

Millennials' Behavioural Intention of Sharing Online Video Advertising (OVAs): Mediating Role of Company Reputation Perspective

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ABSTRACT

Online Video Advertisings (OVAs) have become more popular due to the increasing number of people who use the internet to search for information and buy things. This study examines three components of Theory Planned Behaviour (TPB): attitude (ATT), subjective norm (SN), and perceived behavioural control (PBC), and how they relate to sharing OVAs. The study investigates how company reputation impacts the correlation between these variables. A total of 208 millennials in Selangor were given questionnaire to gather the data. Partial least squares-structural equation modelling technique was used to examine the data. The findings show that ATT and SN have an impact on millennials' intention to share OVA. The mediation result indicates that company reputation partially mediates the relationship between PBC and the intention to share OVAs. The results of this study add to the body of knowledge while giving practitioners, particularly marketers, practical knowledge about efficient marketing strategies.

Keywords: Online Video Advertising, Theory Planned Behaviour, Company Reputation, Millennials, Sharing Behaviour.

INTRODUCTION

The advertising sector is currently seeing a swift and significant shift as a result of the pervasive use of internet-enabled gadgets. As a consequence of this development, consumers now enjoy expedited access to information, leading to enhanced efficacy for advertising in effectively reaching their intended target demographic. While television continues to

maintain its position as the prevailing medium in terms of usage duration, there is a narrowing disparity between television and internet usage. Based on the findings of Zenith's analysis in 2018, it was projected that daily internet usage would exceed daily television usage by the year 2020. In a report published by Magna in 2018, it was observed that businesses have responded to the shift in media consumption patterns by allocating a greater portion of their budget towards online advertising. This includes various forms of display ads, video ads, search engine ads, and social media ads. Notably, the expenditure on online advertising overtook that of television advertising in the year 2017. Online video ads (OVAs) are widely used platforms by marketers in contemporary times. The utilization of OVAs has experienced a notable rise in popularity as a strategic approach employed by businesses to effectively market and advertise their products and services. The proliferation of online platforms has facilitated the dissemination of OVAs among customers, hence possibly amplifying the scope and influence of such promotional content. Nevertheless, it is crucial to comprehend the various elements that exert effect on consumers' intentions to share Online Video Advertisements (OVAs) with others. The significance of this matter is particularly pronounced for enterprises that aim to capture the attention of the millennial demographic, given their substantial role as influential agents in the dissemination of OVAs.

Previous studies have demonstrated that consumers' behavioural intention towards advertisements is influenced by various factors, including their attitudes towards online video advertisements (OVAs), subjective norms, perceived behavioural control, and company reputation. This relationship has been explored in the research conducted by (77), (73), (9), and (37). Attitude encompasses an individual's comprehensive assessment of an object, as exemplified by an OVA (57), whereas subjective norms pertain to the perceived societal influence exerted to adhere to a specific behaviour (55). According to the definition provided by (38), perceived behavioural control is an individual's belief in their ability to successfully perform a specific behaviour. Hence, the primary aim of this research is to investigate the correlation between the aforementioned characteristics and individuals' inclination to share OVAs, with specific attention given to the intermediary influence of corporate reputation. The research collected data from a representative group of individuals belonging to the millennial generation. The data were obtained by assessing their perspectives on OVAs, subjective norms, perceived behavioural control, firm reputation, and their inclination to share OVAs.

LITERATURE REVIEW

Theory of Planned Behaviour (TPB)

