

[Home](#) / [Archives](#)



Vol. 43 No. 1 (2023): January-March

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Articles

FOREWORD

Editor-in-Chief

i-iv



PDF

Consumers' Intentions to Buy Energy-Efficient Household Appliances in China

Bing Zhu, John Thøgersen

1-17



PDF

How to Enhance Perceived E-learning Usefulness: Evidence from Thai University Students

Long Kim, Teerasak Jindabot, Siwarit Pongsakornrunsilp, Ngachonpam Horam

18-33



PDF

The Likelihood of Fraud from The Fraud Hexagon Perspective: Evidence from Indonesia

Dio Alfarago, Muhammad Syukur , Azas Maburur
34-51



Visual Branding on Indonesian Tourism Destinations: Does it Affect Tourists?

Nanang Ganda Prawira, Eko Susanto, Mega Fitriani Adiwarna Prawira
52-68



Neuromarketing Research On Consumers' Visual Perception of Cryptomarking a Product Package

Natalia Kalkova, Olga B. Yarosh , Ella A. Mitina, Nataliia Z. Velgosh
69-84



Identifying Factors Influencing Consumers Not to Skip TrueView Advertising on YouTube

Kittipong Napontun , Prarawan Senachai
85-102



An Analysis of Destination Reputation, Perceived Value and Environmentally Responsible Behavioral Intention of Domestic Tourists to Scuba Diving in Andaman Coast, Thailand

Suphattra Sangthong, Nimit Soonsan
103-115



Understanding the Relationship Between Trade Show Motivational Attributes, Trade Show Participation, and Business Performance

Navaphun Khongsawatkiat, Charoenchai Agmapisarn
116-136



PDF

Impacts of COVID-19 Non-pharmaceutical Interventions on Trade Flows: A Global Panel Vector Autoregression Analysis

Worawat Srisawasdi, Sylvia Szabo, Takuji Tsusaka, Neil Burgess, James Vause
137-163



PDF

Book Review--Why Nations Fail: The Origins of Power, Prosperity, and Poverty

Dhanoos Sutthiphisal
164-166



PDF

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IDENTIFYING FACTORS INFLUENCING CONSUMERS NOT TO SKIP TRUEVIEW ADVERTISING ON YOUTUBE

Kittipong Napontun¹ and Prarawan Senachai^{2,*}

Abstract

Identifying new factors driving customers to skip advertising has called into question the applicability of attention advertising approaches in the digital environment. This study aims to identify the factors that affect skipping advertising on YouTube, discussing the extent of advertising avoidance behavior. The total sample consisted of 478 individuals with experience watching TrueView advertising on YouTube; data were collected via an online questionnaire. The validity and reliability of the results were tested using a set of statistical measures. Data analysis was carried out using GSCA Pro 1.1.8 for the structural equation model analysis. The conceptual frameworks outline use and gratification under the theory of planned behavior. In favor of an advertising avoidance effect, the findings show that attitude towards advertising value is a serious concern. Theoretical and managerial implications of these results are discussed, and alternative solutions for planning advertising are provided as a guideline for creating suitable advertisements for viewers, hopefully leading to a reduction in skipping advertising.

Keywords: Advertising, advertising avoidance, Skip ad, Social media, YouTube,

1. INTRODUCTION

Presently, there are 54.5 million Internet users in Thailand, meaning that 77.8 percent of the Thai population use the Internet. The average Thai spends 9 hours and 6 minutes daily using the Internet. The most prevalent reasons to use the Internet in Thailand are searching for information (67.6%), watching the news and current events (64.1%), and watching videos, TV shows, and movies (60.8%). The top 5 most-visited websites are Google, YouTube, Facebook, Pantip, and Shopee (Kemp, 2022). Among several most-visited websites in Thailand, YouTube has

grown considerably, with over 2 billion users watching videos, especially during Covid-19 (Wang, 2021). Indeed, video is a more popular tool to grab people's attention in the digital era (Coker et al., 2017). On YouTube, users can watch videos or content for free. Still, the videos are not free of advertising (Jeon et al., 2019), making YouTube's revenue reach 8.6 billion Baht from advertising fees (Mileva, 2022). Around the globe, YouTube has shown that advertising on its platform can make many brands successful. Therefore, YouTube has become a vital sales promotion tool and advertising channel to build brand awareness

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(Febriyantoro, 2020), including running marketing campaigns effectively (Abdelkader, 2021).

To promote the products/services on YouTube, advertisers can select advertisement types, such as non-skippable advertising and TrueView advertising (viewers can skip advertising after 5 seconds). Suppose the advertisers are confident in magnetizing the viewer's attention in 5 seconds; they usually select TrueView in-stream advertising because the cost of TrueView in-stream advertising is lower than non-skippable in-stream advertising. Thus, if the viewers watch the advertising until the end or at the specified time, it can build brand awareness and complete the business goals, whereas YouTubers can make much money from the viewer counting (Mintintuit, 2020). Nevertheless, the number of skip advertising users on YouTube is as high as 73 percent (Dehghani & Tumer, 2015), even though customers are likely to try to avoid advertising and marketing messages from the brand (Coker et al., 2017). Resisting advertising is the first choice and follows the more fundamental needs of the viewers; thus, skipping behavior is a mechanical avoidance strategy by them (Fransen et al., 2015). This implies that there is quite a high probability that the information from the companies could not reach the target viewer audiences and that they are less likely to recall the brands' (Pashkevich et al., 2012). Holding the viewer's attention long enough is a significant challenge for brands (Coker et al., 2017).

