

Sharing is entertaining: the impact of consumer values on video sharing and brand equity

Impacts of
consumer
values on video
sharing

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Abstract

Purpose – The study aims to ascertain the impacts of entertainment, social and functional values on the likelihood of sharing commercial videos online and verify whether consumers' likelihood to share videos impacts brand attachment and brand equity.

Design/methodology/approach – A survey was conducted with 368 university students who watched videos of five companies on YouTube Brazil. The electronic form had 24 questions covering the constructs entertainment value, social value, functional value, likelihood to share, brand attachment and brand equity. The structural equation modeling (SEM) tested the survey's hypothetical model.

Findings – The entertainment value and the social value had positive impacts on the likelihood to share commercial videos online. Moreover, the likelihood to share videos positively impacted brand attachment and brand equity. Finally, brand attachment had a positive effect on brand equity.

Practical implications – Entertainment and social values affect the likelihood to share commercial videos, stimulating consumer engagement with brands through interactive marketing on SNSs. Therefore, companies should produce fun videos that add social value to consumers to go viral, positively influencing brands. Finally, another contribution is the impact of video sharing on brand attachment. Previous studies have contemplated only the opposite relationship between these constructs.

Originality/value – This research adds value to interactive marketing by investigating consumers' behaviors, their interactivity in social networking sites (SNSs) and the impacts on brands. It is the only study that simultaneously contemplates the effects of entertainment, social and functional values on the likelihood to share commercial videos online and demonstrates its impact on brand attachment and brand equity.

Keywords Viral marketing, Branding, Brand equity, Video marketing, Social network sites

Paper type Research paper

1. Introduction

Several technological innovations have occurred since John Deighton conceptualized interactive marketing. Among them, it can highlight the improvement of data storage resources, the popularization of mobile devices with Internet access, the development of more powerful browsers, the proliferation of social networking sites (SNSs), the increasing use of



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artificial intelligence and virtual reality, among others. Thus, technological innovations and the expansion of user participation culture have supported the evolution of interactive marketing. Therefore, interactivity has become an integral part of contemporary marketing practices because it allows for connection, engagement, participation and active interaction between organizations and customers, creating mutual influences and generating bidirectional value (Wang, 2021). SNSs have made the marketing environment more interactive, opening dialog between companies and consumers, who have become more engaged and proactive in creating and exchanging value, sharing content with their networks in real-time (Izogo and Mpiganjira, 2020).

Considering the mentioned arguments, marketers need to rethink their online strategies to interact more with their audience, adapting brands to this new context. For this reason, in 2019, companies invested approximately 104.8 billion US dollars in research and advertising worldwide (Statista, 2021). Many companies produce and disseminate online content to promote their products, services and brands to increase brand awareness, brand equity, sales and enhance their relationship with consumers. Another pivotal aspect is that commercial content is different from user-generated content (UGC). Commercial content is produced intentionally by a firm or advertiser using free or paid media instead of focusing solely on free posting, as with UGC (Ho *et al.*, 2020). In this context, videos have revealed themselves as a type of media with supremacy over texts, images and static posts. According to Lister (2018), marketing professionals that use commercial videos increase their revenue 49% faster than those that do not use videos, and 64% percent of consumers purchase products after watching videos about their brand on SNS. Besides that, a socially shared video (viral) generates 1,200% more shares than text and images combined (Lister, 2018). A viral video is a video that becomes popular through the internet sharing process, typically through websites, blogs and SNS. It is worth mentioning that SNS transmit different types of content produced, modified, shared and discussed by individuals and communities through interactive web-based platforms that use mobile technologies (Florenthal, 2019).

In the digital advertising world, developing a campaign that turns viral is one of the highest conquests in marketing. This is because companies spend a lot of resources (e.g. money, time and people, among others) to make their campaign viral. On the other hand, the SNS's increased users' capacity to create their content decides what to watch and what to share. Sharing content online is part of modern life, and companies measure consumers' interactions on SNS through sharing content, clicks, likes or dislikes, comments and followers, among others (Barreto and Ramalho, 2019). Based on this, companies create online ads or encourage disseminating content generated by consumers, expecting to be shared. However, some of these efforts of sharing obtain success while others fail. Another aspect to consider is the electronic word of mouth (eWOM) communication impacts on brand image, reputation, market share and product sales (Chakraborty, 2019; Kumari and Verma, 2018). Therefore, it is necessary to verify the antecedents for viral marketing, their impacts on brands and identify the characteristics that can predict if content will be highly shared or not (Berger, 2014).

Given the importance of this theme, research on the antecedents and outcomes of video sharing and virality has been recurrent in the literature (Styvén *et al.*, 2020; Lister, 2018). Still, there are relevant gaps that need further research. The first gap refers to determine what properties of video ads lead to sharing. In this sense, there are some major research lines. One focused on the ad appeals emotional versus information (Akpınar and Berger, 2017), in the typology of emotions involved (Nelson-Field *et al.*, 2013), in the purchase risk and operationalization elements (Tellis *et al.*, 2019) and perceived value of the ad, including the social, entertainment and functional dimensions (Berger and Milkman, 2012; Taylor *et al.*, 2012). Berger and Milkman (2012) analyzed the history of the New York Times news' virality. They observed that content that evokes highly positive or negative emotions go most viral.

Akpınar and Berger (2017) conducted a laboratory experiment using real online video advertising data and demonstrated that instead of informative, emotional messages increase the likelihood of sharing by consumers.

On the other hand, Berger (2014) states that sharing behavior and virality are generally related to social value and functional value. Conversely, Taylor *et al.* (2012) developed research on video sharing antecedents, which reveals that entertainment value increases the probability of adverts being shared. Moreover, they verified that when consumers perceive online adverts as entertaining, they are more likely to share messages with others. In this sense, there is no consensus in the literature on the antecedents of online video sharing behavior, as this phenomenon has multiple facets.

