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THE RELATIONSHIP BETWEEN THE IMPACT OF VIDEO ADVERTISING AND CONSUMER PURCHASE INTENTION

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ABSTRACT

Advertising is essential when it comes to promoting a product or service. Every media platform's advertising has its unique composition in engaging clients. Nowadays, technological advancements have helped the promoters utilise more enticing video commercials to grab customers' attention to their goods or services. This research aims to discover a relationship between video advertisement and customer purchase intention. This research is needed to evaluate the impact of current video advertisement practices on consumer purchase intentions. The advertising-related variables were used in the study are ad attractiveness, persuasiveness, and awareness. The analysis gathered 535 responses from the sample narrowed to students from Universiti Kuala Lumpur – Malaysian Institute of Information Technology (UniKL MIIT) between 18-29 years old. The data was collected using a survey, and results were analysed using descriptive and inferential analysis. The hypotheses were tested by performing correlation tests. The findings suggested that factors such as ad attractiveness, ad persuasiveness, and ad awareness are very likely to be strongly connected to consumer purchase intention. Therefore, the study can guide a marketer to understand consumer expectations and plan effective strategies to produce a video advertisement and decide what to include in it. To sum up, concentrating on the three elements that influence consumer purchasing intent will help promoters improve their advertising appeal. This study may help advertising managers invest in relevant media to achieve their commercial objectives.

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Keywords:

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Ad Attractiveness,
Ad Persuasiveness,
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1.0 INTRODUCTION

An advertisement includes measured effort on producers to solicit the interest of consumers in their products because of its form of persuasive communication in nature (Mahmud, 2017). Through advertisements, people can be reached a wider range to inform, persuade or remind them about the products and services.

In a competitive market, advertising is an effective way of promoting goods and services. This is because people are likely to be influenced by advertisements and other promotions. It has made people more familiar with the various products and services available in the market. Advertising can be a vital tool in creating product awareness, leading consumers to identify and purchase the goods and services they want easily. The key to effective advertising is having good communication with the target audience. This helps advertisers reach out to potential customers and promote their products and services. Therefore, effective communication helps advertisement and other promotional techniques to utilise the selling and promotion of products and services. Modern advertisements have evolved from the local market to an international level. They use different appealing and persuasive words to attract potential customers. Adverts strive to develop new ideas and innovative ways to attract customers to buy the product and remember the brands. As a result, advertisements can greatly influence customers' purchase intention.

According to Bowman (2017), video marketing is one of the few types of online material that provides consumers with the flexibility and value they want, while engaging in the on-the-go lifestyle they want while catering to the on-the-go lifestyle they want. Today, it is important to grab consumers' attention through advertisements and sales promotion through video because of its growing yearly trend. According to 88% of marketers, video marketing provides them with a positive Return of Investment (ROI). It is estimated that the average person will spend 100 minutes every day watching online videos in 2021 (Chaffey, 2020). On the other hand, many brands still believe that short-form videos are more effective for increasing brand awareness and engaging audiences, while Malaysia still prefers long-form ads that can create complex and emotional narratives to build long-term brand engagement. Putz (2017) stated that five of the top 10 ads on the Malaysia YouTube Ads Leaderboard halfway through 2016 were over two minutes long. In Malaysia, video advertisements are commonly associated with nostalgia and relatable moments. People expect video advertisements to entertain them during every festival (Raj, 2019). It is essential to understand consumer expectations regarding video because it can help determine the effectiveness of video advertisement and be an essential part of a consumer's decision-making process. It is imperative to measure the influence of advertisement on a consumer's brand preference. All the resources spent on an advertisement will go in vain if it doesn't positively affect the consumers' brand preference. Many companies spend a lot of money to create video advertisements but fail to obtain the targeted returns of investment. They mistakenly focus on the brand instead of their audience most of the time. This kind of video content does not provide much value causes them to lose touch with their target audience and, in turn, drive them away. A study conducted by Choi et al. (2013) found that individuals would be more likely to avoid the ads if they perceived ads as intrusive and had a negative attitude towards them.

This research is necessary to evaluate current video advertising practices to check the effectiveness in terms of consumer purchase intentions. This research can guide a marketer to prioritise the usage of various media platforms available for their advertising campaigns. Adverts need to have appropriate media strategies and understand video advertising value and its impact on purchase intention because it can be a costly decision as the advertising cost of each media is very high. This research examines how video advertising namely the (ads attractiveness, persuasiveness, and awareness) affects the purchase intention. It is a valuable suggestion for businesses and marketers to apply in their video marketing campaigns. This study will provide knowledge of advertisement value impacting an individual's purchase intention after watching a video advertisement to the practitioners and marketers. Therefore, marketers can design video advertisements by implementing the right values to make them more watchable and increase sales profit. Enjoyable and interesting video advertisement has great potential to be shared by the customers with their family and friends. In addition, it also portrays the brand's personality. For instance, what is the brand's personality to its customers through the video? Is their approach customer-friendly? Consumers will be interested in buying items or services from a firm if they perceive it to have a friendly, productive, and easy-to-work-with personality.

