

Factors Affecting Consumers' Behavior in Sharing Advertising Videos on Vietnamese Social Networks

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Abstract

Nowadays, advertising videos are an effective marketing tool and a new marketing trend. Advertising videos shared by customers are considered less suspicious than ads shared by companies, and they can appeal to a broader audience. This study employs the theory of reasoned action (TRA) and the technology acceptance model (TAM) to explore the factors affecting consumers' behavior of sharing advertising videos on social networks. Structural equation modelling (SEM) was adopted to examine the relationships proposed in the model. Determining the factors affecting customers' behaviour sharing promotional videos will provide Vietnamese businesses with an opportunity to understand how customers will perform their behavior. The research results indicated that subjective norms, perceived utilities, and entertainment value when sharing advertising videos on social networks have a positive relationship with consumers' attitudes towards sharing advertising videos on social networks.

Further, entertainment value and attitude are the two strongest factors that motivate consumers to share advertising videos on social networks. Therefore, advertising videos, in addition to providing product information, need to pay attention to building attractive forms and content to attract consumers. Special attention should be paid to high entertainment, bringing positive, happy, pleasant feelings, and catching up with current trends.

Keywords: Advertising videos; Social networks; Sharing behavior; Theory of Reasoned Action (TRA); Technology acceptance model (TAM).

Introduction

Social network is used by billions of people worldwide and has fast become one of the defining technologies of our time. Facebook, for example, reported having 2.38 billion monthly active users and 1.56 billion daily active users as of March 31, 2019. Globally, the total number of social network users is estimated to grow to 3.29 billion in 2022, which will be 42.3% of the world's population (eMarketer, 2018). Given the massive potential audience available who are spending many hours a day using social networks across various platforms, it is not surprising that marketers have embraced social networks as a marketing channel.

To date, in Vietnam, there is no research on consumers' behavior in sharing advertising videos on social networks, but only papers on Vietnamese people's online video viewing habits or research reports on online consumer behavior in Vietnam 2016 (Nielsen, 2016). These reports show the video viewing habits of Vietnamese people in terms of demographics: age, gender, *etc.* Besides, they also give characteristics of time, and video content and positively impact the extremes of watching advertising videos to making a purchase. The sharp increase in Internet usage among young people shows that Vietnam is a new and potential market for video advertising.

Ketelaar's (2014) psychology research indicates that consumers judge or make overall decisions, such as sharing content, based on their perceptions of key aspects of their experiences. Typically, online advertising videos provide dynamic message content, tell a short story, and convey the message throughout the promotion. However, research on consumer acceptance or rejection of advertising videos shows that pleasure and surprise are factors for users to pay attention to (Goodrich and Schiller, 2015).

Lee, Ham, and Kim (2013) use the "Theory of Reasoned Action" to predict and understand the behavioural intentions of sharing advertising videos online. Unlike simply watching videos, this study focuses on sharing behavioural intentions, as well as determining that consumers' attitudes towards sharing behavioral intentions have such an impact on the behavior of sharing advertising videos online (behavior). Research indicates that positive attitudes towards online ad sharing and social pressure to share (i.e., subjective norms) increase sharing intention, although attitude plays a bigger roller. The study also identified six distinct outcomes consumers expect when sharing video ads online: pleasure, affection, dependence, avoidance, relaxation, and control. However, this study only used quantitative methods to determine the influence of these factors. A combination of qualitative research methods (using Group Interviews or In-depth Interviews) is required that will provide a better insight into how consumers go about sharing video ads online.

Shehu, Bijmolt, and Clement (2016) show that managers generally think that online advertising videos should have a strong start, so customers will be motivated to continue watching, as well as have good viral potential. On the contrary, their research has shown real evidence that the end of a video is often more powerful than the beginning. However, this study has not focused on true sharing behavior nor the relationships between social networks and consumer segments.

The main objective of the study by Goh, Tan, and Yeo (2016) is to determine the factors affecting the intention to share advertising videos online. The four factors identified as crucial in encouraging the sharing of advertising videos online are extrinsic motivation, information sharing,

pleasure, and social impact. A better understanding of the factors that drive high online promotional video-sharing intent allows marketers a higher chance of generating buzz and viral marketing.