The second gap found in the literature is related to the impact of online video ads on the advertiser brand, as it is a relevant objective of the ad. Many studies aimed to check how the brand contributes to sharing of content. However, few studies demonstrated how ads impact brands (Taylor *et al.*, 2012; Berger, 2014; Tellis *et al.*, 2019). The literature review shows that only the research developed by Akpınar and Berger (2017) focused on how the ad's elements impact brand evaluations. However, it is worth noting that the researchers created the videos and classified the ads' appeal. Hence, no studies included the viewers' evaluations about real videos and their impacts on brands.

Despite this topic's relevance, no previous research has focused on exploring the two gaps presented above. Thus, this research aimed to ascertain the impacts of entertainment, social and functional values on the likelihood of sharing commercial videos online and verify whether consumers' likelihood to share commercial videos online impacts brand attachment and brand equity.

The present work has nine parts. The first part contains the introduction and the objectives of this research. The second section consists of the theoretical background and development of research hypotheses. This survey's methodological procedures are in the third part. The fourth part refers to the data analysis and results. The fifth part discusses the results and presents this study's conclusions. Academic contributions are in the sixth section. The seventh part is about managerial implications. Finally, the eighth session indicates the limitations of this research and offers suggestions for future research.

2. Theoretical background and development of research hypotheses

Companies can distribute online videos to general people and opinion-makers, who forward them to various recipients in their network, which generates a ripple effect denominated viral marketing (Rai and Agarwal, 2019). Thus, consumers share information, such as online videos, about their favorite brands with their contacts in brand communities on the SNSs (Wang, 2021; Kim *et al.*, 2016). The growth in the number of consumers connected to the internet has motivated companies to search for ways to increase viral marketing (Kumari and Verma, 2018). Many companies plan and execute viral marketing actions to promote products and services using SNS, such as YouTube, Facebook, Instagram, Twitter and instant messaging applications, such as WhatsApp. SNS has become one of companies' main communication channels, promoting their products and services' online presence and building relationships between consumers and brands (Florenthal, 2019). For marketers and academics, identifying the factors that motivate consumers to share advertisements on the internet is essential to understand why some commercial ads go viral, and others do not (Chu and Kim, 2018). Thus, the present study identified and analyzed the antecedents of video sharing to develop its theoretical basis.

Sheth *et al.* (1991) presented a theory to explain why consumers make their choices, such as purchasing or using a specific product, and why consumers choose one type of product or a brand instead of others. In their research, the authors identify five consumption values that

influence consumers' choices: (1) functional value; (2) social value; (3) emotional value; (4) conditional value; and (5) epistemic value.

Sheth *et al.* (1991, p. 160) define functional value as "the perceived utility acquired from the capacity of an alternative providing a functional, utilitarian or physical performance." According to the authors, functional attributes and rational thoughts dominate the consumer decision-making process, especially when purchasing useful items. The social value is defined as "a perceived social utility acquired from an association of alternatives with one or more specific social groups." Hence, the consumption of visible products, such as clothes, is often driven by social values (Kosonen, 2014). The emotional value represents "the perceived utility of the capacity as an alternative to awaking feelings or states." Several types of goods and services are associated with emotions, and companies use the emotional value in their ads to conquer consumers' preferences (Kosonen, 2014). The conditional value is the set of circumstances that the consumer needs to face to decide. The epistemic value is "the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge" (Sheth *et al.*, 1991, p. 162).

This theory helps explain consumption values in various sectors of the economy, including non-durable goods, durable consumer goods, industrial goods and services (Huang *et al.*, 2019; Previte *et al.*, 2019). The theory has three principles: (1) consumer choice is a function of multiple consumption values; (2) consumption values make differential contributions in any choice, and (3) consumption values are independent. Consumers obtain several types of values simultaneously from the decisions they make and the activities they perform. Values usually influence behavior by a relatively complex combination of functional value, social value and entertainment value (Khan, 2017). However, consumers create combinations of these values to meet their needs and wishes. Consumers are willing to accept gaining less of a specific type of value to gain more of another.

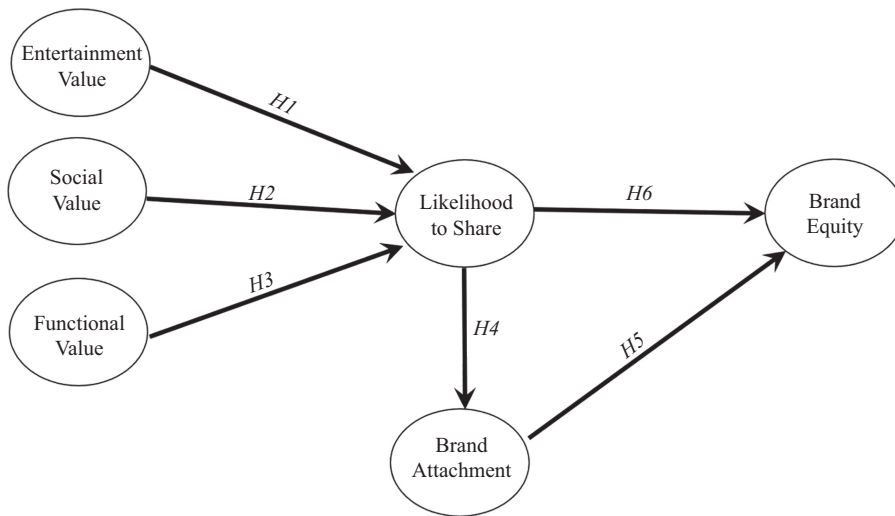
The hypothetical model of the present survey contemplates the entertainment value (Taylor *et al.*, 2012; Berger and Milkman, 2012; Izawa, 2010), social value (Berger, 2014; Berger and Milkman, 2012; Izawa, 2010) and functional value (Tellis *et al.*, 2019; Akpinar and Berger, 2017; Berger and Milkman, 2012; Izawa, 2010), as antecedents of the virality of video ads.