According to Wang and Lan (2018), purchase intention is the consumer's willingness to buy certain products or services. On the other hand, in some situations, purchase intention also means whether the customer will buy the product, service

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again or not after the last purchase. Therefore, accepting or rejecting the buyer's decision depends absolutely on their intention as purchase intention is affected by the consumers' attitude towards the products, services, and advertisements. Therefore, this is practical to understand the relationship between video advertising and its impacts on purchase intention.

The study addresses the problem statement via the following objectives:

1. To study the relationship between ad attractiveness and purchase intention.
2. To study the relationship between ad persuasiveness and purchase intention.
3. To study the relationship between ad awareness and purchase intention.

2.0 LITERATURE REVIEW

Advertising is widely used to communicate persuasively. Advertising is a type of marketing that aims to attract attention to a business or product through various media, such as print and broadcast notices (Advertising, n.d.). Advertising has short-term power to convey new information and enhance credibility, and long-term powers convey a brand's image and build a positive reputation. Both are essential components of a successful campaign. Meanwhile, video advertising uses video in advertisements across the spectrum of mass communication media (Thompson, 2019). Video advertisement content is a great way to introduce new ideas. In addition, it can be highly educational and engaging. Therefore, it is very important to plan the type of video that will most effectively reach the target audience.

Video advertising can be very effective in communicating a message to various customers. However, it is important to manage the style of the advertisement properly. Due to the advancements in technology, video advertising has become more advantageous for businesses. It allows them to reach out to the public more quickly through various platforms. Several platforms can be used more effectively, efficiently and time-saving to transmit video ads such as Youtube, Facebook, Instagram, etc, so the public can be reached in the blink of an eye. With video content becoming prevalent, digital marketers need to keep up with the latest trends to increase their return on investment. Therefore, each decision made during the creation process will directly impact the end product's purpose. Without a clear purpose in mind, the creator will be bombarded with re-shooting and editing.

Previous studies have shown that the advertisement's values influence consumers' purchase intention. According to research on TV ads' impact on consumer purchase intention, the study revealed that TV ads' quality characteristics could increase a consumer buying intention. (Siddiqui, 2014). In addition, there is a positive correlation between the entertaining celebrity content credibility of the product shown in TV ads and effective ad reputation with the consumer purchase intention. Meanwhile, Sama (2019) stated that television advertisement significantly impacts consumers' awareness, interest, and conviction levels. According to him, television is the best medium for marketers to remind consumers and increase brand recall.

Amandeep et al. (2017) mentioned four influencing factors on consumer purchase decision namely the ad recall, ad persuasiveness, attitude towards ad, and ad attractiveness. The findings indicated the ad persuasiveness and ad attractiveness contributed to purchase intention. He and Qu (2018) study also supported the previous results. The study revealed that advertising appeals positively impact consumers' purchase intention and brand trust. It also found that social media platforms significantly impact brand sentiment and brand perception.

The study conducted by Bakar et al. (2015) focused on the image in an advertisement. The study revealed that the right image could help draw consumers' attention. Another study explores the various factors influencing an individual purchase intention after watching an online video advertisement. Jain et al. (2018) said entertainment has a higher impact on advertisement value than information. Therefore, marketers can improve the effectiveness of their online video advertisements by increasing the entertainment content and reducing irritation.

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THE RELATIONSHIP OF AD ATTRACTIVENESS WITH PURCHASE INTENTION.

Attractiveness (or physical attractiveness) describes how appealing or pleasing a person's physical features, and aesthetic beauty are (Attractiveness, n.d.). Aside from the talent, other features such as colour scheme, song composition, and text used in advertising also attract potential customers. That is why dynamic advertisements such as images of gif format or short videos can also be attractive to users compared to static advertisements (Xu et al., 2019). On the other hand, Immawati & Rosyid (2018) said attractiveness used in advertising messages must have three characteristics: First, the attractiveness means (meaningful), which shows the product's benefits to make people more interested in it. Second, the attraction must have a distinctive and memorable style to stand out from the crowd. Third, the message conveyed in the ad must also be credible and well-received by the audience. It should also convince the users to share it with their friends to reach wider audience. Cockerham (2018) stated it's important to create a video that grabs the audience's attention in the first few seconds with something eye-catching. The video advertisement should appeal to the emotions of the viewer, as well as provide something valuable for them to keep watching.

A previous study can justify the relationship between ad attractiveness and purchase intention. Amandeep et al. (2017) found that the elements such as unique and informative correlate with ad attractiveness and contribute to purchase intention. Therefore, this study hypothesised:

H1: There is a relationship between ad attractiveness and purchase intention.

