

Millennials on Sharing Online Video Ads: What Do We Know, and What can We Do About it?

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Abstract

Online video advertising (OVAs) has emerged as a strong medium for advertisers to market and share information about their products and services. Despite its significance, few studies had delved into the mechanisms that propel consumers to partake in the viral video phenomena. Therefore, the current study explore factors that drive OVAs sharing behaviours among the group that do it the most; the Millennial Generation. This exploratory study utilized a series of focus groups to provide empirical evidence that can explain both internal and external influences for this phenomenon. Key findings indicate that key elements of OVAs sharing behaviour are; (1) internal factors that include specific antecedents towards the Theory of Planned Behaviour; (2) external factors concerning the organization; and (3) the effects of intrusion perception during the consumption process. The study then proposes a comprehensive model that may help marketers to strategize their OVA efforts.

Keywords: *Online Video Advertising; Qualitative; Millennials; Theory of Planned Behaviour; Sharing Behaviour; Ad Appeals*

Introduction

The huge growth of multimedia content has changed the way people watch and share videos online. Internet users can now watch videos from numerous platforms; streaming videos on TVs and gaming consoles from different content providers, and even downloading video content to their computers to smartphone devices. According to McCue (2020), these videos will exceed 82% of all internet traffic by year 2022. Moreover, as stated by McCue (2020), around 49% of people watch at least 5 videos, if not more per day. Indeed, official figures indicate that there are over 2 billion users that visit YouTube (an online video sharing platform) daily, and spent billions of hours watching videos (YouTube Press, 2021).

Online video advertising (OVAs) can be defined as videos with additional advertising content that can be streamed or downloaded from the internet (Interactive Advertising Bureau, 2013). Wang et al., (2018) indicated that the purpose of OVAs is to attract potential customers to make a purchase after viewing advertising content through this attractive medium. There are many types of OVAs which includes: e-mail video ads (where marketers email the video advertisement to their target consumers), in-game video ads (video advertisement is delivered when the game is being loaded), social media ads (ads within a social media platform) and on

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search engines (ads that appear on Google for example based on typed-in keywords) to name a few.

Compared to other forms of advertising, OVAs has become the main medium for online marketers to capture the attention of their consumers. Jain, Rakesh and Chaturvedi (2018) found that OVAs has the advantages of low setup cost, easy development, time flexibility and high interactivity. OVAs also acts as a strategic marketing tool for organizations. As such, OVAs can not only be used to promote products and services, but also to directly engage, educate and entertain very specific target markets (de le Salle, 2007).

More importantly, OVAs also provide the ability for viewers to share or pass-along ads, which is a valuable form of electronic word-of-mouth. All viewers have to do to share an ad is to click the “share” button placed along the ad, and it will be passed along through its respective medium. A report by Madden (2007) indicated that 57% of online video viewers share videos regularly to their peers. Another by Collins and Conley (2017) found that 54% of consumers prefer to view videos from a brand or a business, compared to any other type of content. The same report also indicated that OVAs were able to increase purchase conversion rates by up to 80%.

Despite its importance, past research on online ads mostly focused on the effectiveness of advertisement related content (Wang et al., 2018; Shareef et al., 2017) and online purchase intention (Jain, Rakesh and Chaturvedi, 2018). There is very little on current recorded literature on the factors that drive consumers sharing behaviour of OVAs. This oversight is an area for concern, as OVAs (which require organization’s resources to produce) that are not adequately consumed and disseminated will render it inefficient. According to Gesenhues (2014), around 56% of viewers around the world choose to skip or ignore OVAs that appears to them, and thus negating the likelihood of OVA sharing. Therefore, the current study aims to explore the motivations behind the OVAs sharing behaviours of Millennials, and subsequently, propose an extended model to help marketers strategize their OVA undertakings.

Literature Review

Millennials and Advertising

Millennials are people born between the year 1980 and year 2000 (Frye et al., 2020), and are familiar with the practice of technology usage in diverse methods (Lissitsa and Laor, 2021). Millennials have grown up in a background where technology, particularly the Internet, is used predominantly for information consumption (Gures, Inan and Arslan, 2018). As the first generation to grow up in the digital environment, Millennials prefer to use internet technology as a medium for information exchange such as email, social media (Gures, Inan and Arslan, 2018), and are more likely to conduct information search via the Internet rather than books. They are also likely to actively contributes likes, shares, and searches on various online mediums such as YouTube, Instagram, Twitter and the like. Hence, it is this generation that have become the first viewers of OVAs. Labeled as incredibly sophisticated, technologically savvy, and immune to most of the traditional marketing (Schroer, 2008), Millennials are the main segment that marketers should focus on with regards to their OVAs behaviours.



