Attitudinal Factors Affecting Viral Advertising Pass-On Behaviour of Online Consumers in Food Industry

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Abstract. The increase number of active users of social media, especially Facebook, stimulates viral advertising behaviour among them, thus attracting e-marketers to focus on viral advertising in promoting their products. In global market, use of Facebook platform indicated that food services/restaurant of food industry is ranked number 11 with 18.8% users’ response rate within the platform. This development calls for e-marketers in Malaysia to use Facebook as their viral advertising channel. Attitudinal factors affecting the viral advertising pass-on behaviour (VAPB) especially among members of social media is of interest to many researchers. The typical attitudinal factors used were attitude toward social media (ATSM), attitude toward advertising in social media (AASM) and attitude toward advertising in general (AAIG). Attitude toward advertised brand (ATAB) is important in fast food industry because users of social media tend to share their experience about tastes and features of the food. However, ATAB is less emphasized in the conceptual model between attitudinal factors and VAPB. These four factors of consumer attitude served as independent variables in the conceptual model of this study and their effect on viral advertising pass-on behaviour among members of Domino’s Pizza Malaysia Facebook page was examined. Online survey using a set of questionnaire which was sent to the members of this group via private message was employed. A total of 254 sets of usable questionnaires were collected from the respondents. All the attitudinal factors, except for AASM, were found to have positive and significant effect on VAPB. AAIG exerted the strongest effect on VAPB. Therefore, e-marketers should emphasize on developing a favourable attitude toward advertising in general among members of a social media to get them involve in viral advertising. In addition, instilling a favourable attitude towards advertised brand is also vital as it influences the members to viral the brand among them. Managerial and theoretical implications of the study are discussed based on the results.

Keywords: Viral advertising; Consumer Attitude; TPB, Fast Food Industry, Facebook
1.0 Introduction

Social media involves the group of Internet-based applications that allow the creation and exchange of User-Generated Content [1,2]. Based on the characteristics of its applications, the social media is classified as content communities (e.g., YouTube), social networking sites (e.g., Facebook, MySpace), microblogging (e.g., Twitter), and virtual social worlds (e.g., Second Life) [2]. The social media emerged as a famous platform for users to exchange and share information. It encourages advertisers to give more effort to use an online social networking as a medium to communicate with their consumers [1,3]. Facebook emerged as primary ‘hang out’ [4] especially among young users to interact, exchange and sharing information with other people. In Malaysia, the active social network users are 13 million users [5]. This provides opportunity for e-marketers to examine attitudinal factors that motivate users of Facebook to pass-on the information in order to facilitate viral advertising campaign. In fact, Facebook platform provides a promising platform to develop viral-driven, multidirectional communication with consumers [4].

It was reported that 70% of restaurants are listed on social media since 2009 [6]. Food services or restaurant is ranked number 11 in the usage of Facebook platform by industries [7]. A study on top 20 restaurants in social media revealed that, on aggregate, 6.7 posts by admins per week, 227 posts by fans per week, 5.2 average response time for fan post and 32% average response rate in the usage of Facebook platform [8]. Fast food operators use the social media to advertise their products and services, as well as to facilitate users of social media to viral the advertised brand. Interestingly, a positive correlation existed between restaurants’ revenue and their social media review [6]. In Malaysia online shopping, food and beverage is ranked number three in which 49% online shoppers buy the products online [9]. Pizza Hut international page has 1,428,309 fans and Pizza Hut Malaysia has 1,322,791 fans through Facebook pages [10]. Domino’s Pizza page has 9,090,893 fans in the world and 244,668 in Malaysia through the Facebook page [10]. This trend has attracted many researchers and e-marketers to examine viral advertising pass-on behaviour in fast food industry. However, despite the promising of Facebook as a medium to facilitate viral advertising, studies examining how attitude of members of Facebook affects their viral advertising pass-on behavior are less emphasized in Malaysia’s fast food industry.

