

May 22<sup>nd</sup> 2014



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# The Importance of Emotions in the Dynamics of Sharing Viral Cosmetic Videos

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## **Abstract**

Viral marketing is becoming an increasingly popular method of advertising in all industries. Current research in this field provides a general overview of the key points that cause an ad to go viral. Amongst them, emotions have been found to be one of main aspects of a video that cause it to be shared in social networks. The information available in this field is very general due to the newness of this topic. The purpose of this paper is to narrow the information in this research field by focusing on a specific product category (cosmetic-hygiene products) to identify more closely the emotions that influence target individuals to share these videos. To gain a better understanding of viral marketing, a qualitative method is used in assessing the data collected. Emotions are organized using Plutchik's wheel of emotions and to evaluate the strength of emotions and their impacts on shareability. Additional aspects of the videos, such as the content and the change in emotions during the viewings are also analysed to determine the motivations that motivate users to share them. The research enhances existing theories by finding that certain combinations and strengths of emotions influence the likelihood of sharing the videos. This research also provides a deeper insight into the sharing motivations of viral videos.

**Keywords:** *Viral marketing, entrepreneurial marketing, market mavens, emotions, cosmetics, product category, wheel of emotions, strength*

## **1. Introduction**

A focus towards a new type of marketing known as “entrepreneurial marketing” is gaining importance in today's industries as it provides advantages in gaining customer loyalty and interest (Morris et al., 2009). Viral marketing as an entrepreneurial marketing tactic has become a popular concept in the marketing world as it provides industry professionals with access to valuable networks of individuals (Cruz & Fill, 2008; Wilson, 2000; Porter & Golan, 2006). It also has the potential to quickly reach many individuals for little to no cost, to influence brand image, to increase company sales and to create a community following amongst target market groups (Botha & Reyneke, 2013; Porter & Golan, 2006). Research in the field of Entrepreneurship and in viral marketing is therefore gaining importance. As individuals are spending more time online, it is important to appeal to them through the online media channels that

they use: videos and social media accounts (Botha & Reyneke, 2014). Amongst the available research in this field and in viral marketing, emotions are being more thoroughly researched as they influence viewers' interests in a subject matter, affect the sharing potential of a message, influence social interaction, communication and online sharing of information (Chakrabarti & Berthon, 2012; Teixeira et al., 2012; Phelps et al., 2004). The importance of targeting specific emotions depending on the target customer in traditional marketing is commonly known amongst marketing scholars and professionals (De Pelsmacker et al., 2011). This suggests that online advertising should also be customized to appeal to its target online audience. The current research on emotions in viral marketing only take into account a general group of viewers, videos, content and products to provide conclusions about the emotions that cause ads to go viral (Teixeira et al., 2012; Libert & Tynski, 2013). This causes an information gap in identifying the emotions and motivations that cause ads of a specific product category to gain viral status online. This paper will explore this gap by categorizing the interviewees' reported emotions into Plutchik's (2003) wheel of emotions. This framework assesses emotions, the strength of those emotions, and their impact on shareability (Teixeira et al., 2012; Libert & Tynski, 2013). A qualitative research approach is used to assess the interviewees' responses and to connect their emotions with their motivations to share the videos. The viral videos chosen for this study have been submitted by the interviewees and are all classified in the cosmetics-hygiene products industry. The individuals chosen for this research were identified as "marketing mavens" and contacted for a video viewing and interview.

The main research questions asks: "*What emotions cause marketing mavens to share viral videos in the cosmetics industry and why.*"

## **2. Literature Review**

The purpose of this chapter is to provide literature used to connect the main subject areas of this thesis: entrepreneurial marketing and its connection to viral marketing, emotions in advertising, marketing mavens and viral potential of quickly consumable products. This chapter will lay the foundation for the main research question of this thesis, which is "What emotions cause marketing mavens to share viral videos in the

cosmetics industry and why.” It will first provide a definition and importance of entrepreneurial and viral marketing that will be followed by a section outlining the main human emotions. Emotions in advertising have been chosen as the main research topic for this thesis as it is one of the main tactics used to gain audience attention in advertising (Texeira et al. 2012). The following sections includes the specific emotions already used in marketing to provide a deeper understanding of the way that advertisements are often designed for maximum audience attention. Further research in the most common emotions in viral marketing will be included to provide a specific set of emotions that motivate individuals to share media. A section regarding the link between the type of product and its probability of becoming viral will be included to support the section of research, which is focused upon in this thesis (hygiene-cosmetics consumer products).

As this research depends on identifying and analysing the emotions that motivate key individuals to spread messages online, a section defining their characteristics will be provided. These individuals are known as marketing mavens (Kaplan & Haenlein, 2011; Hennig & Phillips, 2012). The particular characteristics of marketing mavens will further be discussed to introduce the individuals taking part in the study.

The literature chosen outlines the importance and effectiveness of viral marketing and entrepreneurial marketing in today’s society.

## **2.1 Viral Marketing and its Importance in Entrepreneurship**

According to Morris et al. (2009), marketing is an aspect of business that is evolving and requires constant adaptation to the ever-changing societal demands and trends. To adapt to these demands, theories suggest that marketing must focus more on a personalized approach for the customer and secondly, it must use large scaled, worldwide networking to connect customers (Morris et al., 2009).

Companies are shifting towards customer inclusion in designing products and services and realize that they must be accessible online in order to reach their target customers effectively (Blank, 2013). This shift in attitude is seen as entrepreneurial marketing. Entrepreneurial marketing encompasses both aspects outlined above (customer

personalization and global reach) to provide firms with an advantage in reaching customers more effectively in competitive marketplaces (Morris et al., 2009; Blank, 2013). It is further described as a “proactive identification, evaluation and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging, and value creation” (Morris et al., 2009, p.29). As there is a rise in customers connecting through the use of social media, marketing online has become more popular and viral marketing is gaining importance (Botha & Reyneke, 2013).

Viral marketing compliments entrepreneurial marketing as it leverages the aspects of it. Viral marketing is an unpaid or inexpensive word-of-mouth marketing tactic that is spread through online communication and sharing within networks and has the potential of reaching a large pool of profitable consumers on a personal level (Porter & Golan, 2006). Due to these attractive benefits, companies show an increase in their use of viral marketing advertisements. Entrepreneurial activities are therefore gaining popularity in marketing research (Botha & Reyneke, 2013). This increase in the use of viral marketing shows the importance of integrating entrepreneurial aspects into marketing activities.

### **2.1.1 Viral Marketing**

The term “Viral marketing” was developed in 1997 by Juvertson and Draper (Cruz & Fill, 2008) and is often defined as online word-of-mouth or electronic word-of-mouth sharing of online messages among peers and friends in personal networks (Ahuja et al., 2007; Porter & Golan, 2006; Hennig & Phillips, 2012). The word ‘viral’ stems from the word “virus” to determine the quickly spreading messages amongst networks of individuals much like a virus (Kaplan & Haenlein, 2011). There are no costs associated with television, radio or other channel broadcasting channels with viral marketing (Porter & Golan, 2006). It provides businesses with an opportunity to quickly spread persuasive brand marketing messages with the opportunity of growing exponentially (Cruz & Fill, 2008; Wilson, 2000).

Viral marketing allows companies to market themselves online by releasing marketing campaigns and providing customers with an opportunity to share the

company's message in their professional or personal networks through their own volition (Kirby & Marsden, 2006; Ahuja et al., 2007). The content of this marketing is often provocative in order to influence the audience to pass along the message to others in their networks (Cruz & Fill, 2008). A viral message may be seen in a variety of media types such as: video, text message, web link or a picture shared online.

Viral marketing makes use of emotions to create relationships with their customers. The message should be persuasive and motivate the viewers to pass it along in their personal networks (Kaplan & Haenlein, 2011). Messages that are provided to a person from credible sources, for example a friend or family member are ranked as most value and have the most effect on consumer buying power (Leskovec & Adamic, 2007). It aims to reach viewers by triggering emotional points in the audience (responses in the message) (Wilson, 2000). The key factors required for a successful viral marketing message include "social objects" and "viral mechanics" (Rodić, 2012, p. 20, 26). The social object refers to the content of the messages. This means that the message must meet certain requirements to appeal to the viewer in order to be shared on their personal networks such as a combination of emotions. The viral mechanics of a message refer to the ease of sharing the message. Rodić (2012) shows that the pass-along of the message should be available with only "one-click-away" from sharing on an individual's account otherwise it becomes inconvenient for the viewer to share and the likelihood of the message going viral decreases. As shares are crucial to the spreading of the message, convenience in sharing must be a priority when designing the message (Rodić, 2012; Wilson, 2000). Rodić (2012) also identifies that a message should be "entertaining, interactive, and positive" for a greater likelihood of it spreading and going viral (Rodić, 2012, p. 31).

Viral marketing aims to gain customers and followers through the use of emotions and memory rather than focusing on promoting the product or service in the traditional marketing method (Watts & Peretti, 2007). Viral marketing message can spread more quickly than a regular virus but this depends on the social network's motivation to share the information. Viewers of a successfully designed viral marketing campaign will pass on the message to other like-minded consumers in their social network that will also spread the message. Individuals usually have similar

interests as others in their network and therefore when the message is shared in a particular network, there are more chances that others will also be interested and motivated to share it thereby creating an exponential growth of sharing the message (Porter & Golan, 2006).

