



UNIVERSITI PUTRA MALAYSIA

***INTERNAL AND EXTERNAL FACTORS IN SHARING BEHAVIOUR OF
ONLINE VIDEO ADVERTISEMENTS AMONG GENERATION Y IN
SELANGOR, MALAYSIA***

NIK MOHAMAD SHAMIM BIN NIK MOHD ZAINORDIN

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By

NIK MOHAMAD SHAMIM BIN NIK MOHD ZAINORDIN

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

June 2021

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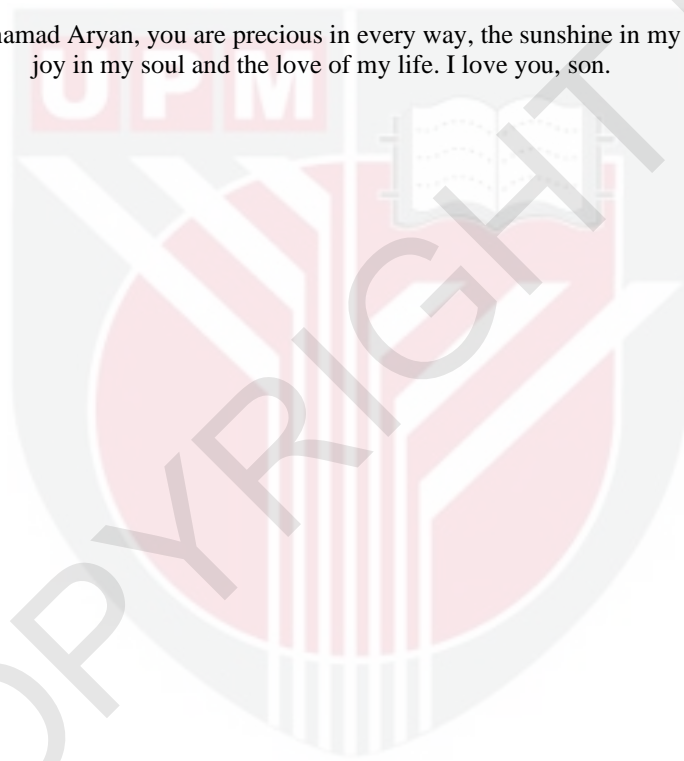


DEDICATION

I dedicate this study to my Father and Mother, Nik Mohd Zainordin Nik Mohamed and Hazizan Hasbollah, who always encourage and support me to pursue my dream. Thank you for everything.

To my wife, Dr. An Nur Nabila Ismail, Alhamdulillah we managed to finish this long memorable journey together. Thank you for your advice and encouragement to complete this study.

To Nik Mohamad Aryan, you are precious in every way, the sunshine in my day, the joy in my soul and the love of my life. I love you, son.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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June 2021

Chairman : Norazlyn Kamal Basha, PhD
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In current times, online platforms have become among the most popular tools to advertise products and services. Specifically, marketers widely use online video advertisements (OVAs) to promote their wares, making this medium a topic of interest in marketing research and practice. Notably, consumers' reactions to OVAs are vital for their efficacy as marketing tools. However, there is a lack of studies on the factors that encourage consumers to watch and share OVAs. Hence, the main research question addressed by the current study was: "What are the factors that affect the sharing behavior of OVAs among Gen Y in Selangor?" To answer this question, the study aimed to examining internal and external factors toward the sharing behavior of OVAs. Following a preliminary review of the literature gaps and practical issues surrounding the sharing behavior of OVAs, the study sought to test the specific factors of consumers underpinned by Theory of Planned Behaviour (TPB) as internal antecedents and Stimulus-Organism-Response Model (S-O-R) as external antecedents. For internal factors influencing the sharing behaviour of OVAs, which were attitude towards OVA characteristics, social influence and its effect on the social norms of OVA acceptance, and self-efficacy and its effect on the perceived behavioral control over OVAs and for external factors is company reputation, brand awareness, and celebrity endorsement. As a boundary condition, the study also included perceived intrusiveness as a moderator between the aforementioned antecedents and the sharing behaviour of OVAs. Adopting a quantitative methodology, questionnaire data from a total of 220 Gen Y respondents was collected in Selangor. Following analysis using SPSS and Structural Equation Modelling in Smart-PLS, the results showed that attitude and social norms significantly and positively predict consumers' intention to share OVAs, while there was no such predictive impact of perceived behavioural control. Meanwhile, in terms of external antecedents, only celebrity endorsements were found to positively influence the sharing intention of OVAs. The study also revealed that perceived intrusiveness negatively moderates the effects of attitude and social norms on the intention to share OVAs. Theoretically, the study extends the TPB and S-O-R model in predicting OVA sharing behavior. It also

underscores that OVAs perceived as intrusive can diminish the efficacy of advertising on this platform. The findings from this study are useful for marketing practitioners to focus on enhancing consumers' attitudes, developing social norms surrounding their brand, employing celebrity ambassadors, and minimising intrusiveness in their OVAs. Based on these findings, marketers can appropriately strategize their marketing communication messages to influence consumers to watch and share OVAs.



Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

FAKTOR-FAKTOR DALAMAN DAN LUARAN DALAM TINGKAH LAKU BERKONGSI PENGIKLANAN VIDEO DALAM TALIAN DIKALANGAN GENERASI Y DI SELANGOR, MALAYSIA