Most previous researches employed attitude toward social media, attitude toward advertising in social media and attitude toward advertising in general in determining how users or members of a social media respond to the viral advertising. In food industry, e-marketers advertised their products and brands in social media, hoping for the users to exchange and spread out the advertised brand among them. This shows that attitude towards advertised brand is vital in determining how a user responses to the viral advertising. However, the use of this type of attitude in fast food industry, particularly in Malaysia, is less emphasized. Therefore, how the combined effect of these four types of consumer attitudes on viral advertising pass-on behaviour in fast food industry should be carried out.

This paper examines the effect of attitudinal factors of members of Domino’s Pizza Facebook on viral advertising pass-on behavior. It features attitude toward advertised brand with the three widely used attitudinal factors – attitude toward advertising in social media, attitude toward advertising in general, and attitude toward social media – to determine their effect on viral advertising pass-on behaviour among group members of Domino’s Pizza in Malaysia. Thus, this research extends the current literature of consumer attitude and viral advertising behaviour by addressing specific advertised brand to better explain members’ viral advertising pass-on behaviour in social media. Further, this study is significant because it examines the effect of attitudinal factors on VAPB in a fast food industry of the Malaysia market. Viral advertising in social media provides many opportunities in advertising landscape, therefore e-marketers should examine how attitude of the members of a social media group influence them to get involve in viral advertising. Thus, this research provides valuable input for designing appropriate viral advertising strategy particularly for fast food operators.
2.0 Literature Review

Marketing and advertising concepts and tools are changing from time to time. Currently online marketing [11] and viral advertising in social media [12,13] are becoming increasingly important and crucial in determining the success or failure of online business. The social media has significantly changed the way consumers’ process marketing information by sharing the information with other users in the purchasing decision making. Consumers exchange useful marketing information and provide personal advice that helps them making a purchase decision. Therefore, e-marketers started using viral advertising in the process of communication with customers and provide details of their brand or products in the social media [14]. In fact, interpersonal advices are becoming important trend in electronic environment business and viral advertising has become a significant conversation tool for e-marketers [13]. Compare to the traditional advertising, viral advertising increases e-marketers ability to reach users of social media through an information delivery medium that is a lot more intimate and personalized [14]. The advertisement placed in the social media could produce electronic word of mouth that could sometimes last for years [14], thus increase the likelihood of consumers to purchase their products.

Viral advertising is a type of advertising that infects customers having an advertising message which goes by from one customer to the next [13,15]. As unpaid media content, viral advertising is considered as personal advertising [13] because users voluntarily share and viral the advertising message to inform, explain, or even influence the other users to use or buy a product. In viral advertising campaigns, viral messages concerning a brand spread to probable consumers, who then pass on the information to other potential customers continuously [12,16]. The essential objective of viral advertising is to change message content into viral and make that distributed by reliable sources including family or friends [13].

Factors impacting viral advertising pass-on behavior of consumers are of interest to e-marketers and online business researchers. Previous researches highlighted that user’s attitudes toward social media should be relate positively to their use of the information available on the sites, which in turn could enhance their tendency to join a group and engage in a viral message or advertising [12]. This indicates that when a user has a favourable attitude toward a social media, for example Facebook, he/she is willing to participate actively in Facebook group to provide or pass on product related information [12]. According to the new theory of planned behaviour (TPB), six constructs – attitude, behavioural intention, subjective norms, social norm, perceived power and perceived behavioural control - are collectively represent a person’s actual control over the behaviour [17]. Attitude is the amount to which a person has a favourable as well as unfavourable evaluation of the behaviour of interest, i.e. the outcomes of carrying out the behaviour. It is assumed to have two components, which are, belief about consequences of the behaviour (behavioural belief) and the corresponding positive or negative judgments about each of these features of the behaviour (outcome evaluation). Attitudes influence an individual behaviour, for example viral advertising pass-on behaviour, by affecting his or her intentions [12]. In the context of social media, individuals are more likely to rely on the website’s content as a source of information and facts when they have favourable behaviour toward the site [12, 18]. Therefore, e-marketers are interested in examining attitudinal factors affecting behaviour of users of social media because it helps them strategizing the viral advertising pass-on behaviour.

