



## Paper 9

What Makes a Video Viral? The Analysis of Viral Video Attributes Towards Video Marketing in Indonesia's Health and Beauty Industry

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**Abstract** - Viral video marketing on Instagram is the future of business as it is a way to do effective and efficient marketing. Nowadays, brands create videos but are unaware of what enables their videos to attract exponential engagement than comparable image content. Some scholars studied the attributes of viral videos, yet none was conducted specifically for viral video marketing using Instagram platform in the health and beauty industry amongst Indonesian. In this paper, researcher aim to identify the significant attributes influencing content in the health and beauty industry and give recommendations to create viral videos for businesses in the respective industry. Using the PLS-SEM, this study investigates the relationship of viral attributes researched by five scholars towards video virality. The research focus is on Indonesian aged 19 to 30 who use Instagram daily and follow 1 account in the respective industry. A total of 104 respondents were chosen. This study was done quantitatively using an online questionnaire. Researcher found elements of laughter in video common elements and novelty impacts significantly in a positive way.

**Keywords** - Health and Beauty Industry, Instagram, Video Marketing, Viral Attributes, Virality

### I. INTRODUCTION

Viral marketing is extremely attractive to start-up ventures with a limited marketing budget, since it costs very little but still delivers astounding results in a very short period (Bhattacharya, 2018). Viral marketing exploits existing social networks by encouraging customers to share product information with their friends (Leskovec, Adamic, & Huberman, 2008). The information types drawing better advertising attention that impacts virality, from the strongest to the weakest were in this order: Video-based > Picture-based > Text-picture mixed > Text-based (Yu-Chen Hsieh, Kuo-Hsiang Chen, 2011).

Indonesian netizens tend to learn about product information from social media and share the information to their online friends and followers (Kusumasondaja, 2018). The social media platform to reach most people amongst Indonesians is Instagram. Instagram video content is currently available in four formats: Live, Stories, Instagram Video, and Reels. But does every industry fit using Instagram Reels?

Seeing the trend has shifted from just static photos to

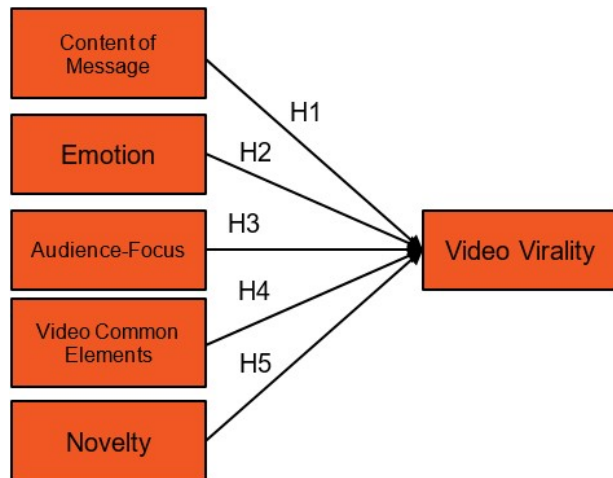
videos, developing startups wants to try making more video content marketing. As of now, developing startups can already create videos, but they are not aware of what makes previous videos considered good and can prove a study by Databox (2021) that found video ads attract three times more engagement than sponsored images on Instagram. By adding viral attributes in video content, developing startups can enhance the possibility of the post to perform well and meet its objectives to reach awareness and increase branding.

### II. METHODOLOGY

Researcher uses five variables, respectively content of the message (Maria Woerndl, Savvas Papagiannidis, Michael Bourlakis and Feng Li (2008), emotion (Jonah Berger and Milkman (2012), audience-focus (Holliman and Rowley (2014), novelty (Hyun Suk Kim (2015), and video common elements (Tyler West (2011). Based on the researcher's preliminary research, the attributes were selected. The researcher selected Bourlakis and Feng Li's (2008) study, which assessed the message's content as a factor determining virality on the YouTube platform with its target in the entertainment, food and beverage, and fashion industries. The article was chosen based on preliminary research showing that 68 percent of respondents agree that captivating material has an impact on virality. Research also used Berger and Milkman (2012) who contend that when the subject is a New York Times piece, emotion influences virality in general industry. This article was chosen based on preliminary research showing that positive videos had a higher chance of becoming viral (63%) than negative ones. The third article selected is Holliman and Rowley (2014), which, based on their interviews with social media managers of businesses with headquarters in the UK, USA, and France in broad industries, verified audience-focus as a factor determining virality. The selection was appropriate because it was based on preliminary research, of which 42% indicated that relevant and helpful content in videos can increase their likelihood of becoming viral. Runtime, sound selection, and Tyler West's element of laughing make up the fourth variable, along with its derivatives (2011). The best 50 YouTube viral videos of all time, as listed by Time Magazine, are evaluated in this essay. As 26% of respondents think that the length of the video and the audio used have an impact on virality, it was chosen. Finally, novelty is selected as the fifth criteria because 26% of participants in the preliminary study concur. This

