



Online Video Campaigns and Consumer Perception: A Case Study of BIBA (Ethnic Apparel)

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1. INTRODUCTION

This study pertains to understanding the effect of online video campaigns on consumer perception of the brand in consideration.

The success or failure of a business to a great extent is influenced by consumer perception. The purpose of the study is to measure the influence of online video campaigns on the consumer. Consumer perception not only influences consumer behaviour but also affects the performance and profitability of the business, hence it is imperative to measure the impact in terms of interest generated, and subsequently the awareness that is created.

The assessment of a brand starts with the construction of brand perception. Huge amount of money is invested in creating a marketing campaign for brand. The results of this brand building exercises is directly seen how it creates a connect with consumer, and for how long it stays with them.

The study tries to find the effect a video campaign has on consumer perception.

The nature of study is exploratory, the findings will be essentially contributing to a nascent area of research in marketing. The study is trying to examine the relationship between online advertising, particularly online video campaigns and its effect in influencing and building perception. The phenomena of online video/digital campaigns advertisements on social media is relatively new. Measuring the impact of this kind of advertising on perception level will add to the knowledge and help marketers focus advertisements on high-impact, maximum-leverage areas.

2. LITERATURE REVIEW

Marketing a product or service is key activity on Brand managers calendar. It is primary objective around which firms allocate their budget. Marketers are putting their 100 percent efforts to make a product work. This is achieved by giving the brand a relevant and all round presence in the competitive

arena. The key strategy is to make the brand omni-present, which is attained by doing a 360 degree marketing. With the advent of Digital media, the ways and tactics to do business has transformed tremendously. It is a huge concern to understand how Indian brands are responding to the demands, expectations and online behaviour of digitally acquainted customer. (Mogaji, E., Farinloye, T., & Aririguzoh, S. 2016). The adoption of digital media by Indian brands in their marketing budgets and activities has been welcomed, a little late in comparison to its peer countries like the USA, Saudi Arabia etc. Brands these days are hugely dependent on social media to attract, engage and transact with their customers. As researchers we wanted to understand what has changed and how brands are leveraging social media to gain advantage across the customer lifecycle, as well as what are customers look for connecting with brands on social media. Indian brands are developing their digital and social media strategies, around the taste of consumers.

An Ernst Young report states the spending on digital advertising (digital ads) by brands is expected to grow at a rate 47.5% y-o-y, which is faster than other traditional media and channels. The brands are gradually moving towards digital marketing, which is evident by the stats which show 44% of brands accept to adapting to new platform. 20% of the budget spending is contributed to social media marketing and activities. (Vidhi Chaudhary, 2016)

Specifically, in light of huge number of social media campaigns going on, the main objective of this paper is to identify the key factors that influence the perception of customers towards brands and their advertising. The study focuses on the customer-brand relationship through social-media networks. We carried out empirical analysis of comments on Indian apparel brand (Futurebrands, 2012). We selected three different video campaigns from the Indian apparel brand BIBA. The comments from viewers on video campaigns published by Brand on their official Facebook page were analysed. The exercise was successful in capturing negative and positive sentiments infused in audience/viewer through the digital film.

There have been past researches done seeking answers to understand consumer attitude towards brand and quantifying it through different measurement metrics. (e.g. Spears & Singh, 2004; Voss, Spangenberg, & Grohmann, 2003). Studies like Batra and Ray (1986) tried to measure consumer attitudes towards the brand using a four-item scale (useful/useless, important/unimportant, pleasant/unpleasant and nice/awful); while MacKenzie, Lutz, and Belch (1986) used a three-item, seven-point scale (favourable/unfavourable, good/bad and wise/foolish).

This study, however, uses a more modern approach to understand consumers' perception towards brands. We analysed consumers' direct engagement with the brands through comments on brands social-media campaigns.

Advertising plays a major role in communicating the virtues of a business' products and services to consumers Wells, W. D. (1989). Facebook was chosen for this study because, it is the biggest social media brand, it offers customers opportunities to interact with brands and express their feelings towards the brands. An industry report on social media reports that 67% of marketers, plan on increasing their Facebook marketing activities. Facebook has tremendously revolutionised marketing activities and changed the arena of interaction between brands and customers (Aladwani, 2014; Cheung, Chiu, & Lee, 2011). Consumer has more power, he is independent and free to speak his/her mind about the brand. Social media allows insight to markets dynamics, as these platforms are widely used by consumers to discuss brands and share their opinions. Consumers share comments publicly on the platforms, this increases the credibility and provides reliable insights into their attitudes towards the brand (Hartzel, K. S., Mahanes, C. J., Maurer, G. J., Sheldon, J., Trunick, C., & Wilson, S. J. 2011).