Oleh

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Kini, platform dalam talian telah menjadi alat yang sangat popular untuk mengiklankan produk dan perkhidmatan. Khususnya, pemasar menggunakan periklanan video atas talian (OVA) secara besar-besaran untuk mempromosikan barang-barang jualan, menjadikan medium ini satu topik yang menarik dalam kajian dan amalan pemasaran. Paling utama, reaksi pengguna kepada OVA adalah sangat penting terhadap keberkesannya sebagai alat pemasaran. Akan tetapi, tidak banyak kajian dilakukan tentang faktor-faktor yang menggalakkan pengguna untuk menonton dan berkongsi OVA. Oleh itu, persoalan utama yang dibincangkan oleh kajian ini ialah: “Apakah faktor-faktor yang mempengaruhi tingkah laku berkongsi OVA dikalangan Gen Y di Selangor?” Bagi menjawab persoalan ini, matlamat kajian ini ialah untuk mengkaji faktor-faktor dalaman dan luaran terhadap tingkah laku berkongsi OVA. Berdasarkan kajian lepas tentang kajian jurang dan isu-isu praktikal berkisar tingkah laku untuk berkongsi OVA, kajian ini bertujuan untuk menguji faktor tertentu pengguna yang disokong oleh Teori Tingkah Laku Terancang (TPB) sebagai antededen dalaman dan Model Rangsangan Gerak Balas (S-O-R) sebagai antededen luaran. Faktor dalaman yang mempengaruhi tingkah laku berkongsi OVA, iaitu, sikap terhadap ciri-ciri OVA, pengaruh sosial dan kesannya ke atas norma sosial penerimaan OVA, dan keberkesanan diri serta kesannya ke atas persepsi kawalan tingkah laku terhadap OVA dan untuk faktor luaran iaitu reputasi syarikat, kesedaran jenama, dan sokongan selebriti. Sebagai syarat sempadan, kajian ini turut merangkumi gangguan persepsi sebagai penyederhana diantara antededen tersebut dan tingkah laku berkongsi OVA. Menggunakan metodologi kuantitatif, data soal selidik daripada sejumlah 220 responden Gen Y telah dikumpul di Selangor. Menurut analisis menggunakan SPSS dan Pemodelan Persamaan Berstruktur dalam Smart-PLS, keputusan menunjukkan bahawa tingkah laku dan norma sosial secara nyata dan positif meramal niat pengguna untuk berkongsi OVA, sebaliknya tidak terdapat kesan ramalan daripada persepsi kawalan tingkah laku. Sementara itu, dari sudut antededen luaran, hanya sokongan selebriti yang didapati secara positif mempengaruhi niat berkongsi OVA. Kajian ini turut mendedahkan bahawa gangguan persepsi secara

negatif menyederhana kesan sikap dan norma sosial ke atas niat untuk berkongsi OVA. Secara teori, kajian ini meluaskan Teori Tingkah Laku Terancang (TPB) dan Model Rangsangan Gerak Balas (S-O-R) dalam meramal tingkah laku sebenar berkongsi OVA. Ia turut mengariskan bahawa OVA yang di anggap sebagai gangguan boleh mengurangkan keberkesanan pengiklanan melalui platform ini. Dapatan daripada kajian ini adalah bermanfaat kepada pengamal pemasaran untuk fokus kepada menambah baik sikap pengguna, membangunkan norma sosial di sekitar jenama mereka, mengajak selebriti sebagai duta, dan mengurangkan gangguan dalam OVA mereka. Berdasarkan dapatan-dapatan tersebut, pemasar dapat menyusun strategi yang sesuai dalam mesej komunikasi pemasaran mereka bagi mempengaruhi pengguna untuk melihat dan berkongsi OVA.



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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

ACRONYM	DEFINITION
CFA	Confirmatory Factor Analysis
C.I. Almanac	Computer Industry Almanac
EFA	Exploratory Factor Analysis
E-WoM	Electronic Word of Mouth
FEP	Faculty of Economics and Managements
FGD	Focus Group Discussion
FMHC	Faculty of Medicine and Health Science
LCD	Liquid Crystal Display
MCMC	Malaysian Communication and Multimedia Commission
OVA's	Online Video Advertisements
PBC	Perceived Behavioural Control
PBS	Putra Business School
PI	Perceived Intrusiveness
PLS	Partial Least Square
PRT	Psychological Reactance Theory
SEM	Structural Equation Modelling
SIT	Social Influence Theory
SNS	Simple Notification Services
SOR	Stimulus Organism Response Model
SPSS	Statistical Package for the Social Science
SR	Stimulus Response Theory
TAM	Technology Acceptance Model

TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGC	User Generated Content
UGT	Uses and Gratification Theory
UPM	Universiti Putra Malaysia



CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter presents the outline of research background, problem statement, as well as research questions and objectives. Next, it discusses the theoretical and practical significance, the scope of this study, and the definition of key terms. This chapter ends with organisation of the thesis.

1.2 Background of Study

1.2.1 Advertising

Advertising is defined as a method of funded non-personal message for companies about their products and services that act as a communicator between consumers and companies through various types of online applications (Hult, Pride, & Ferrell, 2012). Advertising is a crucial tool for marketers to advertise their products or services. As explained by Xia, Deshpande, and Bonates (2016), advertising refers to a promotion strategy for communicating marketing offers to potential consumers. Companies use advertisements to endorse their products or services by highlighting the differences in their products or services with those of their competitors. Through advertising, companies can emphasise on their brands and stress on the quality of their products. Advertising introduces new products offered in the marketplace to consumers. By creating awareness about new products or services, advertising benefits consumers and potential buyers, while concurrently aiding companies to increase profits and ensure that consumers are aware of the vast choices available for them. One of the main goals in businesses is to make sales and reap profit; but if target consumers are unaware of company offerings, they would not be part of the company's evoked set. Therefore, effective advertising strategy is imminent when creating awareness and building brand preference among the targeted consumers.

The two forms of advertising are traditional and non-traditional advertising (online advertising). Traditional advertising refers to the mass media that carries commercial messages to mass audience via television, radio, outdoor billboards, and print media (Armstrong et al., 2014). Meanwhile, non-traditional advertising provides advertising that uses Internet technologies through videos that contain product or service information (Lee, Yoon, & Kim, 2021). Instances of online advertising are electronic mail (email) marketing, search engine marketing, social media marketing, and mobile advertising. As online advertising has multiple media, marketers can reach more potential consumers when compared to traditional advertising. Online advertising has the ability to create

advertising experiences that capture the interest and attention of consumers through the creativity and content from graphics and videos.