THE RELATIONSHIP OF AD PERSUASIVENESS WITH PURCHASE INTENTION.

According to MBA Skool (2018), persuasive advertising is a type of marketing that aims to convince a potential customer to buy a specific product. Usually, it happens when a product is presented with several similar products in a similar category. This type of advertising is used to generate demand for a product or service or increase the current market size. Persuasive ads are advertisements focused on persuading potential customers by provoking the desired action to buy the featured product (Lister, 2020). The persuasion technique is powerful because it can be used in almost any medium. It is a type of marketing that uses various tactics to influence consumers. Henceforth, persuasive advertising is a product promotion that tries to convince a potential customer to buy a specific product brand when presented with other products from a similar product category (Persuasive Advertising, n.d.). In other cases, persuasive advertising can be utilised through video advertisement to convince a group of customers about a product or service. This type of advertising can help marketing professionals increase their new and existing products. To conclude, persuasive advertising is a type of marketing that uses various techniques to convince consumers.

A study by Amandeep et al. (2017), found that the correlation between ad persuasiveness and purchase intention is significant. And ad persuasiveness has the largest contribution to ad effectiveness. Briefly, ad persuasiveness is related to consumer purchase intention. Therefore, this study hypothesised:

H2: There is a relationship between ad persuasiveness and purchase intention.

THE RELATIONSHIP OF AD AWARENESS WITH PURCHASE INTENTION.

According to Lister (n.d.), a company's advertising campaign is a strategy that aims to increase a company's awareness among consumers. It's used to create a level of familiarity with the company's goods or services. Thus, it helps to increase the name recognition of business in the minds of consumers. Awareness is also used to introduce the public to a particular brand. This activates their curiosity about the product and its brand. The widely used brand awareness measures are top of mind, spontaneous, and aided (Romaniuk et al., 2004). Top of mind is where the first brand recalled in response product category cue. At the same time, spontaneous is an unprompted recall of the brand name, and aided awareness is recognition of the brand name. An awareness-based marketing strategy is a strategy that increases brand awareness and eventually helps in recalling a brand name. This strategy works by identifying a brand's first recall in response to a specific product category (MBA Skool, 2020). Advertising awareness is not used for profit-making in the short term. It is instead used to increase brand recognition in the long term.

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According to Sama (2019), the respondents agreed that advertisements help them know about new products. They give due attention to the advertisements before buying the products. The results show ad awareness is significant to impact purchase intention. Therefore, this study hypothesised:

H3: There is a relationship between ad awareness and purchase intention.

PURCHASE INTENTIONS

According to MBA Skool (2019), purchase intentions are the willingness of a customer to buy a specific product or a certain service. The definition is supported by Lu et al. (2014). The concept of purchase intention describes the desire to buy a given product in a specific time and situation. It also refers to a customer's desire to buy a particular product of a certain brand (Shahid et al., 2017). A purchase intention is a variable that various factors can influence. Sometimes, people buy on their gut feelings instead of purchasing decisions. This type of decision-making is known as a spontaneous buying decision. Thus, customers' willingness and desire can help easily create and iterate on what kind of content should be shown in an advertisement. Measuring customer purchase intentions can help design the marketing activities that reach a greater target audience and customer involvement as the purchase intention will directly affect purchase behavior.

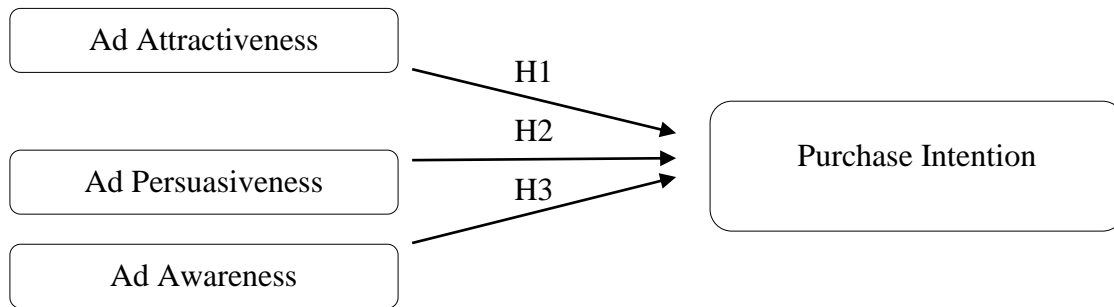


Figure 1: Conceptual framework of the relationship between the impact of video advertising and consumer purchase intention

Figure 1 shows the conceptual framework, which suggests a relationship between the impact of video advertising and consumer purchase intention. Different people have different characteristics and personal interests that influence their purchasing decisions. It may be based on their experiences and backgrounds. These factors have affected consumers' purchase intention. Studying the influence of video advertisement values on purchase intention is very important for every marketer. Suppose the video advertisement doesn't positively impact consumers' purchase intention. In that case, the efforts and money spent on the video advertisement will go in vain.

