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Triggering Factors for Word-of-Mouth

A case study of Tipp-Ex's viral marketing campaign

Bachelor Thesis within Marketing

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Abstract

Purpose: The aim of this Bachelor Thesis is to explore what makes an interactive viral marketing campaign effective in terms of Word-of-Mouth.

Background: With the growth of Internet, a new force of marketing has developed where the consumer is more involved in the marketing process. This thesis studies the underlying emotions and motivations of consumer incentives to engage in positive Word-of-Mouth, regarding an interactive viral marketing campaign.

Method: In order to fulfil the purpose of this study a case study is performed. An inductive approach is followed and qualitative research in the form of a netnography and interviews are used to collect the empirical material that is required in order to answer the given research questions. The netnography was performed on Facebook and ten respondents from the netnographical study were invited to participate in interviews.

Conclusion: Based on the frame of reference, a strong relationship was expected between certain emotions and the willingness to share or discuss Tipp-ex's campaign. However, the results indicate that other variables such as Comprehension and Personalisation might have a greater effect on Word-of-Mouth incentives. Regarding motivations, Message-involvement was found to be the motivation that triggers a consumer to engage in Word-of-Mouth.

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1 Introduction

This chapter introduces the background to the study and is presented in a funnel approach, starting with a broader marketing description that is narrowed down to more precise concepts. A problem definition will follow explaining the main issues from the background. Finally the purpose and research questions of this thesis will be stated.

Opening a magazine, watching TV, browsing the Internet or taking a walk downtown, consumers constantly face attempts from companies to gain their attention. Companies are realizing that new ways of marketing are required to be able to attract and reach consumers. The new trend is "market with", meaning that consumers should become more involved in the marketing process (Vargo & Lusch, 2004). Increased involvement with consumers is highly imminent and viral marketing has become a vital tool for companies to attract and gain attention (Trusov, Bucklin & Pauwels, 2009). According to Trusov et al. (2009) fewer people consider traditional advertising a suitable alternative when marketing a product. Between 2002 and 2004 a study was performed which demonstrated that the percentage of people who believe that the buying decision depends on advertising had decreased by 59 per cent. The same study demonstrated that the percentage of people who perceived companies' advertising as amusing had also decreased by 49 per cent.

Viral marketing is a relatively new phenomenon that aims to engage and affect consumers, who in turn spread the marketing message further through different sources of social media and thereby creates Word-Of-Mouth (WoM). Steve Juvertson and Tim Draper introduced the term viral marketing in 1997. In their article they mention Hotmail as the first company to practise viral marketing through their campaign of sending out mass advertising e-mails. Since 1997, campaigns of viral marketing have become more common (Juvertson, 2000). Recent research indicates that marketers spent more than $1.54 billion on viral marketing initiatives in 2008. The amount spent on viral marketing is forecast to increase to $3 billion in 2012 (Kozinets, de Valck, Wojnicki, & Wilner, 2010).

If effective, a viral campaign can obtain a large number of views and create attention through little or free means (Ferguson, 2008). WoM is a vital part within viral marketing and in recent times it has had a new breakthrough with the availability of new forms of media (Kozinets et al., 2010). Thanks to blogs, emails, forums and different social medias, everyone with an interest and an Internet connection has the opportunity to express their opinions in public. Furthermore, WoM has been proven to have great impact on customers' purchasing decision and companies strive for consumers to become promoters by spreading the marketing message (De Bruyn & Lilien, 2008). This thesis explores Tipp-ex's viral marketing campaign and it will serve as a foundation for this study.

1.1 Background

With the growth of Internet[1], consumers are becoming less reliant on normative advertising and more involved in attaining their own research before a purchasing decision (Levine, Locke, Searls & Weinberger, 2000). As Levine et al. (2000) argue, online WoM is becoming the new force of marketing where customer communication is the key for companies' success. Viral marketing campaigns have been developed in an attempt to create and attain the desired WoM effect. Hence, companies are able to make use of social media and customers' efforts to market the company's products and thereby reach a larger market segment. Levine et al. (2000) claim that instead of business to customer marketing we now face customer-to-customer marketing where customers are highly involved in what becomes successful. To further reassure the claim that the customer is becoming more important, Vargo and Lush (2004) present in their article that there has been a shift from a traditional goods-centred view to a service dominant logic. The new paradigm introduces skills and knowledge as the basis for exchange and the importance of the customer as a co-producer of value. Companies should strive to achieve a relationship with its customers where collaboration and a learning process arise between both parties. Vargo and Lusch (2004) presented in their original work eight foundational premises, one of them being the customer as a co-producer. The original foundational premises of the service dominant logic have been modified and the customer as a co-producer is formulated as the customer as a co-creator of value, which means that value creation is interactional. The creation of value is "phenomenological and experimental in nature" (Vargo & Lush, 2008, p. 2).

1.1.1 WoM and Viral Marketing

There are several definitions of the concept of viral marketing. The Dictionary of Brand suggest one definition; "Viral Marketing: A technique by which social medias are used to spread ideas or messages, through the use of affiliate programs, co-branding, e-mails, and link exchanges on-line, or off-line, through use of word-of-mouth advertising and memes". (Neumeier, 2004, p. 102).

Inc. magazine performed a study in 2008, which showed that 82 per cent of the fastest-growing private companies have at some point used WoM techniques (Ferguson, 2008). WoM has existed as long as trade of goods has occurred between people and can be described as one of the most ancient mechanisms of marketing (Hill, Provost & Volinsky, 2006). Before modern age with TV, radio and Internet, consumers only received information about products through people in their closest surrounding (Ferguson, 2008). Family, friends or the local store were the main sources of information regarding products and goods. With the introduction of Internet, individuals' reactions and opinions became easier and faster to spread through online forums. Studies show that consumers rely heavily on other peoples' opinions when making a purchasing decision, which is why WoM is of great importance for companies (Hill et al, 2006). In 2006 a survey performed by Sharpe Partners showed that over 40 per cent of the consumers are likely to forward a branded message they like to friends (Ferguson, 2008).

[1] According to Statistiska Central Byrån (2012) the percentage of people in Sweden having access to IT and Internet has increased by 46% from 2003 to 2011. (See Appendix 1).

1.1.2 Measuring Effectiveness

Measuring effectiveness of a marketing campaign is a hard task to accomplish and there are several ideas on how one should complete this (Dobele, Lindgreen, Beverland, Vanhamme & van Wijk, 2007; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). According to The Concise Oxford English Dictionary, the term effective is defined as "producing a desired or intended result". One appropriate way of measuring effectiveness in terms of WoM amongst consumers is to investigate comments regarding the campaign and the willingness to share it to others. Customer communication is highly sought after and studies show that consumers rely more on other consumers' evaluations and recommendations rather than other sources (De Bruyn & Lilien, 2008). Another important aspect that is relevant when investigating campaign effectiveness and why consumers share or discuss a campaign is their emotional involvement. Campaigns often strive to provoke emotions amongst consumers and these emotions trigger certain responses that could lead to willingness to share or discuss it (Dobele at al., 2007).

Consumer motivation is another important aspect to take into consideration when analysing effectiveness in terms of WoM of a viral campaign. One investigates the motivations that make the consumer feel the desire to share or discuss an experience (Hennig-Thurau at al., 2004). For example, one sort of motivation could be that the consumer strongly feels for a specific product and therefore wants to share this with others. Another motivation could be the desire to talk about a product because this would give the individual recognition within its social community (Dichter, 1966).

Jason and Dempsey (2008) concluded that consumers' rate of Internet usage is of importance regarding incentives to forward content online (see Figure 2. FIRO-based Model). High rates of Internet usage indicate that a consumer is more likely to engage in WoM and therefore motivated to share or discuss experiences online. The use of interactive campaigns as a mean to engage consumers is also an important aspect to explore (Pavlou & Stewart, 2000). Interactive campaigns, if effective, could prove to have positive influence on WoM. Consumers' emotions, motivations, Internet usage and interactive campaigns will be further developed and investigated in this thesis.

1.2 Problem definition

Measuring the effectiveness of an interactive viral marketing campaign is still a difficult task to accomplish and researchers have different theories on how to measure it (Dobele et al. 2007, Lindgreen & Vanhamme, 2005). There is no real consensus of which variables and factors one should assess when it comes to effectiveness in terms of WoM of a viral marketing campaign from a consumers point-of-view. Therefore, it is important to explore which factors that are more relevant to address as a measurement of effectiveness and what motivates consumers to engage in WoM. Also, as already mentioned, literature is often focused on the effectiveness from a company's perspective but it is important to study it from a consumer's perspective since they are co-producers of value (Vargo & Lusch, 2004). Therefore, in this thesis the focus will lie on consumer's perspectives.

1.3 Purpose

The purpose of this thesis is to explore what makes an interactive viral marketing campaign effective in terms of WoM.

1.3.1 Research questions

In order to fulfil the purpose, a case study of Tipp-Ex's interactive viral marketing campaign will be performed and the following research questions have been developed:

RQ1: Is the rate of Internet usage connected to the incentives to share or discuss Tipp-Ex's interactive campaign?

RQ2: What are the driving emotions and motivations that trigger consumers to engage in and create WoM regarding Tipp-Ex's interactive campaign?

1.4 Delimitations

The focus of this thesis is to explore what makes an interactive viral marketing campaign effective in terms of WoM. There are various factors that can be considered when exploring WoM, for example the effect of opinion leaders, celebrity endorsement or consumer loyalty (Agrawal & Kamakura, 1995; Gruen, Osmonbekov & Czaplewski, 2006; Kozinets et al. 2010). One can also measure the number of hits or views associated with a campaign. However this is not a reliable way of measuring effectiveness since it only measure the level of activity related to the link in question. Bazadonna (2006) claims that there is no way of knowing how engaged the consumer was in the campaign, how the consumer found the information or if the consumer even noticed what the campaign was communicating if only analysing the number of views (Cited in Cruz and Fill, 2008). Moreover, one could also consider the economical aspects or brand awareness when discussing the effectiveness of WoM (Cruz & Fill, 2008). Consumers' age, sex, personality or background might also influence the decision whether to engage in WoM (Hennig-Thurau et al. 2004). Due to time constraints and lack of resources these factors are not explored in this thesis. Furthermore, when referring to WoM, it is positive and not negative WoM that is considered.

2 Frame of Reference

In the frame of reference previous research and theories regarding interactive viral marketing campaigns, emotional involvement, WoM and consumer motivations are presented. These concepts will be combined in a summarising figure that will be used when analysing the results.

2.1 WoM

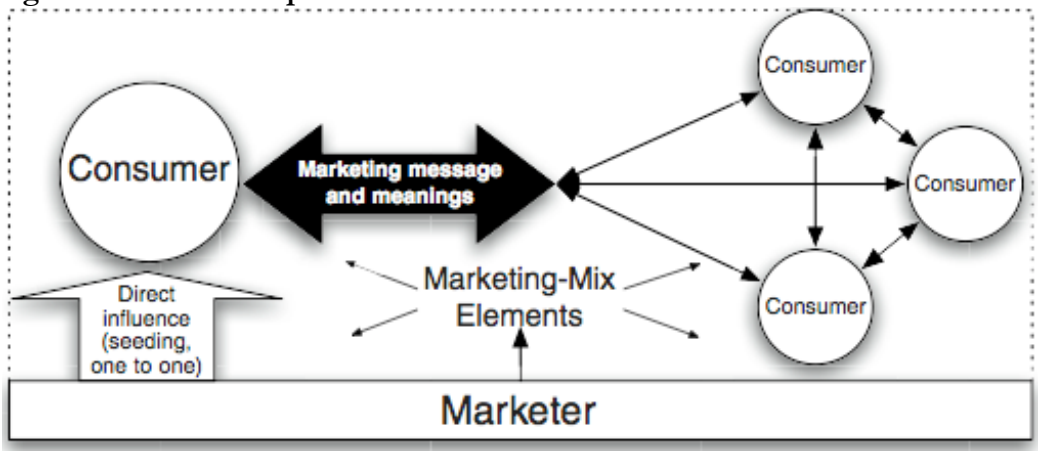
To gain a better understanding of WoM, its theory and practise, an overview will be provided to explain three models made by Kozinets et al. (2010). The shifts that have occurred within WoM will also be presented.

Kozinets et al. (2010) start by explaining one of the earliest models of WoM. This model is called the Organic Interconsumer Influence Model and demonstrates how interactions between consumers appear with the motivation to share a good or bad purchase experience. These consumer interactions occur without any direct promoting or measurement by marketers, instead it is motivated by the desire to share an experience. When marketers develop innovative ideas and create advertising in an effective way, Kozinets et al. (2010) claim that, WoM will occur naturally.

The second model, the Linear Marketer Influence Model (Kozinets et al., 2010), stresses the importance of reaching consumers with a strong influential power and therefore includes opinion leaders as an important aspect of WoM. In this model marketers are trying to identify the opinion leaders that are assumed to be faithful to the brand and forward the right marketing message to other consumers.

