

**QUALITATIVE ASSESSMENT OF RESPONSE, REACTION AND
CONVERSATION GENERATED THROUGH VIRAL CAMPAIGN ON
TWITTER.**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
OF THE DEGREE OF POST GRADUATE DIPLOMA IN
MANAGEMENT**

**CHANDRAGUPT INSTITUTE OF MANAGEMENT
PATNA**

BY

[PRAVEEN]

[02/07/2016]



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

Synopsis

Saarthak Development & Business Solutions Pvt. Ltd. is an agency offers end-to-end solutions for social, rural communication and research. Most of the work portfolio are assignments managed for the development sector, especially in the domain of health. Communication services range from strategy development to media and message planning and execution. Research services range from design of research, developing research instruments, managing data collection, data analysis and report development.

The project title is “Qualitative Assessment of Response, Reaction and Conversation Generated Through Viral Campaign On Twitter”. I started my project with the search process of famous campaign run in social media. Then the choice of which social sites (fb, twitters, and LinkedIn) will be applicable on my project. Therefore, we decided to stick with twitter. The next task is which campaign so we decided to choose pass pass candy because people are talking more about different taste of this candy and in past 8 months. It has achieved milestones.

Objectives:

1. Qualitative assessment of response, reaction and conversation generated through viral campaign on Twitter.
2. To gain an assessment of the success of the campaign (Pulse) on various communication parameters.

Research Methodology: To analyze and find the qualitative assessment of responses, reaction and conversation generated on viral campaign through social networking sites was done with the pilot experiment and content analysis in the research.

Findings: It is found that 72.2 % of followers are responses to the tweet, 39% of followers are retweeting on tweets, 76% of followers are tweeting in night, 62.5% of followers are posting through phone, 77% of followers are posting text, Maximum number of tweets are done by male, Person who are loving food making more tweets, replies etc. and Metro cities persons are tweeting more to spread message.

Suggestion: To target students for making viral campaign, the best time to get maximum response is at night, need to tweet in text and pics because maximum reaction generated through this for going viral need to generate conversation through emotional, loving, funny and negative tweet to make it famous on twitter.

Acknowledgments

The satisfaction that comes through the successful completion of any task would be incomplete without mentioning the names of people who made it possible, because success is the epitome of hard work & guidance. Therefore, with gratitude, I acknowledge all those guidance and encouragement that served as a beacon of light and crowned my efforts with success so far.

I avail this opportunity to express with utmost sincerity my thanks to all the people of Saarthak Development and Business Solutions Pvt. Ltd. For giving me this opportunity to undergo my summer internship in this prestigious organization.

I am deeply grateful to SUDESHNA HALDER for their support, suggestion and enthusiasm which helped me in the successful completion of this report and to have thorough knowledge of the subject and its application.

I would like to thank **Prof. SAYAN BANARJEE**, faculty mentor, for providing me the key inputs for the project and extending his continuous support during the tenure.

I also express my gratitude to **Dr. V. Mukund Das**, Director, Chandragupt Institute of Management, Patna for giving me an opportunity to work with Saarthak Development and Business Solutions Pvt. Ltd.

Table of Contents

CHAPTER 1: Industry overview

1.1 Social Media.....	08
1.2 key players in industry.....	09
1.3 Method of social marketing.....	10
1.4 General Social Networking Statistics.....	12
1.5 Social media market in India.....	14

CHAPTER 2: Viral campaign/marketing

2.1 Definition.....	15
2.2 History of viral campaign.....	17
2.3 8'C of viral campaign.....	17
2.4 Advantages/disadvantages.....	18
2.5Type of viral campaign.....	20
2.6. Objectives of Viral Marketing.....	21
2.7. How viral campaign work.....	21

CHAPTER 4: SWOT Analysis..... 23

CHAPTER 5: Analysis of Social Networking Sites: A Study On qualitative
assessment of responses, reaction and conversation
generated through viral campaign on twitter.

5.1 Introductions.....26

5.2 Passpass pulse.....28

5.3 Objective.....30

5.4 literature review..... 30

5.5 Research methodology.....31

5.5.1Data collection procedures.....32

5.5.2 Sampling techniques.....32

CHAPTER 6: Analysis

6.1 Results and discussion.....33

6.2 Need for the study.....40

6.3 Limitation of the study.....41

6.4 Scope of the study.....41

CHAPTER 7: Summary & Recommendation

7.1 Findings.....	42
7.2 Conclusion.....	43
7.3 Suggestions.....	44
Annexure.....	45
References.....	49

Chapter1: Industry overview

1.1 Social media

Social media industry came into existence about 10 years ago when chat messengers that allowed people to communicate and share content with each other surfaced on the internet. The popularity of these platforms has caused the advertisement industry to focus on strategically placing ads on these platforms, which has changed the media industry. The market size of social media industry consists of \$10.7 billion in which face book stand first among with contributing around 72%, second one is twitter which contributes around 17.68% and talking about Pinterest which share 7.48% of social media industry.

What is social media?

Social media is computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures /videos in virtual communities and networks. The variety of stand-alone and built-in social media services currently have introduced many challenges for definition. However, there are some common features: social media are Web 2.0 internet-based applications, (2) user-generated content (UGC) is the lifeblood of the social media organism (3) users create service-specific profiles for the site or app that are designed and maintained by the social media organization and (4) social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social media marketing

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user because it appears to come from a trusted, third-party source, as

opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

1.2 Key player in social media industry

1. Facebook is at the epicenter of the flourishing Social Media industry. With hundreds of millions of users accessing the platform each day to connect, share and communicate with each other, the company has witnessed stellar growth over the past few years. Facebook had more than a billion monthly active users at the end of fiscal year, and new users continued flocking to the company's website through 2013, albeit at markedly lower rates than before.

2. Twitter, which has created a micro-blogging platform, trails only Facebook's social network in terms of popularity and usage. The company, founded in 2006, has accumulated a 241-million strong user-base for its platform, which generates more than 500 million 'tweet's every day.

3. LinkedIn Corporation, unlike other Social Media platforms, is an online network dedicated to professionals. It connects more than 200 million users across the globe by allowing them to create professional profiles and seek career opportunities.

4. Pandora (P), which has more than 70 million active users, operates in the internet radio space. The company provides music services that are tailored to listeners' preferences.

5. YouTube is a global video-sharing website headquartered in San Bruno, California, United States. Three former PayPal employees created the service in February 2005. In November 2006, Google bought it for US\$1.65 billion. YouTube now operates as one of Google's subsidiaries. The site allows users to upload, view, rate, share, and comment on videos, and it makes use of WebMD, H.264/MPEG-4 AVC, and Adobe Video technology to display a wide variety of user-generated and corporate media video. Available content includes video

clips, TV clips, music videos, movie trailers, and other content such as video blogging, short original videos, and educational videos.

