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Viral Advertising on Facebook

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<p>The purpose of this thesis is to explore which factors affect the effectiveness of viral advertising on Facebook in Vietnam. The quantitative research method is applied in this research and the sample is Vietnamese Facebook users. After the data analysis stage using SPSS, it became clear that weak ties, perceptual affinity and emotions have an impact on the effectiveness of viral advertising. The results provide a practical implication of how to make an Ad which can go viral on Facebook. Moreover, the study contributes significantly to the future scientific research concerning this subject.</p>	
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PREFACE

I am an undergraduated student of Kajaani University Applied of Sciences in Finland. I have been studying in International Business program for 3,5 years. In my further specialization I have participated many Marketing classes in Finland and in France because I exchanged one year in Lyon, France. My future career objectives are to work for an Advertising agency and to become a professional Marketing person.

This topic is very interesting to me because of the powerful and smart advertising technique. Viral Advertising is to use peer-to-peer communication to deliver company's message. Therefore, it is more persuasive than other traditional advertising. From the long process of writing this thesis, I have learnt lots of solid knowledge about viral advertising and viral marketing. Additionally, I improved my academic writing skill as well as enhancing research skills. It will be extremely useful for my future career.

Finally, I would like to express my deep appreciation for my supervisor, Ruey Komulainen, who have provided me lots of good knowledge in her lectures in university. She is a very enthusiastic lecturer. I also would like to give my thanks for my family. Last but not least, thank you My, my soul mate, for helping me in this thesis.

1. Table of Contents

2. INTRODUCTION	5
3. THEORETICAL FRAMEWORK	8
3.1 The effectiveness of Viral Advertising.....	8
3.2 Recipients' decision making process:	11
3.3 Tie Strength:.....	12
3.4 Perceptual Affinity:.....	15
3.5 Emotion:.....	17
3.6 Facebook in Vietnam	21
3.7 Conceptual Framework	22
4. METHODOLOGY	25
4.1 Selection of Research method	25
4.1.1 Quantitative Research.....	25
4.1.2 Data collection.....	25
4.1.3 Questionnaire.....	26
4.2 Interpretation of the results	27
4.3 Reliability and Validity.....	27
5. DATA ANALYSIS	29
6. DISCUSSION OF EMPIRICAL FINDINGS	43
6.1 Research question 1: How does tie strength affect to awareness stage?.....	43
6.2 Research question 2: How does perceptual affinity affect to both awareness stage and interest stage?	44
6.3 Research question 3: What kinds of emotions make people to forward the Ad?.....	45
6.4 Research question 4: Which factors affect to the effectiveness of Viral Advertising on Facebook in Vietnam?.....	45
7. CONCLUSION	46
7.1 Outcome of the study.....	47
7.2 Limitation of the research	48
8. PUBLICATION BIBLIOGRAPHY	48

2. INTRODUCTION

1.1 Research background

During the past several years the social media landscape has become a complex and dynamic conglomeration for the users and the marketers. It provides a new platform for marketers to communicate with customers. Facebook is one of these platforms. Facebook is the dominant social network today in Vietnam, especially for the young generation. 94% the Vietnamese Internet users have a Facebook account and more than half use it actively (at least one per month) (Nhan, 2014). Additionally, Vietnam is Facebook's fastest growing country, growing 146% in the past 6 months to reach 20 million active Facebook users in Jan 2014 (Kemp, 2014). According to a Danish market research agency named Epinion people usually use Facebook to connect or chat with friends and to share information such as pictures, videos and personal status (Ha, 2014). Hence, it significantly creates an opportunity for advertising on Facebook in Vietnam. There is a research concerning about social media advertising value in Vietnam, which can help to study advertising on social media such as Facebook in Vietnam. Social media can be utilized as an advertising platform to develop a trustworthy relationship better than traditional online media between firms and customers (Dao, Le, Cheng & Chen, 2014).

Advertising conveys the company's message to the customer and influence consumer behavior. Moreover, over the past few years, the popularity of the Internet provides more useful tools for advertisers to persuade online users than traditional advertising such as TV, radio and print advertising. Only 18% of television advertising campaigns generated a positive return on annual investment, whilst the Harvard business review reports that return on investment of traditional advertising in the short-term is just 54 cents for every dollar invested (Kirby and Marsden, 2006, 20). According to PricewaterhouseCoopers LLP (2014) retail advertisers continue to represent the largest category of Internet ad spending, accounting for 21% of total revenues in Fiscal Year (FY) 2013, up from 20 % reported in FY 2012. Additionally, advertising clutter still appears in the online environment to challenge advertisers to invent innovative

advertising methods that demonstrate an enhanced return on investment. There is 69% of people interested in technology or devices that would enable them to skip or block advertising (Kirby et al, 2006, 20). To overcome that an Advertisement needs to contain some important factors like surprise, trustworthy, entertainment as well as the Ad should have a right seeding strategy. That is viral advertising.

Viral advertising can also be linked to viral marketing or internet word –of-mouth, buzz marketing, steal marketing, interactive or electronic word of mouth advertising (Vilpponen, Winter & Sundqvist, 2006). Some researchers use the terms “viral marketing” and “viral advertising” interchangeably (Eckler and Bolls, 2011). The most well-known viral marketing campaign in Viet Nam was launched for Close – up Vietnam named “Let love rule” in 2013 (Lowe Vietnam, 2013). It became a case study for Marketing students in Vietnam and for some practical marketers. In addition, viral marketing offers three main advantages to a firm **that cost** is cheaper than the other media like traditional TV ads, newspaper ads, more persuasive and more effective targeting (Dobele, Toleman & Beverland, 2005). Consequently, it is necessary to understand how viral advertising can work on Facebook in Vietnam. It **can** be an extremely useful tool for advertisers because it is not only cost saving but also highly effective. Furthermore, in Southeast Asian transitional economy like Vietnam an advertisement can be seen as valuable on social media when it is informative, entertaining and credible (Dao et al, 2014). Viral advertising can satisfy three conditions. However, there are not any previous researches about viral advertising on Facebook in Vietnam. Some researches **(e.g., a multi-stage model of word-of-mouth influence through viral marketing, controlled infection! Spreading the brand message through viral marketing)** were conducted in the US, UK and Australia where is far different from Vietnam in terms of technology, infrastructure, resources. Therefore, it is not appropriate to apply it as the same way as it should be done in Vietnam. This thesis hopes to bring practical and professional knowledge to design effective viral advertising campaigns. The main theory of this study is tie strength, perceptual affinity, emotion and the recipient’s making process (awareness, interest, final decision).

2.2 Research problem

Based on the current situation explained above the research emphasizes on how viral advertising should be done effectively on Facebook in Vietnam. The objective of the research is achieved by finding answers to the following main questions:

- Which factors affect the effectiveness of viral advertising?
- How does tie strength affect awareness stage?
- How does perceptual affinity affect both awareness and interest stage?
- What kinds of emotions affect the decision to forward the Advertisement (final stage)?
- Does gender affect to the relationship between emotion and forwarding behavior?

Within the scope of this study the Vietnamese Facebook users are chosen as the main target of the research.

3. THEORETICAL FRAMEWORK

3.1 The effectiveness of Viral Advertising.

To understand how viral advertising can be effective, we must be able to know what is viral marketing and how it relates to viral advertising. Yet it is difficult to explain how and why viral marketing works, so that is why it is currently viewed as more of an art than a science (Bruyn and Lilien, 2008). Viral marketing is also understood as the process of encouraging honest communication amongst consumer networks (Phelps, Lewis, Mobilio, Perry & Raman, 2004) and creating the potential for the message to grow and influence (Abedniya and Mahmoudi, 2010). Electronic, peer to peer communication in viral marketing is very effective to influence networks, capture recipients' interest, triggering interest, and eventually leading to adoption or sales (Bruyn et al, 2008). Meanwhile viral advertising creates persuasive messages from an identified sponsor to distribute among peers to gain brand awareness (Kirby et al, 2006). It is a subset of viral marketing (Eckler et al, 2011). Hence, it has the same pass along process and its underlying mechanism as viral marketing. As such, literature concerning viral marketing can also be used to learn about viral advertising.

Rapid diffusion to audience reaches determines the effectiveness on success of viral marketing campaign (Abedniya et al, 2010). Diffusion occurs when an innovation such as a new idea, new object is communicated through certain channels among members of a social system (Phelps et al, 2004). Tie strength and perceptual affinity affect to the rapid and effective diffusion of peer-to-peer online referrals (Bruyn et al, 2008) so it plays an important role in the success of viral advertising. Emotions such as humor and violence featured in the viral video ads impact on viral advertising's effectiveness (Eckler et al, 2011). Because of the characteristic of viral advertising the research scrutinizes the Ad that are shared on Facebook. They are shared on Facebook

users' newsfeed or wall, in Facebook groups, in users' inbox as the picture below (picture not readable)



Picture 1: Screenshot of [says.com](#), issued in 2014.

Moreover, this research only covers the earlier types of viral ads, but not the **Ad** coming from a sponsored link on Facebook in the picture below, although viral advertising comes from a sponsor (picture not readable):



Picture 2: Screenshot of Forbes.com, issued 7th Jan 2013

Clearly a recipient passively received a viral advertising from another person is an unsolicited process and it can be considered as spam, virus or advertising clutter (Bruyn et al, 2008) Thus, marketers need to understand which online referrals are likely to cut through the clutter and which is not. To do that Bruyn (2008) introduced a multi-stage model of word of mouth influence to analyze which factors affect to different stages of the decision making process and lead to the success of the viral content. The multi-stage decision-making process is used to study the influence of unsolicited, electronic referrals of viral marketing: awareness, interest, final decision (Bruyn et al,2008). Some factors such as tie strength, perceptual affinity are important antecedents of word of mouth influence (Bruyn et al,2008) and emotions are key drivers of viral marketing campaigns (Petya et al, 2011). Tie strength facilitates awareness, perceptual affinity trigger recipient's interest (Bruyn et al,2008) and emotions relate to forwarding behavior (Dobele, Lindgreen, Beverland, Vanhamme & Wijk, 2007). It helps to design an effective viral campaign by choosing the right seeding target and an emotional content for the Ad.

Therefore, the effectiveness of viral advertising is affected by tie strength, perceptual affinity and emotion. Moreover, it depends on product type such as

innovations, software to be able to be distributed easily (Vilpponen et al, 2006). The success of viral campaigns link emotions to the message as well as being cleverly targeted (Dobele et al, 2007). Tie strength and perceptual affinity help to choose the right seeding target. However, different factors affect to different stages of the model in viral advertising. These following parts bring a better understanding of how these factors impacting viral advertising's effectiveness.

3.2 Recipients' decision making process:

When an online user receives unsolicited objects such as email, video, picture from friends or strangers, they will automatically go through different stages of the decision making process. Each step of this process happens consecutively and the previous step is conditional on positive or favorable outcome of the next one (Bruyn et al, 2008). The multi-stage decision making model includes at least the following stages and the context of its model aims to explain the influence of viral marketing (Bruyn et al, 2008). Multi-stage decision-making model is to understand unsolicited and electronic referrals (Bruyn et al, 2008). In this situation, it is applied to know how Facebook users are aware of viral advertising and process to the next stage before passing on the Ad to their list. This process is adapted from Bruyn (2008):

- **Awareness:** The consumers know or hear about **the Ad's** presence, but they may not be interested. The only clue available to them is the relationship between the sender and the receiver. **In other words tie strength, and similarities about personality, interests, values known as perceptual affinity affect awareness stage. Furthermore, a potential risk or spam can be ignored, and the process will be stopped soon.**
- **Interest:** The consumers like to learn more about the product. At this stage consumers know about the existence of the Ad and they may develop further interest and decide to **click** on the Ad. The additional

clue for this stage is the relevance of the senders' experience and expertise or it is known as perceptual affinity.

- **Final decision:** In this **research** final decision is to forward the Ad. After watching the Ad, the consumer decides to whether they should forward the Ads or not. Emotion plays a critical role in the forwarding behavior. After **proceeding** the Ad, receivers decide whether or not to share it. This step is extremely important for the success of viral advertising, because the Ad cannot go viral if it does not reach another person in the network. The online forwarding/passing is an important behavior consequence that can facilitate the flow of information (Chu and Kim, 2011).

The awareness and interest stages may not perfectly translate into separate, observable action and it may occur concurrently (Bruyn et al, 2008). For instance if the receiver is the senders' close friend and he/she also has the same passion about football, the Ad about football will be played immediately. It means that the two distinct stages happen at the same time.

This three-stage model is used to study the factors impacting on the effectiveness of viral advertising. There are some key dimensions of the relationship between the sender and the recipient which have an influence on each stage of the decision making process: tie strength, perceptual affinity (Bruyn et al, 2008), emotional tone to forward viral video (Petya et al, 2011). These factors have different impacts on different stages of the process.

