



Factors influencing consumer attitudes towards web series content marketing

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ABSTRACT

Content marketing is growing and nowadays many companies and brands create short movies/series as their content marketing strategies and this practice is becoming a trend. Unfortunately, there's a lack of research on short movies/series as a content marketing tool since it is a new trend, previous research for a product/brand in a movie is research on product placement. Thus to fill in the research gap, the present study examines the factors influencing consumer attitudes towards the short movie/series created by a company to shed the light on short movies/series as content marketing. The population in this study is comprised of social media users who have watched short movies/series created by a brand as an ad. 225 respondents were selected using a non-probability sampling and main data were collected through a self-administered online questionnaire which was distributed for Indonesian social media users. Structural equation modeling has been used to analyze the data. The results indicate that narrative enjoyment and attitudes toward the actor positively affect attitudes toward the short movie/series. Persuasion awareness negatively influences attitudes toward the short movie/series and attitudes toward the brand. Attitudes toward the short movie/series positively affect attitudes toward the brand. These findings are expected to contribute to content marketing literature and are useful to managers, marketers, and business people utilizing online media.



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INTRODUCTION

The emergence of social media has significantly altered the various approaches that companies can adopt to communicate with customers. The significant number of Internet users gives the Internet a huge role in various areas of human life, enabling it to shape and change consumer behavior. Business people and companies take advantage of the opportunities presented by online media to promote their businesses and even use the Internet as a marketplace. Given that the number of Internet users in the world was 4,54 billion in 2020 (We Are Social & Hootsuite, 2020) so that many companies throughout the world are pursuing trends in online marketing. The same holds for companies in Indonesia, where online marketing and social media are concerns for many such entities, given that Indonesia has the 4th highest number of Internet users in the world in 2020 (Internet World Stats, 2020) with 175,4 million users (We Are Social & Hootsuite, 2020).

The number of ads on the Internet and in online stores is increasing the intense competition for the attention of social media users. Companies are paying attention to the numerous changes being made to related tools and strategies, triggering them to become more creative in promoting their products to steal consumers' attention (Müller & Christandl, 2019) through marketing strategies that encourage consumers to form positive attitudes toward their businesses. When conventional advertising was deemed ineffective, and the public had been constantly barraged by various pieces of information and advertisements—overexposing them and making them indifferent to the various ads scattered both offline and online—companies began to realize that various business forms are basically about relationships among humans (Content Marketing Institute, 2015). Therefore, businesses must connect emotionally with their customers and reach their hearts by conveying all of the information developed to market their products, to attract and bond emotionally with the public. Doing so is very important for companies that seek a competitive advantage over other companies (Rose, 2021).

Currently, companies are adopting content marketing to create ads that are as attractive as possible to customers by appealing to their deep feelings. Companies have developed countless advertisements and creative campaigns to attract consumers' attention. In contrast to conventional advertising, content marketing focuses more on ad content than the products being offered. Because adopters of content marketing realize that every human being has different problems, they pay attention to consumers' main concerns—the problems they face, the information that they seek, and how to overcome their problems in a more real way—and to attempt to visualize these problems by creating enjoyment through a narrative, content brands launched by companies are becoming as important to the business as its products or services (Rose, 2021) which in this research is a short movies/series. . Such an approach attracts targeted customers, facilitating companies' efforts to reach their audiences. Customers approach, search for, enjoy, and spread short movies/series developed by companies and brands. Customers even rewatch these short movies/series or ask the company to continue the short movies/series because they enjoy the ads and do not view them as commercials that are simply trying to sell a product. Consumers are made to believe that they are getting something useful in the form of information or entertainment, or both.

