

**A STUDY OF FACTORS THAT INFLUENCE CONSUMERS TO
SKIP OR NOT SKIP ADS ON YOUTUBE**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016**

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was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
August 21, 2016



.....
Miss Duangsmorn Kampeera
Candidate

.....
Assoc. Prof. Roy Kouwenberg,
Ph.D.,CFA
Advisor

.....
Asst. Prof. Prattana Punnakitikashem.,
Ph.D.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Simon Zaby,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

To complete this research, I would like to pay sincere gratitude to Assoc. Prof. Roy Kouwenberg for your patience, advice, and guiding me throughout the research process.

My completion of this project would not have been accomplished without the support of my family who always support me and given me the great opportunity to study at College of Management Mahidol University, where I have acquired much knowledge and experience.

Additionally, I would like to express my thankfulness to all my friends, my classmates and Ms. Muanfhun Thongkhum who gave me an advice and always supported me in my accomplishment of this thematic paper.

Finally, I would like to thank all of respondents who gave their support and willingness to complete the questionnaire.

Duangsmorn Kampeera

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DUANGSMORN KAMPEERA 5749242

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISOR COMMITTEE:

ASSOC. PROF. ROY KOUWENBERG, PH.D., CFA, ASSOC. PROF. SOOKSAN KANTBUTRA, PH.D., ASSIST. PROF. ASTRID KAINZBAUER, PH.D.

ABSTRACT

The purpose of this paper is to explore the factors that can influence Thai online users to watch video advertisement on YouTube (TrueView ads) and what factors that make them to click Skip ad button in order to help online advertiser to find an effective way to improve their video ad. The data were derived from online questionnaires which randomly distributed and acquired the sample size of 223 respondents. Most of respondents are office women workers who lives in Bangkok.

The findings of this research demonstrate that both of video length and impression factors have some relations toward willingness to watch the video ad on YouTube. The acceptable length for viewer should last no later than 30 seconds. On the other hand, the video ad which is able to grab viewers' attention in the first 5 second is the important period that influence people will click skip ad or not. However, online users will click skip ad button anyway if the brand does not match with their interest at all.

KEY WORDS: YouTube ads / Video ads in Thailand / TrueView ads / Ads content / Online ads

35 page

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Problem Statement	1
1.2 Research Question	2
1.3 Research Objective	2
1.4 Research Scope	2
1.5 Expected Benefits	3
CHAPTER II LITERATURE REVIEW	4
2.1 Conceptual Framework	4
2.1.1 Awareness	5
2.1.2 Irritation	5
2.1.3 YouTube Video Advertising	6
2.1.4 Advertising Value	6
2.1.5 Product Involvement	7
2.2 Informativeness	8
CHAPTER III RESEARCH METHODOLOGY	9
3.1 Research Design	9
3.2 Data Collection Methodology	9
3.3 Data Analysis	10
CHAPTER IV RESEARCH FINDINGS	12
4.1 Demographics Results	12
4.2 General views on watching video content on YouTube	13
4.3 Main Findings	15

CONTENTS (cont.)

CHAPTER V	CONCLUSIONS AND RECOMMENDATIONS	23
	5.1 Background and Importance of the Research	23
	5.2 Recommendations	23
	5.3 Limitations and Future Research	24
REFERENCES		25
APPENDICES		28
	Appendix A: Questionnaire	29
BIOGRAPHY		35



LIST OF TABLES

Table		Page
2.1	YouTube advertisement format	7
4.1	Watching frequencies on YouTube	14
4.2	The average time spend on watching YouTube	14
4.3	The device used for watching YouTube	14
4.4	Significant factors to consider skip or not skip ad on YouTube	15
4.5	Five factors that motivate people to watch video ad	17
4.6	Mean and standard deviation of summated scales based on factor analysis result	18
4.7	Correlation analysis	19
4.8	Model summary	20
4.9	ANOVA test of the overall significance of the model	20
4.10	Linear regression coefficients	21

LIST OF FIGURES

Figure	Page
2.1 Conceptual Framework	4
4.2 Chart of people notice the skipable ad	15



CHAPTER I

INTRODUCTION

The rapid growth of the internet since the early in 1990s has changed the world's economy. It can be observed in many developing countries in South East Asia like Thailand. In 2015, this land of smiles ranked 25 the number of internet users among 201 countries, there is 27.3 million users which represent 40% of its population. (internetlivestats, 2015)

It cannot deny that mobile internet has become one important thing in our daily life and help us in many ways for example, searching information, online-banking, E-commerce, entertainment and social media. Youtube is the one platform which has over a billion users—almost a third of all people on the Internet—and every day, people watch hundreds of millions of hours of YouTube videos and generate billions of views. In Thailand, 87% of user turn to go to Youtube when they are searching for video content and spend 38 minutes in average for visiting per session.

1.1 Problem Statement

Due to the huge amounts of viewers and the increasing of the internet usage, it is another opportunity for the marketer to advertise on this platform in Thailand to gain more brand awareness of the products. The TrueView ads on Youtube have been launched, it is an advertisement in video ad format that offers the viewer at the beginning of the main selected video and it will be automatically selected the target segment. There are many product categories create TrueView ads such as cosmetics, FMCG, banking, insurance company, and automobile.

