

## Buzz: Starts fades and revives

Rupayan Biswas<sup>1,\*</sup>, Pooja Sehgal Tabeck<sup>2</sup>

<sup>1</sup>Student, <sup>2</sup>Assistant Professor, Amity Business School, Amity University, Noida

**\*Corresponding Author:**

Email: Rupayan93@gmail.com

### Abstract

Buzz-marketing is a form of viral marketing technique where mainly word of mouth is used to spread the word about a particular campaign or product by increasing conversation about it within family and other known people through social media. It has become the biggest asset in today's marketing world. The case study is about how a product, a video or an idea go viral and stays for a certain period of time then it fades, and then after a point of time it revives. The case study will look into the reasons why a thing goes viral. There are several reasons to why a product goes viral it can be word of mouth, promotions, advertisement, the case will show which of these affects more. Some of the products or ideas become a brand and stays there for a longer time but some products start with a spark and fade away easily. The case study will also show how global brands are using it to grow and how it is better than traditional marketing.

**Keywords:** Buzz marketing, Viral, Word of mouth, Social media, People.

### Buzz marketing: Get people talk about an idea or product

Definition given by Mark Huges in his book "Buzzmarketing catches the attention of consumers and the media to the point where talking about your brand, company, product or idea becomes entertaining, fascinating, and newsworthy".

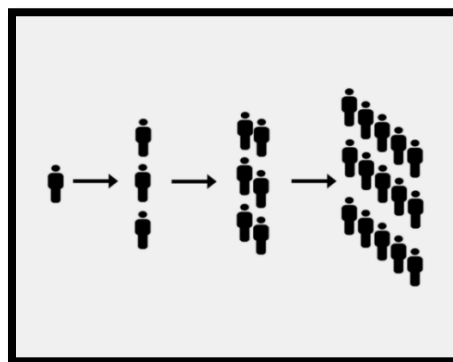
Buzz begins conversation. In the conventional marketing model, the corporate advertiser sits in the center and burns through cash to send messages to focused prospects. The showcasing group makes a message, buys media, and sees the messages conveyed to the client regardless of whether business client or purchaser. End of story.

For instance of the number of YouTube viewers of Korean pop star Psy's video "Gangnam style" had achieved well more than two billion. That made it the most watched video ever. The infectious melody with bizarre move ventures with different locations joined to make the video an enormous hit. There is nobody around the globe who hasn't seen the video. Indeed, even articles and spoofs identified with the video has gotten an extensive number of perspectives.



**Exhibit 1: Poster of Gangnam Style**

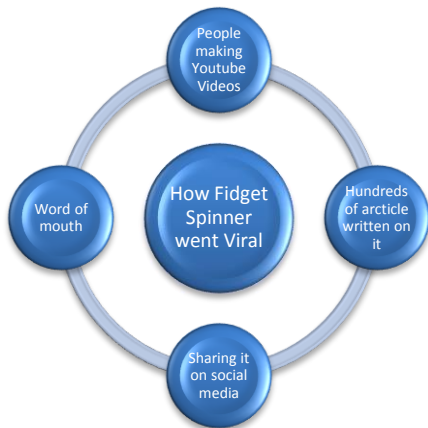
For advertisers a standout amongst other thing about the web is that when a thought flies up it can affect a brand to transcendence and fortune for nothing. It can be named as buzz, viral loop or informal promoting influencing individuals to take about the thoughts and spreading it like out of control fire. Buzz advertising begins with one shopper telling two of his companions and after that two of his companions spreading it so on, making a buzz.



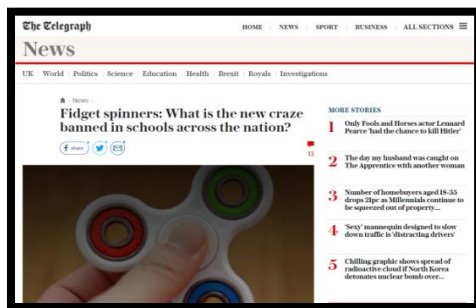
**Exhibit 2: how the buzz spreads**

The most recent buzz that took the web-based social networking and online stores by a tempest was the Fidget spinner. The fidget spinner had gained more than 5 million YouTube recordings with 110,000 searches on Google a month, so it is exciting to know what made the fidget spinner so special and popular among masses. The thought behind the fidget spinner is straightforward: a metal or plastic outline pivots around a direction in the centre to accomplish a wonderful turn that can continue for quite a long time.. The product was placed as a item for fun pleasure and stress buster.