This research also evaluates how the likelihood to share online videos impacts brands. Taylor *et al.* (2012), Akpinar and Berger (2017) and Tellis *et al.* (2019) suggest that brand equity (Yoo and Donthu, 2001) and brand attachment (Park *et al.*, 2010) are two constructs consequents of the likelihood to share. Next, the hypotheses' development will be presented, highlighting the antecedents of value in online video sharing and the consequences on brand attachment and brand equity. The hypothetical model of the present study is available in Figure 1.

2.1 Value antecedents of online video sharing

Activities that provide consumers enjoyment, relaxation, fun, humor, pleasure, or something they consider interesting content are known as entertainment, such as shows, films, performances, novels and advertisements, among others. Wang (2021) argues that interactive marketing should be exciting, fun and inviting, encouraging customers' active participation and engagement. Thus, it is essential to provide content with entertainment value to the target public (Previte *et al.*, 2019; Barreto and Ramalho, 2019; Khan, 2017; Kim *et al.*, 2016). Entertainment value is the perceived utility acquired from an alternative's capacity to arouse feelings or affective states (Sheth *et al.*, 1991) and frequently uses aesthetics and fun features to generate consumers' emotions (Brandão *et al.*, 2016).

According to Taylor *et al.* (2012), consumers are more likely to share content that they think is more fun. Phelps *et al.* (2004) and Dobelet *et al.* (2007) corroborate that content is fun is a common motivation for sharing it. Kim *et al.* (2016) argue that users of videos on SNS tend to



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Figure 1.
Hypothetical model

Source(s): Authors

be more interactive, consuming, enjoying and sharing fun videos produced by other people or companies. Hence, it is plausible that the entertainment value precedes the intention to share, which led to the following hypothesis's proposition:

H1. The video's entertainment value has a positive impact on the likelihood to share an online commercial video.

The mental associations that social groups have about brands influence consumers' choices. Thus, consumers' purchasing and consumption decisions are influenced not only by the function of a product or service but also by its social value. [Previte et al. \(2019\)](#) and [Wu et al. \(2018\)](#) affirm that social value refers to consumers' social interactions, focusing on the impression that products, services and brands can create on other individuals, enhancing their self-esteem and their acceptance within a social group (status). In this sense, [Berger \(2014\)](#) argues that content's virality can constitute a "social currency" as people share content that helps them look good, feel intelligent and funny instead of ugly, stupid, or sad providing social status. On the other hand, [Parker \(2015\)](#) noted in their research that nonprofit campaigns should create an emotional connection, use reliable sources, be socially relevant to viewers and facilitate viral content sharing with others. [Al-Rawi's \(2017\)](#) survey looked at the most viral news on the Guardian, New York Times, Washington Post, and Wall Street and YouTube News Channels. The results indicated that readers prefer to read and share highly positive news. Hence, it is reasonable to assume that social value is an antecedent of the intention to share. Therefore, the following hypothesis was formulated:

H2. The online commercial video's social value has a positive impact on the likelihood to share it.

Functional attributes and rational thinking dominate the consumer's decision-making process, especially when buying utility items ([Previte et al., 2019](#); [Barreto and Ramalho, 2019](#); [Wu et al., 2018](#)). Hence, Functional value, also referred to in the literature as a utility value, refers to the utility perceived by consumers derived from a good or service's ability to provide functional, instrumental, or physical performance ([Khan, 2017](#); [Kim et al., 2016](#)). [Berger \(2014\)](#)

states that products and services' functional value is a significant antecedent of virality. [Kim et al. \(2016\)](#) found in their research with video users on SNS that the desire for social interaction with groups motivates users to share content that is perceived as valuable by groups with similar interests. [Khan \(2017\)](#) researched consumer engagement on YouTube and found that the perception of information usefulness significantly influences reading comments and sharing videos. The previous discussion permits the development of the following hypothesis:

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- H3. The online commercial video's functional value has a positive impact on the likelihood to share it.*

2.2 Likelihood to share commercial videos online and its impacts on brands

[Wang \(2021\)](#) points out that people's time on smartphones has increased substantially in the last few years, which has impacted the habit of sharing content on SNSs in real-time. Thus, companies create content like online commercial videos expecting people to share it with others, generating positive impacts on consumers' relationships with their brands ([Kim et al., 2016](#)). Furthermore, the consumer-brand relationship literature indicates that brand attachment increases consumer commitment, loyalty and purchase intentions ([Fetscherin, 2020](#)). Brand Attachment refers to the consumer's predisposition and interest in seeking proximity and connection with the brand, which is the object of affection ([Gillespie and Noble, 2017](#)). [Abrar et al. \(2017\)](#) mention that brands should create an emotional attachment with their consumers. [Styvén et al. \(2020\)](#) indicate that brand attachment can influence online sharing. However, studies are needed to verify the opposite effect: how much video sharing impacts brand attachment. Hence, the following hypothesis aimed to verify the existence of impacts of the likelihood of sharing on brand attachment:

- H4. The likelihood to share a commercial video online has a positive impact on brand attachment.*

