કોન્સપ્ટ વિચાર્યો છે એ બહુ યુનિક છે.”* and *“story was engaging and appealing.”* Whereas P3 described topic selection as an *“evergreen formula for engaging video.”* P2 said *“We have seen this CSR stuff so many times but still I think Samsung has managed to craft an unconventional story really well.”*

The topic should be broad enough to cover the audience irrespective of their country, religion, etc. As P12 pointed out, *“it's very clear that the subject that they've chosen attracts everyone. It's not just Indians, people who are living in other countries will also associate with the universal subject.”* P9 reconfirmed this idea when he said, *“It can be*

*any part of the country. Everybody can relate to it, and they are trying to stray away from caste, religion because it is a story about mother and daughter.”*

All three videos were about someone struggling and winning in the end. P3 observed this pattern and conveyed it in these words, “(These videos went viral) *because in the end, the challenger is winning.*”

- Weaving an engaging story

Corporate storytelling is crafting a compulsive and engaging story. Participants use words like strong narrative, storyline, narration, good concept, and a good idea to describe aspects of storytelling.

P15 and P21 said these words, “*It was a storyline. The focus was never on the technology or the subject.*”, “*the story is actually driving the entire content*”. These statements indicate the importance of a good story that drives an engaging video.

As mentioned earlier, good storytelling is an art that comprises multiple components. The following four statements substantiate the importance of casting & clothing, editing & background score, and the importance of ‘value system confirmation’ in the same order.

- P9: “*Once the story is put into perspective, everything contributes to the narrative. If you look closely, the kind of clothes the mother wears. He's wearing the casting the way the mother was, the homely face for mother that was selected, the kind of costume that she was wearing.*”
- P27: “*The background score, the entire narration, the sequencing of the part. I can watch it like once again – twice or thrice. I will not be bored.*”
- P2: “*Confirms our value system that we love our country. (As a brand) I can also tell you my car (product) is good and all. But then how they are trying to associate - for example, Hyundai - they associate the values that you (viewers) are respecting.*”

The tried-and-tested storyline template increases the chances of high virality. As said by P23: “*All three videos have followed the same template, it starts with a very emotional topic that leads to uncovering the layer of communications by building a storyline and making you feel connected to the character. And then eventually there is a good cause around which the brand is created.*”

- Nostalgic content

The video that cherishes and remembers the good or bad old times captures the audience's attention. P11 described the phenomenon this way, *"For 20 years, this memory is close to his heart and he's sharing his experience with other colleagues so I guess that warmth is important as it makes you a little nostalgic. P22 said the same thing in these words "it brings more credibility when a story is in flashback."*

### **Theme 10: Encourage participation**

A good video inspires the viewers to initiate something. If content offers an opportunity to participate in the campaign, people feel ownership towards the content. 4 Participants observed this phenomenon. This theme can be summarized by these two comments from P9 and P14, who said that *"Inviting to share a personal experience of a similar story is making it viral."* and *"more than the video content - what is making it viral is the call for stories at the end of the video."*

- **OBJECTIVE 3:** To evaluate the importance of 7 treatment factors in the success of viral video advertising.

The researcher follows a three-step process to evaluate the impact of message characteristics.

Firstly, the responses were grouped into three groups based on the type of responses.

- The first group represents creative determinants' impact on three viral videos.
- The second group showcases professionals' preference for creative determinants when making videos.
- The third group refers to the themes emerging from qualitative data.

Secondary, each of these three groups are categorized into the following three categories based on the number of responses.



Table 4.5 Category Creation for responses on Treatment factors

1 <sup>st</sup> Category	2 <sup>nd</sup> Category	3 <sup>rd</sup> Category
Themes/creative determinants that lead to high virality  (considered important in > 50% of responses)	Themes/ creative determinants having a moderate impact on video virality  (considered important in < 50% but > 25% of responses)	Themes/ creative determinants having less or no impact on video virality  (considered important in < 25% of responses)

Thirdly, Three groups i.e. creative determinants’ impact on three viral videos, Professionals’ preference for creative determinants while making a video and themes emerging from the qualitative data – have been categorized into above mentioned categories. Below table represent the effectiveness of each type of response.

