

A Study on the Attitude of Customer towards Viral Video Advertising on Social Media: A Case Study in Viet Nam

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-----ABSTRACT-----

Viral Video Advertising (VVA) is a special form of Advertising; usually appear in viral marketing campaign. It takes advantage of social media to convey widely message to the customer as well as enhance the relationship between the consumer and the brand. The research concerns on making clearly how some elements of attitude affect to attitude of the customer towards VVA. The data had been collected from 300 samples in Viet Nam and analyzed by Pearson Correlation, Regression, and Multiple Regression in SPSS (Statistical Package for the Social Sciences) program. The result illustrate that there are positive relationships between Informativeness Perception, Entertainment Perception, Source Credibility Perception and the Attitude of the customer towards VVA. Besides, the attitude of the customer towards VVA is a crucial factor which positive impacts on Consumer Purchase Intention.

KEYWORDS - *Viral Video Advertising, Attitude, Purchase Intention, Viet Nam*

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I. INTRODUCTION

With the explosive growth of online advertising, viral video as a particular form of advertising that involves video-based messages and a network-based channel has been used widely by companies to generalize their product and brand information. According to Web Video Marketing Council, Flimp Media and Exact Target 2010, the percentage of marketers used viral video for marketing purposes reached 70% in 2010. On the other hand, customers are in fact 64-85% more likely to purchase after watching a product video according to another survey on Kissmetrics.com website.

Besides, Viral Video Advertising also offers a tiny budget, because the online platform is always cheaper than other channels. If that was making a comparison to a traditional marketing tool, Viral Video Advertising requires a host of additional benefits, which included lower costs, closer firm and client relationships, redesigning distribution, among others (Tiago & Tiago, 2012). That is the reason why recent years, marketers prefer to make the most of Viral Video Advertising to reach their goal of the customer quantity in a short time.

Furthermore, people always are involved in some forms of live or creative entertainment. Unlike print or broadcast media that trigger discomfort to the customer by frequency, Viral Video Advertising approach the customer with a more creative way, with the life of images, sound, music. Interesting video content enhances the possibility of video sharing, or the formation of sharing an intention, while embedded brand information affects the marketing effectiveness of Viral Video Advertising, especially the formation of brand attitudes (Huang, Lin, and Lin 2009). Beyond the effectiveness of TVC (video advertising) that often broadcast on television, Viral Video advertising also "knocks out" the customer by emotional appeals. Emotions can be generated through strongly felt feelings such as amazement and astonishment (Karen Nelson Field, Erica Riebe, Kellie Newstead, 2013).

Thanks to these strengths, Viral Video Advertising is more common and become to be the key to success in hand every marketer. Researching is turning to be essential than ever. Ler Sin Wei, 2014 suggested that business people had to understand the effectiveness of viral advertising and improvise it by identifying the consumers' attitudes towards viral marketing. Because of a strong viral promotion can reach thousands of the consumers and can inspire them to buy a brand (Chiu et al., 2007; Bampo et al., 2008). However, not all videos advertising are viral. It should be persuasive, interesting, and memorable for generating audience's interest and motivating them to pass it on to their social network (Eckler and Bolls, 2011). Therefore, the acceptance of the customer towards Viral Video Advertising is crucial. This research wants to focus on the attitude of Viral Video Advertising by the customer. More specifically, the study examines the consumers' attitude towards Viral Video Advertising in the Viet Nam context. This research investigates thoroughly important factors Viral Video Advertising message that

directly affects the consumers' attitude towards Viral Video Advertising, such as perceived informativeness, entertainment, source credibility, and irritation.

II. RELATED STUDIES

2.1 Viral Video Advertising

Viral Video Advertising is an indispensable part of viral marketing campaign. They are video advertising designed to be gone viral. Viral video advertising is more effective than traditional advertising campaign (Dobele, Toleman & Beverland, 2005). Viral Video Advertising can satisfy three conditions at the same time: informative, credible and entertaining (Dao et al, 2014). Viral Video Advertising link closely to viral marketing or word of mouth, electronic word of mouth advertising or some kind of buzz marketing. Therefore, some researcher use flexible “Viral Video Advertising” or “Viral Marketing”. However, both of two definition actually are significant different. Viral Marketing is a massive field, it include in many kinds of communication, such as email, website, blog, forum, social media, SMS... (Ler Sin Wei, 2014). In contrast, Viral Video Advertising refer to only “video” form that go viral on social networks. Simultaneously, this examine only deeply investigates the implicit relationship between the customer’s attitude and Viral Video Advertising. The scope of the study does not cover other forms of Viral Marketing.

