

Factors Influencing Ad Abstention Behaviors of YouTube Viewers: A Study on the Students of University of Barishal

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Abstract

Online advertising has expanded quickly in the modern era to draw in a large number of targeted consumers. One of the most widely used venues for marketers and advertisers to promote their brands, goods, or services is YouTube. However, because most consumers prefer to ignore or bypass YouTube commercials, some are seen to be inefficient in influencing consumer purchase behavior. Therefore, the purpose of this study is to identify the variables affecting YouTube users' ad abstention behavior. It talked about the six criteria used in YouTube advertisements, which were disturbing, incredulity of ad message, ad clutter, time consuming, perceived unnecessaryness, and interruptive to work. This study used an online survey and quantitative research methods to examine the problem statement with the goal of comprehending an individual's viewpoints. 140 individuals who have first-hand experience with YouTube streaming provided the data. The analysis of the collected data was done with SPSS version 22. Among the statistical techniques used were multiple regression analysis, correlation, reliability analysis, descriptive statistics, and hypothesis testing. The results demonstrated that all the six factors have a significant impact on the ad abstention behavior of YouTube viewers. Disturbance, time consumption, work interruption, ad clutter and perceived unnecessaryness are thought to be the principal factors that should be taken into account when evaluating the effectiveness of YouTube commercials. The study's conclusions are important from a theoretical and practical standpoint.

Keywords: YouTube, YouTube Viewer, Social Media, Ad Skipping, Ad skipping behavior.

1. Introduction

1.1 Background of the Study

Nowadays, YouTube has surpassed all other online video-sharing platforms in popularity (Chakraborty et al., 2021). Surprisingly 500 hours of video are uploaded by people to the Internet every minute. In addition, the online community watches nearly a billion hours of YouTube videos every day. According to Smith (2020), there has been a recent movement in consumer preferences from YouTube to pay-TV subscriptions. People typically view advertisements as something that obstructs their intended media consumption, and recent technical advancements have made it simpler than ever to avoid advertisements. On digital video-sharing sites like YouTube, users can conveniently bypass advertisements by selecting the "skip ad" option (Kim & Huh, 2023). The topic of online advertising has been well studied. Many studies have been conducted on the reasons why internet users choose not to click on advertisements. Ad avoidance significantly reduces the impact of an advertisement on people's recollection of its message

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(Rejón-Guardia & Martínez-López, 2013). Because internet consumers consider online ads to be intrusive, they are essentially avoided (Edwards, Li & Lee, 2002). People get tired of advertisements and develop a bad attitude towards them if they are shown repeatedly. This negative attitude leads to ad avoidance (Edwards, Li & Lee, 2002), which lowers the visibility of the product and the likelihood that buyers would make a purchase (Koshksaray & Nabizadeh, 2017).

Avoiding advertisements is nothing new. People shun ads, both online and offline. According to Zeng, Huang, and Dou (2009), internet users need to balance the opportunity cost of advertising revenue with surfers' experiences. The underlying reasons and effects of ad avoidance have been extensively studied. However, not much research has been done on the reasons behind and effects of ad-skipping on YouTube in particular. At present, YouTube has become synonymous to video watching site like Google as a search engine. YouTube occupies a significant portion of the revenue of online ad expenditure. The ownership of YouTube is under Alphabet, Google's parent company, that doesn't publish the ad revenue it has been earning from YouTube. But from third party sources, like from Business Insider, we found YouTube earned around \$8 billion as of 2015. So we focus our attention to investigate the primary reasons of ad avoidance (synonymous to skipping) on YouTube by the viewers. Globally, billions of dollars are spent on online advertisements, such as those on YouTube. What good will the advertisements accomplish for the brands or goods they are promoting if internet users ignore their messages? Online suffers have the ability to interact and check what they are viewing (Rejón-Guardia & Martínez-López, 2013). For that reason, they might skip advertising at their will. Our study looks into the reasons why users skip YouTube advertisements. Researchers like this one will help academics and marketers reorganize their advertising methods by offering valuable insights. The goal of this research is to help marketers that are looking to increase the return on their YouTube ad spending by providing insights into the fundamental causes of ad evasion behavior.

