MOTIVATION FOR SHARING ONLINE VIDEO ADVERTISEMENT: INTEGRATING IDENTITY THEORY AND THE EXPANDED ADVERTISING MODEL

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Abstract
Nowadays more and more marketing practitioners and researchers are interested in online video advertisement because of its potential to create viral effects. Online video advertisement possesses branding characteristics of TV Ads as well as the interactivity of the internet. Built upon identity theory and expanded Traditional Advertising Model, this study aims to examine the antecedents of message self-expressiveness and attitude toward the ads, also its implications towards the intention to share online video advertisement. An empirical analysis is conducted through a structural equation model using online survey data of 101 digital native YouTube viewers. The result of structural model estimation shows the positive impact of self-brand congruity and entertainment value toward message self-expressiveness, while the relationship of product category involvement toward message self-expressiveness is not confirmed in this research. This research also demonstrated the positive influence of Self-brand congruity, entertainment value and information value upon attitude toward the ads. On the side of the consequences, message self-expressiveness and attitude toward the ads proved to be the driving force of intention to share.

Keywords: online video advertisement, identity theory, advertising model, viral marketing

Introduction
User generated media (UGM) such as YouTube, MySpace and Wikipedia have become very popular in recent years. User generated media that has the basic characteristics of self-
sustaining and today has a rapidly growing number of viewers, especially video-based content (video-sharing websites), has transformed the world of information, communication and entertainment (Shao, 2009). In its development, the user generated media platform is not only a vehicle to share content by its users but also a vehicle for marketers to convey information or advertising, one of them in the form of video. Video advertisement distributed through video-sharing sites then recognized as online video advertisements (Lee, Ham, & Kim, 2013).

One of the uniqueness of online video advertisement (OVA) is that its viewers can share the video ad's content to others via email, social media like Facebook or Twitter through the "send this to a friend" or "share" button (Lee et al., 2013), or other digital communication media such as Whatsapp. This uniqueness makes online video advertisement has the potential to create viral effects, disseminated rapidly by the audiences. Online video advertisement disseminated through a web-based digital environment is interactive, furthermore, it's searching, consuming and spreading controlled more by the role of its audience (Huang, Su, Zhou, & Liu, 2013). The basic characteristics of online video advertisement that inherit the branding capability of traditional TV ads with additional characteristics of interactivity and the potential for widespread by itself or viral makes marketers interested in using it.

On a user generated media platform including video-sharing websites, users perform at least one of the three main activities which are producing contents, participate upon a content or simply consuming content created by others (Shao, 2009). Departing from the uses and gratifications theory, entertainment and informativeness are perceived as two important aspects in shaping user attitudes and behavior towards the use and utilization of online content and media (Luo, 2002). Product information embedded in online video content will determine the effectiveness of an online video advertisement, while the level of attractiveness of the content is a determinant of the likelihood of content dissemination rate by its audience (Huang et al., 2013).

Despite its immense potential as one of the new marketing tools, research on factors that drive user behavior to share online video advertisement content has not been widely studied (Lee et al., 2013). From the viewpoint of identity theory, the self-expressiveness aspect of an online video advertisement message is seen as the main determinant that drives the tendency to share online video content advertisement (Taylor, Strutton, & Thompson, 2012). Meanwhile, from the viewpoint of expanded traditional advertising model research, attitudes toward the advertising and attitudes toward the brand is viewed as the main determinant of a viewer's desire to share online video advertisement (Huang et al., 2013). This research attempts to integrate these two viewpoints to deepen the understanding
regarding the antecedents and the formation pattern of user intention to share online video advertisement content.

**Theoretical Framework and Hypotheses**

In social identity theory and identity theory, an individual's self is seen as an object that can be classified, categorized or named in a certain way associated with a particular classification or social category (Stets & Burke, 2000). Identity theory is based on a symbolic interaction perspective in which humans are seen as actors who play certain roles defined by a common meaning in the interaction process with each other (Taylor et al., 2012). Identity theory and social identity theory have many similarities and are two interrelated theories. Broadly speaking the difference between the two theories are view of the group as the basis of the identity (who one is) which is viewed by the social identity theory, meanwhile, the view of the role as the basis of identity (what one does) is held by identity theory (Stets & Burke, 2000).