In general, from the perspective of sharing videos from consumers on social networks, this is a new research issue in Vietnam. The study of factors affecting consumers' behavior of sharing advertising videos on social networks is of great significance in influencing the awareness and market research activities of enterprises, especially the use of social networks and online advertising videos to promote consumers' purchasing decisions

Social, psychological, and economic factors can affect consumers' behavior of sharing advertising videos on social networks. Therefore, this research wants to clarify those factors based on previous theories and research.

The structure of this paper is as follows: The relevant literature is discussed first, followed by the methodology and findings. After that, the conclusions and recommendations for Vietnamese businesses are provided. Lastly, the limitations of this study and suggestions for future research are presented.

1. Literature review

Advertising videos is always an effective tool to spread content because it attracts many viewers. Unlike articles, videos do not need viewers to spend time reading and understanding. Still, it is attractive right from the audio-visual part, quickly attracting all audiences regardless of age and class. Advertising videos on social networks are spread and achieves 10-20 times more views, likes, and shares than other forms of advertising (in the same period). The most influential viral videos are often the ones that are entertaining, unique, and interesting. Therefore, the study considers the following factor (Semerádová and Weinlich, 2021).

The intention and behavior of sharing advertising videos on social networks

The intention indicates that a person intends to try to perform a particular behaviour. For this study, the intention will be considered as an individual's strength in sharing advertising videos on social networks. Intention is considered a central factor, as it is the immediate antecedent to one's behavior. So, the intention to perform a behavior is stronger and higher likelihood that a person performs the behavior (Schifter and Ajzen, 1985). In this study, the stronger the intention to share videos on social networks, the more likely that individual will perform the behavior.

In the framework of this paper, intention leads to behavior is obvious, so the authors do not consider it as a hypothesis. TRA has been used in many studies as a framework for examining specific kinds of behavior such as consumer behavior and health behavior (Lee and Green, 1991) (Hale *et al.*, 2002). So TRA is a foundational model of this study. And social networks are used on information technology platforms. Therefore, the TAM model is referenced in this study.

Subjective norms for sharing advertising videos on social networks

The subjective norm is an individual's perception, with that individual's key references, that the behavior should or should not be performed. The study by Zeng *et al.* (2009) and Soares (2014) showed that the norm positively affects the group intention, and the group intention leads to the

user's behavior towards advertising on social networks, such as: Clicking on the ad, paying attention to the ad. In 2014, Gironda and Korgaonkar (2014) also demonstrated that subjective norms positively influence the intention to click on advertisements appearing on social networks. The research results of Chin and Lu (2015) have shown that attitude towards behavior and subjective norm for the behavior of clicking the "Like" button on Facebook affect the intention to perform the actual behavior of customers. And then intention positively influences the "Like" button behavior on Facebook. Therefore, subjective norms can be seen as having a positive relationship with behavioral intention about social media activities with a promotional video. So, the authors propose the research hypothesis:

H1: Subjective norm has a positive effect on the intention to share advertising videos on social networks

Attitude toward sharing advertising videos on social networks

Attitude is the expression of orientation values, feelings and behaviors towards objects (things, events, people...). According to Pollay and Mittal, attitude towards an advertisement is the tendency to react positively or negatively to a particular promotional stimulus during a specific exposure (Pollay and Mittal, 1993). Attitude is the last step before behavior. TPB theory showed the more positive the attitude, the stronger the individual's intention to perform the behavior (Ajzen, 1991). Research by Kamal and Chu (2012), Boateng and Okoe (2015), Johnston *et al* (2018) also confirm a positive association between attitude towards advertising and behavior on social networks. Therefore, the authors propose the hypothesis:

H2: Attitude has a positive effect on the intention to share advertising videos on social networks