Theory of Planned Behaviour (TPB) can be considered as an expansion of Theory of Reasoned Action (TRA) formulated by (23) and (3). TPB incorporates the additional element of Perceived Behavioural Control (PBC) into its framework. TPB, similar to TRA, posits that behaviour is influenced by purpose, and the strength of intention directly correlates with the probability of engaging in the behaviour (4). Nevertheless, it is acknowledged by TPB that certain behaviours may not be entirely under an individual's conscious control (8). The behavioural intention of an individual is influenced by their attitude towards the activity, perception of social norms, and level of perceived behavioural control. TPB encompasses five key components, namely attitude, subjective norm, PBC, behavioural intention, and actual behaviour (6). The present study chose to employ TPB as its theoretical framework, as opposed to TRA, primarily because TPB incorporates the concept of PBC. According to (8), TPB incorporates the concept of PBC in order to encompass behaviours that are not entirely under an individual's voluntary control. In

a study conducted by (31), a comparison was made between TRA and TPB. The study's results indicated that TPB has a superior fit for the collected data and explains more of the variance in behavioural intention. This suggests that TPB is more suited for research endeavours that seek to quantify behavioural intention. The utilization of TPB has been prevalent in the field of advertising research for the purpose of analysing the influence of internet advertising on customer perceptions and behaviour. (65) and (49) both utilized the TPB framework to investigate individuals' engagement with Facebook and mobile advertising, respectively. The research probed elements such as lifestyle, context, mobile viewing habits, TV content interests, and the willingness to adopt mobile television. Similarly, the present study employs TPB framework to examine the underlying intention behind the sharing of OVAs, while also considering the potential mediating influence of company reputation.

Attitude Towards Sharing OVAs

Attitude towards a behaviour, as described by (3), pertains to the personal sentiments held by individuals, which may be either positive or negative, with respect to their involvement in a particular behaviour. The matter under consideration relates to an individual's choice to participate in a particular practice, which is affected by their analysis of the potential advantages and disadvantages associated with that practice (14). Hence, an individual's inclination to view or bypass an advertisement may be contingent upon their favourable or unfavourable perception of said advertisement. According to the findings of (39) study, consumers exhibit a tendency to bypass internet advertising due to a lack of alignment with their attitudes. If customers hold an unfavourable perception of the advertisements that are presented to them, they are less likely to engage with or disseminate them to others.

Previous research has revealed that consumer attitudes are a key factor in shaping their behavioural intentions (75; 77; 9). The findings of (3) and (4; 5) supported the notion put out by Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) that a positive attitude leads to an increased intention to engage in certain behaviours. According to (58), individuals who perceive advertising as effective tend to hold a favourable attitude towards it. Furthermore, there is a direct correlation between users' attitudinal trust and their approval of advertising. The desires of individuals, the products they consume, and promotional communications are intricately linked. The majority of buyers often evaluate a product subsequent to observing and acknowledging advertising (70). According to (11), acceptance can be conceptualized as an attitude as it reflects a customer's inclination to receive promotional content.

According to the study conducted by (45), it was determined that individuals' attitudes towards the consumption of OVAs have a favourable influence on their intention to engage in watching OVAs. In a similar manner, (58) observed that customers exhibit a higher inclination to engage with technology when they possess a favourable disposition towards utilizing computers. The present study aims to investigate the correlation between millennials' attitudes towards sharing OVAs and their inclination to share such content. This research is motivated based on the growth of millennial demographic and their affinity in using technology and the internet (43). As a result, the study formulates the following hypothesis:

- H1: There is a significant relationship between attitude toward sharing OVAs and the intention to share OVAs.

Subjective Norms Toward Sharing OVAs

Subjective norms are the perceived viewpoints of individuals who hold significant influence over an individual's decision-making process, such as collaborators, co-workers, relatives, intimate friends, and family members (56). (50) noted that there is a positive correlation between behavioural purpose and subjective norms, indicating that as behavioural purpose increases, subjective norms also tend to strengthen. According to (7), subjective norm refers to the degree to which consumers adopt normative opportunities presented by others or local reference groups.

Empirical evidence from previous research has shown a positive relationship between subjective norm and behavioural intention (65; 77; 1; 10; 9). (19) argued that a stronger subjective norm has a greater impact on individual's behavioural intention. This is due to the tendency of individuals to align their behaviour with the perception of societal expectations, as highlighted by (59). The change of literature highlighted the significance of various concepts as identified by multiple authors (18; 34; 71; 54; 40). These concepts include subjective norm, social norm, social influences, modelling, normative pressure, and reference groups. (38) suggested that subjective norms exert a substantial impact on the ethical intentions of customer service managers. (10) arrived at congruent findings pertaining to users' propensity to purchase natural food.

