# A MARKETING RESEARCH ON VIRAL PHENOMENON OF VIDEOS ON YOUTUBE

● TRAN DOAN PHUONG

**ABSTRACT:**

The increase in Internet user and the YouTube's popularity in Vietnam has made viral video a new tool for brands to reach their customers. This research is to identify the factors affecting the viral phenomenon of a video to help marketers know how to make their videos easier to go viral. This research is expected to serve as a guideline for brands on how to use viral video as a marketing tool.

**Keywords:** YouTube, social media network, viral phenomenon, video marketing, video content, engagement.

## 1. Introduction

Realizing the peeking of YouTube trend in Vietnam, many brands take use of online video as a valuable tool for marketing. Nowadays, more and more people using YouTube, not only for entertaining purpose, but also for business and marketing. That is why having viral video is considered as one of effective ways to rising brand awareness toward customers, thanks to the highly increasing in video consumption on YouTube in Vietnam. For that, there is a demand to find out which factors could bring the varality on YouTube in Vietnam.

## 2. Literature review

H1: User's View Count positively affects Virality

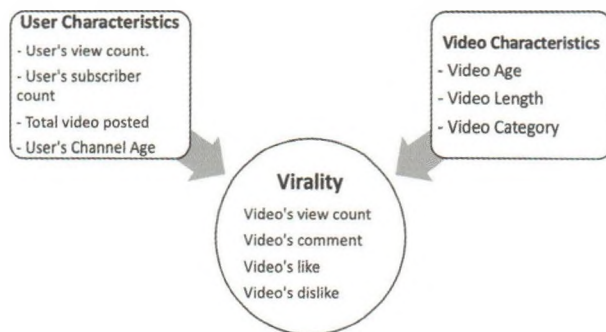H2: User's Subscriber Count positively affects Virality

H3: Total Video Posted positively affects Virality

H4: User's Channel Age positively affects Virality

H5: Video Age negatively affects Virality

H6: Video Length negatively affects Virality

H7: Video Category positively affects Virality



## 3. Methodology

## 4. Result and discussion

*Descriptive Analysis*

Some basic statistics of variables such as, mean, minimum and maximum values are shown in the below table. Video, which has made for two years to one month, would be chose to be put in the table. Videos, which have length under four minutes will categorized as bit-size videos, and videos, which are longer than two hours, will be listed in long-form videos. YouTube Channels that have viral videos' age between 8 months old to 3 years old, will be looked as User's Characteristics. Moreover, it is a wide range for the Videos Posted

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┌─────────────────┐   ┌─────────────────┐   ┌─────────────────┐   ┌─────────────────────────┐   ┌─────────────────┐
│ Research problem │──▶│ Literature review│──▶│ Data collection │──▶│ Data Analysis           │──▶│ Conclusion      │
│ Research objective│  │ Research model  │   │ Video ID        │   │ Reliability Analysis    │   │ Reccomendation  │
│ Research scope   │   │ Hypothesis      │   │ Data of videos  │   │ Validity Analysis       │   │                 │
│                  │   │                 │   │ Data of channels│   │ Partial least square Analysis│ │                 │
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in total. The YouTube Channels contain the amount of videos from 15 to 10,937 videos.

*Reliability and validity*

Cronbach Alpha Reliability analysis showed the result in Table 4.2. It is proved that data has consistent internal.

Examining the cross loadings and Average Variance Extracted (AVE) to test and clarify the convergent validity.

*Correlation Analysis*

Table 4.5 gave the variables' Pearson correlation in this research. It is suggested that Video, which has high view from audience, is tend to have greater number of Dislikes, compare to two other kinds of interaction, the amount of Likes and Comments.

*Partial Least Square Analysis*

Table 4.6 includes dependent and independent variables. The characteristics of video and YouTube user are independent variables. Viral phenomenon is dependent variable. The Partial Least Square Analysis (PLS) technique's result was also shown in the Table 4.7. Base on the result, the Virality on YouTube is affected by only two factors, which are Video's category and View Count from the YouTube users.

*User's View Count*

Official Music Channels can exchange fans, audiences of various singers to each other, by doing this. This method can help new videos have a good kick-start by achieving high interactions from audience at the time they are published on YouTube.