3.0 METHODOLOGY

The research conducted this study using an online survey method. This method is convenient and effective for the respondents since it allows them to complete their real-time responses. In addition, surveys have a high level of universal ability to assess the interaction within the population. Therefore, the goal was to better understand the public's response to the questions posed. The data was collected through a random sampling technique.

The preliminary research has gathered 143 responses that are considered appropriate because most researchers suggested the minimum sample would be 30. Louangrath and Sutanapong (2019) found that the minimum sample size is approximately 30 regardless of discrete or continuous and regardless of whether Likert or non-Likert scales were used in the survey. However, the required sample size for this research is determined based on Israel (1992). In contrast, the sample size for

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the 3000 population should be 353. The respondents involved in this research are from Universiti Kuala Lumpur - Malaysian Institute of Information Technology (UniKL MIIT). The respondents were selected randomly, where everyone had equal chances to participate. Therefore, the study has gathered 353 responses from UniKL MIIT students from various programs. UniKL MIIT students aged 18 to 29 were chosen to participate in the research because they watched video advertisements and are independent enough to make their own shopping decisions.

The study was conducted using an online questionnaire that was developed through Google Form. The questionnaire consists of 46 questions, including the demographic questions and variables involved in this analysis, and is divided into five parts. The items consisted of modifications from the previous study. The questionnaire for ad attractiveness is adapted from Amandeep et al. (2017) and Siddiqui (2014). Meanwhile, a questionnaire for ad persuasiveness is adapted from Sama (2019) and Siddiqui (2014). Another questionnaire for ad awareness is from Amandeep et al. (2017), Sama (2019), Arshad (2015), Alhaddad (2015), and Sharifi (2014). Lastly, the questionnaire for purchase intention is adapted from Sama (2019), Amandeep et al. (2017), Duffett (2014), Sharifi (2014), and Siddiqui (2014). In the sample, five points of the Likert Scale were used to assess the response from 1 - strongly disagree 2- Disagree 3- Somewhat Agree 4- Agree and 5 - strongly agree.

The researchers conducted a validity and reliability test to ensure that the data was collected accurately. The content validity test was carried out and submitted to the content expert to ensure that the items included in the questionnaire were precise and measurable. The instrument reliability is measured based on the Cronbach Alpha value as suggested by Azri et al. (2021). The value in the range of 0.7 and above is considered reliable. The instrument is considered reliable based on the reliability test, where the value obtained is 0.895.

The researchers carried out a normality test to ensure the data is normally distributed. The result has shown that skewness value is between -.649 as the highest and -1.873 as the lowest. Meanwhile, the value of kurtosis is between 4.983 as the highest and -.570 as the lowest. Bryne (2010) argued that data is considered to be normal if skewness is between -2 to +2 and kurtosis is between -7 to +7. Thus, it can be concluded the data collected is normally distributed. The data are analysed descriptively and inferential. To test the hypothesis, the study performed a correlation test.

4.0 FINDINGS AND DISCUSSION

Table 1: Respondent Demographic

ITEMS	MEASUREMENTS	PERCENTAGE,%
Gender	Female	49.0
	Male	51.0
Age	18-20	22.4
	21-23	46.2
	24-26	29.7
	27-29	1.7
Program	Foundation	4.5
	Diploma	28.6
	Degree	64.9
	Master	2.0
Institution	Universiti Kuala Lumpur Malaysian Institute of Information Technology (UniKL MIIT)	100.0
Have you seen video advertising before?	Yes	100.0
Have you purchased a product or service after watching video advertising?	Yes	88.7
	No	11.3

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Table 1 shows the demographic analysis for the respondents. The analysis presented the respondents are among young adults from Universiti Kuala Lumpur - Malaysian Institute of Information Technology (UniKL MIIT) between the ages of 18 to 29 years old. Young adults between these ages are chosen because Mokhtar et al. (2020) stated that most young people own smartphones, the internet, and social media accounts such as Facebook, Instagram, and Twitter, are generally independent enough to make their own shopping decisions. According to Milo (2019), more than half (51%) of online shoppers are people between the ages of 25 and 34, with another quarter (24%) being people from 18 to 24 years old. Thus, it can be concluded that respondents between 18-29 years old are relevant to be observed. Furthermore, the respondents are considered acceptable because 100% of them had seen a video advertisement before.

Meanwhile, 11.3% of them never purchased upon watching a video advertisement. It can be concluded that many factors are influencing their purchase decision. A study by Khanna and Jadhav (2016) concluded that factors for online shopping were identified as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust, and variety seeking.