According to Dass and Lall (2016), traditional advertising differs from online advertising. Traditional advertising is limited to certain geographic areas as it focuses on local audience, while online advertising can reach more worldwide audiences. In terms of cost, traditional advertising demands high cost to promote products or services, whereas online advertising is more cost effective as it provides exceptional outcomes without costing much money. Online advertising can be interactive as well by enabling two-way communication between seller and customer. When marketers decide to use traditional advertising, they cannot simply change their devised strategy upon being unsuccessful. On the contrary, online advertising strategies can be changed easily if proven ineffective. Based on brand development, it is easier to develop a brand via online advertising due to easy accessibility. Lastly, online advertising is more suitable for small businesses as they can easily penetrate the market and compete with larger organisations. Table 1.1 lists the comparison between traditional and online advertising. Evidently, online advertising is more effective and efficient than traditional advertising.

Table 1.1 : Comparison between Traditional Advertising and Online Advertising

Traditional Advertising	Comparison	Online Advertising
Geographic restrictions	Exposure	Global business reach
High cost	Cost Efficient	Cost effective
Unidirectional	Customer engagement	Interactive
Time consuming	Refine Strategy	Limitless strategy improvement
Hard	Brand development	Easy
Small businesses cannot compete with large ones due to limited resources to launch huge campaigns	Level of Playing Field	Heavy competition between small and large organisations

(Source : Das and Lall 2016)

Apparently, the Internet has changed the main function of communication without border and has become an exceptional platform for companies to market their products at the global level. Statistics from 2015 to 2020 revealed drastic increment in the percentage of worldwide Internet users (Datareporter, 2021). Table 1.2 shows that in 2015, only 42% of the world population used the Internet on daily basis; but by year 2020, the number rose to more than half of the world population (Datareporter, 2021). The growing Internet users have become an integral aspect in the human life.

Table 1.2 : Internet Users Worldwide

Year	Internet Users (*000)	Penetration (% of Population)	World Population (*000)
2020	4.540	59%	7.750
2019	4.388	57%	7.676
2018	4.021	53%	7.593
2017	3.773	50%	7.476
2016	3.419	46%	7.395
2015	3.010	42%	7.210

(Source : Datareporter 2021)

The latest form of advertising commonly used by marketers refers to online video advertising (OVA) (eMarketers, 2016). The OVA refers to video advertising with video content spread through the Internet to be streamed or downloaded from computers or smartphones (Interactive Advertising Bureau, 2013). Video advertising can be placed at three parts; pre-roll (before), mid-roll (during), and post-roll (after), of the OVAs. The types of OVAs used by marketers to advertise their products and services are:

a. Email Video Advertisement

Marketers email video advertisement to target consumers and the video advertisement plays when consumers open the advertisement email.

b. In-Game Video Advertisement

The video advertisement is delivered when the game is loaded or when the user plays the game.

c. Sub-site of Internet browser

The video advertisement opens in a separate window and plays automatically. When users click on the advertisement, a new window, such as a pop-up, opens with the advertisement.

d. Social media advertisement

The video advertisement is placed in social media platforms, such as Facebook, Twitter, Instagram, and YouTube. This video advertisement appears on the homepage when users access their social media accounts. Most marketers use this type of advertising as the percentage of social media users is high and it is easy to capture the attention of potential consumers.

e. Search Engine Marketing

This is the most common type of video advertisement. Search engine marketing works based on the keywords that companies bid for through a search engine in the effort to get its website listed higher up on the search engine results page.

1.2.2 Online Video Advertisement (OVA)

According to HubSpot Content Trends Survey (2017), 54% of consumers preferred watching videos from a brand or business when compared to other advertising methods (see Figure 1.1). This is because; video advertisement not only delivers information about the products and services, but it also has the ability to provide entertainment to viewers. The report from HubSpot Content Trends Survey (2017) indicated that videos were capable of increasing conversion rates by 80% and 90% of the survey respondents stated that videos helped them in making purchase decisions for products or services.

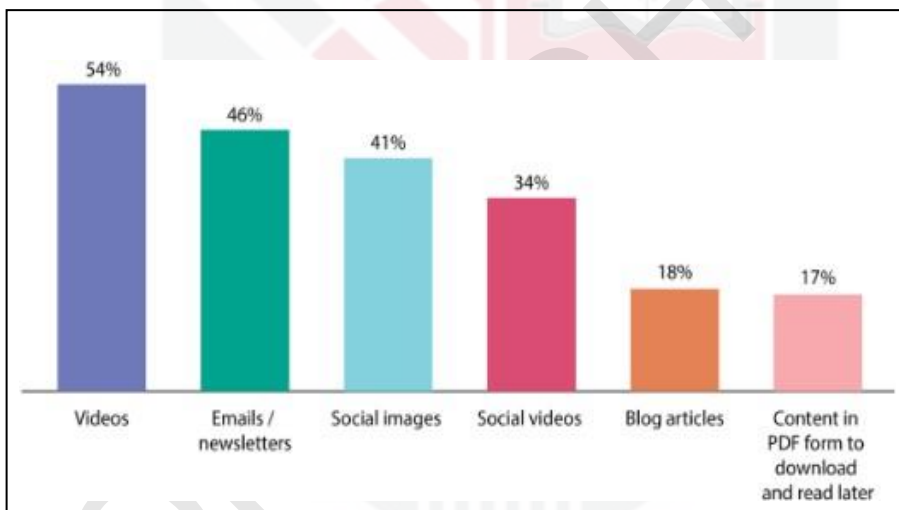


Figure 1.1 : Types of Content Consumers Preferred Viewing
(Source : HubSpot Content Trends Survey 2017)

A survey of 600 marketers conducted by Robertson (2017) revealed that most marketers used videos in various marketing tools to market their products. Figure 1.2 illustrates that 93% of marketers used videos in their marketing campaign, while 84% of them used videos for their website marketing. Next, 82% confirmed that videos had a positive impact on their business, whereas 70% of marketers optimised videos for search engines, 70% increased their spending on video advertisements, and 60% of the marketers applied videos for email marketing. Notably, marketers are more focused than ever on using video advertisements to increase the sales of their offerings.