## **2.2 Product Category and Virality Level of Products:**

The strategic use of emotions in advertising has been on the rise since the 1980's. (De Pelsmacker et al., 2011). Research shows that "Emotional ads using product-congruent emotions lead to more positive ad and brand attitudes than non-emotional ads..." (De Pelsmacker et al., 2011,p. 419) which reinforces the importance of emotions and product categorization when designing advertisements. The importance of customizing advertisements depending on product categories is therefore important in receiving positive viewer responses. To further analyse the importance of product categorization and sharing, research focusing on the virality of a product shows that the price of a product plays a role in the level of its shareability (Leskovec & Adamic,2007).Common goods that are more affordable (i.e. daily consumer goods such as cosmetics and hygiene products) rank higher in their potential for virality than more expensive products (i.e. luxury goods such as cars and watches) (Leskovec & Adamic, 2007). For the purpose of this thesis, the consumer products category (cosmetics-hygiene products) is being evaluated to receive isolated information regarding a specific product category that already has a high probability for virality.

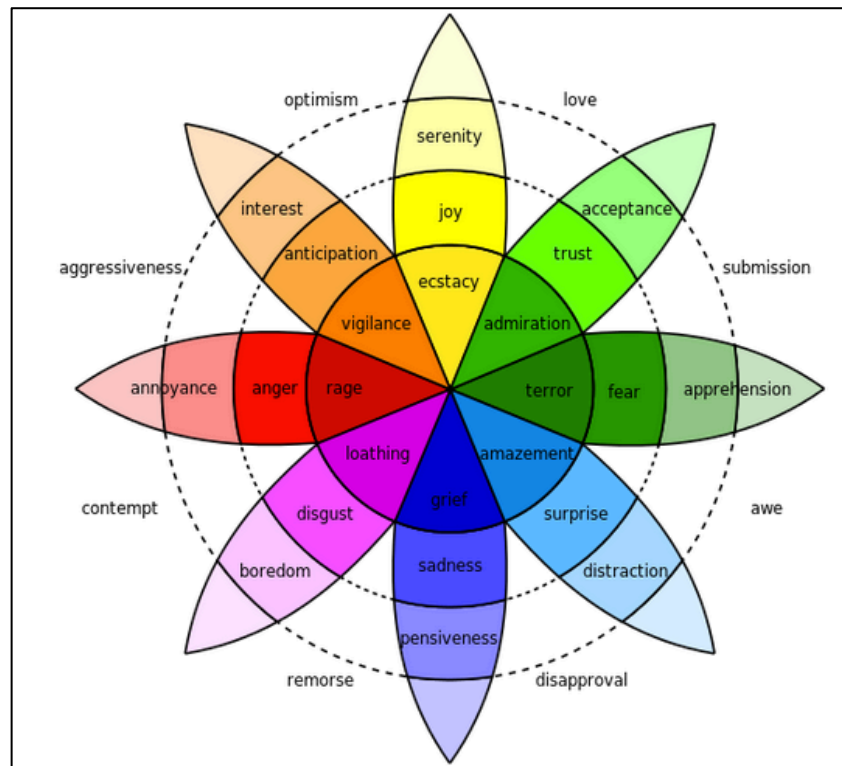
## **2.3 An Overview of Emotions in Viral Marketing**

The popularity of viral marketing has been identified throughout the past decade (Cruz & Fill, 2008; Botha & Reyneke, 2013). This popularity has raised questions regarding the crucial components that cause a piece of media, such as a video, to go viral. Studies on tactics used in videos to best engage audiences to the point of becoming motivated to watch and share the video are also gaining popularity (Teixeira et al., 2012; Libert & Tynski, 2013). As emotions are essential aspects of online interaction and sharing, and individuals show more interest in experiences rather than in products, the study of understanding emotions in advertising is gaining popularity in the marketing field (Chakrabarti & Berthon, 2012). Previous authors have suggested that emotions in an advertisement are one of the main contributors in

making a video advertisement go viral as it engages the viewer once his emotions are at stake (Teixeira et al., 2012, Phelps et. al., 2004).

### 2.3.1 Main emotions

To assess the emotions felt by the respondents of this thesis study, a closer look at the entire range of human emotions is observed as a basis. A common diagram used to assess emotions in advertisements and media by marketing professionals is the “wheel of emotions” created by Plutchik (2003). This wheel provides a thorough and strategically organized list of human emotions each categorized under one of eight basic emotional categories as follows: anger, disgust, trust, anticipation, joy, fear, sadness and surprise (Plutchik, 2003). The wheel is sectioned into parts to group feelings in terms of intensity. The first (innermost) circle contains highly intense feelings and the fourth (last and outermost) circle containing the more passive version of the main feeling (Plutchik, 2003). For the sake of categorization, the use of emotions on the second level of the wheel is used when discussing the eight categories. From these eight emotions joy, trust, and anticipation are positive emotions, and fear, anger, disgust, and sadness are negative emotions. Surprise can be both positive and negative as it depends on the context and situation.



(Plutchik, 2003)



### **2.3.2 Emotions in Marketing**

Research has shown that eliciting positive emotions in the audience through advertising raises the likelihood of the viewer to willingly watch the advertisement from beginning to end. It also increases the viewer's chances of remembering the content and of sharing the video in their networks (Vakratsas & Ambler, 1999). As positive emotions are known to be more effective in gaining consumer interest, research conducted by Teixeira et al. (2012) delves deeper into the emotions currently used in viral advertisement to find links between types of emotions used in advertising and their popularity. This research concludes that the emotions most used are in fact joy and happiness (38% of ads), then followed by surprise at 26% of ads and then disgust at 6% of ads. The combination of fear, sadness and anger came in close to 6% as well. Advertisements with no clear emotional theme amounted to 18% of all ads (Teixeira et al., 2012).

The combination of joy and happiness are amongst the most used emotions in advertisements and are found in 38% of all ads currently in circulation (Teixeira et al., 2012). These emotions play a role in audience memory and in gaining audience interest (Teixeira et al., 2012). This also stimulates the interest of determining more specifically, which emotions motivate people share advertisement messages in specific product categories (Teixeira et al., 2012).

### **2.3.3 Emotions found in Viral Marketing**

Research on the main emotions found in viral marketing was conducted by Libert and Tynski (2013), which concluded that strong emotions elicited in messages will contribute to the probability of sharing of an advertising message. This means that an emotion found in an advertisement may be under any of the eight sections of Plutchik's (2003) wheel of emotion and may cause the video to go viral. Their findings show similar conclusions to the research conclusions found by Teixeira et al. (2012). The findings of Libert and Tynski (2013) conclude the following:

1. Positive emotions (such as joy and trust) are most common in videos that become viral.

2. Emotions categorized under surprise and anticipation (curiosity, interest, amazement, astonishment, uncertainty) were amongst the most highly common emotions in viral advertisements.
3. Emotions relating to admiration also ranked highly in viral messages.

In addition, the use of negative emotions (fear, anger, disgust, and sadness) in advertisements also caused an advertisement to go viral if it included elements outlined in point 2 (surprise or anticipation) (Libert & Tynski, 2013).

#### **2.4 Identification of Marketing Mavens**

For an online message to go viral, an ad must first be found and appear interesting by marketing mavens. Marketing mavens are seen as the “retailers” of online videos according to Hennig and Phillips (2012, p. 141), they cause videos, pictures and other messages to gain recognition. They are further identified as people who spend two to three hours daily on social media, they spend a lot of time searching for and watching videos online, influencing others in their networks as they are aware of new media and new advertisements and they often share content on their social media accounts (Kaplan & Haenlein, 2011; Hennig & Phillips, 2012). They share online messages on a regular basis and have one or more social media accounts (Facebook, Twitter, Youtube etc.) (Hennig & Phillips, 2012; Phelps et al., 2004). Important criteria that affect marketing mavens’ likelihood of watching and sharing videos include: A captivating video name or interesting keywords, the video should not be longer than a minute and the message on the video should be interesting or humorous (Hennig & Phillips, 2012; Kaplan & Haenlein, 2011). The mavens’ main reasons for sharing viral videos on social media sites included the pleasure felt when watching the videos, and the consideration of helping others (Hennig & Phillips, 2012; Phelps et al., 2004).

In the dynamics of message spreading “20% of the messengers will be expected to carry 80% of the load” (Kaplan & Haenlein, 2011, p.256). This further reinforces the importance of locating the key spreaders of a message. It is important to note that market mavens are not necessarily the target customer of a certain product but instead they are the key instigators of spreading messages and creating a buzz around those products or services (Kaplan & Haenlein, 2011). Marketing mavens do not necessarily intend to promote a company or brand, instead they are motivated to share

videos due to emotional and entertaining qualities found in the videos (Hennig and Phillips, 2012; Phelps et al., 2004). Their spreading of messages online can be seen as an entrepreneurial marketing tactic as they use a global and personal medium to convey information about products.

## **2.5 Conclusion of Literature Review**

Entrepreneurial activities such as entrepreneurial marketing and viral marketing are gaining importance in the research field of entrepreneurship due to the changing behaviours of key individuals (customers and marketing mavens)(Blank, 2013; Morris et al., 2009). These individuals are spending more time online and an increase can be recognized in the amount of viral videos that are continually emerging (Botha & Reyneke, 2013; Kirby & Marsden, 2006; Ahuja et al., 2007). Research on creating successful viral videos is therefore gaining importance and needs to be explored to access the networks of these key individuals (Botha & Reyneke, 2013). The research on advertising shows that emotions play an important role in the spreading of advertisements such as viral video advertisements (Chakrabarti & Berthon, 2012; Teixeira et al., 201; Phelps et al., 2004).

