

## Viral Marketing Developing with Social Media Streams and Research about Ice Bucket Challenge Viral Campaigning

### Sosyal medya akımıyla gelişen viral pazarlama ve Ice Bucket Challenge viral kampanyasına yönelik bir araştırma

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Viral marketing and social media marketing are kinds of important marketing on dispersion of studies aimed of improving public consciousness and developing a point of society's view. In comparison with other marketing, viral marketing provides to convey messages in a short time and successfully in the setting of social media that people always keep in touch with each other. In the analysis section of survey, Ice Bucket Challenge viral campaign that has outstanding success of effecting both Turkey and world masses, in order to effect the masses which effective force that Ice Bucket Challenge viral campaign has and how this effective force is shaped according to the demographic features of the masses is tried to analysed. In survey, questionnaire technique has been used as a data gathering method. The datas obtained as a result of questionnaire technique applied 620 people have been analysed. In statistical analysis at the datas obtained SPSS 13.0 for Windows (Statistical Packages for Social Sciences) has been used. In addition to this, it has been benefited from mean, frequency and dispersion of frequency percentage, reliability tests, ANOVA, chi-squared test and unaffiliated T-test. Reliability of multivariate scale was examined by using Cronbach's Alpha. After that findings obtained have been evaluated and interpreted.

Toplum bilincini artırmaya ve toplumun bakış açısını iyileştirmeye yönelik yapılan çalışmaların yayılımında viral pazarlama ve sosyal medya pazarlaması önem arzeden pazarlama çeşitlerindedir. Diğer pazarlama çeşitlerine kıyasla viral pazarlama insanların birbirleriyle sürekli iletişim halinde olduğu sosyal medya ortamında mesaj iletimini daha kısa sürede başarılı bir şekilde ulaştırılmasını sağlamaktadır. Araştırmanın analiz kısmında hem Türkiye'de hem de dünyada kitleleri etkilemede üstün başarı göstermiş olan Ice Bucket Challenge viral kampanyasının kitleleri etkilemede hangi etkin güce sahip olduğu ve bunun kitlelerin demografik özelliklerine göre nasıl şekillendiği çözümlenmeye çalışılmıştır. Araştırmada veri toplama yöntemi olarak anket yöntemi kullanılmıştır. Toplam 620 kişiye yapılan anket uygulaması sonucunda elde edilen veriler analiz edilmiştir. Elde edilen verilerin istatistiki analizlerinde SPSS 13.0 for Windows (Statistical Packages for Social Sciences) paket programından yararlanılmıştır. Program içinde ortalama (mean), frekans ve frekans yüzdesi dağılımı, güvenilirlik testleri, ANOVA, Ki-Kare Bağımsızlık testi ve bağımsız T-test analizlerinden yararlanılmıştır. Araştırmada kullanılan çok değişkenli ölçeklerin güvenilirliği, Cronbach's Alpha katsayısı kullanılarak test edilmiştir. Elde edilen bulgular değerlendirilip yorumlanmıştır.

**Keywords:** Viral marketing, Social media, Ice Bucket Challenge

**Jel Codes:** M31.

**Anahtar Kelimeler:** Viral pazarlama, Sosyal medya, Ice Bucket Challenge

**Jel Kodları:** M31.

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## 1. INTRODUCTION

In the present century ideas are very important. It is believed that the ideas change the world and the ideas that give direction to the economy. If you change people's thoughts and behaviour as well as words through your ideas, you can create a value ( Godin, 2007: 16). Viral marketing is a concept that contains digitally innate essence (Açikel & Çelikol, 2012: 86). The new world of work is a concept such as computer viruses. In other words, viral marketing, which encourages the transmission portions are defined strategies to a marketing message to others, and thus represents a significant potential for the spread of the message. Viral marketing strategies enables the rapid spread of content. Various online platforms such as Youtube, Facebook, Instagram, Twitter offers the opportunity to directly communicate with the target audience. The main difference here is quality content. Because content is the greatest power of social media marketing. Well prepared and well managed content carries parser feature. To create a good content strategy should be asked some questions. And it is necessary to develop appropriate strategies to respond. Questions need to be asked (Handley & Champman, 2013: 53):

- What are your goals?
- Who is your target audience? Who are you?
- What do you want to get the content?
- Content When and how will you improve?
- Where will you publish?