Review of current researches (2010 – 2014) on attitudinal factors affecting viral advertising pass-on behaviour showed that three types of attitudinal factors were widely used. These attitude factors are attitude toward social media [4,12] attitude towards advertising in social media [4,19] and attitude toward advertising in general [4, 20, 21]. Attitude toward advertised brand has attracted many researchers [19,21] because this factor influences directly attitude of users of social media on their behaviour and interest towards the particular brand. Based on Theory of Reasoned Action [23], these attitudinal factors are proposed as independent variables in the conceptual framework of this study, as depicted in Figure 1. These factors are determined based on the argument that users’ intention to perform certain behaviour, in this case viral advertising pass-on behaviour, is influenced by their
positive or negative feelings [22] or emotion [23] when they are considering making a purchase decision.

Figure 1: Conceptual model of attitudinal factors and viral advertising pass-on behavior in social media

Attitude is “a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour” [12]. Attitude is defined as consumer’s positive or negative feelings when they are about to make the purchasing decision [22] or towards a behaviour, for example viral advertising pass-on behaviour. It is frequently related to emotion and based on the Theory of Reasoned Action [23], attitudes influence individuals’ behaviour by affecting their intentions towards something [12]. This relationship is based on the assumption that individuals attempt to make rational decisions based on information available to them, and therefore their behavioural intention to perform or not to perform viral advertising pass-on behaviour is the immediate determinant of their actual behaviour [24]. In the social media setting, individuals are more likely to rely on the media or website’s content as a source of information and facts when they have favourable behaviour toward the site [12,18]. In general, relevant and useful viral information affect consumer attitudes in a positive way [13].

Users’ favourable or unfavourable attitudes toward social media are positively related to their use of the information available on the websites [12, 25]. When a favourable attitude is formed toward the social media, individuals are willing to participate actively in the media to provide or pass on product related information [12].

Attitude toward advertising is defined as “a learned predisposition to respond in the consistently favorable or unfavorable manner to advertising in general” [26]. In general, attitude towards advertising indicates how a respondent or an audience reacts to any particular advertisement [27]. Early researches measured attitude toward advertising in general based on the “overall favorability and favorability factor” [26]. Two dimensional – the institution dimension and the instrument dimension were employed to determine consumers’ attitude towards advertising in general [27].

Based on the view of Dianoux, et.al [27], attitude toward advertising in social media refers to the how users or members of a social media reacts to the advertisements appeared in the media. It is reported that more favorable attitude existed among members of group of social media [12]. Thus, the users who are members of Facebook group tend to have more positive attitude toward advertising in social media.

In social media, advertisements, in whatever form – logos, verbal or pictorial content, graphics and texts, etc. - are usually refer to as advertised brand [19]. Attitude toward advertised brand can be defined as audiences’ affective reaction to the advertised brand [21]. It is a tendency to reply in either a favourable and unfavourable manner towards the specific brand after the exposure of advertising on that person [20]. Attitude towards advertised brand in social media, therefore, is individuals’ or members’ of a social media group affective reaction towards a brand that being advertised in the media. The consumers even enjoy advertisements for brands they like and may actively search for
them and expose themselves to them voluntarily [19] and this could lead them to viral the advertised brand.

Viral advertising is unpaid peer to peer communication of attention seeking content originating sponsor online to persuade or effect an audience to pass over the content to others [11,12,14]. This view allows advertisers to use their Facebook group member lists to deliver the viral message with regards to contests or promotions [12]. Viral advertising is unique in that it enables users to select the ads and pass them along to their social connections. For example, via Facebook page, they can share videos, picture or even text, which should help companies to spread word of good messages about their brands quickly [12]. Therefore, viral advertising pass-on behaviour is of important to e-marketers to develop a strong and favourable brand image among users or group members of social networking sites.

