

Table of Contents

List of Tables	i
List of Figures	ii
Chapter 1: INTRODUCTION	2
1.1 Social Media	2
1.1.1 Social Media and Web 2.0	4
1.1.2 E-Marketing Tool: Social Media	5
1.1.3 Listening through Social Media: A Passive approach	6
1.1.4 Active approach	7
1.1.5 Social media platforms as public relations and direct marketing tools	7
1.1.6 Engaging Social Media influencers and Social Media personalities as product or brand advocates	8
1.1.7 Using Social Media for personalized online experience / customized online product	9
1.2 Social Media Platforms and usage	9
1.2.1 The usage of the internet & social media platforms worldwide and in India	9
1.2.2 Data Consumption across the world & in India	9
1.3 User-generated content	11
1.4 Facebook: leading social media platform	12
1.5 YouTube: leading social media platform	12
1.6 Other social media platforms	13

Chapter 2: LITERATURE REVIEW	16
2.1 Social media platforms: engagement dynamics	16
2.2 Social media platforms: effectiveness measurement techniques	17
2.3 Viral Video Advertising	18
2.4 Creative Determinants of Viral Video Advertising	22
2.4.1 Emotional Appeal	23
2.4.2 Message Characteristics	28
2.4.3 Treatment factors	29
2.5 Research Gaps	31
2.6 Rationale of the Study	32
2.7 Proposed Research Outcomes	33
2.8 Research Objective	34
2.9 Basic Concepts	34
2.10 Chapterisation	35
Chapter 3: RESEARCH METHODOLOGY	39
3.1 Research Design	39
3.2 Viral Video Benchmarking	40
3.3 Viral video Selection Criteria	40
3.4 Top 3 viral videos	48
3.5 Data Collection	52
3.5.1 Qualitative Questionnaire Development	53
3.5.2 Quantitative Questionnaire Development	54

3.6 Sampling	55
3.6.1 Sampling Method	55
3.6.2 Sampling Size	55
3.6.3 Sampling Mix	57
3.7 Data collection and organization instruments	57
3.8 Data Analysis	58
3.9 Pilot Study	59
Chapter 4: DATA ANALYSIS AND FINDINGS	67
4.1 Content Analysis	67
4.2 Triangulation	71
4.3 Findings	72
Chapter 5: SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATION	103
5.1 Summary and Discussion	103
5.1.1 Viral Video Benchmarking	106
5.1.2 Viral video Selection Criteria	107
5.1.3 Data Collection	108
5.1.4 Data Analysis (Content Analysis)	109
5.1.5 Triangulation	109
5.1.6 Major findings of the research	110
5.2 Conclusion	112
5.3 Recommendation	113
5.3 Limitations	115

5.4 Future scope of the study	116
References	117
Annexure	130
Annexure 1 Detailed information of 427 videos reviewed	130
Annexure 2 The top 100 most shared videos of India	179
Annexure 3 The top 100 most viewed videos of India	188
Annexure 4 Qualitative Questionnaire	198
Annexure 5 Quantitative Questionnaire	202