With Facebook acquiring a preferred social media platform both by consumers and brands equally, leading to a 55% preference rate, it's no surprise that 86 percent marketers regularly use Facebook ads. Facebook ads boost the brand reaching presence, and is showing a high ROI from a brand's perspective. (Stelzner, 2016). The key emerging trend is marketing through infographics or building a connect through online narrative videos. Video ads are the new form of visual asset for brands these days.

The industry report by Michael Stelzner suggests that video is the new trending and loved form generated content published. Stats show that 73% of the marketers plan to increase the use of videos. As such, video advertising can assume the form of either arguments or narratives Boller & Olson (1991)

3. NARRATIVE ADVERTISING

Narrative advertising uses the story to showcase details about the product, experiences around it. Narrative advertising

appeals the consumer's affective and emotional responses. Narrative advertising as the name suggests come in two formats a) drama or b) storytelling Hoch, S. J., & Deighton, J. (1989). Narrative advertising has enormous advantages over the argumentative format of advertising, research has found it to be more effective and capable of changing brand attitudes (Chang 2008). Despite growing interest in narrative advertising, there has been very little empirical research done in this area, particularly giving attention to online narratives as a social media advertising tool.

4. CONCEPTUAL FOUNDING: TRANSPORTATION THEORY

Escalas, J.E (2006) explains the working mechanism of narratives, narratives are so captivating that the viewer acts as he/she himself gets transformed in the role, vicariously living the experience Escalas, J.E (2004). Social media is the platform which encouraged narrative advertising, due to its accessibility and the control it provides to viewers, e.g. how much of the narrative and how many times a viewer wishes to watch. The power of liking, sharing and commenting on platforms like Facebook and YouTube encourages people to get more involved, unlike the traditional media - Jiang & Benbasat (2007). Narrative advertising acts as an entertainment for viewers, because they enjoy watching such advertisements and relish involvement Childers et al. (2001). Hence, this captivate consumers and influence their thinking and their attitude toward a product.

5. BIBA

BIBA started in 1988. BIBA has always been a brand known for its ever evolving nature, it tries to be as contemporary as it can be in terms of business, reach and the kind of design and outfits they create. Their approach of connecting with the consumer is kept with the pace of technological development like adopting social media and making a strong presence all over the media (traditional media, social media). Recently, BIBA is actively publishing digital film/brand films which capture aspects of women beautifully and brings it to life.

In the period of 2012, BIBA topped the list for daily page engagement. Compared to the industry standard of 2-3%, BIBA has achieved the daily page engagement rate of 11.35%.

6. METHODOLOGY

In this study, we extracted the sentiments from the popular form of user-generated content on online platform i.e., comments posted on the video advertisements. The data was collected through data mining of comments on social media. We used R an open source software, to extract comments on campaigns published by BIBA, the ethnic apparel brand. The comments capture the impressions of attitudes towards the advertisement in consideration. The comments posted on campaign videos, indicate the the kind of

influence it will be creating in the minds of consumers. Essentially, this research will help in understanding the impact of an engaging campaign and how compelling was the narrative to create an impact in building positive or negative sentiment about the brand.

It should also be noted that the participants (viewers/Facebook users) were not part of any interview or laboratory setting to elicit their attitudes. They were not asked any questions about their relationship with the brand. The comments were posted on a public platform, hence no issues can be raised on parameters like anonymity and confidentiality. The nature of data is such, where the person giving an opinion is sharing with public, without any apprehensions and pressure, hence speaking his/her mind. All indicators of their perceived value of the brand are derived from analysis of online comments to the brand’s advertisements. 3 video campaigns on different themes were published by BIBA from the time period May 2016 to August 2017. Comments from 3 videos were analysed to understand the brand–consumer relationship. The 3 videos were selected from verified Facebook page of the brand. The basis of selection were: the video must have been uploaded within one year, between May 2016 August 2017; it had to be theme-based, narrative advertisement, not talking about the brand specifically and has to be more than 30 s long; also the video has to have good number of views, to understand how well the advertisement has been discussed/noticed.

