

A STUDY OF FACTORS THAT AFFECT CONSUMER'S ATTITUDE TOWARD A "SKIPPABLE IN-STREAM AD" ON YOUTUBE

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Abstract: Understanding consumer's attitudes toward advertising is imperative for marketers/advertisers. This research aims to study the factors that affect consumer's attitude toward a "skippable in-stream ad" on YouTube. The independent variables are "entertainment," "informativeness," "credibility," and "irritation." The dependent variable is "consumer's attitude toward a 'skippable in-stream ad' on YouTube." The researcher used convenience sampling and online survey to develop and distribute questionnaires to the target population. The target population is consumers who have had some experiences and/or exposures to a "skippable in-stream ad" on YouTube. The researcher obtained data from 294 respondents; however, only 290 respondents met the research's requirement. Pearson correlation coefficient, multiple linear regression, independent sample t-test, and one-way analysis of variance (ANOVA) were conducted in this research. The findings indicate that "entertainment," "informativeness," and "credibility" have a positive relationship with "consumer's attitude toward a 'skippable in-stream ad' on YouTube" while "irritation" has a negative relationship with "consumer's attitude toward a 'skippable in-stream ad' on YouTube." "Entertainment," "credibility," and "irritation" are significant factors in predicting "consumer's attitude toward a 'skippable in-stream ad' on YouTube." The findings also suggest that a "skippable in-stream ad" should appear pre-video and the appropriate length of the ad should be around 15 seconds and not more than 20 seconds.

Keywords: Entertainment, Informativeness, Credibility, Irritation, Attitude toward advertising, A "skippable in-stream ad," YouTube

1. Introduction

Understanding consumer's attitudes toward advertising is imperative for marketers/advertisers. Attitude plays an important role in guiding one's thought, influencing one's feeling, and most of the time, affecting one's behavior (Hoyer and MacInnis, 2008). According to Number of Internet Users (2016), the number of

Thai's internet users have increased from 2010 to 2015 and it continues to increase in 2016. As Thai consumers are spending more and more time on the Internet, marketers/advertisers are spending more resources on digital advertising to increase consumers' exposures to the company's products and/or services. Digital Advertising Association (Thailand) or DAAT (2016) reports that there is a substantial growth in digital advertising industry. The total spending for digital advertising for 2012, 2013, 2014, 2015 and the current year 2016 was 2,783 million baht, 4,248 million baht, 6,115 million baht, 8,084 million baht, and 9,927 million baht, respectively.

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In 2010, a new platform of digital advertising called “skippable in-stream ad” (also called “TrueView in-stream ad”) was developed and introduced. It refers to the ad that requires audiences to watch the advertisement for five seconds and then to select either to skip or to continue watching the rest of the advertisement. Nowadays, there are many companies/brands that use “skippable in-stream ad” to increase exposure to their products or services such as Air Asia, CP, Dove, Nestle, Nature Gift, and Pepsi.

As more and more companies/brands are spending increasing resources on digital advertising, it is important for companies/brands to have a better understanding of digital advertising and how it could have impact on consumer’s attitude toward the company as well as its products and/or services. In this study, the researcher focuses on “skippable in-stream ad” which is a form of digital advertising. There are five variables studied in this research, including independent variables and dependent variable. The four independent variables are “entertainment,” “informativeness,” “credibility,” and “irritation.” The dependent variable is “consumer’s attitude toward a ‘skippable in-stream ad’ on YouTube.”

The objectives of this research are (1) to study whether there is a positive/negative relationship between the four independent variables and the dependent variable, (2) to find out when do consumers think a “skippable in-stream ad” should appear on YouTube, and (3) to find out how long consumers will be willing to watch a “skippable in-stream ad” on YouTube.

2. Literature Review

2.1 Attitude toward Advertising

Attitude toward advertising is defined as “predisposition to respond in a favorable or unfavorable manner to a particular

advertising stimulus during a particular exposure situation” (MacKenzie, Lutz and Belch 1986, p.130). In this research, consumer’s attitude toward skippable in-stream ad” can be defined as consumer’s predisposition to respond in a favorable or unfavorable manner to a “skippable in-stream ad” on YouTube.