Even though there is a lot of TrueView ad launch before the selected video, it seems to be normal practice that viewers want to watch their selected video immediately and want to avoid these ads by wait for 5 seconds then just click skip ad and may not notice what the ad is at all.

1.2 Research Question

This study will explore the factors that should be include in TrueView ad in order to gain more brand awareness and attract the viewer to watch the ads until the end of the video. What factors that encourage viewer to watch and still remember it? Does the presenter of the ads has an impact on viewers? What the determinant factors make the viewer feel uncomfortable and want to skip the ads.

1.3 Research Objective

The purpose of this paper is to investigate what can be the factors that influence Youtube users to watch TrueView ads more with less annoyance and still recognize the brand. The research will find out the factors from many aspects such as video category, behavior, location, interest and product category.

1.4 Research Scope

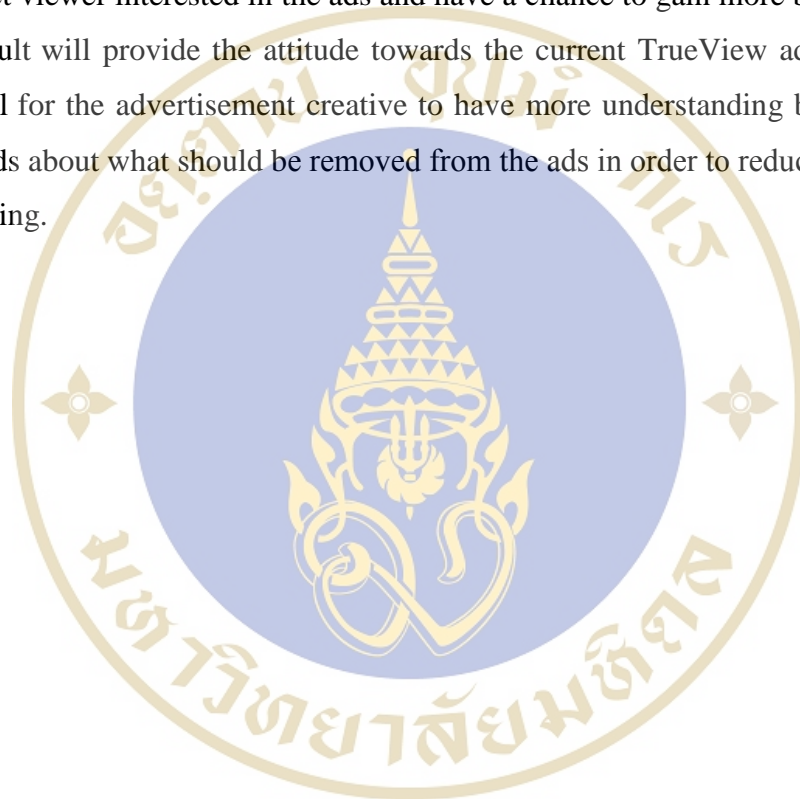
The research scope will be focused on

- The factors that encourage Thai people to watch video ads.
- Exploring the rationale answer from Youtube user both who watch and do not watch the ads.
- The strategy to attract viewer from the video ad's content.

The research approach will be conducted by the quantitative analysis. In this paper, the data will be collected by online questionnaire for 100 respondents who lives in Bangkok and go to Youtube platform at least once a day with age between 16-50 years old.

1.5 Expected Benefits

The final report will consist of the content that the ads should have in order to attract viewer interested in the ads and have a chance to gain more brand awareness. The result will provide the attitude towards the current TrueView ads and it will be practical for the advertisement creative to have more understanding before create the video ads about what should be removed from the ads in order to reduce viewers' skip-ad clicking.



CHAPTER II

LITERATURE REVIEW

In the present, we have been faced with an increasing amount of internet users who may spend their time online more than watch any traditional TV channel (through cable, satellite or antenna) and prefer watching YouTube around the world. The advertisers noticed this trend and increasingly use social media for advertising. Anyway, no matter how big the advertisement budget is, it can succeed only when it is able to gain attentions and awareness from viewers. This chapter aims to study on the previous research from various sources to review their investigations into the factors that have an impact on viewers and the determinant variables.

2.1 Conceptual framework

In the first section of the literature review, the author found many factors which drive internet users' intention on skip video ads. However, there is few result from the previous research that identifies the factors that influence users to watch or skip video ads on YouTube in Thailand. Hence, the author has set the hypothesis according to the conceptual framework in order to hypothesize the relationships for the research:

