



Please cite this article as: Hussin, M.N.S., Sulong, N.S.S., Ibrahim, M.S. (2021). The preliminary study: the impact of video advertising and consumer purchase intention. *Jurnal Evolusi* 2 (1).

THE PRELIMINARY STUDY: THE IMPACT OF VIDEO ADVERTISING AND CONSUMER PURCHASE INTENTION

¹NUR SYAFIKAH BINTI MAT HUSSIN

Nursyafikah4598@gmail.com

²NUR SYAFIQAH SYAHIRAH BINTI SULONG

syahirahsyafiqah122@gmail.com

³MUHAMAD SHAMSUL IBRAHIM*

shamsul@kuptm.edu.my

Corresponding author*

^{1,2,3}Kolej Universiti Poly-Tech MARA Kuala Lumpur

ABSTRACT

Advertisement is one of the popular communication forms use by organisations and individuals to promote goods and services. Advertisement activities carry one purpose that to create familiarisation. Consumer action will be easily influenced if they are aware of a certain brand, product or service. The organisation used appealing images and persuasive words to influence and establish confidence in the consumer. Various types of advertisement used by the organisation to meet their objective. Video advertisement is one of the popular advertisement types preferred by many organisations since social media become hype. Appealing video advertisement is easy to be circulated and repost by social media users. Because of the significant impact that the advertisement could bring to benefit the organisation promotional activities, it is important to understand the effect of video advertisement on consumer purchase intention. The study conducted a pre-test for 143 respondents to determine the questionnaire reliability before the actual data collection. The study circulated the questionnaire using multiple communication applications. The reliability test result indicated that the research instrument is reliable to be used for the actual data collection. The pre-analysis indicated advertisement attractiveness, persuasiveness, and awareness are significant factors to consumer purchase intention. The study expects a similar finding also will be derived for the actual data as suggested by previous research.

ARTICLE INFO

Keywords:

Video advertising,
Ad Attractiveness,
Ad Persuasiveness,
Ad Awareness,
Purchase Intention

Copyright: © 2021 The Author(s)

Published by Kolej Universiti Poly-Tech MARA Kuala Lumpur

This article is published under the Creative Commons Attribute (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

1.0 INTRODUCTION

An advertisement is a form of communication that is persuasive in nature; it involves deliberate effort on producers to enlist the interest of consumers in their products (Mahmud, 2017). Through advertisement, people can reach a wider audience to achieve the main motive of advertising whether, to inform, persuade or remind the customers about the product and services. In a competitive market, advertising has an effective role in promoting goods and services because people are likely influenced by advertisement and other sorts of promotions. Advertising has made consumers more familiar with several products and services in the market. Advertising can be a strategic tool in creating product awareness in the mind of a potential consumer. The secret of successful advertising is effective communication with the target audiences. Therefore, effective communication helps advertisement and other kinds of promotional techniques to effectively utilise selling and promotion of products and services. Advertising has progressed from the local stage to an international level where adverts include appealing images and persuasive words to convince potential consumers. Adverts strive to develop new ideas and innovative ways to attract customers to buy the product and remember the brands. Advertisements can greatly influence customers' purchase intention

According to Bowman (2017), video marketing is one of the few types of online material that provides the value, relevance and flexibility consumers need, all while catering to the on-the-go lifestyle they want. Today, it is important to grab consumers' attention through advertisements and sales promotion. The trend of using video advertisements is growing by year. 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 believe that short-form videos can help to increase brand awareness while Malaysia preferred long-form to build emotional and complex narratives to create 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. Malaysia video advertisements usually are associated with relatable and nostalgic moments. In Malaysia, people have come to expect video advertisements to entertain them during every festival (Raj, 2019). It is essential to understand consumer expectations around the video because it can be an essential part of a consumer's decision-making process. It is needed to measure advertisement's influence in consumer brand preference because all the resources such as money, time, and effort spent on advertisement will go in vain if the advertisement doesn't positively impact consumers' brand preference.

This research is necessary to evaluate current video advertising practices to check their effect on consumer purchase intentions. This research can guide a marketer to prioritise the usage of different media platforms for advertising. Inappropriate media strategies can be a costly decision as the advertising cost of each media is very high. Thus, advertising managers need to understand video advertising and its impact on customer purchase intention. This research examines how video advertising (ad attractiveness, ad persuasiveness and ad awareness) affects the customer purchase intention. It is an advantageous suggestion for business and marketer to apply in their video marketing campaign.