2.2 Entertainment

Entertainment is defined as an expression of consumer’s sense of pleasure to the advertisement (Ünala, Ercis & Keserbi, 2011). It also refers to an individual’s feeling of enjoyment associated with advertisements (Shavitt, Lowrey, and Haefner, 1998). In other words, when consumers feel that the ad is enjoyable, they are more likely to form a positive attitude toward the ad. It has been identified as positively contributing to the consumers’ perceived value of a traditional advertising (Ducoffe, 1995; Ducoffe, 1996; Eighmey, 1997). Pollay and Mittal (1993) found that entertainment in advertising helps consumers to form a positive attitude and favorability toward the advertisement. Therefore, the researcher hypothesizes that:

H1: There is a positive relationship between entertainment and consumer’s attitude toward a “skippable in-stream ad” on YouTube.

2.3 Informativeness

Informativeness is defined as “the ability of advertisements to provide updated, timely, and easily accessible information” (Altuna and Konuk, 2009), as well as accuracy and usefulness of the information (Fung and Lee, 1999). Wang, Sun, Lei, & Toncar (2009) pointed out that information plays an important role in helping consumers to form positive attitude toward online advertising. In addition, many studies also shown that informativeness has positive effect on consumers’ attitude toward mobile

advertising (Tsang, Ho & Liang 2004; Haghirian & Madlberger 2005; Haghirian, Madlberger & Tanuskova 2005).

Therefore, the researcher hypothesizes that:

H2: There is a positive relationship between informativeness and consumer's attitude toward a "skippable in-stream ad" on YouTube.

2.4 Credibility

Credibility is defined as an advertisement that is truthful, reliable, trustworthy, and believable (MacKenzie and Lutz, 1989). The advertisement that is perceived to be reliable, trustworthy, and believable turned out to be significantly relevant to the perceived value of advertising (Brackett and Carr, 2001). The study of Chowdhury, Parvin, Weitenberner & Becker (2006) also shown that the credibility of advertisement has a positive effect on consumers' attitude toward mobile advertising. Therefore, the researcher hypothesizes that:

H3: There is a positive relationship between credibility and

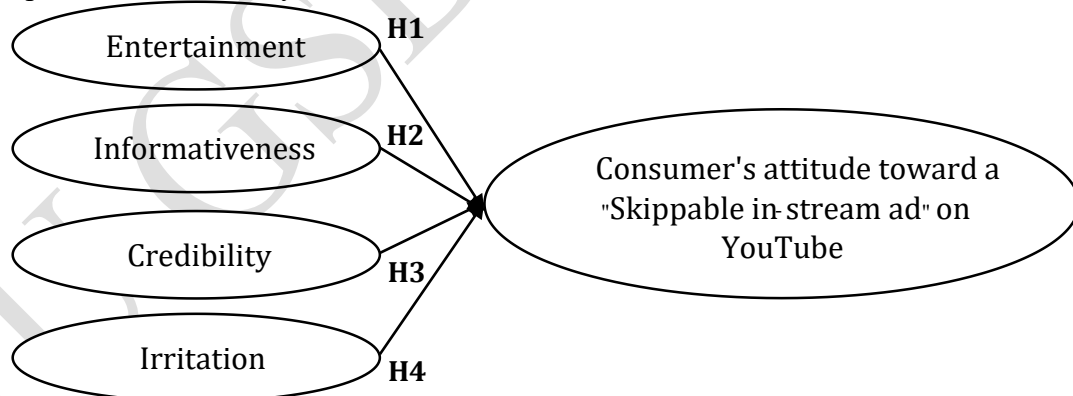


Figure 1: Conceptual Framework of Four Independent Variables Influencing Consumer's Attitude toward a "Skippable in-stream ad" on YouTube

3. Methodology

According to Sekaran (2003), this research is categorized as a descriptive research. The research aims to describe the factors that affect consumer's attitude toward a "skippable in-stream ad" on

consumer's attitude toward a "skippable in-stream ad" on YouTube.

2.5 Irritation

Irritation is defined as an advertisement that is annoying (Ducoffe, 1996; p.23), disturbing/interrupting (Kennedy 1971; Krugnan 1983; Park and McClung 1986; Soldow and Principe 1981) that cause annoyance and unhappiness (Aaker & Bruzzone, 1985). Irritation is considered to be a negative emotional outcome as the ad is perceived annoying and unwanted by consumers. It is also considered to be only one dimension that is negatively related to consumers' attitude toward mobile advertising (Altuna and Konuk, 2009). Therefore, the researcher hypothesizes that:

H4: There is a negative relationship between irritation and consumer's attitude toward a "skippable in-stream ad" on YouTube.