The literature suggested that the studies on viewers' behavior to not skip ads, have been prevalent, as can be seen on Google Scholar in 2019 to the present year. It has been found that there are many factors related to viewers skipping of ads. Accordingly, the creators must understand viewers' decisions to design relevant advertising which matches viewer preferences, and which can increase advertising effectiveness. Unfortunately, viewers' interrelation and reaction to skippable advertising as an overall interactive format remains unexplored as a research phenomenon, resulting in little being known

about the interrelation process by which customers adapt to interactive advertising formats such as skippable advertising (Belanche et al., 2017). Furthermore, a lack of attention has been given to the psychological mechanisms through which viewers avoid in-stream advertising commercials in the digital context (Jeon et al., 2019). For these reasons, existing advertising avoidance literature may not adequately address this unique format (Campbell et al., 2017). Conversely, the results of meta-analysis indicate that attitude is the most influential in setting intentions to perform behaviors (AlHamad, 2020; Heidari et al., 2018). Therefore, adopting attitude as an additional factor in the study, specifically as a mediator between the original factors and the intention not to skip advertising, will expand the knowledge and understanding of viewers' behavior towards advertisements on YouTube.

This study aims to identify factors that affect "not skipping advertising" on YouTube based on the Theory of Planned Behavior (TPB) and User Gratification (UGT). The TPB is widely used to explain the relationship between attitudes, intentions, and behavior. In contrast, the UGT explains how an individual seeks and uses media and other forms of communication to fulfill their needs and desires. Although the TPB and UGT can potentially be viewed as promising psychological models that researchers can exert to complement each other, enriching understanding of complex constructs, their application to the study of "not skipping advertising" is extremely scarce, especially in the young generation. In Thailand, the young generation is believed to substantially affect the economy in the next ten years. By applying the TPB and UGT to this specific segment, this research studies TrueView In-Stream advertising and effectively applies the results for YouTube advertisement considering the consumer's approach to advertising, which ultimately affects the efficiency in marketing communication in YouTube advertising. Theoretically, this research will provide information on the psychological mechanisms underlying these

effects and the factors influencing skip advertising that will maximize advertisement effectiveness.

2. LITERATURE AND RELATED THEORY REVIEW

2.1 Advertising on YouTube

In the digital world, video has become a popular tool to grab people's attention (Coker et al., 2017). Users can watch videos or content on YouTube for free, but the videos are not free of advertising (Jeon et al., 2019). In 2010, YouTube introduced TrueView in-stream advertising—online video advertisements (Pashkevich et al., 2012), which force viewers to watch ads for at least 5 seconds before the “Skip Ad” button appears and users can choose to continue watching the video (Abdelkader, 2021). In the middle of 2012, TrueView in-stream advertising became more popular, and advertisers were billed only if the user watches at least 30 seconds of the complete advertisement (Pashkevich et al., 2012). Thus, 85 percent of the advertising on YouTube is TrueView in-stream advertising—online video advertising (Belanche et al., 2017). However, the rate of skipping advertising among viewers on YouTube is 73 percent (Dehghani & Tumer, 2015). Accordingly, a significant challenge for brands is holding the viewer's attention long enough to watch the advertisement of the brand (Coker et al., 2017) by creating advertising to match the viewer's preferences, which can increase advertising effectiveness.

2.2 Use and Gratification Theory and Factors Influencing the Interrelation Process Toward Interactive Advertising Formats

Use and gratification theory, developed by Katz et al. (1973), focuses on media use and gratification from viewers' activities. Audiences always seek a specific media type that meets their needs (Papacharissi & Rubin, 2000). Individuals' decisions to use media

depend on their personal needs. Even though they view the same media and content, the audiences may have different motivations for viewing, and the media may respond to audiences' needs differently (Katz et al., 1973). In considering advertising media, the viewers will assess their satisfaction with the advertising through the advertising value (Ducoffe, 1995; Edwards et al., 2002; Rao & Minakakis, 2003). Finally, the audiences will rate satisfaction the highest when the media contents meet their needs (Palmgreen, 1984).

Specific factors influencing the interrelation process of interactive advertising formats; can be summarized as follows:

2.2.1 Entertainment

Entertainment is an essential component of advertising, which refers to the ability of the media to respond to consumers' aesthetic and emotional needs (Ducoffe, 1996). Mitchell and Olson (1981) stated that entertainment has a significant effect on increasing the good feelings of consumers because advertising can attract positive attention and influence the attitude of consumers. Therefore, entertaining advertising may cause consumers to build a positive attitude toward the advertising (Papacharissi & Rubin, 2000). Dehghani et al. (2016) found that entertainment influences advertising value on YouTube by increasing brand awareness and consumer purchasing decisions. Finally, they concluded that entertainment is essential to increase advertising value on YouTube. Therefore, the following hypothesis is suggested:

H 1: Entertainment has a positive influence on advertising value.