1.2 Statement of the Problem

Digital advertising is growing at a rapid pace. One of the main business concepts that has emerged is online advertising. Nowadays, the majority of businesses use the Internet to market their brands. It is serving as a new revenue-generating tool for the online advertising sector. A survey released by e-marketer predicted that by 2019, the share of ad expenditure on the internet would be 55%. By the end of this year, the amount spent globally on online advertising will surpass that of traditional print and broadcast media. All forms of media, including TV, radio, newspapers, magazines, and more, can be combined on the Internet because it is a hybrid platform (Alexander, 1996). A popular website for both watching and uploading videos is YouTube. Its enormous number of people has offered up new opportunities for investors and marketers alike. These days, marketing professionals can effectively promote their companies and products on YouTube since it allows them to reach a big number of people quickly. On online platforms, advertisements come in a variety of formats. Pop-up, pop-under, in-stream video and audio, takeover, non-user initiated background music, interstitial, full-page banner ads, and interactive ads are examples of highly visible online advertisements, according to Goldfarb and Tucker (2011). Global digital platform ad investment, however, raises the question of how much helps the business. Even though businesses are increasing their internet platform advertising budgets, they only have a brief window of time to determine whether or not their investment is paying off. When using the internet, people are more likely to steer clear of advertisements of any kind. Instead of seeing internet browsing as a time waster, many view it as a task. Thus, they just stay away from advertising anytime they see them. Internet users' actions that lessen the possibility of an advertisement receiving additional exposure are known as "ad avoidance" (Speck & Elliott, 1997). Ads are simply ignored by internet users, which limits their capacity to reach more people.

1.3 Research Objectives

The study's broad objective is to determine why users on YouTube avoid advertisements. The specific objectives of this research are to identify the variables affecting YouTube users' ad

abstention behavior and to assess the variables influencing YouTube viewers' behavior towards ad abstention. By focusing on these specific goals, the study aims to uncover the underlying factors that lead to ad avoidance and provide insights into how these factors influence user behavior.

2. Literature Review

2.1 Consumers' attitude towards Advertising

According to Cho and Cheon (2004), consumers have a slightly negative impression of advertising. The attitudes of consumers towards advertising have been extensively researched throughout the years (Dutta-Bergman, 2006). Customers think that if there was no advertising, they would receive a better deal and that advertising raises the price of the goods (Shavitt, Lowrey, and Haefner 1998). The negative attitude of the consumer causes them to avoid advertisements. Less ad-escaping behavior occurs when an advertisement leaves a positive impression (Moore and Rodgers 2005). People's perceptions of advertisements play a significant role in encouraging them to avoid them. Ad avoidance behavior is significantly influenced by one's attitude towards advertisements. Advertisements are quickly ignored by viewers, regardless of their content (Cronin & Menelly, 1992). People tend to behave less evasively when they have a more positive view towards advertisements (Chang & Thorson, 2004). Numerous elements, including amusement, information, aggravation, trust, and demographics, influence consumers' attitudes towards advertisements (Wang, Zhang, Choi & D'Eredita, 2002). According to studies, people generally have a negative opinion of advertisements (Chang & Thorson, 2004).