OVA Sharing Behaviour and Viral Marketing

According to MindComet (2006), consumers are exposed to millions of brand-named messages daily through television and print media, outdoor promotions, and online advertising. With the increasing cost of media advertising and users' complex avoidance of advertisements, businesses continue to seek new methods to attract target viewers. An attractive feature of OVAs, is that viewers can easily share them with others (Lee, Ham and Kim, 2013). Video advertising sharing not only prolongs the viewership of OVAs, but also assists marketers in reducing their advertising budget by leveraging free online experiences. A recent report by MCMC (2018) indicated that the number of shares of online brand videos has intensified in recent years. In 2017, OVAs attracted over 113 million shares, which further indicates the effectiveness and high engagement level of this medium.

Also, one may argue that a distinctive characteristic of OVAs that may greatly benefit marketers, is its ability to go viral. Viral marketing is an advertising approach that leverages the 'word-of-mouth' effect among individuals or groups to promote products or services (Long and Wong, 2014). Nguyen and Nguyen (2020) stated that viral marketing can not only reach a huge number of consumers directly, but can also employ targeted initial users' relationships (e.g. families, friends, & co-workers) to spread public awareness of products or services. The individual that directly receives information about products or services through viral marketing is influential in spreading the information, which is then reflected in the total number of all influenced individuals (Long & Wong, 2014). People tend to believe information received from people they know such as their relatives, families, and friends rather than from the general advertising media such as television (Ordun, 2015). Thus, viral marketing is one of the most effective advertising approaches Tang (2018). According to Bonchi et al. (2011), viral marketing is an effective promotion technique in social networks. When compared with traditional targeted advertising, viral marketing minimizes the expenditure of contacting all the members of a target group. Hence, consumers' refusal to watch or share OVAs is disadvantageous to marketers and thus will be the focal point of this research.

Theories used in Advertising Research

Theory of Reasoned Action (TRA)

Theory of Reasoned Action (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) stated that behavioural intention can predict behaviour. In TRA, the behaviour intention of carrying out certain behaviour is influential by a personal factor (attitude) and a social factor (subjective norms) (Fishbein and Ajzen, 1975). TRA has been used in a variety advertising research, such as personalized advertising (Zafar et al., 2021), mobile advertising (Wong, 2011), video advertising (Lee, Ham and Kim, 2013), and social media advertising (Lee and Hong, 2016). For example, Lee and Hong (2016) applied TRA in forecasting consumer reactions to social media advertising and found that attitudes, subjective norms, and prior frequency of viewing OVAs positively influence its viewing. Later on, Ajzen (1985) extended TRA by adding the PBC construct, which is later known as Theory of Planned Behaviour (TPB).

Theory of Planned Behaviour (TPB)

According to Ajzen (1991), TPB contains three theoretically independent elements of behavioral intention. The first predictor is called attitude, which is individual's level of

appraisal (whether favorable or unfavourable) of the behaviour in question. The second is coined as subjective norm, which reflects individual's perceived social pressure on whether or not to perform a behaviour. Lastly, the third predictor reflects the level of perceived ease or perceived unease in performing a certain behaviour, coined as perceived behavioral control (PBC). PBC is expected to replicate experience as well as predicted impairments and problems. Generally, the likelihood of an individual's intention to perform a given behavior increases with a more favorable attitude and subjective norm and higher levels of PBC (Ajzen, 1991). A study by Fu, Ju and Hsu, (2015) measured the electronic word of mouth (eWOM) effects on communication using TPB. Furthermore, a research from Cheung and To (2017) studied a theoretical model that extends TPB which includes the trust variable in the attitude of mobile phone users towards in-app advertisements. To the authors knowledge, TPB has not yet been measured in the context of sharing video advertisements. Hence, TPB is used as the main theory of this study as TRA does not consider perceived behavioural control (PBC) in its construct. The outcomes of the study on consumers' buying intention (Hansen, Jensen and Solgaard, 2004) confirmed the capability of TPB in predicting intention which suggests TPB provides the best fit as a guide to explore Millennials' OVA sharing behaviour, and was subsequently used in developing the interview guide.

Methodology

Participants

Purposive sampling method, which relies on the judgment of the researcher (Baker, 1999) to select respondents was used to recruit the study's participants. This sampling technique focuses on particular characteristics of a population, who possesses rich information to answer the study's research questions (Baker, 1999). The current study used a homogeneous sampling method which are Internet users in Malaysia aged between 19 to 34 years (Millennials) with social media accounts (such as Facebook, Instagram etc.), who has shared at least one online video over the past six months. Malaysia was selected as it has one of the highest percentage of internet users in Asia, including Taiwan, Hong Kong, Singapore and Brunei (Department of Statistics Malaysia, 2019), have one of the highest budgets for digital advertising expenditure (Statista Portal, 2018), and have users who are highly engaged in sharing OVAs (MCMC, 2021).