6. Pinterest is a web and mobile application company that operates a photo-sharing website.

Registration is required for use. Pinterest is a free website that requires registration to use.

Users can upload, save, sort, and manage images—known as pins—and other media content (e.g., videos) through collections known as pin boards. Like Facebook and Twitter, Pinterest now let's marketers access the data collected on its users.

7. Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app, as well as through a variety of other social networking platforms.

1.3. Different Methods of Social Media Marketing

Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see Internet as a total, you will find all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people cannot earn without it. Some of the most recognized network marketing tools are Face book, Twitter, YouTube, Pinterest and LinkedIn. Twitter became regular place for people who have entered the field of social network marketing for the first time.

1. **Blogging:** When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are most powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool, which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems.

2. **Personal website or blog:** It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing.

3. **Article selling:** It is one of the cheap and best way to express in internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles.

4. **Email sending:** Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about your business to all internet users. Your Email should be attractive in such a way that your recipient will be impressed to get back to you.

5. **Use social networking websites:** Social networking websites like Twitter, face book can be used to promote your sales. These provide best platform for all who are thinking of online marketing.

6. **Video promotion:** Use several video distribution websites for your marketing. These websites upload your service to the whole world. All that you need to do is film a video about marketing and send it to video uploading sites like You Tube. It seems it is the easiest way of marketing than any other modes since many people will be interested in view videos rather than word form of advertisement.

7. **Search Engine Optimization:** It improves the traffic to your website by providing quality web content. It uses Rich Site Summary (RSS) feeds and many SEO techniques. It is the process of affecting the visibility of a website or a web page in a web search engine's unpaid. Results often referred to as "natural," "organic," or "earned" results. SEO may target different

kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

1.4. General Social Networking Statistics:

- Approximately a quarter of a million of user from India.
- As of 2015, over 70 percent of the United States population had a social networking profile.
- Smartphone and tablet apps as well as mobile web access have facilitated Twitter's constant presence.
- 75% of the world's top companies have an active Twitter profile.
- 53% of marketers have noticed an improvement in sales due to social campaigns.
- Number of social network users worldwide is 2.22bn.
- Global social network penetration is 31%.
- Twitter currently ranks as one of the leading social networks worldwide based on active users.
- Twitter is one of the most popular social networks of teenagers in the United State.
- Number of estimated twitter user is 1.3 bn.
- 67 % would also follow hash tags related to events.
- 91% of experienced social marketers see improved website traffic due to social media campaigns and 79% are generating more quality leads.
- 80% of Fortune 500 companies have an active corporate Face book account, 83% have an active corporate Twitter account.
- 67% consumers are more likely to buy from the brands they follow on Twitter and 51% more likely to buy from a brand they follow on Face book.

- 77% of Twitter users feel more positive about a brand when their Tweet has been replied.
- 83% of people's purchasing power decisions are influenced by blogs.

1.5. Indian market

- India now ranks as the seventh largest market worldwide for social networking.
- India's Internet economy, which was about \$3.6 trillion in **2013**, contributed 3.2% to the GDP.
- India's Internet economy, which is about \$4.2 trillion in **2016**, contributed 5.3% to the GDP.
- India's Internet economy will grow to almost \$10 trillion by 2018, accounting for 5% of the country's gross domestic product (GDP).
- There are 243 Million internet users in India.
- The online advertising market in India to touch Rs 2,938 Crores.
- Total **Twitter** users in India are 33 Million and from this base 75% of users access it via their mobile phone.
- Every business wants its product, services or campaigns to trend on Twitter.
- Mumbai has the highest number of Internet users (16.4million) followed by Delhi/NCR (12.15 million), Kolkata (6.27 million) and Chennai (5.99 million).
- The survey found that more than 75% of Internet usage is among school- and college-going students and those who have recently graduated.
- 91% of retail brands use two or more social media channels.
- Twitter's top five markets (countries) account for 50% of all Tweets.
- The percentage of companies using social media in top 5 markets

∩ USA: 71%

∩ India: 70%

∩ Brazil: 68%

∩ China: 82%

∩ Canada: 51%

“Viral marketing is the process of implementing means or tools through which the knowledge of your existence self-propagates”. -Michel Fortin.

The definition of viral marketing can be worded as “the use of marketing strategies to propagate a product or service awareness through the use of existing social networks” (Allen, 2008)

Viral marketing or viral advertising is defined as “a strategy that encourages individuals to pass on a marketing message to others, creating the potential for exposure and influence” (Wilson, 2005).

2.2. History of Viral Marketing

The emergence of "viral marketing," as an approach to advertisement, has been tied to the popularization of the notion that ideas spread like viruses. The field that developed around this notion peaked in popularity in the 1990s.

- The name *Viral Marketing* was probably first used by venture capitalist Steve Jurvetson in 1997 while describing Hotmail's (he was the venture capitalist behind Hotmail, before it was sold to MSN) email practice of attaching their own advertisements with outgoing mail from their users. Noted media critic Douglas Rush off wrote about Viral marketing in his book *Media Virus* (1994); and that was probably the first article on this technique of marketing. In this book, he wrote that Viral Marketing works. Even if we presume that many people who receive your free gifts will not share with others, still there will be 80% others who will share, and go ahead to pass them down to friends and acquaintances. He has written, that this network continues to seven or eight levels before the campaign fades out. These are the life cycle level of viral campaign on social media:
 - Niche focus.

- Buzz.
- Growth.
- Widening appeal.
- Quicker growth.
- Saturation.
- Concerns.
- Mass migration.
- Innovate, adapt or die.

Three types of content are identified which increase the likelihood of a marketing communications message going viral and those include entertainment, positive messages and interactive content i.e. (quizzes, competition). That viral marketing is becoming increasingly recognized as an important form of promotion, particularly within the online environments.

2.3. Eight (8)'c of viral campaign

1. Creativity: Unique about story.
2. Conformity: We want to belong.
3. Challenge: I challenge you.
4. Charisma: I want to be like you.
5. Cheating: Popularity idiocy.
6. Content: how u present.
7. Community: targeting audiences
8. Catch: how u sustain audiences

2.4 There are many advantages of using viral marketing strategies such as:

1. **An enhanced Customer lists:** It caters to larger audience through World Wide Web and emails. Viral marketing practices, which use internet as the communication media can be accessed by large amount of people worldwide and it, can be seen as an advantage over traditional advertising media such as television and radio advertisements.

2. **Remarkable Growth in comparatively lesser Time:** It uses existing communication among friends and other associations to spread the message. It works as a faster mode of reaching the customer. As an example if a product message is spread in Twitter using retweets, it uses the existing followers of the retweets to spread the message

3. **Cut your promotion cost:** It is considered to be a cost effective advertising method when compared to traditional advertising modes. Posting a blog or sending an email to potential customer does not cost as much cost of advertising in television.

