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Factors affecting the attitude of internet users and social networking for advertising videos of Vietnamese businesses in Viet Nam

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Abstract:

  The results of this study were to identify and analyze factors affecting the attitude of Internet users and social networking for ads videos of Vietnamese businesses. The results of this study showed the following objectives: First, to identify factors affecting the attitude of internet users and social networking for ads videos of Vietnamese businesses; Second, to determine the extent of the impact of factors affecting the attitude of internet users and social networking for ads videos of Vietnamese businesses; Third, to propose solutions to enhance the positive attitude of internet users and social networking for ads videos of Vietnamese businesses. The study results showed that 05 factors having an impact on the attitude of internet users and social networks for ads videos of Vietnamese businesses and the factors impact is the following orders: (1) content, (2) color, (3) sound, (4) celebrity and (5) motion.

Key words: advertising video, advertisement, online advertising, customer attitudes, customer behavior and Viet Nam.

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INTRODUCTION

Video is fertile ground for advertisers because it is not as expensive as TV ads, and users are more active in deciding whether to continue seeing or not, and the time allowed unlimited creates rich advertising form content, especially on social networks. Recently, Google and Facebook have changed their advertising policy and using video, on the other hand it is allowed to display video ads in search results, with billions of videos available on Youtube which has created a real wave for the promotional video. Facebook has enabled video to be fed automatically for users. The growth rate of video views on Facebook in the last short period was 50% (Facebook, 2015) shows that Facebook used moves actively to push content into this social network users. Thus, users have gradually accepted passively watching videos because of a variety of compelling content that has been pushed to them. With the rapid changes, advertisers and advertising content can not be ignored or missed the advertising opportunities. Although the ads services of Facebook video has opened a few months, it is clear that the effect of video is visible daily that ROI rates have significantly increased. Cisco's latest forecast, in the next 5 years, 80% of the internet world will be "dominated" by a video clip. Advertising videos in social networks and on the internet is becoming the trend of many businesses advertise.

According to Moore Corporation, Vietnam is a country which the number of people watching online video has increased the fastest among the Southeast Asian countries and online video viewers through mobile devices has been growing very fast. Video advertising opportunities are enormous, but the challenges are not small. If writing a text and designing images are difficulty with "1" rank, creating fun video is difficulty with "10" rank. There are some cases with a short video generating hundreds of millions of views. There are brands, trademarks having special sympathy with the public as

soon as they launch. However, if all the videos are added up and divided by the total number of videos available on YouTube, it will be a relatively small percentage. In fact, the sudden successful cases count for less than 0,01%. According to experts, Vietnam enterprises are stranger to advertising in video. So, how to advertise video on social networking and the internet effectively is a real question for Vietnam enterprises in the integration trend today**.**

LITERATURE REVIEW

The movie clips or short introductions online are called "online video". According to Adam Khoo (2014) a good video can create a single "hit" for the brand or the brand of the business. Video ads in particular or marketing video in general are substantially similar content marketing. It is difficult to convey a piece of content on social networking successful. Instead of posting a video of a new product, thinking about creating a campaign based on a series of posts with the script and plans. What kind of story can it tell? How is the content? How attractive is the story? The problems that businesses will post it in several parts take over several weeks. According to experts, the success of ads video is effective combination of factors: content, color, sound, celebrity and motion. According Hann (2009) advertising messages must accompany with sound in order to cognitive effects, the viewer's intuition. Colors in the advertising are very important. Each brand is famous for a distinctive color to be located for customers with part of the brand identity (Philip Kotler, 2010). Unlike conventional advertising, video must focus on "dynamism" and the motion (Baecker & Small, 1990). An animated video but sometimes does not work, or create positive emotions for the viewers, not create promotion for users. A successful video is to create positive emotions where viewers and also creates more shares (Nathalie and Patrick De Pelsmacker Dens, 2010). One mistake

that many marketers make is to create a great video without binding it with a call of action. Customers can enjoy the message of the business, but if they have no idea what to do after that, the work of the enterprise will become meaningless. Celebrity also is an important factor considered while designing promotional video (Silvera et al, 2004; Till, B, D & Shimp, T.A, 1998; Tripp et al, 1994). According to a recent survey of Moore Corporation, currently the youth believes in the "social networks star" rather than the "TV star", corresponding to the proportion of young people spends more time using social networks than watching television. In the world of internet and social media, celebrities are sometimes considered as a symbol. If viewers feel the attraction, the appropriateness of their idols and products are introduced, they will demonstrate the love of that product by pressing "like" and the purchase of the product. However, there are some researches showing that "Celebrity" should not be focused on. According to Bunn (2011), instead we have to spend a lot of money to rent actors, professional props to create a video like hollywood, these brands can fully invest in content and different talent factors, the video will work more effectively. The author argues that "content" is the most important factor.