Self-concept plays a very important role in how an individual perceives objects outside of himself. These objects may be other peoples, institutions, organizations, messages or brands (Sung & Choi, 2012). In evaluating a brand, consumers may view aspects related to product attributes (such as size, taste, or quality), non-product attributes related (such as image use or its users), or evaluate based on the brand benefits such as functional, experiential or symbolic aspects (Keller, 1993). Furthermore, consumers often buy and consume products or services of a brand to express their identity. In this case, consumers conduct an evaluation based on a match between the symbolic attributes of a product, service or a brand with consumers self-concept (Mazodier & Merunka, 2011).

The congruity between a person's self-image and the image of a product or brand is called self-congruity (Sirgy, 1985). To emphasize the brand as the context, from this point forwards this condition referred as self-brand congruity. Messages delivered through an online video advertisement will be very related to the brand or image of the brand. If an individual has a high degree of self-brand congruity then it is likely that the individual will perceive that the message on an online video advertisement is congruence with his or her image and can be one of the means to express himself/herself (Taylor et al., 2012). The congruity of self-image with the image of a brand will satisfy a consumer to his need for self-consistency (Johar & Sirgy, 1991). In the condition of exposed by online video advertisement, it is likely that a consumer will make the message of online video advertisement as a vehicle for self-expression. Based on these arguments, the first hypothesis of self-brand congruity with message self-expressiveness is proposed.
H1: Self-Brand Congruity has a direct positive effect on Message Self-Expressiveness

Previous research suggests that the higher level of congruity between consumers with brands or other aspects related to the brand will drive the positive attitude of consumers toward the brand or other aspects related to the brand higher (Liu, Li, Mizerski, & Soh, 2012). Self-brand congruity will encourage high levels of consumer satisfaction and higher consumer preferences (Jamal & Goode, 1987). The congruity between self-concept and brand concept plays a high role in predicting consumer behavior. Self-concept that highly congruent with the brand concept will enhance the level of consumer satisfaction, consumer perceptions of a brand related aspects and the attitude of consumers in general (Ekinci & Riley, 2003).

H2: Self-Brand Congruity has a direct positive effect on Attitude Toward the Ads

Consumer involvement refers to a sense of interest or enthusiasm from a consumer to a product category (Goldsmith & Emmert, 1991). What considered important or not important for someone will not be separated from the concept himself. A high level of involvement of a consumer to a product category is a visualization of the identity of the consumer (Taylor et al., 2012). A thing that is considered important by someone will generate one's intrinsic motivation to get involved with it and usually tend to serve as one form of self-expression (Bosnjak, Brown, Lee, Yu, & Sirgy, 2016). If the discussion context is isolated on an online video advertisement message, the higher the product category involvement of the audience the more likely it will be that the online video advertisement message has a high degree of self-expressiveness for the audience.

H3: Product Category Involvement has a direct positive effect on Message Self-Expressiveness

On user generated media platforms, the purpose of the user performs content consumption at least for two major benefits which are information and entertainment (Shao, 2009). Messages are the conveyer of meaning which the interpretations are strongly influenced by self-concept and the environment around the message recipient (McCracken, 1986). Meaning of aspects in a message such as entertainment value will be closely related to the self-concept and image of the recipient of the message (Taylor et al., 2012). If the interpretation of a message, including the value aspect contained in it, can not be separated from the concept and self-image of a person, it will very likely that the message meaning will be one of the means of self-expression for the recipient of the message.