For the sharing of content that need to submit an opportunity and connect with individuals. Social media is very important because it is as soon as possible to the target audience of the created content to be properly delivered. Social media has turned into a platform with a platform to interact with the Internet for information (Hanna vd., 2011). Social media this development is one of the biggest changes that have taken place since the industrial revolution in the name of marketing (Kamenetz, 2006'dan aktaran, Cormany & Erdem, 2010). The use of social networks is increasing in the world and in our country. Social networks and the prevalence of these are important in terms of viral marketing and viral campaigns of their business practices.

Ice Bucket Challenge: In July 2014, to draw attention to ALS disease and for the purpose of budget created in the United States where viral campaign was launched by CoreyGriffin. Participates accept the challenge and take a video of yourself dumping a bucket of ice water over your head to increase awareness of ALS; upload your video to social media, tagging/challenging at least three of your friends. Then make a donation to support the ALS community. The ALS Association's annual budget is typically up to \$20 million. Since the Ice Bucket Challenge, the association has been able to significantly expand its programs, booming its annual budget to up to \$40 million current fiscal year. In August of 2014; English Wikipedia article ALS were viewed 2.89 million times a month, has been created article in German and Spanish languages.

## **2. RESEARCH**

In this part of research, with international recognition and a successful example of viral marketing, the "Ice Bucket Challenge" viral campaign reached a wider audience in social media for what is determined to be the factors that motivate the masses to create a viral effect. During the research required to reveal another factor; how effective is that the publication of this viral campaign with social responsibility and social media usage habits of individuals. This is the result obtained by the research findings are considered to contribute to those who want to create a viral effect with the viral campaign.

Hypotheses developed considering these purposes are:

H1: There is a significant difference between social media usage habits and demographic characteristics of the participants.

H2: Demographic characteristics of participants in the " Ice Bucket Challenge", there is a significant relationship between being informed of the status of the viral campaign.

H3: The demographic characteristics of the participants with the " Ice Bucket Challenge" viral campaign, there is a relationship between the challenge of the situation.

H4: The campaign located in celebrities with the level of exposure of the participants " Ice Bucket Challenge" viral campaign, there is a relationship between the Read status of the media.

The main mass of this research is the social media users. As the data collection method was survey method is selected. The survey consists of 15 questions in total. The first four questions are related to the demographic characteristics of the survey participants. The reason of question types to take part in the survey, the questionnaire is to make a general description of the participants. 5, 6, 7, 8. questions are directed to social media usage habits of the participants only eighth question consists of the judiciary Likert scale questions were asked; 1 Strongly Disagree, Disagree 2, 3 Neither Agree or Disagree, 4 Agree, 5 Strongly Agree. 9, 10, 11, 12, 13, 14, 15. questions "Ice Bucket Challenge" are intended to measure the participants' attitudes and thoughts about the viral campaign. The questionnaire was created for the first time applied in a pilot study on 20 people, made the necessary arrangements after the Google Documents format questionnaire was delivered to users as a link on the Facebook social media website. Survey application, has been made between June 5 to July 5, 2015. The statistical analysis of the data obtained in SPSS 13.0 for Windows (Statistical packages for social sciences) has been used. The average in the program (licorice), frequency, and frequency percentage distribution, reliability tests, ANOVA, chi-square test of independence and independent t-test were used in the analysis.