Many experts agree with this view. According to them, in order for ads video to be successful, marketers need to tell a story about their consumers as Coca Cola's success in their marketing strategies. The best way to connect with their customers is to let them become a part of the video. The content created by users is more likely to get more response than the content generated by companies. Instead of spending too much time to create a script and produce a video with major impact, it is wiser to invite customers to create one of their own products. Give a prize for the best video shown by customers using the products of the business and strong responses will be received. The best thing about content created is to base on the customers which show other people's passion for the products of

the business. When potential customers see it, they will want to know all the excitement about it and be able to test products of the business. When doing well a video marketing campaign, it can help brand enterprises access new customers and turn them into loyal customers.

Based on the above analysis, it can be concluded that these factors directly influence the the attitude of Internet users and social networking for ads videos of Vietnamese businesses (variable Y), including the following basic elements: content, color, sound, celebrity and motion (variable X). Research model includes 5 independent variables (X) and 1 dependent variable (Y).

SOUND AND THE ATTITUDE OF INTERNET USERS AND SOCIAL NETWORKING

According to Chang Hyun Jin and Jong Woo Jun (2015), sound is studied as a creative element in the ads which are more likely to grab the attention of viewers. The sound is said to directly affect consumers' behavior in the shopping stage, is an effective tool when designing ads to convincable implications. The two researchers also concluded that the advertising message comes with audio, namely music background works effectively in influencing consumers rather than their own self-awareness of messages because the musical characteristics brings such happiness or sadness emotions affecting the listener.

Hypothesis H1: "Sound" has positive effect on the attitude of internet users and social networking for ads videos of Vietnamese businesses.

Color and the attitude of internet users and social networking

Chang Hyun Jin and Jong Woo Jun (2015) suggested that the ad colors need harmony, creating sympathy for the viewers and at least catching the impression. Schndler (1986) also assumed that colors in advertisements help attract the users' attention, making the image look more lively and attractively. Most leading brands have chosen their specific colors to take on their brand recognition. For example, Coca Cola is typically red, blue for Pepsi. Thanks to the color, that brand can be identified more easily. Using of suitable color is able to positively impact on the attitudes of consumers (Meyers Levy J, 1995). Therefore, business firms have continuously invested in researching carefully to treat colors to the product design or advertising design model for their businesses.

Hypothesis H2: "Color" has positive effect on the attitude of internet users and social networking for ads videos of Vietnamese businesses.

Content and the attitude of internet users and social networking

Chang Hyun Jin và Jong Woo Jun (2015) concluded that ad content is an important factor in video ad content should have valuable information, the message must be built close to the viewers, particularly its "uniqueness". The information and experience deliver value to the users in a specific context which will be easier to attract more viewers than monotonous and dull messages. The content and format on messages have tight contact with the assessment of brand and consumers' behavior (Daniel S.Diamond). Edward et al (2002) also pointed out that brief content but deep idea are an extremely important factor in attracting the attention of viewers.

Hypothesis H3: "Content" has positive effect on the attitude of internet users and social networking for ads videos of Vietnamese businesses.

Motion and the attitude of internet users and social networking

The motion or animation is defined as the image type, dynamic form is through the movement after a period of time (Baecker & Small, 1990). The fun animation motions create pleasure for viewers, directing their focus on the movement that is happening (Chang Hyun Jin and Jong Woo Jun, 2015). A video clip must "move" and speech up users to see. The movement can be a tool to attract the attention of viewers (Lai et al, 2007).

Hypothesis H4: "Motion" has positive effect on the attitude of internet users and social networking for ads videos of Vietnamese businesses.

Celebrity and the attitude of internet users and social networking

Ads using celebrity image, brand ambassador for appeal from the appearance, the fans, reliability, and relevance to the brand awareness of customers that impact product purchasing intention of consumers. Celebrities are sometimes worshiped as an idol. If a customer perceives attractiveness, credibility and relevance between celebrity and the products introduced, that person will be affected on the favorite products which leads to the purchase of products (Silvera et al, 2004, Till, B, D & Shimp, TA, 1998). Using celebrities as ambassadors advertising is a common trend that most of the marketers have used today.

Hypothesis H5: "Celebrity" has positive effect on the attitude of Internet users and social networking for ads videos of Vietnamese businesses.