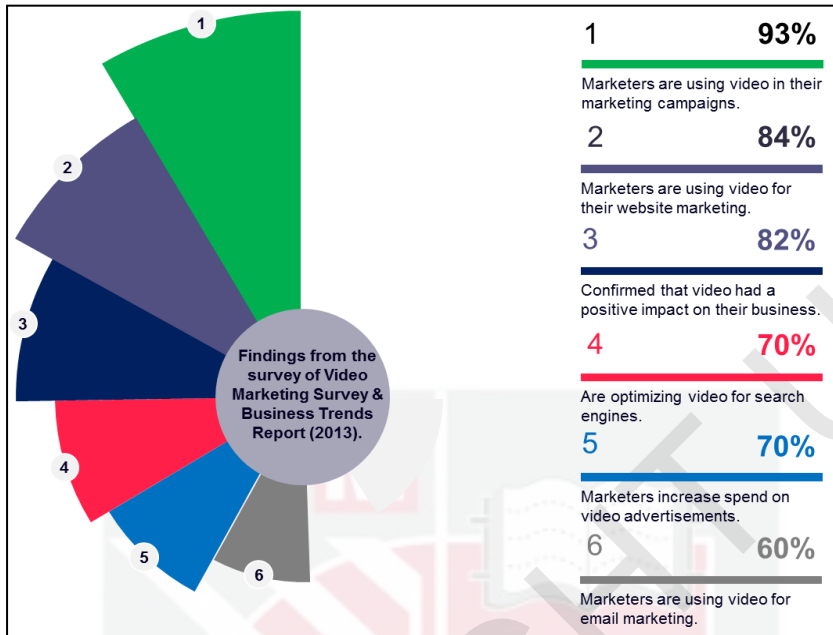


Figure 1.2 : Findings from Video Marketing Survey and Business Trends Report
(Source : Robertson 2017)

1.2.3 OVA Share Capabilities

A primary feature of OVA is the ability of viewers to share the OVA via online platforms. If viewers wish to share an advertisement with others, all they need to do is to click on the share button placed along the advertisement and it will be posted on their user profile. Another popular method is for OVAs to be uploaded to a video sharing website, such as YouTube, and then subsequently shared on many other communication media, such as Facebook, WeChat, Twitter, and WhatsApp. Madden (2007) discovered that 57% of online video viewers spread the videos to their friends a few times in a month and more. Lee, Ham, and Kim (2013) suggested that pleasant feeling and wanting to share such feeling are the main reasons why people passed along OVAs. This notion is supported in other past studies as well (see Stafford & Stafford, 2001; Bock et al., 2005; Lee & Lee, 2011; Lee et al., 2017).

The two elements that measure the success of OVAs are the percentage of consumers watching and sharing the OVAs. According to Lister (2018), 82% of consumers watched the OVAs on Twitter, while 45% of consumers watched OVAs more than an hour in YouTube and Facebook websites. This shows that a significant percentage of consumers watched OVAs from their social media. Meanwhile, 92% of the OVAs were viewed using mobile platforms and shared with others.

Many consumers watch OVAs on social media platforms to seek information about certain products and services before making purchase decision. According to Lister (2018), 64% of customers made purchase decisions after watching a branded video advertisement on social media platforms. Video advertisements on social media platforms generated 12% more shares when compared to text and image advertisements. Figure 1.3 presents the statistics of consumers watching and sharing OVAs.

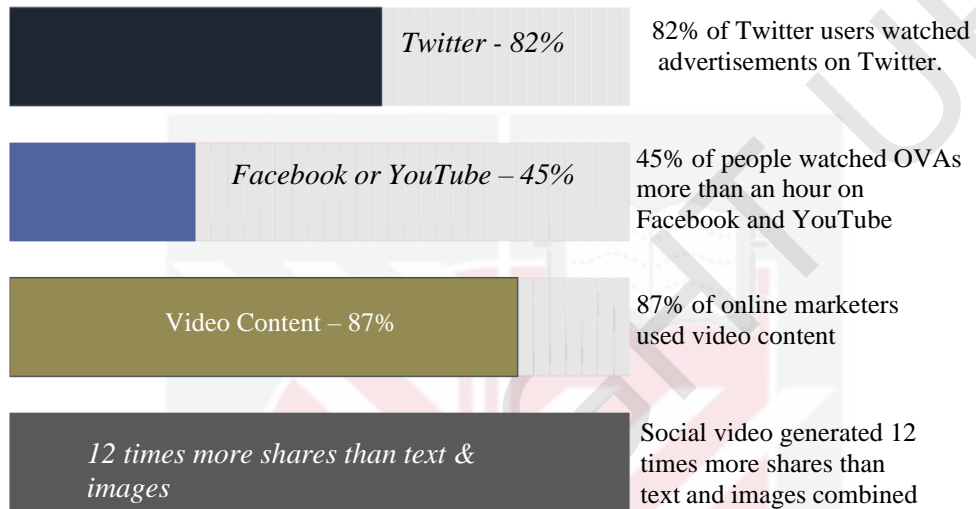


Figure 1.3 : Video Marketing Volume Statistics
(Source : Lister 2018)

1.2.4 Advertising in Malaysia

It is widely acknowledged that marketers are willing to spend for advertising to gain acknowledgement of their brand (eMarketer, 2018). This is evidenced by the increasing rate of total media advertising expenditure. According to Statista Portal (2018), the total digital advertising expenditure in Malaysia was MYR1.20 billion in 2018, and this figure is expected to increase due to the great opportunity of online advertising in Malaysia. Figure 1.4 shows how marketers had changed their marketing strategies from offline (newspapers) to online (social media).

