

“The Social Media Blue Bird Creating an Online Sensation”: A Sentimental Analysis with Reference to Coke-studio Hashtags

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Abstract

Coke-Studio, an online platform hosted in YouTube has been successful in both countries and has been discussed on another popular social media platform Twitter. However, studies report that Pakistan Coke-studio fares better in terms of its emotive content than its Indian edition. The paper analyses how the “Hashtag fever” which has created a huge impact on brand image and profitability position of firms all around the world leads to the differential approach. Though a detailed Social Media Analysis (SMA), this paper aims to examine how hashtags work on the Twitter platforms and conclude how social-media often offers a glimpse of subconscious consumer preferences and its implications thereof.

Keywords: Coke-Studio India, Coke-Studio Pakistan, Hashtag Fever, Social media, Analytics, Sentimental Analysis

1. Introduction

Social media has often been critiqued because of its addictive nature (Siddiqui & Singh 2016; Shensa et al., 2017; Baccarella, Wagner, Kietzmann & McCarthy, 2018). In recent years, the “Blue Bird” flew onto the scene making a change in the mundane

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activities of consumers and marketers through a new sensation called the “HASHTAG FEVER” (Chang, 2010; Ma, Sun, & Cong, 2012; Potts, Seitzinger, Jones & Harrison, 2011). In the present milieu of the internet phenomenon, social media have employed Hashtags and thereby, has attracted people across the world to use social media such as Facebook, Twitter, Instagram, YouTube and so on for different purposes (Lau, 2017). Due to the increasing consumers, it becomes very difficult for any marketer to become successful in satisfying the needs of the consumers. Every day is a new challenge for them because they have to facilitate customer expectations which are not definitive in nature. Social media plays an important role in customer empowerment (Constantinides, 2014; Tsimonis & Dimitriadis, 2014) and therefore, to be successful, social media marketing is becoming increasingly popular as a tool to attain success and fame.

2. The Growth of Branding in the Competitive Market

Branding today has become complicated because customers expect a personal emotional attachment with the brand (Carroll & Ahuvia, 2006; Loureiro, Ruediger & Demetris, 2012). They even expect an after-purchase relationship with the marketers and look forward to remaining connected with the brand. The marketers also try to maintain the best relationship with the customers. In the modern world, brand managers use the internet to maintain CRM (Burkey & Breakfield, 2000; Ndubisi, 2007). Functional expectations are the basic needs but psychological needs (Deci & Ryan, 2006; Fuchs, Prandelli & Schreier, 2009) are given more importance by the consumers.

Coke-studio has not taken any efforts to create a “real musical impact” in the last few years. Rather, it has created platforms for upholding subtle engagement with issues surrounding patriotism, nationalism, ethnocentrism and antagonism (Hammond & Axelrod, 2006; LeVine, 2015). People from India and Pakistan have started comparing musical talents based on cultural superiority. Strong feelings of patriotism, nationalism and ethnocentrism have affected brand trust (Lee & Mazodier, 2015). A comparison between countries is possible through a properly organised brand strategy (Kotler & Gertner, 2007), which needs to be framed, checked,

implemented and corrected after receiving feedback. A brand with strong brand awareness (Percy & Rossiter, 1992; Ehsan Malik et al., 2013; Jarpey & McCoy, 2017) is considered powerful because it reaches certain positions in the market and becomes well-known (Dabija, 2011; Khuong & Kim Chau, 2017). Moreover, brand campaigns and awareness creation is a tool to provoke purchase intention (Deighton, 2008). However, in reality, is it enough for a firm to just create an awareness campaign to increase the profitability position of the firm? This is a question which needs a solution.