The four hypotheses were formulated based on the following conceptual framework:

YouTube. The researcher used convenience sampling and online survey to develop and distribute questionnaires to the target population. The target population is consumers who have had some experiences and/or exposures to a "skippable in-stream ad" on YouTube. A

five-point Likert scale was adopted with anchors ranging from (1) strongly disagree to (5) strongly agree with multiple items. The questionnaires were developed and distributed in May, 2016. The researcher obtained data from 294 respondents, however, only 290 respondents met the research's requirement.

Table 1 illustrates the reliability test for the five variables by using Cronbach's alpha (α). According to Sekaran (2003), if the reliability coefficient is 0.6 or higher, it is considered to be acceptable. All five variables were tested and the results were greater than 0.60; therefore, the questionnaire can be used for this research.

Variables	Cronbach's Alpha (α)	N of Items
Entertainment	.961	3
Informativeness	.902	3
Credibility	.846	3
Irritation	.954	3
Consumer's attitude toward a "skippable in-stream ad"	.894	3 on
YouTube		

Table 1: The Reliability Test of the Research Instruments

4. Data Analysis

Table 2 illustrates demographic and general information of the respondents. The 290 respondents consisted of 50 percent male and 50 percent female. Most of the respondents are between 22-35 years old which can be categorized as generation Y (65%). The majority of the respondents are single (82%). Thirty-eight percent of the respondents are employees of organizations and students (35%). Most have achieved Bachelor's degree (63%). Thirty-eight percent of the respondents have an income of 15,000 or less. Another 38 percent has an income of 15,001-30,000 baht. The majority of respondents live in Bangkok (74%). Forty-one percent of the respondents use smartphone, desktop computer (26%), and laptop computer (16%) to watch YouTube and 72 percent of the respondents spend about 1-12 hours per week watching YouTube.

The top three categories that are normally watched by the respondents are "music (71%)," "entertainment (65%)," and "films & animations (54%)." About 55 percent of the respondents are of the opinion that a "skippable in-stream ad"

should appear pre-video whereas 43 percent of the respondents are of the opinion that the ad should appear post-video. Only 2 percent of the respondents think that the ad should appear mid-video. About 52 percent of respondents are willing to watch a "skippable in-stream ad" for no more than 15 seconds whereas 25 percent of the respondents are willing to watch the ad for no more than 20 seconds. Only nine percent of the respondents are willing to watch a "skippable in-stream ad" for no more than 25 seconds.

Moreover, the findings indicate that 67 percent of respondents who are in generation X (36-55 years old) are willing to watch a "skippable in-stream ad" for 15 seconds, followed by generation Y (22-35 years old) with 52 percent, and generation Z (21 years old and below) with 39 percent. The top three categories that are most visited by generation X are "entertainment," "music," and "films & animations," respectively. The top three categories that are most visited by generation Y and generation Z are

“music,” “entertainment”, and “films & animations,” respectively.

	Frequency	%		Frequency	%
Gender			Devices		
Male	145	50.0	Smartphone	119	41.0
Female	145	50.0	Tablet	32	11.0
			Desktop Computer	75	25.9
Age			Laptop Computer	45	15.5
21 years old and below	54	18.6	Smart TV	15	5.2
22-35 years old	187	64.5	Others	4	1.4
36-55 years old	39	13.4			
56 years old and above	10	3.4	YouTube Categories (select more than one category)		
Marital Status			Autos & Vehicle	31	10.7
Single	238	82.1	Comedy	74	25.5
Married	47	16.2	Education	52	17.9
Divorced/separated/widowed	5	1.7	Entertainment	187	64.5
Education			Films & Animations	156	53.8
High school or lower	43	14.8	Trailer	93	32.1
Bachelor's Degree	183	63.1	Shows	85	29.3
Master's Degree	60	20.7	Music	207	71.4
Doctoral Degree	4	1.4	Game	91	31.4
Occupation			How to & Style	76	26.2
Student	102	35.2	Pets & Animals	38	13.1
Employee of organization	110	37.9	Sports	74	25.5
Government official	11	3.8	Nonprofits & Activism	2	0.7
Business owner	30	10.3	News & Politics	35	12.1
Freelance	14	4.8	People & Blogs	33	11.4
Unemployed	7	2.4	Travel & Events	56	19.3
Others	16	5.5	Science & Technology	60	20.7
Monthly Income			When the ad should appear		
15,000 baht or less	111	38.3	Pre-video	158	54.5
15,001 – 30,000 baht	111	38.3	Mid-video	7	2.4
30,001 – 45,000 baht	31	10.7	Post-video	125	43.1
Over 45,000 baht	37	12.7			
Geographical Location			Willingness to watch (select more than one)		
Bangkok	214	73.8	15 seconds	150	51.7
Others	76	26.2	20 seconds	73	25.2
Time spends on YouTube			25 seconds	28	9.3
Less than an hour per week	22	7.6	30 seconds	22	7.6
1-4 hours per week	101	34.8	45 seconds	10	3.4
5-8 hours per week	66	22.8	60 seconds	9	3.1
9-12 hours per week	41	14.1			
13-16 hours per week	20	6.9			
17-20 hours per week	12	4.1			
More than 21 hours per week	28	9.7			