The two earlier models of WoM were created before the use of Internet (Kozinets et al., 2010). Since the market constantly changes, marketing theories also need to be developed to better fit the market. With the availability of Internet, marketers gain new ways to inspire and monitor WoM in a way that was not possible before. Today marketers try to become more involved in the WoM process by actively managing it (Brown, Broderick & Lee, 2007). The third, so called, Network Coproduction Model (Kozinets et al., 2010), presented in Figure 1, shows how Internet makes it possible for marketers to use new tactics to directly target the consumer. Another characteristic of this model is how the marketing message and its meaning is shared between the consumer and that the flow of information is not only moving in one direction (Kozinets et al., 2010). Today when mentioning WoM, the concept often involves how consumers interact with each other and how companies can use Internet to develop value-creating activities (Brown et al., 2007).

Figure 1. Network Coproduction Model



(Kozinets et al, 2010)

2.2 Viral Marketing

There are several definitions of viral marketing and different authors have contributed to the subject. As mentioned, the term viral marketing was invented by Steve Juvertson and Tim Draper in 1997 and was used to describe the Hotmail phenomenon[2]. The authors define their concept as "Network-enhanced Word-of-Mouth". More recently viral marketing has been described as an electronic development of WoM that occurs in online environments (Vilpponen, Winter & Sundqvist, 2006).

Researchers have compared the phenomenon of viral marketing to a biological virus due to its way of spreading from one person to another and how it can increase through every interaction (Welker, 2002). The term "Buzz-marketing" has been used in an attempt to summon the different definitions (Thomas, 2004). However, most researchers seem to agree that viral marketing has developed as an electronic form of WoM and it describes the spread of information from one person to another (Cruz & Fill, 2008).

Even though viral marketing has existed for 15 years and is a well-known concept, methods of how one can assess it in effective manners are still few. The question of how to measure the effectiveness of a viral marketing campaign is still to be answered (Cruz & Fill, 2008). Ferguson (2008) even compares it to the difficulties of measuring the weight of smoke from a cigar. Both academics and companies that have practiced viral marketing agree on the difficulties of measuring the results of a viral marketing campaign since it can be practiced in a variety of different methods (Cruz & Fill, 2008). Lindgreen and Vanhamme (2005) argue that the success of a viral marketing campaign depends on the creation of emotions it generates and especially emotions associated with a surprise factor.

2.3 Interactive campaigns and its measures

Viral marketing campaigns often take advantage of the interactive opportunities that Internet has created (Lombard & Snyder-Duch, 2001). Interactive media and advertising

[2] Hotmail provided free online e-mail accounts, which they spread through mass e-mails.

has several benefits for consumers as well as companies. Interactive campaigns enable marketers to better understand their customers through online forums where consumers express thoughts that can be used to better design and target the campaign in order to fit the desired segment (Pavlou & Stewart, 2000). Pavlou and Stewart (2000) present four control process measures that are relevant when examining interactive campaign effectiveness.

The first measure discussed by Pavlou and Stewart (2000) is the level of Personalisation of the campaign. Opposite from traditional marketing, which often involves mass-marketing, interactive campaigns can be more personalized and therefore more appreciated by its consumers. Pavlou and Stewart (2000) bring forth the argument that personalized advertising is a better tool to use when promoting products or services. Mass advertising often involves huge costs and can easily be unnoticed because of cognitive selection processes of potential customers. Customers are bombarded with advertising and therefore it is beneficial for both parties to let the customer determine and affect the advertising. This leads to the next measure, Participation. If companies use interactive campaigns, consumers often feel more appreciated and therefore internalize the marketing message more efficiently. Customer participation and involvement are important since they have effect on the spread of the campaign and are therefore also relevant to examine when it comes to effectiveness.

The third measure explained by Pavlou and Stewart (2000) is Comprehension. With the complexity of the Internet, it is important to produce a comprehensive message that consumers easily understand and internalize. If the message is too complex or involves complicated processes, it could loose consumers or create unwanted associations to the product or service.

The forth measure is Feedback, which can improve the future development of the campaign and the product or service itself. It gives marketers the chance to adjust the message to better fit with the target audience and their expectations.

2.4 Emotional involvement as a measurement of effectiveness

A highly relevant aspect to investigate regarding viral marketing and WoM is customers' emotional involvement and the causes for social sharing. According to studies made by Rimé, Philippot, Boca and Mesquita (1992), approximately 10 per cent of emotional experiences are never shared and on the opposite, approximately 66 per cent are shared several times. It is thus clear that emotions trigger social communication and are therefore important from a marketing and WoM perspective. The conclusions drawn by Rimé et al. (1992) are somewhat old, however they are still accurate (Dobele et al., 2007; Derbaix and Vanhamme, 2003).

Emotions are of great importance for how people perceive a certain campaign and depending on the emotions that the campaign aims to trigger, different responses occur (Dobele et al., 2007). Rimé et al. (1992) claim, "all emotional experiences, as they question people's subjective worlds, call for extensive cognitive and social processing" (Rimé et al., 1992, p. 228). This would thus imply that when experiencing a campaign that triggers an emotion, one would share it with others. Rimé et al. further reinsure this claim by stating:

"Hence, they [emotions] should generate long-lasting mnemonic recurrences as well as an enduring urge for social sharing" (Rimé et al., 1992, p. 228).

According to a study made by Dobele et al. (2007), there are six primary emotions, joy, sadness, anger, disgust, fear and surprise, which are relevant to investigate when considering marketing and social sharing. Surprise, was found to be the most prominent emotion in the campaigns that were tested in the study conducted by Dobele et al. (2007). Furthermore, surprise is also highly related to WoM and according to Derbaix and Vanhamme (2003) a surprised person is more likely to spread his or hers experience through WoM than a non-surprised person. To increase the effectiveness in terms of WoM, surprise should be combined with other emotions. For example, combining the emotions surprise and disgust would generate humour while joy and surprise would create delight (Dobele et al., 2007).

Table 1. Summary of emotions and objectives

Emotions	Features
Surprise	Suitable for all sorts of marketing campaigns. Most efficient when complimented with another emotion.
Joy	Suitable for a younger audience. Efficient for fun brands and/or when a company is renewing their brand image.
Sadness	Suitable when short-term consumer involvement in a campaign is desired. Efficient for Social Marketing.
Anger	Suitable when short-term consumer involvement in a campaign is desired. Efficient for Social Marketing.
Disgust	Suitable when targeting an audience of young males.
Fear	Suitable when short-term consumer involvement in a campaign is desired. Efficient for Social Marketing.

(Dobele et al., 2007)

2.5 Motivations for engaging in WoM

According to Hennig-Thurau et al. (2004), a majority of the old literature describing the motivations behind WoM are still relevant. One study often referenced to is made by Dichter (1966) where four different categories of motivations for positive WoM communication were identified. Product-involvement, which is the first motivation, refers to when the consumer is talking about a product or service since he or she strongly feels for this and therefore wants to share it with others. For example, a consumer that experiences a great dish at a restaurant could feel a strong desire to talk about this experience. By talking about it, the consumer relives the same kind of pleasure that was obtained during the restaurant visit. Talking about a product can also result in joy since it confirms the consumer's ownership of that product. This motivation is followed by Self-involvement, where the consumer could be motivated by the desire to gain attention and/or to show that he or she is aware and updated. Other-involvement is the third motivation where the consumer feels the need to help others by sharing a positive experience. The last motivation, Message-involvement, is when WoM appears from advertising and other marketing incentives. People talk about the product even if they have not necessarily experienced the product itself. "Whether or not the product is desired or the content of the sales message is of interest, readers and listeners like to quote playfully and apply verbally ad lines and slogans" (Dichter, 1966, p. 152). Other authors have modified the study of Dichter to include new categories of motivations and rewriting some of the old ones. However, Dichter's original is still seen as a prominent study (Hennig-Thurau et al., 2004). Product-involvement and Other-involvement both emphasise the product itself, while Self-involvement highlights the self of the consumer, and Message-involvement the marketing incentives. However, one common denominator is that all motivations include the product but to different extents.

The following table serves as a short summary of the different motivations and its descriptions.

Table 2. Summary of motivation of involvement

Motivations	Description
Product-involvement	The consumer is strongly attached to the product and therefore feels the need to talk about it.
Self-involvement	The consumer needs to get encouraged and recognized by others, using the product as a mean to accomplish this.
Other-involvement	The consumer wants to share a positive experience to the receiver.
Message-involvement	The discussion that appears from marketing incentives such as advertising and commercials.

(Dichter, 1966)

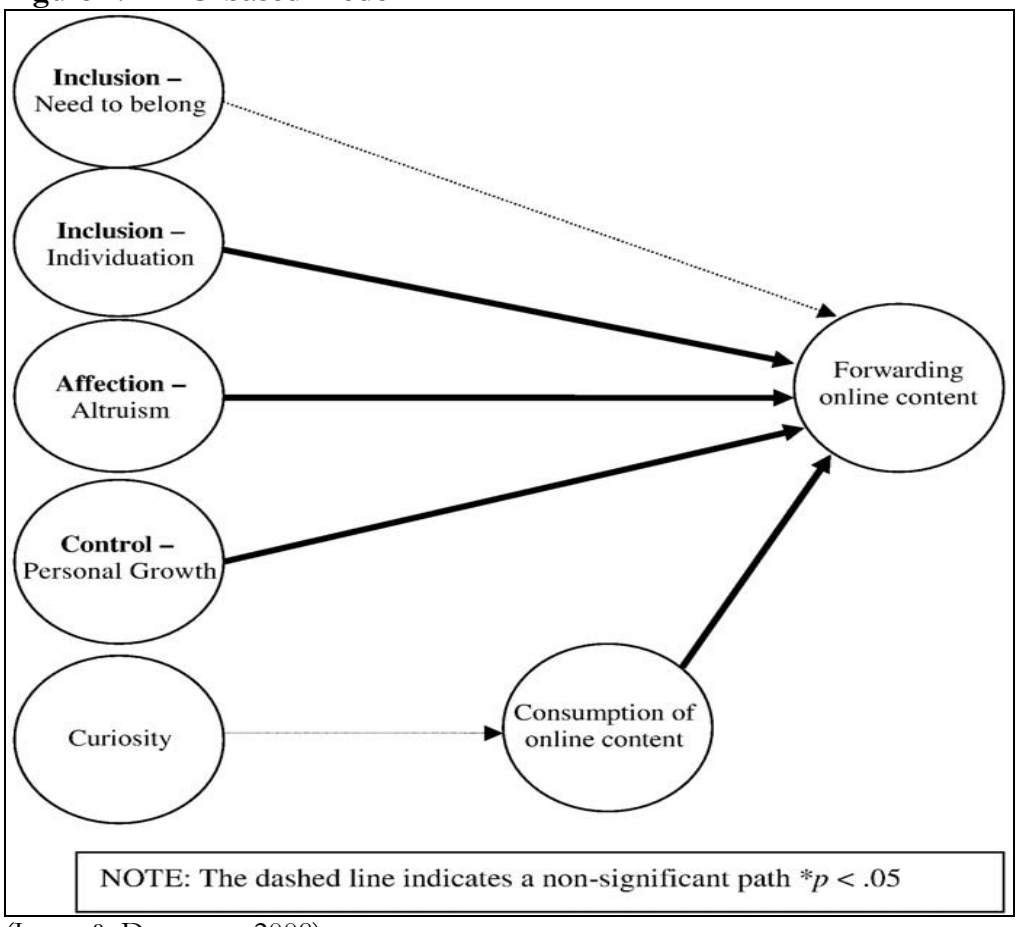
2.6 Motivational factors and the FIRO- based Model

Jason and Dempsey (2008) examine the motivational factors behind Internet user's incentives to forward Internet based content. The authors base their research on Schutz's (1958) model of a three dimensional theory of interpersonal behaviour. The model of Schutz, called FIRO (Fundamental Interpersonal Relations Orientation) consists of three interpersonal needs, Inclusion, Affection and Control, which motivate people to communicate with others. The willingness of uniqueness (Individuation) and the need to belong are the two factors that underlie the need of Inclusion. Affection, also called altruism, represents the motivations of concern and care for others. This could be compared to an online version of helping a friend in a real marketplace (Jason & Dempsey, 2008). Factors such as competence, accomplishment and influence over others define the interpersonal need for Control and personal growth in the FIRO-model (Schutz, 1958). In general, people who have a high need of personal growth wants to possess Control of differences that occur in their social environment. The action of forwarding content online could be motivated by obtaining knowledge within a subject before others and have a sense of Control of the information. In addition to the motivational factors of the FIRO model, the rate of Internet usage and the general level of curiosity were also included as motivational factors (Jason & Dempsey, 2008).

Jason and Dempsey (2008) predicted six different outcomes based on the FIRO model. They performed a study on college students studying marketing courses and used the results to observe the relationship between the frequency of forwarding e-mails and the different outcomes based on the motivators stated above.