Music has always been an important part of Indian life (Nizamie & Tikka, 2014; Bowling, Sundararajan, Han & Purves, 2012; Schäfer, Tipandjan & Sedlmeier, 2012). The expectations of Indian consumers have increased because of their prowess over the digital world. To make products and services with benefits yet offering the best to the consumers is now a major practice in this competitive world. Customer satisfaction and loyalty play an important role in any business firm or service provider to be successful in the market. (Chandrashekar, Rotte, Tax & Grewal, 2007; Hallowell, 1996; Fraering & Minor, 2013). With competition increasing in all sectors, the feedback on customer experience, perception and expectations are becoming crucial because customers expect the best from merchandise-sellers and service providers (Schmitt, 2007; Ordenes, Theodoulidis, Burton, Gruber & Zaki, 2014). Coke Studio, which has now become popular, has received feedback and multiple comments on its musical journey. This becomes a strong tool to analyse the expectations of active listeners (Collier, 2014; Mukhtar, 2015). Promotional strategies, continuous communication and advertisements also improve the brand value of a product (Slotegraaf & Pauwels, 2008; Hallahan, Holtzhausen, Van Ruler, Veri & Sriramesh, 2016). Thus, the research entitled "Impact of Advertisements on Purchase Decision: An Empirical Analysis" concludes that marketers and brand managers have to be cautious enough to conduct an analysis on the pre and post purchase decision. Therefore, marketing managers ensure to extend relationships with customers through various relationship drivers like honesty, moral ethics, truthfulness, moral values and trust. This relationship driver, which falls under the tag of CRM (Customer Relationship Management) is needed for the success of

product and services. The market is filled with an endless variety of products and services spread over all sectors and it becomes difficult for the marketers to tap customers to engage in purchase action. In the digital world, visibility and search optimisation has been considered as an important marketing strategy. In the next section, this will be considered in detail, with a specific focus on hashtags.

3. The Role of Hashtags in Creating a New Sensation

The word 'Hashtag' is a phrase or a keyword denoted by the hash character (#) which is written within a comment or a post that highlights or facilitates the search. Social media Indexing (SMI) has become an important platform for creating sensation and recognition for a new product entering the market. This less expensive marketing strategy has now become an allegory to represent a brand and its values to the external world. The 'Hashtag fever' has become an integral part of marketing with the help of Social Media marketing and is now used for various social purposes also (Caleffi, 2015; Dadas, 2017; Shapp, 2014). Hashtags help the brand to have a better reach among the new users on the internet. The intimate glimpse of hashtags is when the brand ambassador endorsing a brand is linked with a hashtag and it receives popularity in the market.

3.1 Learn the art of using Hashtag (#):

Hashtags work on Twitter and Instagram. It has to be understood that not all hashtags get famous across the world. For example, if a customer walks into a restaurant with the best service, food quality, and fantastic ambience, he cannot Hashtag '#wowsuperlunch'. It has to gain the attention of people; something like '#burgerlovers'. The art of influencing others by making them get excited, hungry, thirsty is an art. As far as the number of hashtags is concerned, the answer is quite simple. The more you use, the more you are recognised. The following are a few examples that are popularly seen across in the world of Instagram, another social media platform, primarily catering to the youth and uses photographs as its primary language.

For fashion designers and home décor	#thatsdarling #ohwoyees
For bloggers who are creative	#bandogirlgang #dontquityourdaydream
For any post on lifestyle	#makeyousmilestyle #thatsdarling
For life based philosophies	#wordsofwisdom #lifelessons
All the coffee and tea lovers	#teaonly #ateacuplove
For those colour lovers and lively hearts	Blogtherainbow #dresstherainbow
For a routine life	#traveltuesday #womancrushwednesday

4. Brand Value for Coke-Studio

Coke studio had initially conducted a music concert in Brazil which was a success and was followed by multiple music shows and concerts in the subsequent years. Later on, the Coke management identified a county popular for its traditional music with a cascade of music talents, Pakistan. The diverse mix of music in the land of Pakistan including Hip-Hop, Rock and Pop, Classical, Folk, Bhangra and so on was given a platform by Coke studio to be exposed to the outer world through YouTube. Coke-Studio has been very successful in recent times and has created an impression amongst the musical band community. Mr Hyatt and his team played a major role in the success of Coke studio as they started producing musical shows through Coke Studio for an extended period. Coke Studio gave importance to new compositions of songs motivating a wide variety of young artists.

The brand value is not just made up of one element. It is a series of various efforts taken by the brand to establish its uniqueness amongst a new heterogeneous community (Singh & Bhagat, 2016; Kashif & Malik, 2008) Coke-Studio in India has been performing a series of unique musical shows such as Bichua - Sunidhi Chauhan, Mousam Gogoi giving importance to Hindi fusion, Vethalai - Kailash Kher, Chinna Ponnu a combination of Hindi and Tamil

folk, Katyayani - Bombay Jayashri, Ustad Rashid Khan amazing Carnatic fusion and so on. Thus, Coke-Studio India has almost 4 dedicated seasons for a series of endless musical series. International artists and bands are also a part of Coke-Musical studio India that energises the young musicians to perform their creativity and artistic innovation.