Table 2: Demographic and General Information of the Respondents Table 3 illustrates that the highest mean was “irritation” which was equal to 3.93 (Std. Dev. = 1.138), followed by “informativeness” with 2.97 (Std. Dev. = 1.062),

“credibility” with 2.82 (Std. Dev. = .915), “entertainment” with 2.37 (Std. Dev. = 1.153), and “consumer’s attitude toward a ‘skippable in-stream ad’ on YouTube with 2.30 (Std. Dev. = 1.063).

(N = 290)	Mean	Std. Dev.
Entertainment	2.37	1.153
I think that a “skippable in-stream ad” on YouTube can be entertaining.	2.38	1.212
I think that a “skippable in-stream ad” on YouTube can be enjoyable.	2.38	1.203
I think that a “skippable in-stream ad” on YouTube can be fun to watch.	2.34	1.175
Informativeness	2.97	1.062
I think that a “skippable in-stream ad” on YouTube can provide me with up-to-date and timely information about product/service available in the market.	3.04	1.189
I think that a “skippable in-stream ad” on YouTube can provide me with useful information about product/service available in the market.	2.98	1.136
I think that a “skippable in-stream ad” on YouTube can be a convenient source of product/service information.	2.88	1.159
Credibility	2.82	.915
I think a “skippable in-stream ad” on YouTube is credible and trustworthy.	3.04	1.077
I think a “skippable in-stream ad” on YouTube is truthful.	2.59	1.043
I think I can rely on information obtained from a “skippable in-stream ad” on YouTube to help make my decision.	2.83	1.017
Irritation	3.93	1.138
I think a “skippable in-stream ad” on YouTube is annoying.	3.92	1.197
I think a “skippable in-stream ad” on YouTube is irritating.	3.79	1.178
I think a “skippable in-stream ad” on YouTube is disturbing and interrupting.	4.09	1.195
Consumer’s attitude toward a “skippable in-stream ad” on YouTube	2.30	1.063
Overall, I like to watch a “skippable in-stream ad” on YouTube.	2.09	1.042
Overall, I am willing to watch a “skippable in-stream ad” on YouTube.	2.23	1.162
Overall, I think a “skippable in-stream ad” on YouTube is a good idea.	2.58	1.295

Table 3: Mean and Standard deviation for all variables

According to Evans (1996), a correlation that lies between .60 to .79 is considered to have a “strong relationship” and a correlation that lies between .40 to .59 is considered to have a “moderate relationship.” All the four hypotheses were tested by Pearson correlation coefficient and the results support all four hypotheses as illustrated in Table 4. The test indicates that hypothesis 1 was supported ($r = .670$, $sig. = .000$); therefore, there is a “strong positive relationship” between “entertainment” and “consumer’s

attitude toward a ‘skippable in-stream ad’ on YouTube.” Hypothesis 2 was supported ($r = .447$, $sig. = .000$); therefore, there is a “moderate positive relationship” between “informativeness” and “consumer’s attitude toward a ‘skippable in-stream ad’ on YouTube”. Hypothesis 3 was supported ($r = .428$, $sig. = .000$); therefore, there is a “moderate positive relationship” between “credibility” and “consumer’s attitude toward a ‘skippable in-stream ad’ on YouTube”. Hypothesis 4 was supported ($r = -.526$, $sig. = .000$);

therefore, there is a “moderate negative relationship” between “irritation” and “consumer’s attitude toward a ‘skippable in-stream ad’ on YouTube”.