4. **Better visibility:** So your stuffs are being recommended, shared, commented upon, and discussed among your audiences, this creates a really better buzz which leads to greater visibility. Clever viral marketing plans take advantage of common human motivations.

5. **You Gain More Credibility:** As it essentially works on personal recommendations, with time when many new people because of being recommended know you by their friends and network, your credibility is increased among your audiences.

There are many disadvantages of using viral marketing strategies such as:

1. Nuisance Factor: If a marketer has decided to use e-mail as a way to drive traffic to their web site, they are competing with other people who are using the same structure. The message is likely to be deleted or ignored instead of being passed on to other people.

2. Negative Buzz: Sometimes, instead of creating a positive buzz about your business, viral marketing works in the opposite way. Viral marketing talks about only spreading the message to potential consumers through online means but spreading the message does not benefit the firm. Sale had occurred at the end of the year for the firm to benefit the company but the problem is about the amount of actual sales made to the Passpass pulse candy apart from promotions is not properly defined under viral marketing.

3. Hard to estimate: Viral marketing focuses more on short term success rather than building differentiation to gain long term advantages.

4. Issue of SPAMS: They want to know what the companies they do business with are planning on doing with their personal information and may not be interested in participating in a campaign if they think they are providing fodder for spam marketers. There will be some recipients who feel that viral marketing is a sleazy practice. They may even choose not to do business with companies that use it, and that defeats the purpose of viral marketing in the first place.

2.5 Types of viral Marketing

1. Push Marketing: The marketer sends a message without the recipient actively seeking the content, such as display advertising on websites and news blogs. Email, text messaging and web feeds with customized contents can also be classed as push digital marketing when the recipient has not actively sought the marketing message. Push marketing allows you to target your demographics and use your marketing budget to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time. Behavior targeting is good example for push digital marketing.

2. Pull marketing: Marketing includes blogging, email marketing, social media, info graphics and other forms of visual messaging and search engine optimization (SEO). A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realized customers who you want to keep engaged. While a pull marketing campaign can be less expensive to get started, you will incur costs in other ways. For example, if you are running a social media campaign, you will need to hire someone to manage your social media and respond to people who leave comments or ask questions. Social media gets people talking and that has a major impact on sales. Pull marketing also requires a greater investment in time, but it gives you more ability to entertain your customers and educate them about your company.

Nevertheless, don't get confused by seeing Email in push and pull, there is a difference. If marketer is sending emails with customized content or banners to specific group of customers is push digital marketing. If marketer is sending emails with the same content or banner to all customers is pull digital marketing.

2.6. Objectives of Viral Marketing

Advertising Procedure, which offers Long-term Positive Results: Viral marketing is a cost-effective promotion method, which helps to reach out to your targeted audience within a short time. This technique enables delivery of your marketing messages in a simple and easy manner. Through viral advertising, it is possible to build a lasting influence on the minds of the users. As a contributing tool to achieve your business objectives, a lot of creativity, careful planning and implementation are required. It is an advertising procedure, which skillfully utilizes certain websites, emails and instant messaging systems. Besides these, games, video clippings, file sharing methods, images, and other means are used.

2.7. Why Viral Marketing Works

Viral marketing is a phenomenon. It works and works well. Why? Because it puts the power in the hands of the people. It does not rely on advertising executives, million dollar campaigns or celebrity endorsements. It is real down-to-earth, grassroots marketing that, when it comes down to it, might be advertising in its purest form.

Viral marketing, while driven by strategy and well planned messaging, is only successful when its audience is captivated. A marketing campaign will only go “viral” if people like it and ultimately, share it with others. Therefore, they have the power, not the marketer.

Online business owners and internet marketers alike understand the important role viral marketing plays in the success of their businesses today. Social media networks have become just as much about business as they are about pleasure. Facebook, Twitter, LinkedIn, YouTube and other key players are now joining us in the boardroom and in sales meetings. Blogs are replacing news media in many ways, and we must adapt our marketing approach to become players in this game.

From reaching the masses with special deals, invitations for sale events and enticing customers to purchase new products, viral marketing is a lucrative business tool, approach and strategy all wrapped in to one.

Say, for example, you are an internet marketer. You create and sell valuable sales tools, including E-books, reports, videos and webinars. Not only should you have a list to which you apply your email marketing campaign, but also in addition, you can share your products by posting them on Facebook, tweeting about them on Twitter or uploading lessons to YouTube. The possibilities are endless.

With a little bit of creativity and a true understanding of your target market, viral marketing has the ability to skyrocket your business to new heights. Should you not only consider the favor of your current customer base, but also approach your viral marketing campaign in such a way that encourages – and makes them want to – share your business with others. You could offer free products for every ten people your customers share your link with. The more you entice people to pass it on, the more likely people are to share with others. Think about it, if you were your own customer, what would entice you to share your products? Would it be quality customer service? Great deals and monthly specials? What grabs your attention? Start there and see what works. The other great thing about viral marketing is, if one approach is not working, you lose nothing by switching gears. Just be careful to settle in to a consistent message, no matter what your approach might be. You do not want to run the risk of turning people off. So, engage in your viral marketing campaign. Be social on social networks, share others information and they in turn, will share yours. Viral marketing is a give and take and the more you give, the more you will get. There is an unspoken set of expectations that accompany viral marketing, and the most important of all is to respect those you are marketing to. If you do, they will recognize that and most likely help you on your way to going viral.

CHAPTER 4. SWOT OF SOCIAL MEDIA INDUSTRY

STRENGTH:

Large market reach or penetration and it is very useful if you are setting up a digital engagement strategy (to new people, young people). Social media builds a conversation, reaction, responses and converse with others and build close networking bonds, which share quick information exchange. It lets you follow and connect with people/groups that interest you – but are not necessarily your friends (as with Facebook). Authors, celebrities, co-workers, colleges, organizations etc. The campaigns are generally cost-effective in the sense most of the platforms are free. They just demand time, there is a human factor: Your “brand” becomes more human. Media exposure can be strength for this. While twitter is in a strong market position in micro messaging. Facebook is the only real competitor here – and they attract users for different reasons. It helps to build strong, long-term relationships through online social networking, at a faster pace than just relying on traditional face-to-face networking and gets tons of publicity. The industry has developers creating hundreds of applications around its API. It is totally RSS enabled search.

WEAKNESS OF SOCIAL MEDIA INDUSTRY

The industry has low retention rate i.e. only 40%. Lack of tools or resources to track and monitor social media campaign results. There is concern about information leakage, liability, security, and management.

