

Abstract

In the past few years social media has become a powerful channel for companies to convey their brand image and create strong customer relationships. Already many companies have understood the benefits of using social media and have implemented it into their marketing strategies. Recently, online marketing videos have gained great popularity from brands and consumers. Creating a video which strikes an extraordinary success and “goes viral” has become the ultimate goal for marketers. Experts have given advice on how to use emotions to make consumers identify with a brand and in turn, share the video on social media. However, there has still been relatively little research on how to create a video that goes viral and which emotions play an important role. The aim of this study is to determine the influence of the emotional tone of online marketing videos on consumers’ intentions to share the video or buy the advertised product/service. Through the use of an experiment, participants viewed six very popular marketing videos. Their intentions and attitudes towards them were measured while controlling for the emotional tone in the videos. The study found significant differences between the two groups of emotional tone. Based on the results, it is suggested for marketers to use content with a pleasant emotional tone, as this shows to increase the probability of striking a viral video success more than an unpleasant one toned video.