	EN	IN	CR	IR	AS
EN	1				
IN	.490**	1			
CR	.404**	.510**	1		
IR	-.396**	-.193**	-.109	1	
AS	.670**	.447**	.428**	-.526**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Entertainment (EN), Informativeness (IN), Credibility (CR), Irritation (IR), Consumer’s attitude toward a “skippable in-stream ad” on YouTube (AS)

Table 4: Pearson’s Correlation Coefficient

A multiple linear regression analysis was also conducted on the all of the variables. The result indicates that only “entertainment,” “credibility,” and “irritation” are significant factors in predicting consumer’s attitude toward a “skippable in-stream ad” on YouTube. The three predictors explain 57 percent of variance ($R^2 = .566$, $F_{(3, 286)} = 124.26$, $sig. < .001$). “Entertainment” is significant factor at $\beta = .42$, $t_{(286)} = 9.94$, $sig. < .001$. “Credibility” is significant factor at $\beta = .24$, $t_{(286)} = 4.86$, $sig. < .001$. “Irritation” is significant factor at $\beta = -.30$, $t_{(286)} = -7.56$, $sig. < .001$.

“Entertainment” was found to be the factor that has the most effect on consumer’s attitude toward a “skippable in-stream ad” on YouTube.

Further Analysis

Gender

Further analysis, using independent sample t -test, indicates that there is a significant difference in mean between gender and consumer’s attitude toward a “skippable in-stream ad” on YouTube ($t_{(283.755)} = 2.11$, $sig. < 0.05$). Male respondents ($M = 2.43$, $SD = 1.12$), on average, have a relatively higher attitude score toward the ad when

compared to female respondents ($M = 2.17$, $SD = .99$). Gender and irritation were found to have a significant difference in mean, $t_{(280.743)} = 2.38$, $sig. < 0.05$. Female respondents ($M = 4.09$, $SD = 1.03$), on average, were found to have a relatively higher irritation toward the ad when compared to male respondents ($M = 3.77$, $SD = 1.21$).

Willingness to Watch a

“skippable in-stream ad” on

YouTube

There is a significant difference in mean between respondents who are willing to watch a “skippable in-stream ad” for no more than 15 seconds and their attitude toward a “skippable instream ad” on YouTube ($t_{(285.001)} = 8.09$, $sig. < 0.05$). Respondents who are willing to watch “skippable in-stream ad” for no more than 15 seconds ($M = 2.74$, $SD = 1.04$), on average, have a relatively higher attitude score toward the ad when compared to respondents who are not willing to watch the ad ($M = 1.83$, $SD = .87$). There is also a significant difference in mean between respondents who are willing to watch a “skippable in-stream ad” for no more than 15 seconds and their irritation ($t_{(279.249)} = -$

6.63, *sig.* < 0.05). Respondents who are willing to watch “skippable in-stream ad” for no more than 15 seconds ($M = 3.54$, $SD = 1.18$), on average, were found to have a relatively lower irritation toward the ad when compared to respondents who are not willing to watch the ad ($M = 4.36$, $SD = .92$).

There is a significant difference in mean between respondents who are willing to watch a “skippable in-stream ad” for no more than 20 seconds and entertainment ($t_{(140.613)} = 5.92$, *sig.* < 0.05).

Respondents who are willing to watch “skippable in-stream ad” for no more than 20 seconds ($M = 2.98$, $SD = .99$), on average, were found to have a relatively higher score on entertainment toward the ad when compared to respondents who are not willing to watch the ad ($M = 2.16$, $SD = 1.13$). There is a significant difference in mean between consumer’s willingness to watch a

“skippable in-stream ad” on YouTube for no more than 20 seconds and informativeness ($t_{(157.142)} = 4.71$, *sig.* < 0.05). Respondents who are willing to watch “skippable in-stream ad” for no more than 20 seconds ($M = 3.41$, $SD = .85$), on average, were found to have a relatively higher score on informativeness toward the ad when compared to respondents who are not willing to watch the ad ($M = 2.82$, $SD = 1.09$). There is a significant difference in mean between consumer’s willingness to watch a “skippable in-stream ad” on YouTube for no more than 20 seconds and their irritation ($t_{(105.969)} = -8.14$, *sig.* < 0.05).

Respondents who are willing to watch “skippable in-stream ad” for no more than 20 seconds ($M = 3.01$, $SD = 1.17$), on average, were found to have a relatively lower irritation toward a “skippable in-stream ad” when compared to respondents who are not willing to watch the ad ($M = 4.24$, $SD = .95$).