3.3 Tie Strength:

In the online environment, consumers are able to communicate even with strangers easily (Vilpponen et al, 2006). In this context the Ad is shared on Facebook which is an online network. **Strong ties is credibility and trustworthy than weak ties (Bruyn et al, 2008).** **Nevertheless, Internet was helping to strengthen weak ties between one and another group**

(Kavanuagh et al, 2005). Hence, the differences between strong tie and weak tie can be a bit tricky. The strength of a tie is combined by the amount of time, emotional intensity, intimacy and reciprocal services that characterize the tie (Kavanuagh, Reese, Carroll & Rosson, 2005). The perceived tie strength based on strong ties and weak ties developed via Facebook stimulates consumers to communicate with one another (Chu et al, 2011).

During the awareness stage tie strength between the sender and the receiver should influence greatly in both risk and reward dimensions (Bruyn et al, 2008). Opening an email from strong ties is perceived as less risky than opening an email from weak ties (Bruyn et al, 2008). On the reward side strong ties is likely to have more valuable information than weak ties (Bruyn et al, 2008). Strong ties (friends and family) build stronger relationships in their person network to provide strong and emotional support, whereas weak ties (acquaintances and colleagues) are often among less personal relationships to facilitate information seeking in diverse topics (Chu et al, 2011). However, they are less likely to be sought out (Vilpponen et al, 2006). Information shared through strong ties is usually more persuasive and can have a larger influence on the receiver (Liu-Thompkins, 2012). As such, it can be assumed that strong ties are easy to generate awareness than weak ties.

While strong ties exert a significant impact on the individual or small group level (Chu C.S, 2011), weak ties provide increased probability for an individual to reach other groups (Kavanuagh et al, 2005). Especially because of the characteristics of Social Networking Sites (SNSs) such as Facebook weak ties can expand greatly their potential influence to external communities or groups. Individual with few weak ties will be deprived of information from distant parts the social system (Granovette, 1973). This deprivation will insulate them from latest ideas (Granovette, 1973). In other word a person need to have many weak ties as an advantage to be reached and collect updated information from remote parts of the society. Weak ties also connect different cliques to help to spread information or innovate conveyed by mass media, advertisements, newspapers (Kavanuagh et al, 2005). Cliques is a subgroup whose members have direct connection to one another and no additional member can be added in the group, although they also have direct connection to everyone in that group (Vilpponen et al, 2006). This makes information leaking out hardly. However online communication environment is different from

traditional offline communication so the information concerning innovation is rapidly diffused despite the number of cliques (Vilpponen et al, 2006).

Conversely weak ties act as a bridge to link different groups, to connect individuals who are significantly different from one another (Granovette, 1973). Additionally, weak ties advance the flow of information between different groups and subgroups (Vilpponen et al, 2006). Internet helps to grow a big number of weak ties across social groups in communities (Kavanuagh et al, 2005). Virtual community is fundamentally different from real world community: the real world communication is usually face-to-face, whereas virtual environment is not (Vilpponen et al, 2006). Individuals in a strong tie relationship tend to interact or exchange information more frequently than those in weak tie relationship (Brown, Broderick & Lee, 2007). Nevertheless, on Facebook as a virtual community the frequency can depend on how often a user access to Facebook. Some users are close friends in real life, but one of them does not often access to Facebook so a strong tie relationship, in this case, does not guarantee that the information will be exchanged more times than a weak tie relationship does. In an online environment, weak ties or bridges between distinct groups serve a better role in communication and information exchange than non-bridges does (Kavanuagh et al, 2005).

People using strong ties or weak ties for various purposes depend not only on the levels of tie strength but also on the utility of a tie in a certain circumstance (Granovette, 1973). This can be applied to demonstrate the role of weak ties on Facebook as an online context. A Facebook user can build weak ties easily and have a large number of it in their contact. They can send their friend request to a person who has some mutual friends although they do not know each other in real life. Hence, they will be pushed to get information from these contacts frequently. Peer to peer communication in viral advertising follows this rule. Peer relationships - weaker ties- may be more important socialization sources than close friendship ties (Granovette, 1973). Therefore, it is vital to firstly choose carefully consumers to pass on viral message as the creation of viral networks depends on these people (Dobele et al, 2007).

In conclusion tie strength only influence the awareness stage (Bruyn et al, 2008). In today's clutter online environment information shared through strong tie tends to be more persuasive and can have a larger influence on the recipient (Liu-Thompkins, 2012). For example, unsolicited emails from strong tie is likely to be opened than those from weak tie (Bruyn et al, 2008). However, based on the characteristics of SNSs such as Facebook, weak tie has advantages to expand their potential influence by extending consumers' personal network to external groups (Chu et al, 2011). The function of weak ties in online environment is vital to connect different cliques to advance the flow of information that is more effective than strong ties (Vilpponen et al, 2010). Hence, hypothesis is formulated:

H1: The weaker the tie, the more probability the Ad generates awareness.

3.4 Perceptual Affinity:

Perceptual Affinity distinct from tie strength that is similarities between two people's values, likes, dislikes, and experience and it is also referred to "perceptual homophily" (Bruyn et al, 2008). Perceptual homophily is homophily that refers to the degree of congruence or similarity of some individuals in perceptual attributes such as beliefs and attitudes (Chu et al, 2011). It resembles to the concept of homogeneity as defined by the level of shared interests among seed consumers (Liu-Thompkins, 2012). The term "interests" refers to the way a message is presented such as humor, the art work, or the medium itself (Dobele et al, 2005). In an online environment, it is likely to occur as well (Liu-Thompkins, 2012). Bruyn (2008) also discerns between perceptual affinity and demographic similarity although he insists that other literature uses the term "homophily" to describe both of them. For this reason he wants to test the impact of two different variables on the recipients' decision-making process. His research found out that demographic similarity has a negative impact on the process and it decreased the effectiveness of the viral message so it should be eliminated but perceptual affinity can generate interest. Demographic variable in online environment become less important (e.g., geographic distance) or are often unknown (e.g., age and profession) (Liu-Thompkins, 2012).

Perceptual attributes such as beliefs and attitudes known as perceptual homophilia can facilitate the flow of information in consumers' external searches (Chu et al, 2011). Shared values and experiences among similar individuals encourage more frequent and easier interaction with each other (Liu-Thompkins, 2012). Therefore, it increases the diffusion speed of information that leads to the effectiveness of viral advertising. Internet users in virtual community are able to discuss about certain topics with others who are similar to them (Chu et al, 2011). Users with similar background are likely to seek out or consume similar content and they are more likely to connect with each other (Liu-Thompkins, 2012). When someone receives an unsolicited email and consider opening it without knowing the subject of the message, that decision to open only depends on the relationship with the source (Bruyn et al,2008). Tie strength is one of that as being explained above. However, Granovette (1973) considered that homophilous ties are also built by friends those similar to oneself and they are more likely to be strong. The stronger the social tie connecting two individuals, the more similar they tend to be (Brown et al, 2007). Hence, perceptual affinity can affect to the awareness stage of decision-making process. Moreover, once open and read, a source with similar likes and dislikes tend to generate more interest than one from a source with dissimilar tastes (Bruyn et al, 2008).

At a very low level of homogeneity, network members do not have strong incentives to share any particular message to others in their network, while members in a highly homophilous group are likely to pass on information to others (Liu-Thompkins, 2012). Nevertheless, the information can get stuck in the group due to the attachment of the members who is highly similar to each other (Liu-Thompkins, 2012). For example Facebook groups are places for a small group of users to share or communicate common interests effectively (Chu et al, 2011). It can be private or public and group administrators can send message directly to the members' inbox (Chu et al, 2011). Hence Facebook groups provide a significant application to promote products and share information. Additionally, in online environment users tend to follow their mutual interests in a certain topic (Liu-Thompkins, 2012) such as sports, politics, humor, pets. Facebook pages representing businesses, celebrities, or organizations are platforms where users can interact with their

favorite (Liu-Thompkins, 2012). As such, it is a powerful tool for viral advertising to spread the message to targeting customers.

Perceptual affinity affects the early stage of the decision-making process that can be less important than the presence of tie strength in today's cluttered environment. (Bruyn et al, 2008). Participating in Facebook groups is easier for users to interact with other group members or share information with ease and speed that is also the promising platform for advertisers to build viral driven (Chu et al, 2011). Facebook groups are extremely viral advertising tools to gain the awareness of a promotional message (Chu et al, 2011). The awareness and interest stage may occur concurrently in perceptual affinity (Bruyn et al, 2008). Thus, hypotheses is come up:

H2: Perceptual affinity influence positively on the awareness stage

H3: Perceptual affinity influence positively on the interest stage.

3.5 Emotion:

Emotional connection affects whether online content (e.g., advertisements, videos, new articles) is shared (Berger and Milkman, 2011). Viral marketing messages must build it to ensure that the virus gets spread (Dobele et al, 2007). It needs to contain "wow factor" and create strong emotion toward the Ad because emotionality usually drive customers' attention (Petya et al,2011). The emotion of surprise has a strong impact on referral behavior (Dobele et al, 2007). For example, Amazon's Weapon of Mass Destruction employed the emotion of surprised and it proved a success for Amazon (Dobele et al, 2007). However, there is less attention to what type of content is more likely to be shared (Berger et al, 2011).

Human emotion is fleeting, object-focused and affective evaluation which is under control of the appetitive system and the aversive system (Eckler et al, 2011). The appetitive system activates in response to stimuli pleasantness (positive feelings) and the aversive system is to stimuli unpleasantness (negative feelings) so people can feel pleasant, unpleasant or a mixture of both feelings (Eckler et al, 2011). That is emotional experience. There are six primary emotions: surprise, fear, sadness, joy, disgust and anger (Dobele et al, 2007). Here are some more emotions which are similar to the primary one (Dobele et al, 2007):

- Joyful, delighted and happy (emotion of joy);
- Distressed, sad and downhearted (emotion of sadness);
- Discourage, mad and enraged (emotion of anger);
- Afraid, scare and fearful (emotion of fear);
- Disgusted, distaste, and revolted (emotion of disgust);
- The outcome of surprise is amazement and astonishment.

Table 1: Emotions behind Viral Marketing

Emotion	Explanation	Behavior	Physiological response	Other
Surprise	Generated when something (product, service, or attribute) is unexpected or misexpected.	<ul style="list-style-type: none"> • Facial expressions like opened eyes and mouth, and raised eyebrows. • Cessation of on-going activities. • Sudden and involuntary focusing on the surprising product, service, or attribute. • Heightened consciousness of the surprising product, service, or attribute. • Subsequent curiosity/exploratory behavior. • Increase in the ability to retain in memory the surprising product, service, or attribute. 	<ul style="list-style-type: none"> • Changes in heart and respiration rates. • Increase in skin conductivity and neural activation. • Different cortical response wave patterns. 	<ul style="list-style-type: none"> • Subjective feeling of surprise. • Spontaneous vocalizations ("Why," "Oh," etc.).
Joy	Expressed when a goal has been achieved, or when movement toward such an achievement has occurred. Also, joy is caused by a rational prospect of owning what we love or desire.	<ul style="list-style-type: none"> • Facial expression of joy is the smile. • Happy people are more helpful and cooperative. • Often energetic, active, and bouncy. • Prompts the person to aim for higher goals. 	<ul style="list-style-type: none"> • Wanting, hoping, or desiring to have an object when it is not present. • Loving or liking the object when it is already present. 	<ul style="list-style-type: none"> • Smile is used when people are not happy to mask another emotion.
Sadness	Experienced when not in a state of well-being, which is most often derived from the experience of a fearful event.	<ul style="list-style-type: none"> • No longer wishes for action, but remains motionless and passive, or may occasionally rock to and fro. • Often, focus is turned more toward the self. • Trying to solve the problem at hand. • Refuging from the situation. 	<ul style="list-style-type: none"> • Crying or whimpering. 	<ul style="list-style-type: none"> • Attention can decrease, but when completely focused on the situation at hand, it can increase.
Anger	Response to personal offense (an injustice); this injustice is in that person's power to settle.	<ul style="list-style-type: none"> • Attacking the cause of the anger through physical contact and verbal abuse. • Anger is extremely out of control (e.g., rage) and freezing of the body can occur. 	<ul style="list-style-type: none"> • Raised blood pressure ('blood boils') • Face reddening. • Muscle tensioning. 	<ul style="list-style-type: none"> • Culturally dependent. Northern European people show more muscular reactions, southerners show a bigger increase in blood pressure.
Fear	Experienced when people expect (anticipate) a specific pain, threat, or danger.	<ul style="list-style-type: none"> • A system is activated, bringing the body into a 'state of readiness'. • Escape and avoidance. • Facial expression as 'oblique eyebrows' and resulting 'vertical frown'. 	<ul style="list-style-type: none"> • Internal discomfort (butterflies in the stomach). • Muscle tensioning. • Increased perspiration and heart rate. • Mouth drying out. 	<ul style="list-style-type: none"> • In extreme form, making laughing or giggling sounds.
Disgust	Feeling of aversion that can be felt either when something happens or when something is perceived to be disgusting.	<ul style="list-style-type: none"> • Facial expressions like frowning. • Hand gestures, opening of the mouth, spitting, and, in extreme cases, vomiting. • Distancing from the situation, this by an expulsion or removal of an offending stimulus, removal of the self from the situation, or lessening the attention on the subject. 	<ul style="list-style-type: none"> • Decreased heart rate. • Nausea. 	<ul style="list-style-type: none"> • Making sounds like 'ach' and 'ugh'.

