

Motivations to participate in an Action driven viral marketing campaign: A look at the different stages in the decision-making process



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Abstract

Different variables play a role in the different stages of the decision-making process before people participate in an action driven viral marketing campaign. Knowing what influences this, can help companies spreading and participation in their action driven viral marketing campaign. For this study the participation in the Ice Bucket Challenge is researched by running models that include different variables that literature showed has influence on participation in a normal viral marketing campaign. Before people can participate, they have to be nominated. Variables that have a positive influence on nomination are the entertainment value of the campaign and altruism. The trust people have in charities and their age have a negative effect on nomination. Variables that are found to have positive influence on the decision if people participated or not are the trust people have in the brand (ALS foundation) and age. After that a distinction was made between people who participated by making a movie and people who made a movie and donated. People who only made a movie value the campaign higher in entertainment value and lower in that they help others by participation. Altruism and trust in charities is lower for people who only made a movie, than people who did both, make a movie and donate.

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1 Introduction

4.570.000 results on YouTube alone. Bill Gates, Kim Kardashian, president Obama, Tom Cruise, Justin Bieber, Mark Zuckerberg and Oprah Winfrey participating in it. This is just a glimpse of what happened with the Ice Bucket Challenge during the summer of 2014. People were getting nominated by people they know, through social media, to participate in this action driven viral marketing campaign. When nominated they had the option to either donate money to the ALS foundation, or to make and post a video where they throw a bucket with ice water over themselves. When choosing for the video, they get to nominate three other people to participate. A lot of money was raised for the ALS foundation and the Ice Bucket Challenge got a lot of attention in the media. But what drove people to participate in the Ice Bucket Challenge?

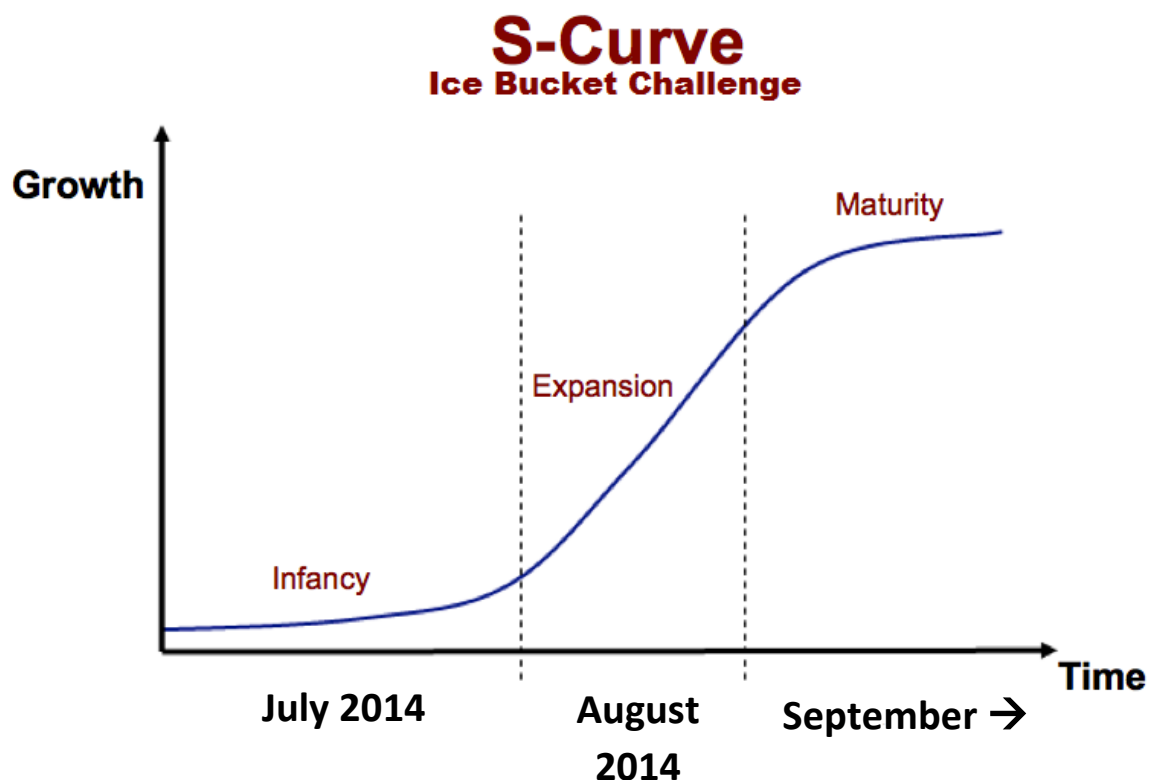
Viral marketing, also called electronic word-of-mouth (Kaplan and Haenlein, 2011), buzz marketing (Thomas, 2004) and word-of-mouth, is something that usually starts with a marketer creating content. Mostly for brand-building (Watts, Perretti and Frumin, 2007), but can also be used to gain awareness (Kaplan and Haenlein, 2011 and De Bruyn and Lilien, 2008), share product information (Leskovec et al, 2007) and to change people's purchase behavior (Richardson and Domingos, 2002 and De Bruyn and Lilien, 2008). The internet address (URL) is made available for the internet users and they can forward this URL to other people, who can then also forward the URL to other people. That is why it has the potential to reach a lot of people (Watts, Perretti and Frumin, 2007). Social media channels as Facebook make it easy to not only forward URLs but also other types of content like video's and photos.

In this thesis Social media is defined as "a group of internet based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation exchange of User Generated Content" (Kaplan and Haenlein, 2011).

Participation in a viral marketing campaign often follows an S-shaped curve (Bass, 1969). The S-curve can be divided into three parts; (1) the infancy phase, the campaign starts and people are slowly starting to participate in the action driven viral marketing campaign. (2) The expansion phase, the campaign is going viral and a lot of people are participating. (3) The maturity phase, the participation in the action driven viral marketing campaign is slowly dying down, the big hype is over. Pete Frates and his friend Pat Quinn started the campaign in July 2014. The campaign was at its high point in August 2014, when most people and

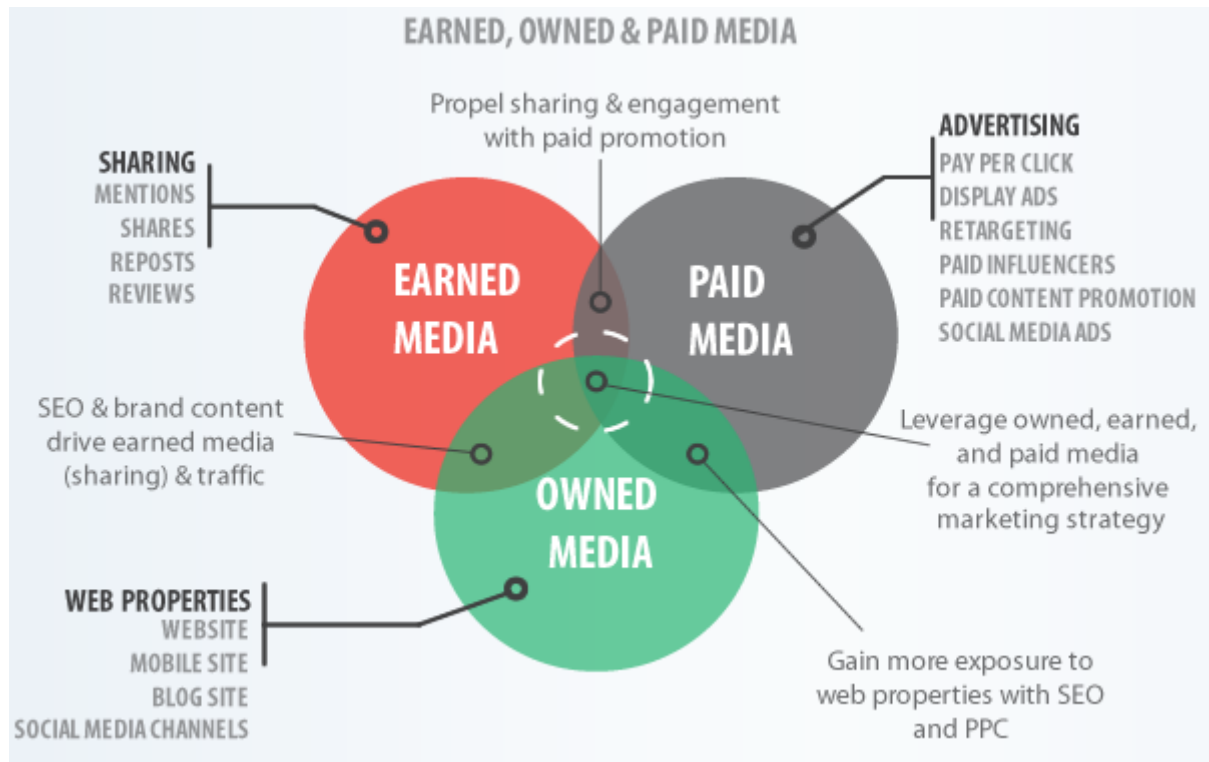
celebrities participated, according to the number of uploads on YouTube and articles that are written about the Ice Bucket Challenge. After August the participation in the action driven viral marketing campaign slowly went down. At this moment there are still people posting movies on YouTube doing the Ice Bucket Challenge, but it is a very small group and almost no one is talking about it anymore. This means the S-curve of the Ice Bucket Challenge looks like figure 1.1.