Procedure

In this study, focus group discussion is used for the procedure method. According to Hesser-Biber and Leavy (2006), focus group discussions are effective to gain exploratory information that can help discover important issues, and new perceptions from various respondents at the same time. According to Fern (1982), focus group size has the ability to influence discussion, and the ideal size of each session should be between four to eight participants for maximum effectiveness (Kitzinger, 1996). Data saturation, whereby adequate information was gathered and no additional new information can be identified (Guest, Bunce and Johnson, 2006), was reached after five focus group sessions containing 6 to 8 people per session was conducted.

At the beginning of every focus group session, the objective of the focus group is explained to the participants. This was followed by clarifying the definition of OVAs to ensure that the participants were on the same page as the researcher. An LCD monitor was used to show the participants examples of OVAs. A semi-structured interview guide designed revolving a few



themes uncovered by literature and respective possible prompts was used. Each focus group session lasted approximately ninety minutes on average. All sessions were audio recorded to ensure all data had been gathered thoroughly. All participants were encouraged to give their unfiltered opinions about the topic of interest.

Data Analysis Procedure

The interview transcripts were imported into Atlas.ti, a qualitative software program that assists in coding and categorizing data to aid in thematic findings. The transcribed focus group data were coded and content analysis was conducted on the data. According to Stemler (2001), content analysis is useful in handling the large amount of the data and can compress large bodies of text into smaller number of content group based on codes. According to Mayring (2004), this method also can overcome the shortcomings of qualitative research method by develop a structured grouping procedure, and thus, enhancing the reliability of the analysis.

This qualitative study used emergent coding, where the researcher reviewed the data to develop a set of categories. For example, the statement, “I will share certain OVAs as it is able to give information and entertain me” was coded under the categories of ‘Informative’ and ‘Entertainment’. Another example, the statement “I watch and share OVAs to others because of the advertisement’s brand and I know of the company’s reputation” was coded under the categories of ‘Brand Name’ and ‘Company Reputation’. The researcher also tested the reliability of the coding to ensure quality control (Haney et al., 1998; Stemler, 2001).

After all interview transcription been coded, it was then analyzed into thematic findings through a deductive approach (Potter and Levine-Donnerstein, 1999) that offers the predictions about relationship between the variables (Hsieh and Shannon, 2005). For example, codes (i.e. Entertainment, Informative and Credibility) similar to what drives favourable perceptions towards OVA’s were classified under the theme “Attitude towards OVAs. Or, codes which indicate the different types of OVAs that participants often shared (Emotional, Funny and Fear) were themed as “Sharing Behaviour of OVAs”. Triangulation by multiple researchers was incorporated into the coding and thematic analysis of the research process (Hill and Stamey, 1990).

Results

Demographic Profile of Participants

According to Table 1, the participants of this study came from various demographic backgrounds (gender, age, working experience, used of the internet, purpose of using internet and website that most recently visit). According to Table 1, there are a total of 32 participants divided into five session focus group sessions. Majority of the participants are aged between 19 to 25 years old (18 participants), followed by aged 26 to 30 years old (10 participants) and aged 35 and above (2 participants). Most of the participants have working experience which represents 19 participants from 32 participants. For the usage of internet, all participants responded that they use the internet every day for the purpose of information search, online shopping and to communicate with others. Lastly, online platforms that are most often visited by the participants recently were Facebook, YouTube and Instagram.

Table 1. Demographic Profile Respondents

	FGD 1	FGD 2	FGD 3	FGD 4	FGD 5
Gender	Male: 2 Female: 6	Male: 4 Female: 3	Male: 2 Female: 4	Male: 2 Female: 3	Male: 3 Female: 3
Age	26 – 30 : 5 31 – 34 : 2 35 & above : 1	19 – 25 : 5 26 – 30 : 2	19 – 25: 6	19 – 25: 5	19 – 25 : 2 26 – 30 : 3 35 & above: 1
Working Experience	Yes: 6 No: 2	Yes: 4 No: 3	Yes: 2 No: 4	Yes: 3 No: 2	Yes: 4 No: 2
Usage of Internet	Every day : 8	Every day: 7	Every day: 6	Every day: 5	Every day: 6
Purpose use internet	Seek info: 6 Shopping: 5 Communicate with others: 7 Others: 3	Seek info: 7 Shopping: 2 Communicate with others: 4 Others: 0	Seek info: 6 Shopping: 3 Communicate with others: 6 Others: 1	Seek info: 4 Shopping: 3 Communicate with others: 5 Others: 0	Seek info: 6 Shopping: 2 Communicate with others: 4 Others: 1
Website that most recently visit.	1. Google 2. YouTube 3. Facebook 4. Instagram 5. News	1. Facebook 2. Instagram 3. YouTube 4. Google 5. News	1. WhatsApp 2. Instagram 3. Twitter 4. YouTube 5. Facebook	1. YouTube 2. Facebook 3. Instagram 4. Movies websites 5. Blog	1. Facebook 2. YouTube 3. Instagram 4. Movies websites 5. News

Findings

Internal Factors that Influence the Sharing of Behaviours of OVAs

Antecedents to Attitudes toward OVAs

According to Ajzen and Fishbein (1980), attitude is the degree to which consumers are favorable or unfavorable toward a specific behaviour, and if consumers have a favorable attitude toward OVAs, they should be predisposed to watch and subsequently share certain OVAs to others. The focus group findings revealed multiple factors that may influence attitude towards OVAs as can be seen in the Table 2. Out of those, the study indicates three most prevalent antecedents to create positive attitudes towards OVAs, which are the informative, entertainment, and credibility of a particular video advertisement of interest.