2.2.2 Customization

Customization of advertising content refers to responses to consumers' needs, characteristics, and consumption patterns (Rao & Minakakis, 2003). Ducoffe (1995) states that audiences will pay attention to advertising that suits them. Therefore, the primary task of creators or marketers is to customize advertising content, such that it follows the audience's needs, characteristics,

and consumption patterns. These will build good consumer experiences and result in higher-quality services on YouTube (Rao & Minakakis, 2003). Dehghani et al. (2016) also find that advertising customization has positive results on advertising value and is the best positive driving factor of advertising value. Therefore, the following hypothesis is suggested:

H 2: Customization has a positive influence on advertising value.

2.2.3 Irritation

In the advertising context, irritation refers to advertising which is annoying, offensive, or perceived to be overly manipulating consumers (Ducoffe, 1996), resulting in reduced attention (Campbell et al., 2017), and building uncomfortable feelings in connection to the advertising (Hsin Chang et al., 2013). If online advertising intervenes or interrupts the viewer while they are watching videos, it is likely that viewers will feel negative attitudes and irritation (Cho & as, 2004). Thus, the viewers will resist advertising (Corstjens & Umblijs, 2012; Edwards et al., 2002). Finally, irritation negatively affects the value of advertising on YouTube (Dehghani & Tumer, 2015). Therefore, the following hypothesis is suggested:

H 3: Irritation has a negative influence on advertising value.

2.2.4 Credibility

Credibility refers to the quality whereby an awareness of the acknowledgment and trust of people is created (Renn & Levine, 1991). Advertising credibility refers to a consumer's perception of truth and their trust in the advertising (Matharu & Bansal, 2015), such that the consumers feel that the brand in the advertisement is honest and trustworthy (MacKenzie & Lutz, 1989). The credibility of advertising is essential to persuade the target group to feel interested in the brand (Matharu & Bansal, 2015). Nabila and Achyar (2019) found that credibility positively affects advertising value on YouTube. Creator expertise is the core of advertising credibility

(Fogg & Tseng, 1999). The respective hypothesis is formulated as follows:

H 4: Credibility has a positive influence on advertising value.

2.2.5 Informativeness

Informativeness refers to the enlightenment gained through information which can satisfy consumers (Ducoffe, 1996). Ducoffe (1995) states that informativeness significantly influences advertising value. Optimizing the value of consumer advertising is necessary to create the most informative content by showing qualitative information (Siau & Shen, 2003) through many quality sources to support the statements made in advertising. Informative advertising has the effect of added value compared with non-informative advertising (Van-Tien Dao et al., 2014). Dehghani et al. (2016) found that informativeness positively affects the value of advertising on YouTube. The following hypothesis is therefore suggested:

H 5: Informativeness has a positive influence on advertising value.

2.2.6 Advertising value

Advertising value refers to the evaluation or measurement of an advertisement's effectiveness for its audience (Ducoffe, 1995; Edwards et al., 2002; Rao & Minakakis, 2003). The audiences who watch advertising on YouTube will evaluate the advertising value at a high level when the advertising contents are relevant to their needs (Dehghani et al., 2016). Brackett and Carr Jr (2001) state that advertising value significantly influences attitude towards advertising. If audiences evaluate the advertising value to be at a high level, they will display a good attitude toward advertising. Mahatmavidya and Yasa (2020) confirmed the relationship between advertising value and the attitude toward advertising in advertising in Instagram stories. Thus, the relationship between advertising value and the attitude toward advertising on YouTube is worth investigating. The following hypothesis is suggested accordingly:

H 6: Advertising value has a positive

influence on attitudes toward advertising.

2.2.7 Advertising duration

The literature suggests that advertising duration is related to advertising efficiency. Most studies find that long-format advertising is more efficient than short-format advertising, especially in increasing liking, positive attitude toward advertising, participation in advertising, and interest (Patzner, 1991). Singh and Cole (1993) found that long-format advertising is easy to remember as it repeats the information, which increases the processing time and viewing opportunities for viewers. In social media, Trivedi (2017) found that long-format advertising affects consumer participation, attitudes toward advertising, and purchase intentions. Specific to YouTube, Trivedi et al. (2022) found that long-format advertising is more efficient than short-format advertising. Thus, it is concluded that advertising duration is related to attitudes toward advertising. The following hypothesis is suggested accordingly:

H7: Advertising duration has a positive influence on attitudes toward advertising.

2.2.8 Brand

The term *brand* refers to a name, term, symbol, or other feature that distinguishes a product or service (Cochoy, 2014). The attitudes toward a product brand directly encourage specific behaviors related to the product brand (Faircloth et al., 2001; Foroudi, 2019). The extent to which a brand is well-known also affects the evaluation of the brand substantially. Hoyer and Brown (1990) found that 70 percent of consumers choose products from brands with which they are familiar. Chu et al. (2016) found that consumers tended to have a positive attitude towards the advertising of familiar product brands on Twitter. Thus, the relationship between the product brand and the attitudes toward advertising, including the product brand and not skipping advertising in the YouTube context, is worth investigating. Therefore, the following hypotheses are suggested:

H 8: Product brand has a positive influence on attitudes toward advertising.

H 9: Product brand positively influences not skipping ads.