(Sources: Adopted from Dobele A. et al, 2007)

The above table shows how different emotions are expressed. Therefore, different emotions cause different results of the Advertising campaign and it impacts significantly to forwarding behavior. Moreover the effectiveness of viral message is moderated by gender which influence on forwarding behavior (Dobele et al, 2007).

Contents creating positive emotions and anger inducing stories are more likely to be viral than sadness inducing contents (Berger et al, 2011). A positive emotional tone produces the strongest forwarding behavior (Chu et al, 2011). Moreover humorous ads are more likely to be shared to others, evoke the highest message involvement and evoke the highest attitude toward the Ad (Eckler et al, 2011). Humorous ads can generate the emotion of Joy. Viral message senders tend to experience positive emotions (e.g., happy, excited) before passing along the message to their contact lists (Chu et al, 2011). To be successful a viral marketing campaign should have surprise as a primary emotion and combine with other five emotions (i.e. joy, sadness, anger, fear, disgust) (Dobele et al, 2007). Viral video should feature more emotionally intense content such as strong feelings of humor, fear, sadness, or inspiration to motivate forwarding behavior (Eckler et al, 2011).

Eckler (2011) found that the attitudes and intention to forward the ads are driven primarily by positive emotional tone and viral ads have to contain elements that are not on television to be successful. Emotional variables in the messages significantly impact on the allocation of cognitive resources to memorize a message (Eckler et al, 2011). A successful campaign must be able to make the viewer to image in a unique or unforgettable way (Dobele et al, 2007). Dobele (2007) concluded that a campaign is only effective when it can comprise surprise with (at least) second emotion, such as joy (resulting in delight) or disgust (resulting in humor).

To encourage pass-on behavior there must be something uniquely powerful about the message to capture the imagination of the recipient (Dobele et al, 2007). Emotion impacts online content whether it is shared (Berger et al, 2011). Viral

marketing message must build an emotional connection to the recipient to ensure that the virus gets spread (Dobele et al, 2007). Evoked high-arousal emotion in online content is more viral, regardless of whether it is positive (i.e., awe) or negative (i.e., anger or anxiety) (Berger et al, 2011). Therefore this thesis is hypothesized:

H4: The impact of emotions on forwarding behavior depends on different type of emotions.

3.6 Facebook in Vietnam

Facebook is a social networking site headquartered in Menlo Park, California, which was founded on February 4, 2004 (Wikipedia). Facebook is a Web-based service that allow users to build their own profile and connect explicitly with others in their social network (Chu et al, 2011). Moreover it has many specific features to facilitate social online communication such as groups, pages and communities (Chu et al, 2011). Facebook had over 1.3 billion users as of June 2014 globally (Wikipedia). In Vietnam Facebook is the most popular social networking site that has nearly 25 millions Facebook users of 36 millions Internet users, according to a Danish market research agency named Epinion (Ha 2014).

The reports of Epinion about Facebook in Vietnam indicate that respondents have Facebook accounts to connect with their friends and relatives to share experiences, market products and services (Ha 2014). The survey also showed that 83% users press “like” button to express their interest in humor updates about family and children, and 58% about charity activities. These results are extremely valuable for advertisers to tap into this van to create a suitable content that can go viral and have a high engagement. Furthermore, up to 60% of respondents unfriend someone in their list because of his or her meaningless information and statuses. Other users do not

want to read negative updates, or be tagged to irrelevant things and game links with 54%, 50% and 49%, respectively. Hence, advertisers have to try to eliminate these features in their campaign.

94% of Vietnam Facebook users is under 35 years old and there is 54% of users whose age is between 18 and 24 (Kemp, 2014). Because of the high population of this demography on Facebook, viral advertising can mainly target to this group to be effective. In addition to that, smartphone use is definitely on the rise so it is much easier for users to go online and Facebook. In the near future, with the increase in Internet users and young user generation, Facebook will be able to attract more users and maintain the important role in the social life of majority Vietnamese.

3.7 Conceptual Framework

The model of thinking in this thesis is built mainly based on the theory of tie strength, perceptual affinity and emotional connection. The multi-stage decision making process is adapted from Bruyn (2008) to understand viral advertising. That is how a recipient usually goes through from the first stage to the last stage of the process of receiving the Ad. Moreover, whether viral advertising is effective or not depends on the impact of three factors (**tie strength, perceptual affinity and emotion**) to different stages of the process. In this research Facebook in Vietnam is the study environment so it is necessary to update the current situation about Facebook in Vietnam as well as Facebook users' behavior.

Figure 1: Model of thinking adapted from Bruyn (2008)

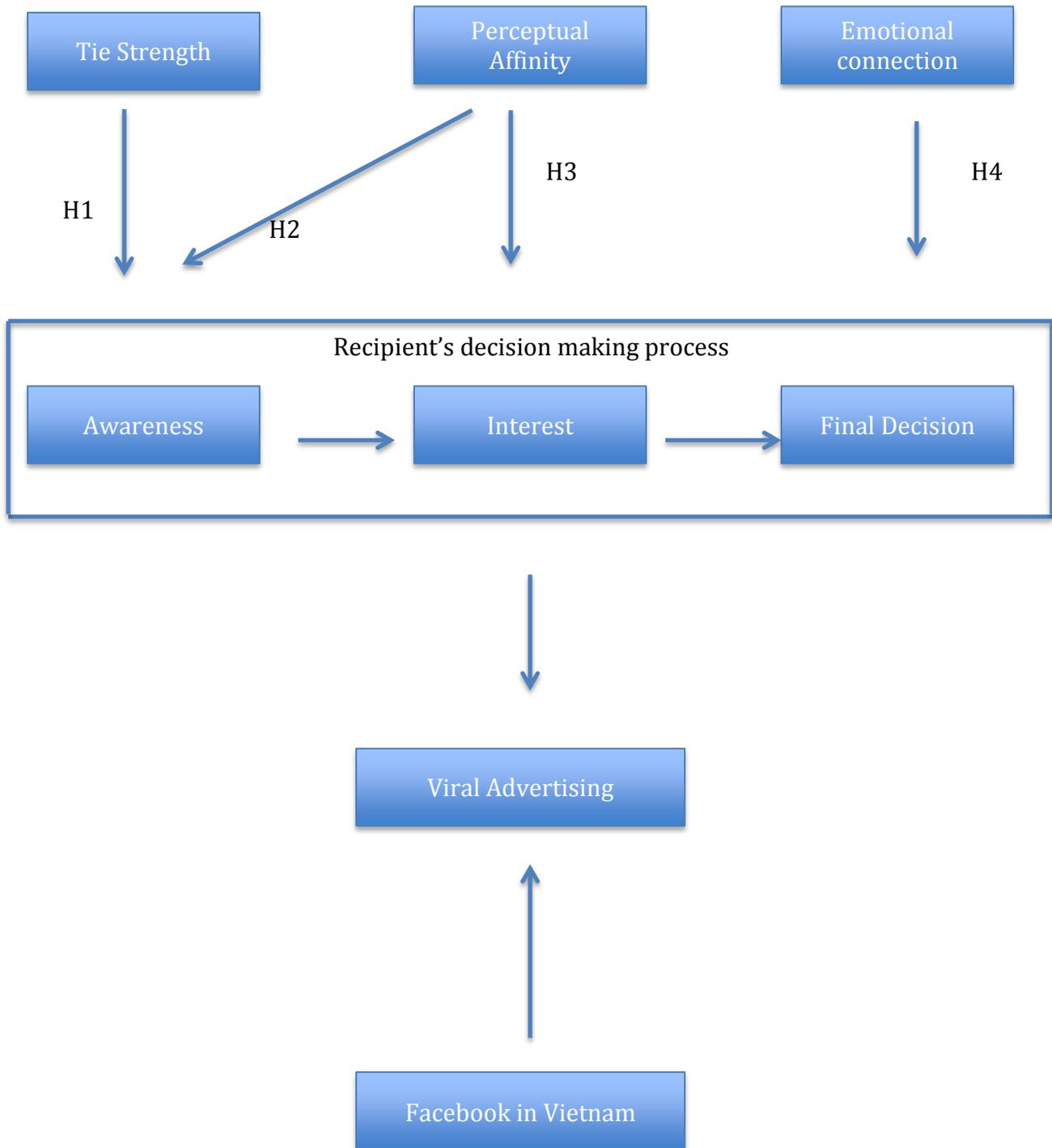


Table 2. Conceptual Framework adapted from Bruyn (2008).

Research objective: To investigate factors which affect the effectiveness of Viral Advertising on Facebook in Vietnam

Literature	Research questions	Hypotheses	Survey questions
Network structure, online WOM and strength of weak ties	How does tie strength affect to awareness stage?	H1: The weaker the tie, the more probability the Ad generates awareness	Question 5 and 6
Network structure, viral content	How does perceptual affinity affect to both awareness and interest stage?	H2: Perceptual affinity influences positively on the awareness stage H3: Perceptual affinity influences positively on the interest stage	Question 7 and 8
Emotions tone in Viral Ad, how online content goes viral	What kinds of emotion affect decision to forward the Ad? Does gender affect to forwarding behavior?	H4: The impact of emotions on forwarding behavior depends on different type of emotions	Question 9 (a,b,c,d,e,f)

4. METHODOLOGY

4.1 Selection of Research method

4.1.1 Quantitative Research

The research aims to understand better how viral advertising can be done more effectively on Facebook in Vietnam. Quantitative research is chosen for this study. It requires an understand of the phenomenon and the knowledge of existing theory (Kananen, 2011, 72). Researches about viral advertising have been done for many years. Therefore, there is no need to reinvent the wheel in this research. The theory on phenomenon is used to build the measurement of variables that is carried out by means of measures (Kananen, 2011, 76). These researches are used to build the conceptual framework to propose variables which can measure the effectiveness of viral advertising on Facebook in Vietnam. It needs to be proceeded stage by stage, according to statistical rules (Kananen, 2011, 73). Additionally, mistakes are very expensive because when the questionnaire is defected, the whole process has to be started from the beginning so the cost can be doubled. (Kananen, 2011, 73). Moreover, quantitative research is suitable because of large scale and limited resources.

4.1.2 Data collection

The population is Vietnamese who often use Facebook. The sampling method is convenience sampling. Data was collected by sharing to author's friends and to friends of author's friends. In addition to this, an invitation email was sent to other people. These email addresses are collected from Internet and from a person working for a headhunting company in Vietnam. Hence, the sample represents quite well the population. There are 192 people participating in the survey. 9 respondents among those respondents do not use Facebook and they are considered invalid for the data analysis process. Therefore, the survey will be closed for these respondents and there is no input data about them for further analysis. The participants are divided into four age groups: under 18, from 19 to 24, from 25-30 and above 31. These groups usually reflect how people communicate on

Facebook. People (under 18 years old) are mainly high school students who just get to know to Internet and computer. People (from 19 to 24) are university students who have lots of spare time and are very active on Facebook. People (from 25 to 30) are young workers who like online social network. And people (above 31) are usually quite old to socialize on Facebook. Additionally, It is important to know about gender to examine the relationship between gender and forwarding behavior.

4.1.3 Questionnaire

The questionnaire was designed based on the theoretical framework at first hand. Many questions from the research part of other literature were adapted to fit in this research situation. After that, the survey was translated into Vietnamese since the target is Vietnamese Facebook users. The translation was conducted by a Vietnamese who holds a bachelor degree in English, and it is double-checked by her friend. The Vietnamese version was proofread again by another Vietnamese for grammar correction and content. This would help participants to understand question clearly to find the most suitable answer.

The survey is divided into two main parts. The first part is some general questions about respondents' background such as age, gender. The second part is compulsory questions to answer the research questions and test hypothesis. There are total 9 questions in the survey. Question 7,8 and 9 contain sub-questions. All questions in the second part are likert scale questions; respondents were asked to rank their opinion on 1-5 and 1-7 likert scale. The estimated time to completely answer the survey was estimated about 3-5 minutes. Furthermore, participants are volunteers who are willing to take part in this survey.

4.2 Interpretation of the results

In this research, SPSS program was chosen to analyze the data. Frequency table was constructed in every question to describe the main features of data distribution. All variables are expressed through percentage numbers in frequency table to observe how data is distributed in the sample. Depending on the nature of variable, we can look at differences or regularities in the distribution to interpret data (Kananen, 2011, 104). After that, the results can be concluded from that.

Besides Chi-square goodness of fit test, Chi-square independency test is also applied to test all of hypotheses. This test is to see if data is coming from a certain distribution. The pre-conditions for this test valid:

- Sample must be taken randomly
- At most 20% of expected frequencies can be lower than 5
- Minimum of all expected frequencies is higher or equal to 1

The first condition was satisfied because of data collection method. The two last conditions will be checked later. The hypothesis will be tested in the following steps:

- Step 1: Using Chi-square goodness of fit test to check whether the data is distributed equally or not.
- Step 2: If the data is distributed equally, a conclusion will be given. Otherwise the differences and regularities in the distribution can be used to interpret data.

