

Viral Video Advertising on Social Media Networks

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Abstract

Social Media Marketing has transformed the way business organizations operate today. The fabric of consumer communication has changed with the emergence of two-way communications. The consumer is capable of liking, sharing, or co-creating the content. Good and indulging content finds its way to the hearts and minds of consumers. Due to access to the internet and smartphones, video virality is becoming the accessible and cost-effective mode of brand communication. Marketers are exploiting opportunities of creating content that is appealing and compulsive. This paper reviews available data on creative determinants positively impacting content engagement and sharing.

Keywords

viral marketing, creative determinants, Facebook, YouTube, viral video advertising

Introduction

The emergence of the internet has transformed the brand communication landscape. Internet's wide accessibility is a significant advantage. The consumer can send or receive a message with a larger audience without the constraint of distance and time. It makes digital communication a convenient means of transmitting information. On a social network, a virtual group or community offers opportunities to bring people from various backgrounds and allows them to find common grounds for their beliefs and interests.¹ In present times, with increased internet reach and the growth of social networking platforms, there is a shift in content consumption. The increased content consumption makes it difficult for marketers to engage customers.

The following sections explore social media and Web 2.0, internet and social media consumption in India and worldwide, and leading social networking platforms. The later part of the paper focuses on viral video advertising, social media engagement dynamics, viral video measurement, viral videos in India, and creative determinants that impact video virality.

Introduction to Social Media

Social Media Marketing is a type of internet marketing that exploit 'Social Networking Service tools' for marketing and deploys technique that aims at social sites to spread brand awareness to promote a product or services.² In recent times, social media platforms like Facebook, Instagram, and LinkedIn have transformed the communication landscape for organizations, brands, and individuals.² Social Media is also changing how people prefer to engage and interact with their social circles. With the emergence of social media, traditional groups and communities have been challenged as communities exist in the physical and virtual worlds that operate via the internet.³

Social media empowers consumers to talk, converse, provide feedback, and write a review following their observations and experiences. Consumer influences larger audiences by sharing a positive or negative review about a product or service. Marketers realized that social media users could effortlessly inquire and test the quality or price claims, find a substitute, and most importantly, review products or services and share their own experiences to large circles.⁴ The social media platforms have changed the power structure in the business and marketplace; evidence indicates a significant power shift taking place and the surfacing of a new breed of sophisticated and powerful customers, hard to influence, convince and retain.⁴ Social Media

enabled the customer to be more sophisticated and helped them develop new tricks in searching, evaluating, choosing, and buying services and goods.⁵

Social Media and Web 2.0

To communicate and advertise on social media, an organization must anticipate and organize a consumer-friendly eco-system. As stated by Constantinides, Effectively engaging the social media as part of the corporate marketing strategy requires company's Web 1.0 legacy is in good shape; the corporate web site must be in a position to serve as the corporate platform meeting the expectations of the online customer.⁴ The majority of the social media marketing strategic objectives require a robust company website that is secure, functional, efficient, trustworthy, organizationally integrated, and customer-oriented.

Web 1.0 is a one-way communication medium that allows the organization to connect with relevant stakeholders. Still, it doesn't offer tools to stakeholders to engage or reciprocate with the firm. Web 2.0 is a two-way communication medium. Web 2.0 is the point where the concept of interaction and engagement took place. Web 2.0 offers new horizons for exchange and sharing systems, making it significantly easy to share texts, pictures, music, and other products in digital media.⁶ As mentioned by Constantinides, Web 2.0 is a collection of interactive, open-source and user-controlled internet applications enhancing the experience, collaboration, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users' networks facilitating the flow of ideas, information, knowledge and promote innovation and creativity by allowing the efficient generation, dissemination, sharing and editing of content.⁴

Web 2.0 opened up a range of new social media platforms to interact, influence, and engage consumers. Furthermore, with the express speed of E-commerce growth, organizations sighted a unique opportunity to alter consumer action towards products or services.