“If the video advertisements can give valuable information to me, I will watch and share them to others.” Female, Age 26 – 30 years’ old. **(Informative)**

“Sometimes I watch and share certain video advertisements because they are funny. We can entertain ourselves and others when we share it” Female, Age 26 – 30 years’ old. **(Entertainment)**

“When we share funny video advertisements, we hope that others who watch it will be entertained as well.” Male, Age 31 – 34 years’ old. **(Entertainment)**

“For me, as a consumer that uses skin care products, when I watch certain video advertisements, I can identify how credible the video is and whether or not it can be trusted. For example, when I watch ads on skin care from Korea, I believe the products can give good effects to my skin” Female, Age 19 – 25 years’ old. **(Credibility)**



Table 2. Antecedents to Attitude toward OVAs

Construct	Description	Percentage
Entertainment	Individual's feeling of enjoyment related to advertisements, which can influence attitude.	63%
Attractive	Ads which are pleasing or appealing to the senses.	16%
Informative	Capability of advertisements to inform consumers about a product to engender greater satisfaction when consumers purchase the product	59%
Helpful	Ads which are useful or have the ability to assist.	19%
Credibility	Customers' perception of truthfulness and authenticity.	50%

Social Influence to Subjective Norms towards the Sharing of OVAs

According to Lee et al., (2017), subjective norms with regards to watching ads on social media are individuals' perception of people important to them that think whether they should or shouldn't perform a particular behaviour, and that it acts as a personal-level normative determinant of an individual's behaviour (Song and Kim 2006; White et al., 2009). Focus group findings indicated that subjective norms influenced the intention of viewers to share OVAs, as can be seen in Table 3. More interestingly, the findings also suggested that social influence, an action made by everyone in a social network which can motivate people to act the same, may influence subjective norms. In the current research context, social influence may include ratings and number of views, likes, shares, and comments, on individual behavioral decisions (de Vries, Gensler, and Leeftang, 2012; Lee, Ham and Kim, 2013; Lee et al., 2017). In this study, most of the participants agree that their social influence would influence them to watch and share certain video advertisements.

"I will be influenced by my family and friends to share videos. I will take a look what they have shared, because online word of mouth is quite effective. Good or bad news can spread very fast" Male, Age 19 – 25 years' old.

"For me, it depends on who is the person sharing the video. If the person is someone I admire, or if my idol share certain OVAs, I also will watch and share it to others. This is because, when the person we admire post something, we believe that the video will give something to others" Female, Age 30 – 34 years' old.

"I think the number of views, and the likes on the video ads has influenced me to watch, and share with others" Male, age 19-25 years.

Individual's Perceived Behavioral Control toward OVAs

Perceived behavioural control (PBC) is defined as a person's perception of their ability to perform in a given behaviour (Ajzen, 1991). It can also be described as a person's perception on the availability of resources, opportunities and skills that may facilitate the behaviour (Barnett et al., 2002). Perceived behavioural control is connected to behaviour in a person who will take part in a given behaviour when they recognize that they have control over said behaviour, however will shy away from performing it if they have no control. Thus, a high level of PBC should strengthen an individual's intention to perform the behaviour, and a low level PBC should be less inspired to perform the behaviour. Findings from the focus group indicates that perceived behavioural control is also an important factor for them to watch and share certain OVAs.

“Basically, we can control the OVAs that appear on our screen. We can close the OVAs, we can click the “Report” button and the OVAs will not appear anymore on my screen. This is important when I am trying to find information for my studies” Male, Malay, Age 35 and above.

“I can just mute the OVAs, so that I have full control over video advertisements that appears to me.” Female, Age 19 – 25 years’ old.

External Factors that Influence OVAs Sharing Behaviour

External factors refer to the factors outside of the individual that is organization’s control that may influence OVA sharing behaviour. As can be seen in the Table 3, several were found as drivers for participants to share OVAs, such as reputation of the organization from where the video originates from, the degree of viralness, trending videos, availability of rewards, brand awareness, collaborations with famous people and celebrity endorsers. However, three were found to be most prevalent (company reputation, brand awareness and celebrity endorsement), and are discussed in detail below.