Table 4.6 Categorization and rating of each treatment factors based on no. of responses

Categories	Creative determinants impact on three viral videos		Professionals’ preference on creative determinants while making a video		Theme no.	Themes emerged from qualitative data	
1st Category	Music quality	51%	Element of surprise	70%	Theme 11	Music	48%
			Generate curiosity	63%			
			Music quality	59%			
			Unusual perspective	56%			

Table continues on next page

2nd Category	Unusual perspective	48%	Richness and colourfulness of imagery	44%			
	Generate curiosity	43%	Dramatic effect & Fantasy	41%			
	Element of surprise	42%					
	Dramatic effect & Fantasy	38%					
	Richness and colourfulness of imagery	28%					
3rd Category	Element of irony	10%	Element of irony	19%	Theme 12	Casting and character development	19%
					Theme 13	Pace of the Video	7%
					Theme 14	Generate curiosity	7%

The above table facilitates deriving important creative determinants and themes related to treatment factors. Refer to the below findings for the impact of treatment factors on video virality.

- **1<sup>st</sup> Category: Themes/creative determinants related to ‘treatment factor’ that leads to high virality (> 50% responses)**
  - Treatment factors having a strong influence on the top three videos viral: music quality
  - Treatment factors that participants favor when they aim to create a video having high viral potential: element of surprise, generate curiosity, music quality, unusual perspective
  - Themes related to treatment factors: aspects of music
- **2<sup>nd</sup> Category: Themes/creative determinants having a moderate impact on video virality (responses that weighted between 25% to 50%)**

Participants ranked the following themes/creative determinants having a moderate effect on viral video creation.

- Treatment factors having a moderate impact in making the top three videos viral: unusual perspective, generate curiosity, element of surprise, dramatic effect & fantasy, richness and colorfulness of imagery
  - Treatment factors that participants moderately favor: richness and colorfulness of imagery, dramatic effect & fantasy,
  - Themes related to Treatment factors: NA
- **3<sup>rd</sup> Category: Themes/creative determinants having less or no impact on video virality (< 25% responses)**

Participants find the following themes/creative determinants have little or no impact on video sharing.

- Treatment factors having low or no weightage in the top three videos viral: element of irony
- Treatment factors participants least prefer: element of irony
- Themes related to Treatment factors: casting and character development, generate curiosity, the pace of the video

Based on the three categories, it can be concluded that a video with the following characteristics leads to high virality. i.e., influential music, element of surprise, generate curiosity, unusual perspective

The below section explores four themes linked to ‘treatment factors’ in descending order of importance.

### **Theme 11: Music**

Music quality is one of the creative determinants observed during the literature review. In this research, music also encompasses the background score, lyrics, and voice-over of the video. 13 Participants referred to some aspects of music as influential in making a viral video. Based on participants’ observations following two sub-themes are emerging from the study.

- Music stimulates the emotional appeal

Emotional appeal is one of the crucial creative determinants for video virality. Music enhances the impact of emotional appeal. As said by P6 and P11, respectively, *“Music enhances the emotional appeal.”* and *“I think here music brings a lot of warmth.”*

- Music is leading the content

Participants observed that music was at the core of the video. It is rhythmically leading the entire story. As stated by P21, *“The music and song play a very important and significant part in this video.”* At the same time, P8 considered music a trigger point for emotional appeal. He said that *“Music is a great trigger point.”* Music is more than a background score; it is also jingle and dialogue spoken rhythmically. As stated by P18, *“Ability to connect with the audience with musical content/jingle and dialogue together.”*

## **Theme 12: Casting and character development**

Marketers and advertisers develop characters to express ideas and move the story along a plotline. Casting is selecting the actor with specific characteristics that need to be projected in the video. The development of a character is vital in a video, as it effectively helps the story building.

This theme focus on the specific characteristics of characters and how it makes the video more viral. 5 participants referred to some aspects of casting as crucial for an influential video. Based on the participants’ responses below, two sub-themes emerge inside this theme.

- Casting a character with some kind of vulnerability or disability

When the advertiser selects a character with some kind of disability, it helps the video generate sympathy from viewers, and eventually, the video gets more share. As shared by P1, *“So this kind of videos, which has got special children (disabled children) and then make them crying and then, in the end, show them happily crying, is generating high recall value for the video.”* This view supported by P26 when he said that, *“डेफ एंड डम्ब को लेके (विडिओ) किया है. किसी कम्प्लेक्सिटी या पैरानॉयड डिजीज पे, people will engage more, और उसका इमोशनल वैल्यू बढ़ जाता है.”*

P26 compared the impact of casting a disabled character versus casting a normal person. He said that, “यह वीडियो में डिसेबल्ड बंदी दिखाई है इसलिए वीडियो वायरल हुआ है. यहाँ पे अगर कोई नॉर्मल बंदा होता तो, वीडियो वायरल नहीं होता.”