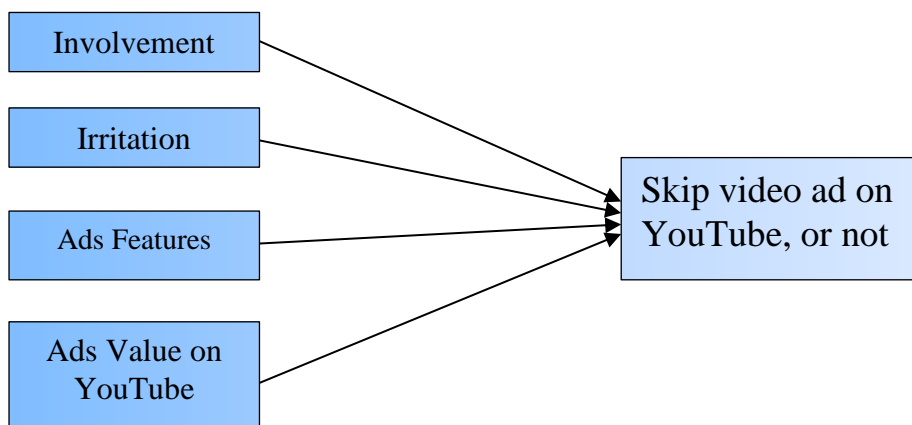


Figure 2.1 A conceptual model for internet user acceptance of YouTube Video ads

2.1.1 Awareness

The objective of marketing message is to make consumer aware of the product and the name. For example, advertising through print ads, television commercials, magazine, banners in website, video ads or from social networking such as YouTube, Facebook, Instagram or the traditional way like word-of-mouth. There are two levels of brand awareness as measured through memory- recognition and recall. Recognition is identifying something and remembering that you saw or heard of it earlier. Recall, a higher level of awareness, is bringing something back from memory (Duncan, 2005).

Social Media can build and raise brand awareness (Stephen &Toubia, 2010) since the huge amount of internet users are already going to social media, the digital word-of-mouth may become widespread and inform people about a brand and create brand awareness. The more often the consumer hear and be reminded about the product, the more chance to gain awareness from them. Just like when you want someone to thinking of you, just be around them, talking to them, and get familiar with as often as you can. When you are not there, they may think of you because you are already stay somewhere in their minds.

2.1.2 Irritation

Online advertising such as banner ads and pop-up ads are also distinguished as annoying and irritating (Edwards et al., 2002a, 2002b). People tend to avoid online advertising due to the irritating aspects of internet ads (Benway, 1998; Cho et al., 2004). Ducoffe (Ducoffe, 1995a, 1995b). Aaker and Bruzzone (1985) were concerned that users' criticism, annoyance, or irritation would negatively influence advertising effectiveness.

According to social media like YouTube, the annoyance can be linked to the advertising which make viewers feel uncomfortable, offended and losing their privacy. They don't want to wait for their selected video content by watch the ads every time they go to YouTube or messy banners in the screen. On the other hand, this irritation can also remind the viewer about the ads in negative way instead.

2.1.3 YouTube Video Advertising



YouTube features a number of video types, which could, in principle, feature the brand more centrally; nevertheless, a few studies demonstrate that consumers find it hard to recall seeing product-related information on the site, showing that brands may often play a more lateral role (Pikas & Sorrentino, 2014; Dehghani, Choubtarash, & Nourani, 2013). YouTube have five advertisement formats, two of them are video ads which are skippable video ads and non-skippable video ads.

However, the above literature on YouTube video advertising has given limited consideration to factors that impact brand awareness. Hence, this study develops the literature by linking the Thai consumers' attitude toward the advertising value as well as brand awareness and adding the ads' features as an affective factor on ad value.

2.1.4 Advertising value

Advertising value is, defined as “a subjective evaluation of the relative worth or utility of advertising to consumers”. Therefore, it is used as a tool for measuring the effectiveness of advertising (Edwards et al., 2002a, 2002b; Rao & Minakakis, 2003). Both consumers online and offline will find the value of online advertisement when the message is relevant to their needs. Advertising value can also be defined as the overall appraisal and representation of the worth of advertising on social media.

Table 2.1 YouTube advertisement format

Ad format	Placement	Platform	Specs
Skippable video ads 	Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.	Desktop, mobile devices, TV, and game consoles	Plays in video player.
Non-skippable video ads and long, non-skippable video ads 	Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads may be up to 30 seconds long. These ads can appear before, during, or after the main video.	Desktop and mobile devices	Plays in video player. 15 or 20 seconds in length, depending on regional standards. Long, non-skippable ads can be up to 30 seconds in length.

Source: <https://support.google.com/youtube/answer/2467968?hl=en>

2.1.5 Product involvement

Product involvement is commonly defined as a consumer's enduring perceptions of the importance of the product category based on the consumer's inherent needs, values, and interests (e.g. De Wulf, Odekerken-Schröder and Lacobucci, 2001; Mittal, 1995; Zaichkowsky, 1985). Since it was first introduced to marketing, the concept of involvement has been extensively used as a moderating or explanatory variable in consumer behaviour (Dholakia, 1997; 1998). YouTube ads may be seen from the viewer longer if the product is related to their perception or interest.