2.2 Ad Skipping

Ad-skipping is characterized as a user's negative behavior that reduces the amount of time that an advertisement is shown on the web (Speck & Elliott, 1997). For a variety of reasons, consumers avoid advertisements. Users avoid ads on internet platforms, particularly social networking sites, due to negative past experiences, the ads' lack of relevance, and their doubts about the ads' content (Kelly, Kerr & Drennan, 2010). Advertisements are omitted from traditional TV, magazines, radio, and other media in addition to online media. There are some differences between the ad-escaping behaviors in traditional and online media (Cho & Cheon, 2004). When it comes to traditional media, individuals can avoid advertisements by turning on a different channel, leaving the room, or ignoring the commercial material in traditional magazines and newspapers (Kelly, Kerr & Drennan, 2010). Internet users can use several techniques to avoid advertisements on platforms such as YouTube. Ad blocking software and other mechanisms are made possible by a number of web browsers (Farouk, 2017). Software that blocks ads is rapidly becoming more and more popular. Because consumers may prevent unsolicited advertising messages from appearing on their devices, web users have gained some degree of authority. Ad-skipping seems to be popular among web users. Web users consider virtual platforms to be task-oriented. Online advertisements are criticized for interfering with users' tasks (Cho & Cheon, 2004). Internet advertisements may be avoided due to their intrusive commercial messaging, messages that seem unbelievable, and lack of participation (Kelly, Kerr & Drennan, 2010). After being compelled to watch a brief advertisement, YouTube users can choose to ignore it. The audience's normal observation process is disrupted by forced viewing (Edwards, Li & Lee, 2002). According to Edwards, Li, and Lee (2002), forced viewing could have a negative impact on the products and brands that are being advertised. It is not appropriate to apply the adage "all publicity is good publicity" universally. Too many advertising produce the perception of ad clutter. One important component of online ad avoidance is the perception of ad clutter (Cho & Cheon, 2004). Internet users who repeatedly encounter advertisements become disinterested and behave negatively towards them (Rejón-Guardia & Martínez-López, 2013). Ad abstinence and aggravation with advertisements are strongly correlated, and annoyance directly affects abstinence (Birmingham, Bauer & Greyser, 1969). Despite the fact that YouTube is a two-way communication medium, advertisers do not ask viewers' consent before playing their ads. It can be interpreted by viewers as a privacy violation. According to Li, Edwards, and Lee (2002),

perceived obtrusiveness and boredom are associated. If advertisements are viewed as uninteresting, consumers are unlikely to view them favorably. The way that the advertisements are viewed has a big impact on how much people avoid them as well. Advertisements are regarded as less believable if they are shown in a less trustworthy media (Zeng, Huang & Dou, 2009). Furthermore, ads' legitimacy and relevancy have a bigger impact on ads' abstinence (Zeng, Huang & Dou, 2009). Conversely, more community interaction on digital platforms lowers the chance of people avoiding advertisements (Rejón-Guardia & Martínez-López, 2013).