Numerous companies and brands in many countries are following the trend of developing short movies/series as a marketing and communication tool. This trend also exists among companies in Indonesia because young people are active on social media and prefer YouTube to television. In 2016, Bukalapak and Tokopedia have used video as a form of content marketing to increase brand awareness and increase public interest in selling by showing the success stories of sellers in the form of short films. In 2017, companies are increasingly starting to realize the positive impact of content marketing and content marketing in the form of web series on social media is becoming a trend and favored by many companies. An example is the NIKE brand which launched a web series with the title Margot vs Lily which was successful and liked by social media users. Netflix also gain success by producing their original series like Stranger Things, Money Hesit, etc and now a lot of online movie platform are raising and producing their original series as a content marketing, such as; VIU, Disney+ Hotstar, WeTV, etc. In Indonesia, there are also many web series, one of which is Tropicana Slim which launched a webseries entitled SORE: Wife from the future. This webseries has become viral, watched by millions of internet users, and has become the talk of many people because its content is very interesting, entertaining, and useful. In addition, there was a lot of content marketing in the form of webseries that went viral in 2017 due to interesting content such as Filosofi Kopi The Series from the Filosofi Kopi coffee shop, Axelerate from Ax, Move On Trip from Samsung, #PakaiKepalaDingin from Clear, Arief Muhammad X Traveloka, 1001 Ramadan inspiration from Unilever, Nic&Mar from LINE, AADC mini-drama. #AdaAqua and #ArtiRumah from Aqua, Happiness is my Happiness from Ramayana, and many more. The video managed to attract the attention of millions of social media users, especially in Indonesia, they watch each series, wait for new series to appear, and even participate in spreading advertisements in the form of web series so that they become viral and more and more people know because they are considered entertaining and useful. Companies no longer have to find ways to find consumers when sharing information, because consumers themselves have signed up, followed, or subscribed to social media owned by the company, this makes it easier for companies to disseminate information in the future. Unfortunately, there's a lack of research on short movies/series as a content marketing tool since it is a new trend, previous research for a product/brand in a movie is research on product placement(Gillespie & Joireman, 2016). This research is different from previous research because the company/brand makes their own story from the short movie/series that is in line with their product value and share it on their platform for free. Thus to fill in the research gap, the present study examines the factors influencing consumer attitudes towards the short movie/series created by a company to shed the light on short movies/series as content marketing. Given a better understanding of factors influencing customer attitudes on content marketing, especially in the form of short movies/series, that not all forms of advertising are considered disturbing. Companies should be able to develop more effective marketing communication strategies for today's technological development and the characteristics of society.

LITERATURE REVIEW

Content Marketing

According to the Content Marketing Institute (2011), “Content marketing is a marketing technique that creates and distributes valuable, relevant, and consistent content to attract and capture a clear audience, content marketing has a goal to drive customer actions that can benefit a company.” Content marketing is more focused on delivering the best, most useful, and most entertaining form of advertising to consumers. As a marketing strategy, content marketing is more focused on the content in its ads than on the products sold by the company (Content Marketing Institute, 2011).

Content marketing is a pull and not a push marketing strategy. In content marketing, companies create and provide content that suits the needs of consumers and make consumers search for their ads, enabling the company to become a source of relevant information to educate, help, attract, bind, and entertain consumers (Lieb, 2011).

Various types of marketing content exist, including infographics, Website pages, videos, e-books, books, and social media (Content Marketing Institute 2011). According to the Content Marketing Institute, content marketing tactics currently used by most B2C companies are social media, articles on company Websites, e-newsletters, blogs, and videos. This research focuses on content marketing in the form of videos that are uploaded to social media, such as the Web series, because the Web series on YouTube is currently becoming a phenomenon used by marketers and is liked by the community.

Web Series

This research focuses on the Web series, namely, content marketing in the form of videos developed by a company. A Web series is a short movie series that is uploaded onto social media platforms and that accentuates the power of an interesting story to provide entertainment, knowledge, and useful information to the audience. A marketing strategy that adopts the use of videos is one of the most powerful marketing strategies today, and video marketing has many benefits because it can develop awareness, steal the attention of the audience, and be used to form positive relationships with the audience (Dalal, O’HanLon & Yacobucci, 2017).

The development of the Internet has changed the way that companies engage in video marketing, and companies have moved from television to the Web. In 2015, YouTube launched a revolution in the world of marketing, especially video marketing (Dickey, 2013). YouTube videos are consumed daily by millennials, and the platform has more than one billion users. YouTube has changed the way that users interact with videos because, through YouTube, they not only can view and receive video content but also can create their own videos, upload them for distribution and viewing by the entire world, and generate revenue (Dalal et al., 2017). These opportunities form a new trend in society and are adopted by companies that use YouTube to reach the millennial generation by presenting interesting content in videos, such as through a Web series.