2.2 Informativeness

Informativeness can be defined as the extent to which ads provide users with helpful and resourceful information (Chen, 1999; Ducoffe, 1995a, 1995b). Clancy, Maura (Clancey, 1994) suggests that media users distinguish the advertising's ability to provide consumer information the fundamental reason for accepting the ad itself. Erdem (Erdem, Swait, & Valenzuela, 2006) found that consumers tend to demonstrate more signs of searching product information, and gain information more through unconditional, interpersonal information exchange (De Mooij & Hofstede, 2010). Furthermore, the concept is extended and many scholars showed the importance of informativeness on attitudes toward social media advertisements (Aswad). Thus, social media provides a proper tool for such a purpose because of its format, which displays further product information (Lee & Choi, 2005).

According to the figure 2.1 and based on the literature review, in Thailand internet users. The author expect that the factors that encourage consumer's attention on social media advertising such as YouTube channel. Therefore, these are considered the following hypothesis for the research:

H1: Irritation by YouTube advertising can negatively affect advertising value and increases the likelihood to skip the video ad.

H2: Increased advertising value of YouTube video ad may positively influence awareness

H3: The length of video ad affect the viewer to click skip ad or not.

H4: Humor video ad is positively affect brand awareness.

H5: The content in video ad influence viewer to watch the video ad.

CHAPTER III

RESEARCH METHODOLOGY

This research aims to add insight about Thai internet user behavior. This study seeks to identify aspects which can influence on how and whether they watch the video ads, obtain information, what factors can make them feel annoyed, and which content that they may be interested in the ads and prefer to watch it till the end.

3.1 Research Design

This study will use a quantitative research approach by distributing the online questionnaires. This online survey can provide more accuracy when the respondents answer their question directly to the system. Besides, it helps to reduce time for the researcher is able to analyze the result from online survey directly by using the online survey tools which show the information in graphs or tables. It is also convenient for the respondents as most of the people have internet connected through their smartphone, they can open the online survey any time to complete.

3.2 Data Collection Methodology

The online questionnaires are distributed with intended sample size of 100 respondents. The target population for the questionnaire is the internet users who frequently watch YouTube in any content. Frequently watch is defined as watch YouTube video at least once a week. In order to find out which factors affects to skip-ads behavior, this research does not limit the age, income, or occupation of the respondents, beyond having internet access and watching Youtube videos often.

Data Collection will conduct with the online close-ended questionnaire that is separated into 5 parts: Introduction, screening question, general question, specific question, and demographic question consequently

- Introduction will explain the objective of the survey and estimated time used for finishing the questionnaire.
- Screening question will choose only the target users who frequently watch YouTube video content.
- General question will examine target behavior. Both the user who watch the video ads before the selected video will be played and do not watch the ad in YouTube
- Specific questions will explore deeply in the detail of variables according to the framework. This part will ask the respondents the opinion in many aspects and will be measured by Likert scales to observe the level of agreement or disagreement. The questions will cover many variables: brand uniqueness, brand reputation in online media, sound, messages, ads presenter and content of the ads.
- Demographic question will collect the general information about the respondents such as age, education level, occupation, and income, type of accommodation, marital status, and interested activity. To find out the relationship between the demographic, behaviour, and variables that influence to watch the video ads.

3.3 Data Analysis

The result will benefit for both advertiser and YouTube users. As mention above, this research will use online questionnaires and analyze the data by SPSS methods. After done collecting the survey data, it will be analyzed by SPSS program to show the relations between each variable and the basic descriptive statistics and do the hypothesis tests.

The methods are Frequencies analysis, Cross-tabulation, ANOVA, and Regression analysis. First, we use the Frequencies analysis to summarize the demographic data and behaviour of the respondents.

Then, Cross-tabulation and ANOVA analysis are used to find out the relationship between variables and nominal data such as demographic and behaviours. And these will help create the modified repurchase intention structure.



CHAPTER IV

RESEARCH FINDINGS

Since the finishing the data collection process through online survey, the total respondents are 223 people which consists of 172 females and 61 males. Therefore, the respondents of this survey are mainly young educated women. The data analysis follows the conceptual framework by using SPSS program to analyze.

The general description of all respondents are shown as below.