But this didn't make the product go viral. The reasons that made the product go viral are shown (Exhibit 3).



**Exhibit 3: Reasons for fidget spinner going viral**



**Exhibit 4: News articles related to fidget spinner**

The above mentioned points are the reasons that the fidget spinner went viral. There were hundreds of articles written online on fidget spinners drawing the people to know about the product and make it viral. In (Exhibit 4), the articles that were circulating online creating a buzz are shown. There were several YouTube channels showing how to use fidget spinners to swipe pictures in phones and tablets. Various other funny and interesting videos related to fidget spinners made people even more engrossed in the product. The Google search related to the product also went up. People wanted to know about the new product that went viral and what it was all about.

Now most of the people must have heard "Selfie maine le li aaj" by Dhinchak Pooja or "Friday" by Rebecca Black, why were the people hooked to these videos or why these videos went viral although these videos were absurd and annoying. Both of these videos were shared and viewed more than any other videos.

These videos went viral because of certain reasons. Firstly the songs were shared by people over the social media. For example whenever people took a selfie they started mentioning by putting a hastag and wrote selfie maine le liya, this created a buzz in the social media and the viewership of the videos increased each time

people took a selfie and put a hastag. Also many newspaper articles were written on it making it popular in the process and getting the people's attention. Similarly the song "Friday" by Rebecca Black went viral even though it had the worst lyrics and equally bad rapping. It went viral and its viewership went up as it had the word Friday so people who went partying on Fridays or thought about Friday associated themselves with this song. There is report by YouTube that the viewership of this video went up on Fridays as people associated Friday with this song.

Rubik's cube is an example of a buzz that started after a certain point of time faded away and then again revived. Three decades prior the Rubik's Cube was developed by Hungarian Professor Erno Rubik in 1974, the six sided toy was initially known as magic cube. This was foreign to United states by a major toy organization and introduced at a Hollywood gathering. This made it mainstream and it turned into a moment sensation among youth and old individuals in the nation. It was popular to the point that the acclaimed accumulation amid the wedding of Prince Charles and Lady Diana was Rubik's cube finished with their photographs.

The fad that is the Rubik cube's popularity slowly started fading away but it revived soon by starting worldwide competition of speed solving the cube puzzles this gave the people a reason to participate follow solving Rubik's cube as a passion or work.

The popularity was regained by making these competitions popular worldwide and changing the fad tag of it to a passion tag for young stars also associating with a huge prize money. It's popularity also increased as many TV shows and movies promoted it to show its character's high intelligence level. Movies like WALL-E, Snowden, Pursuit of Happiness and TV shows like Seinfeld and The Simpsons promoted it.

## Literature Review

**Guda van Noorta, Marjolijn L. Antheunisb and Eva A. van Reijmersdal (2012)** have discussed that web-based social networking are progressively mainstream. Subsequently, advertisers to an ever increasing extent perceive informal community locales as a stage for business battles. Interpersonal organization clients forward these crusades to their online associations. In any case, our comprehension of the convincingness of these crusades is rare. This examination takes on the point of view that social setting assumes a vital part in clarifying effort impacts, and explores whether the social association between the sender and the beneficiary of a viral web-based social networking effort predicts its enticement. All the more particularly, it is tried whether quality of tie between the sender and collector of a battle predicts collectors' full of feeling and behavioural reactions, and whether saw convincing aim is the fundamental instrument. The consequences of a study among social media clients got

bolster for this thought. Along these lines, this investigation adds to our comprehension of viral promoting interchanges in informal organization destinations. Suggestions for the possibility of promoting exercises in web-based social networking are talked about.