The results of their study showed that out of the two combined factors that create the motivational factor Inclusion (Individuation and the need to belong) only Individuation was proven to be an effective motivational factor for forwarding content online (Jason & Dempsey, 2008). Affection was also proven to be an effective motivation. Compared to Inclusion and Affection, Control was not as related to the motivation of forwarding content online, although the need for Control was proven to have some positive effect. This is in alignment with Phelps, Lewis, Mobilio, Perry and Raman (2004), whom came to the same conclusion. The rate of Internet usage was also proven to be an important factor of motivation while the level of curiosity did not have significant effect (Jason & Dempsey, 2008). To conclude the study, only two interpersonal needs from the FIRO model, Inclusion and Affection, was proven to have significant effect of the motivation to forward information online. From the results the authors created the model below.

Figure 2. FIRO-based Model

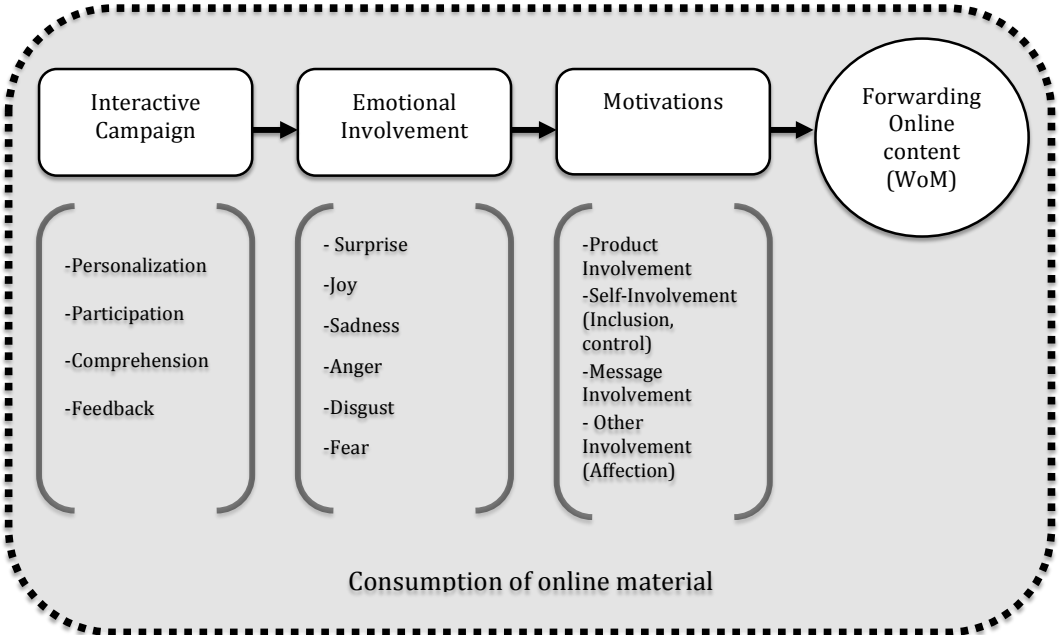


(Jason & Dempsey, 2008)

2.7 Summary of Frame of Reference

In order to gain a comprehensive overview of the different ideas presented in this chapter and to link them together, Figure 3 has been developed. This figure will be used to analyse the results from the Tipp-Ex study. The figure begins with interactive campaigns, which consist of the four Control process measures: Personalisation, Participation, Comprehension and Feedback. It continues with the six different emotions, surprise, joy, sadness, anger, disgust and fear. Finally, the motivations for engaging in WoM are combined. Self-involvement is connected to Inclusion and Control from the FIRO-based Model. The need of uniqueness, which origins from the need of Inclusion, reflects the attributes of Self-involvement such as recognition, attention and encouragement from others. The need to be the first one in a social group to find something new is one of the motivation of Self-involvement, which also reflects the need of Control that is a factor from the FIRO-based Model. Therefore in this study, the motivations of Self-involvement have been merged with the needs of Inclusion and Control. Furthermore, Other-involvement has been connected to the need of Affection, since they both origin from the motivation of helping a friend by sharing a positive experience. Product-involvement and Message-involvement will also be analysed, although no connection to the FIRO-based Model could be identified.

Figure 3. Consumer WoM Process



3 Research Methods

In this section a description of the research process and the research methods used will be presented. A detailed explanation of how the results were retrieved and motivations to why the specific methods were chosen is also stated in this section.

3.1 Literature Review

In this thesis a literature review has been conducted in order to understand the research field and what previous research have concluded. A gap in the literature has been discovered and therefore the collection of primary data will be directed to serve that gap and thus, enable us to achieve the purpose of this thesis. Research in this area often conducts literature from a company's perspective with the aim to explore how companies can create an effective marketing campaign (Dobele et al., 2007, Cruz & Fill, 2008). However, the aim of this thesis is to explore what triggers WoM from a consumer perspective and the identified gap will be served by studying of the willingness to share or discuss a viral interactive campaign by exploring consumer emotions and motivations.

An aspect that needs to be considered during the collection of secondary data is whether the sources are primary or secondary. Secondary sources could have been taken out of context and been misunderstood (Jacobsen, 2010). Therefore, one always has to go back to the original source in order to avoid mistakes or misunderstandings, which has been considered in this thesis. Another disadvantage of secondary data is that the conclusions and facts made by others might be out-dated (Stewart & Kamins, 1993). In order to avoid this, it is preferable to search for newly produced material. However, old theories and definitions could still be highly relevant and therefore still be used. In order to guarantee that the theories and definitions used in this thesis are still accurate, they have been supported by more recent sources that have applied the theories and definitions in their research.

The method of collecting secondary data has been obtained through databases such as Google Scholar and ProQuest. Words and terms such as; viral marketing, effectiveness, motivations to engage in WoM, emotional involvement and interactive campaigns were used to search for information. Library sources have also been used in order to obtain and select relevant information. The majority of sources are academic journals and books and this is linked to the validation of the study, which will be further explained.

3.2 Case study

A case study research is used when one or a few real life cases are objects for an in-depth examination (Gerring, 2007). Case studies enable the researcher to examine an observation intensely and at an in-depth level. For this thesis an interactive viral marketing campaign has been examined in order to explore the underlying factors of its effectiveness in terms of interactive campaigns measures, emotions and motivations that create WoM. In 2010, Tipp-Ex experienced enormous success through their marketing campaign of office supplies (Ewing, 2011). The campaign consists of a video that encourages consumer interaction and it is available at the online social media forum YouTube. This particular

case was selected for this thesis due to its acknowledged effectiveness in terms of number of comments it generated (Ewing, 2011). According to Frost, (2010), this is a good example of a successful viral marketing campaign; it is online, it creates WoM and it engages the consumers to participate.

3.3 Qualitative Research, Netnography and Interviews

In order to answer the research questions, qualitative methods such as netnography and interviews were required. Qualitative research studies the object in its natural settings and aims to understand and make sense of personal stories by performing for example, interviews, observations or text-analyses (Murray, 2003). Details and personal thoughts are important aspects in qualitative research (Jacobsen, 2010). Quantitative methods, on the contrary, answer a question through numbers and would not be sufficient for this thesis since it does not allow deeper interpretations of consumers' emotions and motivation.

Consumers are increasingly using different online forums to share their opinions and ideas. These online consumer interactions create new opportunities for marketing researchers to study consumers' attitudes, needs and feelings (Kozinets, 2002; Langer & Beckman, 2005). Kozinets (2002) developed the concept of netnography, which can be defined as "an online marketing technique for providing consumer insight" (Kozinets, 2002, p. 62). Netnography originates from ethnography[3] and could be described as ethnographical research that is performed on the Internet. It is a qualitative method that aims to understand and recognise consumers' attitudes by analysing what is written in online forums (Kozinets, 2002). One of the aims of this thesis is to identify the emotions and motivations that trigger consumers to share or discuss Tipp-ex's viral campaign. A netnographical study allowed us to identify these emotions and motivations by analysing respondents' comments.

There are different opinions how to conduct a netnographical study. Some authors argue that netnography should be performed without any interaction (non-participation) from the researcher while others state the opposite by suggesting that netnographical methods should be performed with interaction (participation). Thus, netnographical studies could include online interviews, participant observations and/or non-participant observations (Xun & Reynolds, 2009). Kozinets (2002) suggests that netnography should be based on non-participant observations and his thoughts have affected much of the following research that handles online phenomenon (Xun & Reynolds, 2009). However, the netnographical study conducted in this thesis contained participation where people were asked to watch Tipp-Ex's campaign. Participants who watched the campaign were requested to state which emotions that the campaign triggered and if they would be willing to share or discuss the campaign. Netnographical research without interaction would not have provided this study with detailed answers. It would only allow an analysis of already written comments where it would be difficult to distinguish any emotions or motivations that trigger a consumer to share or discuss Tipp-Ex's campaign. By creating a Facebook event and inviting friends to watch Tipp-ex's campaign, the process was simplified. This is due to the opportunity of asking the respondents directly about their emotions and if they

[3] Used to explain and describe aspects of people's life and social or cultural phenomena. The method is often based on observation or participation in a culture and aims to explain a social world, as the research subject would describe it (Kozinets, 2002).

would be willing to share or discuss the campaign with others. Another advantage of performing a netnographical study on Facebook was that the respondents with the most interesting answers could be selected for an interview.

Some of the main limitations with netnography are its narrow focus where only a small number of subjects are being analysed. It is also difficult to determine who is writing a comment in a social forum because of the anonymity (Xun & Reynolds, 2009). This study overcomes the limitation of anonymity since the respondents were invited to the study. Moreover, netnography becomes limited because of the lack of analytical tools such as clearly defined rules. There is also an ethical aspect to the method. The problem is what one should consider as private and public online information and if it is morally right to use consumers' comments to analyse them without their approval (Xun & Reynolds, 2009). The respondents in this study were asked for their participation and therefore no ethical problems arose. Even though the method has its limitations it suits this research since it provides consumer insight and enable an analysis of emotions and motivations.

To gain a deeper understanding of the results from the netnography, semi-structured interviews were performed. Gillham (2005) argues that semi-structured techniques are suitable for interviews due to the flexibility of the technique, which generates a high quality of the information retrieved. The questions in a semi-structured interview should be similarly stated to all of the interviewees and the same amount of time should be devoted to each interview. Moreover, the questions should be adapted to the subject and the aim of the thesis. Supplementary questions could be stated if necessary to guarantee the quality of the results and enable comparison between the answers. The opportunity to ask additional questions enabled us to ask control questions and thereby obtain comprised answers. One limitation with semi-structured interviews may be that they are time consuming. It could also be difficult for the interviewer to ask suitable supplementary questions, since one cannot prepare for these (Gillham, 2005). However, if one overcomes these limitations, the technique of semi-structure can provide the study with structure combined with flexibility (Williamson, 2002). Tipp-Ex's target group was students (Ewing, 2011) and therefore the selected interviewees of this study are young academics.

3.4 Study Design

This study is in alignment with the Hermeneutics philosophy, which states that reality has to be studied through human experiences. Humans shape the world and one has to study how humans experience reality (Jacobsen, 2010). A positivistic approach would not be appropriate for this thesis since it would not allow the researchers to be subjective. Furthermore, this study will use an inductive method of gathering data. The netnographical study began with observations that were further developed through the interviews. However, one limitation with the inductive approach is the difficulty for the researcher to be entirely objective during the study (Jacobsen, 2010).

There must be a clear objective of the study when performing a case study research to ensure the validation of it (Yin, 2003). Therefore, a pilot test was performed before the official test was conducted to ensure that the netnographical study would be valid. Five Facebook users in our social network were invited to participate in the pilot test. The test enabled us to ensure that the questions would help us reach the purpose. After this stage

more participants were invited to take part of the netnographical study that was available for two weeks. During these two weeks, three reminding messages were sent out to the invited participants. However, some of the invited individuals did not participate in the netnographical study. One reason for this might be language barriers since the study was performed in English. Time constraint or that the study was executed during a holiday could also have contributed.

After performing the netnography, ten respondents participated in semi-structured interviews. All the interviews were finished within four days. The interviewees were selected based on their answers from the netnography. This is in alignment with the theories regarding the selection of interviewees stated by Jacobsen (2010) and is one alternative of how to select the sample. Five of the respondents who would share or discuss Tipp-Ex's campaign were invited to do interviews together with five respondents who would not share or discuss the campaign. Selecting respondents based on their willingness to engage in WoM enabled us to understand both incentives.

The questions asked in the interviews were constructed based on Figure 3, which contains the theories described in the frame of reference section. The questions included the rate of Internet usage and the measures of an interactive viral marketing campaign (Personalisation, Participation, Comprehension and Feedback). The emotions experienced while watching Tipp-Ex's campaign were also requested, as well as the motivations. The first question regarding motivations was constructed differently depending on whether the interviewee was willing to share or discuss the campaign or not. Those who were motivated to share the campaign were asked why they felt motivated to do so and those who were not willing to share or discuss were asked why they were not motivated. The interviewees were then asked what they believe motivates others to share or discuss Tipp-Ex's campaign. By stating an indirect question where the interviewee has to answer what he or she believes motivates others, might ease the difficulty of answering uncomfortable questions. Indirect questions can help the interviewees to express their "hidden selves" and reduce the incentives for self-defence (Yeschke, 2003). When presenting the third question regarding motivations the interviewee had to choose between four alternatives, each alternative pronouncing one of the different motivations presented by Dichter (1966). Alternatives to the question were included to provide a new angle to the interviewees. The complete interviews, together with questions and answers, can be seen in Appendix 3-12.