Effort vs. results: Even if it is more measurable than other channels, it is difficult (especially for small business operations) to balance the effort put on social media against the results obtained.

Consistency: Engaging with your audience at a direct level means more efforts in terms of keeping a consistent message/ corporate image.

Making up for mistakes: The time frame to correct errors that affect your audience is less. Because you are heavily exposed, your company has to take action more promptly than if you weren't especially if people are having conversations about your brand, you will have to engage and clarify.

OPPORUNITY OF SOCIAL MEDIA INDUSTRY

- Creating/joining online presence on sites where the company currently does not exist, Great opportunity for individuals and organizations to connect and exchange information. It opens a new target or niche markets that are untapped: students, the public.
- Partnerships with other groups, organizations, schools, government, etc
- Penetration into a new geographical market quickly
- Recruitment of interested new members, students, and public support and that allows you to build short and long term relationships with prospects. It humanizes the 'brand' and makes the recruitment process more personal.
- Can gain deep insights into real-time trends, news, and all of us; "be the pulse of the internet" as said by Founder Biz Stone
- Integration into real-time games, media, and apps. We have barely scratched the surface so far on what's possible. Twitter as real time infrastructure.
- It may become the dominant way for businesses to communicate with their customers as quick delivery, branding opportunities, and enhanced marketing opportunities are there.

- Being present where stuff happens: People research for info/products/services online and value more the opinion of other individuals than whatever a company may say about their own offer. If your company is present in an interactive environment like social media, the opportunities for engagement, conversion and most importantly clarification of doubts regarding your brand, are countless.
- Reach out to certain groups that traditional media did not allow you to: Social media is for everyone, eventually you will come across people you never thought of as your client. This opens the doors to building new relationships but also to valuable feedback that can help you develop your products or services more intelligently.

Threats:

Competitor is going after the same space or same audience with similar campaign and the question arises whether the current campaign sustainable in the market or can it continue? There can be threat of Attitudes on privacy: while lately it seems everyone is willing to share the most intimate as well as mundane details of their life – there could easily be a backlash against this trend. We have all heard of a few embarrassing stories about over-sharing online, and a few high profile examples might make people rethink their habits. Micro messaging may just be a fad. There is nothing inherently awesome about 140 characters. It got too much publicity in a short time. May get burned out and getting dangerously spam or useless message which is not helpful for campaign. The market doesn't have solid revenue model (future advertisements), Other social networking sites (Myspace, Tagged, Friend feed, identi.ca, others) may grow and steal market share and Acquisition by a bigger player (Google) may disappoint early adopters and loyal users.

CHAPTER 5 ANALYSIS OF SOCIAL NETWORKING SITES: A STUDY
ON RESPONSES, REACTION AND CONVERSATION GENERATED
THROUGH VIRAL CAMPAIGN ON TWITTER

5.1. Introduction

QUALITATIVE ASSESSMENT: Qualitative methodology is one of the detailed descriptions of situations, events, people, interactions, and observed behaviors, the use of direct quotations/codes from people about their experiences, attitudes, beliefs, and thoughts.

Qualitative assessment is focused on understanding how people make meaning of and experience their environment or world. It is narrow in scope, applicable to specific situations and experiences, and is not intended for generalization to broad situations.

Different from quantitative research, qualitative research employs the researcher as the primary means of data collection (e.g., interviews, focus groups, and observations. Also unlike quantitative research, the qualitative approach is inductive in nature, leading to the development or creation of a theory rather than the testing of a preconceived theory of hypothesis. It is important to note then that when applying qualitative methodology to outcomes-based assessment, you are not fully using an inductive approach because you are using the methodology to determine whether an intended outcome has been identified.

However, the application of the methods themselves can yield very rich findings for outcomes-based assessment. Each primary type of qualitative data contributes unique and valuable perspectives about student learning to the outcomes-based assessment process.

When used in combination, a more complete or holistic picture of student learning is created.

Three types of method from the qualitative assessment

1. Interviews: Interviews comprise a number of open-ended, questions that result in responses that yield information about people's experiences, perceptions, opinions, feelings, and knowledge. It is common to engage in face-to face verbal interviews with one individual; however, interviews may also be conducted with a group and administered via mail, telephone, or the Web Though questions and format may differ, an essential component of any interview is the trust, understanding and rapport to be built with respondents. Open-ended questions can also be given to students at the conclusion of a program or an event to receive quick and immediate feedback.

2. Observations: Observations, on the other hand, do not require direct contact with a study participant or group. Rather, this type of data collection involves a researcher providing information-rich descriptions of behavior, conversations, interactions, organizational processes, or any other type of human experience obtained through observation. Such observation may be either participant, in which the researcher is actually involved in the activities, conversations, or organizational processes, or nonparticipant, in which the research remains on the outside of the activity, conversation, or organizational process in scope. In keeping a record of observations, many methods can be used. One way is to take notes during the observation; another method commonly employed is to create a checklist to use during the observation. The checklist does not only give the observer a set of criteria to observe, but it also allows the observer to show people's progress over time and to correlate a number with a qualitative process.

Documents: Documents include written materials and other documents from organizational, clinical, or programs records; memoranda and correspondence; official publications and reports; personal diaries, letters, artistic works, photographs and

memorabilia and written responses to open-ended surveys. Public records and personal documents are the two primary categories of documents one might use when doing outcomes-based assessment or research. Newspaper and magazine excerpts, enrollment and retention records, and judicial records are examples of personal records. Both types of documents can enhance the overall data collected in an assessment project. It is important to note, however, that the authenticity of documents must be determined prior to using them for assessment. Again, criteria checklists can be used in the analysis of documents to identify whether outcomes are met. Keep in mind that whenever criteria are used with a qualitative method, the process of inductive discovery is diminished and therefore is the true nature of the qualitative methodology. Nonetheless, documents are a rich source of information and provide a great starting point for any assessment project.

5.2. Pass Pass pulse

Pass Pass pulse: Pulse is a candy by DS Group (which also produces Pass Pass mouth freshener and Rajnigandha paan masala). The most surprising part about this is that DS Group has hardly done any marketing for the product (as opposed to the constant ads for other products that we are bombarded with), and the demand is simply due to word of mouth! In addition, it is not only us, a lot of others are amazed too. Pulse is the candy which is launch in sept.2015 in 3 states. They launch in 3 states for testing the response and reaction on pulse candy. In 8-month pulse candy has cross 100 crores sales marks, which is quiet amazing to hear about. The biggest attraction for the new candy is the new sour liquid filling at its center. It has become such a big hit because of its unusual taste and its limited availability, which it is selling at a 50% premium in places like Delhi!

The innovation that Pulse Candy is, Kaccha Aam (Raw Mango) flavor with a tangy twist of salt filled centre has not only been a hit with the youngsters but many middle aged men and women.