5. Roadmap to Conduct Sentimental Analysis

The study is more confined to one brand called “Coke-studio” which operates popularly in India and Pakistan. Coke-Studio and Pepsi's battle of bands has been very popular across the world through social media platforms. Social media usage has increased and it is now widely used in research in the domain of mixed research methods which has now become very popular. In this context, there is a blend of quantitative and qualitative methodologies (Johnson & Onwuegbuzie, 2007; Caldas, 2009; Filho & Kovaleva, 2015). The information available on social media creates many opportunities for research, therefore, making data collection easier and simpler (Stieglitz, Mirbabaie, Ross, & Neuberger, 2018; Spence, Lachlan, & Rainear 2016). Social media research has additionally contributed to the development of interdisciplinary research (Watson, 2010; Brennen, 2018) as users share a considerable amount of content which is then used for data analysis. Thus, multiple data sources and formats ensure comparison and objectivity. YouTube has been one of the main reasons for the success of Coke-Studio. According to prior research, brand strategies for a firm are improved through social media. This research also deals with the most popular social media platform “Twitter”. This is why the researcher has used Twitter to collect data, analyse the same and to draw the inference. “Twitter”, one of the highly used social media platforms across the world operates via comments which are used as samples. Since the study deals with “sentiments”, data cleaning has been done to avoid unwanted complications.

Though Coke-Studio had its very first footprint in Brazil, it has become popular in India and Pakistan in the later years. India has not taken efforts to be innovative and creative in terms of its musical series in Coke-Studio. From the past literature reviews, it is

observed that the Indian musical series launched with Coke-Studio has a repetition of form as evidenced in Bollywood. Thus, to know the responses of the audience towards Coke-Studio, it is essential to analyse their emotions. Thus, the following questions have helped the researchers to address the various problems formulated in this research study which involved a mixed research approach combining quantitative and qualitative methods.

6. Research Questions

- Will sentimental analysis be useful to find the actual expressions of emotions of viewers watching or listening to Coke-Studio musical series?
- Will the sentimental analysis be useful to find what Indians and Pakistanis think about Coke-Studio's ongoing efforts to promote music?
- Has Hashtags and YouTube series played a major role in the success of Coke-Studio?
- Will the sentiments of both the communities be the same or different?

7. Research Problem

Sentiments can be defined as feelings which come from the sub-conscious mind of an individual. There is always a need to find the expression of emotions and hence this research focusses on sentimental analysis. Various studies report the popular assumptions that Indian Coke-Studio reflects Bollywoodisation. However, in reality, a variety of new series are performed along with shows that cater to the audience who prefer Bollywood music. Hence, to solve this problem associated with popular assumptions, a sentimental analysis was deemed fit.

8. The Significance of the Study

It was found that both the countries had its unique aspects and contributed towards the success of Coke-Studio in a different way. A standard set of variables measuring brand success with regard to

Coke-Studio was not seen. Hence, future researchers can use this sentimental analysis to measure brand success. There are many associated stakeholders of Coke-Studio and more importantly the music lovers and fans who will be benefited from the valuable suggestions through this research. Coke-Studio has been seen as the musical platform that has changed the lives of many aspirants. Thus, Coke-Studio will attain a leadership position and will scale the pinnacles of success if a few suggested brand variables are taken by the marketer for the decision-making process. The future researchers can contribute by framing new models on how Coke-Studio has to function and how the brand value can be increased. A brand value model can be created by the future researchers which can be used as a measuring yardstick. There are many available ways to enhance the brand image of Coke-Studio and the variables suggested here are based on assumptions which can be validated by implementing the same. There is a lot of scope for future researchers and the connected stakeholders of Coke-Studio to take the needed details for growth and learning enhancement. This brand equity which Coke-Studio enjoys at present is not because of the musical journey but because of the pre-established brand equity through the brand "Coca-Cola" as it is argued that the parent brand is often the reason for the success of the sub-brands.

