



INSIGHT JOURNAL

Universiti Teknologi MARA Cawangan Johor

International, Refereed, Open Access,
Online Journal

Special Issue
Volume 6 2020

Selected papers from the 6th IABC 2019

eISSN: 2600-8564

Indexed in MyJurnal MCC

Abstracted in Asian Digital Library (ADL)

INSIGHT JOURNAL (IJ)

UiTM Cawangan Johor Online Journal Vol. 6: 2020

Special Issue

Selected Papers from IABC2019

eISSN :2600-8564

Published by UiTM Cawangan Johor

insightjournal.my

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INSIGHT Journal is an online, open access, international refereed research journal established by Universiti Teknologi MARA Cawangan Johor, Malaysia. It is indexed in MyJurnal MCC. Furthermore, it is abstracted in Asian Digital Library (ADL).

INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and abstracted in Asian Digital Library (ADL). Moreover, it is also an international refereed journal with many international reviewers from prestigious universities appointed as

its editorial review board members.

This Volume 6 is the second special issue for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, this volume focuses mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROFESSOR DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
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Factors Affecting Attitudes towards Fruits and Vegetables Consumption on YouTube: A Conceptual Paper

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Abstract

Given the rapid technological advancement, social media and communication devices continue to grow exponentially. One of them is YouTube, which is a public video-sharing website where people can experience varying degrees of engagement with videos, ranging from casual viewing to sharing videos to maintain social relationships. Based on fruits and vegetables consumption, this study analyzes how YouTube participants attitudes toward fruits and vegetables consumption in Malaysia. This study includes YouTube Advertising; perceived credibility, perceived usefulness, perceived video characteristics, number of views, comments, likes and replies and attitude among university students. The Tripartite Attitude Model is adapted as to provide theoretical base to explain specific on cognitive, affective and conation. This provides better understanding on attitude and fruits and vegetables consumption among undergraduate students in Malaysia. This conceptual paper contributes to YouTube studies in non-profit settings with a theoretical stance.

Keywords: University students, YouTube advertising, Attitude, Fruits and vegetables consumption, Malaysia.

1. Introduction

The university years are a period of significant change in the lifestyles of undergraduate students (Ha & Caine-Bish, 2009). With healthy patterns during university life it may avoid chronic diseases such ischemic coronary illness, esophageal malignant growth, gastric disease and lung disease (Lock et. al,2005). Moreover, an insufficient diet during the

college students could result in unfavorable physiological consequences that could lead to diet related chronic diseases (Winkleby & Cubbin, 2004). The healthy diet patterns of university students should be a concern by health experts. It is well predictable that university students have unhealthy eating habits i.e skipping meals (Huang et. al, 1994) and eating snacks food (El Ansari, Stock and Mikolajczyk, 2012; Porto-Arias, Lorenzo, Lamas, Regal, Cardelle-Cobas & Cepeda, 2017). In addition, dietary intakes of undergraduate students appear to be high in fat, saturated fat, cholesterol and sodium (Porto et al., 2017), whereas they are low in fiber i.e vitamins A, C, and E i.e folate, iron and calcium (Chourdakis et. al, 2010). An extensive body of research reveals that a diet high in fruits and vegetables is associated with a reduced risk of chronic diseases (Lock et. al, 2005). Fruits and vegetables consumption among university students is between 2.1 and 5.5 servings (Hiza & Garrier; 2002; Chung and Hoerr, 2005; Richards, Kattlemann and Ren, 2006), which is high the current recommendation serving intake i.e 2 times per day (Khalilah, 2017). The World Health Organization (WHO) prescribes in 400g of fruits and vegetables every and national intakes are neither near or over this objective. Furthermore, university students have less awareness than older consumers of the health benefits of fruits and vegetables consumption and effects of poor dietary practices (Chung, Hoerr, Levine and Coleman, 2006).

Although numerous of education programmes promote fruits and vegetables consumption relatively few efforts have targeted university students (Richards, Kattlemann & Ren, 2006). Kempen Suku-Suku Separuh in Malaysia has been launched by Ministry of Health Malaysia as to educate the public to consume fruits and vegetables as to reduce their calories and fats intake. The campaign was introduced in 2017 with he aims to reduce numbers of obesities particularly among children in Malaysia. The Economic Intelligence Unit's in its report on tackling obesity in Asean revealed that Malaysia has the highest obesity prevalence in South East Asia (Farezza, 2017). In addition, in 2012, a school-based nutrition survey was conducted and found that 93.7% of teenagers aged 13-17 years old do not follow the recommendation vegetables serving intake i.e. 3 servings per day and 51.7% do not follow the fruits recommendation serving intake i.e. 2 times per day (Nor Khalilah, 2017). Unhealthy food intake does not only lead to obesity problems but also can result in chronic diseases such as heart problems, hypertension etc.