2.2 The attitude of the customer

Customer’s attitude relates to the feelings, the beliefs and the behavioral intentions of consumers towards products or services in marketing context. A customer or a clientele can express their negative or positive attitude to merchandises. This depends on their individual evaluations (Oskamp & Schultz, 2005). The attitude can be changed continuously in different period time and can be strongly affected by both external and internal factors, such as their previous experience, outside relationships (friends, family, reference...), advertising, sampling,... Attitude of customers can be mentioned as the associations or evaluations towards objects. That processes are built through memory, cognitive based on information or contextual processing and affect-based information processing. Attitude of customer towards Viral Video Advertising is defined as a predisposition to respond in a favorable or unfavorable manner to a particular viral video advertising stimulus during particular exposure situation.

2.3 Informativeness Perception

“Information” is one of the key contents of cognitive psychology. Information-processing theories of cognition define feature of this process as association of series actions: receive, encode, store, retrieve, and utilize information (Freud, Neisser, 1967). Informativeness is able to change recognition, attitude, satisfaction, and effect of the providing resource. In short, informativeness perception is considered as the evaluation of people whether all of information that they receive is useful or useless.

With advertising, informativeness plays a crucial role in determining the effectiveness of message conveyed to customer (Saadeghvaziri and Hosseini, 2011) as well as influences on customer’s attitude, helps them to decide to purchase (Tsang et al., 2004). In order to get positive attitude of consumer, advertisement should consist of interesting and customized information that meet their reference (Reyck and Degraeve, 2003). Because they have tendency to concern on reading message that are relevant for their profits (Haghirian et al., 2005). Therefore, a communication form covering useful information regarding the current product or service would raise the awareness of customer (Saadeghvaziri & Hosseini, 2011) and receive positive respond to marketing (Varshney, 2003).

2.4 Entertainment Perception

Entertainment perception is probably entertaining, pleasing, enjoyable, fun to use and exciting of people after experiencing objects (Tsang et al, 2004). Norris and Colman (1994) suggested marketers had to invest highly to the enjoyment and entertainment properties of program contexts to enhance the effectiveness of accompanying advertisements. There is positive relationship between two factors: entertainment or reported enjoyment and advertisement effectiveness (Gullen, 1993; Lloyd & Clancy, 1991). Bauer (2005) confirmed that hedonic joy, for instance, excitement, esteem, significantly positive impact on attitude towards advertising. Moreover, entertainment factor charges value for the consumers, simultaneously, build customer’s loyalty (Saadeghvaziri and Hosseini, 2011). Therefore, group authors Tsang et al., 2004 and Bauer et al., 2005 always emphasized that entertainment was the most important feature affecting attitude of the customer toward advertising.

2.5 Irritation Perception

Irritation Perception refers to negative feelings, especially, displeasure, discomfort and infuriation. The customer will feel irritated when they receive or endure high frequency advertising at the same time that advertisers

take advantage of techniques excessively to annoy, offend, or insult. Therefore, they will respond negatively towards advertising. Furthermore, viral video advertising has occurrence frequency higher than other kinds of communication, so the probability causing irritation certainly is also higher. If the content becomes excessively manipulative, it will trigger irritation and result into a negative attitude of consumers (Palka et al., 2009; Haghirian et al., 2005). Likewise, when being addressed by so many advertisements, the customer will feel embarrassment, this individual feeling affects critically to consumers' attitude towards advertising (Shavitt, Lowrey & Haefner, 1998). The customer may skip any video advertising because they recognize it too disturbing). Hence, Saadeghvaziri & Hosseini (2011) and Muzaffar & Kamran (2011) suggested that marketer tend to create non-irritating marketing messages to build positive attitude from customer.