In a Web series, product placement usually occurs, but the product is an integral part of the story in a way that does not disturb or destroy the entire story. Product placement is considered a successful strategy in increasing the value of media production, audience experience, and perceived realism, but product placement also reaps controversy from the start and has attracted criticism as an unethical marketing strategy and subliminal persuasion that undermines artistic value and creates false realism (Gillespie & Joireman, 2016). Therefore, Web series created by companies are expected to offer a better strategy because the story is very strong and closely related to the product, and the appearance of the product is smooth and blends with the story. Stories make marketing more effective because they can provoke emotions, influence trust, touch feelings, play on nostalgia, and help with understanding complicated information. A strong story enjoyed by the audience can be very persuasive (Vidyard, 2014).

Narrative Enjoyment

Increased familiarity with narrative elements (e.g., characters, settings, and events) increases the likelihood of engagement with narration and develops connections with narrative elements (Green, 2004) in (Gillespie & Joireman, 2016). This relationship can include the formation of parasocial relationships with characters interpreted as references to others, creating perceptions of the character as a consumer, and allowing the individual to better imagine the character using the actual brand (Russell, Norman & Heckler, 2004). By influencing consumer narratives, marketers can influence consumers in

forming connections with brands and features of the brand and its positioning, and advertisements created will be more enjoyed by consumers (Escalas, 2004).

A narrative tends to create a relationship between the brand experience and people's self-concepts because humans tend to create their identities through self-stories (Escalas, 2004). Therefore, it is expected that the existence of narrative enjoyment will enable a new concept for the audience regarding how they view the brand from the story.

The power of the story, its relationship with the consumer's life, and the meaning of a brand will help improve consumer relationships with a Web series, enhance consumers' perceptions of the story and narrative in real terms, and increase the likelihood of engagement with the narrative. With increasing involvement in narrative outcomes to enhance narrative pleasure (Green & Brock, 2000), the use of the Web series is expected to increase, resulting in increased narrative enjoyment through perceptions of consumer connections and narratives—and stories. Also expected is that the narrative objective of consumer enjoyment is met with the presence of a Web series, such that consumers are connected—at least to a certain extent—to the achievement of their narrative intentions through the existence of a Web series. As a result, greater narrative enjoyment in response to the presence of a Web series can result in improved perceptions of Web series ads.

Persuasion Awareness

When showing a product in a film, the product must be properly displayed to prevent consumers from regarding the placement as intrusive and undermining the entire story. The more consumers do not realize that they are being persuaded to buy the product, the more positive their attitude will become toward the advertisement, thus naturally persuading them. Therefore, the activation of persuasion awareness must be minimized to allow the audience to develop a positive attitude toward the appearance of the product on the Web series to result in a more favorable brand evaluation (Gillespie & Joireman, 2016). To create a stronger relationship between the consumer and the narrative, the marketer must minimize the audience's awareness of the persuasive intent of the Web series by increasing the narrative pleasure to result in a more positive attitude toward the brand (Gillespie & Joireman, 2016).

Attitude Toward the Actor, the Web Series, and the Brand

Companies are accustomed to using celebrities or an expert known by the public to promote their products. The same approach used in a movie—an actor who plays a role in the movie affects its success—is applied to the Web series. Attitudes toward actors (AA) in a Web series are conceptually similar to the context of the attitudes toward the person or brand ambassador in an ad because the actor in a Web series also represents the product being sold. Therefore, attraction, credibility, and professionalism must be considered (Dimofte, Forehand & Deshpandé, 2003).

Attitudes toward advertising, which in this study is the Web series, are defined as consumers' tendency to respond to an advertising stimulus during certain exposure situations in a positive or negative manner (Sallam & Algamash, 2016). Because selected segments and genres affect consumer attitudes (Gould, Gupta & Grabner-Krauter, 2000), the consideration of genre suitability and an attractive film segment with product characteristics is worth noting. Consumer attitudes largely depend on how the product is presented and put into a Web series such that the series delivers quality impressions to significantly influence the audience to connect with the story and feel closer to the product, which happens through how the product is incorporated into the story (Sallam & Algamash, 2016).

Attitudes toward brands are evaluative results that predict individual attitudes toward a brand. Previous studies have considered attitudes toward brands as consumer considerations for buying intent or behavior, making indicators important (Balasubramanian, Patwardhan & Pillai, 2015). Brand attitudes are one-dimensional evaluations that have a relatively long-term impact and influence consumer behavior (Spears & Singh, 2004).

