The Profile of Sharing through Social Media: Coca Cola Case

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Abstract

Social media are used for individuals with the aim of a great many individual and social motivations. Social media stands, in itself, for communication environments based on the social effect. Individuals are influenced by what other individuals share and by their existence even if they aren't in interaction with them, and express themselves through social media, make shares and thus become interacted.

As in every parts of life, the goal of brands is to get in touch with consumers also in social media settings. The brands that design persuasive communication context in accordance with diverse social media settings and share them benefit from the active participation of individuals in social media. By forming contexts which are worth sharing, the brands that aim them to be perceived and shared by consumers through social media make their designs based on various individual and social motivations of the consumers. It is extremely important for the motivational codes to be solved, which will enable consumers to interact with the brand contents in social media.

The shared contents of the twitter users who share with the hash tags designed by the brand will be analyzed in this study, based on Coca Cola Twitter contents. The quality of the contents that will be classified by content analysis method, based on their type of motivation, will at the same time reveal a social influence profile that will shed light on the brand communication in social media.

Keywords: Social Media, Advertising, Sharing

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Introduction

One of the most critical elements in marketing communication is interacting with consumer and sustainability of it. Ensuring interactivity between the brand and the consumer is substantially ensuring voluntary involvement of consumer in story created by brand. At this point, social listening is important for brands. Brands analysing what the audience talks about also finds opportunity to approach them with their agenda. Major function of interactive marketing is marketing of content. Stories that are created paying attention to consumers' desires increase interactivity and accelerates circulation.

Consumers act according to various motivations in the matter of participating in contents created by brands or sharing. Psychological, social or situational motivations vary according to consumers in interaction with brand contents. In contrast, it is possible to collect consumers' sharing motivations in certain groups. In this study, brand content sharing motivations have been investigated with reference to model case recently performed by Coca Cola brand.

Case Story (Yüce Zerey, Coca-Cola Company Interactive Marketing Manager, İstanbul, Turkey, 2014)

''A campaign called "One Million Reasons" that was carried out by Coca Cola in 2012 is based on the dynamic story telling. Whole said story was formed by listening to consumer from the field and formed by contents of the consumers. The main idea of campaign constructed to raise the positive energy of the Turkish people was determined as "There are a million reasons to believe in a better world". As a result of social listening done in the new year period, Coca-Cola noticed that people like to talk about people who enter the new year alone such as security guards, miners. Whereupon, it decided to produce a story from this insight. At 11:59 pm while entering new year, a commercial film telling the story of security guard who was going to enter new year alone was broadcasted in all channels. In the mentioned story, family members of the security guard show cardboards on which something is written to cameras and thus they attract attention of security guard. So his family members don't let security guard to enter new year alone making surprise to him. Message of #onemilionreason" is seen on the screen. This campaign has a characteristic of being integrated campaign shaped by social listening. Twitter application of the campaign carried out using integrated channels was fictionalised with #onemillionreason hashtag starting from idea of the campaign. Within the scope of this interactive campaign, with onemillionreason hashtag, it was expected to be reached to one million reason with each reason and experience shared through Twitter''.

Literature Review

The world in which we live now is a digital world. Our nutrition source in this extremely dynamic, instant, fast, interactive and share-based world is 'digital content'. Social media which is settled in our lives as a language of 'self expression' has turned into a daily life practice based on 'sharing'. We live in small screens in which we share constantly to express ourselves.

Social media offers possibility of benefiting from opportunities created by social interaction among consumer groups to brands. Web 2.0 technology has turned into an effective marketing weapon to achieve word-of-mouth communication and to be talked about advertisements and brand contents. This communication channel stated as social media enables contents to be shared and produced by users. In this sense, in the framework of a campaign, it is intended to be served to marketing objectives creating social media content strategy (Castronovo & Huang, 2012: 122; Daniasa, Tomita, Stuparu & Stanciu, 2010: 279). The use of various channels of social media in marketing communication brings viral marketing, word-of-mouth and viral advertising to us.

Viral marketing can be defined as promotion efforts that have effect of increasing awareness and sales spreading contents related to brands and their products by word of mouth (Toubia, Stephen & Freud, 2011: 44; Castronovo & Huang, 2012: 120). Viral marketing defined as communication by word of mouth in electronic environment (Phelps, et al., 2004: 334) offers brand contents opportunity to spread in social networks of consumers quickly. (Cruz & Fill, 2008: 744). With the intensification of interpersonal recommendations in digital channels, viral marketing and viral advertising have become important communication tools for advertisers (Woerndl, et al., 2008: 33-37; De Bruyn & Lilien 2008: 151). The biggest contribution of it to brands is creating effective cost in marketing efforts (Castronovo & Huang, 2012: 117). Contents created by brands can be considered as opportunity that increases potential of access to target group.