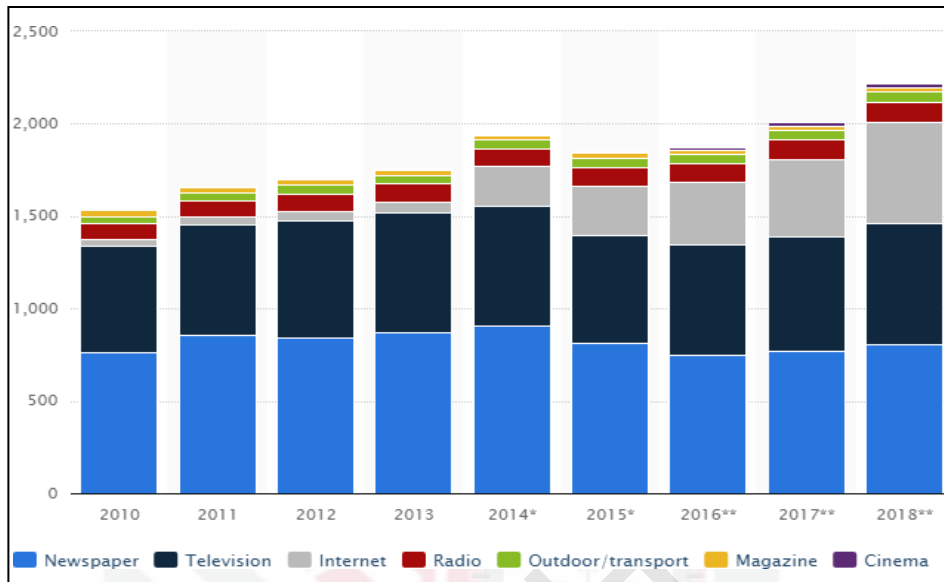


Figure 1.4 : Advertising Expenditure in Malaysia from 2010 to 2018
 (Source.: Statista Portal 2018)

The percentage of online content sharing behaviour in Malaysia was recorded at 61.8% due to the benefits of the online content in providing entertainment and creating awareness of the offerings to consumers (Malaysian Communication & Multimedia Commission [MCMC], 2019). Most Malaysians shared OVAs that contained educational content (71.8%) and entertainment videos (64.1%) in social media platforms (MCMC, 2021). This reflects the high-level sharing of online content in Malaysia. As reported by MCMC (2021), most Internet users in Malaysia shared OVAs on weekly (49.1%) and daily (19.2%) bases. Hence, almost half of the Internet users in Malaysia shared OVAs with others.

The MCMC (2018) revealed that the number of shared OVAs had intensified. In 2017, OVAs were among the top 500 advertisements that attracted 113 million shares. Several impressive statistics from MCMC (2018) of online shares signified the efficacy and the engagement level of OVAs in catering to the market demand for products and services. With the amplified significance of OVAs in the advertisement industry, it is crucial to measure OVAs in light of sharing behaviour among Malaysians.

Despite the effectiveness of OVAs in promoting products and services in an appealing way to consumers, some issues do lurk around the use of OVAs. For instance, uninterested Internet users would often skip the OVAs, thus missing the opportunity to reach extended audiences and OVA shares. According to HubSpot Content Trends Survey (2017), 82% of customers closed browsers or left Internet pages due to pop-up OVAs. They felt that the OVAs were intrusive and felt disturbed by the auto-playing

OVA's. An average of four out of five people left the Internet page due to irking pop-up OVA's (HubSpot Content Trends Survey, 2017). As such, this study assessed a number of aspects that could affect one's behavioural intention towards OVA's (to watch, share or skip).

1.3 Problem Statement

In recent times, marketers in Malaysia allocate marketing resources into OVA's as an effective medium to interact with consumers. However, little is known about the factors that encourage Malaysian Internet users to share OVA's with other people. Viral marketing, also known as electronic word-of-mouth (e-WoM), motivates and inspires users to talk about a certain product or service, apart from sharing the promotional message with others over the Internet (Hennig-Thurau et al., 2004). To ensure that marketers' advertising resources are being put to optimal use, this presented study assessed factors that contributed to consumers' sharing of OVA's; thus increasing the spread of promotional messages.

Moreover, CNBC News (2017) reported that 65% of people skipped OVA's. One of the common forms of online advertising format used by marketers is the "pre-roll advertising," whereby the advertisement is played before a video that can be skipped after some time. Besides, 76% of people admitted that they did skip OVA's due to their ingrained behaviour.

1.3.1 Theoretical Gaps

Past studies have mostly focused on the efficacy of advertising. For instance, Wiese, Martinez-Clement, and Botella-Carrubi (2020) examined advertising effectiveness in the context of social media, i.e., Facebook. Similarly, Shao, Grace, and Ross (2015) assessed the dynamics of self-regulatory focus in the context of advertising efficacy pertaining to rational against emotional appeals. However, only a handful of studies had looked into advertising from the consumer behavioural stance, such as the investigation of factors that could influence consumers' intention to share OVA's. Hence, this present study examined the motivational factors that drove the intention to share OVA's among Generation Y (Gen Y) in Selangor.

Past studies have used the Technology Acceptance Model (TAM) to assess sharing of short marketing videos (Xiao, Wang, & Wang, 2019) and the Theory of Reasoned Action (TRA) to examine sharing of OVA's (Lee, Ham, & Kim, 2013). However, there could be a theoretical impact to the current body of knowledge if studies can apply a more holistic framework to investigate the internal, external, and boundary condition factors to OVA's sharing behaviour. As such, this present study deployed the Theory of Planned Behaviour (TPB) to explain internal factors that drove the sharing of OVA's. In comparison to TRA, TPB assumes a set of correlations among attitude, subjective norm, perceived behavioural control (PBC), and behavioural intention. The TPB served as the

main theory in this study over TRA due to the inclusion of PBC factor in the main framework. The PBC denotes one's insight of his/her control over the performance of the behaviour (Ajzen, 1985). This present study measured individual (Gen Y) control over OVAs that played before them, which could lead to their behavioural intention to share the OVAs. In the context of video advertising, TPB offers superior explanatory power to explain the antecedents to the behavioural intention of sharing OVAs.