According to Wang and Lan (2018) purchase intention is the consumer willingness to buy certain products, services, or not. On the other hand, in some situations, purchase intention also means whether the customer will buy the product, service again or not after the last purchase. Accepting or rejecting the buyer's decision depends absolutely on their intention as purchase intention is affected sharply by the attitude of the customer towards the products, services, and advertisements. Therefore, this is practical to understand the relationship of 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. |

Copyright: © 2021 The Author(s)

Published by Kolej Universiti Poly-Tech MARA Kuala Lumpur

This article is published under the Creative Commons Attribute (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

2.0 LITERATURE REVIEW

Advertising is widely used because it is a form of communication that is persuasive. According to Advertising (n.d.), advertising can be defined as “To call the public’s attention to your business, usually to sell products or services, through the use of various forms of media, such as print or broadcast notices;”. Meanwhile, video advertising uses video in advertisements across the spectrum of mass communication media (Thompson, 2019). Whether to specifically reach potential customers or to mainly spread awareness through public service announcements, it is important to plan the content of a video carefully for the advertisement to be effective.

Video advertising that has full details through innovative video could be the most effective communication tool in a competitive market that can impact customer purchasing intention. But the style of conveying the particular message and the repetition of the advertisement must be properly managed. Thus, with the increasingly advanced passage of time, video advertising has become advantageous for most big corporations and small businesses. Adverts nowadays use numerous fascinating and imaginative images to influence the community to purchase goods or services from their companies. 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.

Previous studies have found a relation between advertisement value and purchase intention. An advertisement has a major influence on consumers because they tend to associate the ad values. According to research on TV ads' impact on consumer purchase intention, the study found that consumer buying intention can be increased due to the quality characteristics shown in TV advertising (Siddiqui, 2014). 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) concluded that TV advertisement significantly impacts awareness, interest and conviction stages of consumer behaviour. He concluded that TV is the best medium for a marketer to give regular reminders to consumers to ensure high brand recall.

Amandeep, Seema, and Syed (2017) mentioned four influencing factors on consumer purchase decision; ad recall, ad persuasiveness, attitude towards ad and ad attractiveness. The findings found out that ad persuasiveness and ad attractiveness contributed to purchase intention. He and Qu (2018) study also supported the previous results. The research concluded advertising appeals have a significant positive impact on clothing consumers' purchase intention in the social media environment and brand sentiment and brand trust.

A study by Bakar, Desa, and Mustafa (2015) has investigated the potential of design elements that can attract consumers’ attention to the advertisement. The finding stated that image in an advertisement is an essential element that can attract consumers’ attention. Meanwhile, another study provides detailed knowledge of different attitudinal factors impacting an individual’s purchase intention after watching online video advertisements. Jain, Rakesh, and Chaturvedi (2018) said entertainment has a higher impact on advertisement value in comparison to information. Therefore, marketers can design their online video advertisements to make their advertisements more watchable by increasing entertainment content and reducing irritation.

Based on the previous studies, there are many values implemented in advertising which leading to purchase intention. Therefore, this study developed its conceptual framework by including ad attractiveness, ad persuasiveness and ad awareness to study its impact on purchase intention.

AD ATTRACTIVENESS

Attractiveness (or physical attractiveness) describes how appealing or pleasing a person's physical features, and aesthetic beauty are (Attractiveness, n.d.). However, attractiveness in advertising is not limited to the talent hired, but other features such as song, colours and text used also play a role in attracting an individual’s interest. That is why dynamic advertisements such as images of gif format or short videos can also be attractive to users than static advertisements (Xu, Xiang, & Tian, 2019). On the other hand, Immawati and Rosyid (2018) said attractiveness used in advertising messages must have three characteristics: (1) Attractiveness means (meaningful), which shows the benefits that make consumers prefer or are more interested in the product. (2) The attraction must be distinctive; it

must state what makes the product better than competing products. (3) The ad message must be trustworthy. If these characteristics are fulfilled, the advertisement can attract more audiences.