2.2.9 Celebrity

A celebrity is a public person who influences public relations or product advertisement and is usually well-known and famous for some success (McCracken, 1989). A famous person is broadly determined to be a person who draws the public's attention, such as artists, athletes, musicians, and singers (Schouten et al., 2020). An advertiser can use a celebrity to develop positive attitudes toward advertising. Using stars helps the audience to be more open to the media content (Bhatt et al., 2013). Mosa (2022) states that using celebrities is a vital tool to convey the message to be communicated, help to convince the audience to watch advertising media via modern media, and reduce the advertising avoidance behavior of the audience. Thus, the relationship between celebrity presence and attitudes toward advertising, including the relationship between celebrities and not skipping advertising in the YouTube context, is worth investigating. The associated hypotheses were formulated as follows:

H 10: Celebrity presence has a positive influence on attitudes toward advertising.

H 11: Celebrity presence has a positive influence on not skipping ads.

2.2.10 Reciprocal Altruism

Reciprocal altruism happens when 2 actors both perform an action to promote the other for their own self-benefit (White & Peloza, 2009). Many studies use reciprocal altruism to describe the intentions in altruistic behavior. This study expands the concept in the context of advertisement viewing on YouTube. When the audience has an emotional engagement with the YouTuber, reciprocal altruism will help the audience to create a strong relationship with the YouTuber (Kim et al., 2016), resulting in the audience being willing to watch skippable advertising until the end (Lin et al., 2021). It can be concluded that reciprocal altruism

relates to attitudes toward advertising and not skipping advertising. Therefore, the following hypotheses are suggested:

H 12: Reciprocal altruism has a positive influence on attitudes toward advertising.

H 13: Reciprocal altruism positively influences don't skip ads.

2.2.11 Attitude

The attitude towards advertising is determined as the default habit of response to a stimulus while watching advertising (MacKenzie & Lutz, 1989), and can be described as the audience's tendency to react in a way that satisfies or dissatisfies them (MacKenzie et al., 1986; Manosuthi et al., 2020a, 2020b). Zano (1984) found that after 1970, the attitude of most audiences toward advertising was negative. Danang (2018) found that attitude toward advertising determines the audience's behavior when advertising appears. Based on the aforementioned, attitude toward advertising has a relationship with the behavior of not skipping advertising in the context of YouTube. Therefore, the following hypothesis is suggested:

H 14: Attitude toward advertising positively influences not skipping advertising.

2.3 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is the theory explaining the performance of human behavior in a specified context caused by the influence of the intention to perform the behavior; this consists of three factors, namely 1) attitudes towards the behavior, 2) subjective norms, and 3) perceived behavioral control (Ajzen, 1991). For the TPB, attitudes towards the target behavior and subjective norms about engaging in the behavior are determined to influence the intention. While perceived behavioral control refers to a person's belief regarding the ease of performing the behavior, which is vital in predicting behavior (Alam & Sayuti, 2011).

Past research shows that attitudes can directly influence behavior

(Anantamongkolkul & Kongma, 2020; Widyaningtyas et al., 2022). However, Albarracín et al. (2001) argued that intention factors have a greater impact on behavior than attitudes. Despite this, attitudes directly influencing behavior supports the argument that an attitude can automatically stimulate a behavior (Bargh et al., 1996). In this study attitude is therefore included as a mediator between the original factors and the intention influencing the consumer to not skip advertising on YouTube.

From the literature and a review of the related theory, 14 hypotheses were formulated, and the conceptual research framework was designed, as shown in Figure 1.

3. RESEARCH METHODOLOGY

3.1 Population and Sample

The sample group consisted of YouTube users 18 years old or older who were familiar with TrueView In-Stream Advertising. YouTube Premium applicants were not permitted to participate in the study as the YouTube Premium application grants users to not see advertising while using YouTube. An e-questionnaire was distributed through "Google Forms," via publication to an online social media "Facebook Group"; this included the distribution of QR-codes for the e-questionnaire for potential respondents who found it convenient to scan the QR-code to access the e-questionnaire. The sample size was determined by using the concept of Hair et al. (2009), which recommends that the sample size should be 10-20 times the number of visible variables. This research incorporated 18 visible variables. Thus, the sample size is required to be at least 180-360. Data were received from 478 respondents, such that the sample size was greater than the determined minimum amount.

3.2 Survey Instrument

The instrument used in the study was an e-questionnaire, divided into three parts:

Part 1 collected demographic data, including gender, age, and education. Part 2 collected information about viewers feelings relating to the watching of skippable in-stream advertising on YouTube and consisted of 15 questions adapted from Tsang et al. (2004), Firat (2019), Chungviwatanant et al. (2016), and Lin et al. (2021). Two additional questions were designed to incorporate factors related to product brand and celebrity. Those questions passed the quality verification process by the Institutional Review Board of Khon Kaen University. Each indicator in this part was assessed using a six-level rating scale to avoid neutral bias from the respondents, since previous research found that respondents tend not to take a side when they are unsure. For example, they tend to choose four on a seven-point scale. However, to minimize the potential variance of the common method, a five-point scale was mixed in for advertising duration. Part 3 of the e-questionnaire collected information regarding the behavior of viewers when watching skippable in-stream advertising on YouTube, and consisted of 3 questions adapted from Lin et al. (2021) and utilizing a three-level rating scale.

