



Why do Urban Young Adults Share Online Video Advertisement in Malaysia?

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ABSTRACT

The purpose of this study is to investigate the factors that will influence young adults in the urban areas to share online video advertisement (OVA). In this study, the authors have shortlisted four important variables, namely extrinsic motivation, information sharing, pleasure seeking and social influence in affecting one's behavior towards sharing OVA. A total of 168 participated in this study. A multiple linear regression analysis was adopted to examine the relationship between the variables. Results indicated that all hypotheses were significant. This research provides an in depth insight about the factors contributing to sharing of OVA. Marketers could develop video ads that encourage consumers to share via their social network sites. Video ads shared by users are perceived to be less skeptical as compared to those shared by companies and it could achieve wider audience.

Keywords: Sharing Online Video Advertisements, Extrinsic Motivations, Pleasure, Information Sharing, Social Influence

JEL Classifications: M310, M730

1. INTRODUCTION

Advertising is defined as a form of paid non-personal communication about an organization and products or services transmitted to the target audiences through various types of media according to (Hult et al., 2012). Advertising enables the products and services to reach out to a large audience at low per person costs thus enhancing awareness. The awareness of the products and services of an organization are heightened while adding value and increasing the visibility of the organization's products and services. Conventional high reach media such as television, magazines or outdoor display advertisements are decreasingly used in advertising practices. Credited to the invention of Internet and technological advancements, advertisers nowadays are seen utilizing digital technologies to advertise their products and services online (Romaniuk et al., 2013). For instance, Internet is used as a platform to advertise enabling advertisers to reach and engage with different types of customers at different levels.

Of all the new forms of advertising, online video advertising (OVA) is growing tremendously in recent years. According to Rick (2013), the online advertising industry has topped \$1.1 billion in revenues, 24% higher sum up the total of \$1.4 billion in 2013. Such

tremendous growth has outshone other online advertising medias, which generally has a growth rate of 18% in the same year. There are two types of OVA, which are in-banner or in-stream. In-banner video advertisements are those video advertisements that start right at the moment when consumers click on the banner advertisement, whereas the in-stream advertisements are shown before the video begins. Both types of OVA are commonly 15 seconds in length (Boone et al., 2010).

There are several reasons to explain the popularity and growth of OVA. One of the reasons is due to the low cost of OVA. In the same study, Boone et al. (2010) reviewed that using online video ads is comparatively lower in cost when compared to others such as Internet music radio. The comparison shown is approximately from \$8 to \$25 for OVA as compared to \$20 for music radio (Palumbo, 2006). In addition, OVA also enables advertisers to effectively target their products and services to interested consumers by appealing more specifically matches to their demographics such as age, lifestyles and preferences. Besides that, OVA are not only educative, but also bring entertainment values to engage with the target audience thus creating favorable attitudes towards the advertisements (de la Salle, 2007). In sum, online videos not only enable advertisers to raise awareness in a creative and interactive

ways, but also help advertisers to reach the desired target audiences at lower cost compared to other advertising method.

One of the main features of OVA is the ability for viewers to click “share,” “share with” or “send this to a friend.” With these functions, an OVA could be posted on Youtube but shared to many other platforms (such as, Facebook, LinkedIn, Twitter, Wechat, and Whatsapp). This enables a particular OVA to gain massive number of viewers and at the same time the reach could be expanded to global viewers and audiences. The key question for marketers would be “what can develop viewers’ attitude to share OVA through their social network sites?” This paper will measure the psychological elements, such as, reputation, enjoyment of sharing information, pleasure (PL) and social influence (SI), in affecting one’s attitude towards sharing OVA.