Access to Internet & Social Media

The growth of the internet is changing the way we observe and react to the world around us. The Internet is transforming the way we create, curate, and consume content. The growth of the internet is surpassing all other ways to reach a mass audience. As per the Hootsuite report:⁷

- 67% of the world population (5.155 billion out of a total population of 7.734 billion) is unique mobile users.
- 58% of the world population are internet users (4.479 billion)
- A total of 3.725 billion (48% of the total population) are active social media users
- 47% of Social Media users (out of a total of 48% of social media users in the world) own a mobile as a social media consumption medium (3.660 billion)

According to the Hootsuite 2019 India Report:⁸

- 1.190 Billion mobile subscriptions in India. Which is 87% of the total population.
- There is a gap between the number of mobile subscriptions and the number of people who use the internet. Out of 87% of mobile subscriptions, 41% (560.0 Million users) use the internet.
- A total 310 million (23% of the total population) are active social media users, and 21% of them prefer to use social media over mobile than any other device. 290 million (21% of the total population of India) have access to social media via mobile.
- India ranked first on absolute internet growth with 97,885,011 new internet users in 2018.

The cut-throat competition in the telecom industry pushed providers to offer cheaper data plans. Prime reasons for video consumption growth are affordable data plans and unlimited video streaming packages.⁹ Indian users spend 2.4 hours on social media a day (slightly below the global average of 2.5 hours).¹⁰

Mobile is convenient and flexible compared to other sources like personal computers and laptops. The convenience of internet usage leads to an increase in video streaming. As per the Nokia Mobile Broadband Index 2019 report, video streaming accounts for 70-80% of total mobile data traffic on Mobile.¹⁰

The video streaming upsurge surpasses the rest of the mobile traffic mediums like browsing and social networking. A close look into the video streaming may reveal the specific websites/apps that hold significant traffic for video streaming. YouTube has traffic of 245 Million monthly active users in India, ahead of premium video streaming services like Hotstar (150 Million) and Jio TV (70 Million) combined.⁹ The surge in internet usage reflects in the TRAI report. The Total Data usage of India is 80.000.00 Million GB in 2019.¹¹

The growth of opportunity also infuses viral video consumption and viral video advertising. The following sections explore a literature review in this area.

Facebook and Youtube: Leading Social Networking Sites

54% of the world's population uses Facebook.¹² In India, 281 million people use Facebook, and it is expected to grow 58% and reach 444.2 million users by 2023.¹³ The popularity of Facebook draws attention from the business. It has also encouraged various marketing initiatives to exploit the new platform.¹ Marketers have multiple reasons for not ignoring Facebook and YouTube in their marketing plan. Facebook delivers access to a global audience spread across vast demographic audiences available for targeted advertising.¹⁴ Facebook is not just a sweet spot of marketing for large organizations. Many organizations tiny businesses review Facebook as an effortless way to develop marketing tools that help attract new customers and support them in interaction with existing customers.¹

YouTube provides a platform for users to watch, rate, review, comment, share, and upload videos. The service is well-known for offering a space for individuals to create and share content with the world. These video contents include but are not limited to video shows, video clips, TV shows, music videos, news videos, educating videos, entertaining videos, movie trailers, live streams, and vlogging. YouTube ranked as second most used social network globally with 1900 million active users.¹⁵ As per the livemint report, YouTube has 265 million monthly active users in India.¹⁶ As per Alexa, YouTube is the 2nd most visited website of 2022.¹⁷ On the other hand, YouTube is the 2nd most visited app of 2022.¹⁸

People engage with content on different levels and degrees. The following section deals with the engagement dynamics on social networking platforms.