3.5 Validity and Reliability

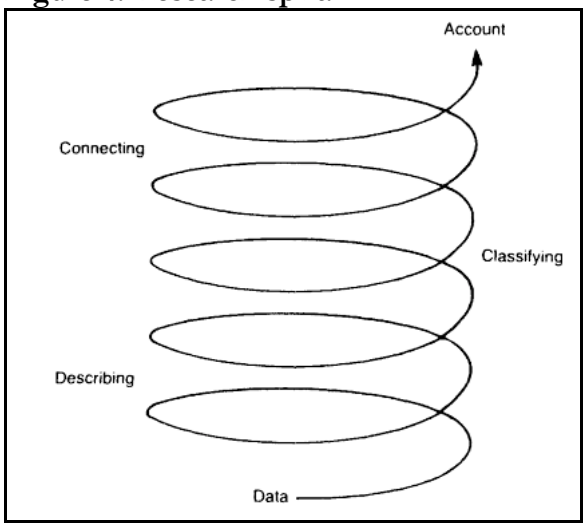
As mentioned, validity deals with the accuracy of the research (Kirk & Miller, 1986). The measurements used in scientific purposes are important to assess in order to validate the research. However, as Kirk and Miller (1986) argue, no measure is perfect and a consequence of this is that validation of research is restricted. It is only through personal interactions that the level of validity can be assessed. Through feedback, criticism and that the work continues to be accurate over time reinsure the validation of it. Since the conducted research of this thesis has received continuous feedback from outside parties, the level of validation has increased. Also, to secure the validity of the used measurements, several actions have been implemented. The pilot test was one technique to accomplish this and the selection of relevant and accurate secondary data another.

According to Kirk and Miller (1986) "Reliability depends essentially on explicitly described observational procedures" (Kirk & Miller, 1989, p 42). As their claim states, the researchers' methods should be clearly explained so that others can conduct the same study and receive similar results. The methods of gathering both secondary and primary data as well as the method of analysing have been explained in detail to ensure the reliability of this thesis.

3.6 Method for Analysing

To analyse the results, Dey's (1993) research spiral (see Figure 4) and Jacobsen's (2010) process of analysis were combined. First, researchers should describe their collected data as detailed and unbiased as possible (Jacobsen, 2010). These descriptions should also be analytical and diverse. Next, a reduction and systematisation of the data should be performed in order to obtain an overview of the results. When the data is categorised according to the systematisation, connections and patterns are discovered and presented. The different steps of analysing are not always in order, for example, categorisations are performed constantly through the process. New ideas may also develop during the procedure, which might change the interpretation of the data.

Figure 4. Research spiral



Source: (Dey, 1993, p. 55)

After performing the qualitative study a description of the results was conducted. A reduction and systematisation was made to distinguish the information of most importance. This enabled us to gain an overview of the information. One has to bear in mind that it is difficult to be entirely objective during the study and it is important to identify where there is a lack of objectivity (Jacobsson, 2010). Since we selected what information that was relevant to present, the results could be argued to be subjective. Finally, an interpretation of the collected data was made to find common denominators and patterns. The emotions expressed by the respondents in the netnography were associated and categorised in alignment with the emotions mentioned by Dobele et al. (2007). The categorisation was based on the context of the comments and could thus be argued not to be entirely objective. An example of a categorisation is when a respondent expressed confusion but later on happiness. This emotion of confusion was categorised as

surprise. The categorisation of emotions is presented in Table 3 in the result section. The interviews were conducted in similar manners as the netnography and were based on the research spiral (Dey, 1993) and the ideas of Jacobsson (2010). After performing these steps, the data was accounted for and presented in the analysis.

3.7 Summary of Method

To serve the identified gap in the literature and achieve the purpose of this thesis a netnographical study was performed on Facebook. Individuals from our social network were invited to participate by watching the campaign of Tipp-Ex and answer two stated questions. The implementation of the netnography included participation from the researchers since the respondents were asked to perform the study and answer the provided questions. Research participation simplified the collection of data since it resulted in more accurate answers that provided more depth to the research. It would have been difficult to identify consumers' emotions and motivations without participation. Ten respondents from the netnographical study were selected for interviews. The aim with the interviews was to gain a better understanding of the respondents' willingness to share or discuss the campaign. The study is in alignment with the Hermeneutics philosophy and an inductive approach has been practiced where observations of consumers have generated a theory. Throughout the study, the difficulty of being entirely objective in the performance of the qualitative studies have been considered.

4 Result

This chapter provides a presentation of the results that were retrieved from the qualitative research. The information is presented both in text and in tables, which display the most representative quotes that are of importance for the analysis.

4.1 Case Description

In August 2010 right before a new school semester, Tipp-Ex, a company producing correcting materials within office supplies, launched their campaign "Shoot the Bear" on YouTube. At first the video seems to be as any other, featuring two hunters who are out camping in the forest, until one of them gets attacked by a bear. Now the viewer is presented with a choice; should the hunter shoot the bear or let it live? Here, the interactive marketing begins; Tipp-Ex invites the consumer to participate in the outcome of the commercial. The level of participation possibilities increase when the consumer not only gets to choose whether the bear should live or not, but can also type in whatever he or she wants to happen. Some examples of actions are; tickle, eat, hug or kiss. There are over 50 possible scenarios that consumers can type into the title of the video and then watch the hunter and the bear perform it. The campaign is directly traceable to the product it is advertising; a pocket mouse correction tape. The hunter actually grabs the tape from an ad by Tipp-Ex located next to the video on the YouTube page and covers the word "shoots" with it. It is in this area, which now is white, you type in what you want the hunter to do (see Appendix 4) (Ewing, 2011; YouTube, 2012).

After five days, over 4 million people had viewed the commercial in more than 200 countries and it was mentioned in blogs, on Facebook and Twitter, which attracted more people to watch the video (Ewing, 2011). In May 2012, the video has reached 19 731 786 views on YouTube.

4.2 Summary of Netnography

4.2.1 Emotions

From the netnographical study performed on Facebook, the following information about consumers' emotions was obtained. The respondents were not given any alternatives and the emotions expressed have been categorised according to the study of Dobele et al. (2007). The two stated questions and the directives for the netnography are presented in Appendix 2.

Table 3. Summary of emotions from the netnographical study

Would Share or Discuss			Would not Share or Discuss		
Category	Emotions expressed	Number of emotions expressed*	Number of emotions expressed*	Emotions expressed	Category
Anger	Aggressive/annoying	0	3	Aggressive/annoying	**Anger**
	Disappointed	0	3	Disappointed	
	Bored	0	2	Bored	
	Irritation	0	2	Irritation	
	Corny	0	1	Corny	
	Total number of emotions expressed:	**0**	**11**		
Surprise	Surprising	1	3	Surprising	**Surprise**
	Confused	7	6	Confused	
	Different	0	1	Different	
	Impressed	1	2	Impressed	
	Innovative	3	4	Innovative	
	Creative	4	4	Creative	
	Curious	2	2	Curious	
	Total number of emotions expressed:	**18**	**22**		
Joy	Fun/Happy	13	15	Fun/Happy	**Joy**
	Good	2	0	Good	
	Great	0	1	Great	
	Excited	3	3	Excited	
	Inspired	1	0	Inspired	
	Interesting	1	6	Interesting	
	Neat	0	1	Neat	
	Nice	0	1	Nice	
	Smart	1	3	Smart	
	Total number of emotions expressed:	**21**	**30**		
Number of participants that would share or discuss		18	23	Number of participants that would not share or discuss	
Total			43**		

*Participants often expressed several emotions.
** Two errors occurred (willingness to share or discuss it was not expressed)

18 respondents, approximately 41.86 per cent, were willing to share or discuss the campaign while 23 respondents, approximately 53.49 per cent, would not be willing to share or discuss it. Two errors occurred among the respondents since they did not mention if they would share or discuss the campaign or not. Joy and surprise were the emotions that most respondents experienced regardless of whether they would share it. However, respondents who were not willing to share or discuss Tipp-Ex's campaign also expressed emotions that were related to anger. No respondents expressed emotions such as disgust, fear or sadness.

4.2.2 Interactive Campaigns

Consumers' opinions towards interactive campaigns were also retrieved from the netnographical study. Respondents' statements such as "I got surprised by the fact that I could choose the ending and sort of change the story" and "Curious, then amused then excited to see what i could make the bear do" can be connected to Personalisation. This indicates that a certain level of Personalisation was fulfilled in the campaign. Respondents felt that the campaign was well executed with the opportunity of contributing to the story. However, some conflicting results were obtained, primarily from those who were not willing to share or discuss the campaign. For example, one respondent stated, "The context wasn't that interesting personally for me to begin with". This shows concerns about the level of Personalisation.

Participation was proven to be fulfilled and statements such as "Nice touch that you can fill in the 'blank' yourself to change the ending" and "My first impression was that it was boring, but when I had to choose an alternative, my interest got bigger" reinsures this. Respondents often expressed that it was interactive and that one could change the story.

Regarding Comprehension respondents often expressed feelings of confusion. "At first I got a bit confused since I never seen this kind of video but I do like the concept!" and "... had problems though understanding at first that I actually had to push on the screen" are examples of quotes that describes this issue. One respondent even stated, "I would most likely turn it off before i realized what it actually was".

No statements or information regarding the last measure, Feedback, could be found in the netnography.

4.3 Summary of Interviews

4.3.1 Internet Usage

From the question regarding Internet usage, respondents Internet habits were obtained. The average number of hours spent on the Internet per day was 6.8 hours for those who were willing to share or discuss Tipp-Ex's campaign. For the same group an average of 4 hours per day was spent on Social Medias. The result for those who were not willing to share or discuss Tipp-Ex's campaign showed an average number of 6.2 hours per day was spent on Internet and 2 hours per day on Social Medias.

4.3.2 Interactive Campaigns

Regarding interactive campaigns the interviewees were ask if the possibility to interact increases the incentive to share or discuss a campaign.

Eight out of ten respondents thought that the possibility of interaction had a positive effect in terms of incentives to share or discuss a campaign. One interviewee expressed this

clearly by stating, " I believe everything that is interactive increases incentives to share it". Another statement that supports this claim is, "Yes. I believe so. This idea has endless possibilities that could be explored". However, statements such as, "No, it doesnt have to be interactive. A non-interactive commercial that is well executed would still be shared and discussed in the same amount. However the consumers will remember an interactive campaign better" were also expressed. One interviewee first stated that an interactive campaign increases the incentive to share or discuss a campaign but also expressed that it is subjective and depends on the situation. The respondent explained that "…It depends on how the interactive aspect is performed; if its too much it can easily have a negative effect and then you might not have the energy to involve". One respondent also mentioned the product as an important factor, "It depends what the campaign is about. If you are not interested in the product it does not depend if it is interactive or not. It is not a way of creating interest in a company".

4.3.3 Emotions

Similar to the results from the netnographical study the most expressed emotions, joy and surprise, were also the most common emotions expressed during the interviews. In the table below an extract from the interviewees' answers are given, which represents the most relevant aspects regarding emotions (See Appendix 3-12 for complete answers). The table is divided between those that were willing to share or discuss (respondent 3,4,8,9,10) and those who were not willing to share or discuss (respondent 1,2,5,6,7).

Table 6. Emotions and main quotes

Respondents	Main quotes
Respondent 3	"So the first part I was confused and during the second part of the video I felt - wow".
Respondent 4	"Confusing in the beginning, then really fun". "Confusing but not in a negative way, more curious".
Respondent 8	"... I was surprised. It is a fun idea".
Respondent 9	"Annoying and disturbing at first with poor quality of the video". "…Funny that it is interactive and that it is personal".
Respondent 10	"…It is fun to see a new concept that challenges ordinary marketing".
Respondent 1	**"**Surprise. Surprise because of the unexpected video commercial for Tipp-Ex".
Respondent 2	"I felt excited when I could type in whatever word that popped into my head and it was fun to try them out. I really enjoyed it. It made me laugh!"
Respondent 5	**"**It did not feel so serious in the beginning but then it became fun".

Respondent 6	**"**When I got the opportunity to interact it became really fun. Very confusing in the beginning but then I got surprised in a positive manner".
Respondent 7	**"**Excited, will he shoot the bear or not? When I got the opportunity to choose I found it funny and that made me feel happy".

4.3.4 Motivations to engage in WoM

In the two open-ended questions regarding motivations, the majority of the respondents (eight out of ten) expressed motivations that could be linked to Message-involvement. One question required alternatives to provide the respondents with a different angle. When the question was repeated with alternatives, the majority changed and Message-involvement was as commonly mentioned as Self-involvement.

The questions and the most representative answers are presented in the tables below.

Why are you motivated to share or discuss Tipp-Ex campaign to others?