- Casting a character based on age and gender

A story also strengthens when the storyteller selects characters of minor age. This selection impacts the video on various levels. As said by P5 for ‘Samsung bixby video’, “પાંચ થી દસ વર્ષની ઉંમરની છોકરી દેખાડે કે જેને મદદની જરૂર છે. એ વસ્તુની ઇમ્પેક્ટ ઘણી વધારે આવે છે.” Here it is crucial to notice that the participant refers to a minor age girl in need. The sympathy towards the characters can be enhanced when marketers cast a minor age character for the video. This view is also supported by P18 when he said, “Casting of a young girl is very appealing. Selection of young girl connects more with the audience compared to a young character or mature character in the video.”

For the 2<sup>nd</sup> video, P11 referred to the ‘selection of female character’ as an essential factor behind the emotional appeal. He said, “especially the daughter, so they trust the right emotional chord.”

### **Theme 13: Pace of the video**

Two participants considered the pace of the video instrumental. According to P9 the “video is taking its own time to established the idea and that is very important.” It is important to note that all three videos reviewed were around 180 seconds, which is considerably larger in duration compared to a TV commercial of 30-45 seconds. P9 said, “I think the pace of the film played a very important role. It is not commercial and it takes its own time to establish. It made me go in and go through a journey. It is not fast editing. It is very specific so there is a complete tone to the film. There is an entire piece the way it has been in the long time frame.”

### **Theme 14: Generate curiosity**

A video receives viewers' attention if it can generate curiosity in the viewers' mind. As stated by P23, “In this video, there is a surprise element. There is curiosity that gets built throughout the video.” Here, the suspense is not necessarily the story. In other words, the way the story pans out also builds suspense for the audience. As said by P9, “The disability was so apparent

*from the time, kids (daughter) started talking to the machine. Either she (mother) has a deadly disease or she's gone. It was really apparent, but you would play till the end just to see how it pans out or what happens next.* Two participants considered generating curiosity as a crucial creative determinant in video virality.

- **OBJECTIVE 4:** Identify patterns of optimum combination of emotional appeals, message characteristics, and treatment factors with a high probability of going viral.

The earlier three objectives refer to the most influential creative determinants in their respective categories. This section refers to the optimum combination across all three clusters.

Below is the list of creative determinants and themes rated most influential under emotional appeal, message characteristics, and treatment factors

Table 4.7 Optimum combination of ‘emotional appeal’, ‘message characteristics’ and ‘treatment factors’ for viral video making

Emotional appeal - creative determinants	Emotional appeal themes	Message characteristics - creative determinants	Message characteristics themes	Treatment factor - creative determinants	Treatment factor themes
Love Sentiment Respect Happiness Recognition Achievement/ Accomplishment Involvement	Patriotism  Mother-child relationship	Distinctiveness (Originality)	Corporate Storytelling  Video with unique product utility	Music quality	Element of surprise  Generate curiosity  Music quality  Unusual perspective