The emotions that are most often found in advertising are joy and happiness and these receive the most positive responses from viewers (Teixeira et al., 2012). Viral videos include a similar list of emotions that contribute sharing of the video, these include: joy, trust, surprise, and anticipation. Negative emotions in viral videos can also be successful in the sharing of an advertisement if they also include surprise or anticipation (Libert & Tynski, 2013). To further evaluate the emotions that are important in the sharing of viral videos, product categorization must be taken into account as target audiences differ between products and industries (De Pelsmacker et al., 2011; Leskovec & Adamic, 2007). Certain products categories have a higher potential to gain viral status. Quickly consumable and affordable products such as cosmetics-hygiene products rate highly in terms of virality (Leskovec & Adamic, 2007). The individuals who share viral videos are known as marketing mavens and are important in defining the emotions that cause videos to go viral (Hennig & Phillips, 2012, Phelps et al., 2004). They are important in the field of viral marketing

research as they provide information on designing successful viral video advertisements.

### **3. Method**

This chapter will explain the method used to collect data for the empirical study to understand more in detail the emotions felt while watching viral videos and the reasons that influence individuals to share videos within their personal networks.

#### **3.1 Videos and Mavens Chosen for the Study**

The videos were chosen as the medium for analysis as they require a low amount of time and concentration on the part of the audience and can quickly evoke emotions. The researchers decided to use viral videos in the category of cosmetics-hygiene products. This is because these products are easily consumable and inexpensive products that have a higher probability for virality. As easily consumable products have more viral and sharing potential than expensive products (Leskovec & Adamic, 2007) this category was chosen to more favourably appeal to the respondents and their likelihood of sharing the video in their social network and thereby providing the study with quality information, which links emotions to sharing of videos (Bialik, 2011).

The marketing mavens were identified through the researchers' networks. All mavens turned out to be women, this could be explained with the fact that cosmetics as a product category is often targeted to women rather than men. Statistics show that women have higher buying power than men, they are usually the main decision makers for household purchases and women between the ages of 25-34 years old spend a large amount of their income on quickly consumable products. For this reason, businesses must often target this category of individuals' interests when planning advertising campaigns and designing interactive marketing advertisements (Bialik, 2011; Barletta, 2003; Government of Canada, 2012). Women are known to network and discuss preferences regarding their purchasing experiences, which further reinforces the importance of their opinion (Barletta, 2003).

### **3.2 The Methodology in the Study**

This study uses the qualitative method when analyzing the emotions that cause individuals to share viral videos. With this method, data is collected on a smaller but more in depth scale when compared to the quantitative method (Bryman, 2008). The Qualitative method aims to analyse data that is more complex and mainly focuses on individual answers and emotions rather than a large quantity of data (Bryman, 2008; Fisher, 2010). This method was chosen for the study because it provides the opportunity to enhance existing theory. It makes use of specific focusable questions while examining the interviewees' reactions and behaviours (Bryman & Bell, 2011). Individual interviews were used to conduct the study as they provide an opportunity to modify or follow up the questions in the case that the interview brought new unforeseeable information (Bryman, 2008; Bryman & Bell, 2011).

Semi-structured interviews were agreed to be the most efficient method to collect data as they provide the opportunity to use open-ended questions that let the researchers ask further focusable question of certain topics that may be appealing and important (Bryman, 2008; Bryman & Bell, 2011; Dess & Lumpikin, 2005). This method serves an opportunity to gain an in-depth understanding of emotions that arose from the videos and a possibility to detect issues, which would not appeal in close-ended questions (Bryman, 2008; Dess & Lumpikin, 2005). Semi-structured interviews are one the most valuable sources in collecting qualitative data due to their ability to provide uninhibited answers from the participants (Bryman & Bell, 2011; Yin, 1994).

### **3.3 Selection of Sample**

In the empirical study, six female market mavens were contacted for interviews to identify the particular emotions and reasons that motivate them to share videos within their personal networks. The responses from these individuals started to overlap and repeat and therefore no additional marketing mavens were needed for further information and insight. The chosen respondents were women between the ages of 25-34 found through the researchers' network. This age range was chosen due to the high buying power and online activity of these individuals (Bialik, 2011).

The market mavens were found through the snowball sampling in which the researchers asked known marketing mavens to suggest other marketing mavens who were then contacted for an interview. In other words, these people were found through social media and in the second degree of separation from the researcher's networks. The mavens were identified by their use of cosmetics, their online activity and contribution to sharing viral material on their social media accounts. The researchers decided to only use the data from five interviews as one of the six was unable to submit a viral video thereby classifying her as not being a target market maven for this product category.

### **3.4 The Data Collection Process**

The six marketing mavens were contacted, questioned about their social media behaviour, and classified as market mavens. All six mavens were able to take part in the study and each was asked to recommend an online cosmetic video that they found worthy of sharing in their personal networks. However, only five of the participants submitted a video before the interviews, and two of the participants submitted the same video (video #1 "Dove - Real Beauty Sketches"). The data collected from the participant who did not provide a video was excluded, as she did not fulfil all the requirements of a market maven. Consequently, four videos and data from five marketing mavens were used in the study. The videos submitted were mainly targeted towards women. All the videos used in the interviews can be found on Youtube (see further video description from appendix II).

The semi-structured interviews were conducted individually while both researchers were present in the room. During the interviews, the participants were shown the four videos and then asked to record their emotions while watching the videos (see appendix I for questionnaire). They were also asked to mention whether they felt the video was worth sharing on their social media accounts. After the participants had watched all the videos and answered the questions, they were asked three open-ended questions to understand their preferences of the videos. Each interview lasted between 45-60 minutes.

### **3.5 Video Choice and Ability to Relate to the Interviewees**

Emotions can be classified discretely into main emotions as found on Plutchik's (2003) wheel of emotions, but researchers often classify emotions in a dimensional approach by classifying them as either positive or negative (Botha & Reyneke, 2013). For this research, we will use a combination of the two in order to assess responses from the respondents on a deeper level.

Botha and Reyneke (2013) finds that content in a video is crucial in motivating shares from the viewer. It helps the viewer relate and apply emotions accordingly: "where the content was familiar to participants, they were more likely to use emotion as part of their decision to forward this video"(Botha and Reyneke, 2013, p.167). By using a particular product category and requesting mavens to supply videos in this category, we isolate content relatable to the viewers to better understand the emotional motivations that cause them to share viral videos.

Using Plutchik's (2003) wheel of emotion, specific sentences and words were categorized in terms of feelings and applied to the wheel to get an overview of the main feelings of all participants. The responses regarding whether the viewer would share the video was taken into account to analyse the emotional aspects that motivated them to share it or not. Where applicable, additional aspects such as personal preferences of the respondent were considered to determine the motivations to share the videos.

### **3.6 Analysis**

When analysing qualitative data, the aim is to find regularity and patterns within the data in order to advance existing theory (Eisenhardt, 1989). For this study the participants' emotions were analyzed by partaking in personal interviews. The emotions were grouped into concepts and were classified with the use of Plutchik's (2003) wheel of emotions. This wheel provides eight main human emotions and shows other similar emotions that differ in their strength. After grouping the emotions into concepts, they were put into further categories: positive and negative emotions (Charmaz, 2006; Straus & Corbin, 1998).

#### 4. Empirical Results and Analysis

In the following chapters, the data from the interviewees will be summarized. The data collected is sectioned in two parts. The first is the description of the video, which includes identifying the emotions felt by the marketing mavens, their responses, the similarities that arose and their motivation to share each video. The second section is the analysis of the findings, which links previous studies and literature to the content. This is followed by new outcomes and findings that have emerged from this study. A conclusion about the main findings is also included. The videos are presented in the order that they were shown to the interviewees. The strength of the emotions will be assessed based on Plutchik's (2003) wheel of emotions. Each emotion felt by the respondent will be marked on the wheel to assess the overall emotions. The rings of the wheel will provide a level of strength from which to assess the emotions with the outermost ring being the weakest emotion and the innermost ring being the strongest emotion. The rings are labelled as Ring 1, Ring 2, Ring 3, and Ring 4.

The background of the interviewees are listed in the following chart:





#### **4.1. Description of the Video Interview: “Dove Real Beauty Sketches”**

The first video was done by the brand: Dove, which mainly works in the cosmetic industry of soap, shampoo and lotion. The message of the video was to show how women often perceive themselves as unattractive while others see them in a more positive light. The specific description of the video can be found on appendix II.

##### ***Emotions:***

The emotions felt by the participants while watching the video were: anticipation (empowerment, inspiration), sadness, surprise, anger, annoyance, disgust (suspicion), trust, and joy. However, the strongest emotions that the interviewees experienced were sadness, anger, anticipation (empowerment) and joy.

##### ***Respondents’ Similarities and Explanations:***

The similarities that could be found amongst the interviewees were the main emotions that arose in the beginning of the video. These were the anticipation of what would happen next, a feeling of sadness, mysteriousness, annoyance, and suspicion. During the video, the emotions that continued to emerge were sadness and the ability to relate as they were touched by the stories of the participants in the video. Lastly, they felt trust as they could easily relate to the stories presented. The negative emotions that the interviewees were left with after watching the video were: sadness and annoyance and most of them were also shocked and surprised. A majority of the respondents also experienced positive feelings and they enjoyed the video even though the message was sad.