2. LITERATURE REVIEW

2.1. Extrinsic motivation (EM)

EM is defined as “a construct that pertains whenever an activity is done in order to attain some separable outcome” (Ryan and Deci, 2000). The outcome or reward for certain action performed is not only limited to financial compensations, but also includes the perceptual enhancement to a person’s status or reputation (Amabile et al., 1994; Ko et al., 2005). Rewards that involve enhancements are intangible or invisible but will provide valuable network related benefits regarded as “social capital” (Portes, 2000). Such reward is especially useful and valuable in the case of competition when one is seeking for support and approval as well as recognition to outperform others (Lazega and Pattison, 2001). According to the theory of self-determination, there are three types of EM. The first one is the engagement in the activity or action to avoid feeling of guilty for not performing such actions. Secondly, boost self-esteem and pride, and thirdly to help others in reaching their objectives and goals (Ryan and Deci, 2000). However, only one of the three motivations suggested will be tested in this study. A person is expected to perform the sharing if the person perceives such sharing activity will help to boost self-esteem and self-pride.

In the context of social network system, a person is able to manage his or her reputation and self-presentation in the virtual world by presenting the idealized self through different ways (Ellison et al., 2006; Schlenker and Pontari, 2000). Online reputation is often guided and developed as it can be displayed explicitly and used for comparison with others (Lin, et al. 2006). Therefore, when a person is to cultivate and build his or her reputation, he or she is motivated to seek ways to improve on his or her reputation by using different ways and one of the ways is through sharing information with others providing value to the community. Similarly, it is expected that by sharing OVA whether or not they are meaningful, educational, informational or entertaining will improve on one’s self-reputation and self-pride. As such we proposed the following hypothesis:

H1: EM is positively related to sharing intention of OVAs.

2.2. Information Sharing (IS)

OVAs often provide educational information regarding certain products and services to help consumers in understanding the

features, purposes, and values of the products and services. Altruism which concerns the performing of certain behaviors that are intended to benefit others without expecting returns in any form (Lin, 2007; Podsakoff et al., 2000; Raban and Rafaeli, 2007). Helping behavior is also defined as “a voluntary action that are intended to benefit another individual of group of individuals” (Eisenberg and Mussen, 1989, p.3). Sharing useful information to the community is one of the motivational forces that is derived from ones belief structures and institutional structures, such as the values of the community. Some people feel obligated to share certain information or knowledge to contribute to the community advancement as a fulfillment of their own altruistic or pro-social motives (Yu et al., 2010). Such beliefs will motivate a person to share the knowledge to others using the information acquired from varies sources.

IS behavior is also motivated by a person’s individual motivation. One might have the tendency to think engaging in intellectual pursuits and solving problem is challenging and fun, thus helping others to solve their problem by using IS is a kind of PL and enjoyment (Wasko and Faraj, 2005). Such helping behavior is likely to contribute to the IS intention to community as they perceive helping others to solve problem by sharing useful and relevant information is interesting and pleasurable deriving the feeling of intrinsic enjoyment (Davenport and Prusak, 1998; Kankanhalli et al., 2005; Wasko and Faraj, 2005). According to Wasko and Faraj (2005), structural capital plays a role influencing the IS intention. For a person who is highly embedded in collectivism culture could have developed the habit of cooperation to achieve collective purposes. Therefore, practicing such habits will likely influence one’s willingness to share the acquired information to other members in virtual communities due to the social ties within the network, thus encouraging sharing intentions. Based on the literature, we proposed the following hypothesis:

H2: IS is positively related to sharing intention of OVAs.

2.3. Pleasure

Words such as enjoyment, appeal, liking, joy and PL are all used to infer the same phenomenon, therefore, instead of simply focusing on the term “PL” and its effects, this research also reviews on related articles mentioning the term or word that brings similar meaning (Tamborini et al., 2010).

Enjoyment is defined as the degree to which performing an activity is perceived to provide PL and joy in its own aside from the performance consequences (Kee and Goh, 2013; Venkatesh, 2000). However, there are many studies that have different view in defining enjoyment. Raney (2003) defined enjoyment as the sense of PL derived from the consuming media products while Nabi and Kremer (2004) defined enjoyment derived from entertainment experience and complete with affective, behavioral and cognitive dimensions. Vorderer et al., (2004) described enjoyment as “pleasant experiential state that includes psychological, cognitive and affective elements” while Bosshart (1998) suggested that enjoyment refers to a pleasurable reception phenomena that consists of the physical system, personality, emotions and cognition, and the social system. Tamborini et al.