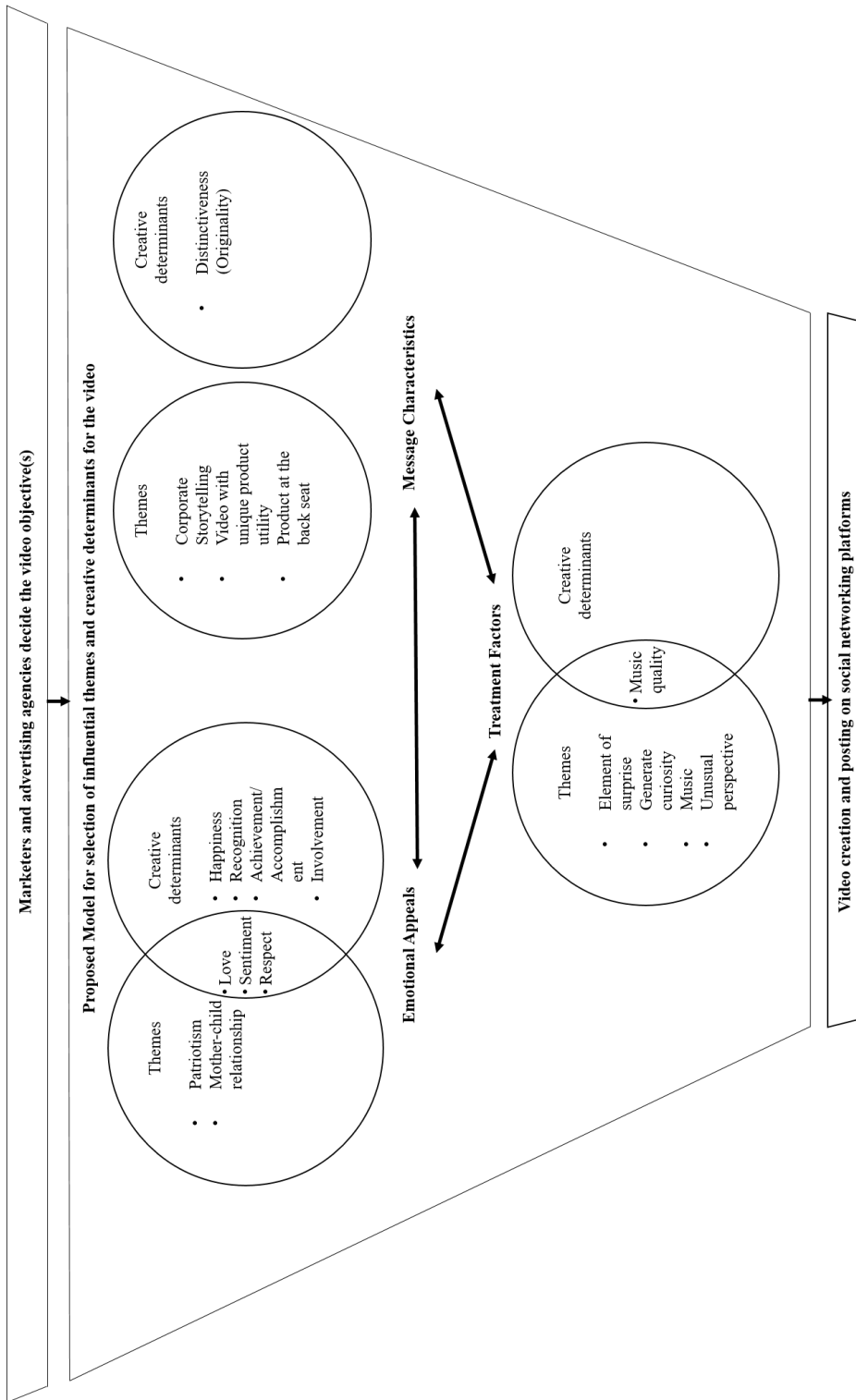


Figure 4.3 Proposed model for selection of influential themes and creative determinants for the video

Before selecting the creative determinants, marketers are expected to consider two things. First, the objective(s) for video creation. The objective(s) can improve the brand image, address current issues, engage viewers, present the unique product/brand, etc. Second, resources and constraints like time for video development, budget for the production, campaign brand guidelines, etc. However, these factors do not limit creative determinants' scope and impact. In other words, the present study presents comprehensive research on creative determinants, and marketers can make the most out of available resources by selecting the suitable creative determinants for the video, which may increase engagement that eventually help them achieve the objective.

The next step is the selection of creative determinants. It is comprised of the following steps.

- Selection of emotional appeal themes and creative determinants
- Selection of message characteristics themes and creative determinants
- Selection of treatment factors themes and creative determinants

It is important to note that creative determinants selection is not a step-by-step process but a selection of interdependent factors. In other words, advertising professionals can select creative determinants from three clusters and then finetune them for an optimum combination that helps them meet the objective.

There are three delimitations of the research.

- The research focuses on the creative determinants selection. Establishing video objectives, allocation of financial and other resources, and managing the constraints are outside the scope of this research.
- This study facilitates the video conceiving stage by helping select creative determinants, but video production and posting are outside this research scope.
- The proposed model is established based on the responses from creative professionals. Testing the model calls for developing a video based on the proposed creative determinants selection process, which is expensive in terms of budget and other resources. Testing the proposed model for further research in this area has scope.



14 themes (mentioned above) were observed against four research objectives. Over and above these, two more themes emerged that fall outside four objectives. Seven participants referred to these two themes as instrumental in video virality.

### **Theme 15: Video release timing**

The day and time of the video release also impact the video circulation. For the Hyundai army video, P19 conveyed, *“I guess this must have been released during the independence day or republic day to get more engagement. These days, people are full of patriotism, so that patriotism feel has been incorporated in this video, that has made it viral.”* Two participants considered ‘video release timing’ an important determinant behind video virality.

### **Theme 16: Self-satisfaction or self-projection through video sharing**

Viewers often share the video on social networks to enhance their image in social circles. In other words, when viewers see some content, they also want to show to their circles ‘how intelligent or good content they are passing on’. 5 participants considered self-satisfaction or self-projection through video sharing important determinant behind video virality.