Another construct included in the hypothetical model of this research is brand equity. [Aaker \(2012, p. 7\)](#) defines brand equity as "a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers." The literature demonstrates several efforts to verify the relationship between brand attachment and brand equity. [Abrar et al. \(2017\)](#) argue that create an emotional attachment between consumers and brands is essential for organizations because brand attachment is an antecedent of brand equity. [Sreejesh and Roy \(2015\)](#) proposed and tested a comprehensive consumer-brand relationships model, which proved the impact of brand attachment on brand equity mediated by brand commitment. [Sajjad et al. \(2015\)](#) and [Park et al. \(2010\)](#) found a positive relationship between brand attachment and brand equity. [Dwivedi et al. \(2019\)](#) confirmed a positive and indirect effect of the emotional brand attachment in the SNS on brand equity. Moreover, [Yu and Yuan \(2019\)](#) developed a study of consumer experience in social media that demonstrates brand attachment has a positive and direct impact on brand equity. Based on the above discussion, the following hypothesis is proposed:

- H5. Brand attachment has a positive impact on brand equity.*

Companies create commercial videos expecting that they will be widely shared online (viral marketing), positively impacting their brands and increasing purchase intentions. ([Severi et al., 2014](#)). In this sense, [Ratna et al. \(2017\)](#) studied online communities and found that eWOM impacts brand equity and consumers' purchase intentions. [Jalilvand and Samiei \(2012\)](#) demonstrated that eWOM impacts brand image and purchase intention in the automotive industry. [Godey et al. \(2016\)](#) surveyed 397 French and Chinese customers who follow luxury

brands on social media and demonstrated links between SNS marketing efforts, brand equity and other consequences, such as preference, loyalty and premium prices. [Adetunji et al. \(2018\)](#) showed that companies' marketing and users' generated communications positively affect brand equity. The arguments mentioned indicate that video sharing can have an impact on brand equity. Thus, it is proposed the following hypothesis:

- H6.* The likelihood to share commercial videos online has a positive impact on brand equity.

After the development and presentation of the hypotheses, the methodology of this research will be presented.

3. Methodology

3.1 Study design and survey sample

This research is quantitative and descriptive through a cross-sectional survey of university students residing in the capital of the second-most populous state in Brazil (Minas Gerais). According to [Global Media Insight \(2021\)](#), Brazil is the world's 3rd country with more YouTube users. Moreover, Brazil is the seventh country of advertising spending in 2019, with a value of 12.83 billion dollars ([Statista, 2020](#)), consisting of an important market to be studied. [Taylor et al. \(2012\)](#) state that student samples are appropriate in this type of survey because they are representative of the population of interest since Internet users are more likely to engage in eWOM. They also highlight that student samples are comparatively homogeneous, facilitating theory extraction and reducing Type II error compared with more heterogeneous samples. Research participants were selected for convenience and accessibility, based on the following criteria: (1) to be university students enrolled in an undergraduate course; (2) to be Internet users and (3) to share content through SNS or other types of applications that allow video sharing.

The sample consisted of 368 valid electronic forms, considered adequate based on the parameters suggested by [Hair et al. \(2019\)](#). These authors suggest the following criteria for defining the sample size. Initially, the sample size should not be less than 50 observations, and they consider that it should be equal to or greater than 100. These authors recommend checking the relationship between the total number of cases and the number of variables in the model. In general, it is necessary a minimum of five respondents for each model variable. However, it is crucial to guarantee at least 10 cases per variable. The evaluation of the strength of the commonality of the items that integrate the model's factors is another criterion recommended by [Hair et al. \(2019\)](#). Thus, a sample of 100 cases is sufficient if all communalities are equal to or greater than 0.70 and at least three variables with high loads on each factor. If the communalities obtained are between 0.40 and 0.70, the sample must have a minimum of 200 cases. Finally, if the communalities are below 0.40 and there are few high loads per factor, the number of respondents should be approximately 400. Considering that the communalities found in this research ranged between 0.663 and 0.949 and that the model had 24 variables, the sample with 368 consumers of commercial videos met the criteria mentioned above. [Hair et al. \(2019\)](#) also suggest that confirmatory factor analysis (CFA) should have a sample with more than 200 respondents for maximum probability estimate (MLE). The criteria suggested by [Cohen \(1988\)](#) and [Soper \(2021\)](#) were also applied to calculate the sample size for a statistical power of 80. Thus, the minimum recommended sample was 161 respondents (sig. = 5%; latent = 6; observed = 26 and effect size = 0.3), or 403 respondents, considering the effect of size 0.2. [Hair et al. \(2019\)](#) recommend checking the CFA model's fit to verify that the sample size was adequate to test the model. Therefore, the researchers considered those recommendations before proceeding with statistical analysis.

3.2 Procedures

The researchers selected five commercial videos published on YouTube Brazil by large companies from different economic sectors with more than 14 million views at the time of data collection. More information about the commercial videos from YouTube used in this research is available in Table 1.

The researchers chose consolidated brands of products and services from different Brazil’s economy segments, but these brands were not direct competitors. This procedure aimed to prevent respondents from comparing the products or services presented in the videos. Besides, to create a research environment that was as close as possible to the natural, university students individually watched the videos shown through the interviewers’ tablets at five university campuses. Then, the students answered the 24 questions included in an electronic form.

3.3 Measurements

This research’s electronic form consisted of 26 items for measuring the hypothetical model’s six constructs, as shown in Table 2. This table also includes the operational definition of the constructs and the authors who tested the scales.

This survey also included questions about the interviewees’ socio-demographic profile, the internet access level and the frequency of sharing videos on YouTube, Facebook, Twitter and WhatsApp. Seven-point agreement or disagreement scales were used for each of the statements included, being “1. Totally disagree” and “7. Totally agree”. The researchers applied the recommended parameters typically accepted in social sciences to ensure that the scales used in this study are valid and reliable (Netemeyer et al., 2003).