The decision-making process of customers is significantly influenced by their socio-cultural context, as highlighted in the studies conducted by (65), (77), (1), and other researchers. Factors such as family, informal sources, and cultural background play an important role in determining customers' inclination towards making a purchase. The study done by (47) was conducted to validate the positive correlation between perceived norm and intention to distribute OVAs among university students. In the framework of the current study, (46) conducted a study that examined the correlation between subjective norms and the inclination to distribute OVAs. Their findings indicated a favourable correlation between these two variables among university students. The present investigation, though, postulates that this correlation would manifest in the millennial cohort, which represents a distinct demographic group. Based on existing empirical evidence, a hypothesis is formulated which posits that:

- H2: There is a significant relationship between subjective norms toward sharing OVAs and the intention to share OVAs.

Perceived Behavioural Control Toward Sharing OVAs

Perceived behavioural control (PBC) is defined as an individual's subjective assessment of their capability to employ in a specific behaviour, as proposed by (6). This aspect is associated with behaviour as persons are more likely to engage in a certain activity when they distinguish a sense of control over it, but they are more inclined to abstain from participating if they perceive a lack of control. A positive relationship occurs between a high level of PBC and the intention to engage in a specific behaviour. Conversely, a decrease in PBC is associated with a decrease in the intention to engage in such behaviour. The objective of this study is to develop a conceptual framework that explains the construct of PBC in the context of sharing OVAs. PBC is defined as an individual's subjective impression of the resources, opportunities, and skills available to them that influence their intention to share OVAs.

(38) found that PBC has a positive and statistically significant impact on the ethical intentions of customer service managers. Similarly, (77) discovered that there is a positive correlation between PBC and the intention of young customers to acquire ecological friendly housing. (52) found a noteworthy and favourable correlation between PBC and the intention to purchase ecological friendly products in their study. (74) discovered that PBC has a notable impact on the behavioural intention of older persons with regard to engaging in physical activities. Several empirical investigations have demonstrated a favourable association between PBC and behavioural intention, as evidenced by the findings of (64), (25), (37), and (28). Therefore, this study aims to evaluate the impact of PBC on individuals' intention to share OVAs. As a result, the following hypothesis is formulated:

- H3: There is a significant relationship between PBC toward sharing OVAs and the intention to share OVAs.

Company Reputation Mediates the Relationship Between Attitude, Subjective Norms and Perceived Behavioural Control Toward the Intention to Share OVAs

According to (68) research, the concept of company reputation pertains to the perception of a firm's image in relation to the quality of its products and the pricing thereof. From an organizational perspective, reputation plays a pivotal role in shaping a firm's social identity and has a significant impact on its overall success (24; 63). Reputation is a complex and multi-dimensional concept that includes social expectations, corporate personality, and trust. From a marketing standpoint, reputation can be understood as brand equity and organizational credibility (33). According to the definition provided by (22), company reputation refers to the perception of a firm being highly esteemed by investors.

Previous research has indicated that individuals tend to exhibit more favourable sentiments towards video advertising produced by organizations with positive reputations, as opposed to those with unfavourable reputations (72; 41). This phenomenon can be attributed to the tendency of individuals to place greater trust in organizations that possess favourable reputations, leading them to perceive the products or services provided by such companies as being of superior quality. Moreover, it is probable that customers will hold a more positive perception of the video commercials if they regard the company responsible for them to possess a strong reputation. The research conducted by (41) examined the impact of company reputation on social media advertising. The results showed that a positive reputation is linked to more positive attitudes towards social media ads and a higher tendency to share them. Conversely, an unfavourable reputation has the opposite effect. Several research works have been conducted to investigate the influence of company reputation on consumers' perceptions of social acceptability and their behavioural intentions towards commercials, specifically within the realm of advertising. The research conducted by (48) studied the correlation between subjective norms and reputation in regard to influencer marketing on the Instagram platform. The findings indicated that participants are inclined to perceive a higher level of approval from their social circle about marketing activities on Instagram. Moreover, this perception was found to have a positive correlation with their intention to share the advertising. Notably, this intention is contingent upon the participants' opinion of the organization as possessing a favourable and reliable reputation.