9. Major Issues Faced by Coke-Studio

As such, Coke felt confident launching a more massive franchise focussing solely on the Indian music market - Coke Studio India. This was done in order to strengthen its brand and grow its market share in India especially amongst the youth who are driving Indian consumption patterns today. As an aside, Coke might have planned to launch a South Indian-friendly version (i.e., in Hindi-Hindustani language version) of Coke Studio India featuring Carnatic music and contemporary songs sung in South Indian languages in order to target the (culturally distinct) South Indian market for media products. However, it decided to broaden its ambit to include Carnatic and international pop music content to cater to different tastes, widen its appeal amongst its (presumably) young viewers and maintain a single, cohesive brand. Coke Studio India's viewers are likely to be young, urban, educated and

internationally oriented which positions the TV show for strong future growth as a discovery engine for raw musical talent in the South Asian music industry. Coke studio as an arbiter of public taste in the South Asian music market has also created a musical journey for the young budding artists. This musical delight comprises versatile and talented artists from India and from other parts of the world.

10. Research Methodology

Step 1: The researcher has to depend on the sentiments which accompany the hashtags across the world tweets. For this purpose, various tweets on Coke-Studio India and Coke-Studio Pakistan have been taken. The sample size is based on the convenience of the researcher and availability.

Step 2: The researcher has collected all the comments and tweets which have been posted on the Coke-Studio platform. The data (observations) gathered has been classified separately for India and Pakistan. While reading all the comments which are being posted on Twitter, it was found that there are Indians who have commented and expressed their love for the artists and the music on Coke-Studio Pakistan. Thus, these comments and loyalty have also been taken into consideration for the sentimental analysis, and has been termed as "Cross-cultural sentimental analysis."

Step 3: All the collected comments posted along with the hashtags were put together and cleansed to have clarity before it has been used for sentimental analysis.

Step 4: The collected data after data cleansing, has been categorised based on three phases of sentiments known as positive, negative and neutral. All the positive comments and happy feedbacks were classified under the 'positive attitude'; all unhealthy comments were put under 'adverse reaction' and some comments, which fell under either positive or negative, were categorised under the 'neutral view'. Thus, the aim of sentiment analysis is to classify the comments based on the level of emotions in which they fit in. The aim of sentiment analysis is to make an automated machine recognise and categorise feeling. One of the other purposes of the

sentimental study is extracting the useful information from the needed web source for further research (Padmaja, 2013).

11. Sentimental Analysis

Opinion mining and sentimental data analysis is concerned with attitudes, sentiments, emotions and behaviour, which can be represented using a qualitative research approach (Chen & Zimbra, 2010; Pang & Lee, 2009; Liu, 2012). The author says that there is a large volume of opinionated data in the digital platforms. Sentiments are more associated with how others see and evaluate the world based on their own perceptions.

11.1 Sentimental Analysis (Indian Coke-Studio)

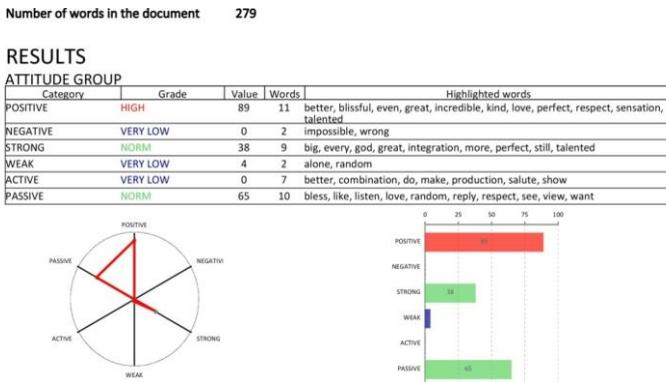


Figure 1.1 Showing the Sentimental Analysis for Coke-Studio (India)

The emotional analysis of the Coke-Studio India has given a very different solution. The articles published in newspapers, online websites and few other sources have stated that Indians do not prefer Indian Coke-Studio. This myth has been broken by sentimental analysis, which has been conducted in this research. The majority of the comments, which have been analysed, have left positive feedback. Indians love the efforts taken by fellow Indians. Indians never criticise the work of others.