Purchase intention is a measure that indicates a consumer's tendency to purchase a product or service. When questioned whether someone plans to purchase goods, intent cannot be translated to either a yes or no statement. According to Mo & Li (2015, as cited in Zhang et al., 2020), purchase intention does not translate into purchase action, although it has been determined as a salient predictor of actual behaviour to shop online. Therefore, the respondents are eligible to participate in this research even though they never purchased because they have seen video advertisements.

Table 2: Descriptive Analysis of Ad Attractiveness

	%					Mean	Std. Deviation
	1 Strongly disagree	2 Disagree	3 Somewhat agree	4 Agree	5 Strongly agree		
IV1 (6) I am attracted to video advertisements which contained material that is easy to understand.	.3	.8	5.4	34.6	58.9	4.51	.666
IV1 (5) I am attracted to video advertisements which include the price.	.3	2.5	4.5	32.0	60.6	4.50	.727
IV1 (2) I am attracted to unique video advertisements.	1.1	2.0	3.1	38.5	55.2	4.45	.752
IV1 (3) I am attracted to appealing video advertisements.	1.1	2.0	5.4	37.1	54.4	4.42	.779
IV1 (1) I am attracted to attractive video advertisements.	1.1	.8	8.5	35.4	54.1	4.41	.774
IV1 (4) I am attracted to informative video advertisement.	.8	.8	7.6	41.4	49.3	4.37	.736
IV1 (9) I am attracted to video advertisements which use popular music.	2.3	2.8	11.0	41.6	42.2	4.19	.904
IV1 (10) I am attracted to the video advertisement which associate the celebrity and product advertiser.	3.4	5.1	13.0	36.5	41.9	4.08	1.027

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IV1 (7) I am attracted to video advertisement which uses artist.	3.1	6.5	16.7	37.1	36.5	3.97	1.037
IV1 (8) I am attracted to video advertisements which included with dance entertainment.	4.5	12.2	20.4	27.5	35.4	3.77	1.185
Valid N (listwise)							

Many features can be considered attractive when it comes to advertising. However, it can be perceived differently depending on individual preferences. According to the data collected, the respondent agreed that advertisement is considered attractive if the ads are easy to understand (M=4.51, S.D=.666), mentioned the price for the product and services clearly (M=4.50, S.D=.727), unique (M=4.45, S.D=.752), and appealing (M=4.42, S.D=.779). However, the respondents are less attracted to video advertisements, including dance entertainment (M=3.77, S.D=1.185).

It can be concluded that the main element of ad attractiveness is easy to understand. Making an advertisement easy to understand would attract audiences to be more attentive. Thus, it will greatly help the advertiser because it may effectively convey the intended messages to the potential customers. Bakar et al. (2015) stated that for ads to be effective and successful in delivering information to consumers, they first need to be attentive. Overall, the data concluded that the respondents are agreed that ad attractiveness help impacts their purchase intention. This is supported by Amandeep et al. (2017). The findings found that the elements such as unique and informative are correlated with ad attractiveness and contribute to purchase intention.

Table 3: Descriptive Analysis of Ad Persuasiveness

	%					Mean	Std. Deviation
	1 Strongly disagree	2 Disagree	3 Somewhat agree	4 Agree	5 Strongly agree		
IV2 (5) I am persuaded to buy the product if good service quality is shown in the video advertisement.	1.1	1.7	7.6	43.6	45.9	4.31	.780
IV2 (8) I am persuaded to buy the product if an advertiser shows easy ways to buy the product in a video advertisement.	1.7	1.7	9.3	43.3	43.9	4.26	.829
IV2 (2) I am persuaded to buy the product if the video advertisement creates interest.	1.1	2.0	9.9	44.2	42.8	4.25	.803
IV2 (9) I am persuaded to buy the product if an advertiser shows the product's availability in the video advertisement.	2.0	2.0	10.2	42.8	43.1	4.23	.860
IV2 (4) I am persuaded to buy the product if the product is environmentally friendly, as shown in the advertisement.	1.1	2.3	16.1	40.2	40.2	4.16	.856

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IV2 (7) I am persuaded to buy the product if I can see the product on other promotional media.	2.3	2.5	14.4	42.2	38.5	4.12	.907
IV2 (1) I am persuaded to buy the product after watching for the video advertisement.	2.3	3.1	13.9	42.5	38.2	4.11	.916
IV2 (10) I am persuaded to buy the product if an emotional appeal is used in a video advertisement.	3.7	3.4	14.7	40.5	37.7	4.05	.996
IV2 (6) I am persuaded to buy the product if the video advertisement uses a trustworthy celebrity.	3.7	5.7	15.3	35.7	39.7	4.02	1.054
IV2 (3) I am persuaded to buy the product if the video advertisement is repeated many times.	5.7	5.1	15.3	38.5	35.4	3.93	1.104
Valid N (listwise)							

Persuasiveness in a video advertisement involves catching-up consumers' attention by showing what they want to see the most. Table 3 shows how the respondent reacts to the advertisement elements that are considered persuasive. The respondent agreed that advertisement is considered persuasive if the quality of the product is shown (M=4.31, S.D=.780), shows easy ways to purchase (M=4.26, S.D=.829), and if the video advertisement creates interest (M=4.25, S.D=.803). However, the respondents disagreed that they are persuaded to buy the product if the video advertisement is repeated many times (M=3.93, S.D=1.104). The respondents agreed that the quality shown influenced them the most as it helped win their trust. Effective ads usually convince consumers that a certain product or service is better than the competition's by assuring that a product can solve a consumer's need or improve their life in some way Ortiz (2021).