is supported by research conducted in 2015 by Hyun Suk Kim using New York Times Health News items.

Researchers discovered that there is still a gap in the studies carried out by earlier experts. Particularly in regards to their non-Indonesian object or target respondents. The Instagram application or the health and beauty sector were not particularly tested in the pertinent study that is currently accessible. Consequently, there is still a chance for the researcher to carry out this study. Figure 2.1 below demonstrates the conceptual framework:



To test the hypothesis of this research, a quantitative method was used with a survey as a tool to collect the data. Research uses purposive non-probability sampling towards target respondents. This method differentiates with the previous research to study virality (Berger and Milkman, 2012 and Holliman and Rowley, 2014). Berger and Milkman used a large-scale quantitative method using a sample of a unique data set of all the New York Times articles published over a three-month period, while Holliman and Rowley used a Semi-structured interviews with 15 key informants involved in B2B content marketing in the USA, UK and France, in five industry sectors. But researcher want to validate directly using a perspective from general viewers itself about what makes them share a video thus affecting virality. Researcher have conducted a preliminary research and found that the answers were similar to previous literature. There might be a modification or difference in the response due to the perspective change.

The research conducted in this study is limited to respondents with the characteristics of Indonesian domiciled in Bandung that are 18-30 years old that uses Instagram minimum 7 days per week each and follows at least 1 account in the health and or beauty industry in Instagram. This study used a non-probability sampling strategy with self-administered questionnaires within 18

July until 25 July 2022 and limited online data collection due to the COVID-19 pandemic. Thus, this research has several outcome limitations.

### III. RESULTS

The majority of respondents' age is from 20 years old, representing 35.7% and 76.9% of them are female while 93.3% are college students. When asked to mention 1 account they follow and saw using video marketing, the answers for health industry accounts are not as variative as beauty industry. As for respondents' interest and knowledge, the majority of them knows and mentions 'Citayam' when asked to mention a viral video they last saw.

According to reliability test results using PLS SEM, six of the variables are deemed reliable with Cronbach Alpha values >0.6, all factor loading values >0.7, and all AVE values >0.5, demonstrating the validity of all indicators and variables (Malhotra, 2016; Ab Hamid et al., 2017). The Fornell Larcker Criterion and Cross Loading computation show that there is a stronger correlation between an indicator's value and its dependent variable when calculating cross loadings, thus the data is regarded as reliable. The variables are tested to not have multicollinearity because all values are less than 5.

Overall, independent variables contribute 31.8% to virality as dependent variables and the goodness of fit value is 0.279 (>0.1) which indicates that the proposed model can explain the findings. From table 3.1 we can see the bootstrapping result that shows variables significance and influence direction towards virality.

	Original Sample	T Statistics ( O/STDEV )	P Values
AF->V1	-0.065	0.66	0.51
CE -> VI	0.385	3.589	0.0
CM -> VI	0.021	0.196	0.845
EM -> VI	-0.071	0.654	0.514
NO -> VI	0.38	4.181	0

Video common elements (CE), content of the message (CM), and novelty (NO) have a positive relationship towards virality (VI). While two variables have negative relationships towards virality, which are audience focus (AF) and emotion (EM). Researcher found that content of the message, emotion, and audience-focus have a nonsignificant relationship with virality. In turn, video common elements and novelty have a significant positive relationship towards virality.

## IV. DISCUSSION

What is interesting in this study, Content of the Message, Emotion, Audience Focus, which were proven by several scholars, do not have a significant relationship with virality in the context of Instagram platform and in the health and beauty industry. Researcher notes a few lessons that influence the matter.

First is how Virality as a single item variable might not represent the variable as a whole, especially when it is the dependent variable measured. The item 'The video stays for a long time' in the virality variable had the fourth lowest mean compared to all other items in the questionnaire and might not be fit for the real situation in the field where nowadays many viral topics are not a trend but a fad, where content are very popular only for a short time.