A standout amongst the most mainstream video sharing destinations is YouTube, which was established in 2005. YouTube have achieved incredible growth in the number of users and videos, and Time magazine proclaimed it as the creation of 2006 (Jarrett, 2008). YouTube advertising has been used tremendously in profit settings (Waters & Jones, 2011; Ramanadhan, Kao & Viswanath, 2013) and has been induced to be effective in encouraging purchase intention (Cheong & Morrison, 2013; Paek, Kim Hove & Jung, 2013; Ramanadhan et. al, 2013). In the context fruits and vegetables consumption, previous studies were dominated in profit setting to measure the effectiveness of YouTube advertising (Anthony & Thomas, 2010; Gu, Tang & Whinston, 2012; Carryer % Nandamuri, 2014; Burgess & Green, 2018).

Although the benefits of consuming fruits and vegetables are widely known, university students face problems to maintain a healthy lifestyle when living away from home. The Malaysian government has utilised many tools to promote healthy eating and to encourage the consumption of fruits and vegetables consumption. The tools are roadshows, posters, talks and social media like YouTube. In the literature, most of the studies have investigated

the role of YouTube advertising in the profit's settings, and lack of discussion in the health context particularly in fruits and vegetables consumption. Hence, the purpose of this study is to explore the factors that could influence the consumption of fruits and vegetables intake among university students.

2. YouTube Advertising

Early conceptualisation of the YouTube advertisement is proposed by Yuksel (2016) which included perceived credibility, perceived usefulness, perceived video characteristics, number of views, likes, comments and replies. However, most of the literature by scholars, such as, See-To (2014), Gunawan and Huarng (2015), Lee and Watkins (2016) and Deghani, Niaki, Ramezami and Sali (2016) are mostly investigated the study of YouTube studies towards purchase intention in profit settings. Despite that, the scales used to measure credibility in the studies are lack of reliability and validity and hence, making it impossible to compare findings and generate conclusion.

In general, credibility of a source can be characterised as the positive highlights of the source that impacts the recipient to acknowledge the message (Ohanian, 1990). Credibility is an idea which is characterised by the judgment of the reader (Freeman & Spyridakis, 2004) and studies in the literature show that as opposed to be a source, stage or message highlight, it relies upon the receiver's perceptions (Akhondan, Johnson-Carroll & Rabolt, 2008). Perceived credibility is the trust measurement that influences the appropriation of a message in a positive or negative way and it can get changes customers' attitudes (Bouhleb et al., 2010). The reception of information as per the source credibility is in addition applicable for online environments (Cheung, Sia and Kuan, 2009).

Previous study by Davis (1989) perceived usefulness is characterised as "how much an individual trust that using a system would upgrade his or her activity execution", and it is identified with the desires that an individual plan to get at last (McKnight & Kacmar, 2007). Pavlou and Fygenson (2006) defined perceived usefulness from sites as the conviction that that data will upgrade productivity in acquiring item data. An investigation identified with web journals (Bouhleb et. al, 2010) uncovers that perceived usefulness is related with the benefits of websites and these points of interest can be preventing waste of time and accessing extra information and different perspectives about products. As per Technology Acceptance Model (TAM), perceived usefulness influences attitudes (Mir and Rehman, 2013). Bouhleb et al. (2010) underpinned this theory for blogs by showing attitudes affects perceived usefulness. Hsu, Wang and Lin (2013) additionally discovered that the usefulness of blog suggestions directly affects attitudes and indirect purchase intention. In an investigation of web benefit acceptance, Yang et al. (2010) demonstrated that perceived usefulness has both direct effect on usage intention and indirect effect on the purchase intention. In the present study, perceived usefulness of information in the videos is identified as the perception of consumers that viewing YouTube videos that will influence consumption.

Explicit highlights of YouTube videos may impact purchase intention. In the first place, the nature of the video is a factor that impacts buying choices (Woods, Satgunam, Bronstad & Peli, 2010) and high-quality videos increase user commitment (Dobrian et. al, 2013). Furthermore, the recognition about the length of the video may become one of the influences effectiveness on YouTube advertising factors. The result of an analysis on

generally shared Top 50 YouTube recordings uncover that the normal length for advertising videos is 3-3.5 minutes; however, the desire to share depends more on the quality of feelings that the video inspires from the viewers (Jarboe, 2012). In this way, not the exact length of the video but rather its impression might be a factor that influences attitudes and purchase intentions. Furthermore, the preparation and presentation of the substance is influential to consumer purchase intentions. This can influence the dimension of information the consumers acquire and lead to attitude development.