Figure 1.1 S-curve Ice Bucket Challenge



In digital marketing you can make a difference between earned, paid and owned media (Corcoran, 2009). Owned media is media that is owned by the company, like the company website and social media channels. Paid media is media that the company pays for like social media ads, display ads and paid content. This can help get earned media or to create more awareness about or get more traffic to the owned media. Earned media is the (online) word-of-mouth. The payoff of all your paid and owned media. Figure 1.2 shows the earned, owned and paid media model. The Ice Bucket Challenge started with a man, Pete Frates who has ALS, nominating his friends to raise money and awareness for the ALS foundation. The campaign is earned media, because it was not launched by the ALS foundation but was initiated by a consumer.

Figure 1.2 Earned, owned & paid media



Viral marketing makes use of the strong relationships people have with one another (Richardson and Domingos, 2002). Krishnamurthy (2001) claims that the goal of viral marketing is to use consumer-to-consumer communication to spread information about a service or product, which leads to more rapid and cost-efficient adoption by the market. People trust other people more than companies, especially people they know well and they trust. As Leskovec et al. (2007) say, “It is human nature to be more interested in what a friend buys than what an anonymous person buys and to be more likely to trust their opinion and be more influenced by their actions.”

Certain authors argue that the success of viral marketing is just random, and you cannot do anything to help your content go viral. Berger and Milkman (2012) found that positive content has more potential in getting viral than negative content and is also driven by physiological arousal. When the content evokes high emotional arousal, either positive or negative, it has a bigger chance in going viral than when the content evokes low emotional arousal. Also content that people see as interesting, surprising or practical useful is more likely to go viral. It is interesting to see if people who have participated value the campaign differently from people who have not.

Viral marketing is increasing in popularity among marketers because you can reach a lot of people at a relatively low cost. It also has the potential to reach a larger audience than offline word-of-mouth because people have more ‘friends’ online, especially on their social network, than friends they talk to in real life (Kaplan and Haenlein, 2011). What helps with the social media channels of today, is that when someone sends something to another person, all the friends of the sender and receiver can see the message as well, which helps spreading the message quicker. The only condition is that the sender does not send it as a personal message, which excludes other people to see it.

A lot of research has already been done on viral marketing. But not on action driven viral marketing campaigns. The difference between viral marketing campaigns and action driven viral marketing campaigns is that the participant has to put more effort in the action driven viral marketing campaign to participate. Only sharing another person’s effort is not enough. The participant has to create (a part of) the content him- or herself. This content can be different things, like a photo, video or text. Phelps et al. (2004) describe the four stages a person has to go through when participating in a viral marketing campaign through e-mail. These stages are the same with every viral marketing campaign and are as follows; (1) receipt has to pass along the content, (2) decision to see/read the content, (3) decoding the message and (4) deciding whether or not to forward the message. In an action viral marketing campaign there are two extra steps between step (3) and (4) because the participant first has to decide if he/she wants to participate and really has to create something, before he can post (forward) the message. This decreases the control there is on how the message is being forwarded. Because participants have to create their own, it is even easier to lose the initial message than with normal viral marketing campaigns, where the original information is being forwarded. It is possible that participants give their own spin on the campaign because they like the idea of nominating people and making a movie while throwing a bucket of ice water over themselves, without spreading the main message about ALS.

The Ice Bucket Challenge was started to gain awareness and raise money for the ALS foundation. Scandals of embezzlement and CEOs of charities earning a lot of money make people question if the money they donate to charities gets spend in the right way. The trust people have in charities and the ALS foundation can have influence on the decision to participate in the campaign, because participants have to forward the message and promote the ALS foundation.

Problem statement:

What factors influence the forwarding behavior of an action driven viral marketing campaign in the different decision-making stages?

Research questions:

- What campaign characteristics have influence on nomination in an action driven viral marketing campaign?
- What personal motivations have influence on nomination in an action driven viral marketing campaign?
- What campaign characteristics have influence on participating in an action driven viral marketing campaign?
- What personal motivations have influence on participating in an action driven viral marketing campaign?
- What campaign characteristics have influence on the way of participating in an action driven viral marketing campaign?
- What personal motivations have influence on the way of participation in an action driven viral marketing campaign?

2 Theory

While there is no research yet on action driven viral marketing campaigns, much research has been done on viral marketing and word-of-mouth. These theories and results can help in understanding participants' behavior and to create hypotheses for this study.

2.1 Word of mouth

The goal of WOM is to create a dramatic impact on behaviour or attitude by letting the message spread like a virus, from person to person (Rayport, 1996). Of all the communication channels it is one of the most influential and it influences both rational and emotional thoughts and feelings (Allsop et al., 2007). The downside of WOM is that it cannot be controlled directly. But that does not mean that the outcome is always a surprise and should be taken for granted (Arndt, 1967).

Not only is WOM getting more popular among marketers, the effectiveness of traditional marketing is getting weaker (Nail, 2005). Word-of-mouth (WOM) always was something marketers were interested in. But with the introduction of the internet, it became easier to manage and monitor. WOM can be spread rapidly because of the internet which makes it lower in costs, than traditional marketing (Trusov et al., 2009, Allsop et al., 2007). The internet also makes it possible to reach a specific target group easier. The internet offers different platforms for different kinds of purposes, like sharing product information and experiences. The fact that the effectiveness of traditional marketing is getting weaker, does not mean that it is getting unnecessary to use. WOM gets influenced by the other communication channels, and goes hand in hand with traditional marketing. WOM is not enough on itself to create a big impact, an integrated marketing strategy is needed.

Referrals done through WOM have a strong effect on the acquisition of new customers. It also has a significant effect over a longer time period than traditional marketing (Trusov et al., 2009). This is because people see referrals coming from other people as more credible, than from companies (Allsop et al., 2007). Especially when the referrals are coming from people that we can identify ourselves with, "people like me".

The rate WOM is spreading depends on a lot of things like personal relevance, tone-of-voice, how much someone is talking in general about the topic, and if the message is negative or positive (Allsop et al., 2007). Also the way people are thinking about a company has influence on the credibility and amount of influence WOM has on a person. Negative

messages seem to spread quicker than positive messages, because people want to prevent each other from making bad decisions (Allsop et al., 2007 and Arndt, 1967).

There is a difference in the way WOM affects high- and low-risk perceivers. Arndt (1967) found that high-risk perceivers are harder to convince, but pay more attention to the message of WOM than low-risk perceivers. They are also more vulnerable for negative WOM than low-risk perceivers. WOM has a higher influence on high-risk perceivers when they take over the message, than low-risk perceivers. This because they are more critic, and want to make sure they do not make a bad decision.

How and how quickly the message spreads also depends on the relationship people have with each other. According to Granovetter (1983) “The strength of a tie is a (probably linear) combination of the amount of time, the emotional intensity, the intimacy (mutual confiding), and the reciprocal services which characterize the tie.” When looking to tie relationships at micro and macro level, strong and weak ties play different roles in spreading the message (Brown and Reingen, 1987).

At the micro level, strong ties have the most influence. Also homophily is positive related to tie activation (Brown and Reingen, 1987). A homophilous tie is a tie with someone who has the same demographics and interests as you. Strong homophilous ties are more likely to be selected to provide information, from the set of potential sources. Strong ties have more influence on each other on decision making. Because strong ties have a strong relationship and communicate more with each other, than with weak ties, they know better if they are relevant with their information.

At the macro level, weak ties play an important role. Weak ties operate as a bridge function. (Brown and Reingen, 1987, Granovetter, 1983). Strong ties are mostly centred in particular groups, while weak ties link to different small groups (Granovetter, 1983). Weak ties are responsible for spreading the message across groups. At the macro level, weak ties have a higher value than strong ties, because weak ties ensure that the information will be widespread across different groups. According to Granovetter (1983) the widespread diffusion of the message will not be possible without the existence of weak ties. On social media channels like Facebook there is a combination of strong and especially weak ties between the users.

2.2 The internet & social media

The way people use the internet has changed over the years. From being passive users who consumed content that is available, users have turned into content creators (Stewart and Pavlou, 2002). This changed the media and marketing landscape because people can immediately comment/create something and post it on the internet, where there is a large audience to see (Heinonen, 2011). Social media channels make it very easy for people to post created content. But actually there is a small group of people who create a lot of content, the majority does not (Courtois et al., 2009). Shao (2009) says that social media can be used in three ways: by consuming, participating or contributing. Consumption is the activity that is done most by consumers (Heinonen, 2011).