### 3. FINDINGS

**Table 1.** Demographic Characteristics of The Participants of The Basic Descriptive Statistics

Demographic	Variable	Frequency
Gender	Female	378
	Male	242
Age	17 age and under	12
	18-24	346
	25-34	206
	35-44	35
	45-54	14
	55-64	4
	65 age and more	3
Education Level	Primary education	8
	High school	52
	Associate	50
	Graduate	430
	Postgraduate	80
Income Level	0-300 TL	101
	301-750 TL	118
	751-1500 TL	144
	1501-2500 TL	105
	2501 TL and more	152

#### 3.1. Findings Related to Using Social Media Habits

In our sample of 287 participants for the internet usage time per day 1 + 3 hours, 3 + 163 participants per day, 6 hours, 80 participants per day 0-1 hours, average 6 + 64 participants per day, 9 hours, 18 participants per day 9+ 12 hours, 8 participants per day is 12+ and more time to have the habit of using the internet and their distribution according to most social media platforms used by participants who responded to the survey; Facebook 200 participants, 177 participants from Youtube, Twitter's 110 participants, 105 participants from the 28 participants prefer to Instagram and Wikipedia. In our sample, which makes loading content on digital platforms for the media usage habits of 509 participants; It is observed that 54 participants of the digital platform to upload content. In our sample, followed by shares of 542 participants in the digital platform for their media usage habits of friends; It is observed that 23 participants keep track of your friends share in digital platforms. In our sample, followed by shares on the digital platform of the the famous 370 participants for the media use habits; 153 participants are observed to follow their shares on the digital platform of celebrities.

#### 3.2. "Ice Bucket Challenge" Findings Related to Viral Campaign

Survey questions asked of participants in order to learn the state of being aware of the viral campaign; 588 participants "Ice Bucket Challenge" is aware of the viral campaign, the 32 participants have stated that the participants be informed of the viral campaign and make up our sample, 35 'i "Ice Bucket Challenge" that defies the viral campaign; The 585 participants "Ice Bucket Challenge" stated that the viral campaign challenge. Survey participants "Ice Bucket Challenge" statements concerning the degree of satisfaction that the viral campaign like the campaign examined 507 participants, 113 participants have reached the conclusion

that the campaign did not like. Survey participants "Ice Bucket Challenge" thoughts about the most popular aspects of the viral campaign is analyzed; 286 participants of the campaign's social responsibility orientation, 89 participants of the campaign participants from creating that emotional connection direction of the 75 participants of the campaign is to provide the opportunity to entertain the participants, the absence of participation easy 56 participants of the campaign, the 56 participants of the campaign message content of clear and understandable, feeling good about himself to the 37 participants of the campaign participants to give the chance, the opportunity to speak among 21 participants of the campaign's participants observed that he likes the direction to give. In our sample of participants "Ice Bucket Challenge" on the elements they consider not affect the rotation of the campaign viral campaign, the involvement of celebrities in 220 participants campaign, of having 162 participants of international common language, 75 participants of the campaign easy participation to exist, being 62 participants campaign time constraints, 55 participants the campaign's entertainment content is, 46 of the participants to attend the effects of high levels of prestige campaign that provides participants stated.

#### 4. ANALYSIS

The reliability of multivariate scale used in the study were tested using Cronbach's alpha coefficient. In the study Cronbach Alpha coefficient rose 0.87. This coefficient represents our rubric is highly reliable scale. Independent t-test was used for the purpose of social media usage habits of the participants according to gender in order to reveal whether to show in terms of statistically significant differences. The Anova was used to demonstrate that showing differentiation according to income level, education level and age about participants' social media usage habits.