Viral advertising is based on spread of advertising messages like virus creating effect on consumers in the electronic environment (Palka, Pousttchi & Wiedemann, 2009: 172-174). It is based on use of advertising content created by a brand whose resource is apparent in digital environment in an attempt to convince consumer group in the line with objective of communication. The main purpose here is to ensure interpersonal transition of the content. In this transfers that create brand pusher effect, it is important for brand contents to be especially fun and emotional (Porter & Golan, 2006: 30-36). These properties may be effective on voluntary sharing of target consumers about brand contents.

Viral marketing is considered as an effective method on consumer attitudes. In one study, the most important effect of these factors is the fact that content is informative. This factor is followed by source reliability and amusingness factor. Relevant and useful viral advertisements effect consumers' attitudes positively. In addition to these, entertaining content is a factor that increases acceptability of viral marketing messages by consumers (Zernigah & Sohail, 2012: 647-658). Sharing motivations of contents in social media vary according to the media. In this consumption era based on sharing, also marketing has become a structure which produces 'contents' in social media getting out of its traditional pattern. The fact that contents are produced and shared by both brands and producers creates an interactive texture between consumers and brands.

Brands convert these motivations into communication opportunities on the basis of digital media usage motivations. Various social media tools and objectives for use of these in marketing communications applications are shown in the following table (Castronovo & Huang, 2012: 123):

Tools	Objectives
Chat Rooms	- improve customer service - create sense of community - gamer customer feedback
Blogs	- drive WOM recommendations - build meaningful relationships - increase loyalty
You Tube	- harness power of video to increase - embedding of content in other sites
Facebook	- advertising - develop a community - target specific audiences
LinkedIn	- connect with professional communities
Twitter	- customer engagement - conversation propagation
Google Wave	- increase collaboration and engagement - crowdsourcing
Four Square	- increase local and mobile connectivity - increase network engagement

Table 1: Social media tools and their objectives

One of the most interactive channels in which instant shares are made is Twitter. Twitter can be defined as a micro blogging tool. This channel that is limited to 149 characters use allows users to join conversations, to share and to produce. Twitter leding to emergence of real time marketing concept is a 'social listening' channel at the same time. Twitter which is a channel allowing to trace consumer in digital with the help of keyword offers opportunity to observe what people talk about currently, what they think about which agenda and what they feel clearly. Moreover, it provides this in natural observing conditions. Twitter users are affected by contents created by brands and other users socio-psychologically. Viral marketing is expected to create an interpersonal interaction because its nature.

Interpersonal interaction in digital channels is realized by gathering around a various contents. This tendency to gather turns into structure called as digital tribes. Digital tribes formed in the various web sites and forums are structures that worth to be observed and analysed ethnographically. Analysis of these groups provides very efficient insight data for brands (Varnalı, 2012: 17-38). Structures similar to digital groups can also be created by the brands. Especially brand contents that are rendered viral specifying their subject and ideas with hashtags in Twitter allow users to gather in this framework. Conversations formed by brand hashtags turn into content share with the effects of brand communications of users, other users and psychological factors.

Individuals are affected by factors such as culture, lifestyle, values, social class, family and opinion leaders within the frame of social environment in the process of consumer behaviour (Hoyer & MacInnis, 2004: 416-444; Bearden, Ingram &Laforge, 1995: 112-119). In addition to this social environment factors in the digital environment, users' psychological and situational factors and marketing communication factors have effect on which sharing motivation will create contents.

Motivations defined as impulses that led people to act in certain circumstances arise with various needs. Motives that drive consumer behaviour are affected by an individual's environment, including marketing communications and reference group influences (Bearden, Ingram & Laforge, 1995: 119-120). Brands make effort to direct users' motivations for viral effect that they desire to create in digital channels.

In this study, an investigation was carried out related to sharing motivations of users who gathered around a story content within the framework of viral campaign example applied by Coca Cola.

Methods

In this study which presents a small section related to what motivations in shares that are integrated to the brand story could be, it has been act through '#onemillionreason to be happy' campaign sample of Coca Cola brand held in Turkey.

In this study, popular tweets shared on the page of Coca Cola brand with hashtag #onemillionreason have been analysed by content analysis method.

Content analysis of general screening model is a method defining open communication content objectively, systematically and numerically (Bailey, 1994: 302-305). The purpose of content analysis is to make inferences about the social reality by looking at text contents basically (Gökçe, 1994: 23). For this purpose, analysis was made according to total 393 popular tweet contents.