##### ***Motivation to Share:***

These mavens were interested in sharing the video in their personal networks to show their friends that people should not be so judgmental towards themselves. They were motivated to share the video because the message was strong and empowering, even though it showed how negatively women often perceive themselves.

Respondent E mentioned: *“I felt some sadness for the people in the video when they described themselves so negatively...I wanted to watch the clip ‘til the end to see how the company would solve people’s self-image and body issues”*.

Respondent B stated: *“I wanted to cry in the beginning because it is sad to see that the media has affected our body image so much... I want to share this video to show my friends that they are beautiful and that media has really screwed up our self-image but we can change that by being more aware.”*

This statement shows that the respondent feels a social responsibility towards her friends and networks. She is more inclined to share a message that helps those around her.

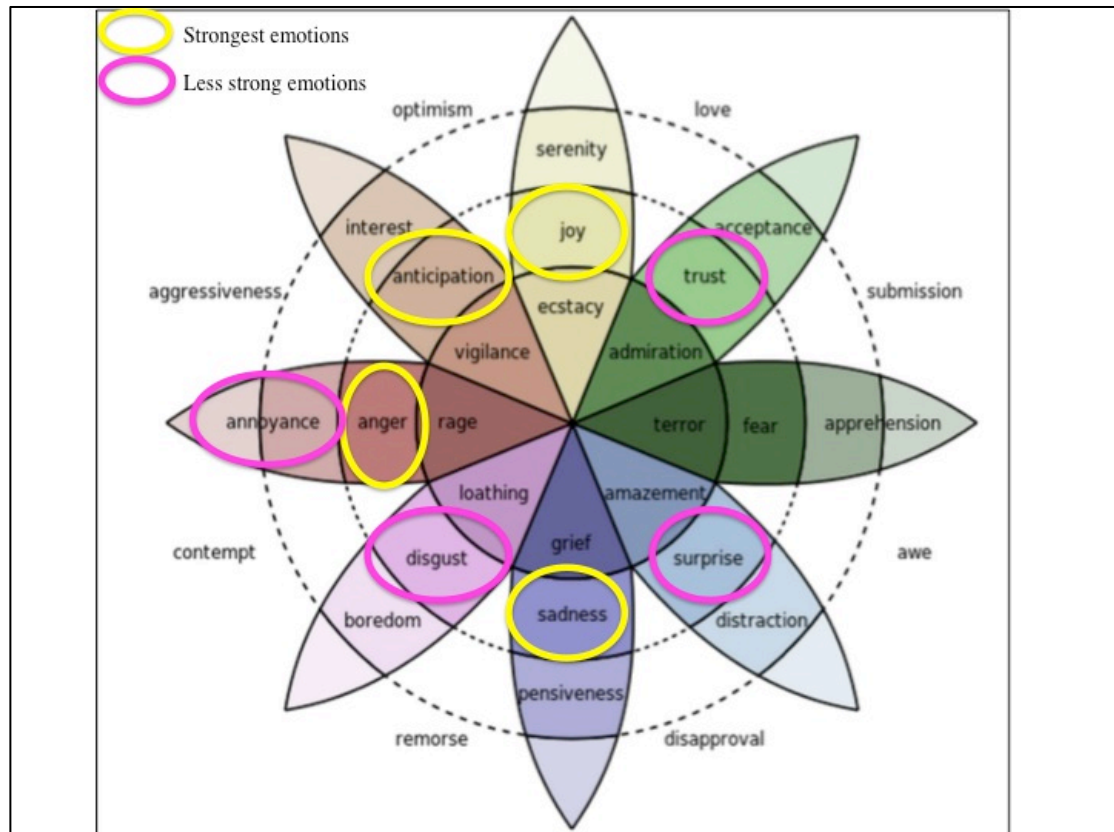
Most of the participants felt motivated to share the video in order to make a change in society regarding body image and self-esteem. However, some negative feedback was also received for this video. Respondent A particularly felt annoyed by the videos as she found that the video felt *“fake”* and that it was too much of a marketing attempt. The only reason that she would potentially share the video would be to open peoples’ eyes about how marketers try to influence society to consume more.

Overall, the emotions that the Dove video raised in the participants were similar; there was only one deviation in the interviewees’ responses (respondent A). Each respondent felt some level of sadness and annoyance while watching the video but in the end, most felt pleasantly surprised due to the happy ending.

The majority of the interviewees felt motivated to share the video in their social media accounts because of the touching message. It was easy for most respondents to relate to the video as the message caused them to feel empowered and to be an active participant in making a change in society. Their image of the brand was positively affected. The combination of sadness and a joyful resolution caused respondents to be more motivated to share the video.

#### 4.1.1 Analysis of Dove video

This emotional strength of this video included seven emotions in Ring 2 and only one emotion in Ring 3. This shows that the majority of the emotions were quite strong as they were close to the centre of the wheel.



(Plutchik, 2003)

The two first emotions felt by the interviewees were negative ones (sadness and anger). This tactic worked well in this video as it grasped the audience's emotions from the beginning, which caused them to want to watch the video until the end in hopes of receiving a resolution to the problem presented. As the video ended on a joyful note, the audience felt a pleasant feeling, as there was in fact a positive and easy solution to the problem originally presented. This joyful surprise acts as a point of motivation for sharing the video. Libert and Tynski (2013) suggest that surprise is one of the most common emotions in viral marketing and it proves to work in this case. The respondents felt motivated to share the video because they felt anticipation, empowerment, surprise, ability to relate and the chance to make a difference in society. It was also an opportunity for them to help their friends with a tough subject. They wanted to share the video to show others about the way that society has caused

them to perceive themselves negatively. As the interviewees relate to the video on an emotional level, they are more inclined to share the video (Botha & Reyneke, 2013).

It is important to note that although the video elicited negative feelings for the majority of the time, the final emotion was positive. The positive emotion contributed to the sharing factor of this video. This follows Texeira et al.'s (2011) research, which finds that positive emotions are most common in viral videos and this is true here as the overall emotion that respondents were left with was positive. However, this video shows that the whole video does not need to elicit positive emotions to be viral. It proves that if a video has negative emotions, it is important to end on a positive emotion and must also provide a resolution to the problem presented in the video.

This video also makes use of many strong emotions (seven out of eight emotions on Ring 2), which play a role in the virality of a video. Libert and Tynski (2013) reported that strong emotions in a video contribute to the viral potential of a video and this is proved in this case. Also, an interesting finding is that the emotional changes in the participants while watching the video influenced their interest in watching and sharing it.

The main emotions and reasons for which these marketing mavens would share this video in their social media accounts are: empowerment, surprise, inspiration and ability to relate to, and because they can make a difference in society. An interesting conclusion is that these women were interested in sharing a video that evoked negative emotions in them for an extended period of time. This emphasizes that these women want to be not only surprised as previous literature suggest, but also feel motivated when there is a call to action and a resolution. The outcome of this data is that empowerment and resolutions are important aspects to consider in the designing of cosmetic videos.

#### **4.2 Description of the Video Interview: “Labels Against Women - Shine Strong Pantene”**

The second video was from the Pantene brand that works in the cosmetic industry of hair products. The video touched on the topic of gender discrimination. It showed

how society is prejudice towards career-oriented women and highlighted the double standard applied on women at work in comparison to men at work. This was illustrated the by showing a day in the life of a woman and a man doing the same work with different connotations. For more complete description of the video see appendix II.

***Emotions:***

The emotions felt by the participants while watching the video were: annoyance (confused), disgust, joy, empowerment (anticipation), disapproval and surprise. However, the strongest emotions that the interviewees experienced were annoyance, anticipation, joy, disgust and surprise.

***Respondents' Similarities and Explanations:***

This video caused the interviewees to have opposing viewpoints regarding their likelihood of sharing the video. Respondents E, A and B reported an overall feeling of annoyance after watching it while respondents C, and D responded more favourably towards the video throughout the viewing and at the end.

The similarity that arose for both groups of interviewees was the lack of branding and an unclear message. This confused all of the participants. All interviewees were surprised with the anti-climactic end of the video as it was only promoting shampoo. Neither one of them linked the video to hair products; instead they expected it to be for clothing or perfume. The interviewees pointed out that they would like the message to be clearer about the product that it was promoting. The viewer should not be left with a feeling of misunderstanding regarding the brand behind the message. Moreover, as there was a division in overall responses to this video, the analysis will be sectioned into two parts: information on the interviewees who enjoyed the video, and information of those who did not.

***Responses from those interested in the video:***

The respondents D and E found that the video was interesting and they enjoyed the message of addressing certain gender prejudices. They found it easy to relate to even though it was quite negative. They felt empowered by the message and as one

interviewee stated, they liked that the video addressed a current issue regarding gender:

Respondent D: *“It communicates that there is a double standard against working women which needs to be changed.”*

The main reasons that they wanted to share the video were to prompt discussion about gender prejudices and to raise awareness about the issue especially amongst their judgemental friends. Overall, their reason to share the video in their network would be to create awareness about the inequalities in gender differences.

***Responses from those NOT interested in the video:***

Interviewees A, B and C were not interested in sharing the video and felt negatively towards it. The link between the product and the message were too far apart and this caused them to find the message to be inappropriate and confusing. These respondents knew the brand and this video lowered their image of the brand. They were not convinced by the quality of the product, they were unable to make a connection between the product and the message, and they felt that the video was superficial and was just one more marketing attempt that tried to empower the viewer but failed. They also did not feel that the message was relevant to them.