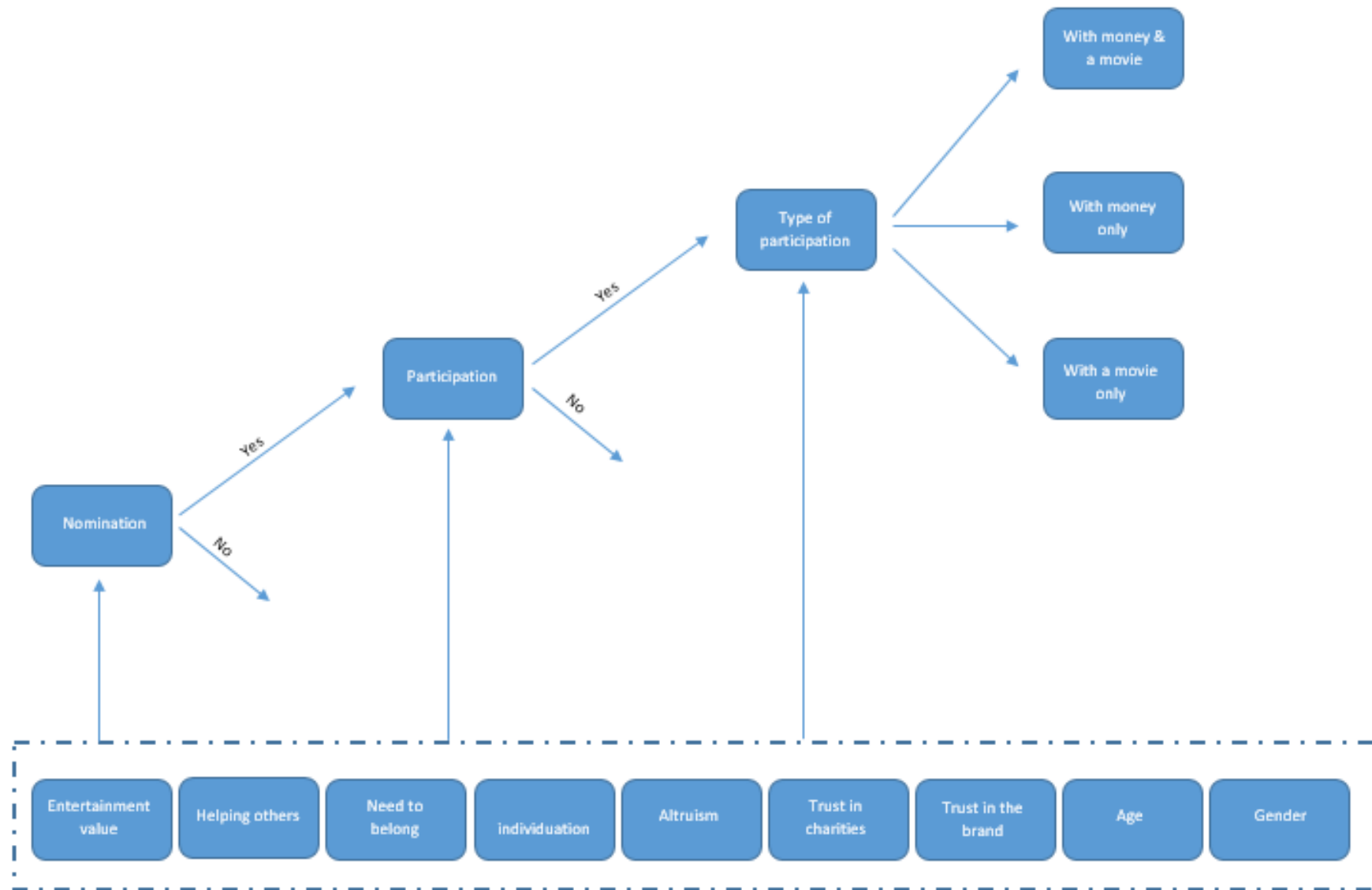
According to Safko (2012) five different types of social media users inside a community. He says people inside a community go through a life cycle where they pass these stages but can also skip some stages. The stages go from being totally passive, to being really active inside a community. Muller (2012) says that it can differ per community which role you have. So people are not always a particular user because of their personality, but can behave differently per community they are in.

Stafford, Stafford and Schkade (2004) say that there are three main motivations for people to use social media: for information, social aspects and entertainment. Other researchers made a distinction between two different reasons to be on social media: rational reasons like sharing information and emotional motives like connecting with other people or a way to express yourself (Krishnamurthy and Dou, 2008).

2.3 The conceptual model

To participate in the Ice Bucket Challenge people had to go through different stages. First they had to be nominated, next they had to decide if they wanted to participate and after they decided to participate they could choose how to participate. The conceptual model for this research is shown in figure 2.1. The theory and hypothesis for the model will be discussed further in this chapter.

Figure 2.1 Conceptual model



2.4 Independent variables

In this paragraph the reasons behind choosing certain independent variables are discussed. In the next paragraph the hypothesis will be made for the different stages.

2.4.1 Entertainment value & Helping others

Participation in viral marketing campaigns is voluntary and so there can be many reasons why people decide to participate. Different factors can play a role in the decision to nominate other people and to participate. The number of people you know in a certain group who have already participated, can have influence on the decision to participate (Katona, Zabcsek & Sarvary, 2011).

But also campaign characteristics can help. Characteristics that are seen as entertaining or to help others are most likely to be forwarded (Phelps et al., 2004). For the Ice bucket challenge both factors could play a role. The campaign could be seen as entertaining because of the movie people have to make and by watching the movies of others. By contributing to the awareness of the ALS foundation and donating money, people could feel like they are contributing by helping others.

2.4.2 Need to belong, Individuation & Altruism

The main motivation why people forward emails to each other is because of the desire to connect and share with others (Phelps et al. 2004). Ho and Dempsey (2010) examined the personal motivations to forward online content. They looked at the potential motivations of the need to belong to a group, to be altruistic, individuation and personal growth. This is based on the three-dimensional theory from Schutz (1966) called Fundamental Interpersonal Relations Orientation and looks at various motivations that can underlie the motivation to forward content: need to inclusion, affection and control. Inclusion is divided into two motives; the need to belong and to be unique. They found that people who tend to be more individualistic and/or altruistic are likely to forward more online content than others. Ho and Dempsey (2010) researched this by looking at the forwarding behavior of e-mails. Sending e-mails is personal and only the sender and receiver see the message. In this research the forwarding behavior on social media is researched, the expectation is that the need to belong plays a role in the decision-making process of the different stages in the Ice Bucket Challenge because more people are reached.

2.4.3 Trust in charities & the ALS foundation

Lee and Chang (2007) looked at the motivation of people who donate to charities. They made the distinction between people who donate their time and people who donate their money. They found that donating time is done by intrinsic motivations, while donating money is mainly done by extrinsic motivations. A motivation to give money to a charity is because it gives the donator a good feeling, a warm glow (Crumpler and Grossman, 2008). This means that the donators receive utility from the act of doing something good, not from the fact that they help other people (Andreoni, 1990).

Hibbert and Horne (1996) looked at the decision-making process people go through when donating. They say that the choice to donate to a charity can differ per donation situation. It depends on the perceived value and risk the person sees at that moment. Also, the involvement people feel can differ per donation situation. When people are asked directly to donate, they perceive a lower risk and are more likely to donate without doing more research. But also their involvement is lower, due to the short decision making time they have.

The WWAV does research every quarter, under people who donate, to see if there is a change in the trust people have in charities. The trust of consumers in charities went up in the period during the Ice bucket challenge, to -30 (WWAV, September 2014). They also found that youth, people 18-30 years old, have the highest trust in charities. The older people get, the least trust they have in charities. However, this does not mean that people with higher trust donate more money. On the contrary, when people get older they donate more money, this can be an income effect. But there is also a segment of younger people (20-40 years old) who are willing to donate more money, but are not reached the way they prefer (Bindic.

Kenniscentrum, 2012). This group of people are early adopters in the use of new media, are always online and spend a lot of time on social media. Criteria they find most important is that the service is relevant in their lives, entertaining, customizable and that there is the opportunity of sharing through social media. Older people are satisfied by the way they are reached and updated by charities at the moment (update about how the money is spend, famous ambassadors and print media). The study of Van Rooij and Buiting (2010) shows that especially younger people are more willing to donate through special events and for special projects than donate regularly. Because younger people have more trust in charities and are reached in a way they like by the action driven viral marketing campaign of the Ice Bucket Challenge, this can have influence on their participation in it.

Important to the consumer is that they think the brand is trustworthy (van Rooij and Buiting, 2010). This is even more important with charities because people want their donations to be spent well and want to make sure they promote something that they trust. Because the ALS foundation is only one sort of charity both the trust in charities in general and in the ALS foundation will be asked. Because trust in the ALS foundation does not automatically mean people have also a high trust in charities in general and vice versa.

2.4.4 Age & Gender

Teenagers these days are grown up in a digital world and are making more use of it to connect with people than older generations (Spero and Stone, 2004). They also say that it is more important for them to interact with a brand, the emotional connection they have with a brand is more important than for older generations.