Limited studies have explored the antecedents to internal factors (attitude, subjective norm, & PBC) towards sharing of OVAs. Kim et al., (2011) measured the antecedents to attitude in the context of advertising avoidance, but not in the background of sharing OVAs. In terms of subjective norm, not many studies have measured social influence as an antecedent to subjective norm in sharing of OVAs. Lee, Ham, and Kim (2013) assessed normative beliefs as antecedents to subjective norm in the intention to pass along OVAs, and while this provided value, it lacked in terms of social influence; whereby social influence is an online indicator that affects consumer's behaviour online (Lee & Hong, 2016). Next, Pedersen (2005) examined self-efficacy as an antecedent to PBC over the intention to use mobile Internet services. Thus, only a handful of studies had measured self-efficacy as an antecedent to PBC over sharing OVAs with the intention to share OVAs among Gen Y in Selangor.

The next theoretical gap derives from the external factors that may influence one's intention to share OVAs. The external factors refer to factors beyond the individual that can influence the consumers to share OVAs. Previous studies (see Lee, Ham, & Kim, 2013; Yang & Zhou, 2011; Jerome, Shan, & Khong, 2010) measured internal factors that influenced the intention towards OVAs, but studies that measured external factors as the main predictor towards OVAs are lacking. According to Veloutsou and Moutinho (2009), a positive reputation captures the attention of consumers, which dictates company success and profitability. To what extent this translate into OVAs sharing behaviour is so far not been tested, although past studies reported that the reputation of a business can influence consumers' confidence towards the product quality, thus affecting the consumers' purchase intention (Chaudhuri & Holbrook, 2001). Brand awareness is a factor that may influence consumers in watching and sharing OVAs. Customers are more likely to watch, share, and buy a well-known brand than a less-known brand (Shahid, Hussain, & Zafar, 2017). However, studies that measured brand awareness towards sharing OVAs are limited. Although the role of celebrity endorsement is frequently used as a marketing tool to influence consumers' purchase intention (Priyankara et al., 2017), its application in the context of OVA sharing behaviour remains untested. Therefore, this present study bridges the listed gaps by assessing the effect of celebrity endorsement on sharing OVAs. Since external factors can heavily affect consumers' behavioural intention, this present study placed more focus on the impact of external factors on sharing OVAs. With that, this study measured the impacts of company reputation, brand awareness, and celebrity endorsement on the intention to share OVAs among Gen Y in Selangor.

Perceived intrusiveness is adapted from the Psychological Reactance Theory (PRT), but studies that used this PRT to examine OVAs are in scarcity. Past studies mostly deployed the PRT to assess the skipping behaviour of advertisements (Song, 2014), as well as advertising similarity and advertisement avoidance (Kim et al., 2013). A study by Hoogma (2015) tested the perceived intrusiveness as the moderator in the effect of email marketing on brand loyalty. Meanwhile, Mishra and Malhotra (2020) assessed test intrusiveness as a moderator between perceived in-game advertisements efficacy and psychological ownership towards attitude in-game advertisement. Apparently, research work on perceived intrusiveness as a moderator towards the intention to share OVAs is still limited.

Perceived intrusiveness has been applied as the moderator towards internal factors (attitude, subjective norm, & PBC) due to its ability in affecting one's behavioural intention (Ajzen, 1991). Hence, this present study investigated the moderating effect of perceived intrusiveness on the link between internal factors (attitude, subjective norm, & PBC) and intention to share OVAs among Gen Y in Selangor.

Despite many past studies having studied consumers' behavioural intentions and only a few in the advertising context, investigations on the actual sharing behaviour of consumers are in scarcity. For example, Lee, Kim, Ham, and Kim (2017) deployed the TRA to identify factors that influenced customers' intention to watch OVAs, while omitting the actual behaviour. Behavioural intention is measured as the direct element and the best analysis of behaviour among all antecedents to behaviour, in which the TPB theorised that intention is realised into behaviour once there is prospect to perform so (Fishbein & Ajzen, 1975; Ajzen, 1985). According to Liu, Liu, and Mo (2020), TPB deals effectively with the relationships among attitude, subjective norm, PBC, and intention. However, the question of how an intention can be applied in actual behaviour has been largely overlooked. Therefore, this present study determined if intention to share OVAs can lead to actual OVA sharing, and if so, to what degree in the context of advertisement appeal (i.e. emotional, funny, & scary OVAs).

1.3.2 Practical Gaps

As mentioned by Hair et al., (2017), Gen Y refer to a generation that is sophisticated, advanced in technological use, and refuses most of the traditional marketing techniques. The Gen Y highly depend on technology and most of their time is spent on surfing the Internet (Ladhari, Gonthier, & Lajante, 2019). Moreover, according to MCMC (2018), most of online consumers are Gen Y which is 56.6%; thus appropriate as sample for this present study. As reported by Marketing Dive (2017), 59% of Gen Y only watched YouTube advertisements until they can skip and only 29% watched the advertisements to completion. Gen Y are more likely to skip advertisements because they get bored easily (Johansson & Persson, 2019). Skipping OVAs means no intention to share them with others.

Another issue that creates a problem for OVAs is attitude towards advertisements. According to Ferreira and Barbosa (2017), attitude towards advertising is the response to advertising in either positive or negative manner. Shareef et al., (2018) found that when viewers have positive attitude to advertisements, they are more likely to have higher involvement in the advertisements (thus more likelihood to share). However, if one has negative attitude towards advertisements, one may avoid advertisements (Raza, Bakar, & Mohamad, 2019). Hence, identifying factors that may increase positive attitude towards OVAs may reduce the likelihood of consumers to skip OVAs.

The next practical gap refers to the influence of family and friends on OVA sharing behaviour. According to Ali and Ali (2020), customers refer to others within their community to get support relating to their behaviour. Subjective norm can simply be assumed as users' acceptance about normative opportunities from other people or reference groups living nearby. When close friends or family chooses to share or not to share an OVA, one may eventually perform a similar action or behaviour. Hence, this present study assessed the impact of society on individuals to share OVAs.