Respondent A stated: *“ How can a beauty product be expected to change the way genders are seen in society...it is ridiculous that these two subjects are linked together to promote consumerism”*.

Respondent B stated that she *“disliked the style of the whole clip, it felt dishonest”*.

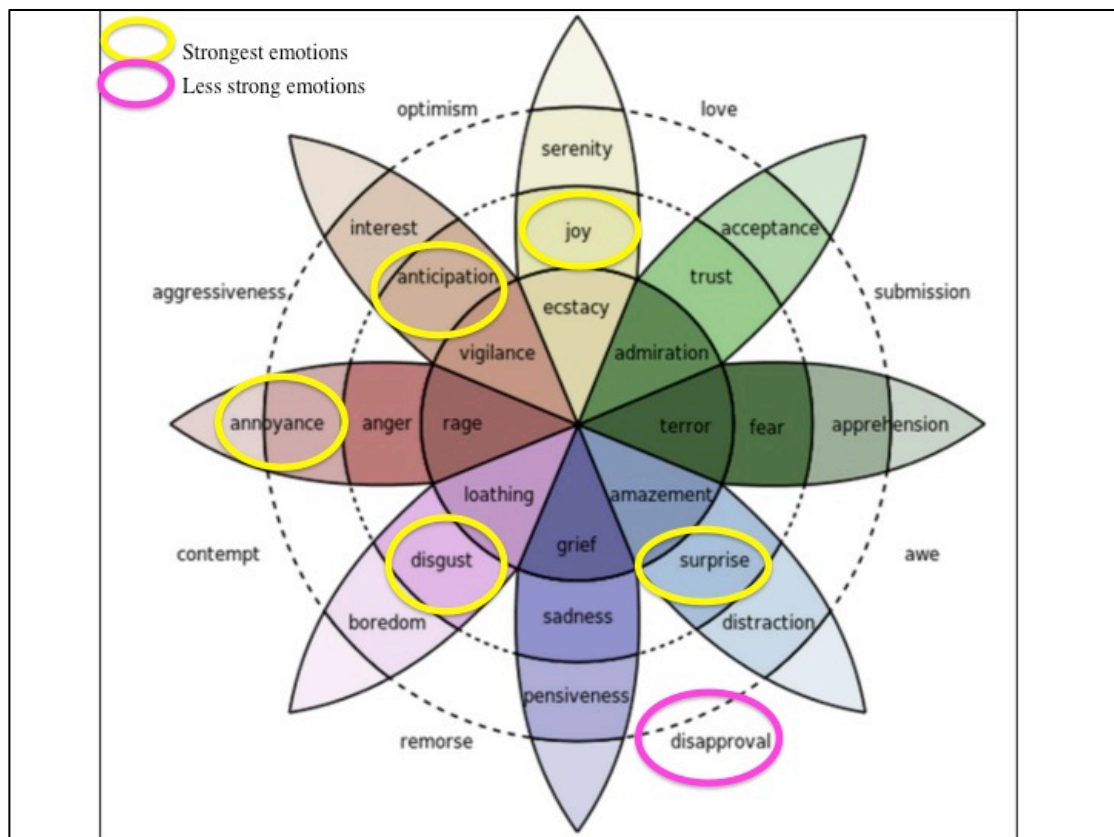
These respondents were not interested in sharing the video because the message was unclear, it was *“annoying”* and felt that it did not represent their daily life, activities and values. It also brought up a controversial issue that could not be resolved with the last scene presenting a bottle of shampoo.

In conclusion, the interviewees provided opposing responses towards this video. Only a few were interested in sharing the video on their social network to start a discussion about gender prejudices but none said that they felt a stronger connection to the brand. Those who did not want to share the video showed a lack of connection to the content and too many negative feelings towards the video (disgusted, offended). All the interviewees felt annoyed by the lack of branding and agreed that the message could have been clearer about what it was promoting.

The respondents had opposing views as some had a deep interest towards the controversial topic while others did not. This caused the responses to differ greatly. The video seemed to end abruptly and did not provide a resolution to the proposed problem, instead it showed a bottle of shampoo as the resolution.

#### 4.2.1 Analysis of Pantene Video

The strength of the emotions in this video were as follows: four emotions in Ring 2, one emotion in Ring 3 and one emotion in Ring 4.



(Plutchik, 2003)

This is an overall review of the emotions felt by both groups of interviewees who would share and who would not share this video in their personal networks. As the video had a majority of strong emotions (on ring 2), there was a good chance for shareability. However, the rest of the emotions were less strong, and one was even on the furthest ring of the wheel of emotion (disapproval). This scattered strength of emotion and a number of emotions distanced from the centre appear to cause a division in the way marketing mavens will feel about sharing the video within their personal network.

The video was mostly confusing and negative until the last section and this caused the respondents to have differing emotions. From an analysis point of view, the negative emotions in the video outweighed the positive emotions throughout the viewing. This caused some of the respondents to feel less inclined to care about the message. The ones who were interested in sharing the video still had reservations about it because they were confused and somewhat pushed to action.

As only a small percentage of viral videos use negative emotions (Teixeira et al., 2012) as a motivation to share the video, it is risky to create a marketing campaign that is almost purely negative and that deals with a controversial issue. Trust also influences audience motivation as described by Morris et al. (2009) and some of the respondents did not trust the claims made in the video. This caused them to not want to share it at all.

Relatable content is one of the most important aspects of a viral video as found by Botha and Reykene (2013) and since this content was not completely relatable, the responses differed in motivation to share the video.

In contrast, the video did also provide some aspects of a good viral video such as a majority of strong feelings (in Ring 2), surprise and anticipation, there were some favourable responses regarding the viewers' motivation to share the video.



Overall, each respondent still felt annoyed and confused by the video as it lacked branding and the message was not clear. The interviewees reported feeling tricked when they saw the brand behind the video and felt that it was just another marketing attempt.

Although this particular Pantene video has proven to be very popular, as it has been shared virally through Youtube, this research adds another dimension in understanding why the video may have gained such popularity. The use of strong emotions plays a big role in the virality of this video (Libert & Tynski, 2013). As the video was controversial, it causes the respondents to have opposing views and feelings depending on their particular opinions on a particular subject matter. This shows that some obvious branding and less controversial subjects in viral ads may cause a higher likelihood for sharing the video in more marketing mavens' social networks. This is an interesting and unexpected observation as the video has shown to be successfully viral online and includes many of the emotions that are required in a video to appeal to marketing mavens. It can be assumed that from the strong emotions elicited in the video, the negative and positive emotional contrast and the surprise ending, the video should have caused the interviewees to view the video more favourably (Libert & Tynski, 2013.). These varying responses suggest that additional factors such as trust, stance on important issues such as gender roles and consumerism are important to consider in a viral video in cosmetics.

As the aim of a viral video is to have it shared with a maximum amount of viewers, this video does not rate well as a viral video as it received such mixed reviews from the research group. The pushiness and offensiveness of this video should have been researched more thoroughly before releasing the video to the public.

#### **4.3 Description of the Video interview: “Mow the lawn” Wilkinson Sword**

##### **Quattro Razor**

The third video was from the Wilkinson Sword Company that advertises razor blades for shaving body hair. The video is targeted towards women and although the video mainly shows actions and images about mowing one's lawn, it subtly implies the benefits of shaving body hair (see video description from appendix II).

In the beginning of the video, the interviewees felt confused as it featured three colourfully dressed women singing about mowing the lawn. After a while the interviewees understood the subliminal message and they found it funny, joyful and happy and started laughing. Most of the interviewees found that the video was creative and liked it because it stood out from other mainstream commercials.

### ***Emotions:***

The emotions felt by the respondents were as follows: Confusion, joy, happiness, surprise, funniness, and cheerfulness, disgust. The Main emotions felt in the video were: Joy, surprise, and anticipation

### ***Respondents' Similarities and Explanations***

The interviewees experienced many similar emotions towards the video. There were only a few differences in opinions regarding the issue of sexism and the offensiveness and inappropriateness towards gender grooming standards. The message in the video was positive for most of the interviewees and they were interested in watching it because it made them guess what the video was about, it was funny, and it caused anticipation. Once the video was over, the interviewees were surprised that it was an actual advertisement, but they enjoyed the video because it was funny, cheerful, and it made them smile. Each respondent pointed out that there was not enough branding and that they could not remember the brand's name after watching it. One of the interviewees disliked the video because it went against her beliefs regarding societal requirements of the way women should look.

The interviewee (respondent A) who felt negatively towards the video informed the researchers: *"I felt torn between disgust and amusement for the rest of the video..."*

When asked why she felt this way she replied: *"I don't need someone telling me to shave"*.

Those who enjoyed the video felt that it was hilarious, creative (clever), cheerful and cute. Respondent E stated: *"I was interested in knowing what the video was*

*about...when I saw the bushes being trimmed in different shapes, I got it, it was hilarious!”*

The video presented a sensitive topic in a subtle way and the respondents appreciated this, as it is not an activity that they discuss openly with everyone.