Influence of Narrative Enjoyment on Consumer Attitudes

In theory, the role of a Web series in shaping consumer enjoyment of narratives is found in the goals or individual motivations of narrative consumption (e.g., watching television and movies, reading books) and the cognitive and affective processes experienced by consumers when they consume narratives. Narrative enjoyment is a mechanism through which individuals are motivated to choose and

consume narratives (Vorderer, Klimmt & Ritterfeld, 2004). Consumers interpret narratives presented from the perspective of self-reference and then associate these interpretations with their own lives. Therefore, the interrelations and relationship between the consumption of narration and the audience's real life affect their attitudes toward the objects and events that occur in the narrative, which are then used to shape or change their understanding (Green & Brock, 2000).

By using a tangible brand in a Web series and stories relevant to the ongoing circumstances, a greater sense of familiarity is developed between an audience and the events, characters, and objects contained in the narrative. An increased sense of familiarity with narrative elements (e.g., characters, settings, and events) increases the likelihood of forming consumer connections with these elements (Green & Brock, 2000). Increased consumer engagement with the narrative increases narrative enjoyment (Green & Brock, 2000), and the use of a Web series is expected to increase narrative enjoyment and create an engagement between consumer and narration, resulting in consumer connection.

Hypothesis 1: Consumer connection has a positive influence on narrative enjoyment.

When the purpose of consumers' narrative consumption has been satisfied through the Web series, and they experience narrative enjoyment, spillover effects are hoped to occur. To a certain extent, consumers should be able to attribute the achievement of their narrative consumption objectives with the goal of the Web series (Gillespie & Joireman, 2016). Narrative enjoyment that is stronger in response to the presence of a Web series is expected to better influence consumer perceptions of the Web series as a form of advertising. If consumers enjoy the Web series and realize that a brand appears in it, this realization also affects their attitude toward this brand.

Hypothesis 2: Narrative enjoyment has a positive effect on attitudes toward the Web series.

Hypothesis 3: Narrative enjoyment has a positive effect on attitudes toward the brand.

Influence of Persuasion Awareness on Consumer Attitudes

A product displayed in a movie must be done properly to prevent consumers from perceiving its appearance as interfering and undermining their comfort in enjoying the entire story. A product's appearance that increases the audience's awareness of its persuasive purpose (Heckler & Childers, 1992) in (Gillespie & Joireman, 2016) causes a contra effect, and the audience's desire to obey the message is lost (Friestad & Wright, 1994) in (Gillespie & Joireman, 2016).

Hypothesis 4: Intrusiveness has a positive effect on persuasion awareness.

Increasing consumers' connections that occur when they enjoy a Web series minimizes the overall awareness of the series' persuasive intent. The stronger the relationship with the narrative, the more likely that the consumer will approve all of the information in the narrative and be easily persuaded (Green & Brock, 2000)

Hypothesis 5: Consumer connection has a negative influence on persuasion awareness.

Similarly, if consumers are increasingly unaware that they are being persuaded to buy products, their attitudes will become more positive toward the advertising, and they will be naturally persuaded. Thus, the activation of persuasion awareness should be minimized to enable the formation of the audience's positive attitude toward the appearance of a brand or product in the Web series to generate a more profitable brand evaluation. To create a stronger relationship between consumers and narratives, marketers must minimize the audience's awareness of the persuasive intentions of the Web series by increasing the narrative pleasure. The result is a more positive attitude toward the Web series and the brands that appear in the series.

Hypothesis 6: Persuasion awareness has a negative effect on attitudes toward the Web series.

Hypothesis 7: Persuasion awareness has a negative effect on attitudes toward the brand.

Relationship between Attitudes toward Actors, Web Series, and Brands

In a Web series, a story is created that is in sync with the brand; the brand emerges as a prop or in the background, supported visually and verbally by the actors and sharing the same space with the actors to allow for a transfer of attention and consideration of the actor as an endorser (Ohanian, 1990) in (Balasubramanian, Patwardhan & Pillai, 2015), resulting in support of explicit brands. In general, the