The social media channels people use differs per age. Facebook is gaining popularity under people of 65+ (Newcom Research & Consultancy, 2016). Visual platforms like Snapchat, Instagram and Pinterest are gaining overall popularity, but especially in the age group 15-19 years old.

In previous research was found that males and females react differently on marketing communication expressions (Wolin, 2003 and Bendall-Lyon and Pewers, 2002). Also, the social media channels people use differs per gender (Quicksprout, 2015). Women post on average more on social media than men. A distinction can be made by the type of social media channels males and females use. Men are more active on movie social media channels like YouTube, while women are more active on photo social media channels like Instagram and Pinterest.

2.5 Dependent variables

Now all the theory of the independent variables has been discussed, the hypotheses for this research will be stated. Starting by looking at nomination.

2.5.1 Nomination

Before people could participate in the Ice Bucket Challenge, they had to be nominated by people. There are different reasons found in previous research about peer pressure and social contagion that can help understand why people would nominate each other. The Social Reality Theory describes that the connection and understanding individuals feel with another person are important and have influences on what behavior and attitudes they show, because others value it (Hardin & Conley, 2001). The Group Norms Theory describes that the

behavior and attitudes of peers in a group get adopted by individuals because they want to connect and define themselves (Crandall et al., 2002).

The campaign characteristic entertainment value is expected to have an influence on whether people are nominated or not. People nominate people they think would see the campaign as entertaining enough to participate in it, this leads to the following hypothesis:

H1a

Entertainment value has a positive effect on nomination

Helping others is not expected to have an influence on nomination, but will play a role in the other stages of the decision-making process.

The personal motive that is expected to have an influence on nomination is altruism. People want to help other people with the campaign and by reaching more people, they can feel that they are doing more to accomplish this.

H1b

Altruism has a positive effect on nomination

To nominate other people to participate in the campaign, people must think that that person has a certain amount of trust in charities and the ALS foundation. This leads to the following hypothesis:

H1c

Trust in charities has a positive effect on nomination

H1d

Trust in the ALS foundation has a positive effect on nomination

Because younger people are more active online and it is more common for them to make movies about themselves, the expectation is that age has a negative effect on nomination. The campaign also contributes in a new, modern way to target people, which seems to be highly valued by younger people.

H1e

Age has a negative effect on nomination

To nominate people, it is necessary to make a movie. Research found that men are more active on social media channels that involve movies.

H1f

Being a male has a positive effect on nomination

2.5.2 Participation

After people have been nominated, they have the choice to either participate or not. The following hypothesis are expected to be found:

2a

Entertainment value has a positive influence on participation

2b

Trust in the ALS Foundation has a positive influence on participation

2c

Age has a negative effect on participation

The independent variables helping others, need to belong and individuation are expected to play a role in how people participate and not in the decision to participate or not.

2.5.3 Different types of participation

When people decided to participate, they could do this in different ways. They could make a movie, donate money or do both. The way the campaign characteristics are valued and the internal motives of participants play a role in the way people decided to participate in the Ice Bucket Challenge.

The expectation is that people who made a movie see the campaign as more entertaining than people who only donated because they participated in the way that could be seen as the most entertaining. People who only made a movie are expected to value helping others in the campaign lower. This because they did not donate money to the ALS foundation.

H3a

Entertainment value has a negative effect on participation by doing both (making a movie & donate money), in comparison to participation by only making a movie

H3b

Entertainment value has a negative effect on participating by only donating money, in comparison to people who did both (make a movie and donate)

H3c

Entertainment value has a negative effect on participation by only donating, in comparison to participation with only a movie

H3d

Helping others has a positive effect on participation by doing both (making a movie & donate money), in comparison on people who only made a movie

H3e

Helping others has a positive effect on participation by only donating, in comparison to participation with only a movie

People who made a movie are expected to have a higher need to belong, because they participated in a way other people could see. People who only donated could do this anonymous.

H3f

Need to belong has a negative effect on participating by only donating, in comprising to people who only made a movie

H3g

Need to belong has a negative effect on participating by only donating, in comparison to people who did both (make a movie and donate)

Individuation is expected to have a positive effect on people who only donated. They did not participate in the hype, showing that they are less effected by peer pressure.

H3h

Individuation has a positive effect on people who only donated, in comparison to people who made a movie

H3i

Individuation has a positive effect on people who only donated, in comparison to people who did both (make a movie and donate)

Altruism is expected to have an effect on people who donated, because they could have fulfilled their personal motivation to help people with this more than people who only donated. Also, they are expected to have a higher trust in the ALS foundation because they donated.

H3j

Altruism has a positive effect on participation by doing both (making a movie & donate), in comprising to people who only made a movie

H3k

Trust in the ALS foundation has a positive effect on participation by doing both (making a movie & donate), in comprising to people who only made a movie

H3l

Trust in the ALS foundation has a positive effect on participation by donating only, in comprising to people who only made a movie

Because younger people are more digital the exaction is that older people participated more by donating only money.

H3m

Age has a positive effect on participating by donating only, in comprising to people who only made a movie

3 Method

To obtain data for this study descriptive research will be done. The data will be collected by sending out a survey. The survey will be spread through the internet (social media and e-mail). Because an action driven viral marketing campaign can only be spread through the internet, the desired target group can be reached easy. There are no limits for participation. This allows us to make groups between people who participated, people who were nominated but did not participate and people who were not nominated. During the survey groups will be filtered out certain questions. The participants will be told that the purpose of the study is to understand online sharing.

3.1 Measures

To collect data that will help answering the hypothesis, existing measures will be used in the survey. The measures that are used, are described below.

3.1.1 Motivation to participate

The motivation to participate will be measured by two different aspects. First we look at how the campaign is valued on entertainment and helping others. Then we look at the personal motivations of people to participate.

Entertainment value & helping others

To measure the perceived entertainment value and helping others of the action driven viral marketing campaign the interpersonal communication motives scale (Rubin, Perse and Barbato, 1988) will be used. Both variables are measured by a likert scale ranging from 1 (totally disagree) till 5 (totally agree). For both variables three questions will be asked to measure the perceived value of entertainment and helping others.

To measure the personal motivations of participating, the same measures from the study from Ho and Dempsey (2010) will be used. Not only because these measures have proven to be useful in the past, but it makes it also possible compare the results from their study with this one.

Need to belong

The Need to Belong scale (NTB) will be used to measure participants need to belong (Leary, Kelly, Cottrell and Schreindorfer 2013). This scale consists of ten scale questions ranging

from 1 (strongly disagree) until 5 (strongly agree). To make sure the survey will not become too long for participants, the six most important scale questions will be used.

Individuation

To measure the individuation, the individuation scale from Maslach et al. (1985) will be used. This scale measures the willingness of people to engage in behaviors that differs them publicly from others. This is a scale that has twelve scale questions from 1 (not willing at all to do this) until 5 (very much willing to do this). The six most important scale questions will be used.

Altruism

For measuring altruism we use the scale of Price, Feick and Guskey (1995) which is a 7 point Likert scale ranging from 1 (very important) until 7 (very unimportant) consisting of 5 statements. Because leaving the statement 'To be unselfish' does not have an effect on the results, this statement will be dropped.

3.1.2 Influential power of attitude towards the brand & charities

The trustworthiness in charities and the brand will be measured using a Likert scale ranging from 1 (do not trust at all) till 7 (really trust it).

The full survey that has been used for this study can be found in Appendix 1.

3.2 Statistical techniques

To analyze the data SPSS will be used. In the previous chapter we described the hypothesis we want to test and drawn the model. Here we will discuss how we will test the hypothesis on significance.

3.2.1 Nomination

To test the model for nomination a binary logistic regression will be used. This because the dependent variable is nominal, the respondents either are nominated or not, there is nothing in between.

3.2.2 Participation

The participation will be tested in the same way as nomination, only the dependent variable will be different. The dependent variable exists of all people who have been nominated and are divided in people who either choose to participate or not.

3.2.3 Different types of participation

People could participate in the Ice Bucket Challenge in three different ways. They could make a movie, donate money or do both.

It is interesting to see if there is a difference between the different groups of participants that can be made. The participants will be divided into three groups, people who: made a movie, donated money to the ALS foundation and people who did both. The same variables as in the other tests will be tested with two Multinomial logistic regressions, so all groups can be compared. The results from this test can further explain why people participated in the way they did.

3.2.4 Variables in the model

The variables in the model are:

- Nomination: people who were nominated to participate in the campaign 1, 0 if they were not
- Participation: people participated in the campaign by making a movie 1, 0 if they did not but were nominated
- Entertainment value: the mean score of the entertainment value questions in a Likert scale (1-5)
- Helping others: the mean score of the helping other questions in a Likert scale (1-5)
- Need to belong: the mean score of the need to belong questions in a Likert scale (1-5)
- Individuation: the mean score of the need to individuation questions in a Likert scale (1-5)
- Altruism: the mean score of the need to be altruistic questions in a Likert scale (1-7)
- Trust in charities: trust in charities measured in a Likert scale from 1-7
- Trust in the ALS foundation: trust in the ALS foundation measured in a Likert scale from 1-7
- Age: measured in years
- Gender: 0 if male, 1 if female

3.3 Data collection & overview dataset

Data was collected by sending out an e-mail with the link to the survey to family, friends and colleagues. Also the link of the survey was shared among different Facebook groups and on the personal Facebook page of the researcher. By trying to get people to like and share the Facebook post, more people got reached. To reach more people who have participated or were nominated for the Ice Bucket Challenge, movies of participants were searched on the internet

and the uploaders were contacted to fill in the survey and share it with the people they nominated.