AD PERSUASIVENESS

According to MBA Skool Team, persuasive advertising is a type of product promotion that aims to persuade a consumer for buying a particular product, especially in the presence of several similar products in the same category (Persuasive advertising, 2018). Persuasive ads are advertisements designed to elicit the desired action, usually purchasing a product, and they aim to convince potential customers to buy the featured product (Lister, 2020). Persuasive advertising also can be defined as a form of product promotion that seeks to persuade a potential customer to purchase a specific product, usually when presented with several different similar products in the same product category (Persuasive Advertising, n.d.). Therefore, persuasive advertising can be described as a product or service promotion that advertisers used to persuade customers and gain more audiences from different backgrounds.

ADS AWARENESS

According to Lister (n.d.), advertising awareness is a marketing strategy designed to increase consumer familiarity with a company's overall message and the services or products it offers. It is to increase the name recognition of business in the minds of consumers. Ad awareness is mainly to spark the consumers' knowledge about the particular brand. Customers should be made familiar with the product when the advertisement is repeated. The widely used brand awareness measures are top of mind, spontaneous and aided (Romaniuk, Driesener, & Sharp, 2004). Top of mind is where the first brand recalled in response product category cue while spontaneous is an unprompted recall of the brand name and aided awareness is recognition of the brand name. Therefore, advertising awareness-based strategy leads to increasing brand awareness and eventually brand recall (Advertising awareness, 2020).

PURCHASE INTENTIONS

Purchase intention is the willingness of a customer to buy a specific product or a certain service (Purchase intention, 2019). The definition is supported by Lu, Chang, and Chang (2014) that purchase intention is a consumer's willingness to buy a given product at a specific time or in a specific situation. It also refers to a customer desire to buy a particular product of a certain brand (Shahid, Hussain, & Zafar, 2017). Thus, customers' willingness and desire make it easy to exactly iterate what kind of content should be displayed 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 behaviour.

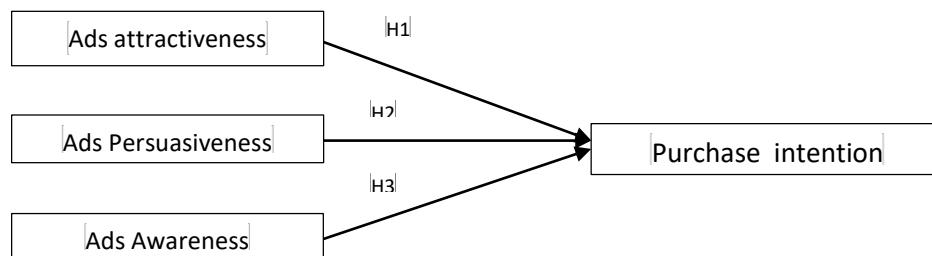


Figure 1: Conceptual framework of the relationship between the impact of video advertising and consumer purchase intention

Figure 1 shows the conceptual framework, which suggested there is a relationship between the impact of video advertising and consumer purchase intention. People have different preferences due to many factors, such as varied experiences and backgrounds of individuals. Thus, these preferences have impacted consumer purchase intention.

Studying the influence of values of video advertisement has on purchase intention is very important for every marketer. If the video advertisement doesn't create any positive impact on consumers' purchase intention, the efforts and money spent on the video advertisement will go in vain. The following hypotheses are proposed for this study:

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

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

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

3.0 METHODOLOGY

The research chose to use an online survey because it is the effective and convenient data gathering for the intended respondents. Surveys have a high level of universal ability to interact within the population. The data were collected to gain detailed public response towards the variables. The data was collected using a simple random sampling technique which was gathered among students from various institutions. The respondents were selected randomly, where everyone has equal chances to participate.

The analysis gathered 143 responses for preliminary research. For the preliminary analysis, 143 responses will be considered an appropriate sample because most researchers suggested 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 used in the survey. The respondents involved are students from 21 Institutions between 18 to 29 years old.

The study used an online questionnaire through Google Form as a medium. 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, Seema and Syed (2017) and Siddiqui (2014). Meanwhile questionnaire for ad persuasiveness is adapted from Sama (2019) and Siddiqui (2014). Another questionnaire for ad awareness is from Amandeep, Seema and Syed (2017), Sama (2019), Arshad (2015), Alhaddad (2015) and Sharifi (2014). Lastly, questionnaire for purchase intention is adapted from Sama (2019), Amandeep, Seema and Syed (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 performed a validity and reliability test to minimise errors during the data collection process. A content validity test for the proposed questionnaire was submitted to the content expert to ensure that the questionnaire items are precise and measurable. While, instrument reliability is measured based on the Cronbach Alpha value as suggested by Taber (2018). 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 results is presented using the descriptive analysis and inferential analysis. To test the hypothesis, the study performed a correlation test.