positive effects of celebrity endorsers (movie actors) influence both the advertising and the brand. The physical attractiveness of a celebrity may affect one’s memories, attitudes, and intentions (Kahle & Homer, 1985) in (Balasubramanian, Patwardhan & Pillai, 2015). Therefore, when a brand shares the same space as an actor in a setting in a Web series, viewers’ AA (attitudes toward actors) affects their attitude toward the Web series. In the context of advertising, previous research proved that audiences’ attitudes toward advertising affect brand attitudes (Brown & Stayman, 1992) and viewers’ attitudes toward a Web series are expected to affect their attitudes toward the brand. The actor who appears in a Web series also attracts consumers to watch the series, giving the Web series an edge—consumers who watch a Web series allow the series to become a form of advertisement for the company if they like the series. Actors as a source of information in promoting products in the Web series are expected to have credibility, attractiveness, and power, thus able to significantly affect audiences (Belch 2015). Through this analysis, the following hypothesis is established.

Hypothesis 8: Attitudes toward the actor have a positive effect on attitudes toward the Web series.

Influence of Attitudes toward Web Series on Attitudes toward Brands

One of the main goals of content marketing in the form of a Web series is to influence consumer attitudes and positively impact the brand. Content marketing is a powerful strategy for creating brand awareness because it is organic, original, and an excellent approach for companies to start directing brand engagement (Content Marketing Institute, 2011). A Web series is an invention of valuable content that can bind customers by offering to them quality content that is both relevant and entertaining, influencing them to connect with a brand, encouraging them to get to know and be aware of the brand and, ultimately, seeking more information on the brand. Providing something valuable, entertaining, and enjoyable to consumers shapes brand loyalty and future purchases (Feng, 2015). Customers who enjoy a Web series and are emotionally bonded to the company through the series develop a positive attitude toward the brand.

Hypothesis 9: Attitudes toward the Web series has a positive influence on attitudes toward the brand.

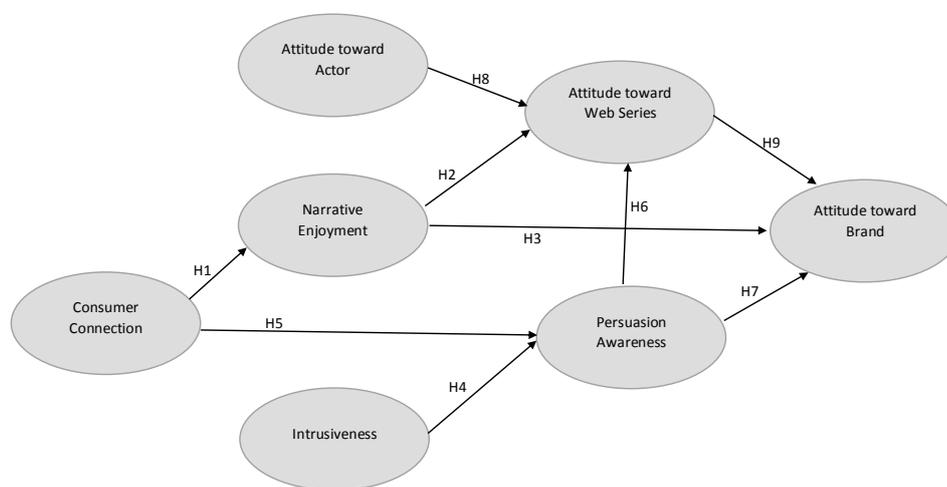


FIGURE 1. Research framework

REASERCH METHODS

We recruited samples by distributing online surveys through social media. Because a Web series is a movie that is uploaded to a social media platform, its audience is comprised of active users of social media. This study used hypothesis testing, which aims to explain the characteristics of certain influences among groups, and the independence of two or more factors in a situation (Sekaran 2006). In this study, the purpose of hypothesis testing is to determine the effect of narrative enjoyment and persuasion awareness of a Web series on consumer attitudes using an individual analysis unit—consumers who have never watched a Web series. Descriptive research was used, which is a conclusive

research method. This study used primary data collected through questionnaires distributed to social media users, enabling researchers to obtain the data directly. In the early stages, the researcher conducted a wording test to check whether the respondents could understand the questions on the questionnaire. After the wording test, a pretest was used to test the validity and reliability of the questionnaire. The initial screening question for the survey excluded those who have never watched a Web series and who have watched a Web series but are unaware of or cannot remember the products that appear on the Web series or the intentions for making the Web series. A total of 225 respondents met these screening criteria. Respondents were asked to name the Web series that they had watched and choose their most preferred series. In particular, they were asked to recall three items: the title of the Web series, the brand that appeared in the Web series, and the actors in the Web series. In addition, respondents answered questions about demographics and measurement scales for each of our model constructions.