3.3.1 Overview dataset

After removing 9 participants, due to missing values, and 2 respondents who did not hear about the Ice Bucket Challenge and are therefore not of any value for this research, the data consists of 214 respondents. Of these respondents, 43.46% (93) were nominated. The data consists of 63 respondents who have participated in the Ice Bucket Challenge. Hereof 29 respondents made a movie, 9 respondents donated money and 25 respondents did both, make a movie and donate money.

The data consists of 113 females (53,8%) and 101 males (46,2%). Notable is that only in the group of people who were not nominated and people who participated by doing both (making a movie and donate) the percentage of males is lower than females. In all the other groups there are more males. The average age of the respondents is 27.1 years old (sd=8,8).

The distribution between the independent variables between the groups are shown in table 3.1. Respondents who donated money only are on average the oldest, nominated people who did nothing the youngest.

Table 3.1 distribution independent variables in the dataset

	All respondents	Not nominated	Nominated	Participants Movie	Participants Donate	Participants Both	Did nothing
Entertainment value	2.9 (sd 1.2)	2.8	3.0	3.5	1.9	3.0	2.7
Helping others	2.5 (sd 1.2)	2.4	2.5	2.4	1.7	3.4	2.0
Need to belong	3.3 (sd 0.7)	3.3	3.3	3.6	3.1	3.5	3.1
Individuation	3.3 (sd 0.9)	3.3	3.3	3.0	4.1	3.2	3.4
Altruism	5.2 (sd 1.0)	5.2	5.2	4.9	5.3	6.1	5.0
Trust in charity	4.3 (sd 1.3)	4.5	4.1	3.8	3.8	5.3	3.7
Trust in ALS	4.8 (sd 1.4)	4.9	4.8	4.4	5.8	5.8	4.3
Age	27.1 (sd 8.8)	28.4	25.5	25.5	28.9	27.1	24.0
Male	46.2% (sd 0.5)	43%	53%	55%	56%	44%	55%

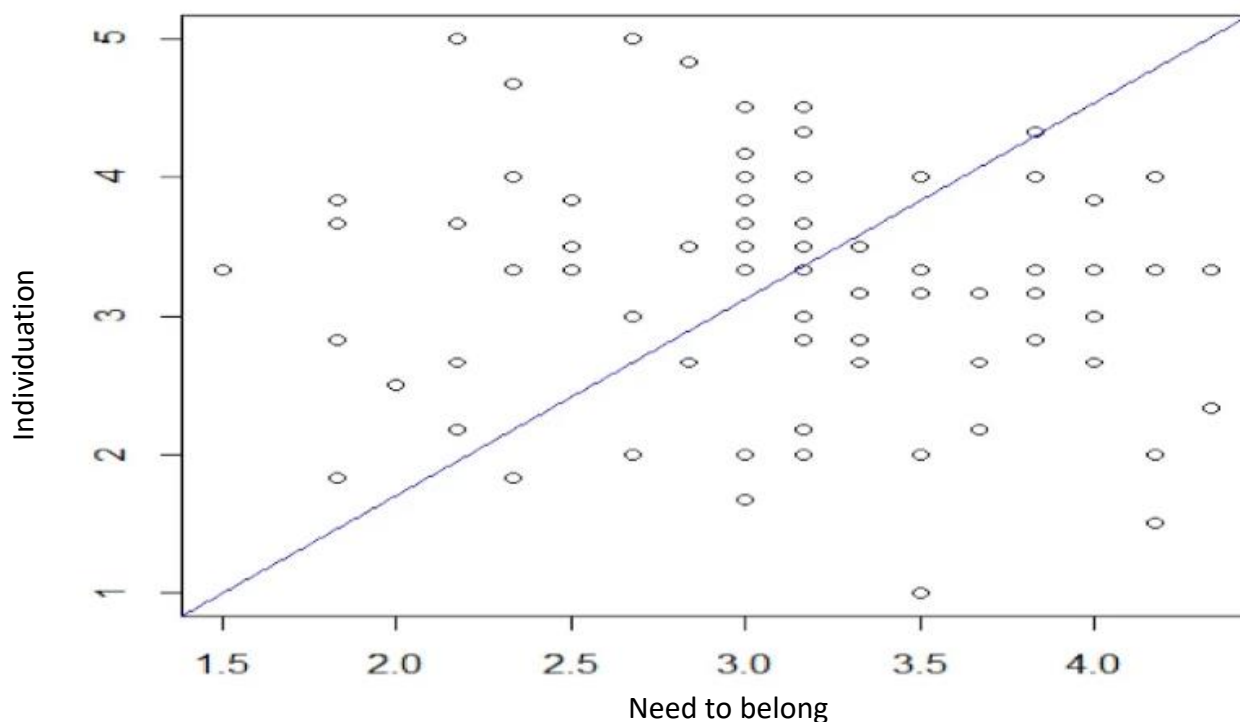
35 of the respondents know someone with ALS. 16 of them were nominated (4 did nothing, 1 donated money and 11 did both, donate and made a movie). From all respondents, 44 respondents (20.6%) donated money to the ALS foundation due to the Ice Bucket Challenge.

From this 44 respondents 10 were not nominated, 9 were but only donated and 25 made a movie and donated money to the ALS foundation. This means 10 respondents who were not nominated did donate to the ALS foundation anyway.

3.3.2 Discriminant validity

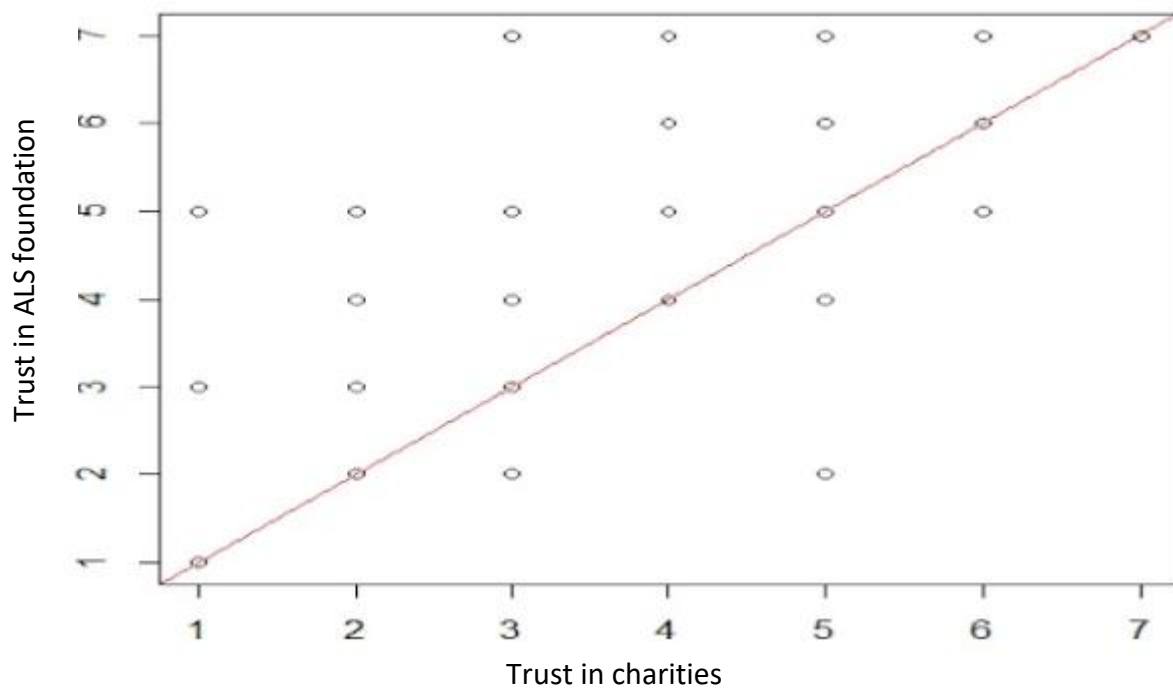
The variables of need to belong and individuation can be seen as measuring the same effect. Someone who wants to stand out, has a lower need to belong. To make sure there is no correlation between the two variables, a test on correlation has been done with the Pearson correlation coefficient. The results of the test is a correlation coefficient of -0.14, meaning there is a poor evidence for correlation between the variables, because it is between -0.5 and 0.5. The plot of the correlation test is shown in figure 3.1.