Subjective norm and attitude toward behavior

Lee *et al* (2013) conducted a study on why people transmit advertising videos online. This study uses rational action theory to explore the factors that drive consumer intent to deliver online video ads. Structural model test results show that attitude towards online video advertising and subjective norms positively impact initial intention. Among the six expected outcomes (pleasure, affection, dependence, escape, relaxation, and control) only entertainment value (pleasure) and escape positively affected attitude and attitude toward streaming video advertising online. And finally, subjective norms have a positive influence on attitude. Besides, according to Oliver and Bearden (1985), considering the possible interdependence between attitudes towards behavior and subjective norms enriches the model's predictive power. Research by Bock *et al* (2005) has found that consumers tend to develop a positive attitude towards sharing knowledge. Therefore, the author proposes the hypothesis:

H3: Subjective norm has a positive impact on the attitude and behavior of sharing advertising videos on social networks

Perceived utilities about advertising videos on social networks

Some studies related to advertising in the social network environment have used the TAM model to study the factors affecting the attitude towards advertising and test the relationship

between the attitude towards advertising and the customer's behavioral intent concerning this ad. Research by Rauniar *et al* (2013) applies the TAM model to determine the factors affecting the behavior of using Facebook. As a result, perceived utilities affect attitudes to social media, and intention to use social networks affects usage behaviour. In 2015, Luna - Nevarez and Torres (2015) conducted a study on customers' attitudes towards social media advertising based on the TAM theoretical model to develop and test a series of hypotheses based on the theoretical model this root. Specifically, research has shown that social network users who perceive advertising on social networks as useful will have a positive attitude towards advertising. Research by Muk (2013) on the influence of factors on intention to join a brand page (Intention to join brand page) indicates that the perceived utilities of advertising on social networking sites are the significant predictor of attitude towards brand pages. Therefore, the authors propose the following hypotheses:

H4: Perceived utilities positively affect attitudes towards sharing advertising videos on social networks.

H5: Perceived utilities has a positive effect on the intention to share advertising videos on social networks

Entertainment value

Many consumers use social media as a channel for communication and entertainment. Several studies have shown that perceived pleasure or recreational value is an important predictor of behaviour. Research by Rubin (1981); Rubin, Perse and Barbato (1988) showed that the more pleasure a user feels when sharing a promotional video, the stronger the intention to perform that behavior. Research by Cho *et al.* (2012); Taylor *et al.* (2012) all confirmed that entertainment value is an essential factor affecting the ability to share advertising videos on social networks. Therefore, the authors propose the following research:

H6: The entertainment value of sharing advertising videos positively affects the intention to share advertising videos on social networks.

Research by Lee *et al* (2013) also shows that the perceived pleasure of sharing advertising videos has a positive effect on the attitude of sharing advertising videos. Yang and Wang's study (2015) based on behavioral theory that entertainment is an important predictor of attitudes towards online video sharing among college students and general consumers. Goh *et al* (2016) research on the intention to share advertising videos online in Malaysia concludes that entertainment motivation strongly impacts attitudes and intentions to share advertising videos on social networks. Therefore, the authors propose the hypothesis:

H7: The entertainment value of sharing advertising videos positively affects attitudes towards the behavior of sharing advertising videos on social networks.

The fit of the self and the perceived image of the brand (Self-brand Congruity)

The self-brand congruity measures the match between brand image and self-image. Sirgy argues that consumers use and buy brands whose personality is consistent with their self-concept (Sirgy, 1985). Similarly, research by Onkvisit and Shaw concludes that consumers choose products

and stores that correspond to self-concept (Onkvisit and Shaw, 1987). Customers tend to express their self-concept by owning brands that fit their personality (Soares and Pinho, 2014). In the case of luxury brands, this is especially relevant. A distinguishing feature of luxury brands is enhancing customer identity through ownership. The fit between the self and the perceived image of the brand increases the ability to share the brand's message. Therefore, the authors propose the hypothesis:

H8: The fit between self and perceived brand image positively affects the intention to share advertising videos on social networks.