4.3 Reliability and Validity

Validity and reliability have to be evaluated to ensure the quality of the work (Kananen, 2011, 125). Validity and reliability in quantitative research differ from it in qualitative research, so it has to be extremely careful concerning the use of these concepts (Kananen, 2011, 125).

Reliability refers to the consistency and stability of the research results (Kananen, 2011, 126). Stability means that the measure remains stable over the time and consistency that it measure the same thing (Kananen, 2011, 126). Reliability only can be checked by repeating the measurement, but it is often difficult and expensive (Kananen, 2011, 126). In this research, results can be changed within a short period of time due to changing in Facebook users' behaviors such as Facebook using frequency, sharing behavior, information seeking behavior. As a result, it can affect to the measurement of how **viral advertising** on Facebook can be done effectively.

External validity, content validity, theoretical validity and criterion validity are sub-groups of validity (Kananen, 2011, 126). External validity refers to the generalizability of the findings to the population and it has to represent the population in every way (Kananen, 2011, 126). The participants of the survey are 183 Facebook users who represents 25 millions Facebook users in Vietnam. As such, it is not considered a sufficient size of the sample. Sample is not worthy if it is easy to reach and data cost collection is not high (Kananen, 2011, 126). In this research there is no cost to collect the data and it is quite easy. Content validity reflects the accuracy of measurement whether it measure what it is supposed to measure (Kananen, 2011, 127). Tie strength, perceptual affinity and emotions are variables which have to be measured in the questionnaire to serve for research objective. The measurement is adapted from other scientific articles through likert scale. Theoretical validity reflects how well theoretical framework is built which have been derived from existing theories (Kananen, 2011, 128). Existing literatures was read to come up with the theoretical framework. Criterion validity refers to the use of other researchers' results to support your own result (Kananen, 2011, 128). Other researchers' results have been tested in the environment which is quite different from this study. Nevertheless, the results can be used to support the result because the main theory of this research is built from other literatures. Thus, if the research obtained similar results, it can be referred to them (Kananen, 2011, 128).

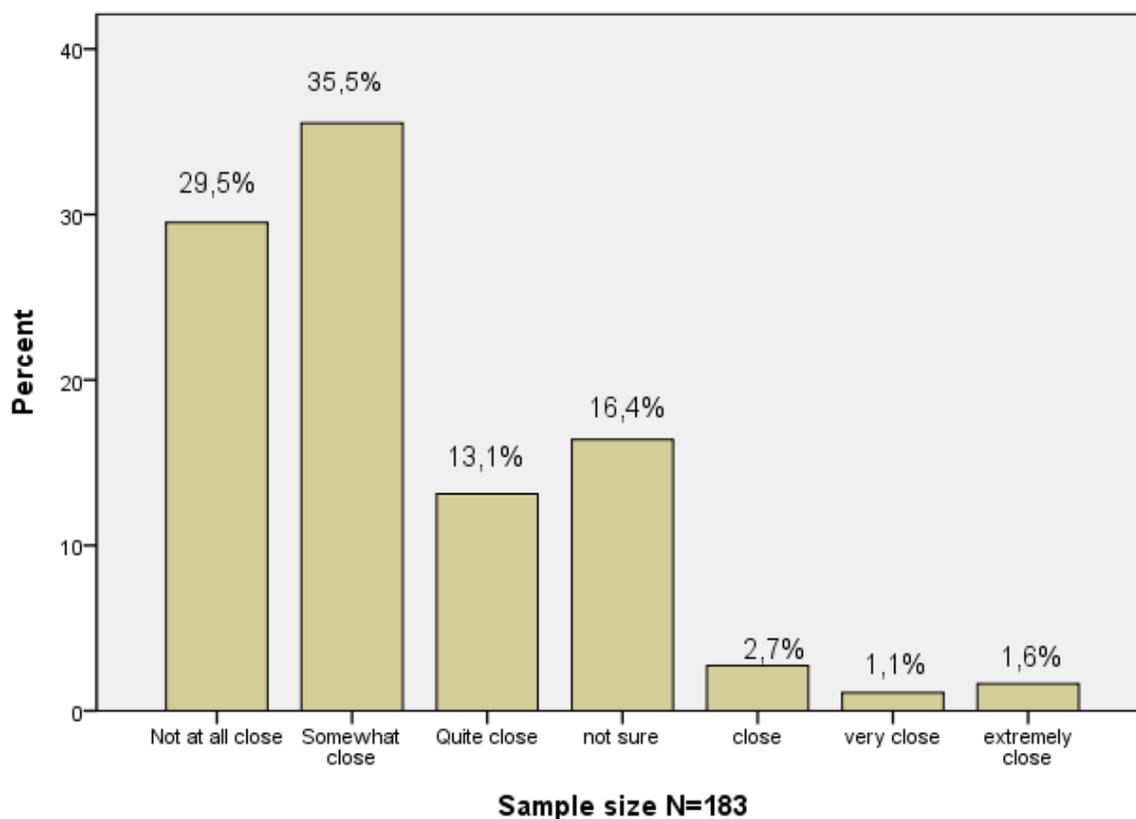
5. DATA ANALYSIS

There are total 192 respondents, but nine of them do not use Facebook, so they are eliminated. There is also no input data about 9 people because the main purpose of this research is to focus only on Facebook users. 183 participants are analyzed. 90 male and 93 female participated in the survey. 86,3 % respondents use Facebook everyday which prove the importance role of Facebook in their social life. The participants are divided into four age groups: 3,3% people under 18, 54,6% people from 19 to 24, 23% people from 25 to 30 and 19,1% people above 31. This demographical sample reflects quite well the population that can be generated to get a credible result. There are 54% users (18 to 24) which is quite close to this age group in the sample, 17% users (13 to 17), 29% users (above 25). (Kemp S., 2014).

H1: The weaker the tie, the more probability the Ad generates awareness

To test this hypothesis, question 5 and 6 will be asked in the survey. Afterward, the results will be generated to answer the research question and check hypothesis. In this case, Chi-square goodness of fit test is applied. Refer to table 5, the p-value in both questions is .000 which is less than our alpha (0.05), so data is not distributed equally. To understand clearly how data is distributed and how tie strength affects to the awareness stage, data will be constructed in the percentage bar chart to observe:

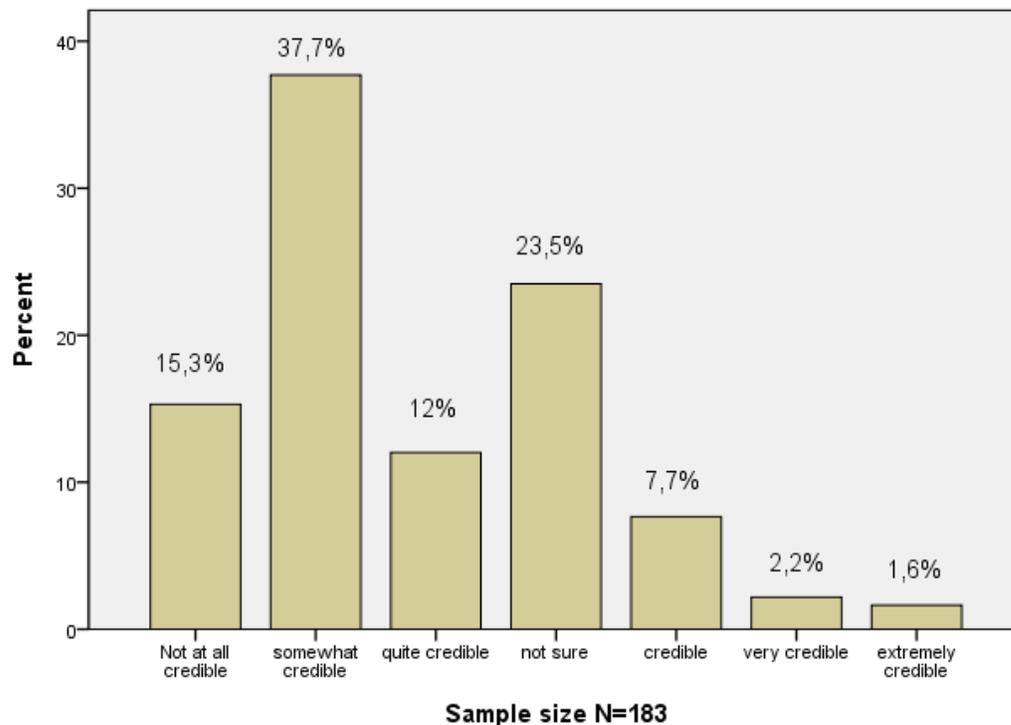
The closeness of a person from whom you have received any Advertisements on Facebook



As we can see from the chart, 35,5% of participants, the highest percentage, have a somewhat close relationship. **In construct** only 1,1% of participants, the lowest percentage, have a very close relationship. Moreover, the total percentage of participants having a weak relationship (not at all close, somewhat close, quite close) is much higher than the total percentage of participants having a strong relationship (close, very close, extremely close). As a result, respondents usually receive the Ad from a person who is not very close/close to them, and the impact of weak ties is stronger than strong ties' impact.

Question 6: the credibility of a person from whom you have received any Ads on Facebook.

The credibility of a person from whom you have received any Advertisements on Facebook



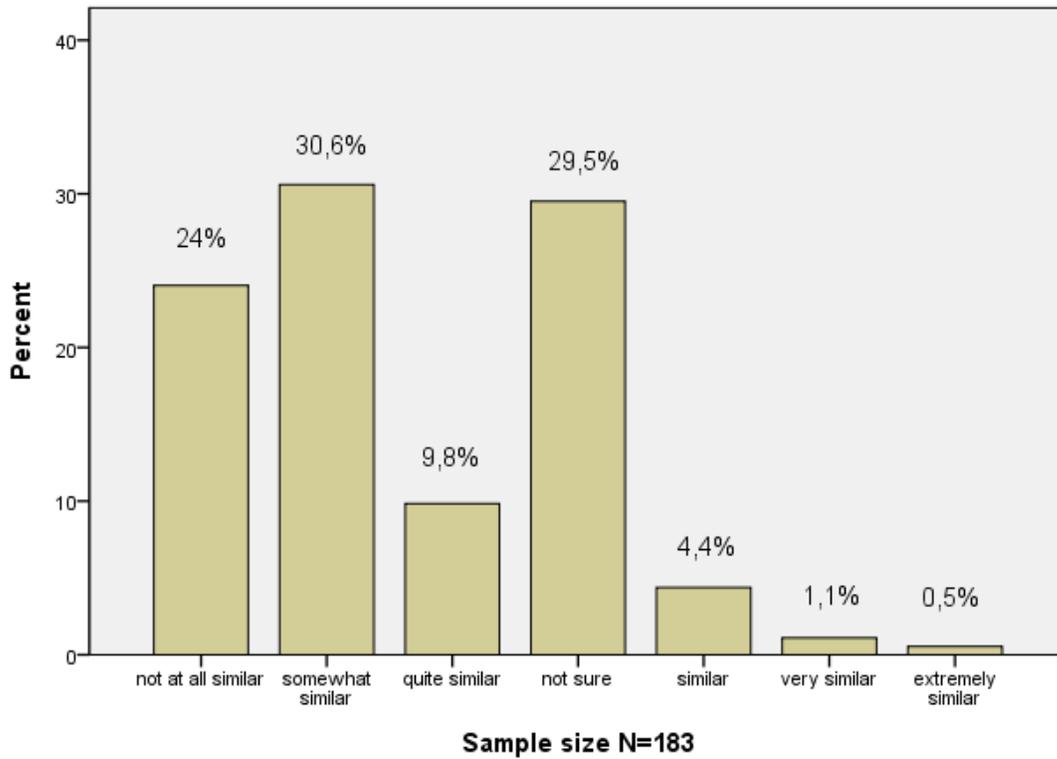
Similarly, the total percentage of participants having a weak tie (not at all credible, somewhat credible, quite credible) is much higher than the total percentage of participants having strong ties (credible, very credible, extremely credible). The data from question 5 and 6 generates a similar result. Therefore, it is very easy to conclude that weak tie has a stronger impact on the awareness stage of Viral Advertising on Facebook in Vietnam. In other word, the weaker the tie, the more probability the Ad generate awareness and H1 is accepted.

H2: Perceptual affinity influences positively on the awareness stage.

Chi-square goodness of fit test is also used to test this hypothesis and question 7 is made up to answer the H2. Q7 has four sub-questions to analyze the role of perceptual affinity to get Facebook users be aware of the ads. From table 8 the p-value is 0,000 which is less than 0,05 so data in every of these four questions are not distributed equally. It means that the next step must be taken to analyze how data distribute in every question to come up with the final conclusion about H2.

Then the percentage charts will be constructed to observe how data distribute in different questions.