3.1 Correlation plot need to belong & Individuation



To make sure the variables of trust in charity and trust in the ALS foundation are not correlated, the Pearson correlation coefficient is also computed. The correlation coefficient is 0.6 meaning there is correlation. But looking at figure 3.2 the variables do not seem to be correlated.

3.2 Correlation plot trust in Charity & trust in the ALS foundation



Because the correlation level is low and both variables can capture a different effect, both variables will be kept in the model. It is also not really clear which variable should be dropped from these results. Dropping the wrong variable can lead to more biased results and keeping both variables in the model will increase the explanatory power of the model.

4 Results

In this chapter the results of the models described in the previous chapter will be given.

4.1 Nominated vs. Not nominated

Are there differences between people who were not nominated and people who were? To test this, the following model will be used:

$Exp(nomination) =$

$$1/[1+e(\beta_0 + \beta_1 \cdot \text{entertainment value} + \beta_2 \cdot \text{helping others} + \beta_3 \cdot \text{need to belong} + \beta_4 \cdot \text{individuation} + \beta_5 \cdot \text{altruism} + \beta_6 \cdot \text{trust in charities} + \beta_7 \cdot \text{trust in the brand} + \beta_8 \cdot \text{age} + \beta_9 \cdot \text{gender})]$$

The model will be tested using a binary logistic regression.

The chi-square of the model is 21.625, which is significant. The model predicts 64.8%, which is higher than the 56.8% when there are no variables in the model. The Nagelkerke R^2 is 0.13.

The outcome of the model can be found in table 4.1.

Table 4.1 Binary logistic regression nominated vs. not nominated

Variable	B	Significance (2-sided)
Entertainment value	0.289	0.045**
Helping others	0.010	0.945
Need to belong	0.238	0.300
Individuation	-0.62	0.724
Altruism	0.325	0.068**
Trust Charity	-0.449	0.006*
Trust ALS	0.189	0.224
Age	-0.037	0.054**
Gender	-0.495	0.113***
Constant	-1.117	0.383

* $p < 0.01$

** $p < 0.05$

*** $p < 0.1$

As shown in table 4.1 people who have been nominated value the Ice Bucket Challenge significantly higher in entertainment value than people who have not been nominated. This can mean that people who know from each other that they like participating in things like the

Ice Bucket Challenge nominate each other and do not nominate people who they think would value the campaign less entertaining.

Altruism also has a positive significant effect. Meaning that people who have a higher need of being altruistic are more likely to be nominated. Notable is that helping others by participating in the campaign is not significant, but people who want to help people in general as a personal motive are more likely to be nominated.

Also the trust people have in charities is significant, but has a negative effect on nomination. Meaning people who have a higher trust in charities are less likely to be nominated. This can be because not everyone who was nominated/participated did this for the original message, but for fun by contributing to the hype instead of promoting the ALS foundation. Later in this chapter we will look at this effect.

Age is significant and has a negative impact, meaning the younger people are, the more likely they are to be nominated. The campaign was an online video campaign. Younger people are raised in an online world, where making movies of yourself is a normal part of life. Where for older people the boundary to film themselves is higher, what results in a higher boundary to nominate people of an older age.

Gender is not significant at a significance level of $p < 0.05$, but there is a significance for $p < 0.1$. The effect that is found is negative, meaning being a male has a positive effect on nomination. This is because of the different ways men and women use social media.

4.2 Participated vs. Not participated

In this model the effects on participation are tested, when people are nominated. The model is the same as in paragraph 4.1, only the dependent variable changed from nomination to participation. The model looks at the different scores on the variables of people who were nominated but did not participate and people who were nominated and participated (made a movie, donated money or did both). Because it is unfamiliar what people who were not nominated would have done if they were nominated, this group is not included in this test.

The chi-square of the model is 19.745, which is significant. This means that the model predicts whether someone who is nominated will participate significantly better than when only the constant is included. The model predicts 75% into the right classification against 68.5% when only the constant was included. The Nagelkerke R^2 is 0.271.

Table 4.2 outcome binary logistic regression

Variable	B	Significance (2-sided)
Entertainment value	0.483	0.119***
Helping others	0.101	0.708
Need to belong	0.451	0.204
Individuation	-0.365	0.245
Altruism	0.247	0.449
Trust Charity	-0.253	0.474
Trust ALS	0.519	0.078**
Age	0.091	0.078**
Gender	-0.307	0.575
Constant	-5.993	0.017*

* $p < 0.01$

** $p < 0.05$

*** $p < 0.1$

In table 4.2 the results of the test is shown. The trust people have in the ALS foundation has a positive significant effect on participation. By participating in the Ice Bucket Challenge, people are an ambassador for the foundation to their friends' and family. And by making and posting a movie even for the world. Having trust that the money that gets raised for the ALS foundation will be spend well, is an important factor before people will promote it.

For age also a positive significant effect is found. Meaning the older people are the more likely they are to really participate after they have been nominated. Notable is that the previous test results showed that younger people are more likely to be nominated, but after they have been nominated, older people are more likely to participate. This goes against the reasoning that younger people are more used filming themselves. A reason for this can be that older people see participating in the campaign more as a serious thing to participate in, where younger people see it more as a fun thing to do.

4.3 Different types of participation

Until now only a distinction between people who participated and people who did not was made. But actually people that participated can be divided into three different groups: people who have participated by making a movie, donating money and doing both. It is interesting to see if there is a difference between these groups because the internal motivations to participate can differ in-between the groups of participants. To test this a multinomial logistic regression will be used with the same variables as in the first model. People who made a

movie are used as the reference group. After conducting the multinomial logistic regression, the results with the group of people who only donated showed very large coefficients.

Because the respondents that fall into this group are only nine, the results of this test will be leaved out here, because they are not useful. To see if there are any differences between the independent variables a comparison of means will be done later in this chapter.

Table 4.3 Multinomial logistic regression between video participants vs. both

Both vs. Movie	B	Significance (2-sided)
Entertainment value	-1.951	0.009*
Helping others	1.094	0.046**
Need to belong	-0.623	0.493
Individuation	0.578	0.438
Altruism	1.562	0.058**
Trust Charity	2.740	0.007*
Trust ALS	-0.302	0.669
Age	-0.19	0.847
Gender	0.776	0.494
Intercept	-15.914	0.010**

* $\rho < 0.01$

** $\rho < 0.05$

*** $\rho < 0.1$

For entertainment value a negative significant effect is found, as shown in figure 4.3. Meaning people who made a movie value the Ice Bucket Challenge higher in entertainment value. This seems logic, because people who did both did something extra, then only make a movie. For helping others, a positive significant effect has been found, meaning people who did both value the campaign higher by helping others. This is also logic, because they did not only promote the ALS foundation by making a movie, but also donated money to the foundation.

For altruism also a positive significant effect is found. Meaning people who did both have a higher personal motive to help others. Which they contributed in by donating money. The same reasoning goes for the positive significant effect that has been found for trust in charities.

Because the group of participants that only donated is too small, it was not possible to run the initial model to reach a valid conclusion. Because of this t-test of single independent variables will be tested to see if there is a difference between the mean scores of the different

independent variables of the different groups. This makes it impossible to accept or reject the hypothesis that were made, because there is not enough evidence. The mean per group for the independent variables are shown in table 4.4. They give an indication in the differences between the mean scores of the different groups of participants. Because only the differences between the means are tested, the 2-tailed significance score is used.

Table 4.4 distribution independent variables between different participation groups

	Participants Movie	Participants Donate	Participants Both
Entertainment value	3.5	1.9	3.0
Helping others	2.4	1.7	3.4
Need to belong	3.6	3.1	3.5
Individuation	3.0	4.1	3.2
Altruism	4.9	5.3	6.1
Trust in charity	3.8	3.8	5.3
Trust in ALS	4.4	5.8	5.8
Age	25.5	28.9	27.1
Male	55%	56%	44%

Remarkable differences in the mean scores between people who made a movie and people that only donated are the score on entertainment value (sig. 0.001), helping others (sig. 0.049) and individuation (sig. 0.003). People who only donated rate the Ice Bucket Challenge a lot lower on entertainment value than people who made a movie or did both. This seems logical because they did not make a movie, but only donated money, skipping the part that could be seen as the fun part of the campaign. It is contradictory that they value the campaign lowest on helping others. An explanation for this could be, that they do not communicate to other people on a big scale that they support the ALS foundation. People that only donated score highest on individuation meaning they want to stand out. By not making a movie they do not follow the crowd. Also for the trust people have in the ALS foundation is a significant difference in mean (sig. 0.003)

When looking at the different scores in mean between people who only donated and people who did both, a significant difference between means is found for entertainment value (sig. 0.012), helping others (sig. 0.001), need to belong (sig. 0.021), individuation (sig. 0.019), altruism (sig. 0.043) and trust in charities (sig. 0.000). The difference in entertainment value

can be explained the same way as the difference that was found with people who only made a movie. This people participated in a way that is more fun, than only donating money because they made a movie. Also because they made a movie and donated money they see that they helped others more, because they did not only donated money but also communicated about the campaign, by making a movie which allowed them to nominate other people to participate in the campaign. This also applies for the difference in altruism, because people who did both feel they did more effort to help others. The difference in need to belong can be explained by the fact that only the participation by making a movie is seen by other people. People who have a higher need to belong are more likely to make a movie, because they can show to other people that they also participated. People who are more individuated, have a lower need to show to other people that they participated and feel therefore less pressure to make a movie and are more likely to only donate. The difference in the mean scores in the trust in charities people have is hard to explain and should be researched further to give a good explanation.