Moreover, number of views, likes, comments and replies are consumers' perceptions about a content can be influenced by interactions of other users. Comments on the online content about a product may be perceived as a sign of product popularity and can affect purchase intention (Lee & Shin, 2009). For consumers who find online information credible, number of comments increases the credibility of those information (O'Reilly & Marx, 2011). YouTube users who seek user-generated content also consider the comments and the number of comments increase the credibility and usefulness of the videos (Mir & Rehman, 2013). Ratings are also important for evaluating the credibility of online contents (Jocevar, Flanagan & Metzher, 2011), while number of likes affects the credibility of contents in forums (O'Reilly & Marx, 2011); this effect also applies to YouTube videos and the number of likes increase the popularity of videos leading to increased credibility and usefulness (Mir & Rehman, 2013). Firstly, as proposed by Mir and Rehman (2013) the number of view the content on YouTube is important towards the perception of credibility and usefulness. Therefore, it is interesting to propose that the number of replies to the comments by the video owner may also affect the perception of credibility and usefulness of the information given in the video.

Ducoffe (1996) demonstrated that entertainment, informativeness and irritation influenced attitudes toward Web advertisements. The content (informativeness) and form (entertainment) of ads are important predictors of their value and are crucial to the effectiveness of Web advertising, while irritation has negative impacts on viewer attitudes.

Although some researchers have assumed that attitudes are an important construct of internet advertising (Ducoffe, 1996), Schlosser et al. (1999) thought it also plausible that the unique characteristics of the Internet, when used primarily as an information-providing medium, might cause the underlying structure of attitudes toward internet advertising to differ. Their study viewed Internet advertisements as more informative and trustworthy. They found not only that the traditional assessments of advertising effectiveness (i.e. considering the information and entertainment value) would apply to advertising on the Web, but also that the advertisement's utility for making behavioural (purchasing) decisions would influence viewer attitudes towards Internet advertising.

Brackett and Carr (2001) thought that attitudes toward online advertisements is the aggregation of weighted evaluations of perceived attributes and consequences of products, and they developed an integrated Web advertising attitude model modified from several earlier studies. This present research also uses attitude as a mediator to test the relationship between perceived credibility, perceived usefulness, perceived video characteristics and number of views, likes, comments and replies on YouTube advertising.

The above-mentioned dimensions are so far, never been tested simultaneously in a study and the ability to know which dimensions are significant is unknown. Hence, there is a

knowledge gap necessary to address. Besides, the act of consuming fruits and vegetables are the basic needs; therefore, it will be noteworthy to know that the YouTube Advertising have significant effects towards attitudinal change in the context of consuming fruits and vegetables. Based on the discussion above, hypotheses and research framework for this study is purposed as follows:

H₁: There is a positive relationship between perceived credibility and attitude towards fruits and vegetables.

H₂: There is a positive relationship between perceived usefulness and attitude towards fruits and vegetables.

H₃: There is a positive relationship between perceived video of characteristics and attitude towards fruits and vegetables.

H₄: There is a positive relationship between number of views, likes, comments and replies and attitude towards fruits and vegetables.

Major headings are to be column centered in a bold font without underline. The top of this paragraph is an example of a major heading.

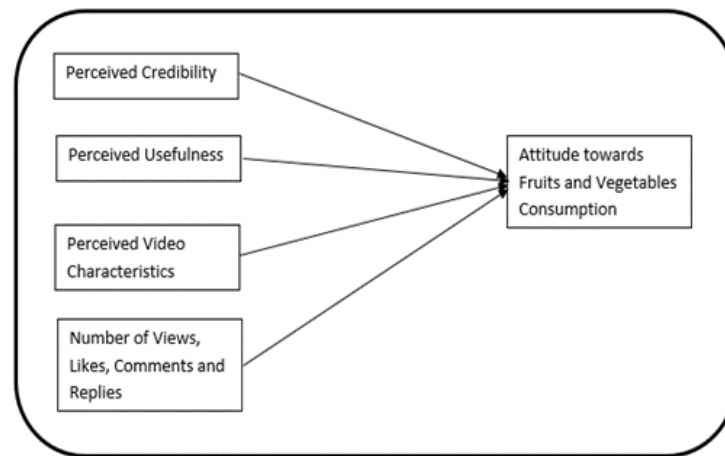


Figure 1: Purposed Research Framework

3. Conclusion

From the review, it is concluded that YouTube advertising is an effective and efficient platform to raise awareness on fruits and vegetables consumption and to increase attitude awareness of consumers of eating fruits and vegetables. Targeting university; specially university students are relevant as these groups have strong influence within their social network and thus, can encourage others to have healthy diet. Nevertheless, before creating a video advertisement of fruits and vegetables, Ministry of Health or public must conduct situation analysis to identify the right method to run the campaign. To integrate fruits and vegetables awareness campaign in universities require thorough planning and budget. Because of this, there is a call for future research to measure the effectiveness of YouTube advertising in local universities and to determine which methods are the most appropriate to be executed in Malaysian's context. Hence, this review proposes that YouTube advertising as a hopeful intervention method to raise the number of fruits and

vegetables consumption and to get people to stay healthy with the proposed research framework, the researchers intend to test the hypotheses in their future research.

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