According to (42), individuals who hold a favourable view of a company are more inclined to believe that they possess agency in deciding whether or not to share advertisements. Conversely, individuals who hold an unfavourable view of the company are less likely to perceive a sense of control in this decision-making process. Moreover, it is important to consider that the company's reputation may be adversely affected if it becomes connected with unfavourable attitudes or views, such as instances of data breaches or privacy scandals (27). Hence, the impact of corporate reputation on perceived behavioural control (PBC) in relation to the sharing of OVAs remains inconclusive. Therefore, it is hypothesised that:

- H4a: Company reputation mediates the relationship between attitude toward sharing OVAs and the intention to share OVAs.
- H4b: Company reputation mediates the relationship between subjective norms toward sharing OVAs and the intention to share OVAs.
- H4c: Company reputation mediates the relationship between perceived behavioural control toward sharing OVAs and the intention to share OVAs.

Intention to Share OVAs

(6) posits that intention plays a significant role in influencing behaviour, encompassing an individual's inclination to attempt and the level of effort exerted in intending to participate in a specific behaviour. The likelihood of an individual engaging in a particular behaviour is positively correlated with the strength of their intention to perform the said behaviour. Behavioural intention is only translated into actual behaviour when the desired behaviour is within the individual's volitional control, or when there is freedom to choose whether to engage in or abstain from the behaviour. It is hypothesized that individuals who possess higher levels of behavioural control will exhibit a stronger relationship between their intentions and performance outcomes, particularly when they are sufficiently motivated to make an effort. Consequently, the present study assesses the intention to share Online Video Advertisements (OVAs) and the factors that influence it.

(45) conducted a study to examine the factors that influence individuals' intents to watch Original Video Animations (OVAs), drawing upon the theoretical framework of Theory of Reasoned Action (TRA). The researchers provided evidence to support the notion that subjective norm, past frequency of viewing, and attitude towards watching original video animations (OVAs) all exerted a positive influence on the behaviour of consuming OVAs. In their study, (69) investigated the impact of likeability dynamics, specifically the role of moment-to-moment likeability in online marketing, on users' inclination to share online viral advertisements (OVAs). The study found a high likeability of statistically significant both prior to and following the occurrence of OVA. However, the impact is more pronounced in the post-effect due to the utilization of a memory-based architecture. Based on the aforementioned description, the inclination of a client to voluntarily distribute a certain OVA among others can be characterized as their purpose to disseminate OVAs (16).