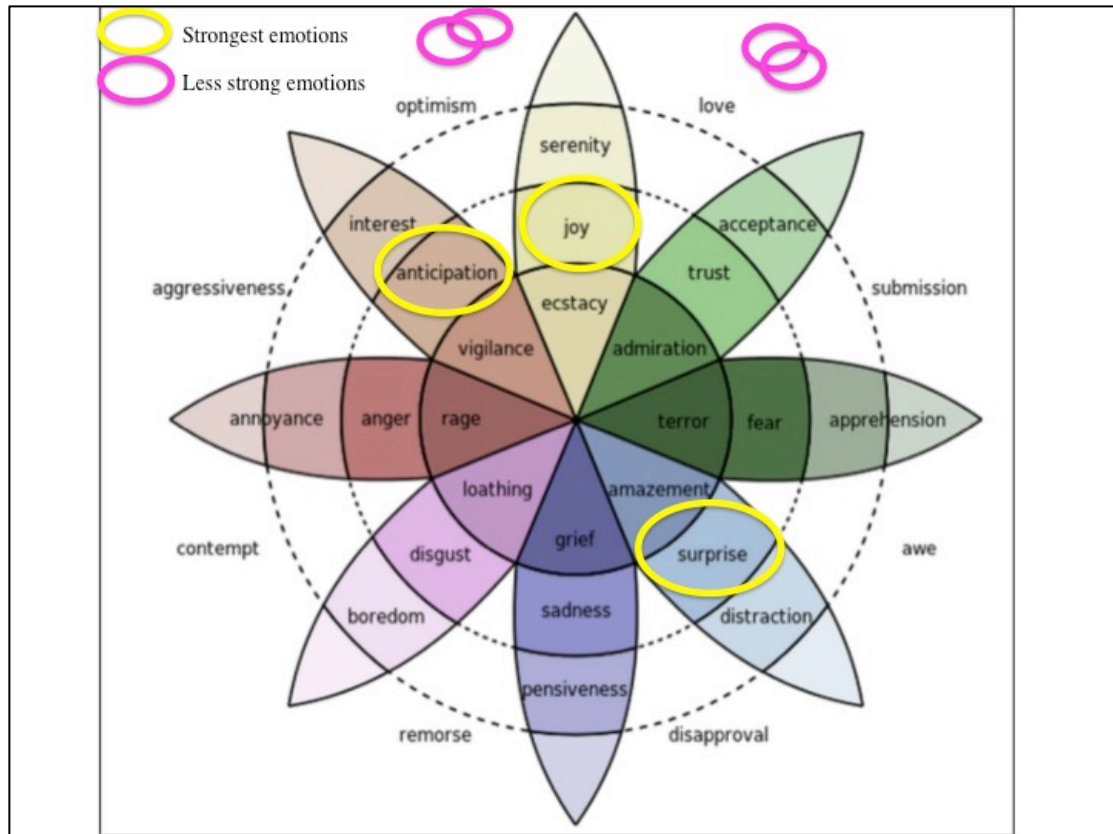
### ***Motivation to Share***

The reason that these marketing mavens felt motivated to share the video was because it was a funny, they knew it would surprise, entertain their friends (laugh), and they liked guessing what the video was for. They liked how joyful, surprising and creative the video was. In addition, they liked that the sensitive subject was subtly presented. Respondent E said she would share this video with her girlfriends but probably not with her parents or male friends. Respondent B stated that the video was interesting because of the guessing that she had to do to understand the product being advertised: “I liked how the video left some suspense and guess-work for me to find out what it was about”

Only respondent A found the video to be sexist, offensive, sad and was disgusted with the way that women were represented as objects that should groom themselves in a certain way. She stated that she would only share the video to show people in her network: “*how stupid the culture is in which we live*”. She found the video negative, offensive, disgusting and sexist.

### **4.3.1 Analysis of Wilkinson Sword video**

The strength of emotions in this video included three emotions in Ring 2 and four in Ring 4 in the positive section of emotions (optimism). This assessment shows that strong emotions with an overall positive feeling causes marketing mavens to respond positively regarding sharing the video in their network.



(Plutchik, 2003)

As this subject area is often taboo in society, the video did a good job of sending a message to those who understood the product. This video created a bond with the viewer by introducing shaving in a discreet way. The video was appealing to the majority of the respondents and managed to reach its target audience for the product. As expected from previous research by Teixeira et al. (2012) and Libert & Tynski (2013), the overall positive emotions in the video worked in favour of potential shares by the marketing mavens. The guessing aspect of the video caused the viewer to be interested in watching the video. The combination of joy and happiness with some aspect of surprise makes the video interesting and keeps the audience's attention throughout the video. In addition, the interviewees enjoyed the surprising aspect of the video and they would share the video to surprise their friends. The use of surprise and wanting to share positive emotions with others are good tactics in gaining higher likelihood of online shares (Libert & Tynski, 2013; Botha & Reyneke, 2013).

As this advertisement included strong positive emotions, it received a positive response from the audience. However, as the advertisement dealt with a sensitive

subject (grooming standards for women), it caused some opposing responses. The subtle messaging worked well for marketing mavens who were shy about their grooming habits but it also caused the marketing maven who was against body-image standards to become disgusted by the message.

Advertisements must therefore take into consideration the way in which the viewer interacts with the product and how the product is viewed in society. This video can be classified as a good example of a viral video as most of the marketing mavens would share it, it reached the target audience on an emotional level and it used positive emotions and managed to respect the audience's feelings towards a taboo. The content in this video shows that building trust with the customer about a sensitive topic results in a higher likelihood of sharing the message. Due to the sensitive nature of the product, positive emotions contributed to easing the mavens' discussion about the product and likelihood of sharing.

#### **4.4 Description of the Video Interview: “The Natural History of Burt’s Bees”**

The last video was from the Burt’s Bees Company. This company works in the cosmetic industry of lotions, soaps, and lip balms. The message in the video was to tell the startup story and history of Burt’s Bees all the way into becoming a worldwide brand. A full description of the video can be found from appendix II.

##### ***Emotions:***

The emotions felt by the respondents in this video were: enjoyment,(interest), pride, anticipation (empowerment), care (related to environmental sustainability), inspiration. However, the strongest main emotions were: joy, anticipation, and trust. This video also included empowerment by including a way that the viewer could contribute to caring for the environment.

##### ***Respondents’ Similarities and Explanations***

The Burt’s Bees video made the participants experience similar emotions to one another and their answers were also similar. All of the emotions experienced during the video were positive. They did not think that there was too much branding even though the video was introducing the brand to the audience. In the beginning, the

interviewees who had never tried these products were slightly confused about what the product was because of the unconventional video content used to show the start of the company. However, they were still happy and enjoyed the graphics of the video.

Respondent D who had never used the product stated: *“I wasn’t sure if the brand was about honey or candy or maybe even farming, but I thought it was cute”*.

Respondent A had never heard of the brand before but felt positively about it: *“Now I know I would want to try the product!”*

The other interviewees that were already familiar with the brand were happy, proud and were anticipating what would come next. During and after the video all of the interviewees felt happy, empowered, pleased, enjoyed the fact that the company was ecologically conscious, and all of them were interested in purchasing the product the next time they would come across it in a store.

Each interviewee was interested in buying the product. They were left with a positive feeling and a positive outlook on the brand. Some felt inspired by the message because it mentioned the company’s efforts in environmental sustainability and its humble beginnings as a company. They all enjoyed the video because the message was clear and the video was appealing to the eye as it included many colours, pleasant sounds and designs.

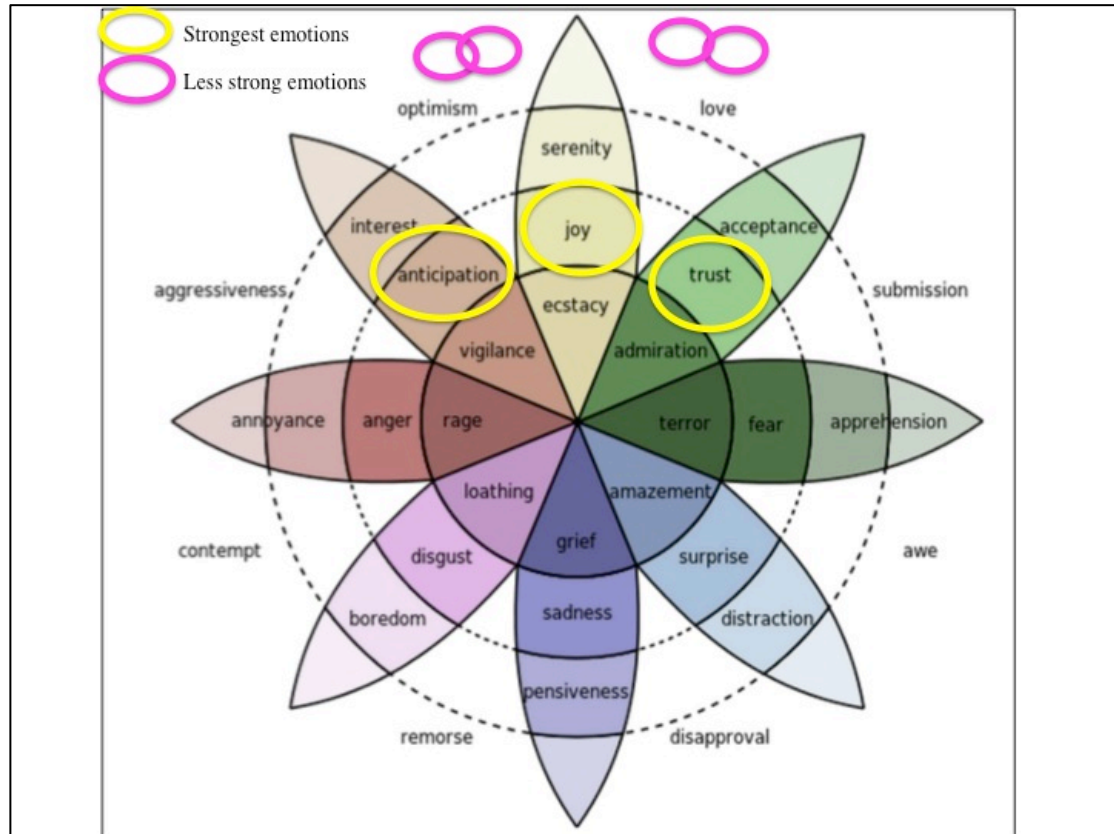
#### ***Motivation to Share:***

The participants reported that they would be more likely to purchase the product rather than to share the video. They could see themselves using the product because of the positive messages associated with the brand that were portrayed in the video. They all enjoyed the message of *“nature is still the CEO of the company”*.