Social Networking Sites: Engagement Dynamics

Organizations can interact and engage with the consumer on Facebook in various ways. What organizations share on Facebook is mainly dependent on their budgets and goals behind engagement on Facebook. Facebook permits the brands to engage with Facebook users in two different ways: The first is an organic way (free), which subsumes brand pages that users can like and share, and posts contain video or photos on the pages that allow for interaction and engagement of brand and TG.^{14 19}

Organic Way (Free)	Paid Promotion
<ul style="list-style-type: none"> • Brands intend to post interesting and engaging posts. • The post does not necessarily promote the brand. • It may or may not involve organization/product/service information. 	<ul style="list-style-type: none"> • Post sponsored by an entity. • Boosting posts or promotion pages, • Pay-per-click type of advertisement, • Carousel advertisement, • Click-to-site advertisements, • Plug-in or app and stories sponsored

Table: 1 - Facebook's User Engagement Model

The customer interested in the specific products or services expects regular communication from the respective brands. The engagement on Facebook yields tangible and intangible outcomes. A product or service sale is an actual outcome, while consumer awareness branding is an example of an intangible result. Facebook users can exhibit interest in a Facebook post or a Facebook brand page by liking it. The user can share a post from a brand page in their profile, which is termed a 'wall', which will show up on the newsfeed of the respective user.^{14 20} The most significant advantage to the consumer is the 'ability to react'. The consumer can raise his voice about his feelings, thoughts, and experience toward the brand. The Facebook user can also use comment functionality to comment on a post. This functionality allows them to express their feeling and thoughts towards it to those who see the post. The user can redirect to the website or Facebook brand page.²⁰ The reach of a consumer's voice depends on his reach and social circles.

Viral Video Advertising

The enormous growth in video streaming is an opportunity for marketers in India. This consumption also points to platforms for consumer engagement. Marketers aim to create content that creates deep engagement with the viewer, making a video viral.

The viral-ability of the content is a crucial factor in ensuring engagement at a large scale. Peter and Golan suggested the following definition of viral video advertising - Viral video advertising is unpaid peer-to-peer communication of provocative content originating from and identified sponsor using the internet to persuade or influence an audience to pass along the content to others.²¹ 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. The customers themselves become the channel of delivery.²² The broad scope of word-of-mouth in the social

network offers a geographic and timeless impact. It allows the customers/followers to influence the brands' image and change the perception of other consumers.²³ The viral quotient depends on the marketers' ability to stand out and engage the viewer in a meaningful or entertaining way.

There is uncertainty and a vague approach to viral marketing definition by scholars. They interchangeably use stealth marketing, buzz marketing, viral marketing, and viral advertising.²¹ Porter and Golan observed that viral marketing is different from viral advertising.²¹ While Viral Marketing refers to a comprehensive marketing strategy that may include several (viral) components, viral advertising refers to specific online advertising practices.²¹ At the initial stage of the video release, marketers spend on promoting the video to ensure that a video reaches a broader audience. Although, spending on promotion has little effect on video virality. Primarily, the high video virality depends on consumer engagement and voluntarily shares with their social circle.

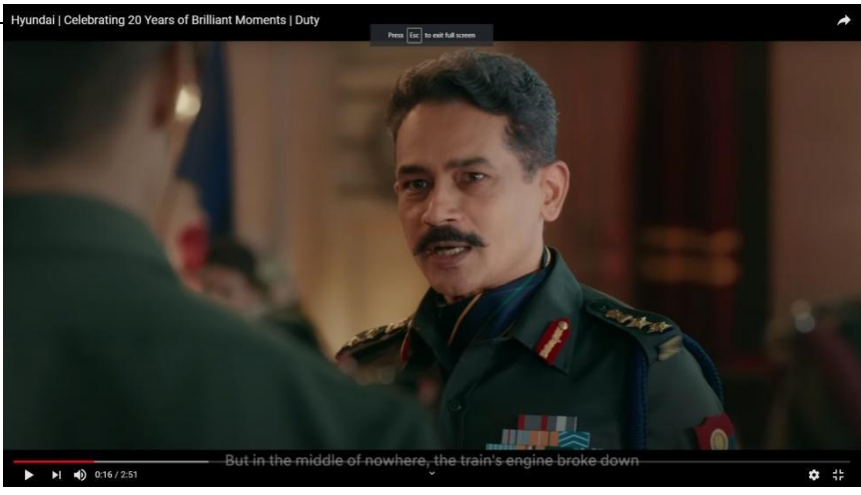
Viral Video Measurement

Marketers are investing time, money, and efforts to ensure the success of video advertising. The success of a video depends on factors like the number of views, likes, comments, and shares. The number of views on a video is a decisive criterion for video success. However, there is no unanimity regarding the different standards that define a video's success. 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.²⁴ Techcrunch, one of the well-known website & blog, considers videos to be a success when they have traveled on the internet and been shared on social media platforms like YouTube, Facebook, blogs, etc. in other words' videos with millions and millions of views.²⁵ 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.²⁶