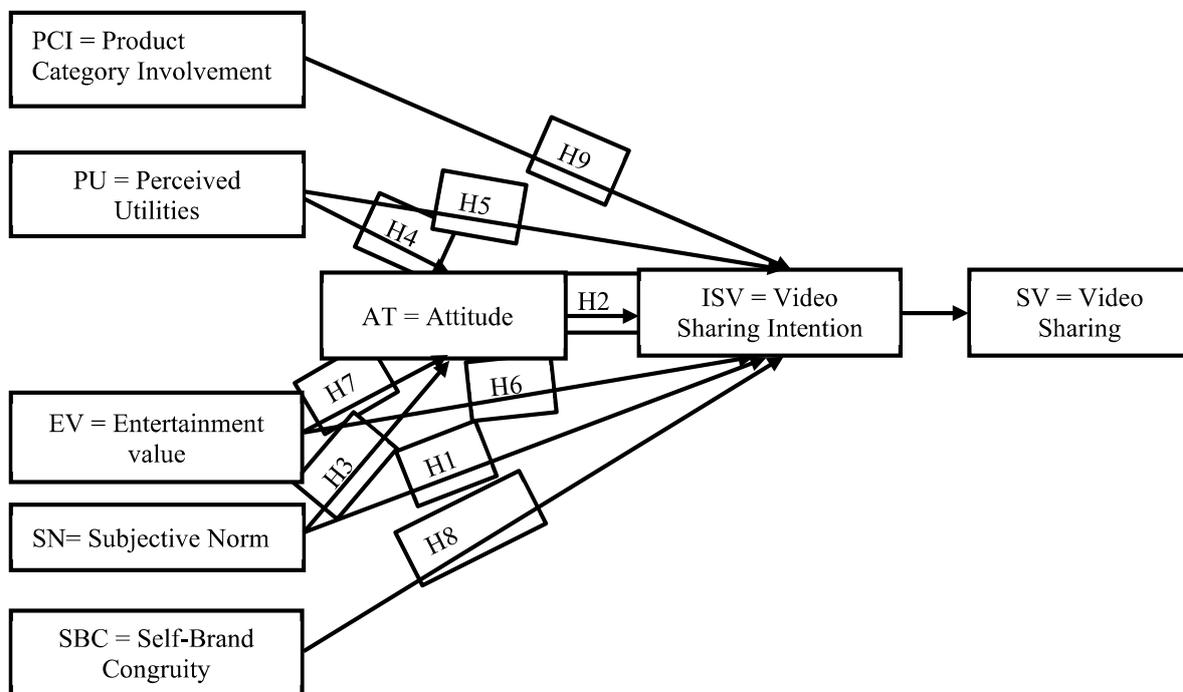
Product category involvement (Importance of the product to the consumer)

According to Celsi and Olson (1988), the degree of involvement of a product in a consumer's product category reflects the importance and interest in that product. For example, substitute products, essential products, etc. Product-related behaviors will decrease if the level of participation changes. And at the same time, according to Dichter (1966), consumers are more likely to talk about that product with others if it is important to them. Research by Engel, Blackwell and Miniard (1993) also found that the level of interest or involvement of a product in a consumer's product category also stimulates consumers to engage in word-of-mouth behavior online. Therefore, the authors propose the hypothesis:

H9: Product category involvement (Importance of the product to consumers) positively affects the intention to share advertising videos on social networks.

Thus, the article proposes the model of factors affecting consumer' behavior of sharing advertising videos as follows.

Figure 1: The model of factors affecting consumer's behavior of sharing advertising videos



2. Research methods

2.1. Measurement

Based on the proposed measurement model. The study inherits from the existing scales in many previous studies to build the scale. The scales are made for reference and correction from the sources in Table 1.

Scales for independent variables, dependent variables and intermediate variables are supplemented and adjusted by the author after consulting with experts who are lecturers and business directors in the field of marketing.

The questionnaire is designed with two parts. Part 1 is some personal information used to classify the interviewees with the nominal scale. Part 2 is designed to collect information about the factors affecting the behavior of the respondents to share advertising videos. The paper uses an adjusted Likert interval scale: 1-Strongly disagree; 2-Disagree; 3-Neutrality; 4-Agree; 5-Strongly agree.