4. Data analysis and results

4.1 Description of the sample

Table 3 presents the socio-demographic characteristics of the respondents that compound the survey’ final sample:

The results obtained show that the final sample consisted of 202 men (54.9%) and 166 women (45.11%). Singles represented 74.2% of the interviewees, followed by married people (22.8%). The age groups between 18 and 22 (44.3%) and between 23 and 27 years (23.9%) had the highest percentages of respondents, totaling 68.2% of the sample. Finally, 47.8% of respondents have a family income below US\$ 2,000.00, and that 24.2% have a family income between US\$ 2,001.00 and US\$ 4,000.00. According to the Ministry of Education in Brazil,

Table 1.
Commercial videos
from YouTube Brazil
contemplated in this
survey

Title	Company	Sector	Link	Views
The life behind the post	Vivo	Telecoms	https://youtu.be/BEPHwX6AaWU	22,014,472
Lacta Joy Promotion for All Tastes	Lacta	Food and beverage	https://youtu.be/Y7LNRw8OPr8	18,231,081
The incredible CHOICE is now – Zenfone 3	Asus	Smartphone	https://youtu.be/IIGY-fYbkyc	16,521,392
Nissan Persecution	Nissan	Automotive industry	https://youtu.be/IP4QYBaBsmQ	15,320,815
Amil-Resist! #ISayNo for childhood obesity	Amil	Health insurance plan	https://youtu.be/7NL70d1Hdxc	14,137,667
Source(s): Research data				

				Impacts of consumer values on video sharing
Constructs	Definition	Items	Authors	
Entertainment value	Reflects the extent to which an online video provides pleasure, diversion, or amusement to consumers	This message is entertaining This message was fun This message was amusing I enjoyed this message This message was pleasant	Taylor <i>et al.</i> (2012)	
Social value	Refers to consumers' social interactions, focusing on the impression that products, services and brands can create on other individuals, enhancing their status and self-esteem	Share this video will make other people happy Share this video will make my friends grateful Share this video would improve the way I am perceived Share this video would make a good impression on other people Share this video would give its owner social approval	Izawa (2010), Sweeney and Soutarb (2001)	
Functional value	It is the utility perceived by consumers due to a product or service's ability to provide functional, instrumental, utilitarian, or physical performance	This video is useful to me This video is useful to my friends This video is useful to other people This video is important for society	Izawa (2010)	
Likelihood to share	It is the probability of consumers sharing commercial videos online	Unlikely-likely Improbable-probable Probably would not-probably would Definitely would not-definitely would	Taylor <i>et al.</i> (2012)	
Brand attachment	Refers to consumer's predisposition and interest in seeking proximity and connection with the brand, which is the object of affection	To what extent is [Brand Name] part of you and who you are? To what extent do you feel that you are personally connected to [Brand Name]? To what extent are your thoughts and feelings toward [Brand Name] often automatic, coming to mind seemingly on their own? To what extent do your thoughts and feelings toward [Brand Name] come to you naturally and instantly?	Park <i>et al.</i> (2010)	
Brand equity	It is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm's customers	It makes sense to buy X instead of any other brand, even if they are the same Even if another brand has the same features as X, I would prefer to buy X If there is another brand as good as X, I prefer to buy X If another brand is not different from X in any way	Yoo and Donthu (2001)	
Source(s): Research data				Table 2. Definition of the survey constructs and their measurement items

Table 3.
Respondents' socio-demographic characteristics

Socio-demographic characteristics	Categories	%
Gender	Female	45.1%
	Male	54.9%
Marital status	Single	74.2%
	Married	22.8%
	Divorced	3.0%
	Widowed	0.0%
Age groups	Between 18 and 22 years	44.3%
	Between 23 and 27 years	23.9%
	Between 28 and 32 years	11.4%
	Between 33 and 37 years	6.8%
	Between 38 and 42 years	4.9%
	Above 42 years	8.7%
Household income	Less than US\$ 2,000.00	47.8%
	Between US\$ 2,001.00 and US\$ 4,000.00	24.2%
	Between US\$ 4,001.00 and US\$ 6,000.00	14.9%
	More than US\$ 6,000.00	13.0%
Source(s): Research data		

such results are consistent with the Brazilian undergraduate students' profile (MEC/ INEP, 2019).

4.2 Operationalization of the model's constructs

Table 4 presents the items used to operationalize this survey's constructs, standardized loads, *T* values and respective authors.

4.3 Reliability, convergent validity and discriminant validity

The reliability of the constructs that comprise this survey's hypothetical model was assessed using Cronbach's alpha coefficient (CA), as suggested by Hair *et al.* (2019). Kline (2015) and Malhotra *et al.* (2017) state that the CA for previously tested scales should be greater than 0.8. Table 5 shows that all the constructs of the scale used in this research have CA values higher than that recommended by the authors mentioned above, proving their reliability.

Another analysis used in this research was convergent validity (CV). Hair *et al.* (2019) state that CV is the degree to which a variable correlates positively with other variables that compound the same factor and share a significant percentage of its variance. Fornell and Larcker (1981) recommend using the average extracted variance (AVE) to measure the CV, emphasizing that its values must be greater than 0.5. The AVE for all constructs in this research varied between 0.72 and 0.91, indicating their CV.

According to Hair *et al.* (2019) and Malhotra *et al.* (2017), the composite reliability (CR) is another criterion that allows checking the CV, and its values must be greater than 0.7. The CR of all constructs wavered between 0.92 and 0.97, reaching the parameters recommended by the earlier mentioned authors.

Hair *et al.* (2019) argue that attesting to the discriminant validity (DV) among the hypothetical model constructs is a crucial research stage that uses structural equation modeling (SEM). The DV shows that the variables included in each construct of the model have more significant correlations with the variables that compound that same construct than those that comprise other constructs. Fornell and Larcker (1981) recommend a method in which the square roots of the AVE of each construct must be higher than Pearson's correlations between the other pairs of constructs. The results obtained confirmed the DV among all the constructs of this research (Table 5).