The measurement items in this study were extracted from published research, and the research model was modified from two different prior studies. Reliability test results using SPSS 23 (Cronbach's alpha) for all constructs ranged between 0.83 and 0.97. The data analysis method used was structural equation modeling (SEM) with AMOS 23 program.

RESULTS AND DISCUSSION

Measurement Model

A validity test, reliability test, and goodness of fit of the model were conducted using confirmatory factor analysis. The reliability test was done by calculating the composite reliability (CR) and the average variance extracted (AVE). The condition is considered reliable if the CR value is higher than 0.7 and the AVE value is higher than 0.5 (Malhotra, 2010). The indicator is removed from the model if it does not qualify. Furthermore, the validity test on the measurement model with a trimming model was conducted by checking the value of the standardized loading factor and the t-values of the variables studied. Terms are considered valid if the standardized loading factor is higher than 0.5, and the t-values higher than 1.96 (Haryono, 2017).

The liability test results through the calculations of CR and AVE are as follows.

Table 1 Conclusion of CR and AVE per Variable

Variable	CR	AVE	Conclusion
Consumer Connection	0.81	0.59	Valid and Reliable
Intrusiveness	0.91	0.78	Valid and Reliable
Narrative Enjoyment	0.80	0.57	Valid and Reliable
Persuasion Awareness	0.90	0.74	Valid and Reliable
Attractiveness	0.86	0.55	Valid and Reliable
Trustworthiness	0.92	0.74	Valid and Reliable
Expertise	0.89	0.66	Valid and Reliable
Attitude toward the Web series	0.89	0.73	Valid and Reliable
Attitude toward the brand	0.93	0.56	Valid and Reliable

The measurement model also shows good goodness of fit values, as indicated in Table 2.

Table 2 Goodness of Fit Measurement Model

GoFSize	Fit Target	Model Output Result	Conclusion
RMSEA	$RMSEA \leq 0.80$.054	good fit
NFI	$NFI \geq 0.90$.886	marginal fit
RFI	$RFI \geq 0.90$.865	marginal fit
IFI	$IFI \geq 0.90$.951	good fit
TLI	$TLI \geq 0.90$.941	good fit
CFI	$CFI \geq 0.90$.950	good fit

The test results indicate that the overall measurement model is acceptable because it shows a good goodness of fit match and meets the standards. The indicators in the research are proven to be valid and reliable.

Structural Model

After the model is considered to have a good fit, the relationships between variables or the hypothesis test are conducted. Table 3 below shows the overall result.

Table 3 Hypothesis Test Results

Hypothesis	Relationship	SLF	T-Value	Conclusion
H1	Consumer Connection (CC) → Narrative Enjoyment (NE)	0.92	11.512	Hypothesis accepted
H2	Narrative Enjoyment (NE) → Attitude toward Web series (AW)	0.36	4.539	Hypothesis accepted
H3	Narrative Enjoyment (NE) → Attitude toward the brand (AB)	0.14	-1.502	Hypothesis rejected
H4	Intrusiveness (I) → Persuasion Awareness (PA)	0.17	1.711	Hypothesis accepted
H5	Consumer Connection (CC) → Persuasion Awareness (PA)	0.51	-4.316	Hypothesis accepted
H6	Persuasion Awareness (PA) → Attitude toward the Web series (AW)	0.18	-1.738	Hypothesis accepted
H7	Persuasion Awareness (PA) → Attitude toward the brand (AB)	0.47	-5.769	Hypothesis accepted
H8	Attitude toward Actors (AA) → Attitude toward the Web series (AW)	0.59	6.895	Hypothesis accepted
H9	Attitude toward Web series (AW) → Attitude toward the brand (AB)	0.67	7.419	Hypothesis accepted

First, the relationship between the consumer connection (CC) variable and the narrative enjoyment (NE) variable shows a T-value ≥ 1.645 , that is, 11.512, and a p-value (***) indicating a 1% level of significance. Therefore, the CC variable significantly influences the NE variable. The relationship between the NE variable and the AW variable also has a T-value ≥ 1.645 , that is, 4.539, and a p-value (***) indicating a 5% level of significance. Thus, the NE variable influence the AW variable at a 5% level of significance for a positive effect of NE on AW. The relationship between NE and attitude toward the brand (AB) indicates a CR value of -1.502 , which is less than the t-value of 1.645. The p-value of 0.133 is greater than 0.001, indicating no significant influence of the NE variables on the AB variables.