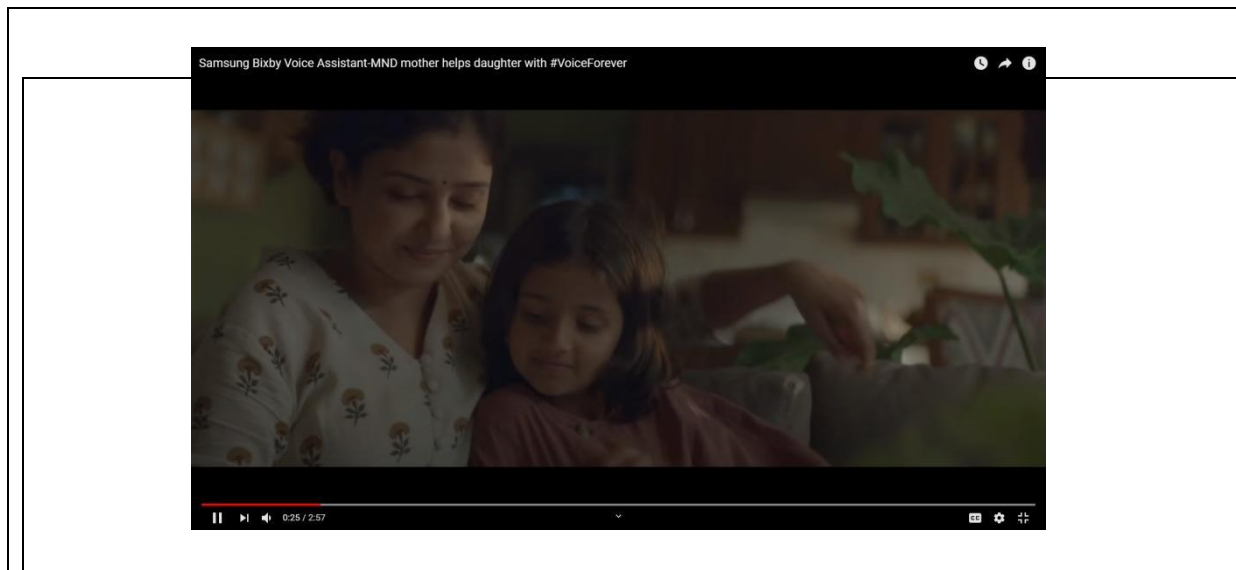
Viral Video Cases in India

Marketers are creating and distributing content that viewers pick up & share. There are viral video cases in India wherein the organization received views of millions on YouTube, indicating these videos' success.

Viral Videos in India as of 25th March 2021

			
Name of the video:	Hyundai Celebrating 20 Years of Brilliant Moments duty		
Name of the brand:	Hyundai India		
Published date:	17-Jul-18		
<u>The popularity of the video over leading Social media platforms</u>			
	YouTube	Facebook	Total
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	-	-	-