Constructs and items	Standardized loadings	T value	Impacts of consumer values on video sharing
<i>Entertainment value (Taylor et al., 2012)</i>			
This message is entertaining	0.866	20,651	
This message was fun	0.586	12,054	
This message was amusing	0.705	15,280	
I enjoyed this message	0.957	24,450	
This message was pleasant	0.843	19,803	
<i>Social value (Izawa, 2010; Sweeney and Soutarb, 2001)</i>			
Share this video will make other people happy	0.872	20,276	
Share this video will make my friends grateful	0.923	22,567	
Share this video would improve the way I am perceived	0.855	20,330	
Share this video would make a good impression on other people	0.916	22,185	
Share this video would give its owner social approval	0.796	17,876	
<i>Functional value (Izawa, 2010)</i>			
This video is useful to me	0.713	15,641	
This video is useful to my friends	0.971	25,091	
This video is useful to other people	0.913	22,597	
This video is important for society	0.861	20,116	
<i>Likelihood to share (Taylor et al., 2012)</i>			
Unlikely-likely	0.971	21,212	
Improbable-probable	0.990	25,687	
Probably would not-probably would	0.940	23,437	
Definitely would not-definitely would	0.911	22,230	
<i>Brand attachment (Park et al., 2010)</i>			
To what extent is [Brand Name] part of you and who you are?	0.881	20,473	
To what extent do you feel that you are personally connected to [Brand Name]?	0.888	21,245	
To what extent are your thoughts and feelings toward [Brand Name] often automatic, coming to mind seemingly on their own?	0.823	18,886	
To what extent do your thoughts and feelings toward [Brand Name] come to you naturally and instantly?	0.789	17,659	
<i>Brand equity (Yoo and Donthu, 2001)</i>			
It makes sense to buy X instead of any other brand, even if they are the same	0.830	19,047	
Even if another brand has the same features as X, I would prefer to buy X	0.903	21,834	
If there is another brand as good as X, I prefer to buy X	0.898	21,213	
If another brand is not different from X in any way	0.884	20,995	
Source(s): Research data			
Table 4. Operationalization of the survey's constructs			

Constructs	CA	CR	AVE	1	2	3	4	5	6
1. Likelihood to share	0.959	0.97	0.91	0.95					
2. Brand equity	0.930	0.95	0.77	0.41	0.88				
3. Brand attachment	0.942	0.95	0.74	0.41	0.71	0.86			
4. Entertainment value	0.862	0.92	0.72	0.66	0.34	0.30	0.85		
5. Social value	0.939	0.95	0.77	0.57	0.65	0.69	0.50	0.88	
6. Functional value	0.914	0.94	0.76	0.53	0.59	0.62	0.49	0.83	0.87

Note(s): Composite Reliability (CR); Average Variance Extracted (AVE); Cronbach's Alpha Coefficient (CA); the diagonal is the square root of AVE and the off-diagonal values are the correlations

Source(s): research data

Table 5.
Assessment of reliability, convergent and discriminant validity

To investigate common method bias (CMB)'s possible existence, [Hair et al. \(2019\)](#) recommend using the Harman single factor test. Such an approach suggests that the CMB will not be present if the first eigenvalue obtained from the analysis of the main components of the set of items measured in the model represents less than half of the shared variance between the items (50%). In this research, Harman's single factor test included indicators for the six constructs that make up the model. This test revealed that the first EFA factor was responsible for only 45% of the explained variance. That is, the value was below the proposed criterion. [Fuller et al. \(2016\)](#) state that common methods' variance must be high before the CMB is considered a severe problem for the research results. [Hair et al. \(2019\)](#) point out that if the AVEs and the scale's reliability meet the reference values, the Harman single factor test is sufficiently robust to identify problems of the variance of common methods. Therefore, the CMB is not a problem for the interpretation of the results of this research.

4.4 Nomological validity

SEM tested the structural model's nomological validity (NV) after the measurement model evaluation. This analysis verifies the relationships between complex sets of variables and constructs in a single approach while considering the impact of measurement errors on estimates ([Hair et al., 2019](#); [Fornell and Larcker, 1981](#)). Thus, we sought to confirm whether the empirical data obtained support the relationships between the model's constructs. Moreover, it was verified whether the relationships between the constructs were small or large, negative or positive and statistically significant ([Netemeyer et al., 2003](#)). It is worth mentioning that Pearson's determination coefficients (R^2) and path coefficients (ϕ) are indicators that allow assessing the relationships between the constructs of a model and the magnitude of the impacts of exogenous constructs on endogenous ones ([Hair et al., 2019](#); [Ringle et al., 2014](#)). [Figure 2](#) shows the path coefficients and Pearson's determination coefficients found in this research.

