

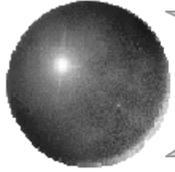
The Determinants of a Successful Viral Marketing Campaign

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謝依靜 國立中央大學資訊管理系

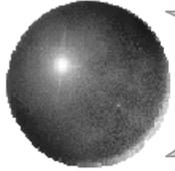


What contributes a good research?



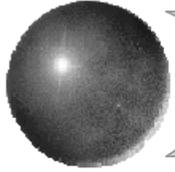
Criteria: what contributes a good research

- A-ha: Big (contribution), interesting ideas
- Theoretical relevance and novelty (new contribution)
- Good writing: readability
- Rigor
- Length to contribution ratio



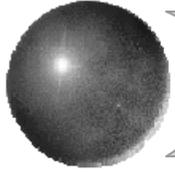
Three minimum criteria (Journal of Marketing)

- Make a contribution to the science and practice of marketing.
 - Contribution is the most important
 - It must provide new insights, new ideas, and/or new empirical results
- Be based on sound evidence--literature review, theory and/or empirical research.
 - The article will be more theory based, more literature based, and/or more rigorously empirical
- Be valuable to marketing academicians and/or practitioners.
 - the information must be considered new, insightful, and important by the marketing educators and/or marketing practitioners



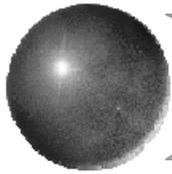
Readability

- JM's first evaluation guideline-- Readability
 - Write in an interesting, readable manner with varied sentence structure.
 - Whenever possible, authors should use active voice, as the passive voice is wordier and often clumsy.
 - For a single author, passive voice is acceptable except for article setup. (For single authors, the royal "we" is not acceptable.)



Readability (Cont.)

- Keep sentences short so the reader does not get lost before the end of a sentence.
- Avoid using technical terms that few readers are likely to understand. If you use these terms, include definitions. Remember: The journal is designed to be read, not deciphered



Introduction

⊕ Viral marketing

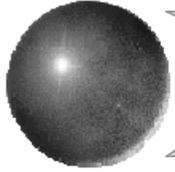
- ⊞ It parallels word-of-mouth activities but in the Internet setting (Cordoba, 2001). This study focuses on e-mails.

⊕ Examples of viral marketing

⊞ Virtual Bartender

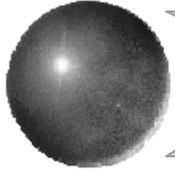
- offers an online video feature that allows visitors to interact with a Playboy model Tammy Plante
- November 4, 2004, sent 10 e-mails
- 6 days later, 500,000 sessions
- 28 days later, 10,000,000 sessions





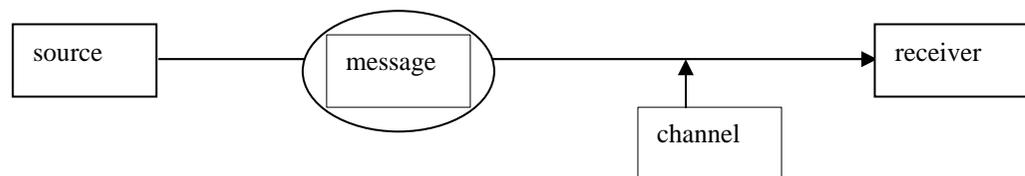
Introduction

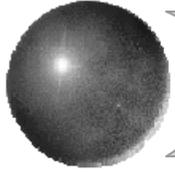
- ❖ Despite its success, it is not clear how viral marketing works
 - ❖ only limited research on consumers' electronic WOM communication has been published (e.g., Hennig-Thurau et al., 2004)
 - ❖ Relatively few studies examine consumer behavior with regard to receiving e-mail (Phelps et al., 2004).



Theoretical issues

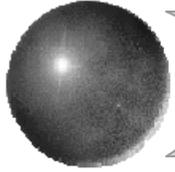
- Lasswell (1948) has proposed a well-known communication formula:
 - who says what to whom in which channel with what effect





Theoretical issues

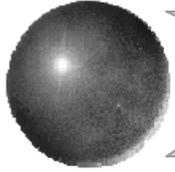
- Who: the message source (e.g., commercial, interpersonal source) (Ajzen, 1992)
- Says what: the subject matter being communicated (Ajzen, 1992).
- To whom: the characteristics of audience or receivers, such as personality traits, gender, intelligence (Ajzen, 1992)
- In which channel: the means the sender (or receivers) use to communicate
- With what effect: the effects of the communication on the public.