Company Reputation

Researchers identify company reputation as the social identity, and one of the most important resources for organization performance (Rao, 1994; Fombrun and Shanley, 1990). From a marketing perspective (Herbig and Milewicz, 1993), reputation refers to the heading of brand equity and is related to the credibility of the organization. Company reputation is the first impression from the consumers towards the organization; if the reputation is good then the perception towards the firm’s products will also be good. Hong and Yang (2009), states that the positive reputation of a company will promote positive behaviour intention. Indeed, such was the case with regards to the study’s participants.

“Company reputation plays an important role when I want to watch and share certain OVAs. For example, when a company has a good name in our minds, we will automatically have a positive attitude towards the OVAs. Look at the PETRONAS ads during Hari Raya for example”.

Female, Age 26 – 30 years’ old.

Brand Awareness

Brand awareness can be defined as the ability to identify the brand under different conditions (Rossiter and Percy, 1987). Meanwhile, according to Aaker (1991), and Keller, Heckler and Houston (1998), brand awareness is the basis for brand recognition and brand recall. Dabbous and Barakat (2020) indicated that brand awareness is important factor can that influence customer purchase intention. The findings indicated that participants were more willing to share OVAs of brands that were familiar to them, as opposed to an unknown brand.

“For me, it is all about the brand name. If the brand name is strong, whatever the brand does will create a phenomenon. An OVA from a strong brand name will surely go trending on the internet”.

Male, Age 19 – 25 years’ old.

Celebrity Endorsement

According to McCracken (1989), a celebrity endorser is an individual who enjoys public acknowledgment, and acts on behalf of a product or service by displaying it in an advertisement. According to Pringle (2004), celebrity endorsement involves product placement, testimonials, branding and sponsorship. From a marketing perspective, it is



important that companies generate competitive advantage through celebrity endorsement initiatives (Erdogan, 1999). Indeed, if implemented strategically, celebrities can increase ad recall by customers, and influence the purchase intention (Hani, Marwan and Andre, 2018). In the context of sharing OVAs, three dimensions of celebrity endorsement became apparent from the findings.

“I would most likely watch video advertising based on the celebrity that endorsed the advertisement. For example, if a well-known actress such as Amyra Rosli endorsed the AuraWhite Gold Skincare advertisement, I am sure that many of her supporters will share the video” Female, Age 19 – 25 years old.

Table 3. Findings of External Factors that influence OVAs Sharing Behaviour

Construct	Description	Percentage
Company Reputation	Firm’s social identity, which is one of the most important resources for organisational performance.	66%
Viral Video	Videos that becomes popular through a viral process of Internet sharing	48%
Trending	Currently popular or widely discussed online	48%
Reward	Benefit given given in recognition of service, effort, or achievement.	47%
Brand Awareness	Prospective buyers’ ability to identify and recall that a brand belongs to a certain product category	55%
Brand Collaborations	Strategic partnership between a brand and another party.	34%
Celebrity Endorsement	Product placement, testimonials, branding, and sponsorship through a publicly popular person.	63%

Theme 3- Prevention of the Viewing and Sharing of OVAs

As can be seen in the Table 4, there are various reasons why viewers may actively choose to avoid OVAs. These can range from feelings of annoyance and disturbance at ad exposure, too many repeated ads, ads which are too long, irrelevant ads, ads that are based on sensitive issues and such. According to Edwards, Li and Lee (2002) perceived intrusiveness is the irritation and annoyance that give a negative effect to the way that consumers watch the advertisements. Information from the focus group sessions indicated several factors that may lead to consumers’ perceived intrusiveness, such as annoyance and disturbance, overly-repetitive ads, and ads that are too long in length.

“Most advertisements that come up in the internet are disturbing and annoying to the viewers. Especially when it comes to video advertisements that cannot be skipped, and we are forced to watch it”. Male, Age 31 – 34 years’ old. **(Perceived Intrusiveness)**

“For me, repeated video ads is one of the factors that may prevent me from watching and sharing certain OVAs. When they keep repeating the same ads, it feels annoying” Female, Age 26 – 30 years’ old. **(Repeated video ads)**

“In my opinion, factors that may prevent me from watching and sharing certain OVAs is the duration of the video advertisements. For example, if an OVA were to pop-up to me, I would watch it, but if the duration is too long, I will just skip the ad” Female, Age 26 – 30 years’ old. **(Video ads too long)**

Table 4. Barriers to Viewing and Sharing of OVAs

Construct	Description	Percentage
Perceived Intrusiveness	Negative attitude towards an advertisement, which can affect brand attitudes and perceptions and cause customer try to avoid and reactance	88%
Repeating ads	Ads which are repeated on a frequent basis.	55%
Video too long	Ads duration length exceeds the acceptance levels of viewers.	61%
Not related video ads	Ads which promote products or services which are not relevant or needed by the viewer.	50%
Sensitive issues	Ads that involves issue needs to be dealt with carefully because it is likely to make people angry or upset.	51%
Improper video ads	Ads that contain inappropriate content.	50%