METHODOLOGY, POPULATION AND SAMPLE

The two major research methods, qualitative and quantitative research are focused, specifically, the research process has three stages.

Stage 1, Based on theory and the related results mentioned the above, qualitative research method was used for group discussing and leading experts consultating to select the variables and observed variable groups.

Stage 2, Based on the grouping of factors affecting the attitude of Internet users and social networking for ads videos of Vietnamese businesses, the researcher designed survey questionnaires to collect the opinions of 645 online shoppers in Ho Chi Minh City. The research model includes 05 scales, 29 observed variables (questionnaires), using 5- point Likert scale, Distance value = (Maximum - Minimum) / n = (5 - 1) / 5 = 0.8: 1. Completely disagree; 2. Disagree; 3. No opinion / Normal; 4. Agree; 5. Totally agree. Survey results were entered SPSS 20.0 and Cronbach's Alpha coefficient was used to test reliability of the scale. In this study, sampling and random method were used. According to Hair et al., (2006), the formula for calculating sample size is $n = \sum_{j=1}^{m} kPj$. In which m is the scale and Pj is the number of observed variables of the scale. The proportion of the sample compared to 1 analysis variable (k) is 5/1 or 10/1. Thus, the number of samples is larger than "total observed variables" of scale times "5" and less than "total observed variables" of the scale times "10". However, according to Lee Nguyen (2011), depending on the object of study and research goals, increasing sample size will increase the reliability of data.

Stage 3, After testing the reliability using Cronbach's alpha coefficient, Exploratory Factor Analysis - EFA was analyzed to shrink and summarize the data of the scale (Hoang Trong Chu and Nguyen Mong Ngoc, 2005 "Quantitative Research SPSS"). This method is based on extraction ratio factor (Eigenvalue), under which only those factors having

ration (Eigenvalue) greater than 1 will be kept, those smaller than one will not show information better than origin variable because after standardizing, each original variance is 1. The method of extracting the main components (Principal components) and original method of factor rotation (Varimax Procedure) were used to minimize the number of variables that have large coefficients for the same factor, which increases explaining the factors. The results then were used to analyze multiple linear regression to test the assumptions of the model, which consider the impact of factors affecting the attitude of internet users and social networking for ads videos of Vietnamese businesses.

RESEARCH RESULTS & DISCUSSIONS

Table 1- Testing the average value for the observed variables

| CODE/ OBSERVED VARIABLES	N	MEAN
SOU1: Sounds in the ad video is clear	645	3.92
SOU2: Sounds in the ad video is creative	645	2.25
SOU3: Sounds in the ad video is exciting	645	3.96
SOU4: Sounds fascinates viewers	645	3.12
SOU5: Music causes excitement for viewers	645	2.88
SOU6: Music creates good association for the products	645	2.24
COL1: Color of the ad video is suitable, harmony	645	3.22
COL2: Color of the ad video is beautiful	645	3.25
COL3: Color of the ad video is fresh and jubilant	645	3.33
COL4: Color of the ad video creates sympathy for viewers	645	3.32
COL5: Color of the ad video creates strong impression for viewers	645	2.19
CON1: It is easy to understand the content of the ad video	645	3.27
CON2: Content of the ad video is high entertaining	645	3.09
CON3: The message is clear and valuable	645	2.97
CON4: Content of the ad video is unique	645	2.16
CON5: Content of the ad video has its own feature	645	2.19
CON6: Content of the ad video is close	645	3.26
MOT1: Motion of the images sequence creates good sensation	645	3.42
MOT2: Motion of the images sequence creates merry sensation	645	3.65
MOT3: Motion of the images sequence creates exciting sensation	645	2.89
MOT4: Motion of the images sequence attract attention	645	2.95
MOT5: Motion of the images sequence has suitable frequency.	645	3.25
CEL1: Brand ambassador has high reputation in the community	645	3.37
CEL2: Ambassador has good appearance that is suitable to his role	645	4.19

CEL3: Brand ambassador has appropriate appearance	645	4.42
CEL4: Brand ambassador acts well	645	3.55
CEL5: Brand ambassador create a good impression for the viewers	645	3.11
ATT1: I am really fascinated by the ad video	645	3.05
ATT2: I will continue watching the ads video of this company	645	3.15

(Source: The researcher's collecting data and SPSS)