2.3 Conceptual Framework and Hypotheses

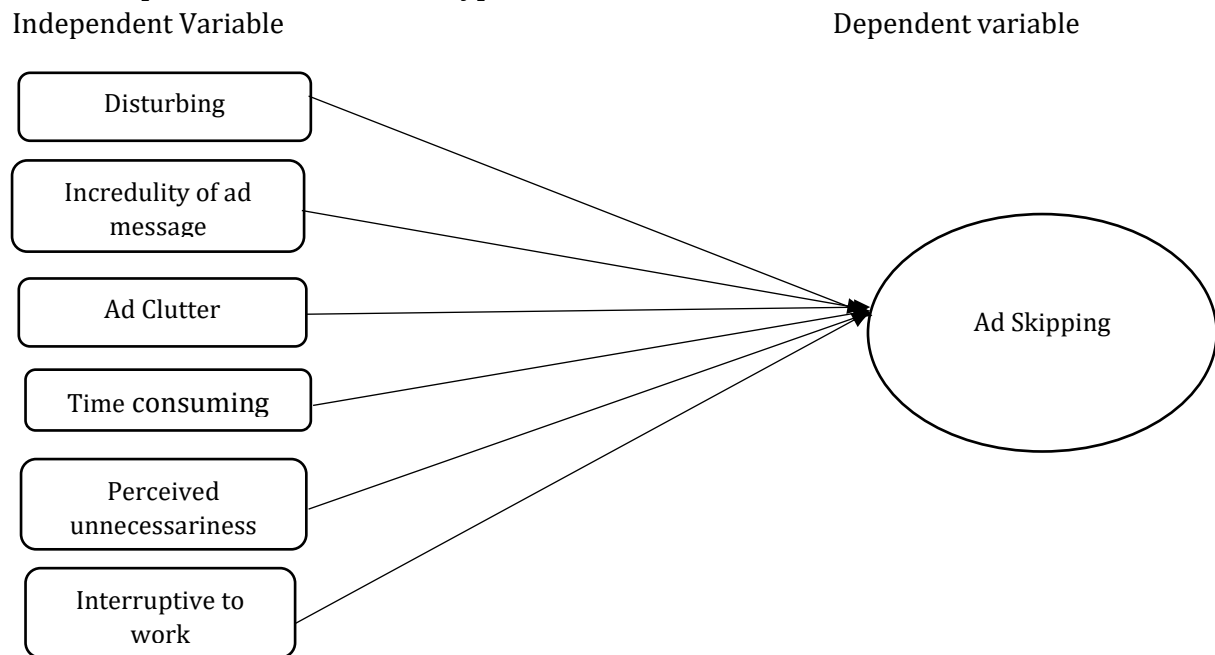


Figure 1: Conceptual framework

2.3.1 Disturbing

Ad on YouTube is deemed to be irritating to the viewers. Ad disturbance refers to the negative emotions that an advertisement causes in viewers (Aaker & Bruzzone, 1985). When an advertisement shows on this site when a person is watching a video, they are probably going to get irritated. Online advertisements are perceived as unsettling (Reed, 1999), and users of the internet are more likely to avoid ads that they perceive as unsettling (Li, Edwards & Lee, 2002). Online platform advertisements might be considered bothersome for a variety of reasons. YouTube users look for videos that suit their interests. They don't prefer advertisements. You can run an advertisement before, after, or in between the video. The viewers of the YouTube video could find the advertisement intrusive. It's possible that viewers find the intrusive tactics used by marketers to capture potential customers' attention to be tedious (Edwards, Li & Lee, 2002). Ad abstinence, or the negative behavior towards advertisements, is sparked by the perception of obtrusiveness, which in turn causes feelings of aggravation (Fennis & Bakker, 2001; Edwards, Li & Lee, 2002). It is our assumption that users of YouTube find the advertisements to be upsetting. Their discomfort prompts them to turn off YouTube advertisements. Thus, the researchers may hypothesize:

H1: *YouTube advertisements that users find disturbing are more likely to ignore.*

2.3.2 Incredulity of ad message

One such channel where information is freely exchanged is the Internet. The internet platform could be abused by dishonest individuals to spread absurd ideas under the guise of advertisements. Every day, millions of rumors—many of which are unfounded—proliferate on social media sites like Facebook, Instagram, WhatsApp, Twitter, YouTube, and others. Because there is minimal control over the flow of misleading information, it keeps arriving in the online

environment. As individuals believe that advertisers are trying to accomplish specific goals, such as persuading consumers and generating sales, all advertising communications actually contain a certain amount of mistrust (Mangleburg & Bristol, 1998). Customers who are more skeptical view the advertisement's message negatively (Baek & Morimoto, 2012). Ads are avoided by those with strong suspicions, who also favor them less and rely on them less (Obermiller & Spangenberg, 1998). As a result, we speculate:

H2: *If an advertisement appears to be implausible to YouTube users, it is skipped more quickly.*

2.3.3 Ad Clutter

One of the most widely used sources of amusement and education is YouTube. Because of its popularity, marketing experts find it to be a valuable place to promote their companies and products. These factors frequently result in an excessive number of YouTube advertisements, which some viewers may regard as ad clutter. According to Elliot and Speck (1998), people see an excessive amount of advertisements in the media as clutter. People may find it difficult to articulate the messages if they see more clutter in the ads, which may lead them to ignore them entirely (Cho and Cheon 2004). When people see the same advertisements again or in excess, they become bored (Birmingham, Bauer & Greyser, 1969). Thus, the researchers speculate:

H3: *On YouTube, ad-skipping is positively correlated with the perception of ad clutter.*