Table 7. Motivation and quotes 1

Respondent 3:	"Since it's so special. …I would send it to people who like marketing".
Respondent 4:	"The idea of the video that it enables you to interact and that's why I wanted to share it".
Respondent 8:	"Funny commercial that allows interaction. They have spend a lot of time developing this".
Respondent 9:	"Usually I do not share videos to others." "I would not share it on Facebook but might discuss it with my closest friends."
Respondent 10:	**"**I don't share commercials on Social medias, but I would discuss it with my friends".

Why are you <u>not</u> motivated to share or discuss Tipp-Ex campaign to others?

Table 7.1. Motivation and quotes 2

Respondent 1:	"Usually I don't share or discuss a campaign that I have seen unless I can relate it to one of my friends personalities".
Respondent 2:	"I did not laugh when I watched the video. I only share music videos or things that I found really fun."
Respondent 5:	"Not fun enough".

Respondent 6:	”It is too much in the beginning; one has to do too much before something fun happens.” “It must fit with my sense of humour”.
Respondent 7:	“It is not that fun and it did not make me laugh. Even if it is creative it simply not fun enough”.

What do you think motivates others to share and discuss Tipp-Ex campaign?

Table 7.2. Motivations and quotes 3

Respondent 1:	”…Since it is a new innovative concept of making a commercial”.
Respondent 2:	”Never seen anything like this before. I think that is the motivation why people share it.”
Respondent 3:	”…since it’s special and unique”.
Respondent 4:	”Because it’s fun, not because it’s Tipp-Ex. It’s an unusual campaign and you could decide by yourself what would happen”.
Respondent 5:	”People with more spare-time”.
Respondent 6:	”Because the video fit their humour”.
Respondent 7:	”…Different and unusual and that you can participate”.
Respondent 8:	”…New way of doing marketing and that it is a fun concept”.
Respondent 9:	”Cool video, people think for example: look what I find. It could also be to share an experience”.
Respondent 10:	“Because it is fun”

What do you believe is the general motivation for someone to share or discuss Tipp-ex’s viral campaign with others?

The alternatives to the question can be seen in Appendix 3.

Table 8. Motivations with alternatives

	1. Product-involvement	2. Self-involvement	3. Message-involvement	4. Other-involvement
Respondent 1:			**X**	
Respondent 2:		**X**		
Respondent 3:		**X**		
Respondent 4:			**X**	
Respondent 5:		**X**		

Respondent 6:		**X**		
Respondent 7:			**X**	
Respondent 8:			**X**	
Respondent 9:			**X**	
Respondent 10:		**X**		
Total:	**0**	**5**	**5**	**0**

4.4 Summary of Result

The netnographical study revealed that 18 respondents were willing to share or discuss the campaign, while 23 respondents were not willing to share or discuss it. The prevailing emotions expressed by the respondents were joy and surprise and these emotions were expressed regardless of willingness to share or discuss the campaign. Moreover, from the statements in the netnography, consumers' feelings about interactive campaigns could be identified. The measure of Participation appears to be fulfilled in the video. Although, the level of Personalisation is questionable. Respondents expressed feelings of confusion and therefore the measure of Comprehension was not fulfilled. The netnographical study and the interviews did not result in any statements that could be connected to Feedback.

From the interviews, the patterns of Internet usage were obtained. The interviewees also revealed additional thoughts about interactive campaigns, where eight out of ten stated that the possibility to interact has a positive effect on incentives to share or discuss a campaign. The emotions expressed in the interviews, joy and surprise, were in alignment with the emotions identified in the netnography. When asking about motivations the result differed depending on if the alternatives were presented to the interviewees. Statements where the motivation of Message-involvement could be identified were most common. When presenting the alternatives, Message-involvement did no longer have a majority. Instead, five of the interviewees selected Self-involvement and the other five, Message-involvement.

5 Analysis

This chapter contains a reflecting analysis based on the theories used and interpretations of the retrieved results.

5.1 Internet Usage

Jason and Dempsey (2008) concluded in their study based on the FIRO model that the rate of Internet usage is of importance for forwarding contents online; the more time spent on Internet, the higher possibility it is that one engages in WoM. This is a logical assumption that was adapted and applied in Figure 3. As predicted, the interviews revealed that the respondents who were willing to share or discuss the Tipp-Ex campaign and thereby forwarding content, had a higher rate of Internet usage compared to those who would not share or discuss the campaign.

It appeared that it was difficult for the respondents to truly estimate how many hours one actually spends online per day. To have self-perception of one's actions is always a challenge and we believe that the respondents may have underestimated the time they actually spend online during a day. This could affect the analysis and give an incorrect interpretation of the situation.

The rate of Internet usage has increased rapidly during the past years and according to Statistiska Central Byrån (2012) the percentage of people in Sweden having access to IT and Internet has increased by 46 per cent from 2003 to 2011 (See appendix 1). People are spending more time online and this implies that the number of consumers who can forward content also increase and this will probably have implications for WoM processes.

5.2 Interactive Campaigns

When initiating the process of this thesis one of the prerequisites was that interactive viral campaigns might trigger emotions and motivations amongst consumers. Personalisation and Participation were assumed to be key criteria for creating WoM. However, when analysing the comments from the netnography and the interviews, our understanding and knowledge slightly altered. Even though respondents expressed that Tipp-Ex's campaign is based on an innovative concept and that it in fact could have an impact on WoM, some expressed that a truly smart or funny commercial could have the same effect in terms of WoM. Some even expressed that if an interactive campaign is too interactive in its nature it could become boring or uninteresting. If the campaign demands too much of the consumer, it could easily lead to that consumer dismisses or misunderstands it.

In the case of Tipp-Ex, some of the respondents from both the netnography (13 out of 43) and the interviews (3 out of 10) expressed feelings such as confusion. Whether this confusion is about the message or not is debatable. The majority of these respondents expressed that they experienced confusion in the beginning of the campaign but when they continued to watch it, the message became clearer and they expressed emotions of joy. In this study the confusion, which turned into joy, has been interpreted as a feeling of surprise. This is because the respondents may not have anticipated the outcome of the campaign and therefore became surprised and expressed joy. However, in the study, the

respondents were given directions to watch the entire video to receive the whole message. If this direction would not have been given, the outcome could have been that respondents that mentioned confusion would have turned off the video and thus not received the whole message. Therefore, the level of Comprehension of the campaign can be argued not to be entirely fulfilled. One of the respondents in the netnography expressed this by stating, "I would most likely turn it off before I realized what it actually was". However, several respondents mentioned that the concept of Tipp-Ex's campaign was innovative, new and unique. Since the concept is relatively new for consumers, it could therefore have an impact on their level of Comprehension. Confusion mentioned by consumers could also be linked to the interactive concept. Since Tipp-Ex is one of the first companies to implement this type of campaign, it is natural that confusion appears.

Another aspect of Comprehension is that some respondents might not have understood the entire campaign. This concern has been brought to our attention after the empirical material was obtained. When discussing the study with respondents some expressed that they had not understood the whole interactive aspect of the campaign. Also, when scrutinizing the comments in the netnography, some comments gave us concerns about the level of Comprehension of the message. Example of this is when respondents only have made a comment on the first interactive aspect of the video (clicking on one alternative) and not on the rest (writing your own words). For example one respondent stated, "First I thought it was interesting and exciting, what is going to happen now?, However, together with the screaming voices and that nothing peculiar happened the video was just irritating".

The initial thought was that Tipp-Ex's campaign has a high degree of Personalisation and that was one reason why Tipp-Ex's viral campaign was chosen. The concept of Personalisation could be argued to be highly subjective and that became clear during the interviews. Respondents from the interviews who were not willing to share or discuss the campaign expressed for example that a campaign must fit with ones humour or that it should be relatable to ones personality. One has to bear in mind that individuals' interpretations are built on their social perspectives that depend on factors such as culture, age and experiences, which has not been explored in this thesis.

Even though Tipp-Ex's campaign allows consumers to write their own words into the story and thus creating a sense of Personalisation, half of the interviewees would not share it since it was not personal enough. However, the majority of those who were willing to share the campaign stated that since it allowed them to write their own story, they would share it and could thus be interpreted that the respondents felt a connection to it. The level of Personalisation is questionable and could be argued to be low. A higher degree of Personalisation might have had a stronger effect on consumers' emotions and motivations to engage in WoM.

Pavlou and Stewart (2010) state that the consumer often feels more appreciated when the campaign invites the consumer to interact. The campaign of Tipp-Ex allows Participation by permitting the consumer to type in any verb preferred and then watch it get realized in the form of a small video. Regardless of the interviewees' incentives to share or discuss the campaign, respondents stated that one motivation for engaging in WoM, in the case of Tipp-Ex, could be of the interactive form and that it allows Participation. It is undoubtedly a high level of Participation in the campaign and as already mentioned, even those who would not share or discuss the campaign admitted that the level of Participation is a reason to share or discuss the campaign.

Regarding the last measure mentioned by Pavlou and Stewart (2010), Feedback to the company, the empirical studies did not result in any direct quotations. However, since the campaign is uploaded on the Social Media YouTube, comments can easily be stated and the criterion for Feedback is therefore supported. Since no statements could be discovered, it could be argued that this measures has low effect on incentives to engage in WoM.

When the interviewees were given the question whether or not an interactive campaign increases the incentives to share or discuss a campaign, a clear majority (8 out of 10) answered yes. Three out of these respondents would neither share nor discuss the campaign even though they have stated that an interactive campaign increases the incentives to engage in WoM. The lack of Personalisation and Comprehension might have inflicted this result and verifies the importance of these measures.

5.3 Emotions

As predicted, the most common emotions from the empirical studies were surprise and joy. This is in alignment with the theories regarding the suitability of emotions for campaigns (Dobele et al., 2007). Tipp-Ex's campaign is targeting students, a younger audience, with the aim of renewing their brand image and thus triggers emotions of joy. This is also an explanation why the empirical studies did not result in any emotions of sadness, disgust or fear. These emotions are not suitable when renewing a brand image according to Dobele et al. (2007).

Several respondents expressed that they were positively surprised by the campaign and according to Dobele et al. (2007), the emotion of surprise is the most common emotion that is created by campaigns. This could be because of the positive effect it has on WoM. As Derbaix & Vanhamme (2003) argue, a consumer who experience surprise would be more likely to share this experience to others compared to if he or she would not have been surprised by the campaign. However, the results from the netnography indicate that a majority of the respondents would not share the campaign even though they expressed emotions of surprise. This result conflicts with the theories stated in the frame of reference and what others have concluded. It could be the choice of case study that has inflicted this result. Feelings of anger were also expressed by those who were not willing to share or discuss the campaign, which could also be a contributing factor why respondents did not engage in WoM. Connected to the analysis of interactive campaigns, emotions are very subjective and depend on several variables, one being Personalisation.

5.4 Motivations

Prior to the performance of the interviews Self-involvement (Individuation and Control) and Message-involvement were anticipated to be the two major motivations that trigger a consumer to engage in WoM regarding Tipp-Ex's campaign. When those who were willing to share or discuss the campaign answered the first question regarding their motivations, three out of five interviewees expressed thoughts that were connected to Message-involvement. This could be because the previous questions were regarding emotions and what the campaign had made them feel. Therefore subconscious guidance might have been given to the respondents in regards of their motivations for engaging in WoM. The flow of

questions is thus important for the guidance one can give the interviewees and can affect the study. The two other interviewees' general thoughts were that they wanted to share it with their closest friends. The first thought was that this could be interpreted as Other-involvement and the need of Affection. However, since the interviewees did not want to share or discuss the campaign because of the product, they could not be categorised under Other-involvement. Therefore, these answers did not allow any categorisations under the motivations suggested by Dichter (1966). The interviewees who would not share or discuss the campaign stated that the campaign was not funny or personal enough. Again the importance of a connection to a fun and enjoyable message with a high degree of Personalisation is evident.

When the interviewees were asked what they believe motivates others to share or discuss the campaign, the majority of the answers could again be connected to the motivation of Message-involvement. The respondents expressed that they believed the general motivation to share or discuss Tipp-Ex's campaign was because of the campaign's innovative concept, its uniqueness or that the consumer found it funny. Only one respondent expressed thoughts that could be related to Self-involvement. We believe that consumers who are driven by the goals behind Self-involvement might have troubles to admit it since it is somewhat difficult to be self-perspective and answer a personal question truthfully. This is why the interviewees were asked to state what they thought was the general motivation of others in addition to their own motivations. When repeating the question regarding the general motivations for consumers to share or discuss the campaign, four alternatives were added (see Appendix 3-12). These alternatives represented the four motivations of Dichter (1966) and were added to provide the interviewees with a different angle. After that, five of the interviewees stated that Self-involvement was the general motivation why people engage in WoM. The other five expressed Message-involvement as the major motivation behind WoM for the campaign of Tipp-Ex. Two of the interviewees stated that their own motivation would be Message-involvement but they thought that others were motivated by the desires of Self-involvement. This indicates that our thoughts regarding consumers' difficulties of being self-perspective were true and our decision of asking a general question in addition to a personal question was efficient for the results of the study. Before the alternative of Self-involvement was presented, most of the interviewees were not considering such motivation at all. It is our thought that this could be connected to the taboo of status related issues but cannot be proven by the result of this thesis.