2.6 Source Credibility Perception

Source Credibility relates to the trust of receiver towards the source of information (Ohanian, 1990). In some studies, the researchers mention credibility as trustworthiness and also link to perceived risk. The perceived risk will be low, if the information comes from trusted source. Haghirian (2005) illustrated that the value of advertisement would impact on recipient more strongly, if they perceived highly credibility of the advertising. The source of message communication can be judged by the customer by website or social networks (that supply the advertising) reputation and reviewer or friend (the person who share advertising on social media). Actually, many people prefer to avoid advertising on social networks, because of the lack of trust or credibility with the medium and advertiser (Kiani Irshad, 2012), especially with video advertising that takes audience so much time. Even, in some situation, they delete completely advertising coming from their social media (Phelps et al., 2004). They consider these forms as spam or exploit their personal information for other dodgy purposes (Kelly et al., 2010). Hence, MacKenzie & Lutz, 1989 suggest that advertisement credibility is so essential, it should be first constructs that were empirically tested to exert affect to consumers' attitudes towards the advertising (MacKenzie & Lutz, 1989). Not only with advertising, Brackett & Carr (2001) but also improved that there was positive relationship between source credibility perception and the attitude of customer towards all of kinds of marketing.

2.7 Incentive Perception

Incentive in marketing is an appealing element such as discount, bonus, gift, game, or some special offer that aim to encourage a desired action. Hanley et al. (2006) described form of incentives consist of coupons, contextually sensitive services, monetary incentives, or free minutes. The main purpose of adding incentive information in advertising is to attract customer, supply them the reason why they should watch advertising that give them some interesting benefits. Iddris, 2006 suggested the marketer send incentive-based messages including in communication form to raise good feeling for customer as well as extra value message conveyed to them. By taking advantage of free connection time that done by viral advertising, the marketer should put any form of sale promotion such as incentives to voice advertisements (Tsang et al, 2004). In addition, introducing incentive information is a good method to get customer back in return or next purchase and reduce the cost of advertised products or services as well (Pastore, 2002). Hence, there is benefit relationship between incentives and the attitude of customer when receiving viral marketing messages (Hanley & Martinsen, 2006; Pastore, 2002).

2.8 Consumer Purchase Intention

Purchase intention is the willing of the consumer whether to buy certain product, service or not. On the other hands, some situations, purchase intention also mean whether the customer will buy product, service again or not after last purchase. After researching a particular product or service, accepting or rejecting decision of the buyer depends absolutely on their intention. In addition, purchase intention is affected sharply by attitude of the customer towards the products, services as well as the advertisements of these merchandise. Methaq and Fahad (2016) attempted to confirm that consumers' attitude towards advertisements have an influence over their attitude towards brand and purchase intention. Shimp's (1985) also found out a strong relationship between attitude of the customer and purchase intention. Therefore, this is practical to understand how attitude of the customer towards viral video advertising impact on purchase intention.

III. METHODS

In order to examine that if there are positive relationships between Informativeness Perception, Entertainment Perception, Source Credibility Perception and the Attitude of the customer towards VVA a research model is developed in Fig. 1.

We suggest a measures is questionnaire that will be designed based on the factors identified in literature review in which the first section of the questionnaire provides information about VVA consists of dependent and independent variables that would be asked in the survey with a 5-point Likert scale is used with a "strongly

disagree” (5 = strongly agree; 4 = agree; 3 = neither; 2 = disagree; 1 = strongly disagree). Based upon the findings in the literature, we propose:

- H1:** There is a positive relationship between Informativeness Perception and the Attitude of the customer towards VVA.
- H2:** There is positive relationship between Entertainment Perception and the Attitude of the customer towards VVA.
- H3:** There is a negative relationship between Irritation Perception negatively and the Attitude of the customer towards VVA.
- H4:** There is a positive relationship between Source Credibility Perception and the Attitude of the customer towards VVA.
- H5:** There is a positive relationship between Incentive Perception and the Attitude of the customer towards VVA.
- H6:** There is a positive relationship between the Attitude of the customer towards VVA and Purchase Intention.