The Noida-based Group, DHARAMPAL SATYAPAL GROUP (DS GROUP) which is best known for its chewing tobacco brands Baba and Tulsi and paan masala brand Rajnigandha, entered the confectionery segment with Pass Pass Chingles. It now aims to expand the portfolio of Pass Pass from traditional mouth fresheners to mini-chewing gums to hard-boiled candies. DS Group said that the hard-boiled candies segment is clocking the fastest growth rate at around 9-10 per cent.

The overall confectionery segment is estimated to be around Rs 14925 crore in India, which is divided into non-gum-non-chocolate (NGNC) segment (Rs 4,800 crore), chocolates (Rs 8400 crore) and gums (Rs 1725 crore). Of this, the NGNC segment is further divided into hard-boiled segment (Rs 1800 crore), eclairs (Rs 1600 crore) and others (Rs 1400 crore).

Nearly 86 per cent of the hard-boiled candies are priced at around 50 paise; only 14 per cent are priced around Re 1. Mango is the most popular flavor (raw mango and mango account for 26 and 24 per cent of the category).

At present, the Group's confectionery business is just about Rs 154 crore, but with the addition of Pulse it aims to clock a Rs 100 crore turnover from Pulse candies itself within a year. DS GROUP received a phenomenal response during the test marketing phase; the robust demand actually pushed back our launch as we were not able to supply. We are planning to launch a couple of more flavors as well go for a national launch within the next six months. This points to one reason for the candy's popularity; easy availability and a convenient price; for most Rs.1 is easier to access than 50 paise. A low price also encourages some customers (like offices and banks that give away candy to their customers) to buy in

bulk. The low price also ensure that the candies will be available at every store from your neighborhood kirana to large supermarkets, expanding their reach and therefore sales.

Additionally, market trends have seen that mango flavored candies dominate popularity, indicating why Pulse did so well.

5.3. Objectives of projects

Qualitative assessment of response, reaction and conversation generated through viral campaign on Twitter and to gain an assessment of the success of the campaign (Pulse) on various communication parameters.

5.4. LITERATURE REVIEW

1. Coyle and Vaughn (2008) tell us that a social network at its core is a set of individuals linked to one another through interpersonal means-- whether it is through computers, locality, ideas, or similar interests. People by nature are social and find different and unique ways to connect with one another. In the 21st century, it is only natural that relationships forged online can carry similar weight as those relationships that are made offline the old-fashioned way. Coyle and Vaughn's (2008) study found that in today's digital age, social networking is a new form of communication that continues to evolve.

2. Taylor (2008) acknowledges that different social networks give us access to our "friends" in different ways, ways that differentiate our relationships. Whether it is checking your friend's Facebook page to find out what they did this weekend, getting business referrals on LinkedIn, getting the latest news updates in your Twitter feed, or checking out the pictures on Flickr that your cousin took of her trip to the Grand Canyon, you are connecting with people in various ways.

3. Wilson (2009), some of these connections are not just being made by people. Businesses and organizations are also seeing the value of connecting with their consumers and other individuals of interest online. Businesses are using social networking tools to find new opportunities, expertise, employees, and information on how customers utilize their products and services.

4. Hawn (2009) some health care organizations have found that social networking gives them a better avenue to listen and respond to patient needs and “allows for richer engagement and deeper doctor-patient relationships”.

5. Kist (2008) while in educational settings it can help develop trust and understanding between students and teachers.

6. Church (2008,) Twitter lets users update and engage in conversation-albeit in brief, short phrases-with their followers”. It is the immediacy and casual nature of communicating through instant messaging that lays some of the groundwork for Twitter with features and procedures that are similar in nature and function. “Think of it [Twitter] like instant messaging for the masses.

7. Farhi (2009). Something else that makes Twitter an important communication tool is the speed, immediacy, and brevity in which breaking news gets posted.

5.5. Research Methodology: To analyze and find the qualitative assessment of responses, reaction and conversation generated on viral campaign through social networking sites was done with the pilot experiment and content analysis in the research.

5.5.1. Data Collection procedures: Three twitter tools are used to take data collection process (foller.me, social bearing and twitter audit). In addition, the content analysis is another method used to analyze the conversation generated on social networking sites (twitter) with certain parameters among followers review with graph and figures.

5.5.2. Sampling techniques: Non-probability sampling technique is used to collect the conversation from the online respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like user who are really making conversation on official page of Pass Pass Pulse and three twitter tools have been used to get information about real account, percentage of tweet and retweet and many more. These are the three twitter tools used are under

- foller. Me.
- social bearing.
- twitter audit.

Chapter6: Analysis

6.1. Results and discussion

- ❖ It is shown that the official page of pulse is having 660 followers. Out of 660 followers 644 is real/genuine followers and 16 is fake. This shows that 98 percent followers are generating conversation and making successful viral campaign on twitter.

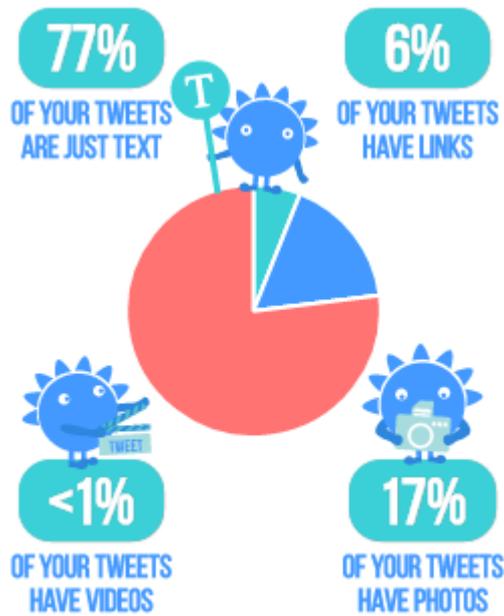


- ❖ This show that user is retweeting 39% of the tweets will result in followers are concern about that they are happy to share their view and comment on pass pulse candy.