2.3.4 Time consuming

On YouTube, people seek hassle-free entertainment. Ads can be incredibly irritating and uninteresting. Several of the advertisements take a long time to watch. Longer advertisements may seem like a waste of time to viewers. If the commercials are large, loud, and lengthy, people may be underwhelmed (Aaker and Bruzzone 1985). As a result, we speculate:

H4: *On YouTube, ad-skipping is positively impacted by perceived time consumption.*

2.3.5 Perceived unnecessaryness

YouTube is a platform that offers both entertainment and education. People can watch the videos they need at their convenience. It's possible that they believe advertisements have no place on this site. Advertisements are viewed as having minimal value by consumers on both conventional media and internet platforms (Wang, Zhang, Choi & D'Eredita, 2002). Ad avoidance behavior may be triggered by the perception of being worthless. Advertisements cause less irritation and avoidance if they are viewed as helpful (Pasadeos 1990). Therefore, we formulate:

H5: *YouTube ad-skipping will be positively correlated with perceived unnecessaryness.*

2.3.6 Interruptive to work

Both YouTube and the web platform are generally thought to be task- and goal-oriented. Too many advertisements could divert viewers' focus and goals. The sudden presence of advertisements on websites impedes users' ability to complete tasks or reach their goals and makes them avoid those (Cho & Cheon, 2004). So, we theorize:

H6: *YouTube ad-skipping is positively correlated with the perception of interruption to work.*

3. Methodology

3.1 Research Design

We initiated an online survey to collect data for research purposes. Online data collection procedures might render dependable and trustworthy data tantamount to conventional paper and pencil processes (Morris, Woo, & Cho, 2003). Online data collection is a quicker and easier technique for obtaining data. Firstly, we created a Google form and entered the research questionnaire into it. We then shared the link to that form with our Facebook friends through Messenger and a Facebook group. The authors used primary data that they gathered online to create a model and draw a conclusion.

3.2 Sampling Design

For the majority of research, sample sizes should be more than 30 but fewer than 500, according to Roscoe (1975). The researchers collected data from 140 people. To collect data for this work, the researchers used a non-probability convenience sampling strategy. The Convenience sampling technique strives to gather data based on the researcher’s convenient place and time (Malhotra, 2019).

3.3 Measurement Instruments and Scaling Technique

Six predictors were tested to see how much of an impact they had on people skipping YouTube advertisements. There were two parts to the questionnaire. The first part contains demographic characteristics like age, gender, education, and occupation. The second and most important part of the questionnaire contains questions relating to six predictors: disturbing, incredulity of ad message, perceived unnecessary, ad clutter, time-consuming, interruptive to work, and ad skipping behavior of respondents. Questionnaires were prepared by the authors based on the previous literature. The five-point Likert scale was used to measure the questionnaire (Al-Awlaqi et al., 2021). The five-point Likert scale ranges from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

3.4 Collection and Analysis of Data

Data for the study were gathered between November 7, 2023, and December 15, 2023 through online and using self-structured questionnaire with five-point Likert scale from 140 respondents at University of Barishal. The authors employed IBM SPSS (Statistical Package for Social Science) version 22 for both correlation and multiple regression analysis. Step-wise regression was utilized to ascertain the relationship between the independent and dependent variables in order to test the hypothesis and calculate the mean and standard deviation. Descriptive statistics (frequency and percentage) were used to examine the respondents' demographic features.

4. Data Analysis and Findings

4.1 Demographic Information of the Respondents

Among the 140 completed questionnaires, there were 76 male respondents and 64 female respondents. For the study's age distribution, 59.3 % of participants were aged 26-30, 39.3% aged between 21-25 and 1.4% were aged between 16-20. 58.6% respondents had graduate and 27.1% had post-graduate degrees, followed by 19.3% who were undergraduate. Only 6.4% of those who took part had college-level education. Among 140, 89.3% participants were students and the rest 10.7% were employed.