Based on the TPB, attitudes of individuals can influence their intention and actual behaviour. It means that in a social networking site setting, an individual behaviour can be influenced by his or her attitude toward the social media, information or anything advertised in the social media. The individual are more likely to rely on the website’s content as a source of information and facts when they have favourable behaviour toward the site [12]. For example, individuals’ willingness to engage in viral advertising pass-on behaviour can be influenced by how they perceive, see, judge and like the social media or information and advertisement features in the social media. It means that their attitudes toward social media is positively related to their use of the information available on these sites, which in turn could enhance their tendency to join group and engage in viral message [12]. When a user has a favourable attitude toward social media, for example Facebook, he/she should be more willing to participate actively in the Facebook group to provide or pass on product related information [12]. This fact highlights that attitude towards social media, advertising in social media, advertising in general; and attitude towards advertised brand in social media will facilitate individuals to discuss and share the idea and information among them. Group members of a social media, especially teenagers, is reported to have more favourable attitude towards social media and advertising in social media [12] and in turn, facilitate them to viral the advertisement among them [28]. It implies that members of Facebook group tend to have more positive attitude toward social media and advertising in social media allowing them to share the information about advertised brands and form viral advertising pass-on behaviour among them. Previous studies indicated that the attitudinal factors (ATSM, AASM, AAIG and ATAB) positively and significantly influences the viral advertising pass on behaviour [12,19, 20, 26, 27].

H1(a): Attitude toward social media is positively and significantly affects the viral advertising pass-on behaviour.

H1(b): Attitude toward advertising in social media is positively and significantly affects the viral advertising pass-on behaviour.

H1(c): Attitude toward advertising in general is positively and significantly affects the viral advertising pass-on behaviour.

H1(d): Attitude toward advertised brand is positively and significantly affects the viral advertising pass-on behaviour.

3.0 Methodology

This study attempted to investigate whether attitude towards social media, advertising in social media, advertising in general and attitude towards advertised brand of group members of Facebook influence their willingness to attend to viral advertising. In this study, four attitudinal factors – ATSM, AASM, AAIG and ATAB serve as independent variables and the viral advertising pass-on behaviour – VAPB, is dependant variable. A questionnaire was used using five points Likert Scale ranging from 1 - Strongly disagree to 5 - Strongly agree to measure both independent and dependent variables of this study.
Six items for Attitude toward social media (ATSM) were developed based on the research of Chu [12].
Attitude toward advertising in social media (AASM) was measured using six items from the study of Chu [12] and Ketelar [19].
Attitude toward advertising in general (AAIG) with six items, which were adopted from Chu [12], Dianoux, et.al [27], and Mehta [20].
Four items of Attitude toward advertised brand (ATAB) were adopted from Keteler [19], and Wei Jia Tan, et.al [20].
Four items of Viral Advertising Pass-on Behaviour (VAPB) were constructed based on the researches of Chu [12] and Ketelar [19].

It is important to note that utilising six items of ATSM, AASM and AAIG, and four items for ATAB and VAPB showed high validity and reliability of the constructs, based on the previous researches [12, 19, 20, 27]. Further, those studies were carried out in marketing and social media/Facebook setting, particularly on viral advertising pass-on behaviour; therefore they are suitable with the context of this study.

In demographic section, 5 questions, which are, age, gender, time and frequency of using the internet (daily), time spend on Facebook (daily) and a filter question - Have you ‘like’ Domino’s Pizza Malaysia Facebook page.

The population of this study is members of Domino’s Pizza Malaysia Facebook page. Since the total population is unknown, 260 sets of questionnaire are needed for 5% margin error [29] since the total numbers of questions in the questionnaire are 26. Convenience sampling was utilized to draw the sample from the population due to time and cost constraints. A web-based survey was employed by creating the questionnaire using Kwisurvey Form, www.kwiksurveys.com and the link of the questionnaire was shared and distributed in Domino’s Pizza Facebook page in order to make sure all the respondents are members of the Facebook page. A filter question (a question asking whether the respondents have click button ‘LIKE’ on Domino’s Pizza Malaysia Facebook page was included) before the respondents were allowed to proceed to the survey in order to make sure the questionnaire reached the correct respondents. Furthermore, an advertisement of Domino’s Pizza was displayed in the questionnaire so that attitude towards advertised brand can be determined. The data collected was automatically stored in Kwisurvey analysis and finally exported to Statistical Package for Social Science (SPSS) for further analysis.