4.1 Demographics Results

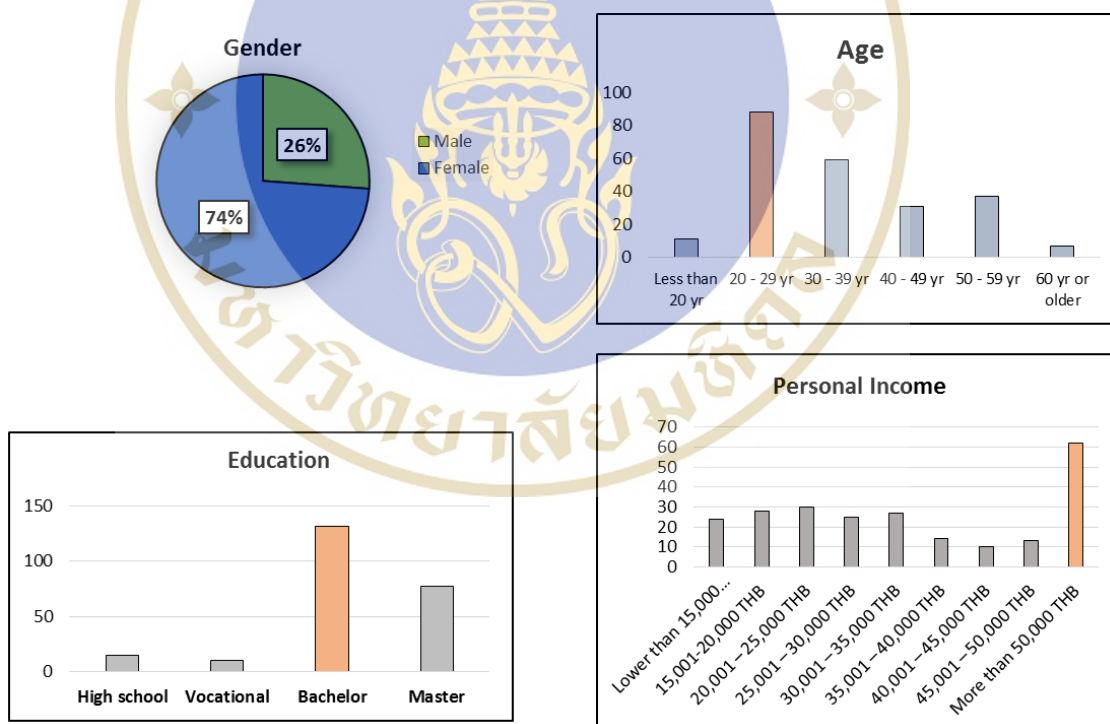


Figure 4.1 The respondents' demographics

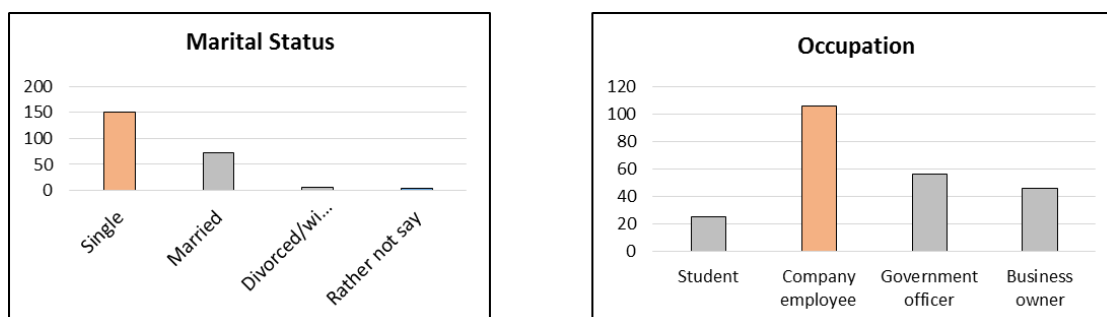


Figure 4.1 The respondents' demographic (cont.)

Most of the respondents are the first jobber women who aged between 20-29 years old. The monthly personal income is more than 50,000 baht which can be categorized as a middle income person. Their education level is bachelor's degree and most of them are single.

4.2 General views on watching video content on YouTube

From the findings, it showed that almost the half of the respondents (108 people) watch video on YouTube 2-3 times a day, while 49 people watch it once a day. Most of them spend the average time in watching video is 11-30 minutes. From 233 respondents, 212 people prefer to use smartphone to watch their YouTube video.

97% of the respondents answered that they noticed that for some videos, they can skip the advertisements at beginning after a few seconds.

Table 4.1 Watching frequencies on YouTube

Frequencies	Amount (person)	Percentage
Once a day	49	21%
2-3 times a day	108	46%
Once a week	23	10%
Less than once a week	0	0%
4-5 times a week	28	12%
Once a month	6	3%
Others	19	8%
Total	233	100%

Table 4.2 The average time spend on watching YouTube

Average time	Amount (person)	Percentage
Less than 10 minutes	34	15%
11-30 minutes	78	33%
31-45 minutes	39	17%
46-60 minutes	32	14%
61-90 minutes	19	8%
More than 90 minutes	29	12%
Others	2	1%
Total	233	100%

Table 4.3 The device used for watching YouTube

Device	Amount (person)	Percentage
Laptop and PC	121	26%
Tablet	86	19%
Smartphone	213	47%
Smart TV	38	8%

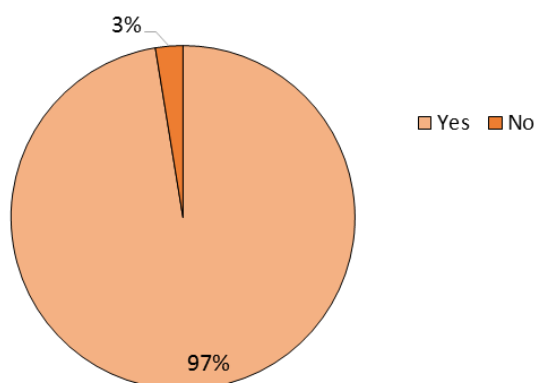


Figure 4.2 Have you ever noticed that for some YouTube videos, you can skip the advertisements at beginning after a few seconds?

4.3 Main Findings

The result of Total Variance Explained passed the analysis criteria with 5 components having initial Eigenvalues greater than or equal to 1 and cumulative percentage of variance equal to 65.969%.

