

Chapter 11

Unveiling the Viral Thread: A Comprehensive Analysis of Virality Coefficients in Indian Fashion Brand Dynamics

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ABSTRACT

The research examined and clarified the complex dynamics that underlie the virality of Indian fashion brands. It also quantified and analyzed virality coefficients, exploring the elements and processes that facilitated the expansion of these brands' reach across various channels. The study used bibliometric analysis, classifying academic papers on the dynamics of Indian fashion brands by year, nation, and subject area by using data from the Scopus database. The basis for further research into the virality coefficients was laid by the visual mapping of keyword co-occurrences, the identification of clusters, and the extraction of variables using the VOSviewer software. Advanced textual analysis techniques were used for topic modeling at the same time, including lemmatization, TF-IDF matrix generation, and latent Dirichlet allocation (LDA). The Python programming language made it easier to see hidden motifs in the literature.

DOI: 10.4018/979-8-3693-3049-4.ch011

INTRODUCTION

Virality is a powerful force that can spread ideas and content among a wide range of people at a never-before-seen speed in the dynamic world of digital marketing and brand dynamics. In the dynamic and ever expanding Indian fashion market, knowing the subtleties of virality is critical for companies hoping to make an impression that will last into the future.

The rate at which current users adopt a product is gauged by its virality coefficient. It is a measure of the extent to which the user base expands through viral channels and can be computed using formal methods. The coefficient can also be used to indicate the average number of users that each user is likely to bring to the product. Spreadsheet modeling of virality can aid in comprehending and forecasting its effects. Adding virality to a product means putting certain plans in place to make it easier for people to use (Seufert, Benjamin, Eric, 2014). In contrast, a metric used in the study of gases and their behavior is the second virial coefficient. It is computed using formulas and contrasted with experimental data to determine how the coefficient varies with temperature for various materials (Umirzakov, I., H., 2013). The study of dense gases and their thermodynamic characteristics also makes use of the virial coefficient. Changes in the temperature dependence of the coefficient may result from the creation of connected states between interacting particles (Khomkim, A.L., Mulenko, V.B., Solovey, I.A., 1998). The computation of thermodynamic functions and virus coefficients in a system of charge and neutral particles with a specific form pseudopotential. The mass of tiny galaxy groupings is also estimated using the virial coefficient. It is based on the dynamic evolution of galaxies and is susceptible to estimating process uncertainties and oscillations (Niyati, Aggrawal, Ponnurangam, Kumaraguru, Anuja, Arora, 2017). Virality analysis of YouTube lesson videos with several metrics enabled.

This study explores the core of the issue by doing a thorough examination of the virality coefficients connected to Indian fashion labels. As a quantitative statistic, the virality coefficient allows for a more in-depth investigation of the variables that impact the distribution and amplification of material related to brands. This study aims to offer important insights into the tactics used by Indian fashion brands to leverage the power of social sharing, user engagement, and online visibility by dissecting the mechanics of virality.

A thorough investigation of virality coefficients in the context of Indian fashion will not only advance scholarly knowledge of modern marketing dynamics but also provide useful insights for practitioners in the field as the digital sphere continues to transform consumer behavior and brand narratives. We hope that our research will provide more insight into the patterns, trends, and factors that influence the virality of content in the Indian fashion industry and help consumers better understand how companies may use the digital space to their advantage.

Network Theory

Network theory serves as a methodological cornerstone inside the context of our study on the virality coefficient analysis of Indian fashion brands, providing a nuanced perspective on the complexities of digital interconnection. The following network theory applications are important contributions in the effort to understand the dynamics of fashion-related content diffusion online:

Identification of Key Influencers: The application of network theory makes it easier to identify important nodes in the digital environment that are significant to Indian fashion. By examining the topologies of social networks, prominently central elements can be identified, which can be used to

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