Another practical gap bridged in this present study is determining the role of PBC in influencing OVA sharing behaviour. Ajzen (1991) defined PBC as one's perception of his/her ability to perform certain behaviour. The PBC is connected to certain behaviour which one will take part upon recognising that he/she has control over the behaviour, but shies away from performing the behaviour if control is absent. Seemingly, most advertisements do not give the audience freedom to perform actions towards the advertisements (Bansal & Taylor, 2002), and most are unwillingly forced to watch them. Hence, this present study measured the effect of PBC that influenced the sample to share OVAs.

Some practical gaps were noted for external factors (Company Reputation, Brand Awareness, & Celebrity Endorsements) towards sharing OVAs. The positive reputation of a company directs potential customers to reflect on the titles in its advertising more positively (Singh, Crisafulli, & Xue, 2020). Meanwhile, negative company reputation affects the perception of the consumers to respond adversely to the advertisements. Next, Ho et al., (2015) described brand awareness as how willingly customers can reflect certain attributes of familiar products, which are the attributes abridged to the product information and purchase decision. Consumers tend to ignore advertisements of unfamiliar brand. Lastly, celebrity endorsement denotes an individual recognised by the public and uses this credit to become an influencer and appears in advertisements (McCracken, 1989). When a company hires an untrusted celebrity to endorse in their advertisements, it will give a negative impact on the advertisements and consumers will negatively react towards such advertisements.

The last practical gap addressed in this study refers to perceived intrusiveness felt by OVA viewers. Advertising often intrudes or disrupts one's process of seeking information or while watching videos (Mishra & Malhotra, 2020). This intrusiveness has been a major complaint of advertising by consumers. According to eMarketers (2018),

the reasons viewers block advertisements on the Internet are because the advertisements are annoying (51%) and are too intrusive (47%). High perceived intrusiveness can reduce the strength of the link between internal variables and intention to share OVAs. If marketers can minimise perceived intrusiveness in advertising, consumers are more likely to share OVAs due to fewer barriers that affect the intention of consumers to share OVAs (Hsieh, Lo, Chiu, & Lie, 2020).

1.4 Research Questions

The general research question outlined for this study is “what are the internal and external factors that affect the sharing behaviour of OVAs among Gen Y in Selangor?” Meanwhile, the specific research questions are:

1. What factors (internal & external) influence the intention to share OVAs among Gen Y in Selangor?
2. What are the antecedents to Attitude towards, Subjective Norm in, and Perceived Behavioural Control over sharing OVAs to the intention to share OVAs among Gen Y in Selangor?
3. Does intention to share OVAs among Gen Y in Selangor influence their actual behaviour of sharing OVAs?
4. Does perceived intrusiveness moderate the relationship between internal factors (Attitude, Subjective Norm, & PBC) and intention to share OVAs among Gen Y in Selangor?

1.5 Research Objectives

The general research objective of this study is “to examine the internal and external factors that affect the sharing behaviour of OVAs among Gen Y in Selangor”. Meanwhile, the specific research objectives are as follows:

1. To examine the effect of internal factors (Attitude towards, Subjective Norm in, & PBC over sharing OVAs) and external factors (Company Reputation, Brand Awareness, & Celebrity Endorsements) on the intention to share OVAs among Gen Y in Selangor.
2. To examine the antecedents to Attitude towards, Subjective Norm in, and Perceived Behavioural Control over sharing OVAs to the intention to share OVAs among Gen Y in Selangor.
3. To examine if the intention to share OVAs among Gen Y in Selangor influences their actual behaviour of sharing OVAs.
4. To examine if Perceived Intrusiveness moderates the relationship between Internal Factors (Attitude, Subjective Norm, & PBC) and intention to share OVAs among Gen Y in Selangor.

1.6 Significance of the Study

The first significance of this study is from the theoretical aspect. The study outcomes establish a more inclusive theoretical model towards the sharing behaviour of OVAs. The outcomes of this study extend the TPB, while incorporating the effect of external factors that is expected to influence consumers' intention to share OVAs. In light of TPB, this study assessed new antecedents to attitude towards, subjective norm in, and PBC over OVA sharing behaviour. This study adds a boundary condition to the OVA sharing research framework by incorporating the PRT via perceived intrusiveness to moderate the effect between internal factors (attitude, subjective norm, & PBC) and intention to share OVAs. Additionally, this present study investigated the effect of external organisational factors that could affect sharing of OVAs. The last theoretical significance is determining the actual behaviour of sharing OVAs among Gen Y in Selangor. Therefore, a new, comprehensive, and inclusive model of OVA sharing behaviour is proposed in this study, which may serve as a platform for future researchers.

From the managerial perspective, the study outcomes may be applied to improve online marketing and advertising strategies among organisations. This study sheds light on how to create OVAs in order to capture the attention and the desire of their target markets, especially amidst the Gen Y population. Marketers are advised on the types of customers who are more positively disposed to sharing OVAs with others (families & peers). Marketers can also better understand the external roles in motivating OVA shares, such as the impact of certain roles of celebrity endorsement in their OVAs. For example, when a company uses an attractive celebrity to be part of their OVAs, it may influence consumers to watch and share those OVAs to others. Finally, managers are given more insight as to the types of OVA appeals that encourage OVA sharing behaviour among the tech-savvy (Gen Y) population.

1.7 Scope of Study

Past studies had mostly assessed the efficacy of advertising (Shao, Grace, & Ross, 2015; Martinez-Clement & Botella-Carrubi, 2020), traditional advertising tools or other forms of digital advertising. The overarching aim of this study is to examine the factors that affect consumers to share OVAs. Therefore, the scope of this study is limited to the context of OVAs, which are streamed/downloaded, watched, and shared on consumers' social media platforms.