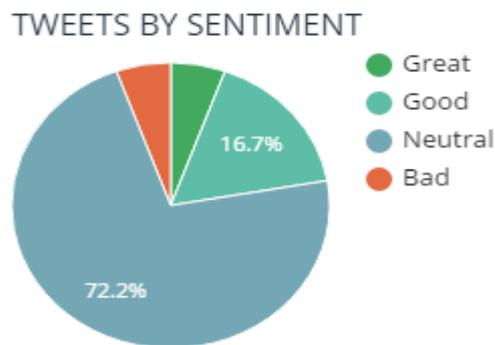


- ❖ Type of tweets:77% of followers are tweeting text and comments.6% of followers are sharing just links of official page of Pass Pass pulse.17% of followers are posting pics

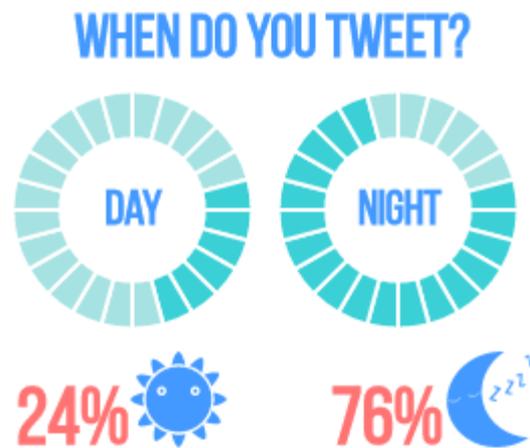
to express their view and making viral campaign on Pass Pass Pulse. Only 1 % of followers are sharing videos of pulse candy to make aware about pulse candy.



❖ Sentiment of followers: 72.2% followers are tweeting and retweeting neutral post on official page of pulse .16.7 % are feeling good to tweet and retweet on expressing view on pulse candy.5% are much delighted to pulse candy.Only 5% of followers are feeling bad and not connected to the taste of pulse candy.

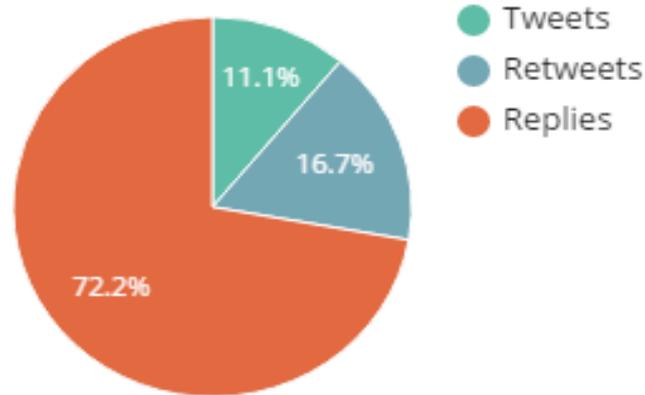


- ❖ Timing of tweets: From this results ,we clearly state that users are more active in night in comparison of day time when they are really free from works.Same in the case of pulse candy 76% of followers are active in night and only 24% is active in daytime



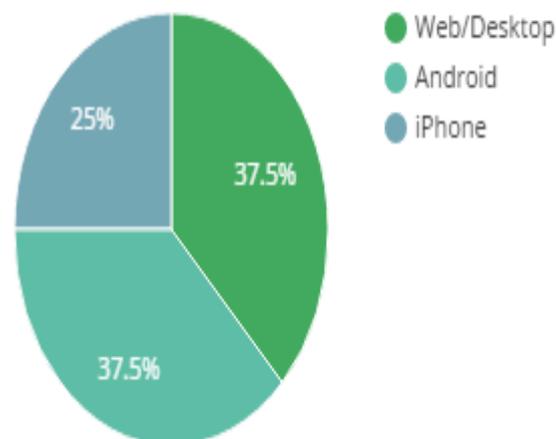
- ❖ Tweets By type:This results show that followers are much interested in generating conversation and participate in making campaign successful through replies and retweet on tweet made by follower on twitters.only 11.1 % is tweeting about pulse candy and for that followers are showing interest and spreading conversation on that tweet to make it popular and aware about the different taste of pulse candy,we can see that 72.2 % of followers are repling on tweet and 16.7% are retweet on same tweet.

TWEETS BY TYPE



- ❖ Tweets by source: It shown by graph that followers are using different source of application to tweets on official page of pulse candy .37.5% of followers are conversation through website and desktop.25% of followers are generating conversation through iPhone to express their view on pulse. Again, remaining 37.5% of followers are tweeting through android phone. This show that followers are much interested to spread their responses and reaction through any mean of conversation.

TWEETS BY SOURCE



❖ Frequent words used in tweets:

trust friendship want bought nowadays addicted grit better **candy** love literally tang
y
flavored toffy west tried **aam** kurla twist addicthttpstcoh kachcha change favorite heard
hajmola pen **getting** nation#pulse **omg** youll fights candyrocking **pulse** kaccha
mango
addiction wat going **addictive** maahir **passpass** experience eaten think mumbai
story passpasspulse hands **toffee best** failureready india **pass** reminds fre
e 100 easily perseverance entrepreneurship.

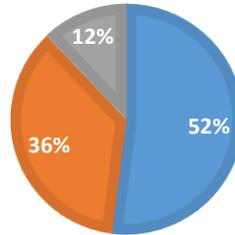
❖ POPULAR HASHTAGS

#passpass #pulse #candy #passpasspulse #tangy #supertoffee #confectionery
#randomnostalgiahttpstco2qmgz0bw32#kachchaaam #getnostalgic #yummy
#candies #sweet #digestive #atthispoint #hajmola

- ❖ Estimated age of followers: The result shows that age group of 21-25 having 52% which is maximum number of followers. Talking about age group of 26-30 having 36% of followers and lastly with 31-35 year of age having only 12% of followers. This result tells you that age group under 30 years is more active on spreading conversation on twitter and making pulse candy famous on social media and also viral through posting tweet and retweet.

ESTIMATED AGE OF FOLLOWERS

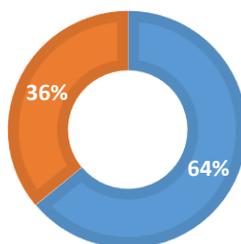
■ 21-25 ■ 26-30 ■ 31-35



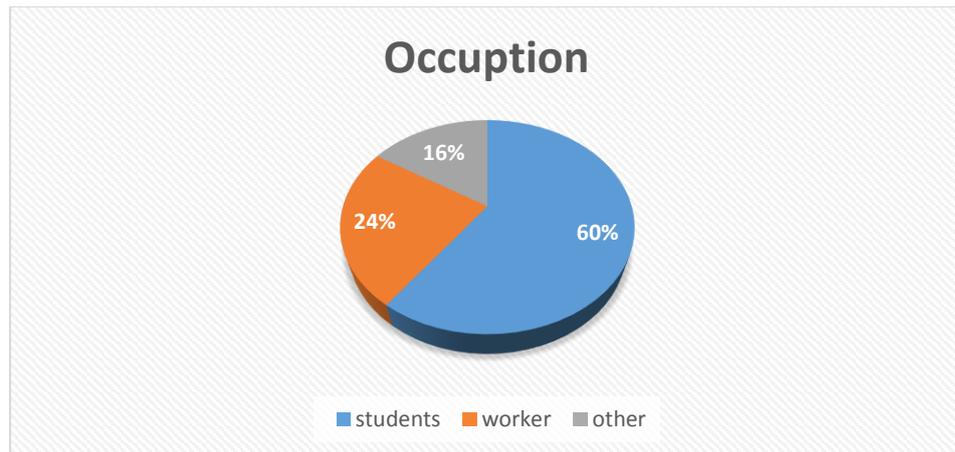
- ❖ Gender: This result shows that male is tweeting more than female. 64% of male is tweeting and 36% of female is tweeting on official page of Passpass pulse on twitter.