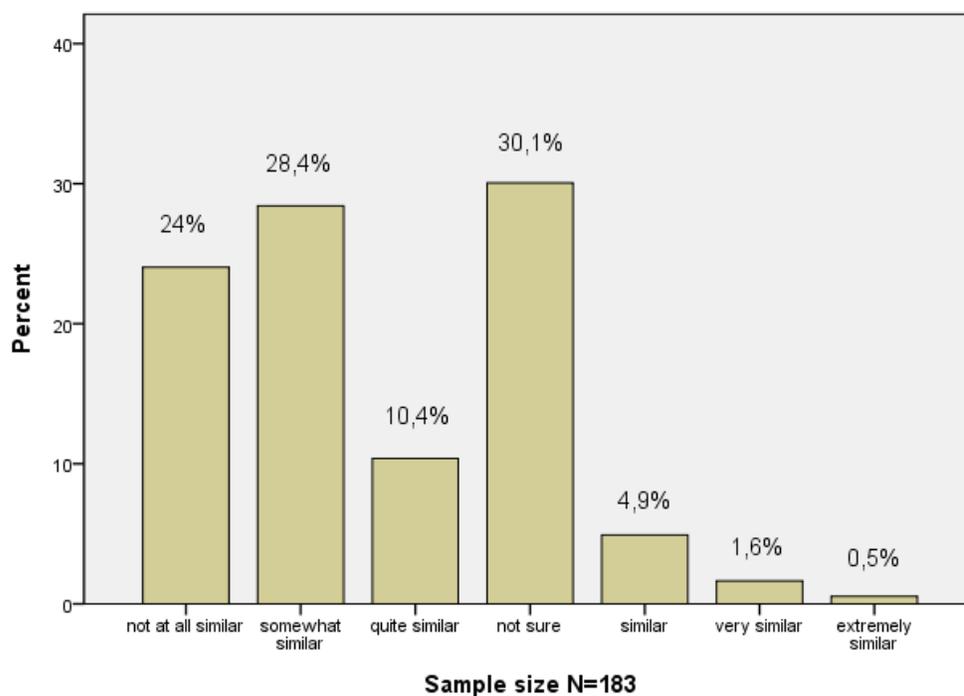
The outlook on life between you and a person from whom you have received any Ads on Facebook



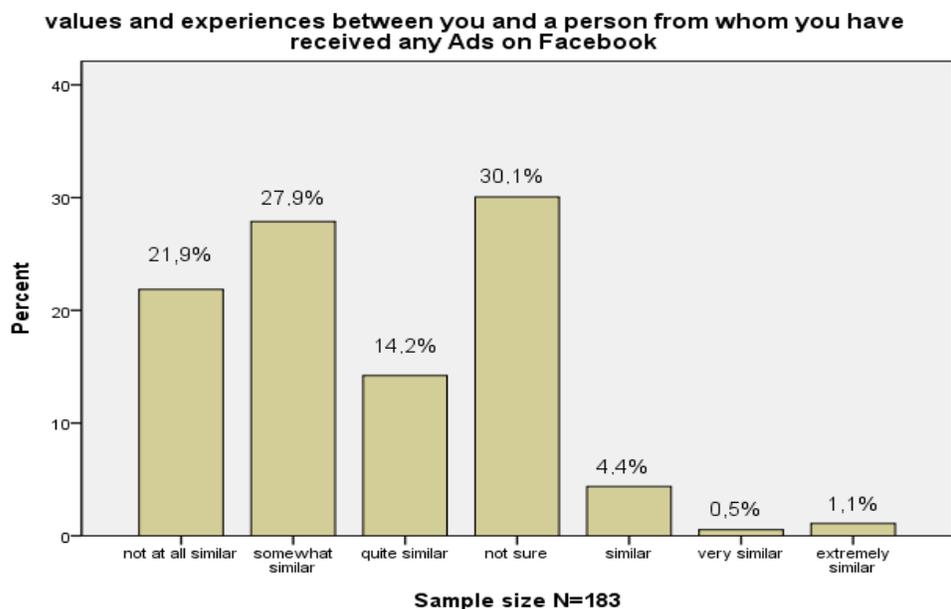
It is easy to see from the chart that data is distributed mostly from not at all similar to quite similar. The largest percentage of people have somewhat similar in outlook to the person from whom they have received Ads on Facebook is 30,6%. However, there is a second highest

proportion (29,5%) of people who is not sure about that. Thus, in terms of outlook on life there is no similar or a little bit similar between them. It reflects the impact of perceptual affinity on awareness stage: perceptual affinity does not influence on the awareness stage.

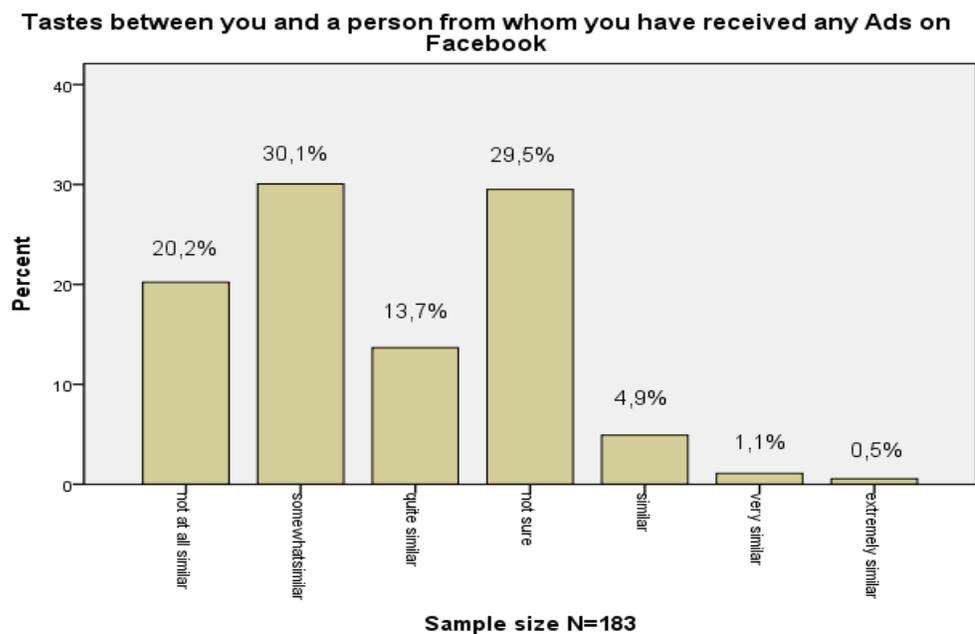
Likes and dislikes between you and a person from whom you have received any Ads on Facebook



In terms of likes and dislikes 30,1 % of respondents is not sure about that. The majority of the others chose to not have any similar or a little bit similar in likes and dislikes. The scale 5,6,7 on 1-7 likert scale describes the impact of perceptual affinity on awareness stage. Nevertheless, the smaller scale 1,2,3 on 1-7 likert scale have a much higher percentage than the bigger scale in total. Scale 4 was not taken into account because people do not have any idea about **the person having same likes/dislikes.**



The respondents gave a similar answer to two questions above that data is mainly distributed from scale 1 to scale 3. Hence, it is quite difficult to generate awareness in term of values and experiences **between sender and receiver**.



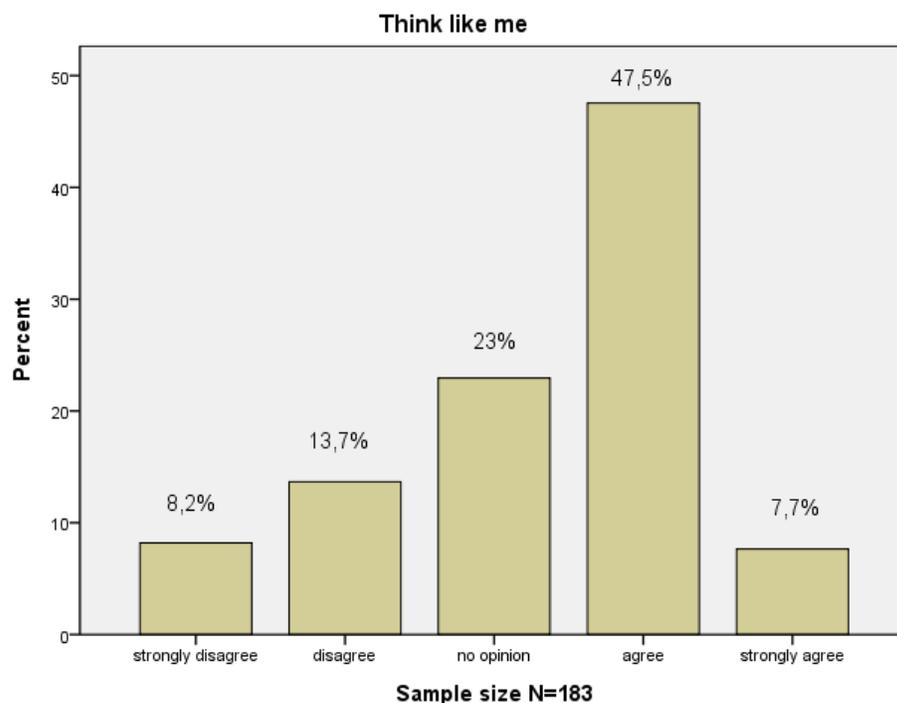
Finally, in the last question about tastes, the data is distributed very similar to three questions above. Hence the results generating from four questions can conclude that perceptual affinity does not impact or impact in a very small proportion of participants to be aware of the Ad. If the perceptual affinity influences on the awareness stage, the percentage of data on the 5,6,7 scale in total have to be bigger than it on the 1,2,3 scale in total.

As a result H2 is rejected.

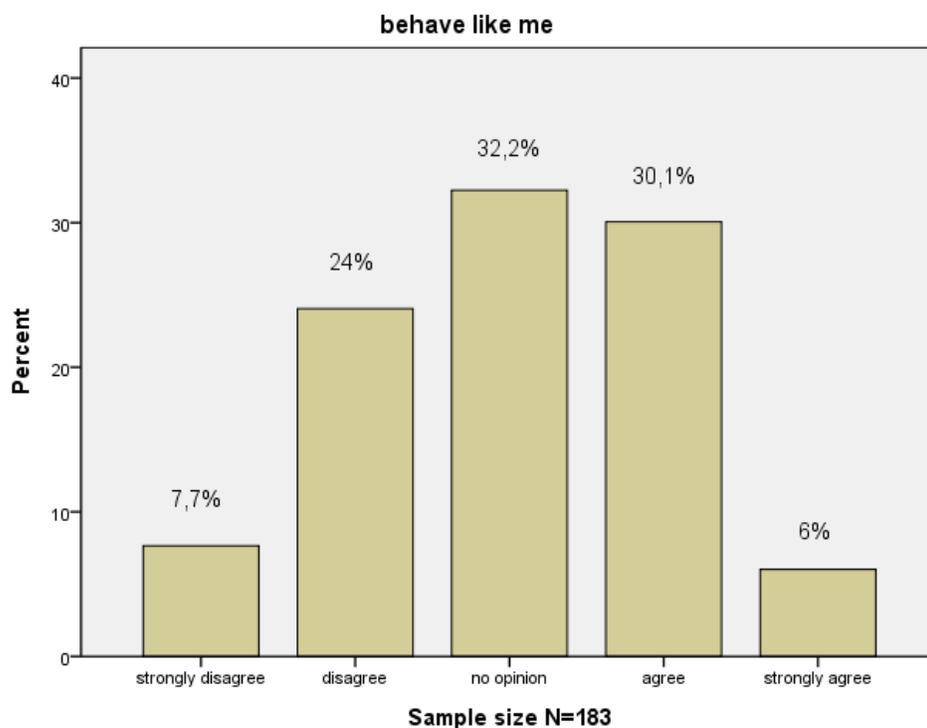
H3: Perceptual Affinity influence on interest stage.

Chi-square goodness of fit test continue to be used to test this hypothesis and question 8 is designed to answer the H3. From the table 13 the p-value is 0,000 which is less than 0,05 so data in every of these three questions are not distributed equally.