(2010) have highlighted all of the past studies suggested and agreed that enjoyment is a pleasurable response to media use (Nabi and Kremer, 2004; Vorderer et al., 2004). Therefore, supported by the past studies, PL is highly associated with enjoyment.

PL arises from many sources and one of them is the PL derived from psychological factor as suggested (Le Bel and Dubé, 1998). Psychological PLs could be derived from both emotional and cognitive dimensions. Le Bel and Dubé (1998) further explained that psychological PLs arise from the positive emotional responses, which involves diffusion of feelings such as a person feeling happy after a nice movie that leads to a pleasant experience. On the other hand, intellectual stimulation and effort with matching consequences could also create cognitive PL. However, this research will test on the emotional PLs derived from the feeling of people who intend to share OVAs.

Studies by Kim et al., (2007) have investigated the relationship of feelings such as PL and its influences on the information system continuance intention. As a result, the study found that PL has significant impact on behavioral intentions. Beaudry and Pinsonneault (2010) have also carried out a study on the relationship between emotions (i.e., excitement, happiness, anger and anxiety) and the implementation of information technology (IT) application and use. They have identified that happiness has a high positive influence on information system use while excitement was positively related to the IT use, while both intentions were affected by pleasant emotions. Both studies have highlighted that happiness and PL strongly and positively affects behavioral intentions. Furthermore, while interest and enjoyment (PL) motivates one to behave or act, it will likely cause the repetitions of such behavior in future (Deci et al., 1999; Deci and Ryan, 1985). Therefore, the third hypothesis is generated based on the idea of positive relationship between PL and the sharing intention of OVAs.

H3: PL is positively related to sharing intention of OVAs.

2.4. Social Influence

SI could be defined by Cialdini et al., (1990) as something or some actions that are performed by everyone within the social network, which will likely be perceived as sensible action that motivates a person to perform the same action or behavior. As suggested by Berkowitz (1997); Perkins (2003); Perkins and Berkowitz (1986), there are two types of norms. Descriptive norm refers to the popularity of certain actions and injunctive norms, which refer to the social approval of the actions in both personal and societal level (Cialdini et al., 1990). Personal level perceives descriptive norms as referring to one's beliefs of the popularity behaviors accepted or valued by those who are important to them. Personal level of injunctive norms is the belief of one regarding the approval from others in performing certain behaviors. Under the influence of social pressure, actions performed are not either ethically or morally considered (Park and Smith, 2007).

According to Ryan and Bonfield (1980), they have discovered that family and friends will influence a person's purchase decisions. Another study by Bock et al., (2005) demonstrated that a person

is likely to have a favorable or positive feeling towards sharing intention when a person is pressured by SI. Studies done by Marett and Joshi (2009) suggested sharing information and rumors in online communities are seen as being prototypical and desired behavior if sharing brings perceived benefits or strongly identify and conform with the community and its goals (Lapinski and Rimal, 2005). Marett and Joshi (2009) further maintained that generalization of perceiving certain behaviors is encouraged or influenced by certain SI or norms, however, if a person perceives sharing information as an admirable behavior, community members will likely to further solidifying their status and standing within the community by performing same behavior repeatedly. As such we argued that social pressures from family and friends are expected to have influence on the sharing intention of OVA. The forth hypothesis is posited below.

H4: SI is positively related to sharing intention of OVAs.

3. METHODS

An online survey was conducted to obtain information from respondents. A total 168 students participated from four major private universities in Klang Valley. The participants are between age of 18 and 28 years old. There is a good distribution between male (50%) and female (50%). Around 95% of the respondents are in the undergraduate studies. Most respondents are heavy user of social media with approximately 25-30 h usage per week (87.5%).

3.1. Measurement

The items for the constructs were adapted from past studies and measured on a 5-point Likert scale; ranging from 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, and 5 = strongly agree. Table 1 list all the constructs, sources and number of items used.

3.2. Content Validity and Reliability

A Cronbach coefficient alpha test was conducted on all four factors to test the reliability of all of the item variables. This was to determine the internal consistency of the scale used. The values of Cronbach alpha coefficient are depicted in Table 2. All of the factors were found to have alpha coefficient values of >0.7 , which is an acceptable level of reliability (Hair et al., 2006).