The motivational goals behind Product-involvement and Other-involvement are regarding the product itself while Self-involvement highlights the relations to others and the self of the person. Message-involvement focuses on the marketing efforts (Dichter, 1966). The general opinion obtained from the netnography and the interviews was that respondents view Tipp-Ex as an unappealing product and not something one would recommend to friends. One example comes from the netnography where a respondent stated "I would definitely not share this video to aware my friends about this amazing product, the reason is of course that Tipp-Ex is probably the most unsexy product in the whole world". The perception of the product of Tipp-Ex might depend on factors such as experiences of the product. Dichter's study concluded that Product-involvement is the most common motivation why a consumer engages in WoM (Dichter, 1966). Since the respondents in our study considered Tipp-Ex as an unappealing product, the motivations of Product-involvement and Other-involvement were not seen as possible motivations to engage in WoM of the campaign. This implies that even if a campaign is well executed, the product might still be an important aspect that consumers consider before engaging in WoM. For

example, when given the question of the importance of interactive campaigns, one respondent from the interviews stated that: "It depends what the campaign is about. If you are not interested in the product it does not depend if it is interactive or not. It is not a way of creating interest in a company". Since we did not focus on products or services, it is only a speculation and the importance of a connection to the product or service could be further researched.

A connection between Personalisation and all the motivational involvements has been identified. Interviewees indicated that when forwarding content online, the message should represent one's personality (Message-involvement) and thereby obtain and strengthen one's identity in a social group (Self-involvement). Personalisation also affects Product-involvement and Other-involvement since if the product does not fit with one's or a friend's personality, WoM will not occur. Through the study we discovered that this is of great importance and the lack of Personalisation in the campaign is one of the main reasons why the interviewees would not forward it.

Message-involvement and Self-involvement were proven to be the two major motivations out of the four presented by Dichter (1966). However Message-involvement turned out to be the strongest motivation of the two, which may be a result of the choice of case study. The uniqueness of the campaign and its new interactive concept is probably why respondents stated Message-involvement as the major motivation.

5.5 Summary of Analysis

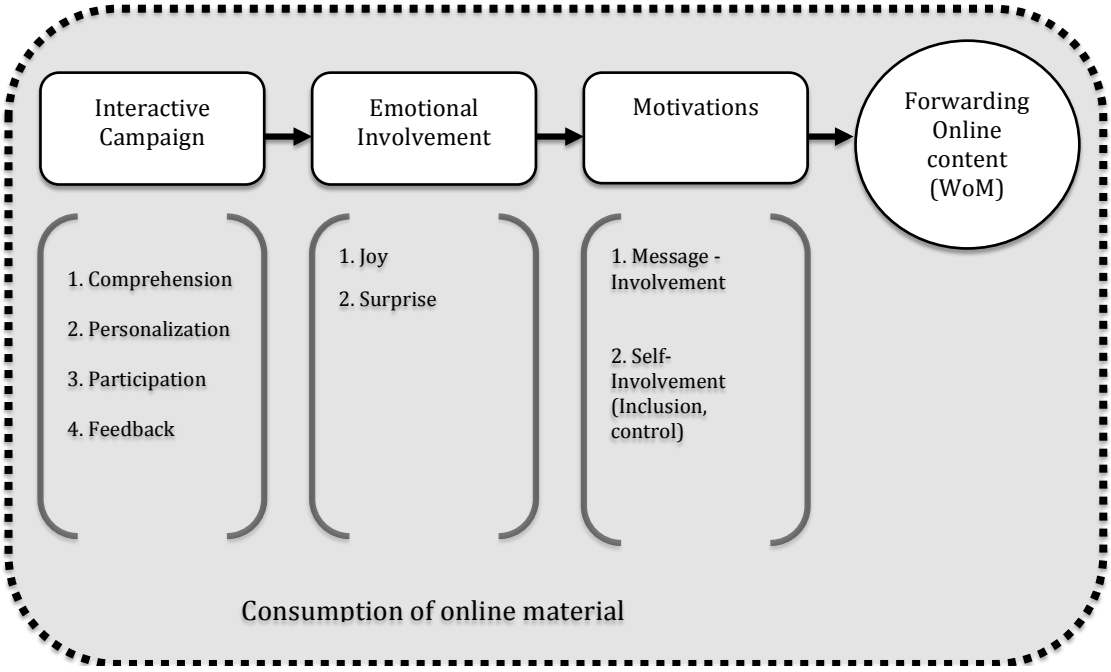
As predicted, the relationship between the rate of Internet usage and the incentives to forward content online was proven to be positive in this study. Consumers' rate of Internet usage is an important factor and an accurate part in the consumer WoM process. Personalisation and Comprehension were discovered to be the most important features of an interactive campaign, which create incentives for consumers to engage in WoM. The lack of Personalisation in the campaign was one of the major reasons why respondents would not share or discuss it, and the low level of Comprehension of the campaign also reduced respondents' incentives to engage in WoM. Therefore, these factors should be emphasised when analysing an interactive campaign through the consumer WoM process.

The most common emotions generated by Tipp-Ex's campaign were as expected joy and surprise, which combined have a positive effect on WoM. This result conflicts with previous theories, since even though respondents experienced surprise, a majority would still not share or discuss the campaign. The choice of case study and the fact that emotions are highly subjective could be reasons for the conflicting results.

Message-involvement and Self-involvement were probably the major motivations because the product does not serve as a motivation to engage in WoM. We believe the unique concept of the campaign is why Message-involvement was the strongest motivation of the two.

From the analysis of this study, the Consumer WoM Process figure has been revised for the case of Tipp-Ex and can be seen in Figure 5.

Figure 5. Revised Consumer WoM Process



This process is created through a consumer perspective and suggests which factors that generate effectiveness in terms of WoM for interactive viral marketing campaigns that aim to renew brand image and that are directed towards a young audience.

First, the measures of Interactive campaigns are ranked according to their importance, where Comprehension is the most important one, followed by Personalisation. In the next step of the process, Emotional Involvement, joy and surprise are the most effective emotions for consumers to engage in WoM. Finally Message-involvement and Self-involvement are the strongest motivations. A high rate of Internet usage is an important factor throughout the process.

6 Conclusion

In this section the research questions are answered and conclusions regarding the purpose of this thesis are drawn.

RQ1: Is the rate of Internet usage connected to the incentives to share or discuss Tipp-ex's campaign?

Through our study a connection between a higher Internet usage and willingness to share or discuss a campaign were identified. This is in alignment with Jason and Dempsey (2008) theories and thus this study supports their findings.

RQ2: What are the driving emotions and motivations that trigger consumers to engage in and create WoM regarding Tipp-Ex's interactive campaign?

Joy and surprise were the most expressed emotions by the respondents. However, these emotions cannot be proven to be the driving emotions that trigger a consumer to engage in WoM since joy and surprise were expressed regardless of willingness to share or discuss the campaign. This conflicts with previous studies and indicate that other variables than emotions might have greater effect on WoM incentives. When weighting the evidence from the empirical study, Comprehension and Personalisation seem to be of greater importance for WoM incentives. The campaign of Tipp-Ex shows concerns about the level of Comprehension and Personalisation and the requirements for an interactive campaign are therefore not entirely fulfilled. If Comprehension is not fulfilled, the consumer cannot internalize the marketing message and does therefore not engage in WoM. Moreover, the lack of Personalisation also appears to be one of the major reasons why respondents would not share or discuss the campaign.

Regarding motivations, a contradictory result from the theories presented in the frame of reference appeared where Message-involvement was proven to be the strongest motivation. We believe that this is linked to the innovative and unique concept behind the campaign.

The conclusion is therefore that Tipp-Ex's campaign generates emotions of joy and surprise but in order to increase the effectiveness in terms of WoM the campaign must fulfil the requirements of Comprehension and Personalisation. Message-involvement is the driving motivation that triggers consumers to engage in and create WoM regarding Tipp-Ex's interactive campaign.

7 Critical Reflection and Suggestions for Further Research

In this section, a critical reflection of the conducted study is presented and further research possibilities within the subject are suggested.

One aspect which had an impact on this thesis is the choice of case study and the fact that only one case was chosen. If several cases had been analysed, a comparison would have been possible in order to gain a deeper insight. This would enable further investigations between the connections of motivations and emotions. Experiences among consumers are highly subjective and how a person perceives a campaign depends on several variables. For example demographics such as background, age and culture could have significant effect on consumers' perceptions. The results could therefore have been affected by the lack of restrictions of demographics.

Since the respondents in this study were selected from our social network their answers might have become bias since they wanted to please our expectations. Also, since the respondents received instructions before performing the netnography, the study became more obtrusive. Because of time constraints and lack of resources, this method was the most suitable for the purpose of the study. Another critique that could be issued towards the study is that the categorization and systematisation of the emotions in the netnography might have influenced the results. However, since this study is of qualitative nature our own interpretations were needed and were based on the context and contents of the comments.

Recommendations for further research include the relationship between different personalities and the willingness to engage in WoM. Age, sex, personality traits and the consumer's cultural background might have a significant effect whether the consumer chooses to engage in WoM or not and could therefore be further explored. Another suggestion for further research is to study the impact of the product to a greater extent. Dichter (1966) states the importance of the product for consumer WoM incentives. Since Dichter's study originates from 1966 the importance of the product for WoM incentives might have changed and this would be interesting to investigate. It is also recommended that the revised model would be further verified with more case studies.

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Appendix

This part presents information that is valuable for the study but is not included in the former chapters of the thesis.

Appendix 1. Internet usage in Sweden

Tillgång till IT och Internet bland personer 16-74 år (andel, procent) **efter typ av utrustning/anslutning, kön, demografisk indelning och tid.**										
			2003	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**
Internet	totalt	samtliga	47	79	78	83	84	88	89	91	93

Source: www.SCB.se

Appendix 2. Answers from the netnography

Information stated and questions asked:

We need your help! Watch this viral video campaign and answer the following questions and then post your answers on this group's wall.

YOU DON'T NEED TO ATTEND ANY MEETING, YOU JUST ANSWER THE QUESTIONS ONLINE AND POST IT ON THIS WALL.

- What emotions did you feel when watching Tipp-ex's campaign?

- Would you share this campaign to others?

- Make sure to watch the whole video and choose one alternative.

Please answer our questions as soon as possible, since this would really help us with our thesis. Thank you for helping us out!

Respondents who would share or discuss the campaign

"Interactive, amazing campaign! I got surprised by the fact that I could choose the ending and sort of change the story. It was exciting, funny and very creative, actually innovative and I will definitely share it".

"I thought that this was a toothbrush campaign in the beginning, but the message clarified itself later. Therefore, my emotion was at first confusion, and exceeded during the video to happiness. I would share this".

"Curious, then amused then excited to see what i could make the bear do. I will share this to others, its very funny".

"At first I got a bit confused since I never seen this kind of video but I do like the concept! I would share this campaign with others but I think the campaign would get better of if it was directed to an audience with some computer experience since I have hard to believe my grandmother what understand it".

“The end of it was funny but the beginning was a little bid confusing. Reaally nice that you can change the story and make them do some funny things :) I would share it with others”

“It was funny. I wondered what was going to happen. Cute bear! I think I could share it to others. First I didn't understand how to change the story though, but after I realised that I liked it very much”.

“I started laughing, so i really enjoyed it. Little disappointed that the bear and the hunter didn't do all the things i wrote in :) , I would definitely share this campaign to others”.

“I found the video amusing and creative and I found myself typing in lots of different verbs, just to see what would happen next. I would probably not share it on Facebook or somewhere where a lot of people could see it though, but perhaps I would send it to a friend. I will remember it, since I haven't seen anything like it before!”

“I thought the original video was a bit confusing. I did'nt get that I should click on the alternative in the end. Although the following video was very creative! Funny that you could be involved in the process of making it. I would definitely share it with others, specially friends within the field of marketing as it is an innovative way of creating commercials! Big mistake that they did not connect the FIRST video with tippex at all. Didn't even see the logotype in it”.

“I was smiling. I would share this campaign to others.....:)”

“- Since I had seen this clip before, I knew the ending and what would happen. However, the clip feels too much like a home-project-movie for me to actually view it as a commercial. When he spots the bear the camera is shaking and they are both screaming, which makes me as a viewer stressed. Having that said, it it a good and fun concept that you will remember. - Maybe, I never really do share clips like this. But this one is actually pretty good!”

“My feelings for this campaign was that it was fun and innovative, something that i've not seen before and thus amusing. i tried several different words, its a really good idea of commercial! I would recommend others to see it, and I have been recommended it to me since this is not the first time i see it. i would not recommend it since it is tipex though, just because its cool”.