Age Group

The researcher also further investigated whether there is a significant difference between the mean of three or more independent groups. By using one-way analysis of variance (ANOVA), the results indicate that there is a significant difference in mean between age and consumer’s attitude toward a “skippable in-stream ad” on YouTube ($F_{(3, 286)} = 4.67$, *sig.* = .003). Respondent’s age between 36-55 years old was found to have a relatively higher attitude score toward a “skippable in-stream ad” on YouTube ($M = 2.74$, $SD = 1.088$) when compared to respondent’s age 21 and below ($M = 1.97$, $SD = 1.012$). There is a significant difference in mean between age and irritation ($F_{(3, 286)} = 9.03$, *sig.* = .000). Respondent’s age between 36-55 years old was found to have a relatively lower irritation toward a “skippable in-stream ad” on YouTube ($M = 3.21$, $SD = 1.297$) when compared to respondent’s age 21 and below ($M = 4.33$, $SD = .941$) and respondent’s age between 22-35 years old ($M = 3.99$, $SD = 1.071$).

Time spent watching YouTube

There is a significant difference in mean between respondent’s spending time watching YouTube and their attitude toward a “skippable in-stream ad” on YouTube ($F_{(6, 283)} = 4.08$, *sig.* = .001). Respondents who spend 1-4 hours per week watching YouTube have a relatively higher attitude score toward a “skippable in-stream ad” ($M = 2.63$, $SD = 1.068$) when compared to consumers who spend 5-8 hours per week ($M = 2.03$, $SD = .971$) and 9-12 hours per week ($M = 2.02$, $SD = .957$). There is also a significant difference in mean between respondent’s spending time watching YouTube and their irritation ($F_{(6, 283)} = 5.82$, *sig.* = .000). Respondents who spend less than an hour per week

watching YouTube have a relatively lower irritation toward a “skippable in-stream ad” ($M = 3.30$, $SD = 1.345$) when compared to respondents who spend 5-8 hours per week ($M = 4.18$, $SD = 1.008$), 9-12 hours per week ($M = 4.29$, $SD = .879$), and 13-16 hours per week ($M = 4.62$, $SD = .751$).

Devices

The research also found that there is a significant difference in mean between devices used for watching YouTube and attitude toward a “skippable in-stream ad” on YouTube ($F_{(5, 284)} = 9.34$, $sig. = .000$). Respondents who use smart TV to watch YouTube have a relatively higher attitude score toward the ad ($M = 3.78$, $SD = .430$) when compared to respondents who use desktop computer ($M = 2.52$, $SD = 1.139$), laptop computers ($M = 2.16$, $SD = .898$), smartphone ($M = 2.13$, $SD = 1.001$), and tablet ($M = 1.91$, $SD = .873$). There is a significant difference in mean between devices used to watch YouTube and entertainment ($F_{(5, 284)} = 5.42$, $sig. = .000$). Respondents who use smart TV to watch YouTube have a relatively higher score on entertainment toward the ad ($M = 3.58$, $SD = .821$) when compared to respondents who use desktop computer ($M = 2.55$, $SD = 1.199$), laptop computers ($M = 2.37$, $SD = 1.175$), tablet ($M = 2.28$, $SD = 1.085$), and smartphone ($M = 2.15$, $SD = 1.076$). There is a significant difference in mean between devices used to watch YouTube and irritation ($F_{(5, 284)} = 9.41$, $sig. = .000$). Respondents who use smart TV to watch YouTube have a relatively lower irritation toward the ad ($M = 2.22$, $SD = .914$) when compared to respondents who use desktop computer ($M = 3.86$, $SD = 1.136$), laptop computers ($M = 3.87$, $SD = 1.079$), tablet ($M = 4.06$, $SD = 1.125$), and smartphone ($M = 4.19$, $SD = .981$).

Opinion on when a “skippable in-stream ad” should appear on YouTube

There is a significant difference in mean between respondent’s opinion on when a “skippable in-stream ad should appear on YouTube and their attitude toward a “skippable instream ad” on YouTube ($F_{(2, 287)} = 22.26$, $sig. = .000$). Respondents who think that a “skippable in-stream ad” should appear pre-video have a relatively higher attitude score toward the ad ($M = 2.65$, $SD = 1.023$) when compared to respondents who think that the ad should appear post-video ($M = 1.86$, $SD = .920$). There is a significant difference in mean between respondent’s opinion on when a “skippable in-stream ad should appear on YouTube and entertainment ($F_{(2, 287)} = 22.09$, $sig. = .000$). Respondents who think that a “skippable in-stream ad” should appear pre-video have a relatively higher score on entertainment toward the ad ($M = 2.74$, $SD = 1.085$) when compared to respondents who think that the ad should appear post-video ($M = 1.89$, $SD = 1.044$). There is a significant difference in mean between respondent’s opinion on when a “skippable in-stream ad should appear on YouTube and informativeness ($F_{(2, 287)} = 6.58$, $sig. = .002$). Respondents who think that a “skippable in-stream ad” should appear pre-video have a relatively higher score on informativeness toward the ad ($M = 3.17$, $SD = .970$) when compared to respondents who think that the ad should appear post-video ($M = 2.73$, $SD = 1.094$). There is a significant difference in mean between respondent’s opinion on when a “skippable in-stream ad should appear on YouTube and credibility ($F_{(2, 287)} = 11.81$, $sig. = .000$). Respondents who think that a “skippable in-stream ad” should appear pre-video have a relatively higher score on credibility toward the ad ($M = 3.05$, $SD = .894$) when compared to