The data collected through the content analysis were put into the computer using SPSS 15.0 statistical software program, and their statistical analysis were carried out and the results obtained were reported. With this analysis, it has been examined whether categorization for integrated sharing motivations with brand stories in social media is possible or not.

Results

Following findings were reached as result of analysis.

Date	(n)	(%)
July2014	6	1,5
February 2014	2	,5
November 2013	3	,8
October 2013	1	,3
September 2013	2	,5
August 2013	2	,5
July 2013	9	2,3
May 2013	12	3,1
April 2013	11	2,8
March 2013	28	7,1

February 2013	54	13,7
January 2013	195	49,6
December 2012	68	17,3

Table 2: Distribution of tweet shares according to dates (n = 393).

From the date of creation of viral content, while it is being seen that tweet share on related twitter page is intense, then, it shows decline. The month in which the most intense tweet share is seen has been January with 49.6% (n=195).

Content	(n)	(%)
Text	259	65,9
Photograph	72	18,3
Social media / link	40	10,2
Video	22	5,6

Table 3: Distribution of tweet contents (n = 393).

When it has been looked at distribution of tweet contents that are shared on related page, it has been determined that text based, in other words written expression based content at the rate of 65.9% (n=259), photograph at the rate of 18.3% (n=72), content containing various social media addresses and links at the rate of 10.2% (n=40), video content at the rate of 5.6% (n=22) were shared.

İçerik	(n)	(%)
Cognitive	45	11,5
Emotional	348	88,5

Table 4: Distribution of tweets according to cognitive emotional content type (n=393)

When tweets shared have been analyzed, it has been determined that they have emotional content at the rate of 88.5% (n=348), cognitive content at the rate of 11.5% (n=45).

Content	(n)	(%)
Positive	271	69
Negative	80	20,4
Neutral	42	10,6

Table 5: Distribution of tweets according to positive negative content type (n=393)

Positive, negative or neutral emotional aspects of tweets shared have been analyzed. Accordingly, it has been determined that 69.0% (n=271) of tweets are positive, 20.4% (n=80) of them are negative, 10.6% (n=42) of them are neutral.

Content	(n)	(%)
Entertainment/humor	72	18,3
Positive shares related to brand/product	53	13,5
Hope	42	10,7
Friendship/family love	35	8,9
Hashtag transfer	30	7,6
Small happiness	27	6,9
Negative shares related to brand/product	24	6,1
Love	20	5,1
Despair	19	4,9
Hate/complain	17	4,3
Escape from life's challenges	16	4,1
Music	15	3,8
Ego	13	3,3
Ethics	6	1,5
Negative shares related to different brand/product	4	1,0

Table 6: Distribution of tweets according to share motivations (n = 393).

Tweets covering the study sample have been classified according to their share contents being analyzed individually. As a result of analysis of 393 tweets, share contents have been classified into 15 categories. The most detected share motivation in share contents has been 'entertainment/humor' with 18.3% (n=72). 'Positive shares' related to Coca Cola brand and its products with 13.5% (n=53), shares with 'hope' content such as joy of life and believing in a good world with 10.7% (n=42) have followed this. Contents related to 'friendship/family love' with 8.9% (n=35), 'hashtag' shares aiming to emphasize other brands with 7.6% (n=30), contents about 'being

happy with the little things' with 6.9% (n=27), 'negative shares' related to Coca Cola brand and its products with 6.1% (n=24), 'love' themed contents with 5.1% (n=20), shares with 'despair' content with 4.9% (n=19), shares with content about 'being fed up with life's challenges and desire to escape' with 4.1% (n=16), 'music, songs, lyrics etc.' contents with 3.8% (n=15) , 'ego' centered shares related to personal satisfaction with 3.3% (n=13) have followed these shares. In this classification, share categories seen at the lowest level have been cathegories consisting of shares containing expressions 'ethics, being responsible' with 1.5% (n=6) and 'negative shares related to different brand/product'.

Conclusion

As a result, it is seen that tweet sharers concentrate on certain points and they use a common expression language.

Line of shares in which written expressions are seen more intensively is mostly in positive and emotional direction.

The fact that sharing motivations could be gathered in 15 categories can be considered as an expression of homogeneity in sharing motivations in social platforms.

It is significant that 'entertainment and humor' are primary among common forms of expression as nature of social platforms.

The fact that story contents have turned into positive shares related to brand emphasizes a common language at significant level in terms of interactivity of channel.

The fact that direction of shares originating from intersection of brand-individual-content is seen in positive and emotional direction in social media platforms may lead to conclusion that there is need for shares in the same line.

As it is supported in this study, application of content strategies for brands in positive/emotional direction and production of story contents in this direction are seen meaningful.

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