The finding shows that the respondents agree that ad persuasiveness contributes to consumer purchase intention because they agree with the most questions. Still, some of them do not agree with repeated ads. Amandeep et al. (2017), found that the correlation between ad persuasiveness and purchase intention is significant while ad persuasiveness has the largest contribution to ad effectiveness.

Table 4: Descriptive Analysis of Ad Awareness

	%					Mean	Std. Deviation
	1 Strongly disagree	2 Disagree	3 Somewhat agree	4 Agree	5 Strongly agree		
IV3 (3) I find that video advertisements help me know about new products.	.8	2.0	5.7	43.3	48.2	4.36	.752
IV3 (2) I think video advertisement is informative.	1.1	1.4	6.5	42.2	48.7	4.36	.764
IV3 (4) I give due attention to the video advertisements before I buy the products.	2.0	1.7	9.1	42.8	44.5	4.26	.846

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IV3 (8) I found which brands have the features that I am looking for through video advertisements.	.6	2.8	11.6	41.6	43.3	4.24	.810
IV3 (7) I recall seeing a video advertisement for familiar brands at social media.	1.7	2.0	9.1	46.2	41.1	4.23	.826
IV3 (10) I come out with certain brands in my mind when I see video advertisements.	2.3	1.7	11.3	40.8	43.9	4.22	.881
IV3 (6) I watch, read or/and listen to the video advertisement to update myself about the products/brands.	2.0	3.1	9.6	41.4	43.9	4.22	.890
IV3 (1) I change my mind about a brand when I see video advertisements.	2.0	1.4	12.5	43.3	40.8	4.20	.855
IV3 (5) I search for the video advertisement before I buy the products.	1.4	3.7	11.3	41.6	41.9	4.19	.880
IV3 (9) I keep up to date about products/services available in the marketplace through video advertisements.	1.4	4.8	11.3	40.8	41.6	4.16	.908

Valid N (listwise)

Advertising helps increase consumers' alertness to the goods and services offered because it can boost awareness. Ad awareness provides accessibility of a brand in consumers' memories. It helps consumers recall any related information whenever they see a new or repeated video advertisement. The respondent agreed that advertisement is considered to create awareness if it helps people to know about new products (M=4.36, S.D=.752), provide information (M=4.36, S.D=.764), and trigger certain brands in their mind (M=4.26, S.D=.846). However, some respondents did not agree that they will keep up to date about products/services available in the marketplace through video advertisements (M=4.16, S.D=.908).

The study found that most of the respondents are aware of the brand shown in video advertising. According to Bakar et al. (2015), when advertising creates awareness, it will lead consumers to look for more information on the product and services and possess the product or obtain the services offered. It can be concluded that awareness will affect purchase intention because the majority of them agreed they found which brands have the features they are looking for through video advertisements. The current finding is supported by Sama (2019), the respondents agreed that advertisements help them know about new products and give due attention to the advertisements before buying the products. Therefore, the result shows that awareness is significant.

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Table 5: Descriptive Analysis of Purchase Intention

	%					Mean	Std. Deviation
	1 Strongly disagree	2 Disagree	3 Somewhat agree	4 Agree	5 Strongly agree		
DV (8) I will purchase if good service quality is shown in the video advertisements.	1.7	-	11.9	41.1	45.3	4.28	.804
DV (1) I found that video advertisements prompt me to buy the products.	1.7	2.0	10.2	41.6	44.5	4.25	.847
DV (10) I will purchase if the video advertisements have a compelling message.	1.7	1.7	13.9	42.5	40.2	4.18	.856
DV (9) I will purchase if I perceive that product is dependable after watching a video advertisement.	2.0	1.7	12.2	44.2	39.9	4.18	.858
DV (6) I would consider buying a familiar brand if I watch video advertisements	1.7	3.1	11.9	43.9	39.4	4.16	.875
DV (7) I will recommend a familiar supplier whom I saw in video advertisement for my family or friends.	2.5	1.4	13.3	43.6	39.1	4.15	.888
DV (2) I found that I would purchase the product for which the video advertisement is shown.	2.8	3.1	11.9	41.9	40.2	4.14	.941
DV (4) I found that I am likely to buy some of the products that are promoted in the video advertisement.	2.5	3.4	13.3	41.1	39.7	4.12	.940
DV (5) I found that video advertisements affect my purchase behaviour positively.	2.5	4.0	16.7	40.2	36.5	4.04	.960
DV (3) I found that video advertisements lead me to make a repeat purchase of the same brand.	4.0	6.2	12.5	42.2	35.1	3.98	1.042
Valid N (listwise)							