Effects of Ad Appeal on OVA Sharing Behaviour

Advertising appeals are the persuasive pressures that stimulate a person to buy a product or service by speaking to an individual's needs, interests, or wants. Many different ad appeals have used by different marketers, depending on their specific marketing goals. In terms of OVA sharing, three main appeals have been suggested (Table 5) to encourage this behaviour; i.e. emotional (designed to make an audience associate certain feelings such as love and happiness), humor (valuable for its attention grabbing and ability to make viewers laugh and remember), and discourage the sharing behaviour, i.e. fear appeals (persuasive element of security and threat reduction). During the focus group sessions, participants were required to indicate which OVAs that appeal to them the most. Majority of participants enjoyed and often are willing to share emotional and humorous OVAs, but balk at the idea of fear appeals.

"I like funny video advertising. Video ads must entertain the people first, so that people will like their video and share it to others." Female, Age 26 – 30 years' old.

"Emotional video ads appeals most to me because I like the message that the company wants to deliver to us. Funny video ads give us more to laugh about, but the information content in the video is limited. I do not understand fear video ads at all" Male, Age 19 – 25 years' old.

Table 5. Effects of Ad Appeal on OVA Sharing Behaviour

Type of video appeals	Description	Percentage
1. Emotional Video Ads	Associate certain feelings such as love and happiness	78%
2. Funny Video Ads	Valued for its attention grabbing and ability to make viewers laugh and remember.	70%
3. Fear Video Ads	Persuades people to feel that they are assuming a risk if they do or do not purchase a certain product.	34%

Discussion

Since the arrival of the online video sharing phenomena, the number of online video platforms has developed intensely (eMarketer, 2016). Social media and the internet has become new mediums for marketers to promote their wares. Hence, more and more marketers are focused in using OVAs for product promotion (Robertson, 2013). One of the attractive features of



OVA's, is the ability to share ads to others through the internet, hence creating a viral effect. Despite its relevance in the current business world, little is known about the main drivers towards consumers intention to share OVA's, hence the importance of the study's discovery; (1) internal factors that include specific antecedents towards the Theory of Planned Behaviour; (2) external factors concerning the organization; and (3) the effects of intrusion perception during the consumption process.

Individual Internal Factors and Sharing OVA's

The theory of planned behaviour (TPB) by Ajzen and Fishbein (1980), postulates three conceptually independent determinants to an individual's behavioral intention. The first determinant being attitude towards the behaviour, which in this study context refers to the degree to which an individual has a favourable or unfavourable evaluation of sharing OVA's; the second, being subjective norms, which is individual's perceived social pressure to share or not to share OVA's, and; the third, perceived behavioral control, which is the perceived ease or difficulty of an individual to share OVA's, reflecting past experience and anticipated obstacles. As a general rule, the stronger these predictors, the greater the individual's intention to share OVA's.

The findings from the study indicated that there are three main antecedents to the predictor of individual's attitude towards sharing OVA's which were; informative, entertainment and credibility. These findings are in line with past literature that these three antecedents were the most significant influence towards positive evaluations of advertisements (Walder, 2019; Mukherjee & Banerjee, 2017). Siau and Shen (2003), defined "informative" as the quality of information that will influence perceptions towards a company and its products, and an OVA that is high in quality information will lead to positive attitudes (Qin and Yan, 2017). Entertainment is people's feelings of enjoyment to the ads and have a great role in determining people's overall attitude towards them (Shavitt, Lowrey and Haefner, 1998). Similar to the findings of Taylor, Lewin and Stratton (2011) entertainment is significant and positive impact on attitudes towards advertisements. Individuals are likely to watch and share OVA's that are able to entertain them. Credibility measures consumers' perception of the truthfulness and believability of the messages delivered by an ad (Pavlou and Steward, 2000). Similar to the findings from Chowdhury et al., (2006), the study found the credibility of OVA's will affect individual's attitudes and intention to share them with others.

Previous studies evidenced a positive connection between subjective norms and behavioural intention (Ryan & Bonfield, 1980; Shimp & Kavas, 1984; Hansen, Jensen & Solgaard, 2004; Wu & Liu, 2007) and all of these studies concluded that the higher the subjective norm, then the higher the behavioural intention. Cialdini, Reno and Kallgren (1990) defined social influence as an action made by everyone in the social network which can motivate other people to act the same. A person is more likely to have positive or favourable feelings toward sharing, when the person is under the influence of their social network (Bock et al., 2005). Social influences also represent the influences of media messages such as mass media reports and expert opinions on individuals' behavioral decisions, which basically supported the studies similar to Lee et al., (2017). The study also suggested that social influence has an impact on subjective norms on OVA's sharing, and thus increasing the likelihood of the behaviour, supporting the findings by Lee et al., (2017). Most participants explained that that the popularity of their idols, number of views and likes on the OVA's, would impact on sharing

behaviour. This is possibly explained as sharing information and making it viral to online communities is viewed as a desired action if sharing can benefit other people, similar to studies by Lapinski and Rimal (2005).