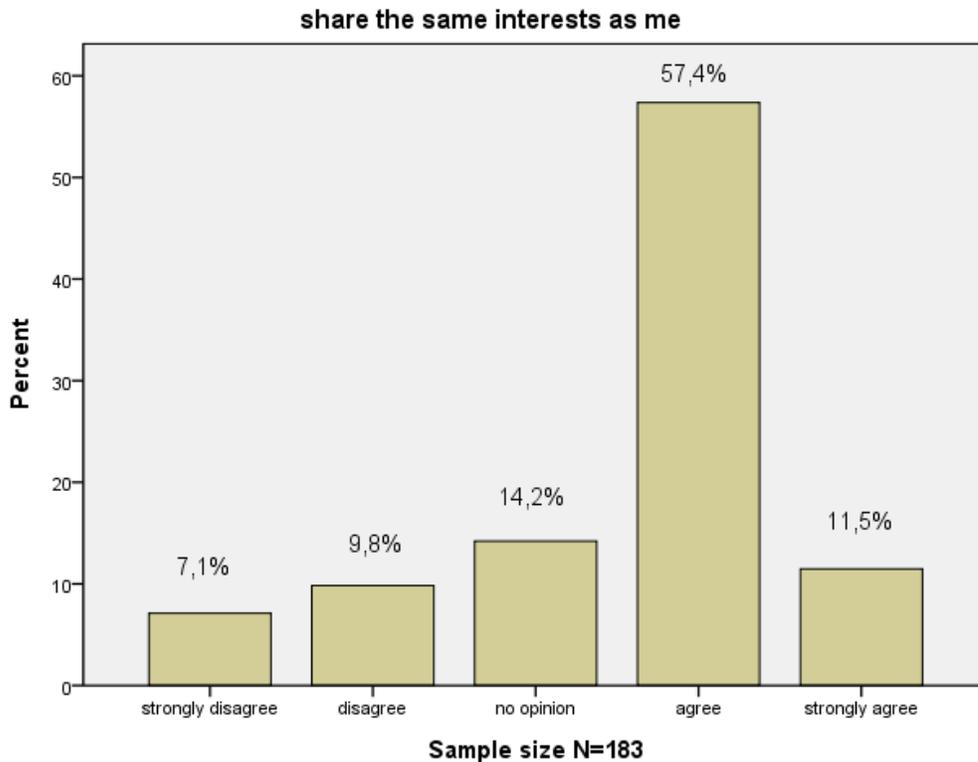
Then the percentage charts will be constructed to observe how data distribute in different questions to test H3.



This graph showed that 55,2% respondents agree and strongly agree to click on the Ad if it is shared by Facebook users thinking like them. 23% respondents do not have any opinion about that. In addition to, the number of respondents who disagree and strongly disagree is two times less than the number of respondents agreeing. As such, it can be said that people often click on the Ad if it is shared by Facebook users thinking like them.



In this question, there is 36,1 % respondents who agree and strongly agree, while there is 31,7% participants who disagree and strongly disagree. Clearly, the difference between two groups is not big, which is about 4,4% . However, it still can be said that people tend to click on the Ad that is shared or recommended by Facebook friends **behaving** like them.



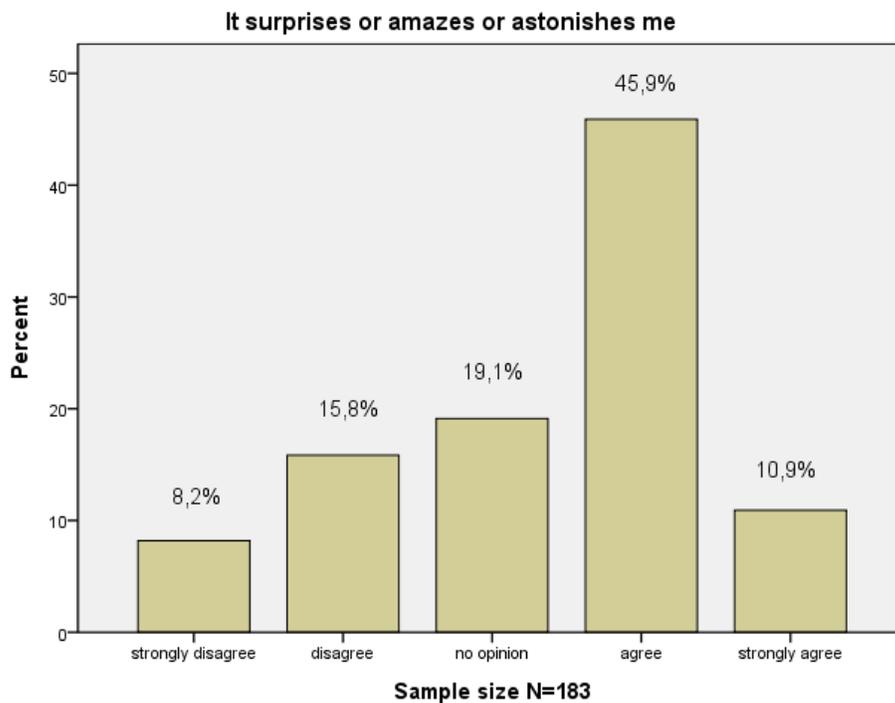
In the final question to answer for H3 it is very easy to see that 68,9% of participants agree and strongly agree, which can compare to 16,9% participants having disagree and strongly disagree. In question 8b, the result supported for H3 but it is not very strong as in question 8a and 8c. “Behave like me” in Q8b is a kind of perceptual affinity which needs to be tested to observe the impact of perceptual affinity on interest stage. However, the largest proportion of people have no idea opinion about that. In Q8c the most respondents agree to share the Ad if it is shared by users having the same interests as them. Consequently, people tend to click on the Ad if it is shared or recommended by Facebook friends having the same interests as them. In conclusion, people will click on the Ad if it is shared or recommended by Facebook friends who:

- Think like them
- Behave like them
- Share the same interests as them

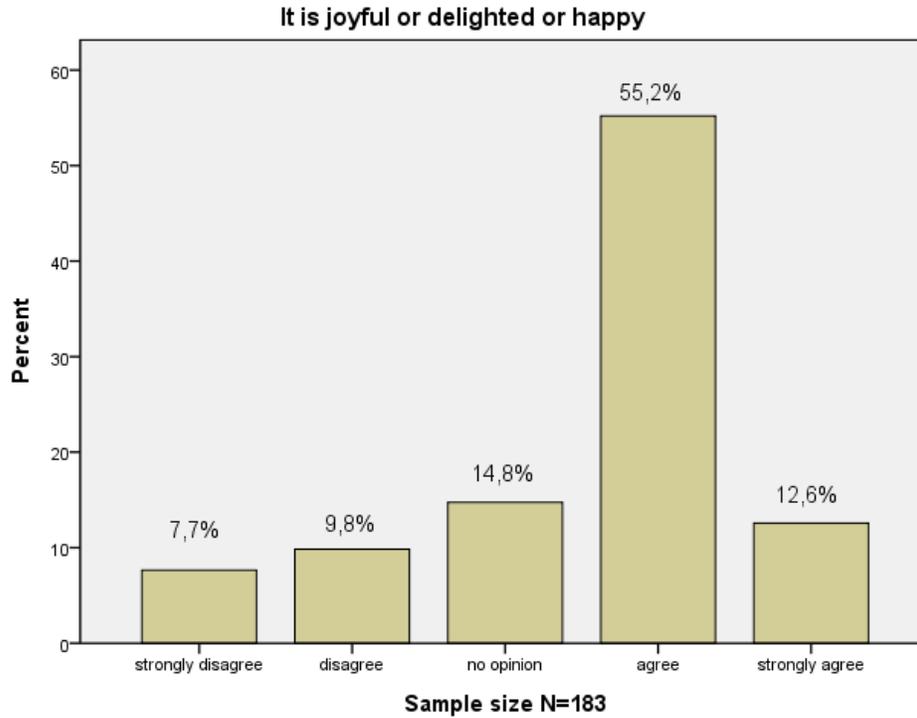
And that is the perceptual affinity between two people. Therefore, H3 can be accepted.

H4: Emotions affect the decision to forward the Ad on Facebook

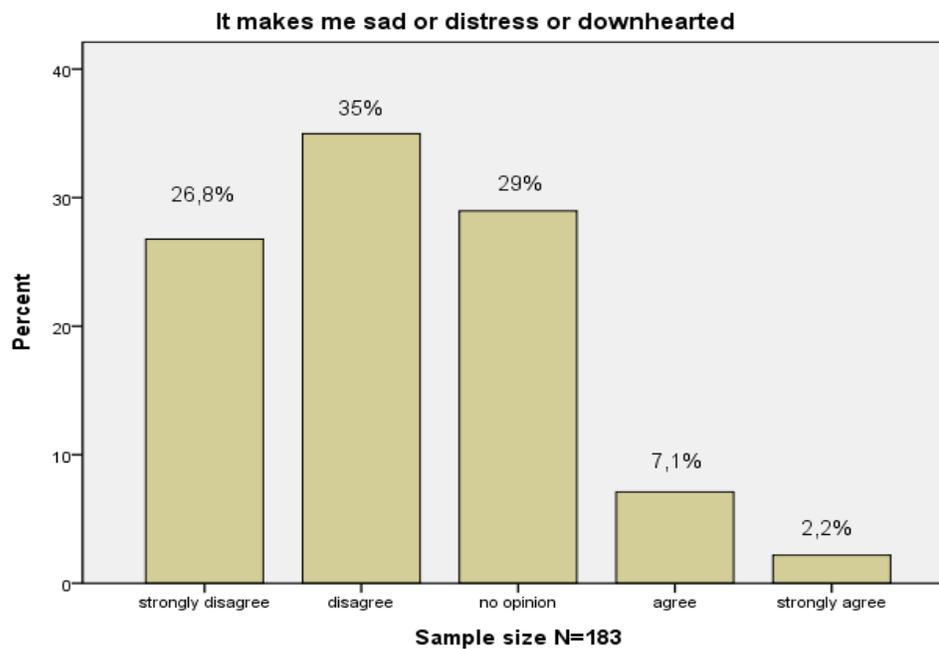
Chi-square goodness of fit test continue to be used to test this hypothesis and question 9 is designed to answer the H4. As can be seen in the table 17, the p-value in both questions is .000 which is less than 0.05. It means that data in every single question is not distributed equally. Hence, the percentage chart is built and analyzed in different emotions. After that, the results from all of the questions will be generated to test H4.



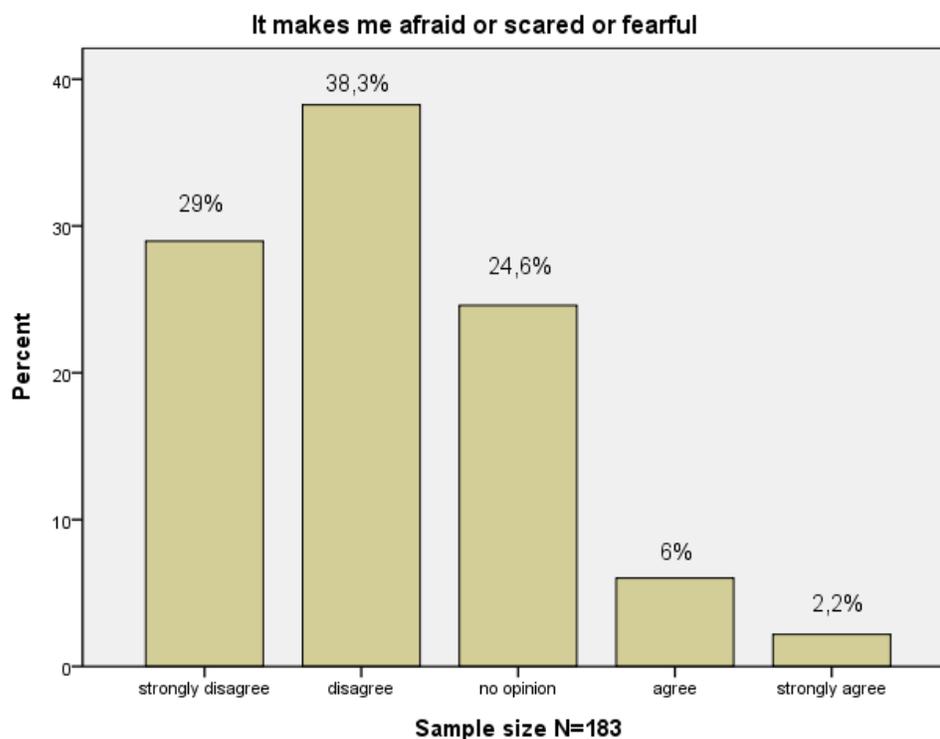
With this emotion, 56,8% respondents agree and strongly agree to share the Ad. This is two times higher than the proportion of respondents who strongly disagree or disagree. Hence, the Ad which make people feel surprising or amazing or astonishing tend to be shared.



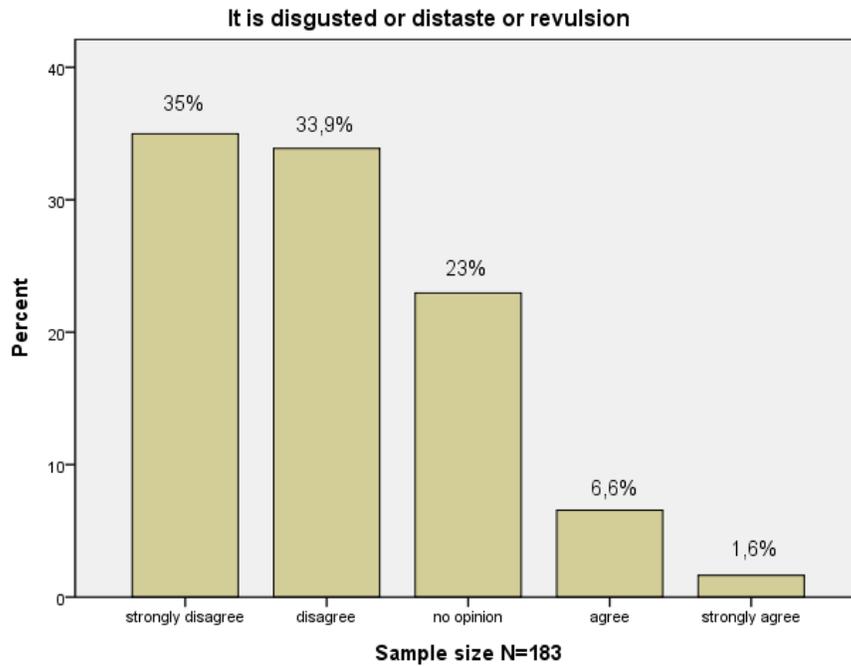
In this chart, 67,8 % participants agree or strongly agree to share the Ad which make them joyful or delighted or happy. As such, it can be concluded that people will share the Ad which generate this emotion .