Table 1: The reference scale

The scale	Source
The scale of the behavior of sharing advertising videos on social networks	Research by Mir (2014)
The scale of advertising video sharing intention on social networks	Research by Lee <i>et al</i> (2013)
The scale of the subjective norm with the behavior of sharing advertising videos on social networks	Research by Ajzen (1991), Girona and Korgaonkar (2014)
The scale of attitude towards the behavior of sharing advertising videos on social networks	Research by Boateng and Okoe (2015)
The scale of perceived utilities of advertising videos on social networks	Research by Luna- Nevarez and Torres (2015)
The scale of entertainment value when sharing advertising videos on social networks	Research by Yang and Wang (2015)
The scale of product category involvement (Importance of the product to consumers)	Research by Taylor <i>et al</i> (2012)
The scale of self-brand congruity	Research by Taylor <i>et al</i> (2012)

2.2. Data

The study used a convenience sampling method. Data were collected in this study through a survey questionnaire. Because many studies related to how behavior on social networks and advertising on social networks are referenced, in this study, all used surveys with students and working people aged 15-35 years old. Besides, these subjects are easily accessible and quite open in conducting the survey. Therefore, 500 questionnaires were distributed at schools, universities, offices, shops, supermarkets where there are many young people. As a result, 492 answer sheets

were collected, of which 17 answer sheets did not share advertising videos on social networks and 12 votes were faulty due to not answering fully. So only 463 valid votes left for this research paper.

3. Research results

Descriptive statistics

The results of descriptive statistics showed that 204 men accounted for 44.06%, 259 women accounted for 55.94%. The survey age is mainly from 20-25 (50%). The education level of the surveyed people is mainly university (65.20%). The main income level is less than 5 million VND. Many people surveyed have from 2 to 3 social network accounts, of which the most popular and used social network is Facebook.

Reliability coefficient Cronbach's Alpha

Testing the scale's reliability through Cronbach's Alpha coefficient to exclude variables with a total variable correlation coefficient of less than 0.3. Criteria choose the scale when it has Cronbach's Alpha reliability ≥ 0.6 . In theory, the higher the Cronbach's Alpha, the better (the more reliable the scale).

Eight scales represented for 29 variables. The analysis evaluates the reliability of the scale to check the consistency of the questions of a scale. The requirement of Cronbach's Alpha coefficient ≥ 0.6 and the total correlation coefficient of each variable ≥ 0.3 . The results of the type of variable EV4 have the total correlation coefficient less than 0.3. The EV scale test with 4 variables EV1, EV2, EV3 and EV5 met the requirements of Cronbach's Alpha coefficient and the total correlation coefficient of each variable. The final scale test results show 8 scales ensuring reliability with 28 satisfying variables.

Exploratory factor analysis (EFA)

From the results of the reliability analysis of the scale above, the factor analysis is first conducted based on 28 observed independent variables, affecting the intention to share advertising videos on social networks (the original proposed model).

The results obtained the coefficient $KMO = 0.815 > 0.5$ and the Barlett's test has a value of 4599.436 with the significance level $Sig = 0.000 < 0.05$, showing that the observed variables belonging to the same factor are closely correlated closely together. The total variance extracted is $65.730\% > 50\%$, showing that these 8 factors explain 65.73% of the variation of the data set. At the same time, the Eigenvalues of all factors are high (greater than 1).

The results of the factor rotation matrix show that the observed variables meet the convergence conditions: 28 observed variables are classified into 8 groups with the factor loading coefficients in the same column in the same scale as originally proposed scale.

Table 2: Rotation factor matrix of the research model

Items	Component							
	1	2	3	4	5	6	7	8
EV5	.892							
EV1	.803							
EV3	.783							

EV2	.759							
PCI4		.872						
PCI2		.838						
PCI1		.795						
PCI3		.788						
SN2			.847					
SN3			.825					
SN1			.766					
SN4			.724					
SBC2				.847				
SBC4				.840				
SBC1				.767				
SBC3				.536				
AT1					.873			
AT2					.803			
AT3					.776			
PU2						.846		
PU1						.834		
PU3						.777		
ISV3							.734	
ISV2							.710	
ISV1							.703	
SV3								.766
SV1								.745
SV2								.672

Notes: EV: Entertainment value, PCI: Product Category Involvement, SN: Subjective Norm, SBC: Self-Brand Congruity, AT: Attitude, PU: Perceived utilities, ISV: Video sharing intention, SV: Video sharing behavior.