However, based on the data analysis and findings, this is not a good idea to choose Official Music Channels to be ideal place for posting videos on YouTube, because it may decrease the level of videos' viral phenomenon. The results from data

**Table 4.1: Descriptive analysis of variables**

|  | Minimum | Maximum | Mean |
|---|---|---|---|
| **VIRALITY** | | | |
| Video's View Count | 5,066,055 | 66,736,380 | 10,414,806.13 |
| Video's Likes | 3,364 | 158,100 | 23,959.63 |
| Video's Dislikes | 454 | 18,719 | 2,654.80 |
| Video's Comments | 57 | 22,767 | 2,633.17 |
| **VIDEO'S CHARACTERISTICS** | | | |
| Video Length | 4.0 | 147.1 | 32.832 |
| Video Age | 26.0 | 790.0 | 188.892 |
| **USER'S CHARACTERISTICS** | | | |
| User's View Count | 33,978,689 | 1,375,305,981 | 499,917,777.4 |
| User's Subscriber Count | 29,108 | 1,282,216 | 525,418.62 |
| Total Videos Posted | 15 | 10,937 | 3,070.23 |
| User's Channel Age | 252 | 1883 | 704.27 |

**Table 4.2: Cronbach Alpha Reliability analysis result**

| Variables | Cronbach's Alpha |
|---|---|
| Virality | 0.942 |

analysis show that users with huge social capital, posting content on YouTube, do not reach the satisfaction of audiences. Furthermore, there is no consistency available of the statuses of social capital, which are online and offline, may lead to the decreasing of viral phenomenon of video uploaded on YouTube. In conclusion, brands and creators should not post their videos on Official Music Videos if they care about the virality for their videos on YouTube.

*Video's Category*

The final result of a research shows that videos, which belong to Music Category are much easier to spread out on YouTube Network rather than any other categories. This means, videos, are listed in Music Category, have more chance to go viral. Because of this, when building an advertising video, brands should head their video to music video platform, which may increase the level of

## Table 4.3: Loadings and cross-loadings

| | Video Category | User Channel Age | Video Length | User Subscriber Count | Total Video Posted | User View Count | Video Age | Virality |
|---|---|---|---|---|---|---|---|---|
| Video's Category | 1.000 | 0.317 | -0.400 | 0.610 | 0.403 | 0.619 | 0.365 | 0.302 |
| User Channel Age | 0.317 | 1.000 | -0.304 | 0.755 | 0.211 | 0.448 | 0.470 | 0.038 |
| Video Comments | 0.218 | -0.049 | -0.084 | -0.075 | -0.152 | -0.195 | -0.030 | 0.937 |
| Video Dislike | 0.288 | 0.055 | -0.060 | 0.129 | 0.017 | 0.062 | 0.012 | 0.928 |
| Video Length | -0.400 | -0.304 | 1.000 | -0.311 | 0.082 | -0.107 | -0.407 | -0.144 |
| Video Like | 0.314 | 0.065 | -0.216 | 0.006 | -0.153 | -0.153 | 0.015 | 0.969 |
| User Subscriber Count | 0.610 | 0.755 | -0.311 | 1.000 | 0.430 | 0.761 | 0.533 | 0.035 |
| Total Video Posted | 0.403 | 0.211 | 0.082 | 0.430 | 1.000 | 0.855 | 0.416 | -0.098 |
| User View Count | 0.619 | 0.448 | -0.107 | 0.761 | 0.855 | 1.000 | 0.512 | -0.089 |
| Video Age | 0.365 | 0.470 | -0.407 | 0.553 | 0.416 | 0.512 | 1.000 | 0.009 |
| Video View Count | 0.314 | 0.104 | -0.138 | 0.116 | 0.021 | 0.093 | 0.058 | 0.842 |

## Table 4.4: Average Variance Extracted result

| Variables | Average Variance Extracted |
|---|---|
| Virality | 0.847 |

## Table 4.5: Pearson Correlation

| | Video's View Count | Video's Likes | Video's Dislikes | Video's Comments |
|---|---|---|---|---|
| Video's View Count | 1 | | | |
| Video's Likes | .741** | 1 | | |
| Video's Dislikes | .911** | .826** | 1 | |
| Video's Comments | .624** | .929** | .791** | 1 |

**. Correlation is significant at the 0.01 level (2-tailed).*

Virality for the advertising. However, content creators, who work for themselves, should think carefully before decide to cooperate with other brands to promote their products. Since the videos, which come up from brands and content creators, may be considered as a video product of a business to consumer and audiences may not want to see it when they know.

*Video's engagement*

Video's View Count is strongly influenced by the interaction from audiences such as Likes,

Shares, Comments and Dislike. It is useful for brands to clarify their marketing strategy for making it goes viral well.

Firstly, to have a good engage and make a conversation with audiences, brand could take advantage of seeding strategy, which will make them feel curious and want to know more what is going to happen next, hence, they will start to follow and comment, ask questions to know more. Not stopping at that, audience will share with their friends, ask for their opinions, which will make the conversation grow bigger and bigger. Following that, audiences begin to re-visit the videos and also YouTube Channel.