We conducted the Kaiser-Mayer Olkin's (KMO) measure of sampling adequacy test and Bartlett's test of sphericity to assess the suitability of the survey data for factor analysis (Hair et al., 2006). Factor analysis was also useful to determine construct validity: Convergent and discriminant validity. The results of

Table 1: Items and sources

Variable	Total items	Source
EM	3	Marett and Joshi (2009)
IS	4	Lee and Lee (2011)
PL	4	Lee, Ham, and Kim. (2013)
SI	6	
ITS OVA	5	
Total	21	

ITS: Intention to share, EM: Extrinsic motivation, IS: Information sharing, PL: Pleasure, SI: Social influence, OVA: Online video advertisement

Table 2: Reliability

Construct	Cronbach's alpha
EM	0.909
IS	0.812
PL	0.953
SI	0.851
ITS OVA	0.902

ITS: Intention to share, EM: Extrinsic motivation, IS: Information sharing, PL: Pleasure, SI: Social influence, OVA: Online video advertisement

Table 3: Factor analysis

Items	Component				
	F1	F2	F3	F4	F5
PL3	0.876				
PL5	0.848				
PL8	0.833				
PL4	0.830				
PL7	0.812				
PL6	0.806				
PL2	0.781				
PL1	0.773				
SI3		0.851			
SI4		0.795			
SI2		0.778			
SI1		0.678			
EM2			0.848		
EM3			0.845		
EM1			0.813		
ITS2				0.862	
ITS1				0.847	
ITS3				0.815	
IS2					0.844
IS1					0.838
IS3					0.761

ITS: Intention to share, EM: Extrinsic motivation, IS: Information sharing, PL: Pleasure, SI: Social influence

the KMO measure of sampling adequacy and Bartlett's test show that the data meet the fundamental requirements for factor analysis. The KMO measure of sampling adequacy is 0.865 and the Bartlett test is significant. Factor analysis with principal component analysis and Direct-Oblimin rotation was then used to group all of the variables into several common factors. The results are reported in Table 3. To control the number of factors extracted, a minimum eigenvalue of one was used in the factor analysis. Factors with eigenvalues <1 were considered insignificant and were excluded. The factor analysis generated a four-factor solution with a total cumulative percentage of variance of 77.77%. They were found to have meaningful relationships and were therefore, retained. The factors that retained are interpreted as follows:

- F1: PL (PL);
- F2: SI (SI);
- F3: EM;
- F4: ITS;
- F5: IS.

3.3. Correlation

Table 4 illustrates the correlations for all five variables. Results indicate that all four variables are positively associated with ITS OVA. SI has the strongest relationship ($r = 0.472$, $P < 0.01$) and it is followed by PL ($r = 0.437$, $P < 0.01$). Meanwhile EM

Table 4: Correlation

Variables	EM	IS	PL	SI	ITS
EM	1				
IS	0.272**	1			
PL	0.550**	0.321**	1		
SI	0.382**	0.313**	0.438**	1	
ITS	0.418**	0.355**	0.437**	0.472**	1

** $P < 0.05$, ITS: Intention to share, EM: Extrinsic motivation, IS: Information sharing, PL: Pleasure, SI: Social influence

Table 5: Regression analysis

Independent variables	Dependent variable - ITS				
	Beta coefficient	t-stat	Standardized coefficients	VIF	
Constant	0.415	1.226			F=20.719**
EM	0.153*	2.229	0.174	1.498	R ² =0.581
IS	0.202*	2.420	0.167	1.171	Adj R ² =0.321
PL	0.161*	2.034	0.165	1.609	
SI	0.294**	3.836	0.282	1.328	

** $P < 0.01$, * $P < 0.05$ (n=168), ITS: Intention to share OVA, OVA: Online video advertisement, EM: Extrinsic motivation, IS: Information sharing, PL: Pleasure, SI: Social influence, VIF: Variance inflation factor

is ranked third ($r = 0.418$, $P < 0.01$) and lastly information ($r = 0.355$, $P < 0.01$). All variables recorded a moderate strength over ITS OVA.