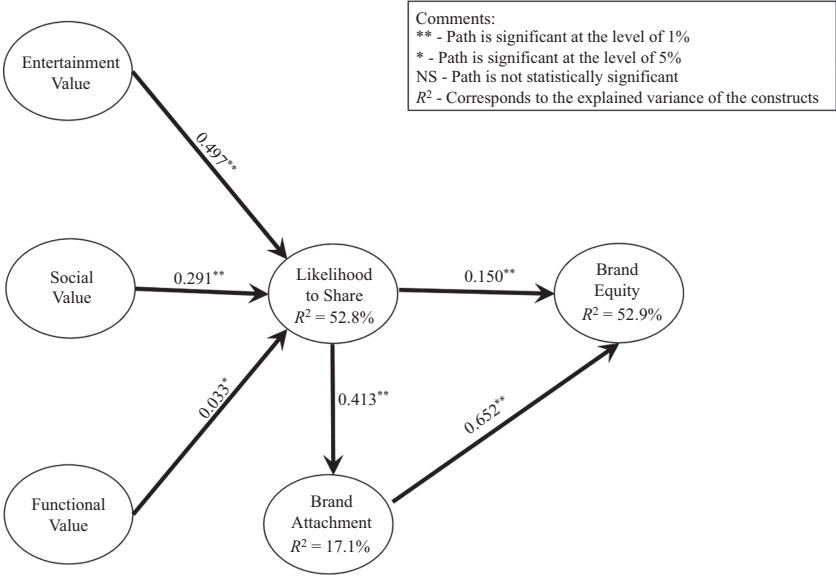


Figure 2.
The survey's
structural model

Source(s): Research data

This survey's first three hypotheses are related to the antecedent value drivers of the likelihood to share. Thus, the entertainment value positively impacted the likelihood to share online video advertisements, with a $\beta_1 = 0.497$ and $t = 9.673$, confirming [H1](#). The second hypothesis ([H2](#)) was also supported since social value positively impacted the likelihood to share ($\beta_2 = 0.291$, $t = 3.163$). On the other hand, the relationship between functional value and likelihood to share video ads was not significant ($\beta_3 = 0.033$, $t = 0.387$), rejecting [H3](#). It is confirmed that the likelihood to share commercial videos online positively impacted brand attachment ([H4](#)) and brand equity ([H6](#)). The results show a positive and statistically significant impact of likelihood to share on brand attachment ($\beta_4 = 0.413$ and $t = 7.857$) and brand equity ($\beta_6 = 0.150$ and $t = 3.313$). Finally, [H5](#) was confirmed because the brand attachment positively and significantly impacted brand equity ($\beta_5 = 0.652$ and $t = 11.898$). Hence, five out of the six hypothesized paths were significant ($p < 0.01$).

The results also show that the Pearson's determination coefficients of the likelihood to share ($R^2 = 52.8\%$) and Brand Equity ($R^2 = 52.9\%$) constructs are higher than 26%, which [Cohen \(1988\)](#) suggests as a high level of explanation. According to the criteria recommended by the mentioned above author, the Pearson coefficient of determination of the brand attachment ($R^2 = 17.1\%$) indicates a reasonable explanation level. The hypotheses tests are shown in [Table 6](#).

The structural model had an appropriate fit because the following goodness of fit indexes are acceptable ($X^2/df = 2.672$, $RMSEA = 0.067$, $CFI = 0.955$, $NFI = 0.930$, $GFI = 0.891$, $TLI = 0.947$, $PNFI = 0.795$ and $PGFI = 0.693$), according to the parameters recommended by [Hair et al. \(2019\)](#) and [Kline \(2015\)](#).

5. Discussion and conclusions

This research aimed to ascertain the impacts of entertainment, social and functional values on the likelihood to share commercial videos online and verify whether this likelihood to share videos impacts brand attachment and brand equity. In this sense, this study proposes a comprehensive model involving drivers of value, probability of sharing and constructs related to the brand.

The results demonstrated that the entertainment value and the social value had positive, direct and statistically significant impacts on the consumers' likelihood to share commercial videos online ($R^2 = 52.8\%$). Among them, the entertainment value was the one that had the most significant impact ($\beta_1 = 0.497$). It means that consumers tend to share funny videos with their contacts on social media. It worth mentioning that entertainment stimulates viewers' emotions and feelings that foster the intention and desire to share videos ([Akpinar and Berger, 2017](#)). Social value also significantly impacted the likelihood to share commercial videos ($\beta_1 = 0.291$), demonstrating that consumers use this resource to improve their image with their friends, family and other people on social networks. This result confirmed hypotheses [H1](#) and [H2](#). These findings corroborate with those of [Khan \(2017\)](#), [Berger \(2014\)](#)

Hypotheses			Weight	<i>t</i>	Results
H1 : Likelihood_to_Share	<—	Entertainment_Value	0.497	9.673	Supported
H2 : Likelihood_to_Share	<—	Social_Value	0.291	3.163	Supported
H3 : Likelihood_to_Share	<—	Functional_Value	0.033	0.387	Not supported
H4 : Brand_Attachment	<—	Likelihood_to_Share	0.413	7.857	Supported
H5 : Brand_Equity	<—	Brand_Attachment	0.652	11.898	Supported
H6 : Brand_Equity	<—	Likelihood_to_Share	0.150	3.313	Supported

Source(s): Research data

Table 6.
Test of the structural
model with
standardized weights

and Taylor *et al.* (2012). On the other hand, this research revealed that the functional value had a reduced impact on consumers' likelihood to share commercial videos ($\beta_1 = 0.033$), not providing support for H3.

Concerning this research's second objective, the likelihood to share commercial videos online impacts positively and significantly brand attachment ($\beta_1 = 0.413$) and brand equity ($\beta_1 = 0.150$), confirming H4 and H6. Thus, the present study responds to the second gap found in the literature, which focused its efforts on understanding how brand attachment favors content sharing (Styvén *et al.*, 2020; Tellis *et al.*, 2019; Berger, 2014; Taylor *et al.*, 2012). However, only Akpinar and Berger (2017) aimed to evaluate how ads impact brands. The present study also tested an alternative model considering that brand attachment is an antecedent of the likelihood to share videos. However, the alternative model had a poorer adjustment quality indexes than the original ($X^2/df = 2.324$, RMSEA = 0.060, CFI = 0.966, NFI = 0.941, GFI = 0.881, TLI = 0.958, PNFI = 0.775 and PGFI = 0.673). Moreover, the impact of brand attachment on the likelihood to share is marginal ($\beta = 0.085$ and $t = 2.11$). In this sense, the results suggest that the likelihood to share videos would contribute more to brand attachment than the inverse relationship. Hence, this research's results suggest that companies and marketers should develop commercial videos that offer entertainment and social value to encourage consumers' online sharing, strengthening their relationship with brands.