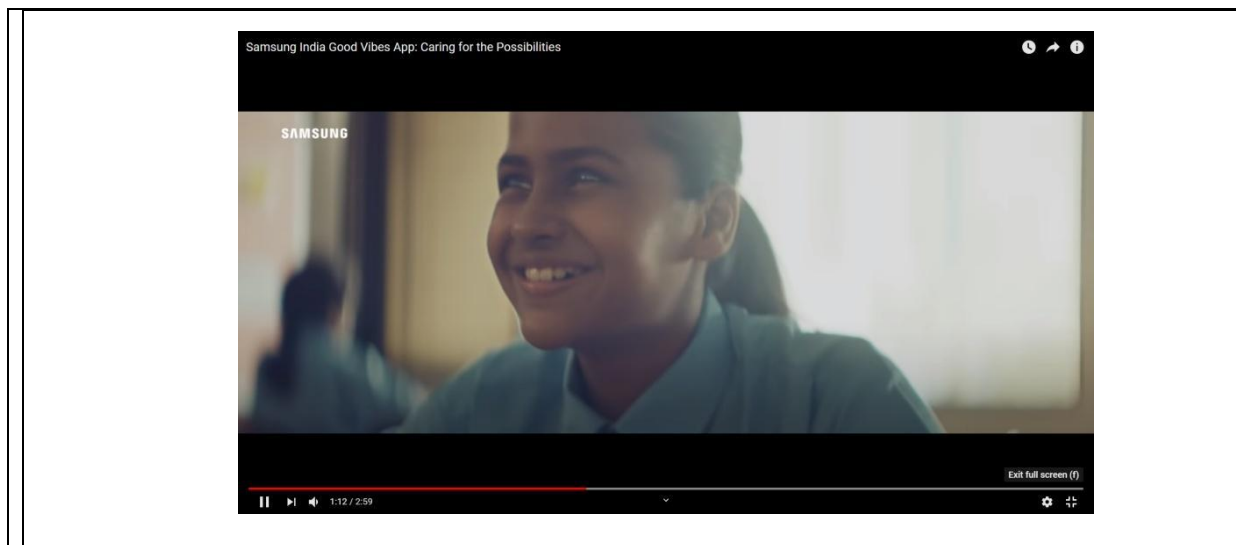


Name of the video:	Samsung Bixby Voice Assistant-MND mother helps daughter with #VoiceForever
Name of the brand:	Samsung India
Published date:	13-Sep-18

The popularity of the video over leading Social media platforms

	YouTube	Facebook	Total
Link	https://youtu.be/5OhJ00an0mI	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	-	-	-



Name of the video:	Samsung India Good Vibes App: Caring for the Possibilities
Name of the brand:	Samsung India
Published date:	8-Sep-19

The popularity of the video over leading Social media platforms

	YouTube	Facebook	Total
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	-	-	-

The success of viral video advertising depends on multiple factors, including Creative determinants that positively affect viewing, liking, commenting, and sharing the video.

Creative Determinants Impact Video Virality

Many factors impact video virality. The researcher examined 32 factors during the literature review process. These factors are diverse and impact video virality on different levels and degrees. The researcher categorized these factors into six clusters based on the factor type.

The researcher reviewed literature published between 2004 to 2018. The literature covers topics like viral marketing, viral content on social media, creativity in advertising, YouTube viral content, global viral content, and a few.

The creative determinant is a term that refers to a bunch of creative factors that influence video consumption and virality. The researcher categorized the creative factors based on the nature and types of factors. This research paper divides these factors into six clusters - video as a whole unit, message factor, emotion, treatment factor, video attribute, and time factor.

1. Video as a whole unit: Some factors affect video virality to a large extent. These factors are macro factors for video virality, and their impact is profound and beyond the video creation/video tactics. These factors are:
 - a. Emotional Tone: The emotional connection of the video plays a significant role in word of mouth. Emotional tone functions in a linear relationship with both attitudes and intentions. The choice to forward the video and attitude toward the ad/brand was most favorable with a positive emotional tone.²⁷

The emotional appeal focuses on the texture of the emotion brought forwards to engage the customer in a meaningful way, including product or brands communication.