4.0 FINDINGS AND DISCUSSION

Table 1 indicated the respondent demographic analysis. The demographic analysis showed that the study focuses on young adults from various institutions between the ages of 18 to 29 years old. This is because young people, who mostly own smartphones, the internet, and social media accounts such as Facebook, Instagram and Twitter, are generally independent enough to make their own shopping decisions (Mokhtar et al., 2020). According to Milo (2019), more than half (51%) of online shoppers are people between the ages of 25 and 34, with another quarter (24%) are

people from 18 to 24 years old. The respondents are considered acceptable because 100% of them had seen a video advertisement before. Therefore, they are familiar with and understand what a video advertisement is.

Meanwhile, 23.1% of them never made any purchase upon watching a video advertisement. It can be concluded, many factors are influencing their purchase intention. 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.

Table 1: Respondent Demographic

Measurement	Items	Percentage, %
Gender	Female	81.1
	Male	18.9
Age	18-20	18.2
	21-23	65.0
	24-26	11.2
	27-29	5.6
Program	Diploma	14.0
	Degree	82.5
	Master	2.1
	Matriculation	1.4
Institution	Kolej Universiti Poly-Tech MARA Kuala Lumpur (KUPTM KL)	26.6
	Universiti Teknologi MARA (UiTM)	13.3
	Universiti Malaysia Sabah (UMS)	13.3
	Universiti Malaysia Sarawak (UNIMAS)	11.9
	Institut Pendidikan Guru (IPG)	6.3
	Universiti Utara Malaysia (UUM)	4.2
	Universiti Pendidikan Sultan Idris (UPSI)	4.2
	Universiti Kuala Lumpur (UNiKL)	3.5
	Pusat Pergigian Kanak-Kanak & Kolej Latihan Pergigian Malaysia (PPKK & ILKKM)	2.8
	Multimedia University (MMU)	2.1
	Universiti Kebangsaan Malaysia (UKM)	2.1
	Universiti Tun Hussein Onn Malaysia (UTHM)	1.4
	Universiti Malaysia Pahang (UMP)	1.4
	Universiti Malaysia Terengganu (UMT)	1.4
	Kolej Matrikulasi Selangor (KMS)	1.4
	International Islamic University Malaysia (IIUM)	.7
	Universiti Teknologi Malaysia (UTM)	.7
	Universiti Sains Malaysia (USM)	.7
	Management and Science University (MSU)	.7
	Politeknik Kuching Sarawak	.7
Universiti Putra Malaysia (UPM)	.7	
Have you seen video advertising before?	Yes	100.0
Have you purchased a product or service after watching video advertising?	Yes	76.9
	No	23.1

Copyright: © 2021 The Author(s)

Published by Kolej Universiti Poly-Tech MARA Kuala Lumpur

This article is published under the Creative Commons Attribute (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

Table 2: Descriptive Analysis of Ad Attractiveness

	N	Mean	Std. Deviation
IV1 (6) I am attracted to video advertisements which contained material that is easy to understand.	143	4.73	.584
IV1 (5) I am attracted to video advertisements which include the price.	143	4.59	.780
IV1 (2) I am attracted to unique video advertisements.	143	4.56	.667
IV1 (4) I am attracted to an informative video advertisement.	143	4.34	.873
IV1 (1) I am attracted to attractive video advertisements.	143	4.18	.885
IV1 (3) I am attracted to appealing video advertisements.	143	4.15	.885
IV1 (9) I am attracted to video advertisements which use popular music.	143	4.01	1.088
IV1 (7) I am attracted to video advertisement which uses artist.	143	3.69	1.135
IV1 (10) I am attracted to video advertisement which associates the celebrity and product advertiser.	143	3.67	1.155
IV1 (8) I am attracted to video advertisements which included with dance entertainment.	143	3.41	1.159
Valid N (listwise)	143		

Ad attractiveness can be perceived in various features depending on the individual. The respondent agreed that advertisement is considered attractiveness if the ads are easy to understand (M=4.73, S.D=.584), mentioned the price for the product and services clearly (M=4.59, S.D=.780), unique (M=4.56, S.D=.667) and informative (M=4.34, S.D=.873). However, the respondents are less attracted to video advertisements has dance entertainment (M=3.41, S.D=1.159). The finding shows that most of the respondents voted that ad attractiveness is important, and most of them agreed that it affects consumer purchase intention. This is supported by Amandeep, Seema, and Syed (2017), where the findings found out the elements such as unique and informative are correlated with ad attractiveness and contributed to purchase intention.