respondents who think that the ad should appear post-video ($M = 2.55$, $SD = .864$). There is a significant difference in mean between respondent's opinion on when a "skippable in-stream ad should appear on YouTube and their irritation ($F_{(2, 287)} = 21.67$, $sig. = .000$). Respondents who think that a "skippable in-stream ad" should appear pre-video have a relatively lower irritation toward the ad ($M = 3.56$, $SD = 1.130$) when compared to respondents who think that the ad should appear post-video ($M = 4.40$, $SD = .944$).

Willingness to Watch a "skippable in-stream ad" on YouTube for 15, 20, and 25 seconds based on the top three categories.

Further analysis indicates that the top three categories that the respondents are willing to watch a "skippable in-stream ad" on YouTube for 15 seconds are "news & politics," "autos & vehicles," and "sports," respectively. Seventy-four percent of the respondents who watch "news & politics" category reported that they are willing to watch a "skippable in-stream ad" for 15 seconds. Sixty-three percent of the respondents who watch "autos & vehicles" category reported that they are willing to watch a "skippable in-stream ad" for 15 seconds. Finally, sixty-two percent of the respondents who watch "sports" category reported that they are willing to watch a "skippable in-stream ad" for 15 seconds.

For a "20 seconds" skippable in-stream ad, the top three categories remain to be "news & politics" with 54 percent, followed by "autos & vehicles" with 44 percent, and "travel & events" with 41 percent. Finally, for a "25 seconds" skippable in-stream ad, the top three categories are "autos & vehicles" with 28 percent, followed by "news & politics" with 23 percent, and "education" with 15 percent.

Willingness to Watch a "skippable in-stream ad" on YouTube for "music" category The "music" category is the number one category that was selected to visit by 207 respondents (71%) of the total 290 respondents; however, only 54 percent of the respondents in the "music" category stated that they are willing to watch a "skippable in-stream ad" for no more than 15 seconds compared to 74 percent of respondents who selected "news & politics" category. The number is even smaller when it came to a "20 seconds" skippable in-stream ad; that is, 24 percent for the respondents who selected to visit the "music" category compared to 54 percent for the respondents who selected to visit "news & politics" category.

5. Conclusion and Recommendations

Based on the findings, "entertainment" was found to be the factor that has the most effect on consumer's attitude toward a "skippable in-stream ad" on YouTube. "Entertainment" was also found to have a "strong positive relationship" with consumer's attitude toward a "skippable in-stream ad" on YouTube. Therefore, "entertainment" should be considered as the first priority when utilizing a "skippable in-stream ad." That is to say, a "skippable in-stream ad" should be designed to be entertaining, enjoyable, and fun for audiences.

"Credibility" was also found to be one of significant predictors of consumer's attitude toward a "skippable in-stream ad" on YouTube. It has a "moderate positive relationship" with consumer's attitude toward a "skippable in-stream ad" on YouTube. Therefore, a "skippable in-stream ad" should provide credible and accurate information. It should be able to communicate a sense of trust and confidence in what was presented and communicated in the ad. One of the approaches to attain this is to use credible sources, attractive and likeable presenters,

as well as using experts and authoritative sources.

“Irritation” was also found to be one of the significant predictors of consumer’s attitude toward a “skippable in-stream ad” on YouTube. However, “irritation” was found to be factor that has a “moderate negative relationship” with consumer’s attitude toward a “skippable in-stream ad” on YouTube. That is to say, consumers, in general, perceive that the ad is annoying, irritating, disturbing, and interrupting. Therefore, a “skippable in-stream ad” that intimidates, insults, or communicates a sense that the viewers are being manipulated will likely result in a more negative attitude toward the ads. In some cases, this could result in viewers’ forming a negative attitude toward the products/services or toward the company represented in the ads.

Marketers/advertisers must be aware of what should be presented as well as how it should be communicated when using a “skippable in-stream ad” on YouTube.