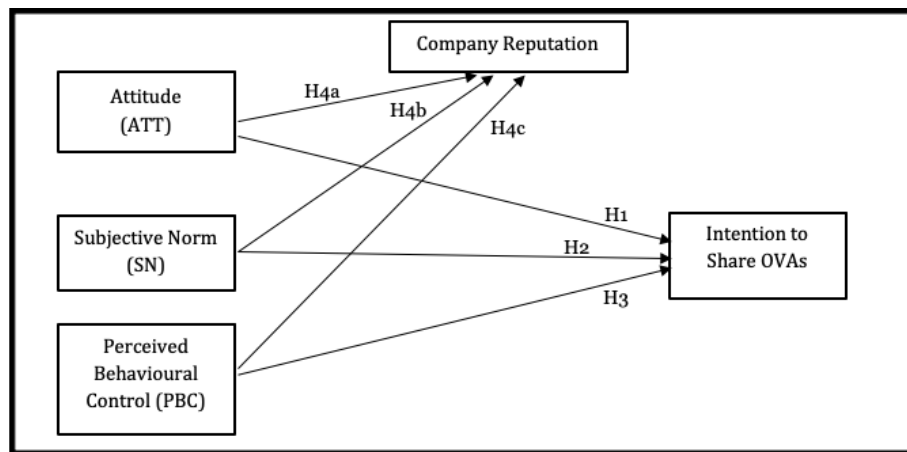


Figure 1: Research Framework

RESEARCH METHODOLOGY

In order to collect the necessary data, a self-administered questionnaire was devised. The research sample consisted of 208 individuals from the millennial generation residing in Selangor, who were invited to participate in an online survey administered using an iPad. The individuals were selected from a total of four shopping malls in Klang Valley, as well as three universities. The items used to measure attitude, subjective norms, perceived behavioural control (PBC), company reputation, and intention to distribute online video advertisements (OVAs) were derived from the studies conducted by (46), (60), and (13). The utilization of partial least squares structural equation modeling (PLS-SEM) was employed to evaluate inferential statistics in this study. Based on the data provided it shows that there were 126 female participants and 82 male participants. Furthermore, a significant proportion of the respondents, specifically 66.3%, fall within the age range of 19 to 24 years old.

When considering the analysis of the research model, Partial Least Squares Structural Equation Modelling (PLS-SEM) is often regarded as a more appropriate approach compared to covariance-based structural equation modelling (CB-SEM). This preference stems from the fact that PLS-SEM imposes fewer requirements on the measurement model (both reflective and formative), sample size, and residual distributions (66). Furthermore, the utilization of Partial Least Squares Structural Equation Modeling (PLS-SEM) is highly congruent with the research objectives of this study. These objectives involve investigating the relationship between the aforementioned factors and consumers' intention to share OVAs, with a particular focus on the mediating role played by company reputation. Moreover, it is widely acknowledged that PLS-SEM is considered the most suitable approach for analysing intricate models, especially when investigating reflective constructs and conducting mediation analysis (67). The present study employs the SmartPLS 4 software to estimate the study model, hence aligning with the research objectives.

RESULTS

Assessment of the Measurement Model

The evaluation of the reflective measurement paradigm encompasses the assessment of internal consistency reliability, convergent validity, and discriminant validity. According to Table 1, it can be shown that each component of the model exhibited factor loadings

surpassing the minimum acceptable threshold of 0.50, as established by (29). Additionally, the composite reliability (CR) values for all constructs ranged from 0.652 to 0.926, surpassing the recommended threshold of 0.70, which suggest a high level of internal consistency. Furthermore, it is worth noting that the average variance extracted (AVE) values for all of the constructs were above the threshold of 0.50, as established by (26). This observation provides evidence of convergent validity.

Table 1: Loadings, AVE and CR

CONSTRUCTS	ITEMS	LOADINGS	AVE	CR
ATT	ATT 1	0.854	0.813	0.956
	ATT 2	0.881		
	ATT 3	0.922		
	ATT 4	0.921		
	ATT 5	0.929		
SN	SN 1	0.858	0.866	0.963
	SN 2	0.949		
	SN 3	0.958		
	SN 4	0.953		
PBC	PBC1	0.891	0.791	0.919
	PBC2	0.877		
	PBC3	0.900		
CR	CR1	0.776	0.652	0.903
	CR2	0.867		
	CR3	0.827		
	CR4	0.779		
	CR5	0.783		
INT	INT1	0.968	0.926	0.974
	INT2	0.949		
	INT3	0.970		

The study employed the Fornell-Lacker Criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT) technique to evaluate the discriminant validity, as presented in Table 2. Through the examination of the associations between the latent variables in relation to the square root of the average variance extracted (AVE), as outlined by (26), and employing the Heterotrait-Monotrait ratio of correlations (HTMT), it became feasible to evaluate the soundness of the distinction among the latent variables, as elucidated by (32). Therefore, it is evident that the validity of discrimination has been established, as the results were found to be below the stringent requirement of 0.85.