For instrument assessment, the normality test, linearity and multicollinearity tests were performed to make sure the underlying assumptions of correlation and regression analysis were met. It can be concluded that all the variables are normally distributed based on the skewness and kurtosis values [30]. Linearity test was conducted to ensure the correlations between two variables are linear. Scatterplot was used to demonstrate that fits the data. The scatterplots for ATSM, AASM, AAIG, ATAB and VAPB had shown linear relationship between all the variables. For the multicollinearity test, the results of VIF value were all below 10.00. Hence, there is no multicollinearity problem exists in this study. The results indicate the VIF values for ATSM, AASM, AAIG and ATAB were 1.562, 1.791, 1.308 and 1.179 respectively.

The KMO measures of the sampling adequacy test and Bartlett’s test of Sphericity were performed to confirm the suitability of the data for factor analysis. A high KMO value (close unity or > 0.6) and small p-value for the Bartlett’s test (p-value < 0.05) were desired. In the first round of Exploratory Factor Analysis (EFA), the KMO of 0.839, Bartlett’s test (Chi-Square 3120.960, Sig. 0.000) with the total variances of 61.687% were recorded. The rotated component matrix yielded the four factors of users’ attitude, i.e. the proposed independent variables. However, the factor loading for ATSM5 (I thought the viral advertisements on Facebook were very good) and AAIG 6 (On average, brands that are advertised are better in quality than brands that are not advertised) were 0.482 and 0.357 respectively. Therefore, both items were omitted. The KMO of 0.834, Bartlett’s test (Chi-
Square 2979.437, Sig. 0.000) with the total variances of 65.531% were achieved in the second round of EFA. Further, the factor loading for all items of attitudinal factors were >0.5, thus they were retained for further analysis. The data used is considered independence and valid for further analysis.

The KMO of 0.692, Bartlett’s test (Chi-Square 265.831, Sig. 0.000), and the total variance of 55.857% were recorded for VAPB. Three items of VAPB with factor loading >0.5 were retained and item VAPB 3 (If somebody asks me for advice about an interesting Facebook viral advertising campaign by Domino’s Pizza, I will encourage him or her to participate) was deleted since the factor loading was 0.385. The second round of EFA for VATB without VAPB 3 was performed and the results (KMO – 0.701; Bartlett’s test (Chi-Square 242.542, Sig. 0.000), total variance explained 71.572%) showed that the VAPB of this study is independence and valid for further analysis.

Table 1: EFA results (second round) for independent and dependent variables

| CODE  | VARIABLES                                                                 | FACTORS |
|-------|---------------------------------------------------------------------------|---------|
|       |                                                                           | 1      | 2      | 3      | 4      | VAPB  |
| ATSM1 | Facebook is part of my everyday activity                                  | .178   | .763   | .056   | .112   | -     |
| ATSM2 | Facebook has become part of my daily routine.                             | .197   | .777   | .201   | .136   | -     |
| ATSM3 | I am proud to tell people I am on Facebook.                               | .243   | .752   | -.051  | .072   | -     |
| ATSM4 | I would be sorry if Facebook shut down.                                   | .247   | .768   | -.069  | -.022  | -     |
| ATSM6 | I spend my time on Facebook when I should be doing other things.          | .509   | .521   | .209   | .010   | -     |
| AASM1 | I liked very much the viral advertisement communication on Facebook.      | .698   | .306   | .259   | .000   | -     |
| AASM2 | The viral advertisements on Facebook were appealed very much to me.       | .744   | .354   | .127   | -.048  | -     |
| AASM3 | I thought the viral advertisements on Facebook were fitted very well with the brand. | .761   | .292   | .157   | .146   | -     |
| AASM4 | I thought the viral advertisements on Facebook were very pretty.          | .850   | .140   | .149   | .129   | -     |
| AASM5 | I thought the viral advertisements on Facebook were very good.            | .874   | .133   | -.036  | .138   | -     |
| AASM6 | I thought the viral advertisements on Facebook were very original.        | .725   | .137   | .384   | .165   | -     |
| AAI G1| Advertising helps me keep up-to-date.                                     | .292   | -.162  | .726   | .146   | -     |
| AAI G2| Too many products do not perform as well as the ads claim.                | .127   | .046   | .798   | .152   | -     |
| AAI G3| Advertising is more manipulative than it is informative.                  | .103   | .068   | .856   | .164   | -     |
| AAI G4| Much of advertising is way too annoying.                                  | -.021  | .242   | .481   | -.014  | -     |
| AAI G5| I like to look advertising.                                               | .225   | -.023  | .580   | .075   | -     |
| ATAB1 | I had positive attitude toward the brands.                                | .225   | .067   | .154   | .705   | -     |
| ATAB2 | I was interested in the brand.                                            | .068   | -.023  | .048   | .847   | -     |
| ATAB3 | I knew a lot about the brand.                                             | .113   | .245   | .366   | .686   | -     |
| ATAB4 | I knew a lot about the brand compared to other brands                     | -.027  | .057   | .047   | .879   | -     |
| VAPB1 | I would consider passing along viral advertising of Domino’s Pizza to someone I know. | -     | -     | -.866  | -     |
| VAPB2 | If I find an interesting Facebook viral advertising campaign by Domino’s Pizza, I want to tell my friends about it. | -     | -     | -.860  | -     |
| VAPB4 | I would recommend my friends and family to participate in an interesting campaign by Domino’s Pizza. | -     | -     | -.811  | -     |