11.2 Sentimental Analysis (Pakistan Coke-Studio)

RESULTS

ATTITUDE GROUP

Category	Grade	Value	Words	Highlighted words
POSITIVE	NORM	60	8	awesomeness, better, excellent, great, heart, love, mercy, peace
NEGATIVE	VERY LOW	1	1	din
STRONG	LOW	10	6	every, full, god, great, heart, power
WEAK	VERY LOW	1	0	
ACTIVE	VERY LOW	0	6	better, care, go, return, use, voice
PASSIVE	NORM	73	9	being, feel, like, listen, love, peace, reply, view, want



Figure 1.2 Showing the Sentimental Analysis for Coke-Studio (Pakistan)

The sentiments of those fans who have viewed the Coke-Studio musical series of Pakistan have not fallen in either the positive or the negative category as most of the feedback falls under the passive sentiments. Passive sentiments are unpredictable and do not have a small solution.

Real-time Tracker: #cokestudio

RECENT TOP EXCLUDE RETWEETS

6WJMVbcZk8WUR...jpg download (1).png download.png Show all

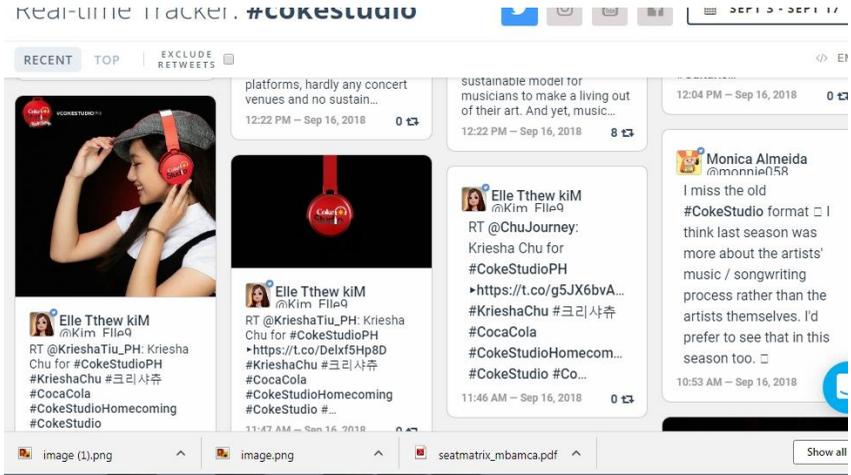
Alisha @alishamerchant RT @Shobiz14: Afreen Afreen - @RFAKWorld @MaminaMustehsan #cokestudio #cokestudioExplorer https://t.co/S212pSzkrn 6:36 PM - Sep 17, 2018

Patari @natarimusic Listen to the magnificent voices of @ShafqAmanatA and @ahmedjee perform 'Allah o Akbar' on Coke Studio. Full audio on PATARI! https://t.co/pkotfGKtrm

Areeba Noor @araebanR #MondayMood Malang on repeat. #Malang #CokeStudio #AimaBaig #ShujaHaider #Yaarmerasohnasohna 3:28 PM - Sep 17, 2018

nadeem afzal @clicknadaeem کوک سٹوڈیو نے فیض صاحب کے مشہور ترانے "ہم دیکھیں گے" میں سے اس کی روح سمجھنے جاتے

Unberrvin Heather @ambraenhairer01 where is one to download music from local films in 320kbps? we have official downloads for #CokeStudio and #PBOB but not movies? looking for #ParwaazHaiJunoon mp3s 11:29 AM - Sep 17, 2018



<p>Lala 23 Oct 2018 More For those disappointed with this season's Coke Studio Pakistan can listen to Nescafe Basement songs. They are way too underrated and hugely deserve a chance. #Coke studio Pakistan #Nescafe Basement</p>	<p>Disappointment</p>
<p>Dugarh @ 18 Jan 2016 More I love listening to #Cokestudio Pakistan. Amazing songs, singers, musicians.What talent the country has! Salute and Respect!</p>	<p>Amazing songs and singers</p>
<p>blankmarks 1 Jun 2016 More Pakistan sure knows music. #CokestudioPakistan Season 1 marathon all over again.</p>	<p>Pakistan knows music</p>
<p>a. 28 Feb 2017 More All the Kashmir's want a Kashmir song in coke studio's next season. #cokestudiopakistan #cokestudioseason10 @cokestudio @stringsonline</p>	<p>Kashmir love</p>