3.3 Data analysis

This study applied the Generalized Structured Component Analysis (GSCA) to evaluate the model (Hwang & Takane, 2004); GSCA Pro 1.1.8 software was used for the analysis of the structural equation model (Heungsun Hwang et al., 2021). Recently, this technique has gained more traction from marketing researchers (Manosuthi et al., 2022b) since it is an unbiased estimator compared to other comparable methods when the model contains factors and components (H. Hwang et al., 2021; Manosuthi et al., 2021b). The construct validity was examined through convergent validity where each criterion should have a factor loading > 0.7 (Hair et al., 2020) and an average variance extracted: $AVE > 0.5$ (Fornell & Larcker, 1981) as well as discriminant validity, which was determined via the heterotrait-monotrait ratio of correlations (HTMT) < 0.85 (Henseler et al., 2015). The model fit indices were also examined, such that each criterion had a standardized root mean square residual (SRMR) < 0.08 (Hair et al., 2020), while the statistical significance was also examined and influenced path size using Bootstrap with a

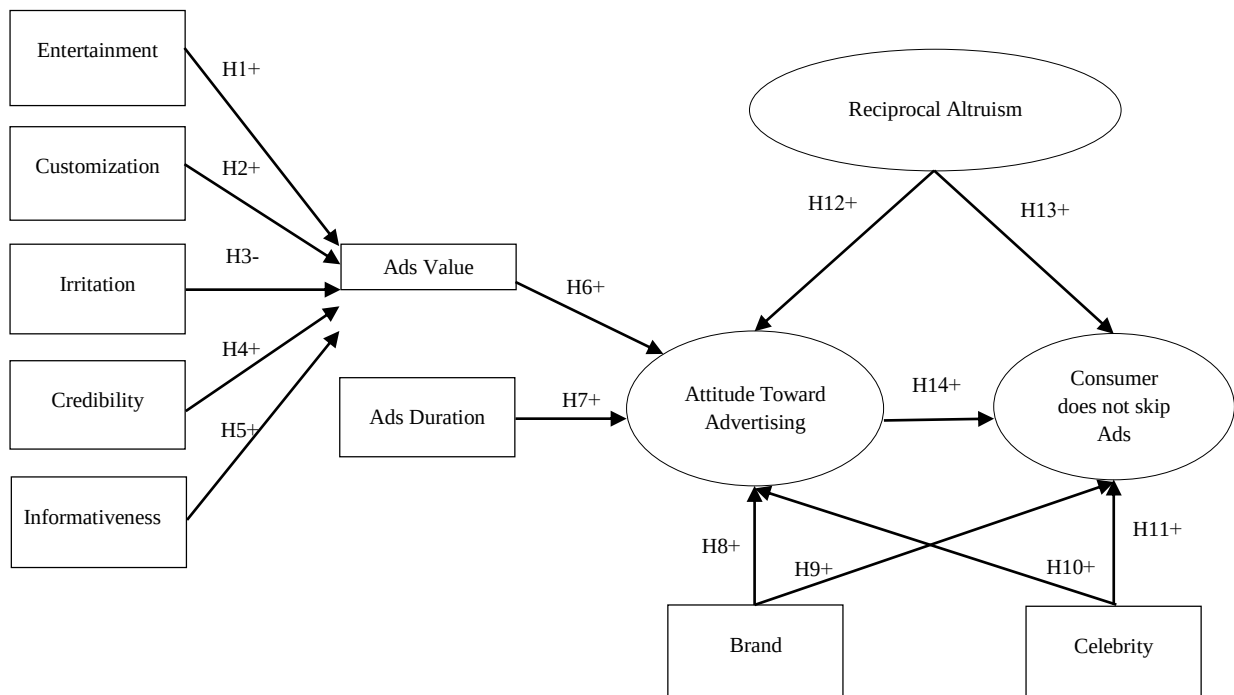


Figure 1 Conceptual Research Framework

confidence level of 95%.

4. RESULTS

4.1 Demographic Characteristics of the Sample

Most respondents were female (292 or 61.1%), while only 169 were male (35.4%). The group of age 18-24 years old had the most respondents, totalling 337 (70.5%). The education of most respondents reached Bachelor's degree or equivalent, with 399 respondents (83.5%) (See table 1).

4.2 Results of The Analysis of Construct Validity

In the analysis of construct validity, the questions ATA1 and ATA4 were removed due to having loading values less than 0.7 (ATA1 = .603 and ATA4 = .565), which caused average variance extracted (AVE) values to be below 0.5. After removing, the analysis results for construct validity found that the factor loading values were between 0.691 - 0.852. There was only 1 question having a factor loading value slightly below

0.7 (0.691), which was deemed acceptable. All other questions had factor loading values in line with the determining criteria. The AVE values were between 0.514 and 0.598. The Heterotrait-Monotrait Ratio values were between 0.224 and 0.323 (ATE ↔ DS = 0.315, ATA ↔ RC = 0.323, DS ↔ RC = 0.224). Following this examination, it was concluded that the measurement model had acceptable construct validity (Fornell & Larcker, 1981; Hair et al., 2020; Henseler et al., 2015) (See Table 2).