Table 4.4 Significant factors to consider skip or not skip ad on YouTube
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.348	37.343	37.343	6.348	37.343	37.343	3.520	20.707	20.707
2	1.623	9.545	46.888	1.623	9.545	46.888	2.452	14.421	35.128
3	1.158	6.810	53.698	1.158	6.810	53.698	2.200	12.939	48.067
4	1.076	6.329	60.027	1.076	6.329	60.027	1.653	9.721	57.788
5	1.010	5.942	65.969	1.010	5.942	65.969	1.391	8.181	65.969
6	.810	4.766	70.736						
7	.668	3.932	74.668						
8	.644	3.787	78.455						
9	.606	3.567	82.021						
10	.542	3.188	85.210						
11	.434	2.555	87.765						
12	.427	2.511	90.275						
13	.411	2.415	92.690						
14	.373	2.192	94.882						
15	.335	1.972	96.854						
16	.291	1.715	98.569						
17	.243	1.431	100.000						

Extraction Method: Principal Component Analysis.

From the rotated component matrix table, it can conclude that there are five significant factors concerning the motivation of the respondents to skip or not skip TrueView ads. The first factor is named as “Ads features” which has 6 variables. The variables related to ads features are about the length of the video ads in seconds and the good music in TrueView ads.

The second factor, “Preferences”, which has 4 variables, when the respondents prefer to watch Video ads for the brand they like, pay more attention when a presenter is a celebrity, prefer to watch the ads when it shows the brand they like and think about the convenience of providing information about the product. The factor loading between Preference factor and its variables demonstrate the strong positive relationship.

The third factor is Impression, there are 3 variables in this factor. The respondents tend to watch the TrueView ads if it can grab their attention within the first 5 seconds or has a funny scene. To provide useful information in the video ads is also in this factor.

Information is the one of factor which has only 2 variables. The respondents consider the TrueView ads is trustworthy and able to rely on the information provided.

The last factor is named “Irritation”, which has 2 strong relationship variables. The ads will be skipped when it shows the brand that the respondents feel dislike or it does not relate to them.

As the result from the factor analysis, it can conclude that the length of video ads, the content in the ads, the impression toward the ads, and useful information has an impact to the respondents to skip or not skip the TrueView ads. The respondents consider TrueView ads to provide useful information and attractive in order to entertain and gain the updated information at the same time.

Table 4.5 Five factors that motivate people to watch video ad**Rotated Component Matrix^a**

Factor		Component				
		1	2	3	4	5
Ads Features	Will you be willing to watch an ad on YouTube if the ad last no more than 30 seconds?	.801				
	Will you be willing to watch an ad on YouTube if the ad last no more than 45 seconds?	.780				
	Will you watch an ad on YouTube if the ad last no more than 15 seconds?	.769				
	Will you watch an ad on YouTube if the ad last no more than 20 seconds?	.755				
	Will you watch an ad on YouTube if the ad last no more than 60 seconds?	.594				
	Will you watch the ad if it has good music?	.467				
Preference	I watch the ads for brands that I like.		.680			
	I watch the ad when it shows me the brand or logo.		.653			
	Will you watch the ad if it uses a well-known celebrity as a presenter?		.622			
	I think that ads on YouTube can be a convenient source of product/service information.		.606			
Impression	I watch ads that grabs my attention in the first 5 seconds.			.766		
	I think that ads on YouTube can provide me with useful information about product/service available in the market.			.750		
	Will you watch the ad if it has a funny scene?			.557		
Information	I think most ads on YouTube are truthful.				.879	
	I think I can rely on information obtained from ads on YouTube to help make my decision to buy a product.				.683	
Irritation	I skip any ads for a brand I don't like.					.788
	I skip the ad when it does not seem interesting.					.749

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 10 iterations.

Descriptive statistics

After exploratory factor analysis was performed, five factors were extracted. Summated scales were computed and the means and standard deviations of those scales are reported in the following table.

Table 4.6 reports summated mean scores of each explanatory factor. The first factor represented the willingness to watch advertising on YouTube if the length of ads was acceptable (mean = 2.25, SD = 0.80). The second factor represented the willingness to watch preferred brands' advertising (mean = 2.33, SD = 0.75). The third factor represented the usefulness of the advertised messages (mean = 2.82, SD = 0.75). The fourth factor represented the belief that advertised messages were real (mean = 1.98, SD = 0.68). The fifth factor represented the behaviour that viewers skipped the ad (mean = 3.36, SD = 0.76).

Table 4.6: Mean and standard deviation of summated scales based on factor analysis result

	Mean	SD	% of Variances
Factor 1	2.25	0.80	37.34
Factor 2	2.33	0.75	9.55
Factor 3	2.82	0.82	6.81
Factor 4	1.98	0.68	6.33
Factor 5	3.36	0.76	5.94

The summated scales were then used as explanatory variables trying to explain the dependent variable, overall willingness to watch YouTube commercial. The main hypothesis was to test the relationship between these factors and the dependent variable. The findings of correlation and linear regression analyses are presented in the following section.