**Table 2.** According to Demographic Characteristics Social Media Usage Habits

Demographic Characteristics		Social Media Usage Habits								
		Content Installation			Friend Following			Celebrities Following		
Gender		N:	Ort:	Std:	N:	Ort:	Std:	N:	Ort:	Std:
		Female	378	4,31	0,97	378	4,26	0,73	378	1,21
	Male	242	3,95	1,03	242	4,11	0,91	242	3,20	1,39
Age	17 age and under	12	3,66	1,37	12	4,58	0,51	12	4,22	1,10
	18-24	346	4,11	1,02	346	4,27	0,78	346	4,35	0,50
	25-34	206	4,04	0,97	206	4,30	0,69	206	3,86	1,32
	35-44	35	4,08	1,03	35	4,31	0,79	35	4,43	0,32
	45-54	14	4,07	0,61	14	4,42	0,51	14	3,98	0,28
	55-64	4	3,75	0,50	4	3,75	0,50	4	3,75	0,50
	64 age and more	3	4,00	0,00	3	4,33	0,57	3	4,21	0,30
Education Level	Primary education	8	4,12	1,35	8	4,00	1,30	8	4,00	1,30
	High school	52	3,98	1,01	52	4,19	0,81	52	3,48	1,39
	Associate	50	4,34	0,68	50	4,32	0,74	50	3,88	1,17
	Graduate	4,3	4,07	1,00	4,3	4,2	0,81	4,3	3,4	1,26
	Postgraduate	80	3,97	1,10	80	4,20	0,80	80	3,28	1,51
Income Level	0-300TL	101	4,06	1,05	101	4,20	0,86	101	3,90	1,18
	301-750TL	118	4,25	1,00	118	4,38	0,72	118	3,73	1,23
	751-1500TL	144	4,09	0,93	144	4,19	0,78	144	3,37	1,24
	1501-2500TL	105	3,99	1,13	105	4,16	0,85	105	3,53	1,26
	2501TL and more	152	3,99	0,91	152	4,11	0,82	152	3,15	1,42

Analysis of the findings made as a result of the working hypothesis "H1: There is a significant correlation between social media usage habits and demographic characteristics of the participants." It is acceptable for only gender factor in demographics. According to the results of adding digital content platforms, to follow the loading content of celebrities friends and social media habits of women as compared to men, it was found to be more active. Analysis of results were not determined relationship as to the income level, age and education level. H1 hypothesis is unacceptable for three demographic characteristics.

H2: Demographic characteristics of participants in the " Ice Bucket Challenge", there is a significant relationship between being informed of the status of the viral campaign.

The participants of the "Ice Bucket Challenge" the viral campaign from a news story that showed a significant correlation with the demographic features of the state of which one to show statistically for independence the Chi-square test was applied.

**Table 3.** Being Aware of The Status of The Ice Bucket Challenge Participants that Have A Significant Relationship with Demographic Features

Demographic characteristics		Distribution of informed
Age	17 age and under	10
	18-24	332
	25-34	194
	35-44	34
	45-54	413
	55-64	14
	64 age and more	1
Educational Status	Primary education	5
	High school	49
	Associate	40
	Graduate	417
	Postgraduate	77

There is a significant relationship only according to age and educational level of participants between the state of being aware of the Ice Bucket Challenge viral campaign. In this case, the H2 hypothesis is considered for age and education level.

H3: The demographic characteristics of the participants with the " Ice Bucket Challenge" viral campaign, there is a relationship between the challenge of the situation.

The participants of the "Ice Bucket Challenge" viral campaign, which showed a significant correlation with the demographic challenge of the state one of the features to show statistically that for independence the Chi-square test was applied.

**Table 4.** The Challenge Status of The Participants in The Ice Bucket Challenge that Have A Meaningful Relationship with The Demographic Characteristics

Demographics Characteristics		Distribution of challenger
Gender	Female	12
	Male	21
Age	17 age and under	3
	18-24	26
	25-34	2
	35-44	4
	45-54	0
	55-64	0
	64 age and more	0
	Education Status	Primary education
High school		2
Associate		8
Graduate		21
Postgraduate		2
Income Level	0-300TL	8
	301-750TL	11
	751-1500TL	10
	1501-2500TL	3
	2501TL and more	3

H4: The campaign located in celebrities with the level of exposure of the participants “Ice Bucket Challenge” viral campaign, there is a relationship between the read status of the media.

The participants of the “Ice Bucket Challenge” viral campaign, with the situation being affected by the challenge that statistically showed a significant relationship between the level of participation in the famous show for independence the Chi-square test was applied.