The factor loading coefficients are all greater than 0.5, showing that the observed variables have practical significance and can be used to build regression models to test the initial hypothesis.

Confirmatory factor analysis (CFA)

CFA is a method to determine the fit of research data with the proposed theoretical model.

Table 3: Confirmatory factor analysis

Target	CMIN/df	GFI	TLI	CFI	RMSEA
Result	1.873	0.915	0.924	0.935	0.043
Criteria	< 3	>0.8	>0.9	>0.9	<0.08

The results of CFA analysis show that this model has a good fit with market data: *Chi squared* = 603.035, degrees of freedom *df* = 322 (with *p* = 0.000). The criteria to measure the relevance of *CMIN/df*, *CFI*, *GFI*, *TLI* and *RMSEA* are also satisfactory and acceptable in the research context of the topic.

Other quantitative models

After the author assessed the scale's reliability, factor analysis discovered that the scales with high reliability were considered for correlation and regression analysis to test the research model and hypotheses. This quantitative method is used to test the research theoretical model. This method has many advantages over the traditional multivariable regression method because it can calculate measurement error. Similar to the case of testing scale models by CFA, the ML (Maximum Likelihood) estimation method is used to estimate the model's parameters.

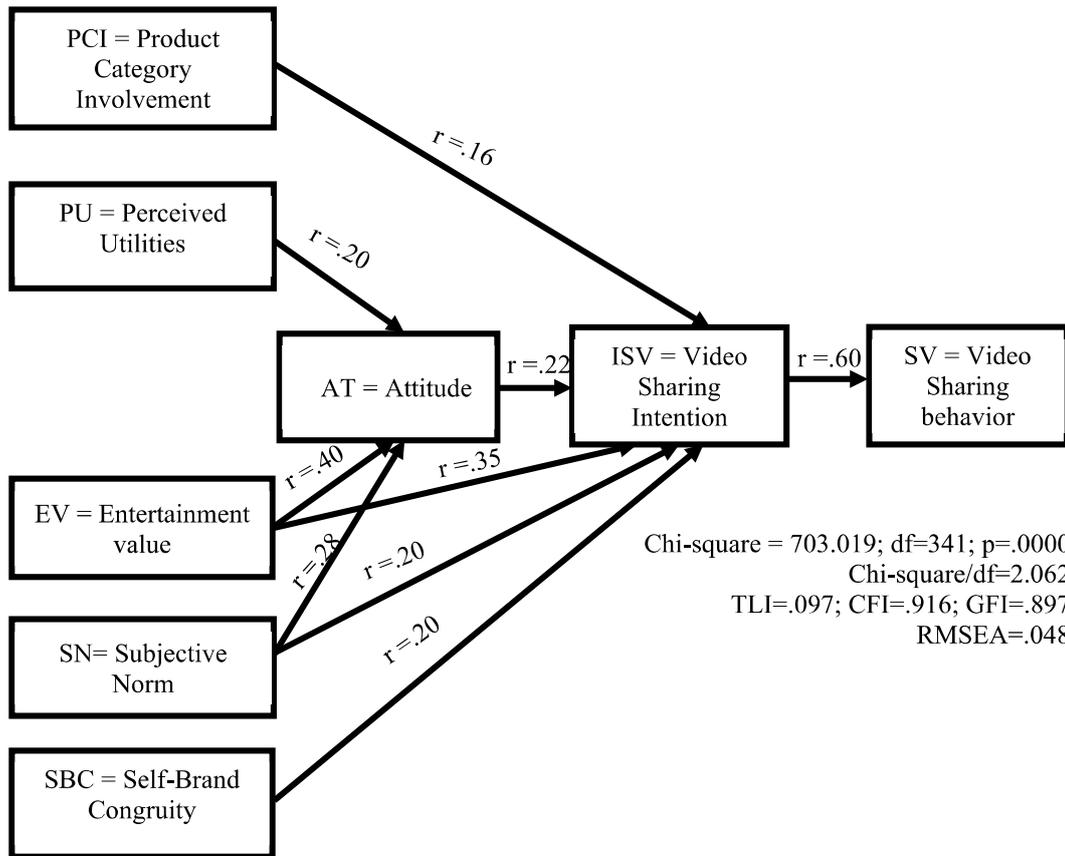
The first test results show Chi-square values; P-value; Chi-square/df; GFI (>0.8); TLI (>0.9); CFI (>0.9), and RMSEA (<0.08). According to the above criteria, the model in the study is consistent with the actual data. However, the p-value of the regression coefficient unnormalized of hypothesis H5 (ISV<---PU is 0.052) is more significant than 0.05, so the model has no statistical significance. That is, hypothesis H5 is rejected. Continue to run the second model with the null hypothesis H5