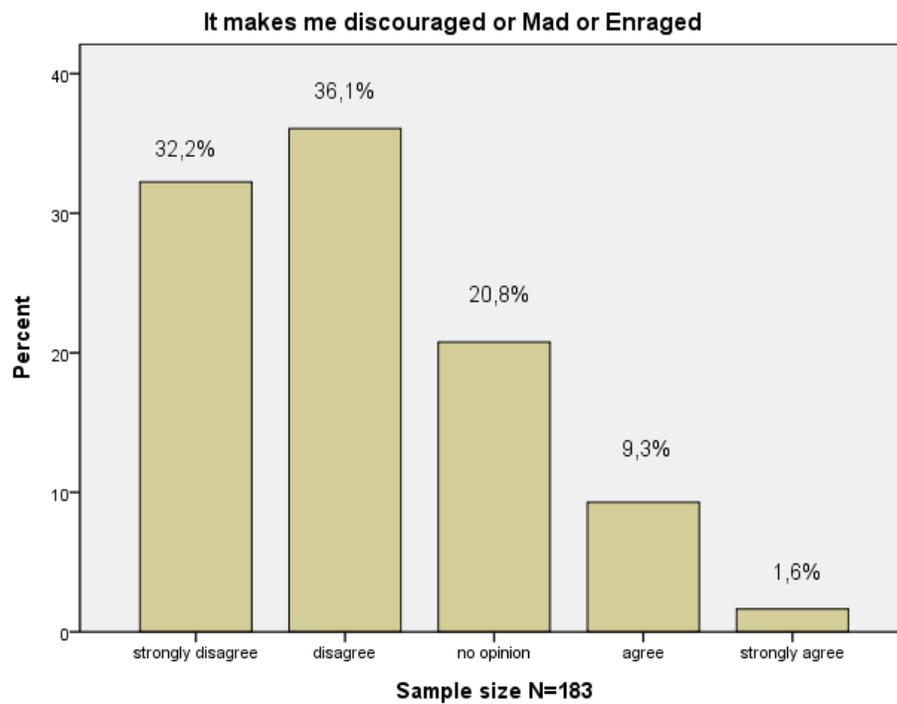
There is a biggest percentage of respondents who strongly disagree and disagree to forward the Ad which makes them sad or downhearted or distress. These people account for 61,8% of the total respondents. Therefore, the Ad generates this negative emotion is less favorable to be shared.



This emotion in the Ad does not make respondents forward it. 67,3% respondents strongly disagree and disagree to share it. Repeatedly from the previous question, people do not often share the Ad that generate this emotion.



Similarly 68,9% participants do not want to share the Ad which is disgusted or distaste or revulsion to them. This emotion should be eliminated in the viral Ads.



It is easy to observe the same result getting from this question. The majority of the participants do not want to share the Ads which make them discouraged or mad or enraged. There is just only 10,9 % who want to share that Ads.

In conclusion six main emotions impact differently on forwarding behavior. Ads generating surprise and happiness tend to be shared while Ads generating sad or discouraged or afraid or disgusted feeling is often not shared. Therefore, emotions influence strongly on forwarding behavior. Moreover, it depends on what kind of emotions that negatively or positively influence sharing behavior. Thus, H4 is accepted.

To answer the research questions relating to H4 **If** gender affect the forwarding behavior. Chi square Independency test was used.

Among six main emotions, two emotions (joyful and surprise) are shared based on the result of the survey.

- The relationship between Joyful and gender:

In table 24, the p-value test is 0.93 which is much higher than 0.05 and even it get close to 1, so joyful and gender is independence.

- The relationship between surprise and gender

As seen from table 25, the p-value is 0.491, which is higher than 0.05 so there is no dependence between surprise and gender.

The finding results showed that gender and forwarding behavior are not dependent.

6. DISCUSSION OF EMPIRICAL FINDINGS

The research aims to explore which factors affect the effectiveness of viral advertising on Facebook in Vietnam. Previous researches were utilized to study about viral advertising and build the theoretical framework for the research. Additionally, hypotheses and survey questionnaire **used** in answering research questions. The success of this research is achieved when the answers of five following questions are addressed:

- RQ1: How does tie strength affect awareness stage?
- RQ2: How does perceptual affinity affect both awareness and interest stage?
- RQ3: What kinds of emotion make people to forward the Ad (final stage)?
- RQ4: Which factors affect the effectiveness of Viral Advertising on Facebook in Vietnam?

6.1 Research question 1: How does tie strength affect awareness stage?

According to the data collected in Q5 and Q6, it stated the role of tie strength playing in the awareness stage. Both strong ties and weak ties affect the Ad awareness on Facebook in Vietnam. Nevertheless, the results presented that weak ties are more powerful than strong ties, or weak ties are more outweigh than strong ties. It showed that on Facebook environment the Ads usually generate awareness through weak ties. Q5 and Q6 are likert scale questions ranging from 1 (very weak) to 7 (very strong) to measure how strength of a tie can affect to the awareness stage of viral advertising on Facebook. Hypothesis H1 was accepted. It means the weaker the tie, the more probability Ad generate awareness. The research of Bruyn D.A et al also found that tie strength only affects the awareness stage of viral marketing in online environment. However, it did not compare the impact between strong ties and weak ties, especially in Facebook context. The results of this study deepened the importance role of weak ties on the awareness stage of viral advertising on Facebook in Vietnam. Therefore, in the seeding strategy of viral advertising on Facebook weak ties should be strongly emphasized to achieve a good starting point for the campaigns.

6.2 Research question 2: How does perceptual affinity affect both awareness stage and interest stage?

How does perceptual affinity affect awareness stage?

The findings from Q7 denied Hypothesis H2. It means that perceptual affinity do not affect to awareness stage. As seen from the results the Ads are not be able to generate awareness through similarities in perception on Facebook. Bruyn (2008) discerned between perceptual affinity and demographic similarity, but Chu (2011) used the term “homophily” to describe both of them. The research of Bruyn (2008) found that demographic similarity impacts negatively to awareness stage and perceptual affinity trigger interest stage. Consequently, homophily impacts on two stages of the recipients’ making process. However, this research only refers to similarities in belief and attitudes to explore its role to generate awareness for the Ads on Facebook. The results strongly claimed that perceptual affinity do not affect to awareness stage. The reason to not study about demographic similarity is according to Bruyn D.A et al, it influences negatively to the awareness stage so it will affect the effectiveness of viral advertising negatively.

How does perceptual affinity affect interest stage?

H3 is accepted to answer the important role of perceptual affinity in interest stage of Viral Advertising. The results of Q8 showed that people tend to click on the Ad that is shared by Facebook users having perceptual affinity. The word “click” expressed the interest toward the Ads. It is also supported by the research of Bruyn (2008): perceptual affinity strongly influences interest stage. Additionally, this study provides good evidence to prove the positive effect of it to generate interest. Advertisement can be interesting when receiver and sender have similarities about values, likes, dislikes and experiences. Thus, it is important to address to perceptual affinity to create more interest for the Ad.

6.3 Research question 3: What kinds of emotions make people forward the Ad?

There are six sub-questions in Q9 addressing to six primary emotions that was mentioned in previous literatures. H4 is accepted in the data analysis to show that emotion affects to forwarding behavior. More clearly two of these emotions make people to forward the Ads: surprise and joyful. Additionally, Facebook users do not want to forward the Ads creating any emotions relating sadness, anger, fear and disgust. Positive emotions with surprise factors will probably get people to forward the Ad while negative emotions impact negatively in forwarding behavior. Some analysts have reached similar conclusions about emotional connection in viral content such as Dobele (2007) and Eckler (2011). Moreover, question about gender and forwarding behavior is raised: is there any dependence between gender and forwarding behavior? The Ads provoking two emotions (surprise and joyful) and gender was analysed in the data analysis part to find out the answer. As a result, there is no dependence between gender and forwarding behavior. Gender does not affect to forwarding behavior. This finding also addresses to the limitation in the research of Eckler et al: difference in the decision to pass along viral video ads between men and women should be explored.

6.4 Research question 4: Which factors affect the effectiveness of Viral Advertising on Facebook in Vietnam?

The theoretical part defines the effectiveness of viral advertising and other scientific articles examine factors that have influence on it. It is tie strength, perceptual affinity and emotion. However, the impact of these factors on different stages of viral advertising process has not been identified. Bruyn (2008) used multi-stage model of word of mouth to understand how viral marketing works and studied the role of tie strength and perceptual affinity in awareness and interest stage. In addition to that, Eckler (2011) stated that emotion affect to the sharing behavior which is the final stage

in the multi-stage model developed by Bruyn (2008). The results from this research explained how tie strength, perceptual affinity and emotion affect the effectiveness of viral advertising on Facebook in Vietnam. The findings of the study complement the research of Bruyn (2008), especially in the final stage (forwarding behavior).

7. CONCLUSION

7.1 Outcome of the study

As a recap the main objective of the study is to explore which factors affect the effectiveness of viral advertising on Facebook in Vietnam. The process for achieving this objective goes step by step from building theoretical framework to choose research method and data analysis method. All steps have to be reviewed to ensure the relevant information and using the right technique. It considerably affects the outcome of this study. From the foundation of viral advertising in previous literature, it is credible to understand theory and use it for theoretical framework. In addition, questionnaire in the survey was adapted from these literature to address directly and appropriately to variables needing to be measured.

Bruyn (2008) research contributed to the literature studying viral marketing. Its multi-stage model is to understand the underlying mechanism of the influence and viral marketing's pass-along process. Tie strength facilitates awareness and perceptual affinity generates interest but it has not influence on later stage (forwarding behavior) (Bruyn et al, 2008). Hence, for the managerial implication the research suggested that online marketers should focus to networks of friends (as opposed to networks of professionals or colleagues) to design a campaign (Bruyn et al, 2008). This study stated that tie strength affects to awareness stage, perceptual affinity only affect to interest stage. It was tested in a specific context which is Facebook in Vietnam. Moreover, it gave a deeper result of tie strength in awareness stage: weak ties are much more powerful than strong ties. Regarding the emotional tone in viral advertising, Eckler (2011) found out the important role of emotion impacting on forwarding behavior. Viral Ad is favorably forwarded for Ads with positive emotional tone and Ads with negative emotional tone is less favorably forwarded (Eckler et al, 2011). The practical implication of the findings is to avoid the common advertising approach which often shock or scare online users in order to motive them to forward a viral ad (Eckler et al, 2011). The result of this study is supported by the research of these researches.

By discussing the results and answering research questions it leads to a conclusion that weak ties, perceptual affinity and emotions affect the effectiveness of viral advertising

on Facebook in Vietnam. Furthermore, the research scrutinizes how these factors affect viral advertising in different stages to provide a strong tool for advertisers to make a good advertising campaign on Facebook in Vietnam. Therefore, to go viral, advertisers have to develop a good seeding strategy using weak ties and perceptual affinity, and the Ads have to contain surprise factors and generate positive emotions.

7.2 Limitation of the research

The major limitation of the research is sample size. There are about 20 million Facebook users in Vietnam, but only 183 users are analyzed. The amount is not sufficient to generalize the results of sample to the results of population. Another barrier in this research is there is no previous research on this subject in Vietnam. Hence it lacks credible data to compare the results and credible and relevant information for theoretical background. Similarly there is no research conducting the culture of using Facebook in Vietnam to support the result analysis. It is important to know how Vietnamese communicate on Facebook to facilitate the flow of word of mouth communication in Facebook.

For an Ad to go viral, it has to go through three main stages: awareness, interest, and forward. In some cases awareness stage and interest stage can happen concurrently, which is not studied in this research. Therefore, future research can exploit this problem. Importantly culture's influence will need to be taken into account for a successful viral marketing campaign (Dobele et al, 2007). This study did not address to this feature well, so future research can study about Facebook culture in Vietnam. For example, it is necessary to know what Facebook users tend to shares, which funny things these users like to incorporate to this research.

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LIST OF APPENDICES

- Appendix 1 Questionnaire survey (English version)
- Appendix 2 Questionnaire survey (Vietnamese version)
- Appendix 3 Contents generated from SPSS

Appendix 1: Questionnaire survey (English version)

1. Do you use Facebook ?
 - a. Yes b. No

If No, the process will be stopped.
If Yes, move to the next questions.
2. What is your gender?
 - a. Male b. Female
3. Age:
4. How often do you access to Facebook?
 - a. Few times per month
 - b. 3-6 times per week
 - c. 1-2 times per week
 - d. Daily

In question 5,6,7 please considering Advertisements from Facebook users that appear unexpectedly in your news feed, your inbox, your group pages.