4.3 Results of the Structural Analysis of the Model and Hypothesis Testing Results

The model had satisfactory fit indices. Overall, the model explained 59% of all variation as indicated by FIT = 0.598. Also, the variation within the measurement models was explained by around 99.2% of their indicators (FITm = 0.992). Likewise, the model was structurally explained by 7.1% of all variables (FIT = 0.071). The analysis result for the model fit indices found that the standardized root mean square residual value (SRMR) was 0.032. The investigation has shown that the measurement model has a

Table 1 The Analysis Results of Demographic Data

Characteristic	Number	Percent	Mean	SD
Gender				
Male	169	35.4		
Female	292	61.1	1.68	.537
Others	17	3.6		
Total	478	100.0		
Age				
18-24 Years	337	70.5		
25-31 Years	40	8.4		
32-38 Years	41	8.6	1.71	1.274
39-45 Years	21	4.4		
45 Years or older	39	8.2		
Total	478	100.0		
Education				
Lower than high school	2	0.4		
High school or equivalent	29	6.1		
Diploma or equivalent	29	6.1	3.85	.598
Bachelor's degree or equivalent	399	83.5		
Higher than Bachelor's degree	19	4.0		
Total	478	100.0		

Table 2 The Analysis Results of Construct Validity

Variables	Loading	AVE	Mean	SD
Entertainment: EN		1.0		
Overall, do skippable video ads on YouTube make you feel enjoyment? (EN1)	1.0		2.55	1.498
Customization: CU		1.0		
Overall, do you think that skippable video ads on YouTube match what you are interested in? (CU1)	1.0		2.42	1.368
Irritation: IR		1.0		
Overall, do you think that skippable video ads on YouTube make you feel irritable? (IR1)	1.0		3.59	1.583
Credibility: CR		1.0		
Overall, do you think that skippable video ads on YouTube have credibility (CR1)	1.0		3.24	1.082
Informativeness: IN		1.0		
Overall, do you think that skippable video ads on YouTube have useful information? (IN1)	1.0		2.89	1.124
Ads Value: AV		1.0		
Overall, do you feel that skippable video ads on YouTube benefit you? (AV1)	1.0		2.72	1.285
Ads Duration: ADR		1.0		
You are willing to watch skippable video ads with a ... length (ADR1)	1.0		1.28	.707
Brand: BD		1.0		
Do you have any brands which you especially admire? (BD1)	1.0		3.14	1.690
Celebrity: CE		1.0		
Do you have any celebrities which you especially admire? (CE1)	1.0		3.86	1.717
Reciprocal Altruism : RC		.544		
You feel good supporting YouTubers through watching their videos on YouTube (RC1)	.702		3.50	1.539
You usually do something to support YouTubers such as click like, follow, share, subscribe, and donate, etc. (RC2)	.771		3.76	1.545
Attitude Toward Advertising : ATA		.514		
Do you agree with having skippable video ads appear before watching videos on YouTube? (ATA2)	.742		2.57	1.656
Do you agree with having skippable video ads appear while watching videos on YouTube? (ATA3)	.691		2.12	1.626
Don't Skip Ads : DS		.598		
When a video ad appears <u>before</u> watching a video on YouTube, you will... (DS1)	.852		1.40	.523
When a video ad appears <u>while</u> watching a video on YouTube, you will... (DS2)	.708		1.22	.454
When a video ad appears <u>after</u> watching a video on YouTube, you will... (DS3)	.752		1.38	.558