Total variation explained 65.531% 71.572%
Kaiser-Mayer-Olkin Measure of Sampling Adequacy 0.834 0.701
Barlett’s Test of Sphericity
Approac. Chi-Square 2979.437 242.542
D.F 190 3
Significant 0.000 0.000

In order to measure the degree of consistency and correlations among the items, reliability test was performed. All alpha values for the ATSM (0.841), AASM (0.910), AAIG (0.770) and ATAB
(0.822) of the independent variables and the VATB (0.800) of the dependent variable were above 0.7; therefore all the dimensions and items in the questionnaire were reliable in this study.

4.0 Result and Analysis

The correlation between all the variables in this study was presented in Table 2. It shows that positive and significant correlations existed between all the variables. ATSM, AASM, AAIG and ATAB of attitudinal factors correlated positively with the viral advertising pass-on behaviour of group members of Facebook. The correlation between the attitude factors and viral advertising pass-on behaviour revealed a strong and positive relationship between AAIG and VAPB (.502, Sig .000) among the group members of Facebook.

Table 2: Pearson’s Correlation test between attitudinal factors and viral advertising pass-on behaviour

|         | ATSM | AASM | AAIG | ATAB | VAPB |
|---------|------|------|------|------|------|
| ATSM    | 1    | .593** | .206** | .227** | .323** |
| AASM    | .593** | 1 | .412** | .274 | .387 |
| AAIG    | .206** | .412** | 1 | .350** | .502** |
| ATAB    | .227** | .274** | .350** | 1 | .472** |
| VAPB    | .323** | .387 | .502** | .472** | 1 |

**. Correlation is significant at the 0.01 level (2-tailed).

The effect of attitudinal factor on the viral advertising pass-on behaviour among group members of Facebook was tested using multiple regressions analysis. The result, as presented in Table 3, indicated that ATSM (β 0.134, t 2.153, Sig. 0.032), AASM (β 0.089, t 1.334, Sig. 0.183), AAIG (β 0.333, t 5.870, Sig. 0.000) and ATAB (β 0.301, t 5.577, Sig. 0.000) positively affect the members’ viral advertising pass-on behaviour. Therefore, H1(a), H1(c) and H1(d) were supported. However, H1(b) was not supported, indicating no significant effect of AASM on the members’ viral advertising pass-on behaviour.