Table 3: Descriptive Analysis of Ad Persuasiveness

	N	Mean	Std. Deviation
IV2 (5) I am persuaded to buy the product if good service quality is shown in the video advertisement.	143	4.20	.885
IV2 (8) I am persuaded to buy the product if an advertiser shows easy ways to buy the product in a video advertisement.	143	4.06	.890
IV2 (9) I am persuaded to buy the product if an advertiser shows the product's availability in the video advertisement.	143	4.06	.906
IV2 (2) I am persuaded to buy the product if the video advertisement creates interest.	143	4.04	.911
IV2 (4) I am persuaded to buy the product if the product is environmentally friendly, as shown in the advertisement.	143	3.95	.967
IV2 (7) I am persuaded to buy the product if I can see the product on other promotional media.	143	3.93	.983
IV2 (1) I am persuaded to buy the product after watching for the video advertisement.	143	3.81	.934
IV2 (10) I am persuaded to buy the product if an emotional appeal is used in a video advertisement.	143	3.71	1.046
IV2 (6) I am persuaded to buy the product if the video advertisement	143	3.57	1.117

Copyright: © 2021 The Author(s)

Published by Kolej Universiti Poly-Tech MARA Kuala Lumpur

This article is published under the Creative Commons Attribute (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

uses a trustworthy celebrity.

IV2 (3) I am persuaded to buy the product if the video advertisement is repeated many times.	143	3.37	1.185
Valid N (listwise)	143		

Persuasiveness in a video advertisement involves catching-up consumers' attention by showing what they want to see the most. The respondent agreed that advertisement is considered persuasive if the quality of the product is shown (M=4.20, S.D=.885), shows easy ways to purchase (M=4.06, S.D=.890), and show the product's availability (M=4.06, S.D=906). However, the respondents disagreed that they are persuaded to buy the product if the video advertisement is repeated many times (M=3.37, S.D=1.185). The finding shows the respondents agree that ad persuasiveness contributes to consumer purchase intention because they agree to the most questions, but some of them do not agree with repeated ads. Amandeep, Seema, and Syed (2017), found that the correlation between ad persuasiveness and purchase intension is significant while ad persuasiveness has the largest contribution to ad effectiveness.

Table 4: Descriptive Analysis of Ad Awareness

	N	Mean	Std. Deviation
IV3 (3) I find that video advertisements help me know about new products.	143	4.34	.769
IV3 (2) I think video advertisements are informative.	143	4.19	.822
IV3 (4) I give due attention to the video advertisements before I buy the products.	143	4.15	.875
IV3 (10) I come out with certain brands in my mind when I see video advertisements.	143	4.11	.840
IV3 (8) I found which brands have the features that I am looking for through video advertisements.	143	4.05	.899
IV3 (7) I recall seeing a video advertisement for familiar brands at social media.	143	4.04	.926
IV3 (6) I watch, read or/and listen to the video advertisement to update myself about the products/brands.	143	3.96	1.061
IV3 (9) I keep up to date about products/services available in the marketplace through video advertisements	143	3.90	.988
IV3 (5) I search for the video advertisement before I buy the products.	143	3.83	1.175
IV3 (1) I change my mind about a brand when I see video advertisements.	143	3.65	1.050
Valid N (listwise)	143		

Ad awareness provides accessibility of a brand in consumers' memories. It helps consumers to recall any related information whenever they see a new or repeated video advertisement. The respondent agreed that advertisement is considered create awareness if it helps people to know about new products (M=4.34, S.D=.769), provide information (M=4.19, S.D=.822), and trigger certain brand in their mind (M=4.11, S.D=.840). However, there are some of the respondents did not agree that they change their mind about a brand when they see video advertisements (M=3.65, S.D=1.050). The finding implies that the majority of the respondents are aware of the brand shown in video advertising. Most of them agree that ad awareness will affect their purchase intention. The result matched with the findings of Sama (2019) where the respondents agreed that advertisements help them to know about new products and they give due attention to the advertisements before buying the products. The result shows awareness is significant.