Hypothesis Development – H1

❖ The message source

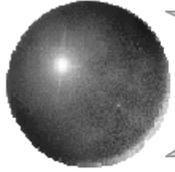
- ❖ can be categorized as impersonal (e.g., advertisements), interpersonal (e.g., family, friends), or experiential (Keaveney and Parthasarathy, 2001)
- ❖ people trust those with whom they have strong ties (good friends) more than they do those with whom they have a weak tie (unfamiliar friends) (Granovetter 1973; Weimann 1983)



Hypothesis Development-H1

⊕ The message source

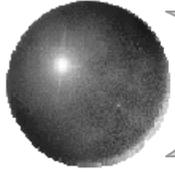
- Credible spokespersons enhance the persuasiveness of a message (e.g., Baker and Churchill 1977; Hovland and Weiss 1951; Patzer 1983)
- H1: People who receive a marketing message from a close interpersonal source are more willing to forward it than if they receive it from a unfamiliar interpersonal source or a commercial source.



Hypothesis Development-H2

⊕ Message Contents

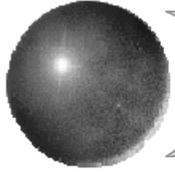
- In a Web-based context, focus-related utility, which is the utility a person obtains when he or she adds value to the community through his or her contributions, may offer an important motive for that person to engage in electronic WOM (Balasubramanian and Mahajan, 2001; Hennig-Thurau et al., 2004), assuming that adding “value” to the community is an important goal for him or her.
- Value: utilitarian and hedonic values (e.g., Babin et al., 1994; Chandon et al., 2000)



Hypothesis Development-H2

● Message Contents

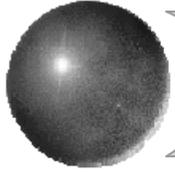
- ❑ Utilitarian value results from the conscious pursuit of an intended consequence (Babin et al., 1994). It is primarily instrumental, functional and cognitive (Chandon et al., 2000)
- ❑ Hedonic value is an outcome related to spontaneous responses that are more subjective and personal (Babin et al., 1994). It derives more from fun and enjoyment than from task completion and is non-instrumental, experiential and affective (Chaudhuri and Holbrook, 2001)
- ❑ H2a: People who receive a marketing message with a higher degree of utilitarian value are more willing to forward it to others.
- ❑ H2b: People who receive a marketing message with a higher degree of hedonic value are more willing to forward it to others.



Hypothesis Development-H3

❖ Receiver Characteristics

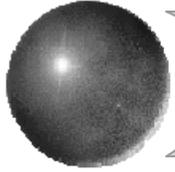
- ❖ Receivers with different personality traits likely respond differently to the messages they receive (Ajzen, 1992)
- ❖ Five major dimensions account for most individual differences in personality traits (Costa and McCrae, 1985; Digman, 1990; Norman, 1963; Ross, Rausch, and Canada, 2003)



Hypothesis Development-H3

● Receiver Characteristics

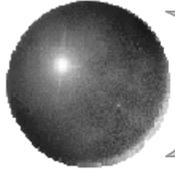
- neuroticism (N) (or emotional stability)
- extraversion (E) (or surgency)
- conscientiousness (C)
- agreeableness (A)
- openness (O)
- Among these five factors, extraversion has been called the only “pure” factor of the Big Five (Witt, 2002), and conscientiousness represents the most robust Big Five predictor of job performance (Mount and Barrick, 1998).