Table 1: Demographic Frequency Analysis (N=140)

Particulars	Frequency	Percentage	Cumulative Percentage
Gender			
Male	76	54.3	54.3
Female	64	45.7	100
Age			
16-20	2	1.4	1.4
21-25	55	39.3	40.7
26-30	83	59.3	100
Above 31	0	0	0
Level of Education			
Undergraduate	27	19.3	19.3
Graduate	75	58.6	72.9
Post- Graduate	38	27.1	100
Occupation			
Student	125	89.3	89.3
Employed	15	10.7	100

Note: SPSS version 22 has been used to calculate the above table- 1]

Source: software output

4.2. Validity and Reliability issues

Table 2: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.754	0.759	7

[Note: SPSS version 22 has been used to calculate the above table- 2]

Source: software output

According to Nunnally and Bernstein's (1994), the suggested value of reliability (Cronbach's Alpha) is 0.70. Table 2 illustrates that the study's Cronbach's Alpha value is 0.754, meeting the recommended standards. Thus, it can be concluded that the internal consistency, or reliability, of the instrument was verified.

4.3 Descriptive Statistics for each study constructs

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Disturbing	140	1.00	5.00	4.2857	.72256
Incredulity	140	2.00	5.00	4.0786	.78720
Ad clutter	140	1.00	5.00	3.3500	.98860
Consuming	140	1.33	5.00	3.5429	1.03445
Unnecessary	140	1.33	5.00	3.8357	1.01507
Interruption	140	2.00	5.00	3.5214	.73424
Ad Skip	140	1.00	5.00	3.4714	.97037
Valid N (listwise)	140				

[Note: Statistical Package for the Social Sciences- SPSS (version. 22) has been used to calculate the Mean, Standard Deviation, Minimum and Maximum value of each of the constructs]

Source: software output

4.4 Pearson Correlation

The correlation coefficient is a useful metric that may be used to represent the relationship between two variables with a single value between -1 and 1. The following terms are defined by Morgan III et al. (2004): 0.0 denotes no correlation, +1.0 denotes perfect positive correlation, and -1.0 denotes perfect negative correlation. Pallant (2001) put forth the subsequent interpretation of r-value. The r-value displays the strength of the relationship between two variables. r = 0.10 to 0.29 or -0.10 to -0.29 little, r = 0.30 to 0.49 or -0.30 to -0.49 medium, and r = 0.50 to 1.0 or -0.50 to -1.0 large.

Table 4: Correlations

	Disturbing	Incredulity	Clutter	Consuming	Unnecessary	Interruption	Ad Skip
Disturbing	1						
Incredulity	.352**	1					
Clutter	.312**	.325**	1				
Consuming	.415**	.356**	.516**	1			
Unnecessary	.369**	.412**	.287**	.457**	1		
Interruption	.450**	.364**	.523**	.382**	.451**	1	
Ad Skip	.424**	.347**	.526**	.569**	.516**	.485**	1

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

[Note: SPSS version-22 has been used to calculate the above Table-4]

Source: software output

Table 4 demonstrates that the correlations (r) of disturbing, incredulity of ad message, Ad clutter, time consuming, perceived unnecessary, and interruption to work are 0.424, 0.347, 0.526, 0.569, 0.516, and 0.485 respectively and the p-value for each determinant is 0.000, below the

significance threshold of 0.01 for each determinant. The findings indicate that every indication has a strong positive impact on the ad-skipping behavior of YouTube users in Bangladesh.

4.5 Results of Multiple Regression Analysis

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.632	.617	.56371

- a) Predictors: (Constant), Disturbing, Incredulity, Ad clutter, Consuming, Unnecessary, Interruption
- b) ** Significant at the level of 0.005

[Note: SPSS version-22 has been used to calculate the above Table-5]

Source: software output

Table 5 shows that the correlation coefficient is R =.784. Thus, the study discovered a strong positive association between the independent and dependent variables. R square, the coefficient of multiple determination, is equal to.632, or 63%. The regression model accounts for 63% of the variation in the dependent variable. The modified R Square value is 0.617, or 61%. According to adjusted R Square, adding more independent variables doesn't help to explain the variance in the independent variable.