Hypothesis testing

Table 4.7 reports the correlation coefficients of the explanatory variables and willingness to watch YouTube advertising. Factor 1 to factor 4 were statistically significantly associated with the willingness to watch YouTube at 5% significance level i.e. p-values were smaller than .05 level. The first factor “acceptable length of ads” was positively and strongly correlated with the dependent variable ($r = .694^{**}$), followed by the second factor “preferred brands” ($r = .583^{**}$), the fourth factor “belief that ads were real” ($r = .476^{**}$), and the third factor “the usefulness of the ads” ($r = .433^{**}$) respectively. The fifth factor was not statistically significant ($r = -.020$, $p\text{-value} = .761$) and could be dropped from the analysis.

Table 4.7 Correlation analysis

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Willingness to watch YouTube ad
Factor 1	1	.625** .000	.514** .000	.508** .000	.032 .625	.694** .000
Factor 2		1	.553** .000	.463** .000	.156* .017	.583** .000
Factor 3			1	.384** .000	.169** .010	.433** .000
Factor 4				1	.040 .541	.476** .000
Factor 5					1	-.020 .761

The following tables reports the result from linear regression analysis. The tested model can be written as follows.

Willing to watch YouTube advertising = f (Factor 1, Factor 2, Factor 3, Factor 4, Factor 5)

Table 4.8 presents summarizes key statistics such as R square value. The R square was .536 which means the model can be used to explain the variance of dependent variable about 54 percent. Alternatively, this could be explained as how well the regression model can predict the willingness to watch YouTube advertising better than using the mean 53.6 percent.

Table 4.8: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732	.536	.525	.59276

Table 4.9 reports the F statistic and its associated p-value (F = 52.383, p-value = .000) that tested the overall significance of the regression model. The result shows that the model was statistically significant at 5% significance level. This means at least one predictor in the model was significant and can be used to predict the dependent variable. However, the model's R square could be improved if it included more relevant independent variables.

Table 4.9: ANOVA test of the overall significance of the model

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	92.027	5	18.405	52.383	.000
Residual	79.758	227	.351		
Total	171.785	232			

Table 4.10 reports the regression coefficients as well as the significance tests results. Factor 1 ($t = 7.662$, $p\text{-value} = .000$), factor 2 ($t = 3.520$, $p\text{-value} = .001$), and factor 4 ($t = 2.210$, $p\text{-value} = .028$) were statistically significant at 5% significance level. By examining the standardized coefficients, the first factor was the most impactful predictor as it had largest standardized beta (.482) followed by the second factor (.222) and the fourth factor (.119) respectively. The 95% confidence interval of the regression coefficients are also reported in the right two columns. When the first factor increased by one unit, other variables in the model held constant, the willingness to watch YouTube ad increased between .386 and .653 unit. When the second factor increased by one unit, other variables in the model held constant, the willingness to watch YouTube ad increased between .112 and .398 unit. When the fourth factor increased by one unit, other variables in the model held constant, the willingness to watch YouTube ad increased between .016 and .286 unit.

Table 4.10 Linear regression coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	-.021	.221		-.094	.925	-.456	.415
Factor 1	.519	.068	.482	7.662	.000	.386	.653
Factor 2	.255	.072	.222	3.520	.001	.112	.398
Factor 3	.031	.060	.030	.520	.604	-.087	.150
Factor 4	.151	.068	.119	2.210	.028	.016	.286
Factor 5	-.091	.052	-.080	-1.729	.085	-.194	.013

The linear regression model can be written as follows, and the model can be used to predict the dependent variable if the values of all predictors are known.

Willing to watch YouTube advertising = (-.021) + .519 (Factor1) + .255
(Factor2) + .031 (Factor3) + .151 (Factor4) + (-.091) (Factor5)



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Background and Importance of the Research

In the present, the amount of internet users is increasing rapidly. People may spend their time online rather than watch any traditional TV channel. YouTube is the one of online platform that provides the variety of video content to internet user to have an enjoy watching moment. Due to the peoples' behaviour that tends to go online than before. The advertisers noticed and use social media for advertising. It can be succeed when it is able to gain attentions and awareness from viewers. This research provides information for the online advertisers concerning the factors that has an impact on viewers to click skip ad or not, it contributes useful information for creative advertisers to develop their VDO advertisement in order to gain awareness and reduce the click skip ad button.

5.2 Recommendations

After collecting the data and the analysis of the survey results, the result of this research shows some consistent and interesting findings. This research focuses only on viewers who live in Bangkok that would be good potential users and that are convenient to collect data from. Most of the respondents are single women and aged between 20-29 years old. Their monthly personal income is more than 50,000 Baht.