Secondly, no matter audiences show their reactions toward the clip, Like or Dislike, the clip will go viral because, audiences' interactions have positive impact on the Virality of Video on YouTube. Brands and content creators could exploit this finding to investigate the viral phenomenon on YouTube when build up a

### Table 4.6: Partial Least Square analysis result

| Independent Variable | Dependent Variable | β | t-statistics | SD | p-value | R² |
|---|---|---|---|---|---|---|
| **User's characteristics** | | | | | | |
| User's View Count | | -1.002 | 2.097 | 0.478 | 0.036 | |
| User's Subscriber Count | | 0.213 | 0.568 | 0.374 | 0.570 | |
| Total Video Posted | | 0.391 | 1.256 | 0.309 | 0.206 | |
| User's Channel Age | Virality | 0.056 | 0.260 | 0.216 | 0.795 | 0.241 |
| **Video's characteristics** | | | | | | |
| Video's Category | | 0.637 | 5.103 | 0.125 | 0.000 | |
| Video's Length | | 0.057 | 0.662 | 0.086 | 0.508 | |
| Video's Age | | 0.007 | 0.058 | 0.119 | 0.954 | |
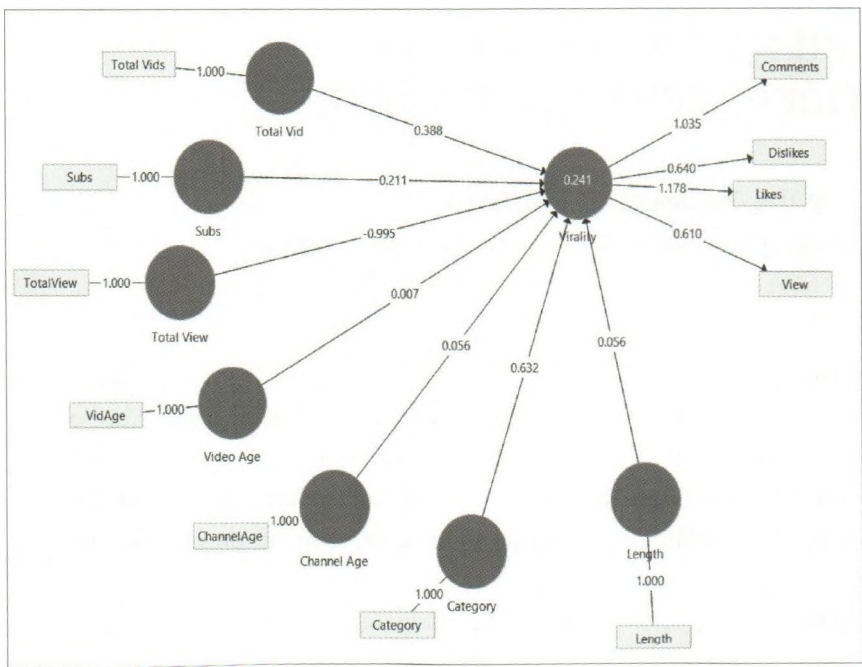


Marketing Strategy. Base on the number of Like and Dislike, brands and content creative may know whether audiences have a positive or negative feeling when watching the video. This may help brands and content creators adjust their content of video for the next time. Furthermore, brands and content creative could get some opinions or even ideas from the comments, which audiences leave under every video. In a word, content creators and brands could make their product become better and meet the audience needs thanks to their reactions ■

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*Author's information:*
**Master. TRAN DOAN PHUONG**
**Lecturer, FPT Polytechnic Ho Chi Minh City**

# NGHIÊN CỨU TIẾP THỊ VỀ HIỆN TƯỢNG LAN TRUYỀN CỦA VIDEO TRÊN MẠNG YOUTUBE

● ThS. **TRẦN ĐOAN PHƯƠNG**
Giảng viên, Cao đẳng FPT Polytechnic TP. Hồ Chí Minh

**TÓM TẮT:**

Sự gia tăng người dùng Internet cũng như sự phổ biến của YouTube tại Việt Nam đã khiến video lan truyền trở thành một công cụ mới để các thương hiệu tiếp cận khách hàng của họ. Nghiên cứu này nhằm xác định các yếu tố có thể ảnh hưởng đến hiện tượng lan truyền của một video, nhằm giúp các nhà tiếp thị biết cách làm cho video của họ dễ lan truyền hơn. Nghiên cứu này được kỳ vọng sẽ đóng vai trò định hướng, dẫn dắt cho thương hiệu khi sử dụng video lan truyền như một công cụ tiếp thị.

**Từ khóa:** YouTube, mạng xã hội, mức độ lan tỏa, video marketing, nội dung video, tương tác.