4.4 Additional results

Besides the results that could be found to explain the model, other interesting results are found in the obtained data. To see if the results can be explained further, participants that made a movie will be divided in reason of participation. The results of the study also showed interesting insights on the knowledge of the original message of the campaign of the Ice Bucket Challenge. The results of these tests will be given and discussed in this paragraph.

4.4.1 Participation for ALS vs. for fun

People who participated by making a movie can be divided into two different groups: people who participated and communicated the right message and people who did not. When looking at the data the distinction can be made between people that either participated for the good cause (ALS) or for fun. People who participated for fun mostly had to do something for their friends if they did not make a movie, like buying beers or dinner. It is interesting to see if these different reasons to participate have different values for the participants. By testing the same model as before but changing the dependent variable, these differences will be tested. The new dependent variable is 1 = communicated the original message, 0 = did not communicate the original message.

The model explains 81.6% into the right category, which is higher than the 73.6% when only the constant is included. The chi-square of 30.257 is significant and the Nagelkerke R^2 is 0.429. In table 4.5 the results of the model are given.

Table 4.5 outcome binary logistic regression different participation motivations for making a movie

Variable	B	Significance (2-sided)
Entertainment value	0.284	0.390
Helping others	0.586	0.106***
Need to belong	0.979	0.058**
Individuation	-0.627	0.156***
Altruism	-1.014	0.049**
Trust Charity	-0.76	0.870
Trust ALS	0.966	0.037**
Age	0.116	0.018**
Gender	0.373	0.572
Constant	-7.565	0.011**

* $p < 0.01$

** $p < 0.05$

*** $p < 0.1$

Need to belong has a positive significant effect on people who participate for the original message. People who have a higher need to belong are more likely to participate for the good cause. They also have a significant higher trust in the ALS foundation. This seems logic, because they are the ones promoting the ALS foundation in their movies. Age also plays also a role. The older people are, the more likely they are to participate for the ALS foundation. Younger people are expected to participate more for fun because they want to join the hype, where older people are seem to think more before they participate, because the boundary for them is higher to make a movie of themselves.

Altruism has a negative significant effect, meaning that the more altruistic a person is, the less likely it is for him/her to communicate the message. This is an odd outcome, because they did not communicate the original message, and therefor did not communicate about the ALS foundation.

4.4.2 Knowing the original message

It is interesting to see if communicating the original message in the movie has influence on knowing the original message. Most participants (68%) know the original message even though they did not communicate the original message.

After conducting a binary logistic regression, no support is found for the hypothesis that communicating the original message has influence on whether the original message is known,

because $p > 0.05$. The chi-square is insignificant and the same prediction for the model as for the model with only the constant is found.

When looking at all the people in the dataset, 66.4% knows the original message of the campaign. This includes people who were not nominated. This shows that the purpose of the campaign is well known, even when people were not actively involved in it. The majority of the people that did not know the original message, knew that the campaign was for a good cause, but could not remember the right cause.

An overview of all the hypothesis tested in this study are shown in table 4.6

Table 4.6 Overview hypothesis

Hypothesis	
H1a Entertainment value has a positive effect on nomination	Supported $p < 0.05$
H1b Altruism has a positive effect on nomination	Supported $p < 0.05$
H1c Trust in charities has a positive effect on nomination	Not supported, but significant negative $p < 0.05$
H1d Trust in the ALS foundation has a positive effect on nomination	Not supported
H1e Age has a negative effect on nomination	Supported $p < 0.05$
H1f Being a male has a positive effect on nomination	Not supported, but supported $p < 0.1$
H2a Entertainment value has a positive effect on participation	Not supported, but supported $p < 0.1$
H2b Trust in the ALS foundation has a positive effect on participation	Supported $p < 0.05$
H2c Age has a negative effect on participation	Not supported, but significant positive $p < 0.05$
H3a Entertainment value has a negative effect on participation by doing both (making a movie & donate money), in comparison to participation by only making a movie	Supported $p < 0.05$
H3b Entertainment value has a negative effect on participating by only donating, in comparison to people who did both (make a movie and donate)	Not enough evidence to accept/reject
H3c Entertainment value has a negative effect on participation by only donating, in comparison to participation with only a movie	Not enough evidence to accept/reject
H3d Helping others has a positive effect on participation by doing both (making a movie & donating money), in comparison to participation with only a movie	Supported $p < 0.05$

H3e Helping others has a positive effect on participation by only donating, in comparison to participation with only a movie	Not enough evidence to accept/reject
H3f Need to belong has a negative effect on participation by only donating, in comparison to participation by only making a movie	Not enough evidence to accept/reject
H3g Need to belong has a negative effect on participating by only donating, in comparison to people who did both (make a movie and donate)	Not enough evidence to accept/reject
H3h Individuation has a positive effect on participation with only donating, in comparison to participation with only making a movie	Not enough evidence to accept/reject
H3i Individuation has a positive effect on participation with only donating, in comparison to participation by doing both (make a movie and donate)	Not enough evidence to accept/reject
H3j Altruism has a positive effect on participation by doing both (making a movie & donate), in comparison to people who only made a movie	Supported $p < 0.05$
H3k Trust in the ALS foundation has a positive effect on participation by doing both (making a movie & donate money), in comparison to participation by only making a movie	Not supported
H3l Trust in the ALS foundation has a positive effect on participation by only donating, in comparison by participation by only making a movie	Not enough evidence to accept/reject
H3m Age has a positive effect on participation by donating only, in comparison to participation by only making a movie	Not enough evidence to accept/reject

5 General discussion

Viral campaigns are getting more and more popular amongst marketers. The diversity of the different sorts of social media channels makes it very easy for marketers to think of different ways to let people participate in their campaign. Especially by making use of action driven viral marketing campaigns, where people have to participate actively and create their own content. In this study we looked at the motivation to participate in this sort of campaigns at the different decision stages: nomination, participation and the way people participate.

Literature describes that people who value a viral marketing campaign high in entertainment value and get the feeling they can help others by participating are more likely to participate (Phelps et al, 2004). In this study both variables are tested in the different decision stages of the action driven viral marketing campaign. Support was found that people who are nominated value the campaign higher in entertainment value than people who were not nominated. The entertainment value also plays an important role in how people decide to participate in the campaign, people who value the campaign higher on entertainment value are more likely to make a movie. This can also be seen as the fun part of the campaign, whereas only donating money is not. Helping others only plays an important role in the way people decide to participate but not in the decision-making process of nomination and participation. People who made a movie value that they helped others higher, than people who only donated. They were able to nominate other people and communicate on the internet for a large audience to see that they were participating. Communicating this gives people, the feeling that they helped others, more than people who only donated. Therefore the entertainment value of the campaign is important to get people to nominate other people and how people participate in the campaign. Getting the message spread is an important part of an action driven viral marketing campaign (Rayport, 1966), high entertainment value of the campaign helps with this in the nomination and the way people decide to participate. Also the value of helping other plays a role, because people who made a movie value helping others higher than people who only donated.

In this study the personal motives are also included. Ho and Dempsey (2010) found that individuation and altruism play a role to participate in a viral marketing campaign. These variables play a role in the way people decided to participate. Because the respondents that only donated are only a few, conclusions should be interpreted with caution. Looking at the

results the need to belong plays a role when people are participating by making a movie because other people can see this. Because of this peer pressure has a greater influence. By conducting the t-tests only support for the difference between people who did both (make a movie and donate) and people who donated is found. But the expectation is that there will also be a difference between people who made a movie and donated. For individuation it's the other way around. People who only donated, did not participate in a way for other people to see, they are less effected by peer pressure and decided to only donate money. People who have personal motives to help others value the campaign because they can communicate about the campaign and also donate money, making them feel like they helped others in a big way. These results can help in deciding what kind of people marketers want to reach with their action driven viral marketing campaign. If not only getting the message spread is a goal of the campaign, it is important to give people different choices in how they can participate (seen and unseen by others). This ensures more participants in the campaign than when they only have one option.

Having a catching campaign alone is not enough. People have to trust they brand, before they communicate about it in public. For this research the brand and the branch (charities). Notable is that there was a negative effect found on the trust people have in charities in the nomination process, meaning that people who have a lower trust in charities are more likely to be nominated. This can be because in the nomination stage other variables play a bigger role, like the entertainment value. People who participated have a higher trust in the ALS foundation then people who decided not to. This seems logical because people who do not trust the brand do not want to support this in any way (communicating about it or donate money). People who did both (making a movie and donate) have a higher trust in charities than people who only made a movie and people who only donated. People who only donated have a higher trust in the ALS foundation than people who only made a movie. This shows that people that have a higher trust in the brand or branch plays an important role in the decision-making process if people donate money or not. They have a higher faith in that their money will be spend well.