The respondents who said that they might share the video stated that their reason for sharing would be because it was: cute, empowering, inspiring, pretty, attractive, and had a caring message. They trusted the brand because of its humble beginnings and its humour.

#### 4.4.1 Analysis of the Burt's Bees video

The strength of emotions in this video was as follows: three emotions were in Ring 2 and four emotions were in Ring 4. All emotions used were positive.



(Plutchik, 2003)

The video gained the viewers' attention and they all wanted to watch the video to the end. The brand gained the participants' interest as they could all remember the brand in the end. This supports the finding of Vakratsas and Ambler (1999) that positive emotions increase the likelihood for the viewer to remember the brand when experiencing positive emotions.

Almost all of the interviewees said that they might share this video on their social media because it was empowering, inspiring, and it had a caring message. The respondents emphasized that they felt closer to the product because it highlighted its environmental responsibility and this interested them as it was in line with their beliefs regarding the environment. They wanted to share the product with their friends to encourage them in making environmentally conscious choices.

Overall, the participants were more interested in purchasing the product themselves than sharing in it in their personal network. This can potentially be related to lack of motivation for action either in making a difference in society or providing friends with humour, for example. The video suggests that buying the lip balm is enough action to take in being environmentally responsible and therefore the viewer is strongly interested in buying the video. In conclusion, this video also had the lowest amount of views when compared to the other videos used in this research. This reinforces that a strong call to action is important in viral videos in order for mavens to want to share it rather than simply buy the product.

The video used a variety of good viral marketing tactics such as using relatable content (environment and sustainability), humour, positive emotions and three strong emotions. However, as the mavens were more likely to purchase the product than to share it online, the video lacks certain viral video qualities. The feeling of trust and empowerment were found in this video that caused the mavens to enjoy the video and to remember the brand and its content.

#### **4.5 Discussions and Conclusion**

After the interviewees' had watched the videos, they were asked if they had a favourite one, why it was their favourite, and whether they would share it in their personal networks. The majority of the respondents chose the Dove video as their favourite video to share. The reason that they chose Dove was because of its strong and relatable message and that there was a resolution to the problem. This left them feeling empowered. It was easy for them to relate to the stories of the women in the video and this contributed to their likelihood of sharing. Moreover, some of the respondents said that their favourite video was the razor blade commercial because it made them laugh, it was creative, it was joyful, funny, happy and a hilarious video.

Many of the respondents disliked the Pantene video because the message was unclear, the branding was too opaque, it was annoying, confusing, and they did not enjoy the way the women were presented. It was too superficial and touched too closely on



controversial issues without providing a proper context. This made the video feel like a pushy marketing attempt.

From these videos a number of conclusions are drawn regarding the shareability of a viral video in cosmetic-hygiene products. The combination of emotions that work best in cosmetics videos appear to be:

1. Videos that include negative, sad or annoying content need to be followed up with a positive resolution. The Dove video caused most respondents to feel positively about the whole video even though the main message was sad. It is important to end a video with a positive, light-hearted note to increase the likelihood of shares. The change of emotions felt by the viewers (from sad to happy to empowered) also contributed to higher likelihood of shares.
2. Messages that include strong emotions (in Ring 2) in viral videos are important in influencing marketing mavens to share videos in their network. The majority of the emotions felt in a video should be on the second ring of strength in Plutchik's (2003) wheel of emotion. More than one strong emotion is helpful in gaining shares from the mavens but ideally a greater range of strong emotions increases the likelihood of an ad being shared. This is seen in the Dove video, which has seven strong emotions and has the highest probability of shares.
3. Context must reflect the audience's values and must not touch on issues that are too controversial (gender differences at work) otherwise the likelihood for sharing the video will be scattered depending on viewpoints. Also, if controversial messages are chosen as a topic for a marketing ad, there should be a way to include the viewer in making a positive change as seen in the Dove video. As the Pantene only provided shampoo as the solution to a controversial topic, the mavens felt confused and unresolved.
4. A powerful and inspiring message that provokes the viewer to make a difference by creating awareness is a good tactic in viral videos. Through the

feeling of empowerment, the viewers are influenced to share the video in their networks. This is seen in the Dove and Pantene commercial as they touch on socially important subjects. Dove motivates its audience to spread the importance of self-esteem and Pantene motivates its audience to consider the double standards of gender at work. In addition, the video content should somehow relate to the product being advertised by being clear in what it is advertising. If the message and product do not connect in some way, marketing mavens will feel tricked and will be less likely to share the video. This was seen with the Pantene video connecting gender issues and shampoo.

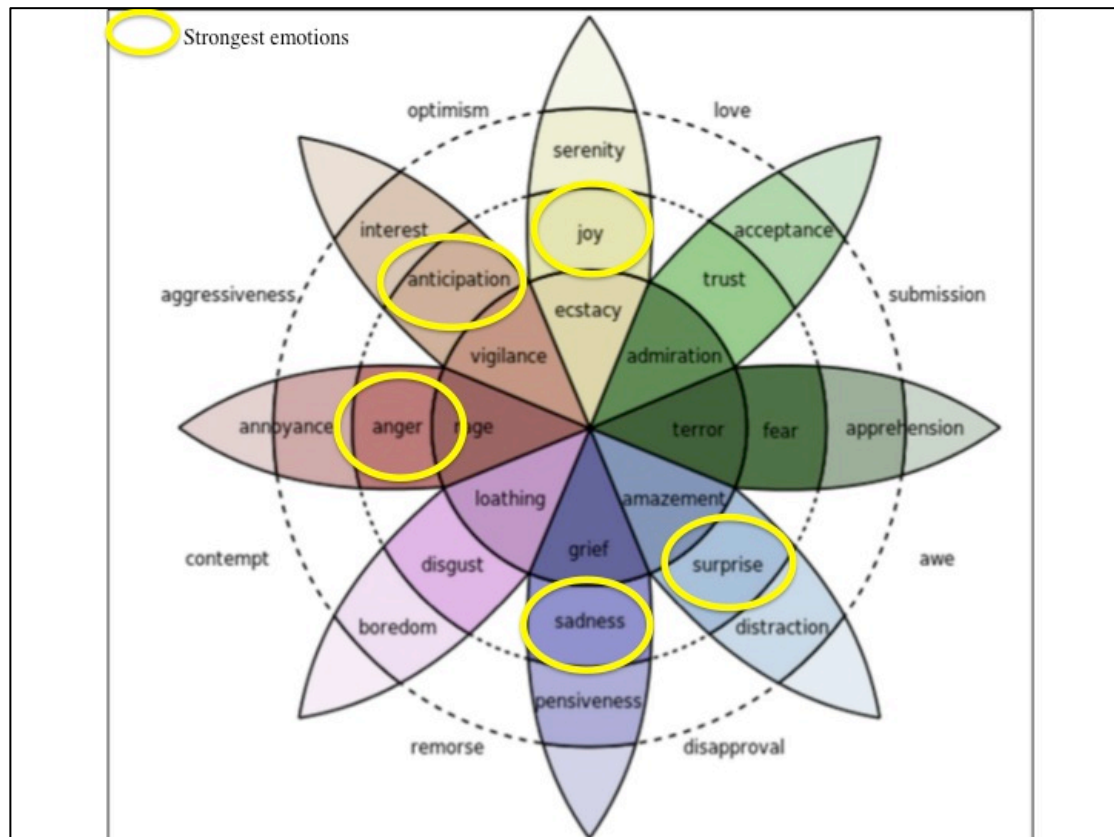
5. A combination of humour and positive emotions cause higher probability of shares. It is also found to work best with sensitive and taboo topics.
6. A lack of motivation for action either in making a difference in society or in making their friends laugh causes a viral video to have lower amount of shares as seen with the Burt's Bees video.

## **5. Conclusions and Implications**

The overall findings from this research conclude that certain combinations of emotions work best for the sharing of cosmetics-hygiene product videos. The change in emotions felt throughout a video also plays a role in sad videos; these videos must include a happy ending for greater sharing potential. The strength of emotions is also important to the sharing potential.

By assessing the four videos for share-worthiness amongst the research group, the above conclusion was made. As the majority the participants were likely to share particular videos (Dove and the Wilkinson Sword) these videos were rated as the most effective viral videos in this study. The positive emotions in these videos include: Joy, anticipation (empowerment), and surprise, and the negative emotions were: anger and sadness. Combining at least two strong positive emotions and one strong negative emotion work well for this product category. The variety of emotions in a video should be closer to the second ring of strength of emotions to ensure higher likelihood of shares of the video. Emotions should be scattered on the wheel and be should be

found on opposing ends of each other to reach a higher likelihood of virality. The chart below illustrates the location on the chart that the emotions in their ads should include.