The scope of this study focuses on Gen Y in Selangor, who had previously watched and shared OVAs for several reasons. The main population of this present study is Gen Y Internet users born between 1981 and 2000, have social media accounts (Facebook, Instagram, etc.), as well as watched and shared at least an OVA in the past year. Malaysia was selected as the main country in this study, as it has one of the highest percentages of Internet users in Asia, amongst Taiwan, Hong Kong, Singapore, and Brunei (Department of Statistics Malaysia, 2019). Selangor, in particular, records the highest percentage of Internet users among the 14 states, thus selected as the main focus in this study (MCMC,

2018). The Gen Y (19-38 years old) was selected because this fraction of the population is composed of heavy Internet users in Selangor (Kraus, 2017). The Gen Y are incredibly sophisticated, technology savvy, and immune to most of the traditional marketing and sales pitches (Hall, Towers & Shaw, 2017). Since the Gen Y spend more time with the technology (e.g., the Internet) and are the driving force of online commerce (Ladhari, Gonthier, & Lajante, 2019), they are suitable for this study to discover the intention to share OVAs and what type of OVAs they prefer sharing. In order to avoid bias data collection, the selection of respondents must fulfil the following three criteria: 1) they must be Malaysian citizens residing in Selangor, 2) aged between 19 and 38 years, and 3) must own at least one social media account for the purpose of sharing OVAs. Lastly, this study deployed the quantitative approach and statistical tools (descriptive analysis & Structural Equation Modelling (SEM)) for data analysis.

1.8 Definition of Terms

The definition of 17 main terms based on past studies used in this study is listed in Table 1.3.

Table 1.3 : Definition of Main Variables

No.	Construct	Author (Year)	Definition
1.	Advertising	Hult, Pride, and Ferrell (2012)	A form of paid non-personal communication that represents organisations of their products and services to the target market from various types of media
2.	Traditional Marketing	Deshpande (2018)	Focuses on visually appealing, nostalgic, and creditable aspects
3.	Digital Marketing	Geraghty and Conway (2016)	Offers new prospects and tools for marketing such as social media, email marketing, blogs, and video marketing
4.	Online Video Advertising	Hult, Pride, and Ferrell (2012)	Marketers create a medium of advertising to attract viewers to watch and share videos
5.	Attitude	Ajzen and Fishbein (1980)	The degree to which a consumer has some positive or negative feeling towards the behaviour of interest
6.	Perceived Entertainment Value	Martins, Costa, Oliveira, Goncalves, and Branco (2019)	The ability of an advertisement to promote enjoyment and create positive consumer attitudes by providing a form of enjoyment and entertainment
7.	Perceived Informative Value	Martins, Costa, Oliveira, Goncalves, and Branco (2019)	The value of information from OVAs in terms of being right, relevant, sourced well, and up to date
8.	Perceived Credibility Value	Martins, Costa, Oliveira, Goncalves, and Branco (2019)	Consumer perceptions of truthfulness, reliability, and authenticity of OVAs
9.	Subjective Norm	Ajzen and Fishbein (1980)	The perceived social pressure to perform or not to perform certain behaviour
10.	Social Influence	De Vries, Gensler, and Leeftang (2012)	The impact of media messages, such as mass media reports and expert opinions in popular press, on one's behavioural decision

Table 1.3 : Continued

11.	Perceived Behavioural Control	Ajzen (1991)	Perceived ease or struggle of doing the behaviour and it is supposed to replicate past experience as well as predicted impediments and obstacles.
12.	Self-efficacy	Taylor and Todd (1995)	One's self-confident in his/her ability to perform certain behaviour
13.	Company Reputation	Boateng and Okoe (2015)	The reputation related to the concept of social expectation, corporate personality, and trust
14.	Brand Awareness	Aaker (1991)	The potential buyers' ability to recognise and recall that a brand belongs to a certain product category
15.	Celebrity Endorsement	McCracken (1989)	One who enjoys public recognition and uses this recognition on behalf of consumer good by appearing with it in an advertisement.
		Wang, Kao, and Ngamsiriudom (2017)	Use of celebrities due to their associative personal qualities of attractiveness, likeability, reputation, and believability towards the products being endorsed
16.	Perceived Intrusiveness	Chang, Rizal, and Amin (2013)	A belief that certain situations can be disturbing to face with
17.	Intention	Fishbein and Ajzen (1975)	One's subjective probability that he/she will perform the target behaviour

1.9 Organisation of Thesis

This section elaborates the thesis organisation, which is composed of seven chapters. The first chapter describes the overview of the overall research as a precursor to the following chapter. The content of this chapter covers the background of this study, problem statement, research objectives and questions, the significance of this study, its scope, definition of terms, and organisation of the study.

The second chapter discusses the literature on consumers' intention to share OVAs. First, the chapter describes the background of the research context (non-commercial & commercial advertising, advertising & OVAs, viral marketing, OVA sharing, as well as Gen Y & advertisements). Next, this chapter reviews the theories used in the context of advertising, including critical reviews of all variables embedded in this study (Attitude towards, Subjective Norm in, and PBC over sharing OVAs; Company Reputation; Brand Awareness; & Celebrity Endorsement). After that, the chapter reviews the advertising clutters, which are divided into three, namely advertisement overload, perceived intrusiveness, and competitive (interference). Lastly, the research gaps are listed in this chapter.

The third chapter presents the preliminary study performed prior to the quantitative research approach. The purpose of this preliminary study is to identify and validate the proposed research framework for the Malaysian context. This chapter begins by explaining the purpose of executing a preliminary study, followed by methodology, data

analysis procedure and findings, as well as focus group discussion (FGD). The fourth chapter first explains the theories deployed in this study. Next, it presents the conceptual framework and ends with the development of the study hypotheses.

Chapter five presents the main methodology used in this study, which is the quantitative design. It discusses the research paradigm, the research design, and the research method. Next, this chapter explains the study population, the sampling technique, and the sample size. After that, data collection process, sample questionnaire items, pilot test, and data analysis are described. Chapter six explains the results retrieved from statistical analyses using Statistical Package for Social Science (SPSS) version 25 and Partial Least Square Structural Equation Modelling (PLS-SEM) with SmartPLS version 3.0. Lastly, chapter seven concludes the overall research and findings of this study, including research implications, limitations, and suggestions for future research work.

1.10 Chapter Summary

This chapter presents the overview of the research background and explains the problem statement, as well as the research questions and objectives. The chapter continues with the significance and scope of this study, as well as the definition of key terms. Finally, this chapter lists the organisation of the thesis. The next chapter discusses the literature review of this study.

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