Three sub-theme were observed inside this theme.

- **Self-satisfaction through video sharing**

A viewer experiences satisfaction when he forwards the content that might be useful to his social circles. As said by P21 *“by forwarding the video, I get feel-good factor, की भाई मैंने कुछ अच्छा किया”*. Sometimes viewers find themselves incapable of contributing to a bigger cause, so they share a video that makes them feel like they are part of the bigger cause that brings satisfaction. P20 conveyed it in these words, *“Everyone wants to do something for the nation, they may not be able to do it, but they can share the video which makes them feel part of a larger cause.”*

- **Self-projection through video sharing**

An individual also shares a video to project his worth and intellectual capacity. Sometimes, people share videos to show ‘how important and intellectual content they are sharing’. 3 Participants considered this factor necessary.

- P10: *“This video contains technology-heavy content. If viewers share this video, it’s one way to show off his intellectuality and sensibility.*
- P18: *“A person may be sharing the content to project the image of someone who understands.”*
- P7: *“Sometimes we want to spread the good video to projects that we are spreading good thought.”*

Before showcasing the top three viral videos, participants were asked to recall the ‘viral video’ released last two years. The below table represents the video list.

Table 4.8 Viral video - unaided recall by participants

Name of the video	How many participants recalled this video?	Participants’ code	Comments	Link
Adani Wilmer Edible Oil / Fortune oil ad	4	P4, P5, P10, P12	Two participants recalled this ad as an ad where an old dadi prepared and served food to his son in hospital	<a href="https://www.youtube.com/watch?v=4O5Q4Z87epo">https://www.youtube.com/watch?v=4O5Q4Z87epo</a>

Table continues on next page

Tanishq Ad	3	P1, P3, P12	Recalled due to the controversy that happened in 2020 and brand deleted video from official YouTube page	Link of video - <a href="https://www.youtube.com/watch?v=LMOHY4naVYA">https://www.youtube.com/watch?v=LMOHY4naVYA</a>
Google Union video	2	P3, P15	-	<a href="https://www.youtube.com/watch?v=gHGDN9-oFJE">https://www.youtube.com/watch?v=gHGDN9-oFJE</a>
Old Spice (Old Spice   The Man Your Man Could Smell Like)	1	P6	-	<a href="youtube.com/watch?v=owGykVbfgUE">youtube.com/watch?v=owGykVbfgUE</a>
Cadbury – Recent cricket ad	1	P23	-	<a href="https://www.youtube.com/watch?v=z_OtC06ndUE">https://www.youtube.com/watch?v=z_OtC06ndUE</a>
CRED – Rahul Dravid Ad	1	P23	-	<a href="https://www.youtube.com/watch?v=j8KpV-4_mRg">https://www.youtube.com/watch?v=j8KpV-4_mRg</a>
Facebook   More Together - Pooja Didi	1	P1	-	<a href="https://www.youtube.com/watch?v=GXaeeqfHNNHQ">https://www.youtube.com/watch?v=GXaeeqfHNNHQ</a>
Urban Ladder – The homecoming	1	P2	-	<a href="https://www.youtube.com/watch?v=W1_eZln9qyg&amp;t=10s">https://www.youtube.com/watch?v=W1_eZln9qyg&amp;t=10s</a>

Observation on participants' responses to viral video recall.

1. The video referred to by the professionals and the video observed for the research is mutually exclusive. Simply said, the videos recalled by participants are not present in the viral video list created for the study.
2. Many participants also referred to TVC when they were asked for the viral video recall.
3. Sometimes they recall videos because of the 'controversy' involved with the brand. Again, these videos are not in the study's 'viral video list'.

## **Conclusion**

- Over and above the creative determinants reviewed during the literature review, four crucial creative determinants were identified during the primary research.
- Emotional appeal is one of the most critical creative determinants influencing video engagement.
- Diverse creative determinants impact video virality on a different scale. In other words, not all emotional appeals impact video virality equally.
- The most influential emotional appeal are love, sentiment, respect, happiness, recognition, achievement/accomplishment, and Involvement
- The most influential emotional appeal themes are patriotism, mother-child relationship
- One reason viewers engage with the content is the originality of the video.
- Brands that weave an engaging and compulsive story have higher video engagement chances.
- The video that delivers unique product utility useful to viewers has a higher chance of video virality. However, the story should lead the communication, and the product/brand should be in the back seat.
- The video that surprises the viewer and generates curiosity holds attention and engagement.
- The storyline that brings unusual perspective makes the video more engaging
- Music plays a vital role in enhancing the video impact.