Table 2: Fornell-Lacker Criterion and HTMT

	ATT	SN	PBC	CR	INT
ATT	0.902	0.546	0.466	0.530	0.600
SN	0.522	0.931	0.452	0.568	0.612
PBC	0.432	0.417	0.889	0.580	0.399
CR	0.515	0.526	0.527	0.807	0.501

INT	0.580	0.585	0.375	0.481	0.962
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Assessment of the Structural Model

The evaluation of the structural model involves the assessment of lateral collinearity, path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance, as it pertains to Q^2 . In order to identify any potential issues of collinearity within the model, an initial analysis is conducted to assess the presence of lateral collinearity. The presence of bias can be attributed to the strong relationships among the constructs. The results indicated that concerns regarding collinearity are not seen, as evidenced by the variance inflation factor (VIF) values falling within the range of 1.310 to 1.585, which is below the established cut-off of 3.33 (21). Subsequently, the significance of the suggested associations among the constructs was assessed by means of the path coefficient. The findings from the bootstrapping analysis indicate that there is a substantial positive association between attitude (H1: $\beta=0.330$, $t\text{-value}=4.149$, $p<0.001$) and subjective norm in sharing OVAs (H2: $\beta=0.339$, $t\text{-value}=4.339$, $p<0.001$) with the intention to share OVAs. The study conducted by (30) found that the relationship between PBC (H3: $\beta=0.031$, $t\text{-value}=0.068$, $p=0.323$) and the desire to exchange OVAs was not statistically significant. Subsequently, the coefficient of determination (R^2) was computed, revealing that the intention to share OVAs has a moderate level of explanatory capability (0.457) (15). Following this, the effect size f^2 was evaluated in order to verify the significance of each pathway. The results indicated that attitude (0.126) and subjective norms (0.132) exhibited a moderate effect size, while PBC (0.001) demonstrated a tiny effect size (17). Finally, the present model exhibited satisfactory predictive ability, as evidenced by a Q^2 value of 0.423, which is greater than zero (30).

Table 3: Assessment of the Structural Model

Hypothesis	Relationship	Std. Beta	Std. Error	t-value	Result
H1	ATT -> INT	0.330	0.079	4.149	Supported
H2	SN -> INT	0.339	0.078	4.339	Supported
H3	PBC -> INT	0.031	0.068	0.448	Not Supported

Mediation Constructs

The study posited that the reputation of a company serves as a mediating element in the relationship between attitude, subjective norms, and perceived behavioural control (PBC) towards the intention to distribute OVAs. According to the findings of (30), bootstrapping has been identified as the most efficacious approach for assessing mediation variables. According to (62), the occurrence of full mediation may be determined by examining the Variance Accounted For (VAF) value, which should exceed 80%. On the other hand, partial mediation is indicated when the VAF value ranges between 20% and 80%. In contrast, a VAF value below 20% signifies the absence of mediation. According to the findings shown in Table 4, it can be observed that the association between perceived behavioural control (PBC) and the intention to distribute online video advertisements (OVAs) is partially mediated by company reputation, accounting for 57.14% of the mediation effect. On the other hand, company reputation did not mediate the association between attitude (7.10%) and subjective norms (8.50%) toward the intention to share OVAs.

Table 4: Assessment for Mediation

Hypothesis	Relationship	Indirect Effect	Total Effect	VAF	Result
H4a	ATT -> CR -> INT	0.026	0.366	7.10%	No Mediation
H4b	SN -> CR -> INT	0.031	0.365	8.50%	No Mediation
H4c	PBC -> CR -> INT	0.036	0.063	57.14%	Partial Mediation

DISCUSSION

The main objective of this research is to examine the relationship between the characteristics and consumers' inclination to share Online Video Advertisements (OVAs), with particular attention to the mediating influence of company reputation. Utilising Theory of Planned Behaviour (TPB), this study presents a research model that depicts the intention of consumers to engage in the sharing of OVAs. The empirical findings demonstrate that there is a positive relationship between attitude and intention to share OVAs, hence providing support for hypothesis H1. According to (35), the strength of an individual's intention to engage in an activity is influenced by the favourability of their attitude towards that behaviour. Individuals may exhibit a wide range of attitudes towards the act of distributing OVAs. There are those who perceive OVAs as a means of endorsing content creators and the networks they utilise, whereas others perceive them as disruptive interferences to their online encounters. Moreover, several individuals actively engage in the pursuit and dissemination of OVAs, particularly when they perceive the contents possess the elements of humour, educational value, or emotional resonance.