The second test results are normalized, showing that the model has 340 degrees of freedom; Chi-square values= 703.019; P-value= 0.000; Chi-square/df= 2,062 (<3); GFI=0.897 (>0.8); TLI=0.907 (>0.9); CFI=0.916 (>0.9), and RMSEA=0.048 (<0.08). According to the above criteria, the model in this study is suitable for market data

Specifically, EV is the factor that has the strongest impact on AT due to having the largest regression coefficient, and EV is also the factor that has the strongest impact on ISV due to having the largest regression coefficient.

However, the unnormalized regression coefficient has a mathematical meaning rather than an economic meaning because it only reflects the change of the dependent variable when each independent variable changes in the condition that the remaining independent variables must be changed permanently.

Figure 2: The quantitative model



Thus, consider the level of impact or order of influence of the independent variables on the dependent variable. Based on the normalized regression coefficient, we see that the strength of the factors affecting the attitude (AT) of sharing advertising videos on social networks is EV, SN and PU, respectively. The strength of the factors affecting the intention to share advertising videos on social networks (ISV) is EV, SN, SBC, AT, PCI, PU, respectively.

Performing the Bootstrap test with the sample loop N=1000, the C.R is less than 1.96, so the results are reliable when predicting the overall. Thus, the proposed research model accepts hypotheses H1, H2, H3, H4, H6, H7, H8, H9, rejecting hypothesis H5. And this model is reliable when using the overall prediction from the sample.

4. Discussion and policy implications for Vietnamese businesses

The actual research results in Vietnam show that the hypotheses of the proposed topic are accepted. Although these studies were carried out in context in Vietnam, but results consistent with previous studies of the authors Lee, Ham, and Kim (2013); Girona and Korgaonkar (2014); Muk (2013); Luna-Nevarez, C. and Torres, I.M (2015); Taylor, D. G., Strutton, D., and Thompson, K (2012); Yang, H. C., and Wang, Y (2015); Goh, Tan, and Yeo (2016).

Entertainment value and attitude are the strongest factors that motivate consumers to share advertising videos on social networks. Therefore, businesses need to know how to bring entertainment value and form a favourable attitude towards advertising videos is very important. The study has shown that the factors affecting the attitude towards the behavior of sharing advertising videos on social networks include subjective standards, perceived utilities, and

entertainment value. Since the questionnaire respondents are mainly university graduates, they are motivated to socialize and entertain high on the social network. Therefore, advertising videos, in addition to providing product information, need to pay attention to building attractive forms and content to attract consumers. Special attention should be paid to high entertainment, bringing positive, happy, pleasant feelings, and catching up with current trends. Providing relevant information about a product in a clever, imaginative and 'fun' manner will achieve more tremendous success for the advertisement. Besides the advertisement's content should be simple, easy to understand and unique so that users do not get bored when receiving advertising information.

Nowadays, many trends are strongly responded to by young people. It shows young people's intrinsic motivation to express themselves and extrinsic motivation (the influence of others - subjective norm). According to the research results of the study's subjective norm factor, users are more willing to share advertising videos on social networks when they think that the people important to them support that action. At the same time, their attitude toward sharing advertising videos is also more positive. Consumers are more likely to share videos on social media if they think that those important to them, such as friends or family, consider the practice of sharing advertising videos is right. Therefore, businesses encourage users to share advertising videos by grasping current trends and launch grasping current trends and launching videos on social networks that follow trends or follow "hot" phenomena that a popular person mentioned. And if businesses have more funding, human resources, and ideas, they can implement larger advertising campaigns by creating trends on social networks related to their products.