A good video advertisement will become a point of attraction for the consumer and consequently create the intention to purchase. The features of advertisement influencing consumer purchase intention included in this questionnaire are ad attractiveness, persuasiveness, and awareness. Based on Table 5, the respondent agreed that they would purchase if the advertisement showed good service quality (M=4.28, S.D=.804), and discovered that video commercials encourage them to purchase things. (M=4.25, S.D=.847). Also, the respondent agreed to purchase if the video ads included a compelling

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message showing the product is dependable. The respondent might buy the product if the ads urge them. However, the respondents disagree that video advertisement makes them repeat purchasing the same brand ($M=3.98$, $S.D=1.042$). Thus, the study perceives that most respondents are affected by video advertisement when it can facilitate their decision and affect the consumer purchase intention.

HYPOTHESIS TESTING

The study also performed a correlation analysis to test the relationship between the related variables. The relationship strength is determined based on Guilford Rule of Thumb (refer Table 6).

Table 6: Guildford Rule of Thumb table

Value, r	Strength
< 0.2	Negligible Relationship
0.2 to 0.4	Low Relationship
0.4 to 0.7	Moderate Relationship
0.7 to 0.9	High Relationship
> 0.9	Very High Relationship

Table 7: Result of correlation test for level of ad attractiveness with purchase intention

	r	P < .05	Result
Ad Attractiveness → Purchase Intention	.763	.000	Significant

The findings for the correlation test between ad attractiveness and purchase intention are shown in Table 7. The analysis shows that H1 is supported where the ad attractiveness is related to purchase intention. Ad attractiveness and purchase intention are correlated and show a high relationship. The direction of the relationship is also positive. The hypothesis proposed somewhat comparable results and was consistent with a previous study by Amandeep et al. (2017). The study concluded ad attractiveness contributes heavily to purchase intention.

The possible reason for this relationship is that the respondent considers ad attractiveness an important value in a video commercial. Liao (2006), as cited in Santini (2015), highlighted attractiveness as a guiding element of success or failure in a promotion. Bakar et al. (2015) reflect effective advertising should be capable of attracting customers' attention, retaining their interest in the message exposed, arousing the desire for the promoted product, and eliciting action. The attractiveness of an advertisement is subjective and depends on how an individual defines it. The current findings suggest that ad attractiveness positively affects purchase intention. Based on descriptive analysis, the respondent agreed that advertisement is considered attractive if the ads are easy to understand and mentioned the product's price and services clearly, unique and informative. Therefore, the ad attractiveness is essential to attract consumers and convey to them the reason why they should watch the video advertising until the end.

Table 8: Result of correlation test for the level of ad persuasiveness with purchase intention

	r	P < .05	Result
Ad Persuasiveness → Purchase Intention	.869	.000	Significant

Table 8 summarises the correlation test results between ad persuasiveness and purchase intention. The analysis shows that H2 is also supported. The level of ad persuasiveness and purchase intention is correlated and establishes a high relationship.

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The direction of the relationship is also positive. A previous study by Amandeep et al. (2017) also concluded the correlation between ad persuasiveness and purchase intention is significant ($r=.686$) at 0.01 level.

The current findings suggest that ad persuasiveness positively affects purchase intention. Based on descriptive analysis, the respondents agreed that the quality of the product, easy ways to purchase, and the product's availability help attract their attention and persuade them to purchase. Also, they might feel convinced seeing a video advertisement offering good quality products and affordable services and addressing their needs. The possible reason for this relationship is the power of persuasive techniques itself. For example, people are likely to be influenced by persuasive advertising because it focuses on specific benefits of the product that benefit in a way that is hard to find elsewhere making them feel left behind if they don't purchase it. According to Bolatito (2012), advertisers use three categories of persuasive strategy: pathos, logos, and ethos.

The element of pathos will attempt to evoke an emotional response in the consumer. Meanwhile, logos used logic or reason by giving the evidence and statistics to understand the product fully. Lastly, ethos will try to convince using credibility or character to persuade people to buy the product. Thus, ad persuasiveness can affect consumers' emotions and attitudes to change their purchase intention.

Table 9: Result of correlation test for level of ad awareness with purchase intention

	r	P < .05	Result
Ad Awareness → Purchase Intention	.847	.000	Significant

The findings in Table 9 shows H3 is supported by showing a high relationship between the variables. Furthermore, the direction of the relationship is positive. This is consistent with a similar study by Sama (2019), which concluded that TV advertisement has a significant impact on awareness, purchase, and post-purchase.