In addition, the research also reveals that subjective norms have a beneficial impact on the desire to share OVAs, hence providing support for hypothesis 2. The favourable influence of subjective norms on the intention to distribute OVAs among university students has been observed in the setting of social media as well (46). Subjective norms pertain to individuals' perceptions of the appropriateness or typicality of behaviour within a specific social group. Norms can exert a substantial influence on an individual's disposition towards the act of distributing OVAs. For instance, if an individual's acquaintances or relatives frequently engage in the practise of sharing OVAs, they may perceive this conduct as socially permissible and hence have a higher propensity to disseminate ads. Conversely, individuals who lack exposure to this conduct may perceive the act of spreading advertisements as unsuitable or lacking in professionalism.

This study's findings indicate that there is limited impact of perceived behavioural control (PBC) on the intention to share OVA, hence failing to support hypothesis H3. The findings of (36) and (44) were consistent, suggesting a lack of association between Perceived Behavioural Control (PBC) and purchase intention. This finding suggests that despite millennials perceiving a sense of agency over OVAs, the act of distributing OVAs does not consistently align with their intentions. The potential reason of this phenomenon may be attributed to the types of videos that are presented prior to their viewing. Despite having access to resources, millennials may opt not to share them if they perceive the OVAs as lacking sufficient fascination or significance. Consumers often come across OVAs that bear no relevance to their personal interests and hence do not alter their inclination to share. Furthermore, the findings of the study indicate that the relationship between perceived behavioural control (PBC) and the intention to reveal OVAs is partially mediated by corporate reputation, accounting for 57.14% of the variance explained.

THEORETICAL, PRACTICAL IMPLICATIONS AND RECOMMENDATIONS

This study presents several theoretical contributions that hold substantial implications in numerous respects. This study expands Theory of Planned Behaviour (TPB) by examining the intentions and actual behaviour of millennials in sharing Online Video Advertisements (OVAs). TPB encompasses the constructs of attitude towards, subjective norm, and perceived behavioural control (PBC) in relation to the act of sharing OVAs, as previously discussed. This study aims to enhance TPB by investigating the intention of millennials to distribute OVAs, a variable that has been overlooked in prior research. Nevertheless, the results of the study indicate that of the factors examined, only attitude and subjective norm are identified as significant predictors of millennials' intention to distribute OVAs. The PBC does not play a role in predicting this relationship, suggesting that TRA may possess a greater ability to consider customer behaviour in the context of OVAs. The research study further contributes to the existing literature by examining the role of company reputation as a mediator in the relationship between attitude, subjective norm, and PBC with respect to the sharing of OVAs. The study discovers that the relationship between PBC and the intention to share OVAs is partially mediated by company reputation.

The findings of this research have important implications for managers, especially those in organisations that include internet platforms into their marketing strategies. Based on the findings of the study, it is evident that a significant proportion of individuals belonging to the millennial generation engage in regular consumption of online videos. Consequently, it is advisable for marketers to prioritise the adoption of online video as a primary component of their marketing plan. This demonstrates that OVAs serve as a potent marketing strategy capable of appealing the millennial demographic. Furthermore, as indicated by (53), a significant proportion of e-commerce consumers, namely 56.5%, are identified as millennials. Consequently, it becomes imperative for marketers to strategically focus their efforts on targeting this particular demographic when promoting OVAs. This is mostly due to the fact that millennials are widely recognised as a generation that exhibits a strong inclination towards purchasing items or services through online platforms. Furthermore, individuals belonging to the millennial generation have a greater inclination to disseminate OVAs that pertain to the realm of entertainment. Hence, marketers with expertise in the entertainment sector ought to contemplate the incorporation of OVAs into their marketing tactics.