Table 6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.175	6	8.696	11.976	.000 ^b
	Residual	96.568	133	.726		
	Total	148.743	139			

a. Dependent Variable: Ad Skip

b. Predictors: (Constant), Disturbing, Incredulity, Ad clutter, Consuming, Unnecessary, Interruption

[Note: SPSS version-22 has been used to calculate the above Table-6]

Source: software output

The value of F statistics is used to calculate the statistical significance of the R2 value. In this study, the value of F statistics is calculated at the 0.05 significance level. The F value, which is highly significant at the 0.000 level, is 11.976.

4.6 Coefficients

Table 7: Multiple Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.535	.372		6.808	.000
	Disturbing	.478	.081	.457	5.931	.000
	Incredulity	.177	.086	.193	2.073	.040
	Ad clutter	.183	.083	.199	2.199	.030
	Consuming	.172	.062	.242	2.799	.006
	Unnecessary	.162	.068	.222	2.391	.018
	Interruption	.171	.064	.238	2.673	.008

a. Dependent Variable: Ad Skip

[Note: SPSS version-22 has been used to calculate the above Table-7]

Source: software output

Table 7 demonstrates that coefficients for disturbing, consuming, interruption, unnecessary, ad clutter and incredulity were significantly < 0.000 , < 0.006 , < 0.008 , < 0.018 , < 0.030 , and < 0.040 respectively. The above significance values were lower than 0.05 Meinshausen and Rice (2006), which means that six variables have a substantial effect on the ad abstinence behavior of YouTube viewers. The prediction of ad skipping was equal to 2.535, Disturbing = .478, Incredulity = .177, Ad clutter = .183, Consuming = .172, Unnecessary = 0.162 and Interruption = 0.171. YouTube viewers' ad skipping behavior increased by 0.478 units for each unit of change in disturbing, 0.177 units for each unit of incredulity, .183 units for each unit of ad clutter, and 0.172 for each unit of consuming, etc. All factors are significant predictors of consumers' ad skipping behavior. If referring to the coefficient, Disturbing had the most influence on viewers' ad skipping behavior (T-value = 5.931, Sig = 0.000), followed by consuming (T-value = 2.799, Sig = 0.006), interruption (T-value = 2.673, Sig = 0.008), perceived unnecessariness (T-value = 2.391, Sig = 0.018), ad clutter (T-value = 2.199, Sig = 0.030) and Incredulity of ad message (T-value = 2.073, Sig = 0.040).

5. Discussion

The goal of this study was to identify the main driving forces behind YouTube viewers' decision to ignore commercials. The authors determined six independent variables to make up six hypotheses in order to accomplish the goal. Disturbing (H1) has a significant positive effect on the ad abstinence behavior of YouTube viewers ($\beta = 0.478$, $p < 0.001$). The results of this investigation are consistent with those of Fennis & Bakker (2001). According to another research, people become irritated when they see advertisements, and this negative emotion encourages them to avoid watching ads on YouTube (Edwards, Li & Lee, 2002). The hypothesis that the ad message's incredulity (H2) has a favorable impact on YouTube viewers' ad skipping behavior ($\beta = 0.177$, $p < 0.05$) was supported. Millions of rumors, many of them false, spread daily throughout social media platforms including YouTube, Facebook, Instagram, WhatsApp, Twitter, and others. The online environment is constantly receiving incorrect information because there is little control over its dissemination. The outcome is comparable to that of Baek and Morimoto (2012).

The third hypothesis posited that the perception of ad congestion incites YouTube viewers to ignore advertisements. This (H3) hypothesis was confirmed by the evidence of a positive and robust relationship ($\beta = 0.183$, $p < 0.05$). The findings of this investigation are in agreement with those of Cho and Cheon (2004). Ads that are excessively cluttered may cause individuals to struggle to express their messages, potentially resulting in their complete disregard. Time consumption (H4) has a significant effect on the ad abstention behavior of YouTube viewers ($\beta = 0.172$, $p < 0.01$). This outcome is comparable to that of Aaker and Bruzzone (1985). Additional research indicates that viewers may perceive lengthier advertisements as a waste of time. People may be underwhelmed if the commercials are lengthy, noisy, and large. The ad abstention behavior is positively influenced by perceived unnecessariness (H5) ($\beta = 0.162$, $p < 0.05$). Pasadeos (1990) agreed with the outcome, asserting that advertisements generate less irritation and avoidance when perceived as beneficial.

