

IABC 2019

The 6th International
Accounting and Business
Conference

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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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 such as YouTube 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 a 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*