

Literature Review On a Research Topic

Samy Zhang

I am interested in media marketing. I want to research a topic about viral marketing. About this topic there are some ways, I plan to research online viral marketing, which contains SNS marketing.

Internet viral marketing, or the electronic 'word-of-mouth' dissemination of information, is one of the best-recognised forms of Internet-based marketing, and accordingly has received considerable attention in the commercial arena in recent years. Compared to traditional media, viral marketing has lots of advantages, especially in its message propagation speed and audience reaching.

I Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites

Shu-Chuan Chu DePaul University Yoojung Kim The University of Texas at Austin

International Journal of Advertising: The Review of Marketing Communication

A new hybrid component of integrated marketing communications(IMC) allows organizations to establish strong relationships with consumers. The emergence of Internet-based media has facilitated the development of WOM online. This journal examines how social relationship factors relate to eWOM transmitted via online social websites. According to understand of the eWOM mechanisms in SNS provide valuable insights into Internet advertising strategy. The authors attempt to identify social factors that influence consumers' engagement in eWOM in the online hangout place. The proposed model of eWOM in social networking sites are composed with tie strength, homophily, trust, normative influence, informational influence these five parts.

About the research methods authors use online survey to test the relationships among

the key variables in the proposed model of eWOM in SNS. College students are the largest segment of the SNS user population. Then authors use sample way to collect and analyse. 400 undergraduate students registered online, 363 final respondents are used. Moreover, there are three steps to measure the survey. First, ask respondents what are their most visit websites from a top SNS list. Next, measure the duration, frequency and amount of the respondents' use of the site on an average day. Third, respondents are asked about the activities they engaged in and the topics they discuss. Measures include key constructs in the proposed model that investigate eWOM and social relationship various on SNS. Most constructs are measured on a seven-point Likert scale. A six-item scale is used to examine opinion seeking, giving and passing behaviours respectively. This study focused on perceived attitude homophily, as attitude has been recognised as one of the most important constructs in understanding consumer behaviour. Trust was measured through seven items adapted from interpersonal trust and social trust scales. Interpersonal influence is assessed by adopting items developed by Bearden et al. (1989). Eight items are used to measure normative influence, and four items were used to examine informational influence.

II Controlled infection! Spreading the brand message through viral marketing

Business Horizons Volume 48, Issue 2, March-April 2005, Pages 143-149

In this journal article author discuss why firms need to manage and the key part of viral marketing with using some specific samples. There are not too many research methods are used in journal, case study analysis is the main method.

In order to potential consumers, Honda UK choose a creative ad with a unique delivery needed to convey that the purchase of a car is a complex decision, carrying with it perceived risks at financial, social, and functional levels. The ad not only encourages consumers to buy but to talk as well. Except television launch, the “creative” was also made available on the Honda website, which began the viral

marketing campaign of the Honda Cog. The author use pattern-matching analytic technique to analyse Honda case and finally make a summary. He or she concludes five elements of Honda's viral marketing campaign: provide a consumers' interest point; run ad at the right time, gain maximum leverage; use multiple forms of media to leverage technology; encourage voluntary word-of-mouth support; tie to visible brand, provide a real word link between the brand message and the tangible product. From the Honda Cog example, the author according to other data collection summary viral marketing should capture the imagination, target the right customers, give credible sources, combine with technology.

III Use of Internet Viral Marketing to Promote Smoke-Free Lifestyles among Chinese Adolescents

The University of Hong Kong

In this journal the author explore the question of adolescents smoking by using viral marketing approach. I choose it because I think it is more like a case study of my interest topic——viral marketing.

Adolescents smoking is bad for their health, this journal article assesses the efficacy of an online game-based viral marketing campaign to attract the attention of the problem. They design an online multiple-choice quiz game competition to survey, and there are 121 adolescents aged 10 to 24 are invited to participate in. Using online viral marketing's wide spread range feature make a large number of smoking and non-smoking participants changing their attitudes toward smoking.

The authors use some methods to research this topic. First approach is focus groups. They conduct four focus group sessions with 31 male and female Hong Kong residents aged 10 to 24. These participants are invited to share their views and motivate them to tell with friends, which is helpful to the views of smoking game website. For participants before they play they need to register and answer some

questions about attitudes of smoking. There are two ways to gain more game points. First is answer smoking quiz paper online. The other way is to make referrals. The participant provide referral code, when the new participant input that code during registration, the system recognize the referral. The referrer then received points from correct answers and all of the points from the correct answers of all direct referrals. Then they having statistical analysis use Latent transition analysis (LTA) way. The research illustrate viral marketing can be precisely tracked by collaborating with social networking sites

Ethical issue

Obtained consent from all participants before registration. Parents, caregivers and guardian of the participants aged below 18 were not asked to provide consent for their children as the study was of minimal risk and participants at the age of 10 and above should be fairly competent to consent this research. The study and the consent procedure were approved by the Institutional Review Board of the University of Hong Kong / Hospital Authority Hong Kong West Cluster.

IV The Dynamics of Viral Marketing

JURE LESKOVEC Carnegie Mellon University **LADA A. ADAMIC**

University of Michigan and BERNARDO A. HUBERMAN HP Labs

Viral marketing exists social networks by encouraging customers to share product information with friends. This journal article is directly observed the effectiveness of person-to-person word-of-mouth advertising. They identify most recommendation chains don't grow very large, often terminating with the initial purchase of a product. While, occasionally a product will propagate through a very active recommendation network. *The recommendation dataset consists of 15,646,121 recommendations made among 3,943,084 distinct users. The data was collected from June 5, 2001, to May 16, 2003. In addition to recommendation data, we also crawled the retailer's Web site to obtain product categories, reviews, and ratings for all products.*

They propose a stochastic model to explain the propagation of recommendations. They establish how the recommendation network grows over time and how effective at inducing purchases and don't spread too far. The model they present successfully identifies communities, product, and pricing categories for which viral marketing seems to be effective.

I think their research methodology belongs to quantitative. By studying one online retailer's incentivized viral marketing program, they gather quantitative data and using statistical process, they measure and model the effectiveness of recommendations.

1. Survey related work, describe the characteristics of the incentivized recommendations program and dataset for next step.
2. Investigate the propagation of recommendations and model the cascading behavior.
3. Concentrate on various aspects of the recommendation success from the viewpoint of the sender and the recipient of the recommendation.
4. Focus on the timing and the time lag between the recommendations and purchases.
5. Present a model that relates product characteristics and the surrounding recommendation network to predict the product recommendation success.
6. Discuss the implications and conclude.

V Viral Advertising in Social Media

Participation in Facebook Groups and Responses among College-Aged Users

Journal of Interactive Advertising Volum 12, Issue 1, 2011 pages 30-43

Nowadays under the foundations of Web 2.0, social media have become the most popular communication channel for college-aged Internet users, which also means it is a revolutionary trend for advertisers to put ads. This journal article examines the potential link between brand-related group participation and viral advertising responses. Investigates how college-aged Facebook users respond to viral advertising on the site or the specific features of Facebook that might influence their response.

The author uses online survey to gather data. I think it more belongs to indirect data collection—— existing text. The author doesn't use the traditional survey ways, like face-to-face surveys, telephone surveys and self-administered surveys. The author uses websites to trace collection. The samples of this survey are the young, well educated, and disproportionately composed of college students, via e-mail invitation with a link to the online survey. All participants would award a \$50 gift card of Apple Store. The data collection takes about two weeks, finally there are 302 participants. The central measures focus on investigating self-disclosure, viral advertising pass-on behavior, needs that drive Facebook group participation, and attitudes toward social media.