Interruptive to work (H6) has a significant effect on the ad abstinence behavior of YouTube users ($\beta = 0.171$, $p < 0.01$). This outcome is comparable to that of Cho & Cheon (2004). Users are unable to complete tasks or achieve their objectives as a result of the abrupt appearance of advertisements on websites, which causes them to avoid them.

5.1 Theoretical and Managerial Implication

Advertising avoidance on YouTube seems inevitable. YouTube viewers are prone to advertising avoidance, as we found through a literature review and data analysis. That's why advertisers need to be more careful and responsive to this problem. This paper attempts to render significant insights into the underlying factors responsible for viewers' unfavorable behavior towards advertisements. Ad clutter, prior adverse experiences, and hindrance to goals are the main reasons people avoid online advertising (Cho & Cheon, 2004). This paper identifies several key

factors that influence YouTube viewers' ad abstinence behavior. The main factor that triggers abstinence is the perception of unnecessaryness, followed by Perceived ad clutter, the incredulity of ad messages, disinclination towards ads, interruptions to work, and the indiscernible message of ads are also some of the factors liable for inciting advertisement avoidance. Researchers find indiscernible messages to be insignificant reasons for ad abstinence. The findings of the study help to enrich the existing literature of digital video advertising and consumer psychology.

To enhance the effectiveness of the advertisement, a marketing professional should strive to reduce negativity and avoid repeatedly displaying ads, which can lead to ad clutter and unnecessary clutter. People consider YouTube a task-oriented platform. When they perceive ads as disrupting their work and goals, they immediately choose to skip them, even before they have the option to do so. The unsolicited messages on the internet disrupt the tasks and goals of the users (Cho & Cheon, 2004). Marketing professionals need to work towards reducing these negative perceptions of people. They might seek permission before starting an advertisement on the screen. Frequent ads make people bored and provoke feelings of ad clutter. Marketing professionals should consider this perception and listen to audiences' actual desires. They can initiate one-to-one marketing through mass customization, which means treating each individual differently and promoting advertisements accordingly. Enhancing personalized advertising may lead to diminished ad abstinence (Baek & Morimoto, 2012).

5.2 Limitation and Scope of Further Research of the Study

This paper aims at revealing the underlying factors that tend to induce ad abstinence on YouTube. The authors tested six possible variables to identify the factors, and found all of them to be statistically significant. This paper's small sample size and sample nature limit the generalizability of the research outcome. The majority of the individuals in this paper were graduate and undergraduate students. Their perception of advertisements might be somewhat different from that of other older and more professional people. Moreover, the majority of the respondents are students from the same university, resulting in a homogenous sample. We may conduct additional research to address the limitations of this study. Therefore, we suggest conducting additional studies on this topic to obtain more precise and tangible results. We suggest expanding the sample size and incorporating individuals from various groups, social classes, and professions to achieve a positive outcome.

6. Conclusion

YouTube is considered to be a profitable platform for advertisers. Advertisers can reach a large number of people via this site. If viewers skip YouTube ads, it becomes challenging for advertisers to promote their messages to their intended audiences. Web surfers avoid internet advertisements because they perceive ad clutter, disturbance, past negative experiences, task and goal obstruction, and false or irrelevant messages. Despite the prevalence of advertising abstinence on YouTube, advertisers are unable to completely eliminate it; their only option is to reduce people's ad abstinence behavior. To achieve this, marketing professionals must be highly intelligent and strategic, given the dynamic nature of people. Introducing a more interactive promotional program could potentially reduce people's negative perception of advertisements. And we hope this study will provide marketing professionals and academia with the necessary insights to make strategic and constructive decisions.

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