<p>_sam 11 Jul 2018 More Rahat Fateh Ali Khan.. Piercing my heart with his soulful music... </p>	Piercing heart
<p>EE 14 Nov 2016 More My favouritest #CokestudioIndia song #Madari by @VishalDadlani & @SonuKakkar on loop right now!Wat a freakin track !Thank u @ClintonCerejo</p>	Favourites
<p>kaur 4 Oct 2015 More Listening to this right now is making my happy. #Namaste #SalimSulaiman #CokestudioIndia</p>	Namaste
<p>sin 27 Dec 2014 More #cokestudioindia promos show that the new season is also going to be Bollywood dominated. Can we expect better?</p>	Expect better

12. How Hashtags Go Missing amongst World Problems

Coke-Studio is a musical series which is popular and stands in the hearts, minds and souls for many music lovers. While carrying out the sentimental analysis on social media- Twitter, Instagram, or other social media platforms, many sentiments were expressed such as Big Boss Tamil Mumtaz being eliminated (which holds many Tamilian sentiments), Voice for Pakistan, Alba Fahita the Egypt puppet and so on. Thus, Coke-Studio is a small component amongst all these world tweets and posts in the form of comments. Amongst the world news and sentimental hashtags, Coke-Studio holds a special position amongst people's sentiments.

13. Discussion

Coke-Studio, which was initially started in Brazil to gain popularity and to regain the brand value amongst the Brazilian community to defeat Pepsi's Battle of the bands, has now been on a spirited adventure. Coke-Studio Pakistan is very popular for its honest

composition and classical innovations without any necessary dependence on the cinema industry in Pakistan. This might be one of the reasons why Coke-Studio Pakistan has been the most preferred across the world. Indian Coke-Studio is also equally popular. It has gained popularity only in the past 3 years because of young artists who have a chance to display their talents. Thus, it has to be understood that, Coke-Studio has become famous because of its collaboration with YouTube.

14. Concluding Remarks

Everyone hears music in a different way. Each nation has its passion and its own uniqueness. The Coke-Studio musical series is an excellent initiative to bring out the talents of many young artists around the world. A detailed review is to highlight how Coke-Studio can take its musical series to a better position. The concept of Coke-Studio was new, unique, exhilarating and exciting to the Indian community and for the Pakistani Community. Music is something, which has to be appreciated and cherished with memories, and which connects all human hearts. Indian music is bliss and a powerful weapon of attraction. At the same time, there are good musical series introduced by the Coke-studio (Pakistan) as well. Thus, it has to be understood that music is a common thread transgressing all demographic constructs.

15. Implications of the Study

Nowadays, people across the world are addicted to technology. Before introducing a new product or service, it is the duty of the marketers and the brand managers to first understand the expectations and urgent needs of the consumers. Raja & Kumar (2014) say that “customer satisfaction is a must”. The Coke-studio team has to conduct a worldwide survey to understand the needs and then encourage artists to perform as per feedback analysis. Social media has been running in the life pulse of every human in the fast, competitive world and has become more predominant for youngsters. Online shopping is the most preferred way to shop. Social media platforms help the marketers to promote their products and services across the world very actively. Coke-Studio

is not very visible in a way that it has just left little footprints in the minds of only those who use social media and the internet. Coke-Studio can also conduct concerts in every state based on a common cultural theme. Mass advertisements and campaigns will attract people and also persuade them. Qualitative methodologies have started becoming popular in recent times. Hence, the market research agencies and firms are making the best use of the available data to draw inferences for a firm decision which will be useful for a smooth administration. The available data has to be used for a good cause. The business firms and brand managers can make use of the raw data for various purposes which have been provided by the consumers. The following are a few significant managerial implications for various stakeholders:

- Helps the brand managers to understand the expectations of the consumers.
- Coke-studio can better arrange and orchestrate musical performances.
- Since talent plays an important role, new upcoming artists can be given a chance to expose their artistic skills to the world.
- A brand has to be familiar without any discrimination. Hence, equal efforts can be taken to teach innovativeness amongst both countries.

16. Recommendations for Coke-Studio

- Coke-studio management can concentrate on bringing new talents who have not yet been recognised by society.
- Giving equal opportunities for artists from India and Pakistan will reduce the negative talks and comments.
- Bollywood music should not be repeated in Coke-Studio platforms; importance has to be given to new innovative musical bands

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