(Plutchik, 2003)

As entrepreneurial marketing requires co-creation in order to appeal to the target audience, noting that these emotions are the most effective in cosmetic ads will help entrepreneurial firms to better design a shareable video. The main emotions that are found to work well with regards to sharing are: empowerment (anticipation), joy, surprise, anger and sadness. Marketers should use these emotions when designing their advertisements and also consider their target market's age, preferences and social background.

### 5.1 Strengths and Limitations of the Study

The strength of this study includes the assessment style used to analyse the data and the variety of data provided. By using Plutchik's (2003) wheel of emotions to mark the main emotions felt by the respondents, a link between likelihood of sharing and

emotions was created. This wheel provides an overall report of the main emotions felt from a particular video to show the combination of emotions that are more effective in sharing in this product category. The viral videos submitted differed in content, style and emotions, which provided a good basis from which to assess the emotions that did and did not work well. Due to the very specific product category used in this research, the conclusions are valuable for researchers and marketers in that particular industry. The conclusions found from this study provide the emotions and tactics that cause market mavens to be motivated to share videos in a particular product industry.

Although the most important aspect of viral videos was assessed for shareability (emotions), the research did not take into consideration other aspects that may also contribute to likelihood of sharing a video such as audio, colours or overall design. Including these aspects in further research could provide a better understanding of the tactics that cause videos to become viral.

Another limitation based on the research was the background differences of the participants. As the participants were not screened for social background, beliefs and political stance, their answers varied due to their perspectives.

## **5.2 Relevance of Earlier Research and Aims of the Study**

The previous research in the field of entrepreneurial marketing and viral marketing highlights the importance of emotion in advertising as it influences viewers' motivation to share the advertising message. The value of customer inclusion in designing marketing campaigns is seen as an entrepreneurial activity as it provides companies with a competitive advantage in reaching their customers. The interest further researching viral marketing and therefore creating effective viral videos, is of interest to entrepreneurial firms. As emotions play such a large role in the success of a viral video, it is important to also consider the particular emotions and tactics that influence its viewers to share them to the point of virality. This research paper provides the specific emotions, strength of those emotions and motivations required in a cosmetic-hygiene vide which contribute to the ad's virality. The aims of this research are to provide further insight and knowledge on the emotions that work best

in sharing an ad in a particular industry and to provide proof that specific industries must assess their target marketing mavens to appeal to them in their ads.

### **5.3 Contributions from this study**

This research has provided a number of contributions to the field of entrepreneurship and viral marketing videos. The first finding is the importance of sectioning product categories in the field of viral marketing. Viral videos must take into consideration their target audience when designing an ad in order to receive the most shares on social media by the marketing mavens. Secondly, this thesis has provided a combination of emotions that are most effective in a viral video in the particular product category of cosmetics-hygiene products. Lastly, this thesis proves that the target audience's preferences are important in the designing of an ad. Lastly, using Plutchik's (2003) wheel of emotions is an effective tool in organizing emotional data for viral marketing studies

### **5.4 Implication for Future research**

Further research could analyze the effects of colours, audio and video cinematography on viewers' motivations to share a video. The interviews indicated that these aspects of a video were also important in keeping the viewers interested and this provides a question for further research in this field.

In addition, an analysis on the influence of political and social background of both the participants and the videos could contribute to further knowledge on the sharing dynamics of videos. These variables were brought up in this research, which indicates that social, and political background influences emotions and motivations to share videos. Exploring the connection between these variables and emotions could further the available knowledge in this field by understanding how controversial a message can be while still gaining shares on a global level.

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## **Appendix**

### **Appendix I**

#### **Interview Questions**

The questions were designed to find out the emotions triggered in the interviewed, while watching the viral videos.

Emotions during the video:

1. What emotions are you experiencing in the beginning/ during/ after watching the video?

Beginning:

During:

After:

After watching the videos:

2. What do you feel about the company that provided the video?
3. Was there too much or not enough branding? How do you feel about that?
4. What were the aspects you paid most attention to? (Colours, facial expressions, outfit etc.)
5. Are you inspired by the video? Does the video make you feel that you want to take action and motivate you?
6. What is the reason why you would share this on your personal network?

Open questions the researchers asked after the interviewees had watched all the videos.

7. Did you have a favourite video? Which one and why?
8. Did you dislike one or more of the videos? Which one and why?
9. Would you like to use products that you saw in these videos?

## **Appendix II**

### **Video descriptions**

#### **1. Dove “Dove Real Beauty Sketch”**

The video starts by an interview of a young woman, she describes how other people have these cute and beautiful facial features and how she does not possess these beautiful features. Also she states the issues she would want to change from herself. After her interview the video starts introducing other women who do not possess themselves as beautiful as others and often pinpoint errors in their body and face.

Then the video introduces a man who is a Forensic Composite artist, who was trained by the FBI. His task is to sketch people that other people describe. Then the plot starts to appear to the viewer, the women who do not possess themselves as beautiful as they are, are asked to come into a room, and then the artist (who cannot see them) starts to ask questions of their facial features. These women basically describe themselves in a negative light. However, these women did not know that before entering the room they met these complete strangers who came in to the room after them and described these women who just gave their own interpretation of themselves. These strangers describe them as they saw them “friendly face” “nice blue eyes” and other positive things.

After the woman has described themselves and these strangers whom they met quickly has described the same woman, the woman on the picture is brought back to the room and they are shown a picture of how they described themselves and how complete strangers described them. They all realize that they actually are more beautiful than they think they are and they realize that they should be more acceptable

towards themselves. It can be sensed from the video of how these women are shocked on how they interpret themselves (in a negative picture) and how they are thought people actually see them. All the women are positively surprised in the end and realize that they have some work to do on themselves. The message is that they are more beautiful than they often say they are. They should be more appreciative of themselves and their natural beauty. The one woman states in the end: “We spend a lot of time as women analysing and trying to fix the things that are not quite right, we should spend more time on focusing on the things that we do like”.

The video ends with a text “You are more beautiful than you think” and Dove logo appears.

Retrieved from <https://www.youtube.com/watch?v=litXW91UauE>

## **2. Pantene “Labels Against Women - Shine Strong Pantene”**

The video starts by showing a woman walking in high heels, and on the same time a man walking with a suit on. It shows when the man walks into a boardroom and starts telling employees what to do a text appears on the wall saying “Boss”. However, when the woman is doing exactly the same thing, she is described as “Bossy”. The video is trying to introduce the issues of how people judge genders differently in the same situations and behaviours. Then the picture moves to a man who is giving a speech and a text “persuasive” appears, but when it shows the woman exactly in the same spot behaving the same way it describes the woman as “pushy”. The picture changes again and moves into showing a male employee working late hours at the office and a description “dedicated” appears on the wall. However, when the woman is drawn in the same environment she is described as “selfish”. Then the picture moves to a bathroom where the man is washing his face and he is described as “neat” and in the same situation the woman is described “vain”. Later the video shows a man walking in nice clothes over the street and a text “smooth” appears, but when the woman crosses the street with the same content she is labelled as “show-off”. After all these descriptions of the situations, the music changes to a little happier and louder

and a text appears “Don’t let labels hold you back”. Then it shows a smiling woman walking and a text “Be strong and shine” appears followed by the Pantene logo.

Retrieved from <http://www.youtube.com/watch?v=kOjNcZvwjxI>

### **3. Wilkinson Sword Quattro Razor “Mow the Lawn”**

The video starts with a women sitting on a couch, petting a cat and singing (dramatically) of feeling messy and blue. However, the video quickly changes its course to happily singing women, whose favourite thing to do is “mow the lawn”. They are mowing a green lawn with their heels on and with pink lawn mowers. Even though the women are singing about mowing the lawn, the hidden message actually behind it is shaving body hair from intimate areas. The video quickly moves to explaining what kind of “bushes” and “gardens” there are, and how many shape opportunities there are to trim them (triangle, line, heart etc.). The video is done happily, with beautiful smiling women singing happily of how fun it is to “mow the lawn”. The video uses bright colours. In the last seconds of the video, the company introduces the product behind the commercial the Wilkinson Swords Quattro razor for women.

Retrieved from <http://www.youtube.com/watch?v=MvFSgXpyhoM>

### **4. Burt’s Bees “The Natural History of Burt’s Bees”**

The video starts its story telling with a message “this is a story of a startup”. The video uses animations and bright colours. It describes how the founders did not meet in a boardroom but instead they met on a street. The video also explained how the headquarters of the company was the other founders Burt’s home and his bee farm, and their venture capital was only bees and honey. The purpose to the story is to bring to peoples’ attention how all the odds where in their favour and how they accidentally ended up being so successful. The video moves on to explained how the founders believed in the power of nature, which made them come this far. They were able to combine their resources from the nature and found the Burt’s Bees lip balm. After that, the video moves on to explain how people noticed their products and how it

grew from the US markets to a international brand. It states that even Burt got famous and rich, but the popularity did not get to his head. The founders made a commitment of doing good for the environment, being sustainable, and investing in to community outreach. The video ends up with a statement of “the nature is still the CEO at the place where it all started”. Throughout the video, the brand logo, bees and pictures of flowers and plants are shown.

Retrieved from

[https://www.youtube.com/watch?v=uOzpc\\_uY9Y8&list=PLk2L\\_i2WZOMJhJwiZa6kpaZczDVb4FCeU](https://www.youtube.com/watch?v=uOzpc_uY9Y8&list=PLk2L_i2WZOMJhJwiZa6kpaZczDVb4FCeU)