Subsequently, marketers ought to customise their marketing communication messages by creating OVAs that incorporate elements of entertainment, information, and credibility values, with the aim of ensuring the favourable reception of OVAs and fostering positive viewer attitudes towards disseminating these advertisements. The early five seconds of the OVA have a crucial role in capturing the attention of the viewers. Consequently, in order to mitigate the likelihood of viewers skipping the advertisements and increase the likelihood of video sharing, it is imperative for the video's introduction to effectively convey the promised value. One potential strategy for achieving effectiveness is to employ the use of inquiries and demonstrate a dedication to disseminating noteworthy, lesser-known information pertaining to a specific subject matter. The probability of millennial viewers engaging in positive word-of-mouth promotion of the OVA is positively correlated with their favourable disposition, which is influenced by the assimilation of the depicted ideals.

Furthermore, it is noteworthy that the sharing of OVAs is significantly influenced by social influence and subjective norm. Consequently, marketers should prioritise their efforts towards convincing customers who possess a positive attitude towards these advertisements. This strategic approach allows for the dissemination and sharing of the advertisements within their respective social networks. As previously stated, individuals belonging to the millennial generation exhibit a higher degree of susceptibility to the impact exerted by their familial and social circles in the realm of marketing. One potential strategy to enhance the probability of sharing OVAs produced by a corporation is to incentivize viewers to provide ratings and comments on the films. This can be accomplished, for instance, by offering monetary rewards to viewers who actively engage with the video platform.

LIMITATION AND FUTURE RESEARCH DIRECTIONS

The study sample consisted of only 208 individuals from the millennial generation residing in Selangor. In the contemporary era characterised by widespread digitalization, individuals of various age groups have easy access to the internet and OVAs. Consequently, it would be intriguing to enhance the research framework by adding a broader range of generational cohorts. The sample selection employed in this study can be deemed reasonable within the confines of its scope. However, the inclusion of additional age groups would contribute to a more comprehensive comprehension of the phenomenon under investigation. The behaviour and desire to share OVAs may be influenced by a range of motivational factors among both Generation Z and Baby Boomers, owing to their increasing presence on social media platforms. Furthermore, while this study has identified the primary characteristics that influence OVA sharing behaviour, it is important to acknowledge that there is potential for further investigation into additional variables. For instance, future research might delve into the impact of consumer emotions within the realm of viral marketing. Given that the present study solely examines linear correlations, which could potentially oversimplify consumer behaviour, it is suggested that future research focusing on the boundaries and moderating influences of emotions may offer a more comprehensive explanatory framework. The examination of the behaviour of sharing OVAs necessitates consideration of several external factors, including cause-related motives that drive customers to support businesses that agree with their ideals. This phenomenon holds special significance for the millennial generation since they have a notable propensity for actively participating in cause-related marketing initiatives. Furthermore, the exclusion of alternative advertising formats from this study is deliberate, as its primary focus is primarily on OVAs. Potential avenues for future research may encompass the exploration of diverse advertising formats in order to attain a more comprehensive understanding of consumers' propensity to share within the advertising domain. One example of advertising on the Internet is through printed adverts.

CONCLUSION

The research explored the connection between consumer characteristics and their inclination to share Online Video Advertisements (OVAs). It focused specifically on the mediating influence of company reputation. Using the Theory of Planned Behaviour (TPB), the study presented a model depicting consumers' intention to engage in OVA sharing. Empirical findings supported a positive relationship between attitude and the intention to share OVAs. While some viewed OVAs as endorsements for content creators, others perceived them as disruptive interferences. Additionally, individuals actively shared OVAs when they perceived elements of humour, education, or emotional resonance. Subjective norms played a crucial role in shaping the desire

to share online video advertisements. When individuals perceived social approval within their specific group for distributing OVAs, they were more likely to engage in this behaviour. Conversely, lack of exposure to such norms led to reservations about disseminating ads. The study revealed that perceived behavioural control (PBC) had limited impact on the intention to share online video advertisements (OVAs). Despite millennials feeling agency over OVAs, their actual distribution behaviour didn't consistently align with intentions. The type of videos viewed and perceived relevance also played a role. Additionally, the relationship between PBC and revealing OVAs was partially mediated by corporate reputation, explaining 57.14% of the variance.

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