- b. Human interest: An essential criterion of a viral video is the ability to connect with the audience. Very few videos hold a high degree of human interest factor. As per one of the studies, only one video, from the list of videos observed on three Facebook pages, possesses the human interest factor.²⁸

2. Message Factors: The characteristics of the message are influential in viewer engagement. These factors are:

- a. Distinctiveness (originality) - The originality of the content inspires the viewer to pass on the content to their social circles. Amusing and interesting content can lead to sharing the video ad if it helps users make a statement of distinctiveness in social networks.²⁹
- b. Encourage participation - Video inviting people to be a part of the more significant cause can go viral. Encourage participation is one of the ten commandments of the viral marketing technique for Indian marketers.³⁰
- c. Fluency - It is the capacity to produce many ideas inside a specific - more than expectations.³¹ A large number of views provide an option to extend the campaign for the desired outcome for a long time.
- d. Arousal Response: Video content with high arousal (degree of sensory alertness due to positive or negative emotion) tends to go viral.³²
- e. Flexibility: The capacity to produce diverse ideas. The capability to move from one kind of theme to another. Illogical ideas or unpredictable.³¹
- f. Use universal language: Communication that emphasizes compelling visuals or non-verbal communication generates greater attention from the viewer.³⁰
- g. Unusual perspective: content that breaks the stereotype or invites people to view the situation and circumstances differently yields more views and virality.

3. Emotion: There are very few creative determinants as effective as emotion for viral video advertising. Major emotional appeals are:

- a. Altruism²⁹: when brands aim to generate a video that refers to the topic with a social cause, it invites viewers to pass on a good message in their social circles.
 - b. Enjoyment³³: Positive content or endearing content can hold the customer engagement in a meaningful way for a longer duration. Viewers would like to indulge in a video that weaves a story of enjoyment.
 - c. Humor (laughter)³¹: Here, laughter is an emotional appeal / a mood or state that the viewer is induced into when seeing the content. Humor appeal is one of the positive emotional appeals a human being wants to indulge into.
 - d. Affiliation²⁹: The emotional appeal of being associated with some entity also increase engagement. The association can be towards the county, religion, caste, gender, etc.
4. Treatment factor: The creative process differs from person to person. The creative journey of the video depends on the creative person involved in the process. How does the creative person craft the video, and what kind of response does it evoke? It depends on the treatment factors of the video. The primary treatment factors comprise but are not limited to:
- a. Generate curiosity³⁰: The craft of the video impacts the viewers' mindset. Content that generates curiosity and holds suspense can gain customer liking and sharing.
 - b. Involvement³³: The process of content creation that immerses the viewer. It involves imagination, ease of access or use of the product, etc.
 - c. Narration²⁸: The way the message is delivered to the audience is the art of story narration. The art of narrating and editing the content is also decisive for video engagement.
 - d. Poetry²⁸: The lyrical form of communication is a way to gain more viewing across social media networks.
 - e. Satire in content²⁸: The use of irony, criticism or the act of ridicule is also a way to gain eyeballs for the video.
 - f. Richness and colorfulness of imagery³¹: The colors and rich image retain the attention and increase the video engagement. When the cinematography is good, it creates a visual appeal for the video.

5. Video Attributes: Video attributes are the characteristics of the video which make it engaging and inspire the viewer to forward the video to social circles. These attributes are
 - a. Dramatic effect²⁸: The exaggeration of the act, task, or situation also helps in virality - the more engaging drama in the content, the more engagement for the video.
 - b. Elaboration³¹: Ensuring the right amount of explanation of the video also helps the viewer gain knowledge about the video and forward in social circles.
 - c. Fantasy³¹: Fantasy refers to the out-of-the-world and unimaginable non-real situation that helps surprise the audience and engage the customer.
 - d. Element of irony³⁴: Content that contradicts societal expectations and creates tragedy out of the situation.
 - e. Element of surprise³⁴: The viewer likes the content that surprises him in unexpected ways. Surprise brings novelty to the video.
 - f. Music quality³⁴: The background score, the lyrics, and the music play a crucial role in stimulating emotions in the consumer's mind.
 - g. Celebrity²⁸: Brand endorsement pushes the video for viewing and circulation among celebrity fans.
 - h. Credibility²⁸: A known face can also bring authenticity and credibility to the associated brands, which helps gain more mileage.