H4: Entertainment Value has a direct positive effect on Message Self-Expressiveness
Entertaining ads will be considered more valuable in the eyes of the audiences (Ducoffe, 1995; Tsang, Ho, & Liang, 2004). Feelings of enjoying an advertisement play an important role in the formation of consumer's attitude toward the advertisement in general (Chowdhury, Parvin, Weitenbner, & Becker, 2006). The higher the entertainment value of an advertisement in the eyes of the viewer the more positive the viewer's attitude toward the advertisement (Blanco, Blasco, & Azorín, 2010; Tsang et al., 2004).

H5: Entertainment Value has a direct positive effect on Attitude Toward the Ads

Information contained in an ad is a particular incentive for consumers which are very substantial in the formation of a positive attitude of consumers toward an ad (Chowdhury et al., 2006). The audiences will judge the ad to have a high value if the ad content has high information values (Ducoffe, 1995; Tsang et al., 2004). The higher the value of an advertiser's information, in this case the accuracy of the message, the timeliness, and usefulness toward the audience, the higher the viewer's attitude toward the ad will ultimately affect how the viewer will act or behave (Blanco et al., 2010).

H6: Information Value has a direct positive effect on Attitude Toward the Ads

Message self-expressiveness can be viewed as a degree of how a consumer perceives that a message can support the concept himself either in the eyes of the self or in the eyes of others (Taylor et al., 2012). On a user generated media platform, like YouTube, users can interact with content or messages in the form of rating, commenting, saving and even sharing it with others (Shao, 2009). Motivation to share messages on user generated media platforms, including advertising messages, will be even higher if the message is judged to be a vehicle of self-expression for message recipients.

H7: Message Self-Expressiveness has a direct positive effect on Intention to Share

The user generated media platform becomes one of the marketers' attention because of its potential to create a massive viral impact or massive dissemination (Huang et al., 2013; Lee et al., 2013). Through a digital platform, a user generated media audience will be very easy to share a content to others through various digital media such as email, Facebook, Twitter, WhatsApp, and others. When an online video advertisement viewer has an affective response or a strong positive attitude toward a video content there will be a stronger desire to share the video content to others (Huang et al., 2013).

H8: Attitude Toward the Ads has a direct positive effect on Intention to Share

Based on the conceptual framework described earlier, it can be illustrated by a research model as presented in Figure 1. The model involves four exogenous constructs: self-brand
congruity, product category involvement, entertainment value, and information value. Meanwhile, on the side of the consequences are proposed three endogenous constructs namely message self-expressiveness, attitude toward the ads, and intention to share.

![Figure 1. Research Model](image)

**Methodology**

**Research Design and Data Collection**

This research was conducted with causal explanatory research design, emphasizing on empirical testing of a number of hypotheses constructed conceptually to explain the interrelationships between observed constructs (Cooper & Schindler, 2013). Data collection is executed as cross-sectional design, performed once for each respondent (Malhotra, 2010). Data collection is performed through a survey, through giving the online questionnaire toward the respondent to then be answered independently by the respondent. An online questionnaire distributed to the respondents through two approaches which are spreading online questionnaire links via digital communication media or go directly to prospective respondents to then invite respondents to fill in the online questionnaire through digital devices brought by data collectors. The data collected through spreading online links tend to be responded voluntarily by prospective respondents which mean that the sampling pattern is likely to be a convenience (Zikmund, Babin, Carr, & Griffin, 2010).

The sample data was collected by distributing questionnaires to digital native teenagers in Jakarta and surrounding areas who had watched online video advertisement "Split Bill Sakuku BCA". The distribution of questionnaires is done both online and offline. Digital native is a generation born and raised in the digital age that has characteristics able to
manage information and digital technology better compared to previous generations (Prensky, 2001). Generally, this generation was born after the 80’s (Kirk, Chiagouris, & Gopalakrishna, 2012). Digital native is chosen as sample in this research with the consideration that digital native generation is among the most consuming of content of user generated media platform including video-sharing website so it is considered to be a suitable context to describe the phenomenon of dissemination of online video advertisement.