The current findings suggest that ad awareness positively affects purchase intention. Based on descriptive analysis, the respondents agreed with ad awareness is considered to create awareness if it helps people know about new products, provide information, and trigger certain brands in their minds. Purchase intention is triggered through ad awareness because consumers will buy a product or service based on their knowledge of the brand or image. In addition, the consumer might recommend a certain brand to family or friends if they are aware of it. Based on a study by Shahid et al. (2017), if the consumer knows well about a brand, there are more opportunities to purchase and make wise economic decisions. A strong brand will affect the short-term revenues, but it is also fruitful in the long term. Therefore, ad awareness has a strong relationship with purchase intention.

5.0 CONCLUSION

The research aims to study the impact video advertising has on purchase intention among UniKL MIIT students. The findings may help businesses and marketers to comprehend the consumer expectations and preferences for a video advertisement. It may be a vital key to producing a good video advertisement because it can affect consumers' decision-making process. Ad attractiveness, ad persuasiveness, and ad awareness are the different factors that contributed to video advertisements' effectiveness. As a result, a good video advertisement will become a point of attraction for the consumer and consequently create purchase intention.

The study found that consumer purchasing intentions are difficult to determine and measure because factors could influence their intention. Even though a video advertisement has included many elements and features to attract and spark purchase intention, factors such as availability, best price, best promotions, comparison, and convenience may influence them.

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However, it is believed that good video advertisement still has many contributions to purchase intention because of its nature as persuasive communication.

A conceptual research study was developed to address the issue and meet the research objectives. The relationship between the variables is tested based on three different hypotheses. The findings indicated ad attractiveness, ad persuasiveness, and ad awareness are related to the respondent purchase intention. Ad attractiveness is found highly correlated to purchase intention. Ad persuasiveness is found highly correlated to purchase intention. Ad awareness is found highly correlated to purchase intention. Based on the findings, the respondent has the intention to purchase if the advertisement is easy to understand, mentioned the price for the product and services, unique and informative. However, they might not buy if the ads included artists or dance. Meanwhile, compared to persuasiveness, the respondents are persuaded if the video advertisement addresses their needs and affect their emotion and attitude. On the other hand, ad awareness affects purchase intention. It will influence whether or not a consumer will buy depending on how well the consumer knows the brand or image of the products or services.

The study results have shown a slight difference compared to the preliminary test where the findings concluded ad attractiveness and purchase intention are moderately correlated. It can be observed that the results differ due to the sample variations. The preliminary test has collected 143 samples of students from various universities while this study has successfully tested 353 samples from a specific university. It could be argued that the number of samples plays a great role in shaping the result.

The researchers have encountered several limitations along the way in completing the study. One of the limitations is the platform used to collect the data. The only platform used by the researchers was Google Forms, and the connection was shared through Whatsapp and Instagram's direct message. The problem occurred when respondents took a longer time to respond to the question, making it difficult for the researchers to acquire an adequate number of responses in a short period. As a result, they have simply forgotten about the survey. Another limitation is that not every respondent can complete the survey due to internet accessibility. Thus, in the future, the researchers could use a different medium and approach to distribute the survey such as Telegram or Messenger. Therefore, a greater number of respondents will be reached. The researcher is proposed to use a range of data collection strategies to maximise the number of respondents in the future by using other data collection techniques that are accessible to researchers such as direct interviews and internet-based e-mail surveys.

Another limitation to address is the sample in this research has been narrowed to college students only. Thus, the findings may not be generalised to various sets of populations. In addition, the data has been collected from the college students who may not have an allowance or salary to make their expenses. In the future, the researchers may study a wider representative sample of the population that may give insights on how consumers with different demographic variables will be subjected. It is suggested further research be replicated in other regions to examine the elements related to the variables. Future research can also explore another factor that links to video advertisement effectiveness. Thus, in-depth insight can be discovered to understand the relationship between the impact of video advertisement and purchase intention. The study's findings would contribute to improving video advertisement content to attract more audiences and customers.

Marketing professionals are encouraged to learn more about video advertising and explore new ways to reach customers to maximise its effectiveness because experts believe video advertising will dominate the marketing sector in the next decade. Every business owner should consider using a video marketing strategy because of its effectiveness in increasing sales and brand recognition. An effective video advertisement serves as a powerful tool in converting interest into sales and growing brand recognition. This research provides a crucial direction for further exploration of main factors for video advertisement impact on consumers purchase intentions. Advertisers should now less consider incorporating artist or dance entertainment in the advertisements. Advertising attractiveness and persuasive appeals such as emotional and rational appeals are very influential. Advertisers should focus more on them. Also, relevant facts regarding the promoted product or services should be included in the advertisements to pique the consumers' interest and increase their product knowledge.

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