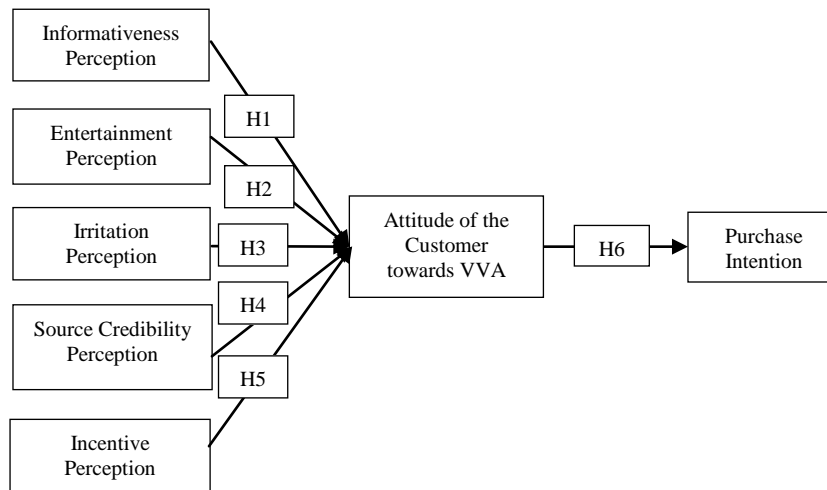


Figure 1: Conceptual Framework

The study has investigated in Viet Nam, the researcher has distributed questionnaire in two big cities in the north of Viet Nam (Ha Noi and Hai Phong). Total samples collected have been 350, while 50 samples have been invalid (because answerers claimed that they had never seen VVA). Therefore, total samples analyzed were 300 samples.

The questionnaire is translated into Vietnamese and divided into 3 particular parts. Especially,

Part 1: Personal Information. This part includes in questions regarding gender, age, occupation, education, job and salary. (Q1-Q5)

Part 2: General Question. Questions in this part concern on examining about general awareness of answerers about social media as well as VVA by multiple choices question (Q1-Q6). Simultaneously, (Q7.1-Q7.6) questions inquire the Attitude towards VVA by using Likert Scale Used to Measure Variables.

Part 3: The Attitude of the Customer towards VVA. This part supplies question related to how following factors affect to the Attitude of the Customer towards VVA: Informativeness Perception (Q1-Q3); Entertainment Perception (Q4-Q6); Irritation Perception (Q7-Q10); Source Credibility Perception (Q11-Q13); Incentive Perception (Q14-Q15); Purchase Intention (Q16-Q19). All questions utilize Likert Scale Used to Measure Variables.

IV. RESULT

The researcher applied SPSS (Statistical Package for the Social Sciences) program to analyze by Pearson Correlation, Multiple Regression, Resgression, t-Test and Reliability test (Cronbach’s alpha Cronbach) in Table1 and 2.

Hypothesis	Result
Hypothesis 1	Accept
Hypothesis 2	Accept
Hypothesis 3	Reject
Hypothesis 4	Accept
Hypothesis 5	Reject
Hypothesis 6	Accept

Table 1: Conclusion of the hypothesis

Factors	Cronbach's alpha (α)	Qualified
Attitude of customer towards VVA	0.758	Acceptable
Informativeness Perception	0.736	Acceptable
Entertainment Perception	0.768	Acceptable
Irritation Perception	0.824	Good
Source Credibility Perception	0.749	Acceptable
Incentive Perception	0.763	Acceptable
Consumer Purchase Intention	0.752	Acceptable

Table 2: Reliability testing results

V. CONCLUSION

This research aims to examine how factors of attitude (Informativeness, Entertainment, Irritation, Source Credibility, and Incentive Perception) affect to the attitude of the customer towards VVA. It is an advantageous suggestion for business and marketer applying in their important viral marketing campaign.

Hypothesis 1: The results of both Correlation and Regression improves that there is a positive relationship between Informativeness Perception and the Attitude of the customer towards VVA. In other words, higher informativeness VVA includes, higher attitude the customer revolves. The customer suppose they prefer to accept VVA which help them to update important information about product or service and support them distinguish what make advertised product or service be different from other rivals. "Informativeness Perception" is absolutely considerable factor that the marketer should seriously invest and balance with other factors to skillfully affect to the attitude of the customer.