**Table5.** The Challenge Status of The Participants in The Ice Bucket Challenge that Level of Affected by The Participation Of Celebrities

Level of Affected By The Participation Of Celebrities	Distribution of challenger
Extremely	8
Moderate	10
Partially	12
Never	5
TOTAL	35

In this case, H4 is accepted. The participation of Celebrities affected by the level of the other participants were higher than participants with high levels of challenge have been identified.

## 5. CONCLUSIONS AND RECOMMENDATIONS

In a very short time in Turkey and spread throughout the world by showing with the phenomenon Ice Bucket Challenge, a viral challenge with fun digital content and style of recent times most resounding campaign to be chosen as a subject for the study of global awareness and marketing campaign to have success. Both in this world and in Turkey, this successfully today and in the future the scope of marketing communication, which is a successful example of viral marketing, its name will be talked about the Ice Bucket Challenge which are discussed within the framework of the scientific analysis of the campaign.

Differences in social media usage habits, demographic characteristics, it is observed that according to gender are significant. According to analysis of their usage habits, social media, digital platforms more active use of women as men do, women more than men in online platforms and tracking content download, friends, and the pursuit of the famous. As a result, the demographic characteristics of individuals as age, level of Education and income, which shows the difference of their habits in social media usage by gender it is seen that this difference is only looming. As a result of the analysis, the demographic characteristics of the participants according to the age range 18–25 and 25–34 and are graduate education level, income levels, and individuals with a range 751–1500 TL 301-750 TL becoming aware of the situation and the challenge of the campaign is higher than with other characteristics of the participants, however, concluded that more men than women are active in the campaign in challenge behavior. When we think of the greatness which propagation can not be ignored; it is concluded that awareness is created for a specific audience. Respondents to the survey, 56% of the level in the expansion of this campaign to participate in the campaign the participation of Celebrities, the individuals stated that the level of impact was high. A higher level of impact on individuals and celebrities to participate, participants also defiant on online platforms has been found to follow celebrities. As a result, participants with high levels of participation of Celebrities affected by the “Ice Bucket Challenge” were higher than the other participants in the viral campaign it was determined that the level of challenge.