6. Time: Time refers to video duration and day and time selection for broadcasting. A few of the most important factors are
 - a. Peak day prediction³⁵/proper timing³⁰: A right time posting of content is essential for video engagement. For example, patriotic content on independence day gains more viewing and sharing than on a regular day.

- b. Time duration³⁵/runtime³⁶/short duration³⁰: The duration of the content is crucial. Considerable time duration can make the content less exciting, and the short video can lead to less information delivery to the viewer.

Some factors fall outside the categories mentioned in the above 6 clusters. These factors are Popularity of the uploader³⁵, Synthesis³¹, Non-Socialness³⁵, Socialness³⁷, Title length³⁴, Resistance to premature closure³¹.

The observance of creative determinants in the top three viral videos is presented below.

Creative Determinants Observed in the Top Three Viral Videos

	FACTOR	VIDEO 1	VIDEO 2	VIDEO 3
1. Video as a whole unit				
a.	Emotional Tone	Hyundai video used ‘patriotism’ as an emotional anchor to engage the customer in the video.	This video is a story of a ‘mother-daughter relationship’ inspired by a real-life event. It refers to the concept of how Samsung helps patients with MND. The love (emotion) between mother and daughter is the video's central theme.	This video features a ‘vibe’ mobile application for the deaf and dumb. The video presents emotional content and showcases parents' hardship with a specially-abled child.
b.	Human interest	Patriotism is a broader subject that connects and inspire people from diverse background.	The mother and daughter relationship is very core to each human being and it generates interest in the content.	Featuring specially-abled child in the video, generate interest and engagement in the video.
2. Message Factors				

a.	Distinctiveness (Originality)	The story refers to the help a common help can render to the Indian army.	The idea is that technology can help people connect with their loved ones even after their death.	Mobile can help specially-abled people to connect with their loved ones.
b.	Encourage participation	The video encourages people to share similar stories with Hyundai Santro.	NA	NA
c.	Fluency	NA	NA	NA
d.	Arousal Response	NA	NA	NA
e.	Flexibility	NA	NA	NA
f.	Use universal language	The topic 'Indian army' has the potential to reach a larger audience because of the nature of the topic.	The mother-daughter relationship is universal, and everyone can correlate with this relationship.	Content having a story of 'mother-daughter relationship' and specially-abled child is making is more appealing to a larger audience.
g.	Unusual perspective	NA	Technology helps a minor age girl to preserve her mother's memories.	Technology helps a specially-abled child and her family face challenging times.
3. Emotion				
a.	Altruism	An ordinary person selflessly helps a soldier reach his destination.	NA	NA
b.	Enjoyment	NA	NA	NA
c.	Humour (laughter)	NA	NA	NA
d.	Affiliation	NA	NA	NA
4. Treatment factor				

a.	Generate curiosity	The story unfolds in various layers, and each time the viewer is curious about how the story is unfolding.	In this video, the story is narrated to build curiosity about the 'voice of mother' and how technology is helping the daughter save her mother's voice and memories.	The life of the disabled's family is narrated so that it builds curiosity about the condition and solution a brand offers for that problem.
b.	Involvement	NA	NA	NA
c.	Narration	The story is narrated in first-person, sharing his Kargil experience with fellow soldiers. The narration makes it more engaging.	The voice-over and mix of music & dialogue are instrumental in creating a solid narrative.	
d.	Poetry	NA	NA	NA
e.	Satire in content	NA	NA	NA
f.	Richness, and colorfulness of imagery	The video is video recorded in the mountains. The long shots in more expansive scenery make it colorful and rich.	NA	NA