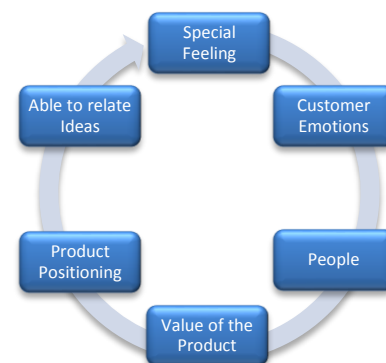
**Iman Golkar Amnieh and Marjan Kaedi (2015)** in their paper have said that sending special messages to a couple of quantities of clients in a informal community can spread an item through verbal. In any case, picking clients that get limited time messages, in request to expand engendering, is a significant issue. These beneficiaries are named "powerful hubs." To perceive compelling hubs, as per the writing, criteria, for example, the connections of system individuals or data shared by each part on an informal organization have been utilized. One of the successful factors in dispersion of messages is the identity attributes of individuals. To the extent we know, in spite of the fact that this issue is significant, so far it has not been connected in the past investigations. In this article, utilizing the diagram structure of interpersonal organizations, two identity qualities, receptiveness and extroversion, are assessed for arrange individuals. Next, these two assessed qualities together with different qualities of interpersonal organizations, are considered as the criteria of picking compelling hubs. To execute this procedure, the genuine coded hereditary calculation is utilized. The proposed technique has been assessed on a dataset including 1000 individuals from Twitter. Our outcomes show that utilizing the proposed technique, contrasted and straightforward heuristic strategies, can enhance execution up to 37%.

**Sanjit Kumar Roy, Gul Butaney, Harjit Sekhon and Bhupin Butaney (2014)** discuss about the word of mouth (WOM) and viral marketing action (VMA) for e-retail sites, the motivation behind the paper is to analyze the connections between each of the devotion stages (e.g. psychological, full of feeling, conative and activity faithfulness), and in addition WOM and VMA. Utilizing devotion stages hypothesis, a hypothetical demonstrate was proposed and tried among the retail site clients. Information were gathered from 509 e-retail clients utilizing a poll review. Basic condition displaying was utilized to test the proposed theories. Results discovered help for the unwaveringness stages hypothesis. WOM action was observed to be fundamentally affected by a buyer's conative and activity dedication, while expanded full of feeling devotion arrange was fundamentally identified with VMA. Online retailers need to coordinate their endeavors towards coordinating the four parts of the dedication chain for improving the WOM behaviour what's more, VMA. For improving the WOM conduct of their site clients, on the web advertisers need to fortify their purchasers' conative and activity unwaveringness levels, and for upgrading the VMA, they should concentrate on improving the full of feeling

faithfulness level. This paper adds to the writing by recognizing the differential effect of the dedication arranges on WOM and VMA.

**Ed Keller and Brad Fay (2012)** in their paper write that advertisers are progressively centred around social promoting, urging buyers to share content and in addition suggestions, looking for more accentuation on customer "articulations" and not simply "impressions." But rather in what manner should articulations be accomplished and measured? The creators contend for an all encompassing methodology, one which perceives that shopper looks happen regularly eye to eye and are not principally the domain of online social media. Given inquire about that shows an effective connection between verbal exchange and paid publicizing, the creators recommend the requirement for another promoting model, one in which akey objective of the advertisement is to encourage discussion; the discussion at that point induces the prospect, which prompts one to buy.

**Go Viral: How the word spreads and influence customers**



**Exhibit 5: How to make an Idea Go Viral**

The first way is to make the customer feel special by providing them services that makes them talk about the product or service with their friends or other people. For example Jio giving away free SIM and free service for certain period of time to make its customers feel special, this is the reason the news spread really fast among its customers. Also let us take the example of LinkedIn where each member receives a message that they are one the top influencers on the site this makes them feel special and spread the word by bragging that they are special in way they promoted LinkedIn thus LinkedIn became famous on the way. Thus providing the customers with something that others do not have makes them feel special and in a way spread the word.

The second way the word spreads is by activation of some ideas that is associated with common activity that we normally do or happens. For example there was song by Rebecca black that is 'Friday' it was one of the worst songs sung by anyone in that year still that song went viral and became famous. The views of that song is equally high, according to data collected by YouTube the views of the video go up on Fridays as people

associate themselves with the day. Even though the song was bad but people could associate themselves with it. Same goes for the Indian song 'Selfie maine le liya' by Dhinchak Pooja that went viral as people could relate to with whenever they took selfies. Whenever People can relate something with the other that activates a thought in our mind that makes us share the thought.

The next step how to make things go viral is to connect with customer emotions. For example any good news on television would pump anyone up and makes people feel happy about it but on the contrary the bad news makes people angry and it leads to decrease in sharing. When survey was done then it was observed that the amount of good vibes that positive articles evoked among consumers made them share the news among their peers.

The next step is positioning of the product. This is how people perceive the product for example the way a product is placed in the shop. For example let us take the case of a discount, if a product is placed as 100 rupees off instead of writing 10 percent off or 25 percent off on the product people start perceiving the product to be cheap or maybe the discount to be less. This creates a negative impact on the mind of the consumers, Thus positioning of the product is very important when it comes to influencing the psychology of the consumers.