GENDER

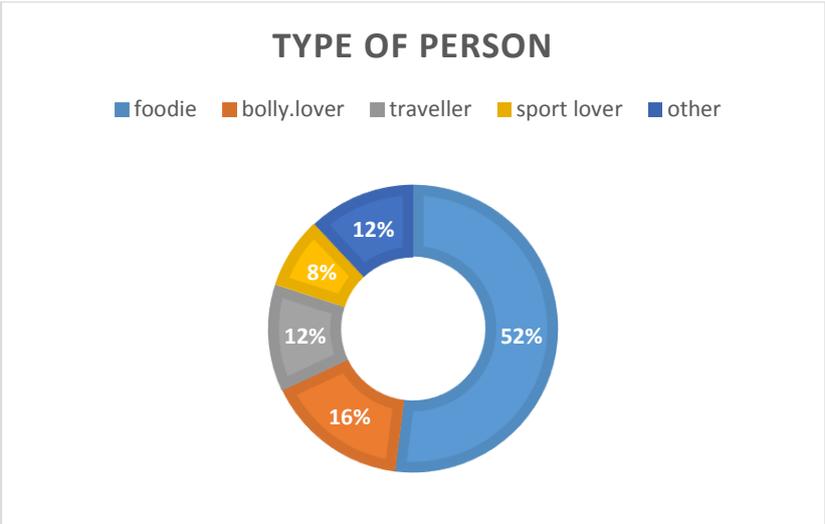
■ male ■ female



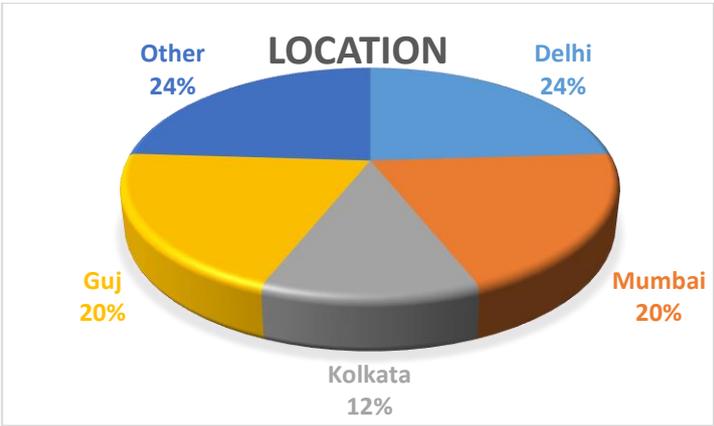
- ❖ Occupation: This result shows that students are more active.60% of students are generating conversation on official page of Passpass Pulse twitter account.24% of workers (bankers, investors, office workers) are participating in conversation on twitter account.16% belong to other categories of work (photographer, businessman).



Type of person: This result shows that 52% of followers are foodie who are tweeting in pulse candy official account.16%of followers are Bollywood lover who are tweeting in account because some celebrity has done program sponsor by Passpass pulse on 8 may 2016.12% of followers are the one who love to travel around and try some new product.8% of followers are sport lover who love to tweet on pulse candy account because wrapper of pulse candy is similar to Australian cricket team jersey.



Location: This result shows that tweet on Pass Pass Pulse candy account comes from all part of India and all are tweeting and retweeting on account.24% comes from Delhi ,20 % from Mumbai and 12% from Kolkata. This tell you that metro city contributing more than 50% response and conversation on pulse accounts. Other states like Gujarat contributing 20% and other states sharing 24%. The reason behind more tweet come from Gujarat and Delhi because DS Group launch in these states.



6.2. Need for the study: I started the project with the search of viral campaigns in social media and the selection of which social media platforms (i.e., among the Facebook, Twitters etc.) to use for the project. Twitter was selected as the social media platform due to being the more recent one, for being more responsive to stimuli and for their chronological archiving of “tweets”. Among the viral campaigns, the selection was based on the unpaid and organically viral ones and the timeframe of viral. Pulse candy from Pass Pass was selected because people are talking more about different taste of this candy without much prompt and payment/contests. It was also in the evolving phase

6.3. Limitation of the study:

1. To find the authenticity of the selected respondent (i.e., the twitter account).
1. More engagement of media person and the paid person assigned by company to make it famous.
2. Limited conversation about brands on Twitter.
3. Limited references.
4. Time constraint for implementation.

6.4. Scope of the study: In India only 16% people was using internet till the end of 2013 and usage of internet is increasing by 25% and its reach to 41% in 2015 and increase rapidly day by day.

More than 40% business depend on Digital marketing. With increasing of internet and smartphone users soon in coming years around 90% business will be depend on online marketing in India. After USA and UK India deal with online campaign to spread messages.

Chapter 7 Summary & conclusion

7.1. Finding

1. 72.2 % of followers are responses to the tweet.
2. 97.5% of followers are real followers.
3. 39% of followers are retweeting on tweets.
4. 76% of followers are tweeting in night.
5. 75% of followers are posting through phone.
6. 77% of followers are posting text.
7. 17% of followers are just posting pictures.
8. 72.2 % are having neutral sentiment.
9. 26% are having awesome felling in sharing view.
10. Maximum number of tweets are done by male.
11. Person who are loving food making more tweets, replies.
12. Metro cities persons are tweeting more to spread message.