The framework also differs from conventional studies where when researcher ask directly to a target respondent instead of analyzing dozens of videos crawled from the internet. This is due to researcher time and budget constraints. Asking viral attributes directly to the audience or consumer was not commonly used by previous research. The framework used in this study is also a combination of five different authors and none in the same platform as research studies. There are differences in how the audience, or the algorithm work in different platforms.

This research captures a narrow range of respondents characteristics. This is shown by how the majority of the respondents show a similar background, knowledge, and interest. The majority of respondents mention the same beauty brands and examples of viral videos. Other than that, more respondents have better knowledge in beauty than the health industry, shown by the accounts mentioned are mostly skewed to beauty accounts. The health account answered is dominated by only two competing health platforms.

Some questions were not established well and could have multiple interpretations. For example those with time-measurements such as 'fast', 'long time', 'short duration'. There were also questions that could be biased for the respondents, they are the ones who researcher give examples of.

Content of the message shows an insignificant value on virality. Content of the message includes how the video is fun and intriguing, and is easy to use. In previous research by Woerndl et al. (2008), researchers analyzed ads videos from YouTube. The change of behavior between the two platforms are significant enough to say differences could happen. Then this discovery can also mean that for a video to be viral, content of the message is not so important.

Likewise, emotion shows an insignificant relationship to virality. Emotion has four indicators which are emotionality, anger, anxiety, and sadness. The research conducted by Berger and Milkman (2012) studied the New York Times Article generally and concluded that positive content is more viral than negative content. It can be seen in the descriptive statistics too that anger, anxiety, and sadness were the top three items with the lowest mean. The finding concludes that less virality is to be expected with negative emotions, although it is not significant.

Audience-focus does not significantly influence video virality. The study results are not in line with previous research that audience-focus content can further create virality (Holliman and Rowley, 2014). The researcher decided to gain more information. Analyzing the results from questionnaires strengthens the findings that a video does not have to be useful to the audience, more are asking for unusual and funny content. Many times, information is not packed in an unusual way that makes the audience bored when watching. Therefore, to create videos that are more likely to be viral, relevance and usefulness in a video needs to be supported by other variables.

Video common elements variable is the second most significant factor that positively affects virality. This is a single construct variable and consists of 'Elements of Laughter'. The findings are aligned with preliminary research that says funny videos are more likely to be viral. But it differs with the previous study from Tyler West (2011) where it had 70% analyzed videos with no element of laughter. The finding implies that when targeting a profile similar to this study respondents, humor included in the video is prominent.

Novelty variable is the most significant factor that positively affects virality. The findings are in line with preliminary research and behavioral questions in questionnaires distributed that unusual content that makes the audience interested are perceived to affect virality. This also describes the viral topic which is Citayam that was mentioned by the majority of respondents. The unusuality of the fashion is not in the design but in how they mix and match the items. SCBD also got a new name, from 'Sudirman Central Business District' to 'Sudirman, Citayam, Bojong Gede, dan Depok'. This shows that audiences like newness even if they are in detail matters.

## V. CONCLUSION

Prior study has been inconclusive as to how video marketing may be improved to create virality. As a result, the researcher develops a conceptual approach to viral video attributes to encourage virality. This study creates a research framework to investigate the relationship between viral attributes toward virality based on direct viewer's perception.

One of the objectives of this study is to identify the influence of the video attributes towards virality. The researcher used three indicators of content of the message that were previously used by Woerndl et al. (2008) and four indicators of emotion that were previously used by Berger and Milkman (2012). The data was collected through an online questionnaire and filled by 104 respondents domiciled in Bandung that are aged between 18-30 years old, is active daily on Instagram, and follows at least one account in the health and beauty industry. The results of this objective indicate that video attributes can directly influence virality. The variables significantly influencing virality are video common elements and novelty. The variables tested affect 31.8% towards virality so there are 68.2% other variables affecting virality.

And last, this research wants to give recommendations specifically to businesses owners that are engaged in the health and beauty industry when they're implementing video marketing as a strategy. The result shows that elements of laughter and unusuality have a positive influence toward virality directly, meaning that if a business owner wants to increase the chance of virality in their videos, they need to increase the element of laughter and novelty. As a result, in order to create more viral videos steadily, business owners must design a video concept that is new, unusual, and surprising content.

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