In the Theory of Planned Behaviour, Perceived Behavioral Control (PBC) reflects an individual's perception in the availability of resources, opportunities and skills that may facilitate the sharing of OVAs. A study by Gopi and Ramayah (2007) indicated the positive relationship between PBC and behavioral intention, and this mirrors the findings of the current study. Participants were concerned with the degree of controllability of OVAs that appears to them, and reports feelings of frustration when they are unable to share, skip, report or mute the sound of OVAs. Here, PBC facilitates behaviour by giving resources and opportunities for individuals to control the OVAs that appears before them, and thus, improving the likelihood of sharing intention.

External Factors that Influence OVAs Sharing Behaviour

From the findings of focus group sessions, this study found several external factors that may influence consumers to share OVAs, namely; company reputation, brand awareness and celebrity endorsement. Similar to studies conducted by (Hong and Yang, 2009), company reputation is one of the major factors that influence whether or not a person watches and shares certain advertisements. It is important for consumers, that the videos that they share originates from an organization that provide good quality products, corporate social responsibilities (CSR) programs and are not involved with political affairs, similar to the Roach and Wherry study (1972). As for brand awareness, Aaker (1991) found that well-known brands are recognized more favourably compared to obscure brands, and that is one of the most important elements to attract the people's attention. Interestingly, compared to most studies has posits the effects predictors, such as word-of-mouth (WOM) activities on brand awareness (Dabbous and Barakat, 2020), the findings suggest the opposite relationship, whereby high levels of brand awareness will lead to viewing and sharing certain OVAs. Indeed, Hutter et al., (2013) also found that that higher levels of brand awareness have a positive effect on WOM activities. Finally, the study also indicated the celebrity endorsement play an important role to help consumers recall the advertisement and influence the purchase intention (Hani, Marwan and Andre, 2018). Many studies indicated strong support for the use of celebrity endorsement to create a favourable brand attitude, increase the possibility of buying, encourage of word-of-mouth (Bush, Martin and Bush, 2004). Celebrities with certain values that appeals to the target audience (i.e. attractiveness and expertise) are factors that can influence the consumption and sharing of OVAs.

The Challenge of Perceived Intrusiveness in Sharing Emotional and Humorous OVAs

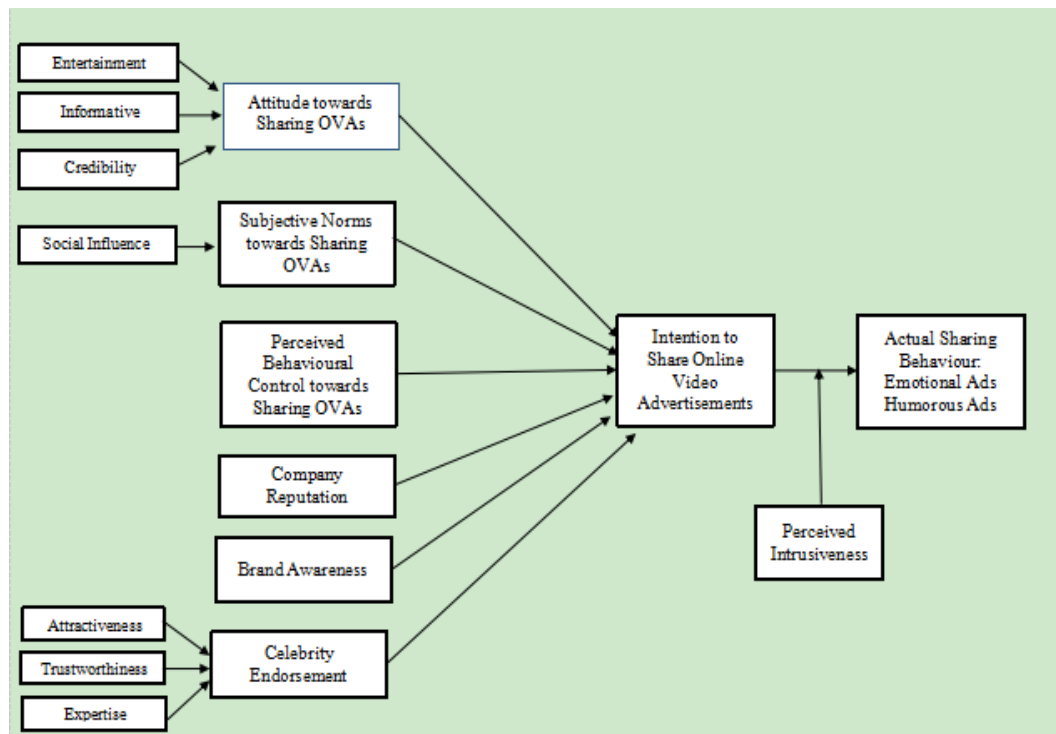
Due to the strong saturation of advertising in current times, it has become very important that marketers take the right strategy selecting an advertising appeal for their specific target consumer group. Preferences for specific advertisement appeals expresses hidden basic values and motivations of a target group (Ihnátová, 2013). The findings of this study found that emotional appeals are the first choice for participants to watch and share certain OVAs. Specifically, viewers in this target group tend to have more favourable evaluations and recall for emotional ads. Barsade and Gibson (2007) suggested that discrete emotion, such as love, joy, anger, surprise, sadness, fear and humour may have specific propensities to specific