7. ANALYSIS

SENTIMENT ANALYSIS

we used sentiment analysis technique to determine consumers’ dis/satisfaction with online advertising campaigns.Sentiment analysis uses a technique which segregates the words into positives and negatives.The common words are identified as positives, negatives or neutral according to common context and genres they are used.

Technical considerations like linguistic aspects such as length of the sentences, vocabulary, structure of user reviews, complaints, queries, usage of adverbs, verbs and prepositions were taken care of by the predefined dictionary and packages of R.We used NRC dictionary predefined in R software.The dictionary comprises of 14, 182 unigrams (words) which have ~25, 000 senses(contextual meanings). We collected a corpus of 1337 comments from 3 video advertisements. The comments were stemmed (cleaned to remove repetitions, -ingsetc)

S. No.	BiBA Advertisement	Date	Theme
1	Change the Perspective	7th May 2016	Mother-Daughter relationship talking about following their passions
2	Change the	13th Dec	Family setting; Dowry,

	Convention	2016	social stigma
3	Change the Question	29th Aug 2017	Mother-daughter relationship ; targeting Inferiority Complex

The 2 sentiments positive and negative, carry eight emotions.Each word, phrase is determined by the dictionary by comparing each word against the expert-defined dictionary, I.e, NRC emolex. This, results into an accurate indicators of sentiment. Each word or phrase identified relevant by the software is assigned a sentiment value based on preloaded dictionary. The default is the syuzhet dictionary. A single numerical value (positive or negative) based on the assessed sentiment in the string. NRC comprises eight different emotions and hence classifies and assigns value in accordance to the word The ten emotions classified in the NRC dictionary are: "anger", "anticipation", "disgust", "fear", "joy", "sadness", "surprise", "trust", "negative", "positive."(Saif M. Mohammad, 2010)

We prepared Wordclouds for 7 emotions, which can be categorised in two broad /primary sentiments I.e, Positive and Negative.Worldclouds represent the prominent words captured in one emotion category.The predominant word or theme talked about gets highlighted in size and rest follow. Barplots represented top 10 words in each emotion, according to their presence and frequency. If we look closely at the combination of words categorised into one emotion head, we find words representing that emotion, example for joy, we see cloud comprising of words such as Loe and good.Similarly under Fear we have watch and Problem.

We can broadly classify joy, anticipation, Surprise as positive sentiments occurring out of the comments and Sad, Fear, Anger, and Disgust as negative sentiments.

We observed, in the corpus of words, the word count for positive sentiments was huge, without repetitions, in comparison to negative sentiment words which were nominal.Through this it can be concluded, people talking about BIBA were predominantly talking in positive context.Hereby discussing the video advertisement and its influence and the thought presented through the advertisement.

When people talk positively about a brand, it gets reflected in the perception being built.

Hence we can say, even the participation in discussion of brand gives an immense possibility of building perception. Predominance of positive sentiments occurrences create a positive perception.