The results of the descriptive statistics of the scale show that most of the scales are medium value (2:16 to 4:42). In which "Content" (2:16 to 3:27) and "Color" (2:19 to 3:33) have the lowest value compared to the remaining scale which show the satisfaction of viewers for ad videos of Vietnamese businesses is very low. The results of this study reflect the reality of online ad video online of Vietnamese enterprises such as ad video content is not unique (CON4: 2.16), does not have its own feature (CON5: 2:19), color of the ad video does not create strong impression for viewers (COL5: 2:19), Music does not create good association for the products (SOU6: 2:24), The message is not clear and valuable (CON3: 2.98) etc. All these factors reduce the attractiveness of viewers for online ad video of Vietnamese enterprises such as visit percentage, share percentage, stopping time on the web and less watching time. Whereas for foreign companies have advertising online ad video activities on Youtube, facebook, Google are very exciting and effective, these indicators are very high (Unilever, Coke, Pepsi, Debon, below table).

Chart 1: Youtube Video Statistics
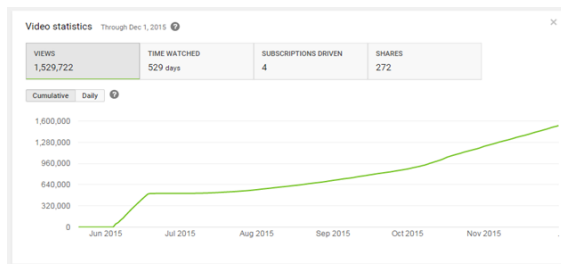
(Source: Statistics on the amount of people who visit the ad video on Youtube, FPT,2015)

Besides Vietnamese businesses are also in slow connections and they do not use the social networks to make their marketing campaigns more effectively. Some study results also showed that viewers are bored with the understandable and close content what they need to have freshness, strangeness and unique. If the ad video does not bring "the message content is not valuable", the attraction and creating interesting effects which spread to other people, it can not be successful. Therefore, Vietnamese enterprises need improving this situation in the near future.

Table 2- Testing the results of reliability scales Cronbach's Alpha

Code		Factors	Cronbach's Alpha
IV	SOU	**SOUND**	0.866
	COL	**COLOR**	0.831
	CON	**CONTENT**	0.882
	MOT	**MOTION**	0.875
	CEL	**CELEBRITY**	0.840
DV	GEN	**GENERAL ASSESSMENT**	0.864

(Source: The researcher's collecting data and SPSS)

The test results scale shows that the scale has good accuracy with Cronbach's alpha coefficient > 0.7 and the correlation coefficients of the total variables of measurement variables meet the allowed standard (>0.3), the scale will be accepted. The observed variables are used for factor analysis to discover in the next step.

Table 3- EFA for the dependent variable

Factors	Value	Compare
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.806	0.5< 0.806 <1
Sig	0.000	0.000 < 0.05
Tổng phương sai trích	72.794%	72.794% > 50%

Table 4 - Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.87	72.794	88.794	2.87	72.794	72.794
2	9.500	62.512	94.494			
3	.692	29.789	104.282			
4	.229	5.913	300.000			

Extraction Method: Principal Component Analysis.

Test results show that the coefficient of KMO has value = 0.806> 0.5, the value sig. (Bartlett's test) = 0.000 <0.05. Thus, EFA is reasonable factor; therefore, coefficient analysis meets its demand. The variables are correlated in general. The results of EFA (Exploratory Factor Analysis) shows the total variance extracted is 72.794% greater than 50%. This means that the withdrawing factors would explain is 72.794% for model, 27.206 % is explained by other factors. Extraction ratio factor (Eigenvalue) is greater than 01 that is kept. The above results show that the model of EFA (Exploratory Factor Analysis) is consistent with the data, calculated into 5 groups of factors and these results may be used for a multiple regression analysis.

Table 5 - Summary model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.595ª	.653	**.634**	.825647	.453	24.027	4	640	.000	**1.668**

a. Predictors: (Constant), X5, X1, X2, X4, X3 ; b. Dependent Variable: Y

The above result shows the correlation coefficient adjustment: R^2= 0.634 (verification F, sig. <0.05); which means 63.4 % of the variable Y shift is explained by the five independent variables (Xi). Coefficient Durbin - Watson (d) = 1.668; some observers n = 645, parameter k = 5, the level of significance of 0.01 (99%), in the statistical tables Durbin - Watson, d_L (less statistical value) = 1.623 and d_U (statistical value over) = 1.725. So (d_L = 1.623) < (d = 1.668) < [4 - (d_U = 1.725) = 2.275] proved that the model has no autocorrelation.