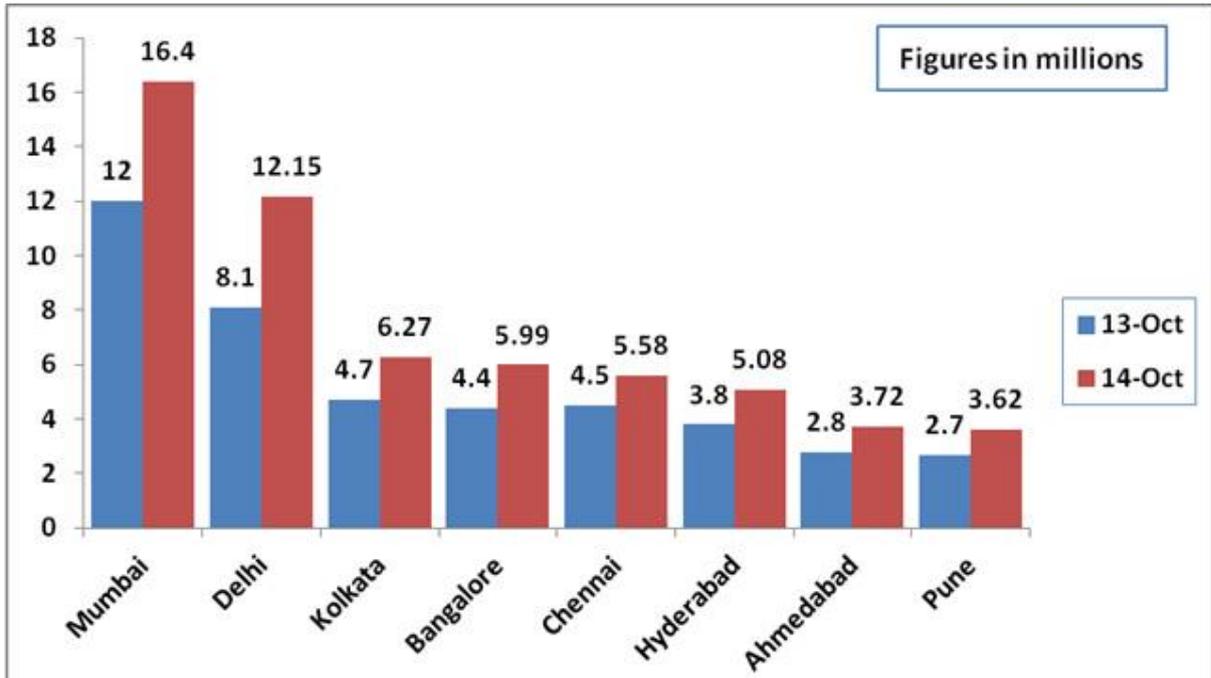
7.2. Conclusion: Social media are the platform which spreading any business or any viral message. Social media technologies take on many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. Viral campaign is not a new term for communicating to end users. Total Twitter users in India are 33 Million and from this base 76% of users access it via their mobile phone. Every business wants its product, services or campaigns to trend on Twitter. Twitter's top five markets (countries) account for 50% of all Tweets. 77% of Twitter users feel more positive about a brand when their Tweet has been replied. 67 % would also follow hash tags related to events For the case of Passpass pulse, we concluded that for any viral campaign on twitter need to target male students and tweets in night. Need to generate conversation through emotional, loving, funny and negative tweet to make it famous on twitter.

7.3. Suggestion

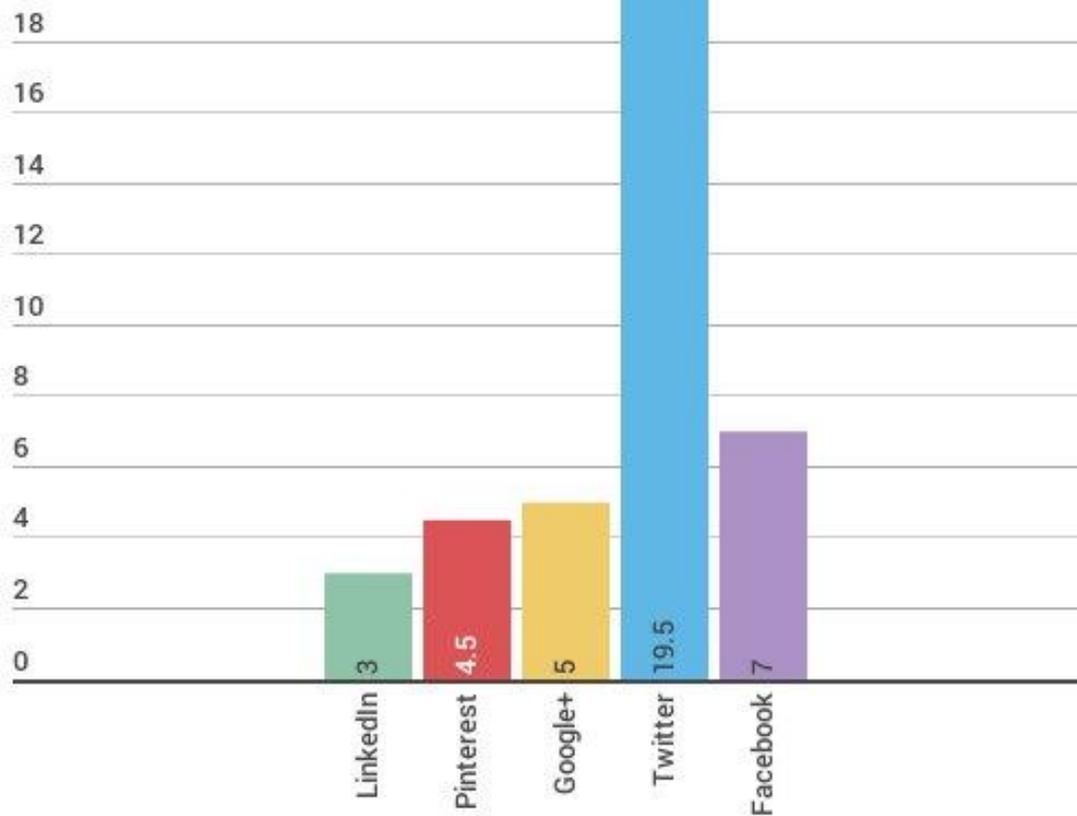
- To target students for making viral campaign.
- The best time to get maximum response is at night.
- Need to tweet in text and pics because maximum reaction generated through this for going viral.
- Need to generate conversation through emotional, loving, funny and negative tweet to make it famous on twitter.

Annexure





How Often Brands Post per Week



Corporate Twitter Accounts by Industry

Industry	Companies With Twitter Accounts	Percent
Food Consumer Products	13 / 13	100%
Commercial Banks	17 / 18	94%
Chemicals	14 / 15	93%
Utilities: Gas and Electric	21 / 23	91%
Specialty Retailers	21 / 25	84%
Mining Crude-Oil Production	10 / 15	67%

**Source: UMassDartmouth, August 2014*

References

1. <http://www.statista.com/topics/1164/social-networks>.
2. <http://simplymeasured.com/blog/new-study-80-of-fortune-500-companies-active-on-facebook-and-twitter/#sm.0000129hmn56hzeyfy3ttv2grziq>.
3. https://en.wikipedia.org/wiki/Viral_marketing.
4. <http://www.bidnesetc.com/subindustry/social-media/overview/>.
5. [https://scholarspace.manoa.hawaii.edu/bitstream/10125/15406/4/Matt_Spencer_LitReview.pdf\(lit.review\)](https://scholarspace.manoa.hawaii.edu/bitstream/10125/15406/4/Matt_Spencer_LitReview.pdf(lit.review))