Hypothesis 2: There is also a positive relationship between Entertainment Perception and the Attitude of the customer towards VVA. The entertainment content is able to generate positive respond towards VVA. They consider watching VVA is a kind of interesting entertainment. Therefore, designing based-on current entertainment trend VVA is actually essential for the purpose of the customer's attitude impact. Besides, emotion or humanity is an important predictor of the value of VVA, because the customer appreciate these as a type of modern entertainment. They wish themselves have enjoyable feeling after watch VVA. Hence, a video advertising with gone viral goal should be added more positive entertainment value.

Hypothesis 3: Unlike Informativeness and Entertainment Perception, Irritation Perception has no significant impact on the attitude of the customer towards VVA. The study shows that customers actually do not feel irritated by quantity of VVA. Additionally, the irritation does not result in a significantly negative attitude towards VVA. The customer in Viet Nam active not too harsh with VVA. They do not confirm that VVA makes them angry or annoy, because like other kind of popular information updating on social media, they interpret VVA is a kind of useful entertainment, not only help them improve knowledge about product or service, brand, but also serve some other purpose.

Hypothesis 4: Source Credibility Perception has a positive relationship with the Attitude of the customer towards VVA. The more VVA that comes from trusted source, the better the customer's positive attitude. This also mean, if the customers underestimate the website or reviewer that share or supply VVA, they will refuse or even negative respond awards VVA. The consumer tend to believe in the information or story including in VVA which is supplied by famous website, reputable fanpage, social media or their closer friends.

Hypothesis 5: The study denies that there is positive relationship between Incentive Perception and the Attitude of the customer towards VVA. In order to predict the attitude of the consumer towards VVA, Incentives has not significant influence. The customer claims that they feel not comfortable with VVA added so much incentive information regarding coupon, free gift, minigame, bonus, discount. They are not important factor that urge them revolve positive response to VVA.

Hypothesis 6: The result shows that the Attitude of the customer towards VVA strongly affects to Consumer Purchase Intention. The more positive the Attitude towards VVA is, the higher Consumer Purchase Intention is. It is clearly said that purchase decision depends sharply on the attitude of the customer towards advertised product or service. Due to their positive attitude, they prefer to buy that product or service. Undoubtedly, the research implies that the best way for marketers to affect the customer's wallet is to influence their attitude, while, attitude towards VVA is not ignorable.

VI. LIMITATION & RECOMMENDATION

Limitation

- (1) Sample size of (n=300) may be insufficient to represent the total population of consumers in Viet Nam. Because of the constraint of time, only limited numbers of questionnaires, the research outcomes may not be possible to represent the opinions of the total population of consumers in Viet Nam.
- (2) Only limited factor are examined in the present study.
- (3) Some foreign studies or journal used as reference document may not be applicable to Viet Nam context.

RECOMMENDATION

- (1) In the future, the researcher should conduct the survey on a larger sample (about both quantity and geographical scope) that can better represent the consumers in Viet Nam.
- (2) The researcher should broaden their deeper exploration of how Informativeness Perception, Entertainment Perception, Source Credibility Perception affect to the Attitude of Viral Video Advertising.
- (3) Not only by using questionnaire method, the research but also can use practical experiment, such as letting the customer watch VVA and observing their responses as well as behaviors and attitudes.

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Biographies and Photographs



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My name is Nguyen Thi Ngoc Lan. Now I am foreign student for Master Degree in Information Management Department, National Formosa University, Yunlin, Taiwan. Two years ago, I graduated Bachelor Degree in Public Relationships and Advertising Department, Academy of Journalism and Communication, Ha Noi, Viet Nam. I used to work as Copywriter and Marketing Online Manager in Nam Thanh Pharmaceutical Company in Viet Nam, after graduating the university.

Nowadays, the social networks in Viet Nam have been developing than ever. I would like to concern on investigating the effect of the information on these online channels. I really feel excited with Viral Video Advertising - a "new breeze" of Marketing campaign. Therefore, I choose it to become my study. In addition, with some Vietnamese customer, Viral Video Advertising is still be new definition. Hence, the examine on the attitude of the consumer towards this kind of Advertising is significantly essential.

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