Hypothesis Development-H3

● Receiver Characteristics

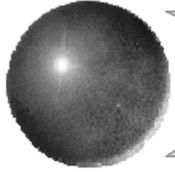
- Extraversion represents the degree to which a person is outgoing or shy (Brown et al., 2002; Norman, 1963)
- Extraverts are usually active participants in group interactions and have high intragroup popularity (Balthazard, Potter, and Warren, 2004; Barry and Stewart, 1997)
- H3a: Message receivers who score high on the extraversion personality dimension are more willing to forward a marketing message to others



Hypothesis Development-H3

❖ Receiver Characteristics

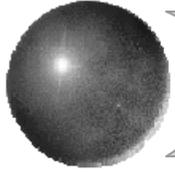
- ❑ Conscientiousness represents the person's degree of orderliness, organization, and precision (Brown et al., 2002; Norman, 1963)
- ❑ Those who score high on the conscientiousness dimension maintain socially prescribed impulse controls (e.g. thinking before acting, delaying gratification, following rules and norms) (Witt, 2002)
- ❑ H3b: Message receivers who score high on the conscientiousness personality factor are less willing to forward a marketing message to others



Hypothesis Development-H4

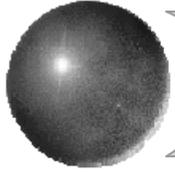
❖ Message Transmit Channel

- ❑ Broadband vs. dialup modem
- ❑ online customers are driven by the need to gather information, save money, and attain convenience (Anderson and Srinivasan, 2003)
- ❑ Internet users are often frustrated by the amount of time they waste trying to process information provided on a Web site (Lovelock and Wirtz, 2004)
- ❑ H4: People who access the Internet via broadband connections are more willing to forward the marketing message to others than are those who use dial-up modems



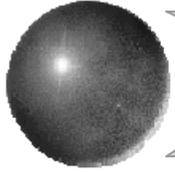
Comments on theoretical building

- How to convince the readers (reviewers) your arguments are correct?
- Define your constructs
- Use the *theories or Logic to* explain the relationships among the variables.



Methodology-pretest

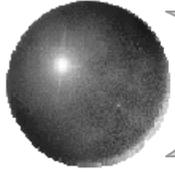
- A 2 (utilitarian: high vs. low) × 2 (hedonic: high vs. low) between-subjects design
- Cell phones:
 - the number of mobile communication users reached 25.27 million in June 2003, and Taiwan's mobile phone density was one of the greatest in the world since then (<http://www.find.org.tw>)
 - Young people and students



Methodology-pretest

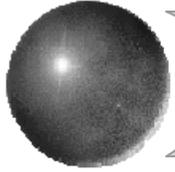
⊕ Four scenarios:

- The highly utilitarian message contained detailed information about the price, features (2.5-inch TFT screen), and functions (e.g., MP3 music download, camera, and MSN Messenger included)
- The hedonic e-mail contained sweepstakes information (e.g., forwarding this e-mail offers the chance to win US\$100) and more visual appeals.



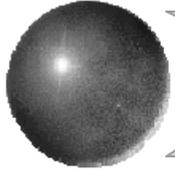
Methodology-pretest

- ⊗ Eighty undergraduate students were randomly assigned to the four treatment conditions.
- ⊗ The results of ANOVA analyses indicate that
 - ⊞ E-mails containing price, feature, and functional information are perceived as more utilitarian than those without this information (13.0 vs. 10.5, $F = 10.4$, $p < .05$)
 - ⊞ E-mails containing sweepstakes information are perceived as more hedonic than those without this information (13.0 vs. 9.5, $F = 48.2$, $p < .05$).



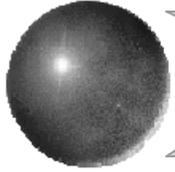
Methodology-Design and Procedure

- A 2 (high/low utilitarian message context) × 2 (high/low hedonic message context) × 3 (message source: interpersonal-close, interpersonal-unfamiliar, or commercial) × 2 (channel: broadband/dial-up network connection) between-subjects experiment and examine the personality variable using a quasi experimental design



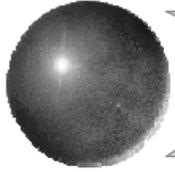
Sample and Measures

- We assigned 240 undergraduate students from three Taiwanese universities randomly to one of 24 experimental scenarios.
- Personality traits
 - Saucier's (1994) personality scale
- Intention to Forward
 - This message is worth sharing with others
 - I will forward this message to others



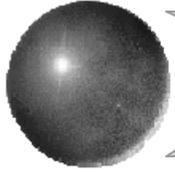
Sample (journal of Retailing)

- Student sample?
 - There has been a rich debate on the issue of student versus non-student sample (see Calder and Tybout 1999; Calder et al. 1981, 1982, Lynch 1999, 1982).
 - Student samples may be appropriate for theoretical research where the results can be generalized to a broader population. Students would not be appropriate when used for the convenience of the researchers.
- Online sample?
 - We encourage the use of online samples drawn from appropriate frames.
 - online samples are particularly appropriate for studying e-tailing issues.