Table 5: Descriptive Analysis of Purchase Intention

	N	Mean	Std. Deviation
DV (8) I will purchase if good service quality is shown in the video advertisements.	143	4.31	.753
DV (7) I will recommend a familiar supplier whom I saw in video advertisement for my family or friends.	143	4.07	.932
DV (10) I will purchase if the video advertisements have a compelling message.	143	4.06	.890
DV (9) I will purchase if I perceive that product is dependable after watching a video advertisement.	143	4.04	.926
DV (1) I found that video advertisements prompt me to buy the products.	143	4.01	.900
DV (6) I would consider buying a familiar brand if I watch video advertisements	143	3.99	.888
DV (5) I found that video advertisements affect my purchase behaviour positively.	143	3.90	.969
DV (4) I found that I am likely to buy some of the products that are promoted in the video advertisement.	143	3.87	.941
DV (2) I found that I would purchase the product for which the video advertisement is shown.	143	3.85	.974
DV (3) I found that video advertisements lead me to make a repeat purchase of the same brand.	143	3.68	1.136
Valid N (listwise)	143		

A good video advertisement will become a point of attraction for the consumer and consequently create intention to purchase. The features of advertisement influencing consumer purchase intention included in this questionnaires are ad attractiveness, ad persuasiveness and ad awareness. Based on Table 5, the respondent agreed that they will make a purchase if the advertisement showed good service quality (M=4.31, S.D=.753), and the ads was recommended by a familiar supplier family or friends (M=4.07, S.D=.932). Also, the respondent agreed to make a purchase if the video ads included compelling message showing the product is dependable. The respondent might buy the product if the ads urge them. Thus, the study perceives that the majority of the respondents are affected with video advertisement when it can facilitate their decision and affecting the consumer purchase intention.

HYPOTHESIS TESTING

The study also performed a correlation analysis to test the relationship between the related variables using 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

Copyright: © 2021 The Author(s)

Published by Kolej Universiti Poly-Tech MARA Kuala Lumpur

This article is published under the Creative Commons Attribute (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen at: <http://creativecommons.org/licenses/by/4.0/legalcode>

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

	r	P < .05	Result
Ad Attractiveness → Purchase Intention	.650	.000	Significant

The findings for the correlation test between ad attractiveness with the purchase intention is shown in Table 7. The analysis shows that H1 is supported where the ad attractiveness is related with purchase intention. Ad attractiveness and purchase intention are correlated and shows a moderate relationship. The direction of the relationship is also positive. The hypothesis showed relatively similar results and in line with what had been formulated by the previous study from Amandeep, Seema and Syed (2017). The study concluded ad attractiveness contributes heavily to purchase intention.

The possible explanation for this relationship is because the respondent perceives ad attractiveness as an important value to be included in a video advertisements. Ad attractiveness is subjective depending on their way of defining it. The current findings suggest that ad attractiveness will have a positive effect on purchase intention. This is because based on descriptive analysis, the respondent agreed that advertisement is considered attractiveness if the ads are easy to understand, mentioned the price for the product and services clearly, unique and informative. Therefore, the ad attractiveness is important to attract consumers and convey them the reason why they should watch the video advertising until the end.

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

	r	P < .05	Result
Ad Persuasiveness → Purchase Intention	.771	.000	Significant

The findings for the correlation test between the ad persuasiveness and purchase intention is indicated in Table 8. The analysis shows that H2 is also supported. The level of ad persuasiveness and purchase intention is correlated and also show a high relationship. The direction of the relationship is also positive. Previous study by Amandeep, Seema and Syed (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 will have a positive effect on purchase intention. This is because based on descriptive analysis, the respondents agreed the quality of the product, easy ways to purchase, and the product’s availability help to attract their attention and persuade them to purchase. Also, they might feel convinced seeing a video advertisement offering good quality products and services that are affordable and addressing their needs. Thus, ad persuasiveness can affect consumers’ emotion and attitude 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	.803	.000	Significant

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

The current findings suggest that ad awareness will have a positive effect on purchase intention. This is because based on descriptive analysis, the respondents agreed ad awareness considered create awareness if it helps people to know about new products, provide information, and trigger certain brand in their mind . Ad awareness is likely to affect purchase intention where it will influence the decision whether a consumer is going to buy or not depending on how well he/she knows the brand or image of the products or services. There is also a chance the consumer would recommend a certain brand to family or friends. Therefore, ad awareness has strong relationship with purchase intention.