Although “informativeness” was not found to be one of the significant predictors of consumer’s attitude toward a “skippable in-stream ad” on YouTube, it has a “moderate positive relationship” with consumer’s attitude toward a “skippable in-stream ad” on YouTube. Therefore, marketers/advertisers should design a “skippable in-stream ad” on YouTube to provide up-to-date, timely, and useful information about products/services available in the market as well as making it easily accessible by creating links directly to the sources of accurate information.

Further investigation and analysis of demographic and general information on a “skippable in-stream ad” on YouTube suggest that a “skippable in-stream ad” should appear either pre-video or post-video, not mid-video. Moreover, the respondents who answered that the ad should appear pre-video were reported to have a higher score on entertainment,

informativeness, credibility, and on attitude while they reported a lower irritation when compared to respondents who think that the ad should appear post-video. The findings in this research suggest that it is “better” to place a “skippable in-stream ad” prior to the main video (pre-video).

With regard to the question of how long a “skippable in-stream ad” should be, the findings suggest that the appropriate length of the ad should be around 15 seconds and not more than 20 seconds. Moreover, the findings indicate that the respondents who are willing to watch the ad for 15 seconds were reported to have a higher score on attitude and a lower irritation toward a

skippable in-stream ad” on YouTube. For a “20 seconds” skippable in-stream ad, the findings indicate that the respondents who are willing to watch the ad for 20 seconds were reported to have a higher score on entertainment and informativeness, and a lower irritation toward the ad. Therefore, these findings suggest that a “skippable in-stream ad” should be around 15 seconds; on the other hand, if a “skippable in-stream ad” were to last for 20 seconds, the ad should be designed to provide viewers with a greater sense of “entertainment” and “informativeness.”

Further investigation in this research indicates that “news & politics” category is the leading category with the highest “willingness to watch a skippable in-stream ad” for 15 seconds and 20 seconds; therefore, “skippable in-stream ads” placed in this category are more likely to be watched by viewers when compared to other categories. However, based on the respondents in this research, the number of viewers who selected to watch “news & politics” category is relatively small in number when compared to the “music” category.

One way to improve “willingness to watch a skippable in-stream ad” for the group of respondents who watch “music” category is to improve their attitude toward a “skippable in-stream ad” on YouTube. Forming a positive attitude could result in a positive behavior, in this case, a positive behavior is an act of watching a “skippable in-stream ad.” As the findings indicate that “entertainment,” “credibility,” and “irritation” are significant factors in predicting consumer’s attitude toward a “skippable in-stream ad” on YouTube and “entertainment” was found to be the factor that has the most effect on consumer’s attitude toward a “skippable in-stream ad” on YouTube, marketers/advertisers should ensure that their ads are enjoyable and entertaining as well as informative and credible. This will enable a “skippable in-stream ad” to get more exposures and reach a larger number of audiences who are now more likely to watch the ads.

Finally, with reference to preferences (selected categories to watch) among the age groups of respondents, categorized as Generation X (36-55 years old), Generation Y (22-35 years old), and Generation Z (21 years old and below), this research found that the top three categories that are most visited by Generation X are “entertainment,” “music”, and “films & animations,” respectively. The top three categories that are most visited by Generation Y and Generation Z are “music,” “entertainment”, and “films & animations,” respectively. With these information, the marketers/advertisers will be able to better plan and place their ads in the most appropriate category that will effectively communicate to their target audiences.

6. Limitations of the Study

There are two limitations in this study. First, the sample size was relatively small

due to time and resources limitation. Second, the researcher focused only on “entertainment,” “informativeness,” “credibility,” and “irritation” as independent variables. There are other independent variables which could also have effect on consumer’s attitude toward advertising such as “interactivity” (Zhang & Wang, 2005) and “personal relevance” (Leppäniemi & Karjaluoto, 2005).

7. Future Study

The findings of this research clearly indicate that “entertainment” is the factor that has the most effect on consumer’s attitude toward a “skippable in-stream ad” on YouTube. “Entertainment” was also found to have a “strong positive relationship” with consumer’s attitude toward a “skippable in-stream ad” on YouTube. Therefore, further study should focus on finding out what are factors or ingredients of “entertainment.” What elements or contents should be included in a “skippable in-stream ad” on YouTube? How the message for a “skippable in-stream ad” be constructed, designed, and communicated to ensure a level of enjoyment and entertaining? The answers to these questions will be valuable to marketers/advertiser in forming a marketing/advertising strategy utilizing “skippable in-stream ad” on YouTube.

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