The way different ages groups use social media differs a lot (Spero and Stone, 2004, Newcom Research & Consultancy, 2016). Younger people are grown up in a digital environment and are more used to share things online. Making movies and pictures of themselves is more common than it is for older people, making the boundary lower for them to participate. In this study was found that age plays a role in the first two stages (nomination & participation) of

the decision-making process. Younger people are more likely to be nominates, but older people (from the nominated people) are more likely to participate. This is because the campaign is for a good cause and older people value the campaign higher in helping others than younger people who participated more in the campaign for fun and did also not communicate in their movie about the ALS foundation. For gender no significant effect is found in this study.

5.1 Conclusion

This study found that the campaign characteristic entertainment value has a positive effect on nomination in an action driven viral marketing campaign. Personal motives that have influence on nomination are altruism and a negative effect of the trust people have in charities and age.

No support was found for a campaign characteristic to have influence on participation. The trust people have in the ALS foundation and age are the personal motives that have positive influence on participation.

Unfortunately, not all participant groups could be tested against each other, because of a too small sample size of the people that only donated. Campaign characteristics that have negative influence on people who did both (make a movie and donate), against people that only made a movie, is the entertainment value and a positive effect was found for helping others. Personal motives that play a role are Altruism and a negative effect for the trust people have in charities.

The results of this study give more insights on how different variables play a role in the different stages of the decision-making process to participate in an action driven viral marketing campaign. Showing that per stage different variables play a role to come further in the process and eventually lead to participation. The entertainment value of the campaign plays an important role in getting the action driven viral marketing campaign spread. While helping other can help to collect money for charities. People who have a high need to belong are more likely to participate in an action driven viral marketing campaign. Giving people different options to participate makes it possible to have more people participate. People who are more individualistic prefer to participate in a way that cannot be seen by everyone (only donate money). Younger people are more likely to nominate each other, but are also more likely to participate for fun instead of the initial purpose of the campaign. Conversely older people are more likely to participate for the original purpose.

5.2 Limitations and further research

The study has some limitations that should be considered. First the sample size the group that only donated is very small, so conclusions out of these tests should be considered with caution. Also this study looked to the overall population. Motivations to participate can differ per age group and nationality.

Furthermore, the way some variables are constructed can be argued. People are not directly asked what they did communicate when they made the movie, but were asked what they had to do if they did not participate. The assumption was made that people would have communicate the same sort of message, either the original message or for fun. Also the scale of need to belong is really broad. The way entertainment value and helping others by participating in the campaign have been measured can also be debated. People are shown a video of someone participating in the campaign. This movie that has been chosen may influence how participants value the campaign on this values, then when no video or another video was shown.

This study only used simple models too look at the impact of the independent variables on the different dependent variables. Correlation between the different stages in the decision-making process is therefore not included.

The campaign took place two years before conducting the study. This can also have some influence. Because the campaign had a lot of media attention people could have created a negative attitude towards the campaign. Also certain aspects could be forgotten. But the study gives a good view on the long term retention of the original message.

The Ice Bucket Challenge was for a good cause and was not started by the ALS foundation itself. This can have influence on whether people participated. Motivations to participate for corporate companies can be different from a non-profit organization. This because people feel they are contributing to something good. This could also be the case when the campaign was started by the ALS foundation. People may value the campaign as more sympathetic and therefore are more likely to participate. The same happened this year in the Netherlands when a kid with an incurable disease started a comparable campaign, trying to collect money for another cause than for his disease. Which let to collecting 2.5 million euros in only 4 days.

Furthermore, we only looked at the internal motives of why people participated. Though homophily and tie strength may play an important role in the success of the Ice Bucket Challenge. As well as influence of different people that are in the environment of a person.

Also no distinction was made by different social media users. It could be that people who post more on social media are more likely to participate, than people who are more passively active. Also the types of social media channels people are active on can have an influence on participation. In this campaign having an account on Facebook, Twitter or YouTube makes it easier to participate than when people do not have an account on one of these channels.

In this study we only looked at the Ice Bucket Challenge, where people had to make a movie. Though for action driven viral marketing campaigns, different types of media can be used, like taking a picture, writing a story or making a voice message. What drives the virility of video content can differ from other types of media.

The amount of participants in a (action driven) viral marketing campaign follows an S-shaped curve. Motivation to participate may differ per stage. Whereas in the infancy phase people can see it as an individualistic thing to participate in, the need to belong can play a bigger role when the campaign is going viral.

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Appendix

Appendix 1: questionnaire

Thank you for participating in this survey.

The purpose of this survey is to understand online sharing. Please answer the questions as honestly as possible. Your answers are completely anonymous. The survey contains of 23 questions, and will take 10 minutes of your time.

Click the button below to start the survey.

- 1) Did you ever make a video while you threw a bucket of (ice) water over yourself?
 - a. Yes (question 2)
 - b. No (question 3)
- 2) When did you make the video and posted it? (It is highly appreciated if you look up when you did this) (go to question 5)

On Facebook you can easily find when you posted the video by going to your personal profile, click more and then click video's.



- a. July 2014
 - b. August 2014
 - c. September 2014 or later
- 3) Were you nominated/challenged to make a video were you should throw a bucket of (ice) water over yourself?
 - a. Yes (question 5)
 - b. No (question 4)
- 4) Did you hear about the campaign where people made movies of themselves while throwing (ice) water over themselves?
 - a. Yes (question 6)
 - b. No (end survey)
- 5) What did you have to do if you did not make the video?
- 6) The original campaign is called the Ice Bucket Challenge. What was the original purpose of this campaign?
- 7) The following questions are about the following video.
<https://www.youtube.com/watch?v=UzbuZGTok2s>

Please rate the following statements. 1 = totally disagree, 5= totally agree

It's fun

It's entertaining

I enjoy it

By participating in the Ice Bucket Challenge I:

help others

let others know I care about them

Show that I'm concerned about other people

- 8) The original message of the Ice Bucket Challenge was to raise money for the ALS foundation.
Did you donate to the ALS foundation?
- Yes
 - No
- 9) Please rate the following statements 1 = do not trust at all, till 7= really trust it
- Charities
 - ALS foundation
- 10) Do you donate money to charities?
- Yes monthly
 - Yes every 3 months
 - Yes every half year
 - Yes once a year
 - No (question 13)
- 11) To which charities do you donate money?
- 12) How much money do you donate to charities per year in Euros?
- 13) Do you know someone with ALS?
- Yes
 - No

The next questions are about who you are as a person. Please rate this questions as honest as possible, there are no right or wrongs.

- 14) For each of the statements below, indicate the degree which you agree or disagree with the statement by selecting the right number besides the question using the scale. 1 = not at all; 2= slightly; 3= moderately; 4= very; 5=extremely
- I try hard not to do things that will make other people avoid or reject me
 - I need to feel that there are people I can turn to in times of need
 - I want other people to accept me
 - I have a strong need to belong
 - It bothers me a great deal when I am not included in other people's plans
 - My feelings are easily hurt when I feel that others do not accept me
- 15) Please indicate the extent to which you would be willing to do each of the following, using a five-point scale. 1= not at all willing to do this; 5 = very much willing to do this
- Give a lecture to a large audience
 - Volunteer to head a committee for a group of people you do not know very well
 - Publicly challenge a speaker whose position clashes with your own
 - Accept a nomination to be a leader of a group
 - Present a personal opinion, on a controversial issue, to a group of strangers
 - Give an informal talk in front of a small group of classmates or colleagues
- 16) Please select to extent to which you agree or disagree with each statement. 1= Definitely disagree; 7 = definitely agree
- How important is it to you:
- To help other people

- b. To serve mankind
 - c. To share what you have
 - d. To give to others
- 17) Please select the extent to which you agree or disagree with each statement. 1= Definitely disagree; 5 = Definitely agree
- a. I know how to change specific things that I want to change in my life
 - b. If I want to change something in my life, I initiate the transition process
 - c. I can choose the role that I want to have in a group
 - d. I know what I need to do to get started toward reaching my goals
 - e. I take charge of my life
- 18) What is your gender?
- a. Male
 - b. Female
- 19) What is your age?
- 20) What is your highest education
- a. Primary school
 - b. High school
 - c. MBO?
 - d. Bachelor/Undergraduate
 - e. Masters
 - f. PHD
- 21) Please select the social media channels where you have an account and use at least once a year:
- a. Facebook
 - b. YouTube
 - c. Instagram
 - d. Twitter
 - e. Snapchat
 - f. Pinterest
 - g. Other,
 - h. None
- 22) What is your nationality?
- 23) What is your monthly net income?
- a. €0-€499
 - b. €500 – €999
 - c. €1000 - €1499
 - d. €1500 - €1999
 - e. €2000 - €2499
 - f. More than €2500
 - g. I don't know/I don't want to say

Thank you for your participation in this study!