Measures

The research model used in this research involves four exogenous constructs i.e. self-brand congruity, product category involvement, entertainment value, and information value, also three endogenous constructs i.e. message self-expressiveness, attitude toward the ads, and intention to share. Measurement for self-brand congruity, product category involvement, entertainment value, message self-expressiveness and intention to share are adopted from previous research on online video advertisement (Taylor et al., 2012). The measurement of information value is adopted from previous research on mobile advertising (Tsang et al., 2004) and online advertising (Edwards, Li, & Lee, 2002). Meanwhile, the measurement of Attitude Toward the Ads was adopted from previous research on TV commercial (Yoo & MacInnis, 2005). All measurement instruments are measured by capturing respondents' responses toward a number of statements on a given 7-point Likert scale.

Table 1. Measurement Instrument

<table>
<thead>
<tr>
<th>Variable</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Brand Congruity</td>
<td>I like the user of “Sakuku Split Bill BCA” in general</td>
</tr>
<tr>
<td></td>
<td>&quot;Sakuku Split Bill BCA”s user image is in line with my self-image</td>
</tr>
<tr>
<td></td>
<td>I can be identified with “Sakuku Split Bill BCA” users in general</td>
</tr>
<tr>
<td>Product Category Involvement</td>
<td>Non-cash payment tools are very important to me</td>
</tr>
<tr>
<td></td>
<td>I am very interested in non-cash payment tools</td>
</tr>
<tr>
<td></td>
<td>Non-cash payment tools are very relevant to me</td>
</tr>
<tr>
<td>Entertainment Value</td>
<td>&quot;Sakuku Split Bill BCA” Ads is very entertaining</td>
</tr>
<tr>
<td></td>
<td>&quot;Sakuku Split Bill BCA” Ads is fun</td>
</tr>
<tr>
<td></td>
<td>I can enjoy &quot;Sakuku Split Bill BCA” Ads</td>
</tr>
<tr>
<td>Information Value</td>
<td>I think “Sakuku Split Bill BCA” Ads provides up-to-date information</td>
</tr>
<tr>
<td></td>
<td>“Sakuku Split Bill BCA” Ads provides useful information</td>
</tr>
<tr>
<td></td>
<td>“Sakuku Split Bill BCA” Ads provides important information</td>
</tr>
<tr>
<td>Message Self-Expressiveness</td>
<td>&quot;Sakuku Split Bill BCA” Ads message reflects what I am</td>
</tr>
<tr>
<td></td>
<td>&quot;Sakuku Split Bill BCA” Ads content BCA reflects who I am</td>
</tr>
<tr>
<td></td>
<td>I can be identified with &quot;Sakuku Split Bill BCA” Ads Content</td>
</tr>
<tr>
<td>Attitude Toward the Ads</td>
<td>&quot;Sakuku Split Bill BCA” Ads in my opinion is a positive thing</td>
</tr>
<tr>
<td></td>
<td>&quot;Sakuku Split Bill BCA” Ads is a good Ads</td>
</tr>
<tr>
<td></td>
<td>I think &quot;Sakuku Split Bill BCA” Ads is a good thing</td>
</tr>
<tr>
<td>Intention to Share</td>
<td>It seems that I will share &quot;Sakuku Split Bill BCA” Ads to others</td>
</tr>
<tr>
<td></td>
<td>I will probably share &quot;Sakuku Split Bill BCA” Ads to others</td>
</tr>
<tr>
<td></td>
<td>I will certainly be sharing &quot;Sakuku Split Bill BCA” Ads to others</td>
</tr>
</tbody>
</table>
Result

Sample Characteristics

From the data collection process obtained 101 sample data of respondents in Jakarta and surrounding areas comprise of the digital natives who had watched online video advertisement "Sakuku Split Bill BCA". The age of respondents obtained ranged from 17 to 29 years, with a range of years born 1999 to 1987. This means that all respondents obtained are digital native, born beyond 1980 (Kirk et al., 2012) as one would like to observe in this study. Most of the respondents are women by 70% and the rest are men by 30%. The majority of respondents are students, as much as 90%, the rest are entrepreneurs, employees or housewives.