5. Video Attributes

a.	Dramatic effect	The presentation of a soldier's life and the adversary involved in it dramatize with the help of cinematography and music	The musical dialogue and emotional appeal enhance the drama in the video.	The video increases the drama with the help of high pitch music with the presentation of extreme emotional appeal.
b.	Elaboration	NA	NA	NA
c.	Fantasy	NA	NA	NA
d.	Element of irony	NA	NA	NA

e.	Element of surprise	NA	This video presents the aid and tools that help MND patients and their families. The innovation itself is a surprise element.	The video refers to the challenges of deaf and dumb and also introduces a new technology that helps especially abled people to converse with their loved ones. This new technology itself is a surprise for people.
f.	Music quality	The musical song in the background enhances the impact of the video.	The combination of music and dialogue deepens the emotional appeal and connection towards the audience.	The video has high pitch music that helps the brand to weave an extremely emotional story.
g.	Celebrity	A Bollywood actor Atul Kulkarni is cast in the role of soldier for the video.	NA	NA
h.	Credibility	NA	NA	NA
6. Time				
a.	Peak day prediction	NA	NA	NA
b.	Time duration /Runtime/Short duration	NA	NA	NA

7. Other Observation

-	-	<p>~ Along with the rich storytelling, the brand also invites Hyundai Santro owners to share their memorable stories with them and win exciting prizes.</p> <p>~ The story has been talking about 20 years earlier event. And the car has been showcased in that era.</p>	<p>~ The emotional connection of the video is powerful.</p> <p>~ The role of music is very prime in the video.</p> <p>~ approx. three minutes of video, still the engagement is very high because</p>	<p>~ The video posted in the third quarter of 2019. Which makes it relatively new compared to other viral videos. It also implies that the video might generate virality momentum in the future.</p> <p>~ The central tone of the communication</p>
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		<p>In a way, the brand wants to establish its 20 years of emotional association with the consumers.</p> <p>~ Instead of talking about the feature of the product, the brand prefers to tell a story engagingly.</p> <p>~ The brand intentionally keeps the brand mention very low in the communication to give more weightage to the idea of the story.</p> <p>~ The video duration is relatively longer (172 seconds) than other videos on the list. However, still, it manages to engage the viewer & retain the top rank because of the universally appealing idea of duty towards the nation.</p>	<p>of the broad appeal of the plot.</p> <p>~ It has been mentioned in the end part of the video that it has been inspired by the life of Ms. Sonal, a patient suffering from Motor Neuron Disease (MND). MND patients lose their ability to move & speak. In a way, this brings the brand's love and care for the consumer.</p>	<p>is 'Samsung helps the deaf dumb live a better life.</p> <p>~ The communication revolves around the high emotional content of sorrow and grief experienced by the family of deaf dumb and how Samsung brought the solution.</p> <p>~ The role of music is very prime in communicating the emotional content to the consumer.</p>
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Data in the above table indicates that various creative determinants influence a video to a different degree. In the three videos reviewed, emotional appeal is strongly present, with a unique concept that surprises and engages the customer - the storyline is developed in a way that builds curiosity for the video. The video topic is universal and appeals to a larger audience. The drama orchestrated with compelling music also plays a crucial role in video impact.

Few creative determinants have a moderate impact on three videos, i.e., human interest, encourage participation, unusual perspective, altruism, narration, richness and colorfulness of imagery and celebrity.

A bunch of creative determinants has less or no influence on three videos: fluency, arousal response, flexibility, enjoyment, humor, affiliation, involvement, poetry, satire in content, elaboration, fantasy, element of irony, credibility, peak day prediction, time duration/runtime/short duration.

Limitations of the Research

This research is limited to papers and data available on web analytics platforms. The paper focuses only on the secondary data and analysis of three videos based on the creative determinants observed during the study. Further primary research in this area may help explore these factors in detail and identify other factors over and above mentioned in this paper. Future research could focus on the optimum combination of these variables that generate word-of-mouth amongst the consumer/viewer base.

Conclusion

In an era of digital communications, it is critical to evaluate consumer communication tools and techniques. Brands aim to create content that churns high reach and effectiveness with optimum cost. Therefore, brands need to identify and appreciate creative variables that cause virality. This study attempts to review these variables based on the existing research in this area and segregate them into six clusters, i.e., Message Factors, video as a whole, emotion, treatment factors, video attributes, time, etc. There is scope for future researchers to explore the patterns of optimum combination of variables that yield maximum viewing with limited resource

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