”-What emotions did you feel when watching Tipp-ex´s campaign? At first, I really didn't undersand the clip was associated with Tipp-ex. I felt confused, but still curious... would the hunter kill the bear? After choosing an alternative, and the hunter explained that you could fill in any types of word... hehehe, then it was pretty clear it was Tipp-ex. I felt excited to fill in different in the words to see what videos that would come! Try for: A hunter parties with a bear! ^__^ - Would you share this campaign to others? Hell yeah”

“-What emotions did you feel when watching Tipp-ex´s campaign? My first impression of the commercial was that it was very loud and stressful, I did not understand the connection to Tipp_ex. Then, after I made a choice to not shoot the bear, I thought the campaign was pretty smart and creative. I have never seen anything like it before and exept from the beginning, I enjoyed how it was performed. The connection to Tipp-Ex was evident in the end when I could test the functions. I would share this campaign to others, due to that it is very different”.

“I think the commercial was ordinary but I liked that it included a moral dilemma, which made me pay attention to the commercial. I would share this campaign to others, it was fun that you could fill in words by yourself”.

“Hi, After much struggling with a very slow broadband I was finally able to watch the video! I choose not to shot the bear and instead hug him and the feeling I got was that it became a kind of love story between the hunter and the bear. The concept with the interaction is new to me. However I think I more concentrated on following instructions

rather than actually visualizing that it all was about Tippex.. I could easily spread this to others".

"Since I'm into marketing I love these kinds of interactive media and i think this one is a bit exciting. It makes me happy when companies shows innovation and I get inspiration from it. Allthough i didn't find this video that exciting that i would share it on my Facebook but i would definitely show it to a few of my closest friends. Good luck with your dissertation! =)"

"My first impression was that it was boring, but when I had to choose an alternative, my interest got bigger. I was pleasantly suprised when he took down the tipp-ex from the side-ad(i wouldn't have noticed it otherwise). I was impressed by the following video after i had written my own word (i choosed photograph), impressed by the effort to do the shortvideos to all kinds of words! Im probably going to show this to some of my friends, to those i think going to think its fun too".

Respondents who would NOT share or discuss the campaign

"First I thought it was interesting and exciting, what is going to happen now?, However, together with the screaming voices and that nothing peculiar happened the video was just irritating. I would not share this campaign to others since I did not find it fun enough. But I really liked the hunter, he seems like a cool guy!"

"I already saw this movie before, and the first time i saw it i liked the idea and the concept of interaction but after a few sec I was a bit bored and disappointed by the jokes. But apparently they like this idea because they just released a new one. Watch out the bear's b-day party is going on now".

"My first thought after seeing this move was, what would I have done in the same situation. Would I kill the bear or not? It is a funny commercial, but nothing I would share. It really surprised me when he took the tipp-ex, because I had not noticed it at all".

"First I found it rather annoying cause I thought you heard his own thoughts, it confused me when I realized it was two observers. The screaming voices were extremely annoying but as soon as I could interact it was funny. Ok, I was pretty bored and just needed a break so I tried to type in different words just to see how many films they've made. I won't share this since it's not that funny, and Im not a "sharing-person" but I will remember it since it's a smart commercial. The bear and the huge tipp-ex on the right are still in my mind but probably cause I never seen such commercial before".

"I got excited when i saw the bear. It is a smart commercial but I have seen a commercial like this before. I don't think i would share this with others".

"Initial video was convincing and neat. Clicking one of the alternatives allowed me to interact, which was nice. It made me feel: Somewhat happy, interested, impressed by the creativity. Dispite this, I would not share the video, I felt was a little bit corny and childish".

"I felt bored and that it was too long and a bit aggressive, maybe because I'm tired and have a head ache. I would not share it, it is simply not funny enough the concept of you interacting with the commercial, cause thats the whole joke right?"

"Also seen this before and I am more impressed by the idea of virtualizing a commercial than Tipp-ex's campaign. The constant question I had in my mind while watching this again in a perspective as a consumer who wants to buy Tipp-ex was: what are the features of Tipp-ex and how is it applicable in this campaign?

I feel the answer to how is: none. None of the features of Tipp-ex (a product which in general is a unprofessional way to erase a misstake) had to do with what I as viewer was doing. I was typing funny stuff for the Hunter and the Bear to do (yes I wrote sex but it

was censored). You can't erase actions in real life. So the emotions are: confused, impressed (by the idea, not Tipp-ex) and irritation (by the censorship of a bear and a man copulating). You're welcome. As a favor I have attached a link with the same characteristics in advertising, but with hot girls instead. You're welcome again".

"The clip makes me curious about what will happen. It is is fun to explore different alternatives and it feels innovative. The connection with Tippex is vague. I will remember the clip but probably soon forget it was a commercial for Tippex. It is not likely that I will share this clip with others".

"My first thought was; Oh, shit a bear´s coming from behind. Watch out! When I got the opportunity to choose what the hunter should do I got interested and curious. I think the way of doing the commercial was funny and different. I would not discuss or share it with my friends because I´m not that interested in sharing commercials".

"I liked the commercial, it was creative and unusual. It was fun that the viewer could choose which end it would be. I wouldn´t share this video because I usually don´t share videos".

"How innovative!! I was hoping that he would shoot the bear..haha, So I was disappointed.. I was happy when he didnt shoot the bear.. I think the commercial is creative and encourage the audience to interact and participate. I dont think I would share this ad, since I only share really awesome music clips or funny videos... Since the clip has had 19 million views, I guess people share it".

"I don't think I felt any special emotions when I watched this clip. But if I haven't known before, I would certainly not think that it was a commercial for Tipp-ex. Although, I think it's a great and unusual commercial clip. I would probably not share this campaign to someone, unless he or she was looking for tipp-ex! Haha. Usually, I don't share videos that often but if I do, I want it to be funny or exciting".

"Not sure if any emotions went through me when I watched the clip but I would say it was a very creative and funny clip, a new concept of making a videoclip I never seen before. The idea of letting the viewer, sort of, interact with the storyline is a smart way of activate the receiver of the commercial and maybe enable him/her to take in more info than a traditional video commercial. I dont think I would share this video, I only share videos if I feel that it has anything to do with the person i'm sending it to. I think that's a thing advertisers has to think about (and obviously are thinking about in this clip) when they creating commercial videos like this, what is the reason that people share things at all in social media. For example; I would definitely not share this video to aware my friends about this amazing product, the reason is of course that tipp-ex is probably the most unsexy product in the whole world. But if the characters in the clip is doing something, or having a behaviour that reminds me of someone, I would probably share it to him (but that's just me)".

"My experience was a bit distorted as my Internet connection here in China is not as good as in Sweden. I was wondering what the commercial was about while viewing it, then surprised (after a minutes of buffering to the next page) that it was Tipp-ex. I couldn't really relate to erasing a real-life event with Tipp-ex with erasing some words physically on paper. I see tipp-ex being used by professionals who need to change original documents that can't be printed out again. A youtube commercial wouldn't be my first guess of what Tipp-ex would do to raise interest in their product. I've seen similar commercials constructed this way so I didn't bother to type anything in the box (get bored easily when waiting for things to load). The context wasn't that interesting personally for me to begin with. When I first saw something similar I found the idea pretty engaging when you start trying out random words to see what happens. I rarely share videos like this so I would probably not share it".

“At first I was a bit confused about what the campaign was about (I didn't read the questions first) As i realized it was about Tipp-ex i thought it was quite funny, even if it was quite a far drawn joke i thought it was funny and creative. I'm not sure if I would share it though, and if i were to share it would not be to promote Tipp-ex, it would probably be because it was funny. However, it was a fun way to do a campaign and I'm sure it is very effective!”

“The video is quite fun, a bit confusing at first since you don't really expect that scenario in a tipp-ex campaign, but they make me interact and take a stand. I want to know the effect of my choice and my level of interest increases, I am not sure I would have taken any action if this ad was to appear while browsing the net, like I did now when I was asked to... and I wouldn't share it with others, but I rarely do with such things”

“The video took quite an unexpected turn and turned out to be kind of funny. Especially since there were several different outcomes depending on what you punched in. On the other hand, I didn't really get the purpose of the video, it didn't really convey me to buy their product. Even though the commercial was kind of innovative, I wouldn't share it with others”.

“A slow start, but then an interesting twist! I would probably not share this with others, its kinda funny but its still a commercial!”

“It was kinda funny! had problems though understanding at first that I actually had to push on the screen. I didn't really read the above instructions of your I guess. Even though I think it was innovative and interactive, it did not really make me feel curious enough to keep on typing different words (although now I was asked to, so of course I did it :)). It was fun, but not that fun that I would share it. Mostly because I seldom share things like this in general. But partly because I would like it to have had an even more funny twist to each alternative. Was also a bit disappointed that there was the same sequence for either of the two options in the beginning. But fun and interactive!”

“I found the campaign a little confusing at first, but my overall impression was that it was clever/funny. Nice touch that you can fill in the 'blank' yourself to change the ending. I would probably not share it though, i don't find it that exciting or new”.

“Good campaign! At first I was a bit sceptical but when you could write your own suggestions, which almost always worked, I had a wow-feeling. It´s alwas fun when the consumer can be a part of the campaign. I was a bit disappointed that “A hunter shits on the bear” did not work”.

“What emotions did you feel when watching Tipp-ex´s campaign? - First i felt like it wasn't very professional and i was a bit confused about what was actually going on. I mean the voice-overs were terrible and annoying so unless it was for your thesis i would probably have turned it off, a few seconds in. I never actually understood why this would be a good commercial for tipp-ex. But in the end it was somewhat cute, when you could give commands yourself.

“- Would you share this campaign to others? - I would most likely turn it off before i realized what it actually was. And even knowing what it is, i would not share it”.

Appendix 3. Answers from interviewee 1

I= The interviewer.

R1=Respondent 1.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: How many hours per day do you spend on Internet?
R1: For weekdays I would probably say 3 hours but on weekends it becomes more.

I: How many hours per day do you spend on Social Medias? And with social medias we mean, YouTube, Facebook, Twitter etc.
R1: Oh, difficult to say but probably 45 minutes to 1 hour.

I: Could you describe the emotions you experienced when watching the video?
Yes, as I wrote on Facebook [Netnography], I felt Joy but I would also say that I was surprised.
I: What do you mean with surprise?
R1: Surprise because of the unexpected video commercial for Tipp-Ex. That it was so well executed and innovative.

I: Why are you not motivated to share or discuss Tipp-Ex viral campaign to others?
R1: Usually I don´t share or discuss a campaign that I have seen unless I can relate it to one of my friends personalities. In the case of Tipp-Ex, I can´t really see who would appreciate it.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R1: Hmm.. I would say that since it is a new innovative concept of making a commercial.

I: Okay, now I would like to ask a question with alternatives, what would be motivation for others to share and discuss Tipp-Ex´s viral campaign? And here are the alternatives.*

R1: I would choose alternative four since it makes more sense for me. It´s innovative and new and because of that I think that people would like to share it.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?

R1: No, it doesn't have to be interactive. A non-interactive commercial that is well executed would still be shared and discussed in the same amount. However, I think that the consumers will remember an interactive campaign better.

Appendix 4. Answers from interviewee 2

I= The interviewer.

R2=Respondent 2.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: Ok, how many hours per day do you spend on Internet?
R2: Should I include the time when I watch series online?
I: Yes, include all Internet usage.
R2: Ok, then I think it´s 8 hours.

I: How many hours per day do you spend on Social Medias? For example, YouTube, Facebook, Twitter.
R2: Hm.. I think it´s 2 hours

I: Describe the emotions you experienced when watching the video.
R2: I felt excited when I could type in whatever word that popped into my head and it was fun to try them out. I really enjoyed it. It made me laugh! Although I got a bit disappointed when the bear did not die.

I: So, was the primary emotion that you felt joy?
R2: Yes, I would say so.

I: Why are you not motivated to share or discuss Tipp-Ex viral campaign to others?
R2: I did not laugh when I watched the video. I only share music videos or things that I found really fun. This one was not cool enough.

I: What do you think motivates others to share or discuss Tipp-Ex campaign?
R2: Never seen anything like this before. I think that is the motivation why people share it. Since it is interactive and an engaging video, I think people find it funny.

I: If you choose between these alternatives*. What would be your motivation to share and discuss Tipp-Ex´s viral campaign with others?

R2: Alternative number 2, people want to be first with something new.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R2: Yes. I believe so. This idea has endless possibilities that could be explored.

Appendix 5. Answers from interviewee 3

I= The interviewer.

R3=Respondent 3.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: How many hours per day do you spend on Internet?
R3: Oh, do you mean in general or now when I sit at school all day long?
I: But estimate a regular day in average.
R3: Very much, 4 to 5 hours

I: How many hours per day do you spend on Social Medias? And with social medias we mean YouTube, Facebook, Twitter or similar.
R3: They are always on so it would be the same time as before – 4 to 5 hours…it´s quite terrible when thinking about it.

I: Could you describe the emotions you felt when watching the video?
R3: I was very confused at first because I did not understand it and what it was about. I had heard about the video and had read your instructions, but when watching it I did not see that it was for Tipp-ex and I first thought that it was the wrong commercial. I didn´t understand that I should choose one alternative to get to the next video, so I watch it over and over again. But when I realized what I should do, the commercial became interesting and I was impressed. I thought that how clever to come up with such a video with all the search words. So for the first part I was confused and during the second part of the video I felt -wow.