Measurement Model

Empirical data that have been collected are processed quantitatively using the Structural Equation Model (SEM) approach to test the eight hypotheses proposed. Data processing is performed in two stages: measurement model estimation to test the validity and reliability of measurement, and the second stage is structural model estimation to test each hypothesis proposed (Wijanto, 2008). Data processing is executed with AMOS 18 as a statistical data processing tool.

Estimation of measurement model through confirmatory factor analysis (CFA) indicates that all item loading values are above 0.8 which means that all indicators used in each variable are valid. Based on the value of item loading obtained, average variance extracted (AVE) and construct reliability (CR) are calculated. The result of calculation for each variable yields AVE value of self-brand congruity (0.797), product category involvement (0.803), entertainment value (0.873), information value (0.877), message self-expressiveness (0.870) attitude toward the ads (0.883), and intention to share (0.803). The CR values for each variable are self-brand congruity (0.922), product category involvement (0.924), entertainment value (0.954), information value (0.955), message self-expressiveness (0.953), attitude toward the ads (0.958), and intention to share (0.924). All AVE values for each variable are above 0.5, while the CR value for each variable is above 0.7. Thus it can be concluded that in general, all measurement instruments used are reliable (Wijanto, 2008).

Structural Model

The result of structural model estimation yielded normed chi-square value of 2.947 (good fit), CFI equal to 0.871 (marginal fit) and RMSEA of 0.140 (poor fit). Although not all indicators of goodness of fit (gof) being used indicate good fit, in this study, model respecification to improve the value of goodness of fit indicators is not performed considering the purpose of this study is not to formulate a prediction model (Wijanto, 2008).
The regression coefficient and p-value label values for each tested path are illustrated in Fig. 2.

![Figure 2. Structural Model Estimation Summary](image)

Note: *p<0.05; **p<0.01; ***p<0.001

The result of structural model estimation from exogenous variable self-brand congruity toward message self-expressiveness yield regression coefficient value 1.207 with p-value <0.001, which means H1 is supported. Meanwhile, the relationship between self-brand congruity with attitude toward the ads yield regression coefficient value of 0.201 with the p-value of 0.005 which means H2 is supported. On the other hand, the product category involvement path toward the self-expressiveness message shows a p-value of 0.583 which means H3 is not supported by the data.

On the entertainment value side, the relationship with the message self-expressiveness indicates the value of regression coefficient of 0.126 with the p-value of 0.005 which means H4 is supported by data. Meanwhile, its relationship with attitude toward the ads shows the value of regression coefficient of 0.439 with p-value <0.001, which means H5 is supported. On the other hand, the path between information value toward attitude toward the ads shows the value of regression coefficient of 0.434 with p-value <0.001 which means H6 is supported. Meanwhile, two exogenous, messages self-expressiveness and attitude toward the ads that hypothesized to encourage intention to share both show p-value <0.001 with regression coefficients respectively of 0.271 and 0.524, which means H7 and H8 are supported. Thus, it can be concluded that among the eight hypotheses proposed seven of which supported by the data and only one hypothesis that is H3 is not supported by the data.
Discussion

Theoretical contributions

This research attempts to advance preceding research efforts in contributing toward online video advertisement studies, especially on the study of factors and formation patterns of intention to share online video advertisement content. In this regard, this research contributes theoretical contributions to at least some aspects. The first, this research contributed to the generalization aspects of previous research by reconfirming the existence of the role of self-brand congruity and entertainment value as the driver of the formation of messages self-expressiveness (Taylor et al., 2012). Furthermore, the message self-expressiveness is more related to the internal aspects of an individual. This study reflects this condition through a representation of a stronger relationship, indicated by the comparison of regression coefficients, between self-brand congruity toward message self-expressiveness compared to the entertainment value that derived from outside the user's of video sharing platform.