5. Please rate the closeness of the person from whom you have received any Advertisements on Facebook:

From 1(not at all close) to 7(extremely close)

6. Please rate the credibility of the person from whom you have received any Advertisements on Facebook:

From 1(not at all credible) to 7(extremely credible)

7. Please indicate as follow about the person from whom you have received any Advertisements on Facebook:

Considering your outlook on life, how similar are you and he/she?

(1= not at all similar, 7= extremely similar)

Considering your likes and dislikes, how similar are you and he/she?

(1= not at all similar, 7= extremely similar)

Considering your value and experiences, how similar are you and he/she?

(1= not at all similar, 7= extremely similar)

To the best of your knowledge, how similar are his/her tastes in products compared to yours?

(1= not at all similar, 7= extremely similar)

8. I would click on the Ad on Facebook If it is shared or recommended by Facebook friends who

a) Think like me

Strongly disagree to Strongly Agree

b) Behave like me

Strongly disagree to Strongly Agree

c) Share the same interest as me

Strongly disagree to Strongly Agree

9. I would share an Ad on Facebook If:

a) It surprises or amazes or astonishes me:

Strongly disagree to strongly agree

b) It is joyful or delighted or happy:

Strongly disagree to Strongly Agree

c) It makes me sad or distress or downhearted:

Strongly disagree to Strongly Agree

d) It makes me discouraged or Mad or Enraged:

Strongly disagree to Strongly Agree

e) It makes me afraid or scared or fearful:

Strongly disagree to Strongly Agree

f) It is disgusted or distaste or revulsion:

Strongly disagree to Strongly Agree

Appendix 2 Questionnaire survey (Vietnamese version)

1. Bạn có sử dụng Facebook không?
 - a. Có
 - b. Không
 Nếu không, bạn có thể ngưng làm khảo sát này.
 Nếu có, vui lòng trả lời tiếp các câu hỏi bên dưới.
2. Giới tính của bạn là gì?
 - a. Nam
 - b. Nữ
3. Nhóm tuổi:
 - a. <18
 - b. 18 – 24
 - c. 25 – 30
 - d. >30
4. Bạn truy cập Facebook với mức độ thường xuyên thế nào?
 - a. Hằng ngày
 - b. 1 – 2 lần/ tuần
 - c. 3 – 6 lần/ tuần
 - d. Vài lần / tháng

Với các câu hỏi 5, 6, 7, chỉ xem xét các mẫu quảng cáo của những người dùng Facebook được hiển thị ngẫu nhiên trên newsfeed, inbox hoặc group pages của bạn.

5. Hãy đánh giá mức độ thân thiết của bạn với người dùng Facebook đã chia sẻ các mẫu quảng cáo mà bạn đọc được.

Từ không hề thân thiết đến rất thân thiết
6. Hãy đánh giá mức độ tin cậy của người dùng facebook đã chia sẻ các mẫu quảng cáo mà bạn đọc được.

Không hề đáng tin cậy đến rất đáng tin cậy
7. Hãy nhận định về người dùng facebook đã chia sẻ các mẫu quảng cáo mà bạn đọc được.

Xét về quan điểm sống, bạn và người đó giống nhau thế nào?

Từ không hề giống nhau đến cực kỳ giống nhau

Xét về sở thích, bạn và người đó giống nhau thế nào?

Từ không hề giống nhau đến cực kỳ giống nhau

Xét về giá trị và kinh nghiệm bản thân, bạn và người đó giống nhau thế nào?

Từ không hề giống nhau đến cực kỳ giống nhau

Theo như hiểu biết của bạn, sở thích/thị hiếu của người đó và bạn đối với các sản phẩm giống nhau thế nào?

Từ không hề giống nhau đến cực kỳ giống nhau

8. Tôi sẽ click vào một mẫu quảng cáo trên Facebook nếu nó được chia sẻ hoặc gợi ý bởi những người bạn trên Facebook mà:

Suy nghĩ giống tôi

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Cư xử giống tôi

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Có những mối quan tâm giống tôi

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

9. Tôi sẽ chia sẻ một mẫu quảng cáo trên Facebook nếu:

Nó làm tôi bất ngờ, ngạc nhiên hoặc sửng sốt

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Nó làm tôi thấy vui vẻ hoặc hạnh phúc

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Nó làm tôi buồn bã, đau khổ hoặc thất vọng

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Nó làm tôi chán nản hoặc tức giận

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Nó làm tôi e ngại hoặc sợ sệt

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Nó làm tôi thấy kinh hãi hoặc khiếp sợ

Từ hoàn toàn không đồng ý đến hoàn toàn đồng ý

Appendix 3. Contents generated from SPSS

Question 3: Frequency Table

Table 3: Age_group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 18	6	3,1	3,3	3,3
	from 19 to 24	100	52,1	54,6	57,9
	from 25 to 30	42	21,9	23,0	80,9
	above 30	35	18,2	19,1	100,0
	Total	183	95,3	100,0	
Missing	System	9	4,7		
Total		192	100,0		

Question 4: Frequency table

Table 4: How often do you use Facebook

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Few times per month	9	4,9	4,9	4,9
	1-2 times per week	3	1,6	1,6	6,6
	3-6 times per week	13	7,1	7,1	13,7
	Daily	158	86,3	86,3	100,0
	Total	183	100,0	100,0	

Question 5 & 6: Frequency table and Test statistics

Table 5: Test Statistics

	Question 6: The credibility of a person from whom you have received any Advertisements on Facebook	Question 5: The closeness of a person from whom you have received any Advertisements on Facebook
Chi-square	126,798 ^a	148,066 ^a
df	6	6
Asymp. Sig.	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,1.

Table 6: The closeness of a person from whom you have received any Advertisements on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all close	54	29,5	29,5	29,5
Somewhat close	65	35,5	35,5	65,0
Quite close	24	13,1	13,1	78,1
not sure	30	16,4	16,4	94,5
close	5	2,7	2,7	97,3
very close	2	1,1	1,1	98,4
extremely close	3	1,6	1,6	100,0
Total	183	100,0	100,0	

Table 7: The credibility of a person from whom you have received any Advertisements on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all credible	28	15,3	15,3	15,3
somewhat credible	69	37,7	37,7	53,0
quite credible	22	12,0	12,0	65,0
not sure	43	23,5	23,5	88,5
credible	14	7,7	7,7	96,2
very credible	4	2,2	2,2	98,4
extremely credible	3	1,6	1,6	100,0
Total	183	100,0	100,0	

Question 7: Frequency table and test statistics

Table 8: Test Statistics

	7a) The outlook on life between you and a person from whom you have received any Ads on Facebook	7b) Likes and dislikes between you and a person from whom you have received any Ads on Facebook	7c) Values and experiences between you and a person from whom you have received any Ads on Facebook	7d) Tastes between you and a person from whom you have received any Ads on Facebook
Chi-square	137,585 ^a	127,486 ^a	121,902 ^a	123,814 ^a
df	6	6	6	6
Asymp. Sig.	,000	,000	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26,1.

Table 9: The outlook on life between you and a person from whom you have received any Ads on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not at all similar	44	24,0	24,0	24,0
somewhat similar	56	30,6	30,6	54,6
quite similar	18	9,8	9,8	64,5
not sure	54	29,5	29,5	94,0
similar	8	4,4	4,4	98,4
very similar	2	1,1	1,1	99,5
extremely similar	1	,5	,5	100,0
Total	183	100,0	100,0	

Table 10: Likes and dislikes between you and a person from whom you have received any Ads on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not at all similar	44	24,0	24,0	24,0
somewhat similar	52	28,4	28,4	52,5
quite similar	19	10,4	10,4	62,8
not sure	55	30,1	30,1	92,9
similar	9	4,9	4,9	97,8
very similar	3	1,6	1,6	99,5
extremely similar	1	,5	,5	100,0
Total	183	100,0	100,0	

Table 11: Values and experiences between you and a person from whom you have received any Ads on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not at all similar	40	21,9	21,9	21,9
somewhat similar	51	27,9	27,9	49,7
quite similar	26	14,2	14,2	63,9
not sure	55	30,1	30,1	94,0
similar	8	4,4	4,4	98,4
very similar	1	,5	,5	98,9
extremely similar	2	1,1	1,1	100,0
Total	183	100,0	100,0	

Table 12: Tastes between you and a person from whom you have received any Ads on Facebook

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not at all similar	37	20,2	20,2	20,2
Somewhat similar	55	30,1	30,1	50,3
quite similar	25	13,7	13,7	63,9
not sure	54	29,5	29,5	93,4
similar	9	4,9	4,9	98,4
very similar	2	1,1	1,1	99,5
extremely similar	1	,5	,5	100,0
Total	183	100,0	100,0	

Question 8: Frequency table and test statistics

Table 13: Test Statistics

	8a) Think like me	8b) Behave like me	8c) Share the same interests as me
Chi-square	100,579 ^a	56,317 ^a	162,219 ^a
df	4	4	4
Asymp. Sig.	,000	,000	,000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36,6.

Table 13: Test Statistics

	8a) Think like me	8b) Behave like me	8c) Share the same interests as me
Chi-square	100,579 ^a	56,317 ^a	162,219 ^a
df	4	4	4
Asymp. Sig.	,000	,000	,000

Table 14: Think like me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	15	8,2	8,2	8,2
disagree	25	13,7	13,7	21,9
no opinion	42	23,0	23,0	44,8
agree	87	47,5	47,5	92,3
strongly agree	14	7,7	7,7	100,0
Total	183	100,0	100,0	

Table 15: Behave like me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	7,7	7,7	7,7
disagree	44	24,0	24,0	31,7
no opinion	59	32,2	32,2	63,9
agree	55	30,1	30,1	94,0
strongly agree	11	6,0	6,0	100,0
Total	183	100,0	100,0	

Table 16: Share the same interests as me

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	13	7,1	7,1	7,1
disagree	18	9,8	9,8	16,9
no opinion	26	14,2	14,2	31,1
agree	105	57,4	57,4	88,5
strongly agree	21	11,5	11,5	100,0
Total	183	100,0	100,0	

Question 9: Frequency table and test statistics

Table 17: Test Statistics

	It is joyful or delighted or happy	It makes me sad or distress or downhearted	It makes me discouraged or Mad or Enraged	It makes me afraid or scared or fearful	It is disgusted or distaste or revulsion	It surprises or amazes or astonishes me
Chi-square	144,295 ^a	76,317 ^a	78,721 ^a	86,699 ^a	86,317 ^a	83,311 ^a
df	4	4	4	4	4	4
Asymp. Sig.	,000	,000	,000	,000	,000	,000

a. 0 cells (,0%) have expected frequencies less than 5. The minimum expected cell frequency is 36,6.

Table 18: It surprises or amazes or astonishes me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	15	8,2	8,2	8,2
disagree	29	15,8	15,8	24,0
no opinion	35	19,1	19,1	43,2
agree	84	45,9	45,9	89,1
strongly agree	20	10,9	10,9	100,0
Total	183	100,0	100,0	

Table 19: It is joyful or delighted or happy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	7,7	7,7	7,7
disagree	18	9,8	9,8	17,5
no opinion	27	14,8	14,8	32,2
agree	101	55,2	55,2	87,4
strongly agree	23	12,6	12,6	100,0
Total	183	100,0	100,0	

Table 20: It makes me sad or distress or downhearted

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	49	26,8	26,8	26,8
disagree	64	35,0	35,0	61,7
no opinion	53	29,0	29,0	90,7
agree	13	7,1	7,1	97,8
strongly agree	4	2,2	2,2	100,0
Total	183	100,0	100,0	

Table 21: It makes me afraid or scared or fearful

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	53	29,0	29,0	29,0
disagree	70	38,3	38,3	67,2
no opinion	45	24,6	24,6	91,8
agree	11	6,0	6,0	97,8
strongly agree	4	2,2	2,2	100,0
Total	183	100,0	100,0	

Table 22: It makes me discouraged or Mad or Enraged

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	59	32,2	32,2	32,2
disagree	66	36,1	36,1	68,3
no opinion	38	20,8	20,8	89,1
agree	17	9,3	9,3	98,4
strongly agree	3	1,6	1,6	100,0
Total	183	100,0	100,0	

Table 23: It is disgusted or distaste or revulsion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	64	35,0	35,0	35,0
disagree	62	33,9	33,9	68,9
no opinion	42	23,0	23,0	91,8
agree	12	6,6	6,6	98,4
strongly agree	3	1,6	1,6	100,0
Total	183	100,0	100,0	

Table 24: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	,865 ^a	4	,930
Likelihood Ratio	,866	4	,929
Linear-by-Linear Association	,002	1	,964
N of Valid Cases	183		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6,89.

Table 25: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3,414 ^a	4	,491
Likelihood Ratio	3,453	4	,485
Linear-by-Linear Association	,067	1	,796
N of Valid Cases	183		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7,38.