Table 6 – ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.942	4	13.988	**24.021**	.000b
	Residual	529.058	640	.665		
	Total	644.000	644			

Accreditation ANOVA is to assess the relevance of the theoretical regression model. The test results F = **24.021**value and Sig. = 0.000 <0.05 shows the building model is consistent with the data set and the variables included in the model are related to the dependent variable. Generally, regression analysis is 99% reliability, corresponding to the selected variables with statistically significant at the $p < 0.01$; the results also show that all variables satisfy the demand. Verification of conformity of the model show that multicollinearity phenomenon does not violate (VIF <10). Levene test has value Sig. = 0.302> 0.05, ANOVA table presents the results of Sig = 0.001 <0.05 showing that there is the difference in attitudes towards ad video among different customer groups in age, with the reliability of data 95%. Levene test has value Sig. = 0.296> 0.05, ANOVA table presents the results of Sig = 0.632 results> 0.05 showing that there is no difference in attitude towards ad video among different customer groups in gender, with the reliability of data 95%. Levene test has value Sig = 0.047> 0.05, ANOVA table presents the results of Sig = 0.746> 0.05 showing that there is no difference in attitude towards ad video among different customer groups in job, with the reliability of data 95%.

Table 7 - Factors affecting the attitude of internet users and social networking

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1		-276	.011		.000	.000	-.114	.114		
	X1	**.233**	.049	**.240**	3.984	.002	.116	.344	.850	1.000
	X2	**.202**	.089	**.252**	2.082	.000	.238	.466	1.000	1.002
	X3	**.408**	.075	**.421**	4.175	.000	.174	.402	1.000	1.000
	X4	**.116**	.058	**.192**	4.510	.001	.092	.320	1.000	1.004
	X5	**.193**	.042	**.228**	3.844	.000	.109	.337	1.000	1.000

a. Dependent Variable: Y

(Source: The researcher's collecting data and SPSS)

The results of regression analysis showed the factors affecting the attitude of Internet users and social networking for ads videos of Vietnamese businesses and expressed the following priorities: (1) content: ß = 0.421; (2) color: ß = 0.252; (3) sound: ß = 0.240; (4) celebrity: ß = 0.228; (5) motion: ß = 0.192. The regression equation is: **$Y = 0.240X_1 + 0.252X_2 + 0.421X_3 + 0.192X_4 + 0.228X_5$**. This finding is the basis for proposing solutions to enhance the positive attitude of internet users and social networking for ads videos of Vietnamese businesses.

CONCLUSIONS & RECOMMENDATIONS

The study results have also identified five factors affecting the attitude of internet users and social networking for ads videos of Vietnamese businesses and the impact level of the factors is different and the priority order as follows: content, color, sound, celebrity and motion. The study results are important reference for Vietnamese enterprises to have strategically enhancing the positive attitude of internet users and social networking for ads videos of Vietnamese businesses in the near future. The specific recommendations are following.

First, businesses need investing in designing content. Creating an ad video with attractive content and creating something new for the audience are always great challenge for any public marketing experts. If the ad video wants to receive a positive attitude and create better brand awareness, it does not stop at "content is easy to understand", "content is close" which need newness and unique. Besides, factor "the message content is valuable" can not be ignorged and creating spreading effects to others. Currently, Internet users and social networkings are too bored with ad video content which is merely poor entertaining. It is easy to find everywhere but they expect ad video content truly outstanding, intelligent and high level that can form much good impression in viewers' minds.

Secondly, the online marketing business needs more careful study of color when designing product and the overall color of the ad video advertising in order to enhance positive attitudes of internet users and social networks, especially youth for online advertising. Most of the findings prove that colors make impression on viewers, allowing them to think of products when product and brands are mentioned. It should be emphasized the factors such beautiful fresh, dramatic, and eventful colors to easily create sympathy for the young.

Thirdly, the designers need to integrate ad video sound, music, music background that creates excitement for viewers. A sound video will really provoke the senses and emotions of the listeners, viewers and convey the message of businesses deeply. Fourthly, celebrities have a profound impact on the effectiveness of the ad video. The interaction of celebrities in real life and in online ad video is a set of links. If the links are good, the effects are higher and vice versa. Each ad has separate transmit messages to customers. Those who experience higher levels of interaction make the fan show their favorite attitude toward ad and brand, advertising is increasing leading to positive purchase intention.

Fifthly, the designers create motion video when the video needs ensuring that the movement of the chain occurs successive images that will give young people the comfortability, the feeling of joy, excitement, fun causing extreme attention, making them unable to take my eyes off the screen when viewing ad video, avoiding the motion makes the viewer bored and easily forgotten./.

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