5.0 CONCLUSION

This study aims to examine video advertising ad attractiveness, persuasiveness and awareness affects the customer purchase intention. The study is important for businesses and marketers to understand consumer expectations because video is a part of consumer's decision-making process. Ad attractiveness, ad persuasiveness and ad awareness are the different factors contributed to video advertisements effectiveness.

The study found that consumer purchasing intentions are difficult to determine and measure. This is because other factors could influence their intention despite of the video advertisement has included many elements and features. Factors such as availability, best price, best promotions, comparison and convenience may influence purchase intention. However, it is believed that good video advertisement contributes greatly to purchase intention because it is a form of persuasive communication.

To meet the research objectives, a conceptual research study was developed to address the issue. Three different hypotheses were developed to test the relationship between the variables. The findings indicated ad attractiveness, ad persuasiveness, and ad awareness are related to the respondent purchase intention. Ad attractiveness is found moderately correlated to purchase intention. Ad persuasiveness is found highly correlated to purchase intention. Ad awareness is found highly correlated to purchase intention. They have intention to purchase if the advertisement is easy to understand, mentioned the price for the product and services clearly, unique and informative, but they might not buy if the ads included celebrity or dance. Meanwhile, compared to persuasiveness, the respondents are persuaded seeing a video advertisement that addressing their needs and affect emotion and attitude to change their purchase intention. On the other hand, ad awareness affect purchase intention where it will influence the decision whether a consumer is going to buy or not depending on how well the consumer knows the brand or image of the products or services.

There are some limitations to this research that the researchers encountered along the way. The platform that the researchers used to collect the data is one of them. The only platform used by the researchers was Google Forms, and the connection was shared through Whatsapp. The problem emerged when respondents took longer time to answer the question, making it impossible for the researchers to reach the required number of respondents in a short period. As a result, they have forgotten about the survey. Also, not all respondents will be able to complete the survey because only those who obtain the Google form connection will be able to do so. In the future, the researchers might use a different medium to share the link, such as Telegram or Messenger, to reach a greater number of respondents. Other data collection techniques, such as direct interviews and internet-based e-mail surveys, are also accessible to researchers. As a result, the researcher proposed using a range of data collection strategies to maximise the number of respondents.

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. 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 provide insights on how consumers with dissimilar demographic variables will be subjected.

It is suggested the same research can replicated in other regions. Also, a study in the future can explore some other factors that contribute to video advertisement effectiveness. Thus, it will help to provide more-in-depth insight and understanding into the relationship between the impact of video advertisement and purchase intention. The study would help in improving video advertisements to attract more customers. |

REFERENCES

Advertising. (n.d.). Entrepreneur Asia Pacific. Retrieved May 31, 2021 from <https://www.entrepreneur.com/encyclopedia/advertising>

Advertising awareness (May 15, 2020). MBASKool.com. Retrieved from <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11408-advertising-awareness.html>

Alhaddad, A. A. (2015). The effect of advertising awareness on brand equity in social media. *International Journal of e-Education, e-Business, e-Management and e-Learning*, 5(2), 73-84.

Amandeep, D., Varshney, S., & Aulia, S. (2017). The Impact of Advertising on Consumer Purchase Decision with Reference to Consumer Durable Goods in Oman. *International Journal of Managerial Studies and Research*, 5(12), 11-19.

Arshad, S. (2015). The Impact of Advertisement on Consumer's Purchase Intentions. *SSRN Electronic Journal*.

Attractiveness. (n.d.). Alleydog.com's online glossary. Retrieved 27 June, 2021 from: <https://www.alleydog.com/glossary/definition-cit.php?term=Attractiveness>

Bakar, M. H. A., Desa, M. A. M., & Mustafa, M. (2015). Attributes for image content that attract consumers' attention to advertisements. *Procedia-Social and Behavioral Sciences*, 195, 309-314.

Bowman, M. (3 February, 2017). *Video Marketing: The Future of Content Marketing*. Forbes. Retrieved 18 May 2021: <https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/?sh=3a6534dd6b53>

Chaffey, D. (11 February, 2020). Video marketing statistics to know for 2020. Retrieved from Smart Insight: <https://www.smartinsights.com/digital-marketing-platforms/video-marketing/video-marketing-statistics-to-know/>

Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*.

He, Q., & Qu, H. (2018). The impact of advertising appeals on purchase intention in social media environment—analysis of intermediary effect based on brand attitude. *Journal of Business Administration Research*, 7(2), 17.