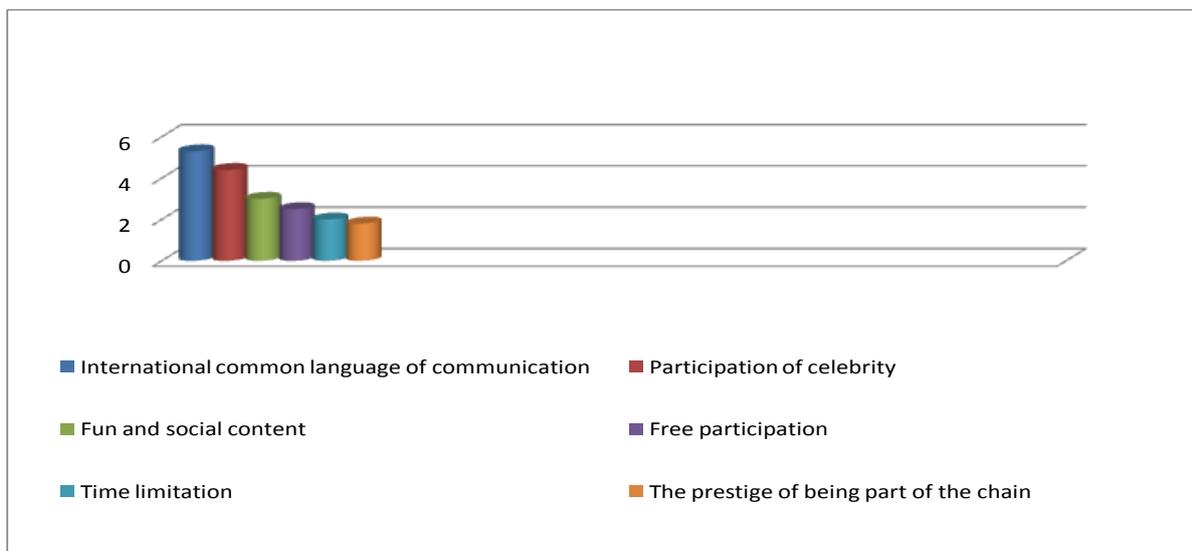
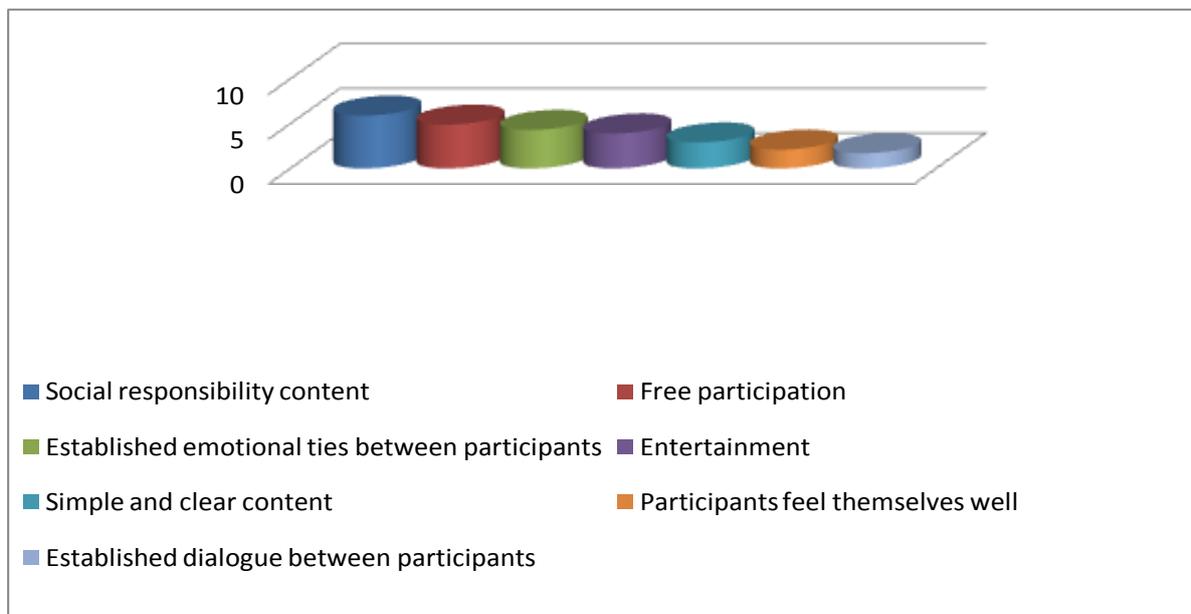


Figure 1. Factors that Creating Viral Effect

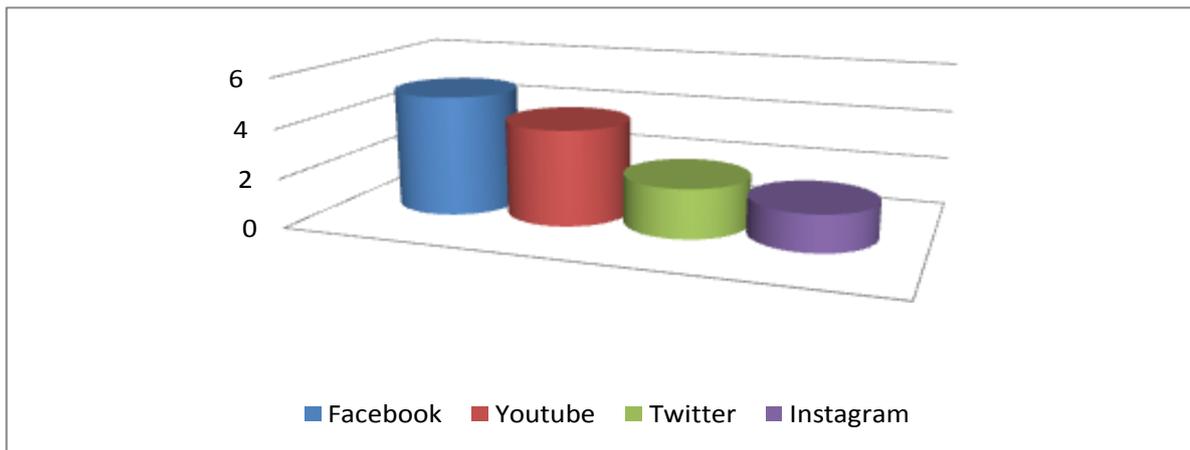
It was seen that the resulting analysis findings; problem clearly create awareness for an issue by putting forward the order made social-oriented society "Ice Bucket Challenge" incompatible with social responsibility issues which form the content of the viral campaign, providing an opportunity to have fun to the participants of the campaign and the international common contact is formed of the language and the famous campaign and with it have demonstrated the participation of the masses has played an active role in creating a viral effect. Another features play an active role in creating the viral effect of the campaign, which the free participation and provided prestige.