3.4. Regression Analysis

In order to test the hypotheses, regression analysis was adopted. The result of the regression analysis is shown in Table 5. To test for multicollinearity, variance inflation factor values were examined and all were found to be below 2.5, which means there is low multicollinearity among the independent variables and the stability of the regression was not affected (Hair et al., 2006). All four independent variables had significant positive influence on ITS. As such all hypotheses were supported. The Adjusted R² is 0.321 showed that 32% of the variation in ITS is explained by EM, IN, PL and SI. A close examination of the regression results reveals that SI had the highest impact on ITS (Beta = 0.294, $P < 0.01$) followed by IS (Beta = 0.202, $P < 0.05$).

4. DISCUSSION AND CONCLUSION

The main aim of this study was to examine the factors that affect ITS OVA. Four factors were identified to be crucial in encouraging sharing of OVA and these factors are, EM, IS, PL and SI. The overall proposed model showed good fit to the data and all hypotheses were supported. As hypothesized, extrinsic reward is found to have a significant positive relationship with ITS OVA. This is in line with past research (Lee et al., 2013). In other words, people will feel that sharing of OVA will help to gain recognition, status and reputation among their peers. Next, IS is the second factor that has a significant influence on ITS OVA. The result is consistent with the findings in the study done by Lee and Lee (2011). Lee and Lee (2011) suggested that the positive belief on informativeness of the OVA would likely cause them to watch the OVAs and subsequently share the OVAs. Furthermore, Wasko and Faraj (2005) suggested that collectivism does have an effect on the habit of cooperation that leads to sharing intention.

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Justification by Wasko and Faraj (2005) is supported by the fact that Malaysia is a collectivist country whereby the habit of cooperation will enhance their sharing intention of OVA that seems to be useful for others.

Thirdly, those who perceived that sharing OVA would obtain some level of PL will have higher ITS the OVA. The findings are similar with past research that argues positive feelings, such as fun and entertainment will increase positive evaluation towards the OVA and subsequently will share the OVA (Beaudry and Pinsonneault, 2010; Kee and Goh, 2013; Kim et al., 2007). Lastly, social pressure arises from family, friends and associates that influence a person's behavior. Bock et al. (2005) argued that a person is likely to share if the person is pressured socially. In addition, the findings also backed Marett and Joshi (2009); Lapinski and Rimal (2005) claim that sharing intention will be enhanced if sharing is a desired behavior in the community that will help a person to define them or further solidifying their standing by performing the behavior repeatedly. The explanation is that if a person perceives sharing OVA is a common practice by people around, it will likely enhance the sharing intention of the person to conform to the norms (Ryan and Bonfield, 1980).

The current study has several practical implications. First, this study helps in exploring the factors that influence Gen Y's sharing intention of OVA via SNS by establishing a better understanding and comprehensive theoretical framework for marketers. Better understanding on the factors that cause high sharing intention of OVAs enables marketers to have higher chance to create buzz and viral marketing. Viral marketing through E-Word of Mouth via Internet enables marketers to reach wider range of customers in a comparatively low cost (Cruz and Fill, 2008; Datta et al., 2005; Hennig-Thurau et al., 2004). Video ads shared by users are favored more as people tend to be skeptical about videos shared by the organization, thus allowing the outcomes of PL towards sharing behavior. Consequently, it will likely encourage the sharing intention of OVA.

Second, upon the realization on the influence of SI in sharing intention, marketers can apply this knowledge obtained from this study to take advantage on the source of influence within a social group. Marketers can identify and approach the person with the highest influence or invite them to be the agent for their viral marketing strategy. Lastly, understanding on the expected or perceived outcomes of sharing OVA will help marketers to design their online video ads better and more effectively to satisfy the audience's expectations thus enhancing their sharing intention.

The major limitation of this study is the focus on young consumers. Therefore, the findings of this research must be interpreted with distinct parameters and considerations as the respondents were from the age group of 18-28. In order to increase the generalizability of the findings, future research could involve more respondents from other age groups. Future studies should also examine whether personal and demographic factors such as age, gender, ethnicity, income level and social network sites usage will moderate the effects of these factors on consumer ITS OVA.

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