Immawati, S. A., & Rosyid, R. (2018). The Product Packaging Design and Advertisement Attraction on Brand Awareness and Its Impact on Repurchasing Teh Botol Sosro Among Young Children At Tangerang City. *IJEBD International Journal of Entrepreneurship and Business Development eISSN 2597-4785 p ISSN 2597-4785*, 2(1), 145-159.

Jadhav, V., & Khanna, M. (2016). Factors influencing online buying behavior of college students: A qualitative analysis. *The Qualitative Report*, 21(1), 1.

Jain, G., Rakesh, S., & Chaturvedi, K. R. (2018). Online video advertisements' effect on purchase intention: An exploratory study on youth. *International Journal of E-Business Research (IJEER)*, 14(2), 87-101.

Lister, J. (n.d.). Objectives in Awareness Advertising. Chron. Retrieved May 5, 2021 from <https://smallbusiness.chron.com/objectives-awareness-advertising-31418.html>

Lister, M. (2020, March 5). *13 of the Most Persuasive Ads We've Ever Seen*. Retrieved from Word Stream: <https://www.wordstream.com/blog/ws/2019/08/13/persuasive-ads>

Louangrath, P. I., & Sutanapong, C. (2019). Minimum sample size calculation using cumulative distribution function. *International Journal of Research & Methodology in Social Science*, 5(1), 101.

Lu, L. C., Chang, W. P., & Chang, H. H. (2014). Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 34, 258-266.

Mahmud, M. O. (2017). Visuals as effective extralinguistic feature of language of television advertisement. *Journal of Literature, Languages and Linguistics*, 37, 45-53.

Milo, E. (2019, March 22). Malaysia's online shopping behaviour in infographic. Retrieved from ecInsider.com: <https://www.ecinsider.my/2019/03/malaysia-online-shopping-behaviour-infographic.html>

Mokhtar, M., Yusoff, S., Asmuni, S., & M Fauzi, N. A. (2020). An insight into online shopping behaviour among young adults in Malaysia. *Journal of Emerging Economies & Islamic Research*, 8(1), 1-12.

Persuasive Advertising (January 22, 2018). MBASKool.com. Retrieved from <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10674-persuasive-advertising.html>

Purchase intention (September 17, 2019). MBASKool.com. Retrieved from <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/10976-purchase-intention.html>

Persuasive Advertising. (n.d.). Retrieved December 22, 2020 from <https://www.gourmetads.com/articles/persuasive-advertising/>

Putz, D. (November, 2017). The long and short of video ad creative in Malaysia. Retrieved from Think with Google: <https://www.thinkwithgoogle.com/intl/en-apac/marketing-strategies/video/long-short-video-ad-creative-malaysia/>

Raj, M. R. (1 February, 2019). Binge-watch these Malaysian Chinese New Year ads (VIDEO). Retrieved from Malay Mail: <https://www.malaymail.com/news/life/2019/02/01/binge-watch-these-malaysian-chinese-new-year-video-advertisements/1718946>

Romaniuk, J., Sharp, B., Paech, S., & Driesener, C. (2004). Brand and advertising awareness: a replication and extension of a known empirical generalisation. *Australasian Marketing Journal (AMJ)*, 12(3), 70-80.

Sama, R. (2019). Impact of media advertisements on consumer behaviour. *Journal of Creative Communications*, 14(1), 54-68.

Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing and Consumer Research*, 33(3), 34-38.

Sharifi, S. (2014). Impacts of the trilogy of emotion on future purchase intentions in products of high involvement under the mediating role of brand awareness. *European Business Review*.

Siddiqui, A. N. (2014). TV ads impact on consumer purchase intention. *In International Conference on Marketing* (pp. 1-20).

Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, 48(6), 1273-1296.

Thompson, E. (2019, November 27). *A (Nearly) Complete Guide to Video Advertising*. Retrieved from LUMENAD: <https://lumenad.com/a-nearly-complete-guide-to-video-advertising/>

Wang, S.-L., & Lan, N. (2018). A Study on the Attitude of Customer towards Viral Video Advertising on Social Media: A Case Study in Viet Nam. *The International Journal of Engineering and Science*, 7(6), 54-60.

Xu, W., Xiang, C., & Tian, C. (2019). Near Optimal Dynamic Mobile Advertisement Offloading With Time Constraints. *IEEE Access*, 7, 115249-115260. |