targets. It is not surprising hence, that emotions such as humour have a role to play in determining the sharing behaviour of OVAs amongst the target group, i.e. Millennials (Bresman, 2015). It would also appear that not all emotions are created equally, as the study also found that viewers tend to have a negative attitude (i.e. discomfort) towards fear appeals, indicating the unlikelihood to share these such of OVAs. Some scholars have evidenced the counter-productivity of fears appeals, in that it may elicit a defensive response, particularly those who are most at risk of the threat (Ruiter et al., 2014). In short, if fear that is depicted in OVAs are so great, people would prefer to detach and disengage from it, rather than to consume it. Hence, the study's findings indicated two main appeals that were most likely to encourage Millennials' sharing behaviours of OVAs, which were emotional and humorous ads. Even so, this actual sharing behaviour is highly dependent on certain mechanisms.

According to Edward, Li and Lee (2002) perceived intrusiveness as the ads that interfere with consumers on-going cognitive flow. Interference can include broader elements of interruptions including length, size and volume of the ads. The findings of this study indicate that annoying and disturbing advertisements are the main reason why consumers avoid OVAs that appear to them. Other factors found in the study include overly repeated ads, ad duration (Krishnan and Sitaraman, 2013) where overly long ads will increase the probability of ad avoidance, and thus, unlikelihood to share OVAs, even those that might appeal to the target group. With that, the study proposes a comprehensive, extended model (Figure 1) to explain the internal and external factors that influence Millennials intention to share OVAs, with intention to share OVAs is moderated by the boundaries of perceived intrusiveness.

Figure 1 Proposed Model for OVA Sharing Behaviour



Implications of the Study

In terms of theoretical contributions, the current study has provided evidence of the applicability of the TPB model, in terms of the sharing behaviour of OVAs amongst Millennials. In particular, this study has shown several important antecedents towards the TPB factors, namely informative, entertainment and credibility values of OVA towards attitude, and the social influence towards subjective norms of OVAs. The study also indicated the presence of external factors that may influence the sharing behaviours of OVAs, namely organization's reputation, brand awareness of the products or services featured in the OVAs, as well as dimensions (attractiveness and credibility) in celebrity endorsement. The study also uncovered the boundary mechanisms (viewers' perceived intrusiveness) that bridge these internal and external variables that would reduce the likelihood of OVAs sharing behaviour.

With regards to managerial implications, managers should take into account viewers' perceived values with regards to their consumption of OVAs. The study indicated that viewers often view OVA's from online social platforms and have certain expectations on how OVAs should be able to meet their needs in terms of entertainment, information and credibility. Therefore, these are the outcomes that advertisers should focus on, making sure that their OVAs are able to simultaneously deliver these outcomes. Not only should an OVA be able to deliver factual information using credible sources, it should be done in a way that is perceived as enjoyable and fun by viewers. Secondly, given the effects of social influence and subjective norms on individuals' intention to watch and share OVAs, marketers need to consider these norms when distributing OVAs. For example, identifying influential reference groups (particularly celebrity endorsers who are conventionally attractive and credible) of their targets, as well as to encourage engagement within the OVAs, instead of "lurkers" that views videos without leaving behind any online footprints. Equipping viewers with the means necessary to facilitate engagement within the OVAs is also a right step to increasing virality of OVA shares. Organizations also need to consider their reputation and brand awareness measurements and work towards improving these aspects as they are not only valuable in terms of brand equity, but also drivers of OVA shares. Finally, marketers should work towards ad delivery strategies (particularly in terms of ad length and position within the OVA) that minimizes interference with viewers' cognitive flow, as to reduce their level of perceived intrusiveness.

Limitations and Future Research

Firstly, the study is constrained by the small sample size, which was gathered within five focus groups, which despite achievement of data saturation may limit the generalizability of this study. Future study may expand the research to include a larger sample size, including a quantitative methodology to provide confirmation of insight towards OVA sharing behaviours. Secondly, although the study provides an in-depth exploration towards the factors that influence OVA shares, the study does not delve deeper into the effects of other individual characteristics, gender, culture towards this phenomenon. Thirdly, this study focuses on Millennials in as a sample, therefore future studies can extend the findings by exploring differences between the perceptions of Millennials and other consumer groups with regards to OVA sharing.



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