Manipulation Checks

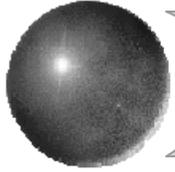
- The credibility of message sources, utilitarian content, hedonic content, and message channel are all significant in the subjects' ratings ($F = 34.9$ for message source, $F = 40.5$ for utilitarian content, $F = 35.8$ for hedonic content, $F = 87.5$ for channel; all $p < .05$)
- A message from a close friend results in more credibility ($M = 4.6$) than one from an unfamiliar friend ($M = 3.1$) or a commercial source ($M = 3.4$)
- We find significant effects for utilitarian content ($M = 13.2$ for high, $M = 10.2$ for low), hedonic content ($M = 13.1$ for high, $M = 9.7$ for low), and channel ($M = 3.6$ for broadband, $M = 5.4$ for dial-up).



Results

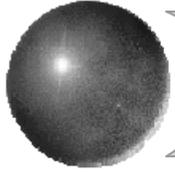
● Table 1 Standardized coefficients resulting from regressions (** $p < .01$; * $p < .05$)

	Source 1	Source 2	Utilitarian	Hedonic	Open	Cons	Extra	Agree	Neuro	Channel	R ²	F
β	.07	.24**	.27**	.23**	.15*	-.17**	.19**	-.01	-.02	.26**	.31	10.3**
VIF	1.34	1.36	1.01	1.08	1.32	1.39	1.24	1.31	1.08	1.03		



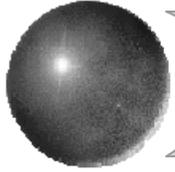
Discussions

- This study combines related research—including
 - communication theory (Ajzen, 1992; Hovland, Janis, and Kelley, 1953; Lasswell, 1948), consumer value (Chandon, Wansink, and Laurent, 2000)
 - personality theory (Costa and McCrae, 1985)
 - WOM communication (Harrison-Walker, 2001; Hennig-Thurau et al., 2004)
 - Source credibility (Bansal and Voyer, 2000; Keaveney and Parthasarathy, 2001)
- to investigate the determinants of consumers' intention to forward marketing e-mails



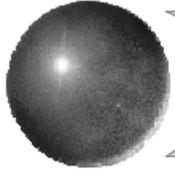
Managerial implications

- First, from the perspective of permission marketing, e-mails from closer friends are usually more permitted. People are not likely to forward e-mails from companies because they consider the information company-produced “junk”. For example
 - Virtual Bartender: only 10 mails in the beginning



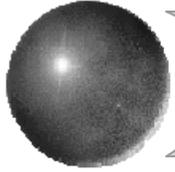
Managerial implications

- Second, recipients are more willing to forward marketing messages to others when the message contains higher degrees of utilitarian and hedonic values. For example,
 - David Meerman Scott, who won the campaign of “Viral Hall of Fame 2006”, introduced his e-book “The new rules of PR” to business executives seeking an Internet marketing consultant in an effort to secure clients
 - Virtual Bartender



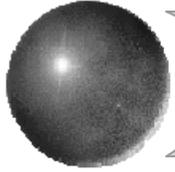
Managerial implications

- Third, people are more willing to forward a message to others if they are
 - ▣ more extraverted
 - ▣ less conscientious
 - ▣ higher openness



Managerial implications

- Fourth, if a recipient accesses the Internet via a broadband connection, rather than a dial-up modem, s/he is more willing to forward a message to others because the speed of doing so is faster.
 - Viruses only spread when they are easy to transmit



Research career

- Focus on a potential stream of research topic
- Find good partners
 - Trust: ability , benevolence and integrity
 - Commitment
 - Complementary in abilities
- Endless learning
- Be brave
- Finally, I also received my Ph.D. in Taiwan.
If I can, you can, too.



Thanks for your attention