Second, the results of this study give different results with the results of previous study (Taylor et al., 2012) especially on the relationship between product category involvement to message self-expressiveness. This study found not enough evidence to support this hypothesis. Involvement can be situational as when a consumer needs a particular product or service, or persist in a long time if the product or service category is a great subject of interest to the consumer (Taylor et al., 2012). In this research the research context is a payment mechanism. This context is more likely to be something consumers need for a particular purpose of payment, but not as a subject of interest to the majority of consumers. Therefore in this study can not be captured a clear pattern of relationship between product category involvement to message self-expressiveness.

Third, this study provides empirical evidence in an expanded context, especially on the subject of online video advertisement departing from existing advertising models. Research on traditional advertising models or mobile and online contexts may already have adequate coverage on the marketing sciences. However, the specific context of online video advertising or video word-of-mouth is a new phenomenon that still opens up vast opportunities for marketing research to be explored (King, Racherla, & Bush, 2014). This study provides empirical evidence of the influence of self-brand congruity, entertainment value and information value in shaping attitude toward the ads. In contrast to the message self-expressiveness, the attitude toward the ads is more influenced by external factors of online video ad content i.e. entertainment value and information value than the internal self-brand congruity.

Fourth, this study confirms previous research from the view of identity theory (Taylor et al., 2012) of influence of message self-expressiveness on intention to share online video advertisement content. Furthermore, this study extends these findings by also confirming the results of previous studies from the perspective of traditional advertising models that have been expanded for the effect of attitude toward the ads on intention to share online video advertisement content. When compared, the effect of attitude toward the ads appears
more dominant than the message self-expressiveness in influencing intention to share online video advertisement content. Broadly speaking it can be concluded that the path of stimulation from the outside looks more dominate the process of formation of intention to share online video advertisement content compared with internal aspects of user identity.

Managerial implications

The fourth theoretical contribution of this study that broadens the findings of previous research from the standpoint of identity theory. It provides an important insight into the practice of marketing in the real world. In this research can be recognized that pattern formation of the intention to share online video advertisement content dominantly more influenced by external aspect in the form of entertainment value and information value through attitude toward the ads without neglecting message self-expressiveness which mainly driven by self-brand congruity. The external aspect of entertainment value and information value is certainly easier to be controlled by marketers compared to internal aspects.

As an implication of the findings, marketers who will make use of the online video advertising as a marketing vehicle should emphasize on the value that can be provided through online video advertisement. The main emphasis should be on the entertainment value aspect and then supplemented by the information value contained by the online video advertisement content. A high online video advertisement value in viewers' perception will make viewers' attitudes more positive and lead to a worth sharing perception toward online video advertisement content. As a result, the viewer's intention to share the online video advertisement content will be higher that will make the probability of viral video to occur raised.

Limitations and Suggestions for Future Research

In the midst of the contribution endeavored, this study has several limitations that provide opportunities for further research. Firstly, this study only accommodates exploration of the digital native group with a relatively narrow age range between 17 to 29 years with the majority of respondents are among students. Further research on other generations or age groups is expected to provide a comparative view toward the results of this study.

Secondly, this research only examines a specific object of online video advertisement that is YouTube video advertisement of "Sakuku Split Bill BCA" which from the initial observation indicate have a certain degree of entertainment and information value from the respondent viewpoint. Further examination in other contexts or comparisons between advertisements that tend to have entertainment value levels more dominant than information or vice versa, or that are executed with an experimental approach are expected to provide a deeper understanding of the role of entertainment value and information value in promoting intention to share.
Third, this study found no evidence of a relationship between product category involvement to message self-expressiveness. This is presumably because the method of payment as a choice of research context is not a matter of interest to most consumers but only as a service that consumers use when needed. Further studies that examine specific contexts with the possibility of long-term involvement rates, that maybe raised by their complexity, their intense usage or hobbyistic use may provide explanations for these diverse research findings.

REFERENCES