I: In the netnography, you mentioned that you would share this campaign, but why did you feel motivated to share or discuss Tipp-Ex's campaign to others?
R3: Since it´s so special. Since I study marketing I would send it to people who like marketing as a good tip for them. I don´t think I would just upload it to Facebook but rather send it personally to the people I feel would like it.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R3: Also since it´s special and unique. I don´t know if there are any similar videos like this but it feels likes this is really innovative.

I: Now, I would like to ask you a similar question as before but with alternatives. The question is, what do you believe motivates others to share or discuss the campaign? And on this paper you can see the alternatives.*
R3: I would say number two. I think that is important for people, I mean Facebook is a place where you want to show what you know and do. Status is important for people, at least I think so.

F: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R3: Spontaneously I believe that yes, it does. You get a chance to make an impact but at the same time it could discourage you if you don´t have the energy to interact. It is better if one could see the impact that you have created, for instance, if you get to choose the colour of a product and then your alternative would be selected for production, it would really have an effect on people. But with Tipp-Ex, it is just a fun thing that you do at home and as mentioned, you might not have the energy to involve yourself in it.

Appendix 6. Answers from interviewee 4

I= The interviewer.

R4=Respondent 4.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: So, how many hours per day do you spend on Internet?
R4: Oh, that's hard to estimate. Right now I am studying a lot so I probably spend all day in front of the computer. So 8 hours I guess, haha that's sad!

I: Okay, good! How many hours per day do you spend on Social Medias, such as YouTube, Facebook, Twitter etc.?
R4: Well, since I am always online on Facebook while my computer is on, that is also 8 hours.

I: Describe the emotions you experienced when watching the video.

R4: The video was confusing in the beginning and then it was really fun. At first I did not understand what happened but when I got that I could actually choose on the screen which option the hunter should make it was fun. I really enjoyed putting in different commandos.
I: Explain, what do you mean when you say that you felt confused?
R4: Confusing, not in a negative way, more curious. I wanted to know what was going to happen, what the point of the video was.

I: You stated on the Facebook page that you would share or discuss Tipp-Ex viral campaign to others, could you explain why?
R4: The idea of the video that it enables you to interact and that´s why I wanted to share it. It is a new concept. I also showed it to my girlfriend who was in the same room when I watched the campaign.

I: What do you think motivates others to share or discuss Tipp-Ex campaign?
R4: Because it´s fun, not because it´s Tipp-ex. It´s an unusual campaign and you could decide by yourself what would happen. But Tipp-Ex as a company is not interesting.

I: Now I will present four different alternatives* and you should choose the one you feel is the most correct option to answer the following question; What do you think motivates others to share and discuss Tipp-Ex´s viral campaign?
R4: Hmm, I would think the third alternative since the campaign is so unusual. Especially people who are working or studying with marketing would probably share this video.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R4: Yes I believe so, as long as it´s fun. If it is a boring campaign, it does not matter whether it is interactive or not.

Appendix 7. Answers from interviewee 5

I= The interviewer.

R5=Respondent 5.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: How many hours per day do you spend on Internet?
R5: Well right now, I am writing my thesis so I spend all day in front of the computer.
I: Okay, could you be more precise, like state the number of hours?

R5: Hmm, 6-8 hours per day.

I: How many hours per day do you spend on Social Medias such as YouTube, Facebook, Twitter etc.?
R5: If I should say it in hours, probably 4.

I: Describe the emotions you experienced when watching the Tipp-Ex video.
R5: It did not feel so serious in the beginning but then it became fun. They were all screaming and the camera was shaking but then when you could choose your own words to type in the heading of the video it was fun.

I: You answered on the Facebook page that you were not motivated to share or discuss Tipp-Ex viral campaign to others, why not?
R5: Not fun enough. If I send a video to someone it has to be really fun, like when you are laughing. This video did not make me laugh.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R5: People with more spare-time. Right now I am very busy.

I: Okay, so now I will present four alternatives* to you and you should choose the one you feel is most correct to answer the question; what motivates others to share or discuss Tipp-Ex´s viral campaign?
R5: I choose number 2 but personally I would probably say number 3.
I: Okay, could you elaborate?
R5: I think that when people share things on Facebook and twitter, they do it because it makes them seem cool or funny to others.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R5: Yes, or I don´t now. Don't think it matters as long as the video is fun. If the story is funny enough to make me laugh, it does not matter if it's interactive or not.

Appendix 8. Answers from interviewee 6

I= The Interviewer.

R6=Respondent 6.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: Okay, let´s start! How many hours per day do you spend on Internet?
R6: Hmm..That would be around 5 hours.

I: How many hours per day do you spend on Social Medias, such as YouTube, Facebook, Twitter etc.?
R6: Not so much, I have an exam coming up, so 1 hour.

I: Could you describe the emotions you experienced when watching the Tipp-Ex video?
R6: When I got the opportunity to interact it became really fun. Very confusing in the beginning but then I got surprised in a positive manner. I did not understand what I was suppose to do at first. I did not realise you could actually click on the screen and write things in the heading.

I: So, you stated that you were not motivated to share or discuss Tipp-Ex viral campaign to others, could you explain why?
R6: It is too much in the beginning; one has to do too much before something fun happens. They need something more in the beginning that captures my interest. It must fit with my sense of humour and this video did not.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R6: Because the video fit their humour. I guess a lot of people find it funny.

I: So now I will present you with four different alternatives* and you should choose the one that you think is correct to answer the question; Why are others motivated to share or discuss Tipp-Ex´s viral campaign?
R6: I choose number 3, but if you mean in general I would take number 2. I think a lot of people share these kind of videos to gain attention and to appear as funny.

I: Do you believe that the possibility to interact in a campaign increase the incentive to share or discuss a campaign?
R6: Yes, because it becomes different but it also depends on what you like and prefer. It depends on how the interactive aspect is performed; if it´s too much it can easily have a negative effect and then you might not have the energy to involve.

Appendix 9. Answers from interviewee 7

I= The interviewer.

R7=Respondent 7.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.

3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: Ok, lets begin. How many hours per day do you spend on Internet?
R7: Oh, difficult to say but I think it must be around 8 hours.

I: How many hours per day do you spend on Social Medias, such YouTube, Facebook, Twitter etc.?
R7: I think it´s 2 hours per day.

I: What emotions did you experienced when you watched the video?
R7: Excited, will he shoot the bear or not? When I got the opportunity to choose I found it funny and that made me feel happy.

I: You stated in the study on Facebook that you were not motivated to share or discuss Tipp-ex viral campaign to others? Why were you not motivated to share it?
R7: It is not that fun and it did not make me laugh. Even if it is creative it is simply not fun enough.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R7: Because it´s different and unusual and that you can participate.

I: What do you believe is the general motivation for someone to share or discuss Tipp-Ex's viral campaign with others? You have these four alternatives* to choose from.
R7: I think it´s alternative three.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R7: Yes, I believe so since it´s not difficult or hard to interact.

Appendix 10. Answers from interviewee 8

I= The interviewer.

R8=Respondent 8.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.

4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: Ok, are you ready for the first questions? How many hours per day do you think you spend on Internet?
R8: Maybe 4-5 hours per day. Difficult to say but yes I think it´s 4-5 hours.

I: How many hours per day do you spend on Social Medias? For example YouTube, Facebook or Twitter
R8: I think it´s around 1-2 hours.

I: Could you describe the emotions you experienced when watching the video?
R8: First I did not understand what it was and that it was a campaign for Tipp-Ex but when I realised what it was, I was surprised. It is a fun idea.
I: Was the feeling of surprise positive or negative?
R8: Positive

I: Why are you motivated to share or discuss Tipp-Ex viral campaign to others?
R8: Funny commercial that allows interaction. They have spend a lot of time developing this. However, it was a bit unclear in the beginning when I did not understand what it was about.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R8: Same as I felt. A new way of doing marketing and that it is a fun concept.

I: What do you believe is the general motivation for someone to share or discuss Tipp-Ex's viral campaign with others if you have to choose between these four alternatives.*
R8: Not number one, I think it is the third one.

I: Ok, do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R8: It depends what the campaign is about. If you are not interested in the product it does not depend if it is interactive or not. It is not a way of creating interest in a company.

Appendix 11. Answers from interviewee 9

I= The interviewer.

R9=Respondent 9.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.
3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.

4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: How many hours per day do you think you spend on Internet?
R9: A lot, I think it must be around 6 hours.

I: How many hours per day do you spend on Social Medias, such as YouTube, Facebook, Twitter etc.?
R9: I check it every now and then. So I guess it is 1 hour per day.

I: Which emotions did you experience when watching the video?
R9: Annoying and disturbing at first with poor quality of the video. I have seen the video before so it was no ”wow” sensation. The introduction part had no connection to Tipp-Ex. I still think it´s funny that it is interactive and that it is personal. I would also say that it´s creative and unique.

I: Ok, from the study on Facebook we saw that you are motivated to share or discuss the campaign to others. What motivates you to share it?
R9: Usually I do not share videos to others. If it had been really funny I would have shared or discussed it. Tipp-Ex is more creative than fun. I would not share it to all on Facebook but might discuss it with my closest friends.

I: What do you think motivates others who also want to share and discuss Tipp-Ex's campaign?
R9: Cool video, people think for example: look what I find. It could also be to share an experience.

I: What do you believe is the general motivation for someone to share or discuss Tipp-Ex's viral campaign with others? I would like you to choose between the following alternatives.*
R9: I think the most common motivation is number three

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R9: I believe that everything that is interactive increases the incentives to share it.

Appendix 12. Answers from interviewee 10

I= The interviewer.

R10=Respondent 10.

*For the question regarding motivations that involves alternatives, the interviewee was provided with a paper with the different alternatives. The alternatives were the following:

1. One strongly feels for Tipp-Ex and therefore one wants to share or discuss their campaign.
2. One wants to be the first one among friends to forward/discuss this campaign and thereby get recognised in the social group.

3. One feels the need to forward/discuss this campaign because of the good marketing incentives that have been made.
4. One feels the need to need to forward/discuss an experience from a product or service to someone that would appreciate it.

I: How many hours per day do you spend on Internet?
R10: Hmm.. It differs from day to day but I think it is around 10 hours. During a day at work I use Internet constantly.

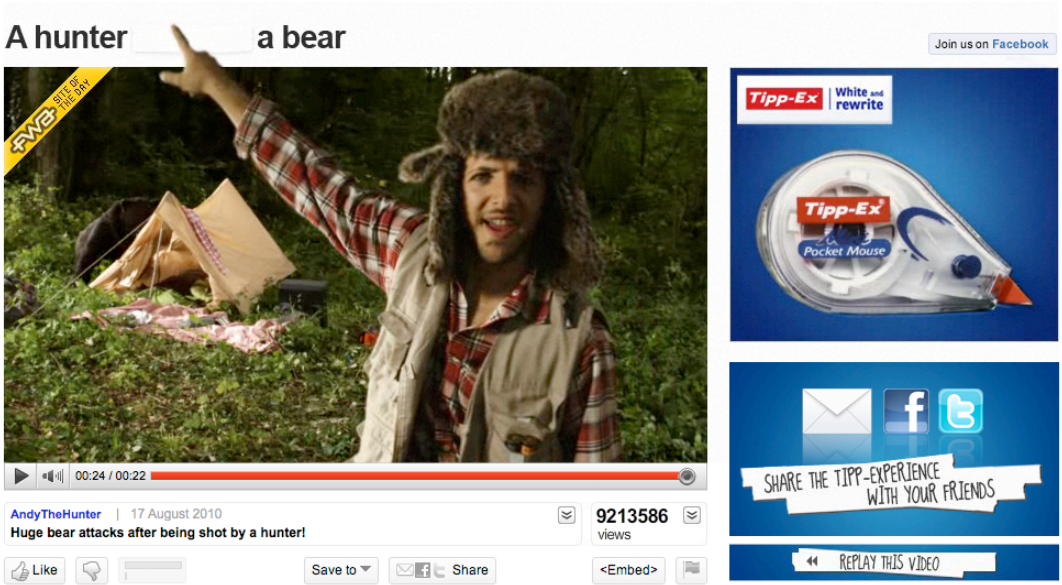
I: How many hours per day do you usually spend on Social Medias? For example on YouTube, Facebook, Twitter.
R10: I guess 4 hours.

I: Which emotions did you experienced when watching the video?
R10: It is fun to see a new concept that challenges ordinary marketing.
I: What does fun mean for you?
R10: Something that makes me laugh.

I: Why are you motivated to share or discuss Tipp-Ex viral campaign to others?
R10: I don´t share commercials on Social medias, but I would discuss it with my friends. It's a funny commercial.

I: What do you think motivates others to share and discuss Tipp-Ex campaign?
R10: Because it is fun.

I: What do you think motivates others to share and discuss Tipp-Ex campaign if you have to choose between these alternatives?*
R10: Difficult question but I think it would be the second alternative.

I: Do you believe that the possibility to interact increase the incentive to share or discuss a campaign?
R10: Yes I believe so.
I: Why do you believe it increase the incentives to share?
R10: It becomes more special when you have the possibility to interact.

Appendix 13. Screenshot of campaign