The next step to get the news widespread is people. People tend to imitate what others are doing around us. For example if a customer wishes to visit a restaurant in our city he will ask his friends and close ones to get an idea of the best restaurants in the town. Also take the example of Apple, the company at first when they had launched their laptops they placed their logo on the users side instead of the other side of the user. So keeping that in mind they later on launched laptops that had logo on the other side of the laptops so that others could view and know about the apple laptops. this helped them in spreading the word about apple laptops in the market. Apple also came up with iPods instead of portable CD players which had white earphones, people at initial stages did not really buy the product but later on looking at the growing white earphones in the market they started believing the product. Grabbing people's attention can be started from very simple ideas like changing the logo or changing the colour of the product, thus helps in spreading or evoke a thought in the minds of the customers.

The next step that creates buzz around the actual value of the product, how the product makes our work easy or how it saves time or may be what are the best ways to dress for a wedding or the seven food for best diet available, people share these because they are useful information and they are worth sharing as they will help making other people lives better. Also using a reference point to convey a good deal works at times let us take an example of a bread maker which was placed at

a lower price but did not purchase so the company decided to bring in a new product that was twice the price into the market, instead of increasing the sale of the product the sale of the cheaper one increased. People thought they got a better deal in the cheaper one.



**Exhibit 6: Jerad Fogle who lost weight eating Subway diet**

### Conclusion

Thus from the above points and examples one can certainly say that how social influence is important to spread the word, how one person's behaviour affects the other persons behaviour. Why a certain product gets more attention and word of mouth than other products, all these questions have been answered in the above points and examples. Now take the example of Subway which sells burgers that have low fat but that does not make a story to tell or influence others, so what happened with subway was when a student named Jerad fogle lost 200 pounds following subway diet. So someone losing weight eating fast food made it a story to tell and this news went viral. Subway benefits because it is the part of the narrative. Subway had low fat subs but to bring that up stories like that of Jerad is important, it helps in influencing others and buy the story.

Also one of the thing worth mentioning is that all the points that are mentioned in (Exhibit 11) do not work single headedly it works when all or two or three of the factors act together. So all that can said is that any product or idea can create a buzz, social influence helps all ideas catch on. Social epidemics helps to spread the fire not only the one that started the buzz the intermediates the people who shared the news among each other equally contributed to the wildfire. Now why does a social epidemic gets more attention than another it's not because of luck that a person gets more vote during an election or a video gets more views than other, this has to do with all the points mentioned in (Exhibit 5). All the influencers are necessary to spread the fire.

### References

#### Research Papers

1. Van Noort, G., Antheunis, M. L., & Van Reijmersdal, E. A. (2012). Social connections and the persuasiveness of viral campaigns in social network sites: Persuasive intent



as the underlying mechanism. *Journal of Marketing Communications*,18(1),39-53.

2. Golkar Amnieh, I., & Kaedi, M. (2015). Using estimated personality of social network members for finding influential nodes in viral marketing. *Cybernetics and Systems*,46(5),355-378.
3. Roy, S. K., Butaney, G., Sekhon, H., & Butaney, B. (2014). Word-of-mouth and viral marketing activity of the on-line consumer: the role of loyalty chain stages theory. *Journal of Strategic Marketing*,22(6),494-512.
4. Keller, E., & Fay, B. (2012). Word-of-mouth advocacy. *Journal of Advertising Research*,52(4),459-464.

#### **Books**

1. Berger, J. (2016). *Contagious: Why things catch on*. Simon and Schuster.
2. Scott, D. M. (2015). *The new rules of marketing and PR: How to use social media, online video, mobile*

applications, blogs, news releases, and viral marketing to reach buyers directly. John Wiley & Sons.

3. Sernovitz, A., Kawaski, G., & Godin, S. (2006). *Word of mouth marketing*. Dearborn Trade, A Kaplan Professional Company.
4. Penenberg, A. (2010). *Viral Loop: The power of pass-it-on*. Hachette UK.

#### **Journals and Articles**

1. <https://www.shopify.com/blog/fidget-spinners-and-viral-marketing>
2. <http://www.hindustantimes.com/music/dhinchak-pooja-selfie-maine-leli-aaj-why-are-cringeworthy-videos-so-popular/story>
3. <http://www.latimes.com/business/la-fi-jared-fogle-subway>