Finally, H5 obtained support, as the brand attachment positively impacted brand equity ($\beta_1 = 0.652$). Such results corroborate with those found by Yu and Yuan (2019), Dwivedi *et al.* (2019), Ratna *et al.* (2017), Abrar *et al.* (2017), Godey *et al.* (2016), Sreejesh and Roy (2015), Sajjad *et al.* (2015) and Park *et al.* (2010).

6. Theoretical implications

The present research contributes to interactive marketing by investigating consumers' behaviors, their interactivity in SNSs and the impacts on brands. This survey's structural model expands the findings of previous studies because it is the only one that simultaneously contemplates the impacts of three dimensions of value (entertainment, social and functional) on the likelihood to share commercial videos online. The entertainment value and the social value were the ones that most impacted the likelihood to share videos. Thus, this study contributes to the theory demonstrating that the values of entertainment and social stimulate consumers to abandon a passive position concerning brands and engage actively in interactive marketing. Although the functional value had a reduced impact on the probability of sharing videos in this research, it is necessary to carefully evaluate its direct effects on brands (Akpinar and Berger, 2017). The results demonstrated that consumers' likelihood to share commercial videos online affects brand attachment. Until then, researchers have focused more on studying how brand attachment affected the likelihood to share and not the opposite theoretical relationship. Therefore, this is another relevant theoretical contribution of this survey. Finally, this research supports previous studies that demonstrated positive impacts of likelihood to share and brand attachment on brand equity.

7. Managerial implications

This research has some relevant managerial implications. Entertainment and social values are the ones that most impact the likelihood of sharing videos. This result corroborates with Wang (2021), who suggests that companies should adopt interactive marketing premises, producing fun, humorous, exciting and inviting videos encouraging active participation and customer engagement to make them go viral.

Also, people share videos that make them feel more intelligent and fun, improving their self-esteem and social status (Berger, 2014). Thus, commercial videos must include an aligned

set of scenes, texts and elements of execution that increase social value, enhancing the image of those who share concerning those who receive them. Combining strategies that contemplate entertainment and social values should generate more significant impacts on the consumers' behavior. In other words, managers should create funny ads and capable of adding social value.

As mentioned before, this survey reveals that consumers' likelihood to share commercial videos online affects brand attachment. Moreover, marketing managers develop commercial videos with the expectation that they go viral, generate positive impacts on their brands and expand their sales. Therefore, this survey confirmed that incentivizing video sharing strengthens the relationship between consumers and brands. [Park et al. \(2010\)](#) point out that brand attachment is the strength of the link between brands and consumers' self. Hence, commercial videos developed based on the values studied can increase self-congruence with consumers, generating positive results for the brand, mediated by the likelihood to share.

Finally, another managerial contribution is that companies can use this research's questionnaire to test their video ads' impact on the likelihood to share and, consequently, on their brands. Thus, it is possible to develop different versions of commercial videos and test which ones have more entertainment, social and functional value from current and potential customers' opinions before publishing them.

8. Research limitations and suggestions for future research

The authors recognize that this study has some limitations. The first is that this research only covered university students. Eventually, the results could be distinct, with samples composed of different respondents' profiles. However, as described in this study's methodology, [Taylor et al. \(2012\)](#) defend the use of samples of students in this type of research. Therefore, future research may include other types of consumers who share videos (for example, children, adolescents, adults and professionals).

Another limitation of this research is the fact that it investigated online video users in only one country. However, social, cultural, economic and technological aspects influence consumer behavior ([Malhotra et al., 2017](#)). Possibly content sharing may be more affected by each of the types of values (social, entertainment, or functional) in some countries than in others. Therefore, future research may include consumers from other countries to provide external validation of this study.

This research's third limitation is that it was composed of a single cross-sectional study. Future work could be conducted in multiple or longitudinal cross-sectional studies to provide more information on the dimensions of value that affect commercial video sharing and its impacts on branding over time.

This survey's fourth limitation is that it did not control consumers' previous familiarity with the videos and their attitudes toward the brands. Therefore, future research may include questions that allow controlling these variables that could generate research bias.

Future research could expand the understanding of the influence of value drivers on online content sharing by comparing luxury (hedonic) brands and utility brands ([Martín-Consuegra et al., 2019](#)); different levels of involvement with product categories ([Dens and De Pelsmacker, 2010](#); [Taylor et al., 2012](#)); or different levels of consumer self-expression ([Bailey et al., 2020](#); [Taylor et al., 2012](#)). Another suggestion is to explore new approaches that could integrate constructs suggested in the literature to improve the model's explanatory power. Some examples are to include self-brand congruity ([Taylor et al., 2012](#)), emotions ([Nelson-Field et al., 2013](#)), appeals ([Akpınar and Berger, 2017](#)) and several advertisement execution elements ([Tellis et al., 2019](#)).

This research demonstrated that the functional value had a reduced impact on consumers' likelihood to share commercial videos. However, [Kim et al. \(2016\)](#) demonstrated that people

are more likely to click on Facebook ads that they consider informative. Thus, future research may confirm or refute the results obtained in these researches.

Future studies can find out which values drive content sharing according to the age of consumers. It is because young people tend to show more intense social behavior and are also interested in entertainment than older consumers. Therefore, one can compare the motivation to share videos in different age groups. Finally, new research could compare sharing videos behavior on different social networks such as YouTube, Facebook and Instagram.

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