

A NEW PARADIGM OF SENSORY MARKETING FOR THOSE IN NEED: EXPLORING NGOS AND VIRALITY DURING AND POST COVID-19 CRISIS.

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ABSTRACT

INTRODUCTION

Since the start of the COVID-19 pandemic the word 'viral' holds a negative connotation for almost everyone. In the marketing world, however, words such as: 'viral marketing' and 'virality' carry a positive connotation and are highly desirable. Virality's importance in the marketing world, stems from the fact that when something goes viral, it automatically becomes extremely popular, in a very short amount of time and to a very wide audience (Martin et al., 2020). According to existing literature, while virality is extremely desired by marketing professionals, businesses, NGOs and individuals, much remains to be understood (Jankowski et al., 2018; Reichstein & Bruschi, 2019; Lappas et al., 2020; Motoki et al., 2020). In a time of crisis where virality is considered more valuable than ever, research indicates that digital/online sensory marketing is an innovative marketing approach which can affect and even alter consumer behavior thus leading to increased consumer engagement and potentially virality (Rathee and Rajain, 2017; Petit et al., 2019). Thus, online/digital sensory marketing has a lot of potential for NGOs and companies, if applied appropriately. Scholars state that online sensory marketing is still not applied with maximum efficiency due to the various different aspects of sensory marketing that are still unexplored (Petit et al., 2019). Thus, it is necessary to gain more in-depth knowledge, in order to draw further insights in terms of the right choices from marketers on deliberately combining and triggering specific senses when creating a marketing campaign. Since humanity is facing a global crisis with serious fiscal and moral implications, the mission of Non-Governmental Organizations (NGOs) is now more relevant than ever. Although (NGOs) have already experimented and applied marketing techniques adjusted to social media, still they do not create as engaging content in terms of marketing material (Berger & Milkman, 2011; Meek, 2012; Mohr, 2014; Hietanen et al., 2014; Lins & Aquino, 2020; Laato et al., 2020). NGOs are needed to assist humanity in this global crisis. Thus, it is necessary to gain a deeper understanding regarding the link among digital sensory marketing, and virality for the benefit of NGOs so that they can have powerful tool to assist their organizational mission.

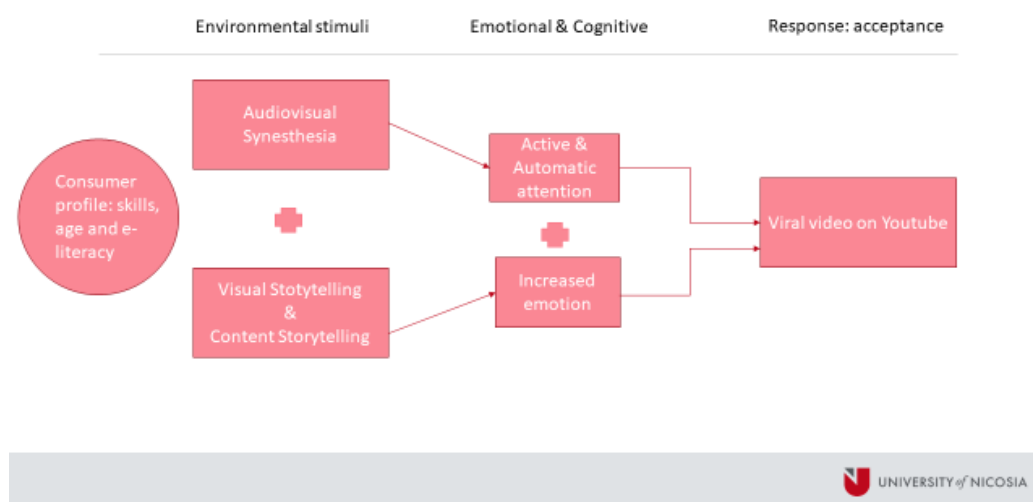
AIM

To explore factors which if combined, they can lead to the creation of viral video-campaigns on YouTube with low cost for NGOs, in order to assist them on major challenges during and after the pandemic.

RESEARCH DESIGN & METHODOLOGY

The methods employed for the present research are qualitative case study and netnography. Netnography: is on describing and interpreting cultural behaviour. Qualitative case study is a method designed to empower the researcher in order to closely examine data within a specific context (Zainal, 2017). Usually, a case study method selects a clearly defined and small geographic area and a small sample number. Case study in its essence is designed to investigate real-life phenomena through detailed analysis of a specific and small number of events or conditions, and their relationships (Zainal, 2017, p.1-2). Netnography is a qualitative, observational method, which will be used in order to interpret and to observe without the researcher interfering, online YouTube content. Netnography is also an ideal method for the purposes of the specific research, since Netnography is a tailor-made method developed specifically for the qualitative study of social, online media, and communities, such as YouTube (Kozinets, 2010). Netnography was first introduced in 1995 by Kozinets and the aim was to research and to understand the online world (La Rocca et al., 2014). Netnography is tailored specifically in order to be a research tool crafted for consumer behavior and marketing research (Sandlin, 2007).

INITIAL FRAMEWORK



Keywords: Viral Marketing, NGOs, Sensory Marketing, Cinematography, Audio-Visual Appeal, Netnography, Consumer Behavior

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