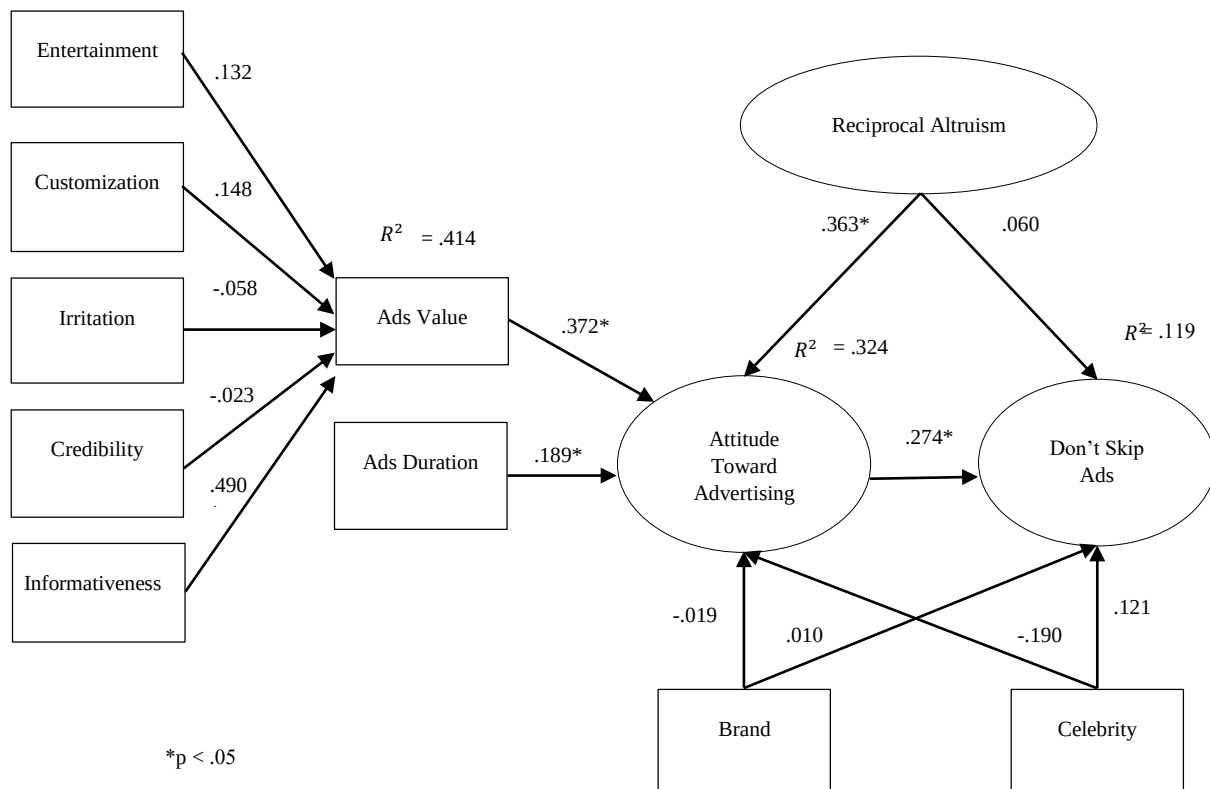


Figure 2 The Results of Influence Size Testing

Table 3 The Results of Indirect Influence Path Testing

Influence Path	Standardized Beta Coefficient	Result
RC → ATA → DS	.099	Not Rejected
AV → ATA → DS	.102	Not Rejected

good model fit. The investigation of the structural path coefficients shown in Figure 2, shows that the results do not support rejection of seven hypotheses out of the 14 hypotheses. Additional investigation results found that entertainment ($\beta = 0.132$), customization ($\beta = 0.148$), and informativeness ($\beta = 0.049$) can together predict 41.4% of the variation in the value of an ad. In addition, reciprocal altruism ($\beta = 0.363$), ad value ($\beta = 0.372$), and ad duration ($\beta = .189$) can together predict 32.4% of the variation in attitude toward advertising, while attitude toward advertising ($\beta = 0.274$) can predict 11.9% of the variation in not skipping ads. The results of the investigation of the indirect influences is shown in Table 3. It was found that reciprocal altruism ($\beta = 0.099$) and ad value ($\beta = 0.102$) have an indirect affect on not skipping ads through attitude toward advertising.

5. DISCUSSION

This study aims to identify factors that affect the behavior of not skipping advertising on YouTube. Attitude toward advertising was added as a mediator between the original elements and other essential factors missing from prior research. The study found that the only factor affecting not skipping advertising was attitude toward advertising, following the TPB whereby attitude directly influences behavior and can be a predictor (Ajzen, 1991). When advertising viewers have good behavior, that causes them to not skip advertising. This conforms to the research by Sejung Marina et al. (2013). It can be concluded that attitude toward advertising is vital as a mediator, when studying skipping advertising behavior.

The attitude toward advertising is

affected by 3 factors, i.e. advertising value, reciprocal altruism, and advertising duration. Comparing these 3 factors, advertising value has the greatest affect on attitude toward advertising. If the advertising viewers evaluate advertising value positively, they will have a good attitude toward advertising, similar to Nabila and Achyar (2019) and Logan et al. (2012). Thus, it can be said that advertising value is an essential factor in predicting attitudes toward advertising. This study also found that viewers evaluate advertising value in 3 dimensions, i.e., entertainment, customization, and informativeness.

Similarly, Dehghani et al. (2016) also noted that entertainment, customization, and informativeness influence advertising value, with informativeness affecting advertising value the most. Additionally, Haida and Rahim (2015) reported that informativeness is the best way to promote social media advertising. This implies that viewers will evaluate YouTube's advertising value more when advertising has beneficial information for them. In contrast, irritation and credibility do not affect advertising value. This contrasts with research by Dehghani et al. (2016) and Nabila and Achyar (2019) which stated that irritation and credibility affect ad value. This conflict can be explained by the use and gratification theory, which states that media users will look specifically for the media type that responds to their needs. Abdelkader (2021) reported that demographic characteristics related to advertising avoidance behavior. Each sample group may have different media demands. Therefore, it can be noted that sample groups in this study evaluate advertising value from informativeness, entertainment, and customization. But irritation and credibility do not influence the evaluation of advertising value.

Reciprocal altruism affects attitudes toward advertising and is rated second after advertising value. If viewers have reciprocal altruism to media creators, they will usually think In-Stream advertising is worthy of watching. The benefit of favorite media

creators, such as YouTubers, causes the viewers' attitudes toward advertising to increase positively. Lin et al. (2021) stated that viewers who have reciprocal altruism would reduce advertising avoidance behavior. It can be said that the sample groups in this study have reciprocal altruism toward their favorite media creators, which causes an increase in their attitude toward advertising. In addition, advertising duration positively affects attitudes toward advertising. Advertising that has more length would generate greater attitude toward advertising. Trivedi et al. (2022) also stated that watching YouTube and long-duration advertising is more efficient than short-duration advertising.