Fig. 1. Sad Wordcloud



Fig. 2. "Fear" Wordcloud



Fig. 3.: “Anticipation” WordCloud



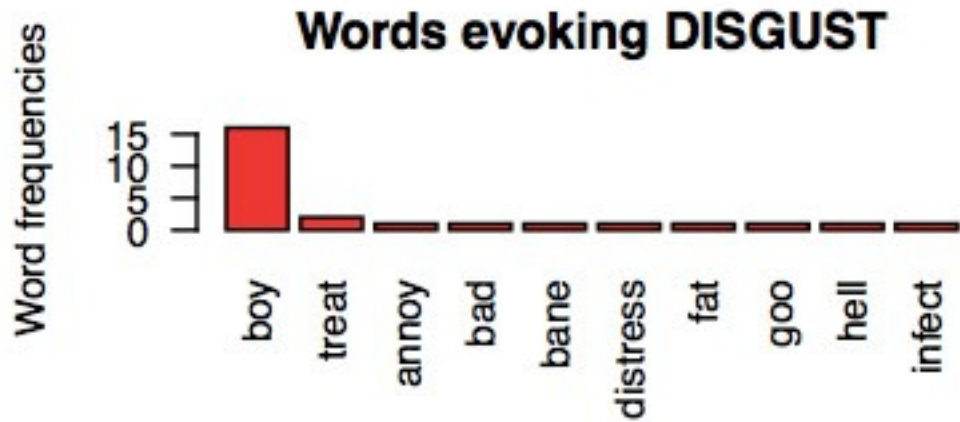
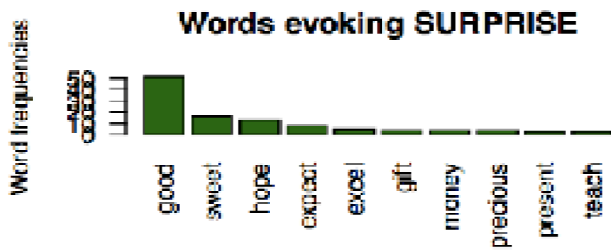
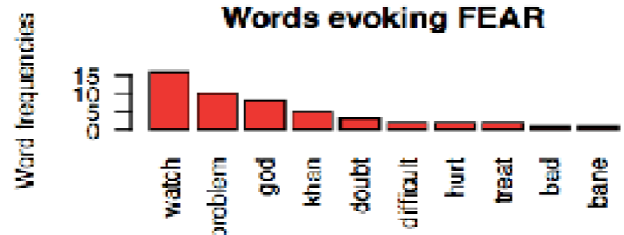
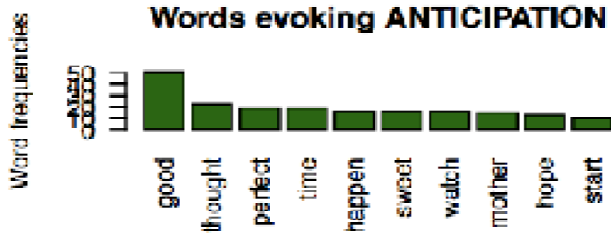
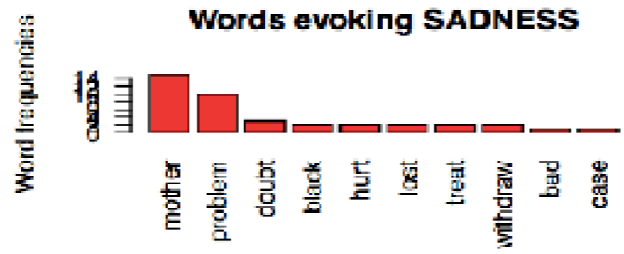
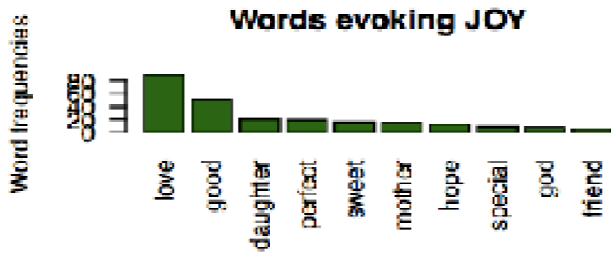
Fig. 4. “Surprise” Wordcloud



Fig. 5 . “Anger”Wordcloud



Fig. 7. “Disgust”WordCloud Figure 8: Bar Plots for 7 Emotions - Top ten words



Future

8. RESEARCH AND LIMITATIONS

In this study, we conducted sentiment analysis on consumer reaction to brand digital film. However, the analysis lacks in uncovering the underlying reasons behind such reactions - happy, sad etc. the research could not identify the positive and negative triggers towards the advertisement or its content.

Since the digital film was a narrative based advertisement in nature, it attacked social stigma's and were attacking the societal norms, hence the content is very strong part of such advertisements, since they are new, thought -provoking, it is one of the major criteria in forming perceptions about the brand. BIBA has been bold in attacking social stigma's like Dowry, Pregnancy and Women following their passions. The

research conducted in this paper was able to identify the sentiments(positive and negative) and categorised them into eight shades of emotions. The research piece was successful in categorisation of broad sentiments, even in different contexts. For example, word mother was categorised in positive and negative sentiments both, according to different contexts they are in.The study uses arc dictionary which sometimes falls short of recognising the subtle forms of linguistic expression used in situations such as sarcasm, irony or provocation or fun. The opinions we analysed were first hand picked up directly from the social media platform, hence the data cannot be tampered, despite of that, we can not filter out comments posted by influencers, and manipulators present on web.

Future research should also attempt to detect genuine sentiments from opinions that merely reflect the position of vendors interested in selling more products or services.

Despite these limitations, we believe that this study contributes to the existing literature in text mining and consumer behaviour. First, we used a single but well-known brand, which ensures the reliability of data and analysis is robust.Hence, it is timely and impactful piece of research.

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