Campaign's "challenge" approach has provided an opportunity to express themselves to people in the audience position. "Challenge" method, which is one of the difficult issues of social media "user generated content" is a successful example; It will open new doors to other ideas. Ice Bucket Challenge campaign shows us that social media users do not want monologue with each other, they wants to be in dialogue and will not allow media the passive users, they are to be self-activated, driven, and in this respect them, they need to reasons that will trigger. Making necessary under the basic things, should make successful analysis of social media dynamics and determined good how the to benefit from this dynamics.



**Figure 2.** The Most Admired Aspects of Viral Campaign Ice Bucket Challenge

The most appreciated aspect of the campaign is that it is presented to the masses for content to intended for awaken social consciousness.



**Figure 3.** The Preferred Online Platforms Based on The Rate of Video Spread

Viral videos are fun and friendly as well as creative. The masses watch the video with these characteristics, they want to watch his friends. So this type of viral effect to show videos with high levels of emissions are shared in some digital platforms. Participants gave answers digital platform for video distribution in the highest level of impact that online platforms respectively, Facebook, Youtube, Twitter and Instagram.

The above shows that the demographic characteristics of participants in the analysis part of the research of this viral campaign which is influencing the masses the masses that have active power is shaped by demographic characteristics were attempted to be resolved how. The suggestions brought in this case will be known to can be listed below:

**1- The use of social media tools:** Catch up with the new generation now it's not really possible through conventional media. In front of us, "Screensaver", we would define as mass. The habit of this second screen audience, the increase in the spread of integrated technologies such as mobile devices, social media tools and the new generation makes it imperative that the development of this technology use. Social media, traditional media has more power compared to the interaction in creating. Of communication studies in the field of mobile and social must be increased.

**2- Produce creative content:** Video content constitutes social responsibility, although in on the fun, too have been given. In addition, the campaign contribute to the campaign and challenged other names that invited worldwide famous names has created a snowball effect. In this way, the viral spread has increased.

**3- Far from stereotypes, prepare a fun video:** Words are important, but the moving images are more memorable. Because both the eye and ear appeal. Some of us we like to read too, but many of us watching the video than we love. The reason for this is the human brain more the point of the video message transmission is performed to the touch and in a shorter time.

**4- Creating chain communities:** Creating a multiplier effect there was a wave of almost. Nowadays, people in social media as a community they have been deployed. Because to them, it is quite important to feel that they are part of a group. There are in constant dialogue with each other. This is by talking with each other, themselves and each other by sharing their appreciation of what they did by telling their experience, making typing.

Spread on digital platforms with the aim of showing, viral campaigns, experience creating content by creating communities of audiences and the chain can achieve a level of spreading like a virus. For this, viral marketing and social media marketing is of great importance. The viral spread of communication activities to be able to convey their message accurately and show organizations that want to achieve their goals in order to producing a viral video unless it is that contains a different content, and that online platforms for attracting attention unless he will be very successful at together with the masses. Many good ideas become a reality and all of these idea are taken into account in the ocean will disappear.

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