On the other hand, the research results show that the perceived utilities of advertising videos on social networks influence attitudes. Therefore, in advertising videos on social networks, businesses should also build content in the direction of consulting, sharing useful information, giving customers and introducing their products. Customers will have more trust and easier to share about brand when they feel useful. From there, the promotional video went viral. Factors such as the fit between themselves and the brand's perceived image and the product's importance to users are also motivating factors for consumers to share advertising videos on social network.

Although not as strong as entertainment, social (subjective norm), or attitude factors, and other study's results are also an issue that businesses must pay attention to. This result implies that businesses create appropriate advertising videos depending on each item, product or services. Even though user share advertising videos to benefit others with useful information, they are also doing it for themselves to express their identity. Therefore, marketing managers need provide their consumer with an advertisement, which appeals to their personality and identities to share and send the advertisement to their friends.

To ensure that businesses completely understand their target consumer and understand desires and personalities consumer's, they need to clearly define their target consumers, to conduct more detailed and more accurate consumer profiling. From there, build appropriate advertising messages, clearly showing the target audience. Because each group of objects will have different thoughts, interests, behaviors, and needs. If done well, the advertising effect will spread, and at the same time avoid annoying those with no need. In addition, through sharing advertising videos on social networks, users express their own images. This is especially evident with "brand stuff" and "classy" products. Therefore, especially with special products such as luxury goods, businesses need to clearly show their brand image and difference. As for mass products, businesses should

pay attention to entertaining content so that advertising videos are more likely to be shared on social networks.

At the same time, the study's results also show that the social network Facebook is used by most consumers, followed by the social network Youtube. Consequently, businesses should also focus on video advertising on Facebook and Youtube. However, social networks Instagram, TikTok should also be targeted. These are the social networks that are trending to boom. In addition, it is also necessary to pay more attention to the characteristics and strengths of each social network in order to take appropriate exploitation measures. Social media videos always have a sharing or messaging function with friends. Compelling videos are often shared by users on social networks. Social media comments can have many more potent effects on consumer behavior than advertisements only. People who watch a shared video also trust the authenticity of the ad because it was shared by people with whom they have a close relationship. At the same time, businesses reduce their advertising costs. Just because a video is viewed or liked does not reflect the full effectiveness of the ad. But the fact that ads are shared a lot on social media proves that the ads are successful.

Overall, determining the factors affecting the behavior of customers sharing promotional videos will allow businesses to understand how customers will perform their behavior. This will allow businesses to develop effective communication strategies that go viral and directly influence customer behavior. Businesses need to find ways to selectively, skillfully, meaningfully integrate advertising content with viewers and distribute ads through appropriate channels, the number of views will increase. In addition, businesses should regularly strive to improve themselves by offering truly reputable products and services, otherwise social media promotion will have the "reverse" effect.

5. Conclusion

Advertising on social networks is a new form of high interaction. Unlike traditional advertising, it gives users control and asks to actively view, share or restrict. The number of people using the Internet is increasing and social networks are the main means of communicating with family and friends. This is a favorable condition for developing advertising on social networks.

This study uses the TRA, TAM to study the behavior of sharing advertising videos on social networks in Vietnam. Specifically, subjective norm, perceived utilities and entertainment value when sharing advertising videos on social networks have a positive relationship, affecting consumers' attitudes towards video sharing behavior advertising on social networks. Next, attitudes, subjective norms, entertainment values, the importance of products (product category involvement), and the fit between themselves and the brand image positively affect the intention to share online advertising videos online.

In this study, the authors only focused on studying the factors affecting the behavior of sharing advertising videos on social networks with a sample of students, and working people, and did not consider the following factors: hinder the behavior of sharing advertising videos on social networks. Besides, the study has not considered promotion as a factor affecting the behavior of sharing advertising videos. Therefore, further studies can develop some research orientations as follows: further research can consider more factors that hinder the behavior of sharing advertising videos on social networks, the study looks at the sharing of advertising videos on social networks

is a condition for consumers to receive promotions, incentives and further study behavior after sharing advertising videos on social networks such as purchase intention or buying behavior.

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