Most relevant literature on product brands presented the factor of attitude toward advertising affecting product brands, finding that the attitude toward advertising significantly influences attitudes toward product brands (Goldsmith et al., 2000; Sallam & Algammash, 2016). This study found that product brands do not affect attitudes toward advertising and not skipping advertising. Therefore, it can be noted that the sample group in this study do not use product brands to evaluate attitudes toward advertising, and that product brands do not affect behavior in skipping advertising. Furthermore, celebrities are not involved in attitudes toward advertising and not skipping advertising. This stands in contrast to Bhatt et al. (2013), who stated that media creators could use celebrities to develop a positive attitude toward skipping advertising, which will help viewers to be exposed to more media content. This study also argues with Mosa (2022), who states that using celebrities as an essential tool to convey the message to be communicated will convince viewers to watch skipable advertising through modern media and reduce ad avoidance behavior even more. This study found that celebrity does not affect viewers' attitudes toward skipping advertising and skipping advertising behavior. Using only celebrities may be insufficient to create a good attitude toward advertising and skipping advertising

behavior. If skipable advertising cannot make value for viewers from informativeness, entertainment, and customization, the advertising will not be able to convince viewers. Hannah and Sternthal (1984), and Kaikati (1987), stated that even celebrities have a good effect on making advertising gain attention. However, if the advertisers or advertising media creators cannot create a relationship between the star and the messages used in advertising during advertising production, this causes the celebrity to have no special effect except attracting attention. Participants' skipping habits are also revealed as the main determinants of different advertising avoidance behaviors. Similarly, Belanche et al. (2017) revealed that user's habits are important determinants of users' approach or avoidance behaviors regarding advertising.

This research improves understanding of advertising avoidance behavior among YouTube users. The results indicate the factors to avoid adverse effects among users, which may guide advertisers/media creators while planning and implementing their future advertising campaigns to achieve greater advertising effectiveness.

6. CONCLUSION

This study found that attitude is vital for the behavior of not skipping advertising. Viewers' attitudes, constructed from advertising value, reciprocal altruism, and advertising duration, especially advertising value, can build positive attitudes towards advertising on YouTube. The study found that viewers evaluate advertising value in 3 dimensions: entertainment, customization, and informativeness. Meanwhile, product brands do not affect attitudes toward advertising and not skipping advertising.

6.1 Theoretical Implication

This research has expanded the knowledge about skipping ads in the context of the behavior of YouTube consumers. Firstly, this research contributes to the

marketing literature by examining the behavior of the younger generation. More specifically, the inter-relationships among attitudes, brands, celebrities, reciprocal altruism, advertising value, advertising duration, and advertising characteristics (e.g., entertainment, customization, irritation, credibility, and informativeness). Prior research has provided a fragmented investigation of the abovementioned variables, thus calling for further research extending the behavioral model to explicate viewers' behavioral intentions. This study successfully developed and verified a comprehensive proposed model. As anticipated, the findings generated from this study can also be generalized, paving the way for behavior literature on the young generation. Secondly, this study unified the TPB and UGT to extend the previous domain of behavioral explanation, especially regarding the young generation. This study goes beyond prior "not skipping advertising" studies, such as those of Dehghani and Tumer (2015) and Coker et al. (2017), which were limited to a single theoretical backbone. By merging these theories, this study offers a valuable synthesis of the "skipping ads" behavior in the marketing literature and the growing body of research on the behavioral intentions of the young generation. Therefore, this study expands the concepts of those theories, which can be adopted to explain consumer behavior in the context of watching advertising media on YouTube.

6.2 Managerial Implications

Additionally, this study has a number of managerial ramifications for marketing managers. The knowledge gained from this study emphasizes how crucial it is to control the viewing experience. However, the use of celebrities in advertising media production, which is thought to have the ability to draw viewers and keep them watching ads longer, may reach a threshold where small improvements become impractical. Therefore, the significant impact of other aspects (such as amusement and

informativeness) plays a major part in enhancing ad engagement and gives marketing managers good reasoning regarding increasing the likelihood that viewers won't skip advertising. Furthermore, regarding advertising duration, where it was previously believed that shorter durations were better, was found to be a significant positive factor when the mixture of other advertising characteristics is optimal, as it helps the audience have more time to construct a positive attitude toward the ad. This may cause viewers to recognize and understand the content more, thus creating greater engagement in watching ads. Finally, advertisers and media creators must understand viewers decisions in order to design relevant advertising which matches their viewers' preferences, and thus increases advertising effectiveness.

6.3 Limitations and Future Research

This study successfully reaffirmed the practical applications of the use and gratification theory and the theory of planned behavior, while initiating a suitable advertising plan for research on skipping advertising on YouTube. However, it also has some limitations as most of the data were collected from females aged 18-24. Therefore, future research should collect data evenly from each gender and age range so that the results will not be bias to any group. As this study used a quantitative approach, it would be interesting to expand this analysis using an importance-performance map (Fakfare & Manosuthi, 2022) or fuzzy set qualitative comparative analysis (fsQCA) (Manosuthi et al., 2022a). Such research could improve the reliability of the findings (Manosuthi et al., 2020b). Future studies should investigate reciprocal altruism, lifetime value (Manosuthi et al., 2021a), emotional solidarity (Manosuthi et al., 2022b), or sensory marketing (Fakfare et al., 2021), which could be important for explaining skipping advertising behavior and responses, to identify efficient strategies.

Finally, investigation in a cultural context would also be of great interest.

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