Table 3: Result of the effect of attitudinal factors on viral advertising pass-on behaviour

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
|-------|-----------------------------|---------------------------|---|------|-------------------------|
|       | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
|-------|---|------------|------|---|------|-----------|-----|
| I     | (Constant) | .448 | .229 | 1.961 | .041 |            |     |
|       | ATSM | .101 | .047 | .134* | 2.153 | .032 | .640 | 1.562 |
|       | AASM | .075 | .056 | .089 | 1.334 | .183 | .558 | 1.791 |
|       | AAIG | .344 | .059 | .333** | 5.870 | .000 | .765 | 1.308 |
|       | ATAB | .295 | .053 | .301** | 5.577 | .000 | .848 | 1.179 |

F Statistic: 39.246
R Square (R²): 0.387

5.0 Discussions

This study attempted to determine the effect of attitudinal factors on viral advertising pass-on behaviour among group members of Facebook, a social networking site. The result indicated that...
ATSM, AAIG and ATAB of attitudinal factors were positively and significantly affected VAPB. The positive effect of ATSM on VAPB is consistent with the studies of Daugherty, et.al. [25], Mehta [28], and Chu [12]; the effect AAIG on VAPB is sync with the works of Chu [12] and Ketelar [19]; and the positive impact of ATAB on VAPB is supported with the researches of Wei Jia Tan, et.al [20] and Keteler et. al. [19]. This scenario was also observed in Domino’s Pizza Facebook Page in the United State. Generally, it shows that when members of Facebook have favourable attitude towards the social media, advertising in general and advertised brand, they tend to get involve in the viral advertising pass-on behaviour, which is sync with the TPB theory of human behaviour [17]. For fast food operators like Domino’s Pizza of Malaysia, it is important to associate the company with the Facebook (ATSM) since the members of Facebook treat using Facebook as their daily routine. Information about the products, menu and delivery should be continuously updated since the members are interested in the brand and knew a lot about the brand (ATAB). Further, avoiding manipulative and annoying advertisement in the Facebook is also crucial (AAIG) since they dislike advertisement featuring excessive claim. Such effort would facilitate members of Facebook to viral the advertised brand or information featured in the Facebook.

AAIG (β 0.333, t 5.870, Sig. 0.000) was found to have stronger effect on the VAPB. This finding is inconsistent with the study of Chu [12], who found AASM having stronger effect on the VAPB. It shows that attitude toward advertising in general is crucial for the users of Facebook to commit themselves in viral advertising. It is expected that members of Facebook to have favourable attitude towards an advertisement, before they form a favourable attitude towards the advertised brand. In this study, ATAB (β 0.301, t 5.577, Sig. 0.000) is equally important in facilitating viral advertising pass-on behaviour among members of a networking site. As ATAB is the additional attitude variable included in the study, it shows that the advertised brand of Domino’s Pizza has attracted the members to viral it among them.

Generally, all the four attitudinal factors provide 65% of the total variance explained of EFA analysis and 38.7% of (R² 0.387). It seems that attitudinal factors used in this study are sufficient to establish a conceptual model of viral advertising pass-on behaviour from the consumer attitude perspective. However, other factors, such as attitude towards the advertised firms could be considered to determine construct of consumers’ attitude affecting viral advertising pass-on behaviour in social media. Further, some items of attitudinal factors were removed due to low factor loading. Hence, these items should be further examined on their suitability to measure the attitudinal factors of the users of social media.

6.0 Conclusion

This study highlighted that attitudinal factors - attitude toward social media, attitude toward advertising in social media, attitude toward advertising in general and attitude toward advertised brand – affected the viral advertising pass-on behaviour among group members of Facebook. It can be concluded that consumer attitude is important variable in predicting individual behaviour, such as viral advertising pass-on behaviour. When individuals form favourable attitude towards a social networking site, advertising in general and the advertised brand, they tend to get involve in viral advertising. In contrast, the unfavourable attitude formed will influence them not to commit in viral advertising, thus making it difficult for e-marketers to stimulate viral advertising of their brands.

This study only involved members of Domino’s Pizza Malaysia Facebook page. In reality, viral advertising pass-on behaviour is also observed among non-members. Therefore, comparing attitude of these two types of Facebook users towards viral advertising is interesting to research. Further, it is important to differentiate attitude of users of a social networking site according to their level of involvement in the usage of the site for better understanding of attitudinal factors affecting viral advertising pass-on behaviour. Future study should also extend this coverage of fast food operators to include major restaurants to explore how members’ attitude influences their viral advertising pass-on behaviour.
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