The CC variable also shows a negative and significant influence on the persuasion awareness (PA) variable, as observed in the output between these variables having a t-value ≥ -1.645 , which equals -4.316 , and a p-value ≤ 0.001 . Similarly, the intrusiveness (I) variable shows a positive and significant influence on the PA variable, as observed in the output between these variables having a t-value of 1.711, and a p-value (***) indicating a 1% level of significance. Likewise, the PA variable has a negative and significant effect on AW because the t-value is -1.738 , and the p-value (***) indicates a 1% level of significance. The same result stands for the relationship between the PA variables and the AB variables, which shows a t-value of -5.769 , and a p-value ≤ 0.001 . The conclusion can be reached that the PA variable have a negative and significant effect on the AB variable. Further, the relationship between the AA variables and the attitude toward the Web series (AW) variables shows that the output has a t-value of 6.895 and a p-value indicating significance at the 1% level. The conclusion reached is that the AA variable has a significant effect on the AW variable. Finally, AW has a significant influence toward AB because the result shows t-value \geq of 1.645, which equals 7.419, and a p-value \leq of 0.001.

CONCLUSION

Based on the results of the analysis and the discussion carried out in this study, the following conclusions can be reached.

1. Consumer Connection (CC)

CC has a positive influence on Narrative Enjoyment (NE). The more consumers feel an attachment to a Web series or other forms of marketing communication, the stronger their enjoyment of the communication. Presenting the background of the story and characters that are interesting and easy to understand makes consumers feel bound to the story, and they want to watch the Web series until completion, and possibly share it with friends or review it on social media. Regarding awareness, CC has a negative effect. The stronger the CC—indicating that the stronger the bond of consumers to the Web series story—the less aware they are about the persuasive intentions of the Web series.

2. Intrusiveness

Intrusiveness has a significant positive influence on Persuasion Awareness (PA). When a product appears in a way that makes the consumer feel awkward or disturbed, PA increases. The higher the PA of the consumer, the more indifferent he or she becomes to the Web series.

3. Narrative Enjoyment (NE)

NE has a positive influence on Attitude toward Web series (AW). The greater the enjoyment of consumers for a Web series, the higher the probability that they like the Web series, form more positive attitudes toward the series and ultimately recommend the Web series to friends or relatives—resulting in an increasing number of people knowing about and watching the Web series. However, NE does not have a positive influence on Attitude toward Brand (AB), indicating that regardless of whether or not consumers enjoy a Web series, enjoyment or lack thereof does not influence their AB. NE does not affect the impression and image that is owned by a brand.

4. Persuasion Awareness (PA)

PA has a negative influence on AW. This phenomenon occurs because consumers tend to ignore a Web series and no longer pay attention to the stories presented when they realize the persuasion intentions of the series and, thus, develop a negative attitude. In addition, PA has a negative influence on AB and, if the level of awareness is too high, consumers will form a negative AB.

5. Attitude toward the Actor (AA)

Attractiveness, trustworthiness, and expertise proved to be indicators that have a positive influence on AA. Therefore, fulfilling more indicators when choosing actors or actresses who appear in a Web series results in a stronger effect of the positive AA on the AW. AA has a positive influence on AW. An honest actor is attractive and can use his or her expertise when playing a role to influence consumers' AW because actors who act in such a series are similar to company brand ambassadors; thus, they require careful consideration. The research indicates that expertise and trustworthiness have a stronger influence than the physical attractiveness of the actors in a Web series because the Web series in which the actor plays a role tells the story of a company's product. If the image actor is indeed an expert and is professional, honest, and trustworthy, then consumers will more easily be carried away by the stories, trust them, and increasingly like the Web series.

6. Attitude toward the Web series (AW)

AW has a positive influence on AB. If the AW improves, then the AB will also improve. Consumers who like and have a positive impression of a Web series have a better AB and form positive impressions of the brand. They will recommend the brand to friends or relatives and even share it on their social media platforms.

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