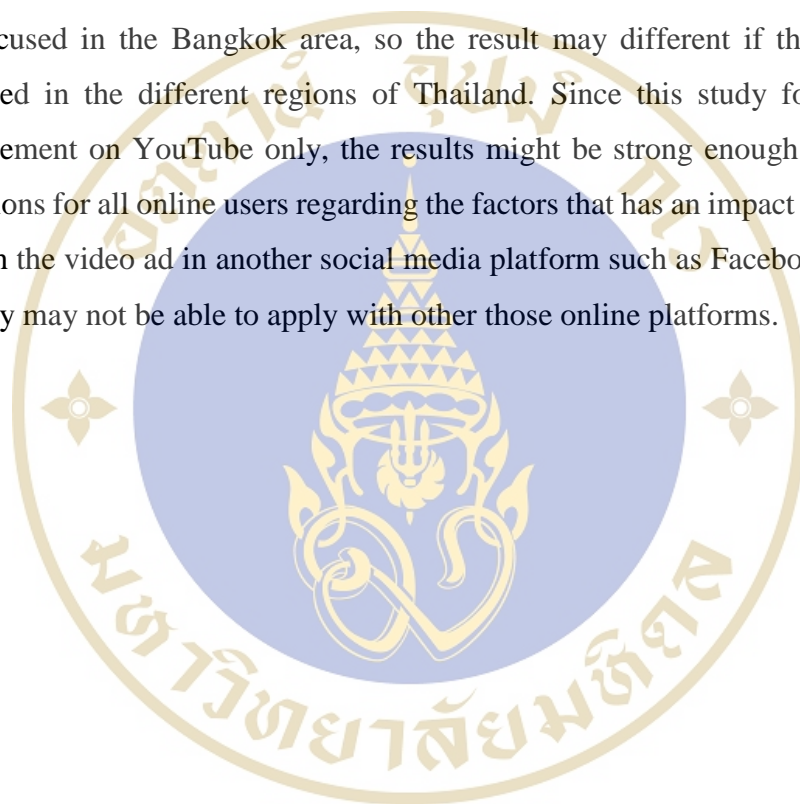
People tends to watch the TrueView ads when it has a good music in the videos, which is able to grab their attention at the beginning. Not only the good music, but funny scenes and the presenter still has a potential to hold their attention.

In addition, this research indicated there are another factor beside the mentioned in above which is the length of the ads that the respondents think it is acceptable to spend the time to watch the VDO ad. However, the respondents will click

the skip ad button if the video ad does not match with their interest such as a brand or the presenter.

5.3 Limitations

This survey has been distributed to the target group who are friends and classmates of the author. They are almost all from the same generation. The limitation is the target group tend to have the similar interests and lifestyle. Besides, the target is only focused in the Bangkok area, so the result may different if the survey is also conducted in the different regions of Thailand. Since this study focused on video advertisement on YouTube only, the results might be strong enough to represent the perceptions for all online users regarding the factors that has an impact their willingness to watch the video ad in another social media platform such as Facebook or website so the study may not be able to apply with other those online platforms.



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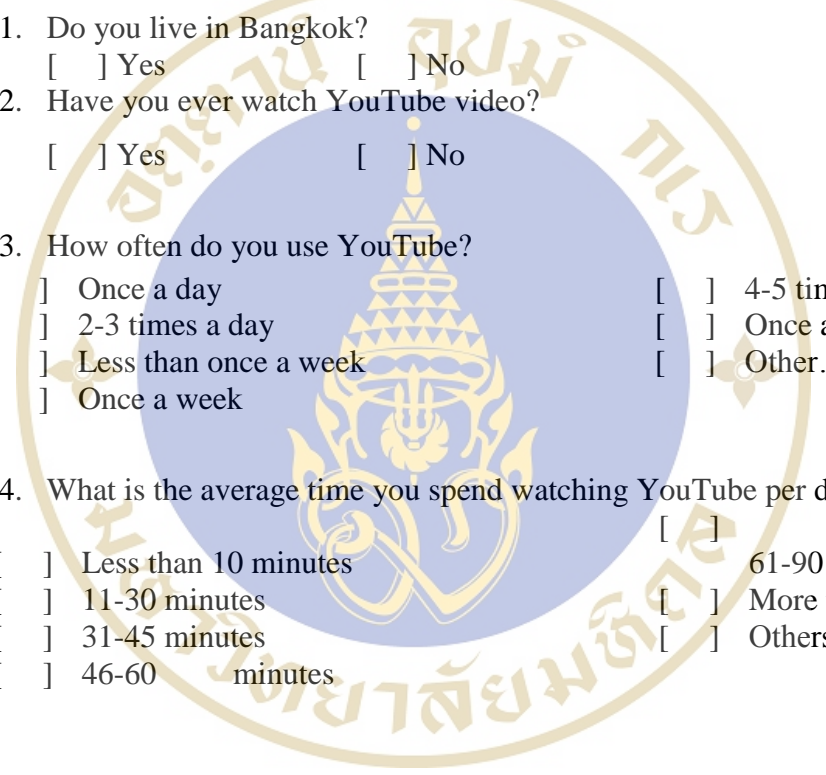
Appendix A: Questionnaire

“Factors that influence consumers to skip or not skip TrueView ads on YouTube”

This survey aims to explore which factors that influence the skipping the Video ads on YouTube. This survey will take around 10 minutes.

This survey is a part of the Master degree thematic paper at College of management, Mahidol University. All information will be kept confidential, and is used for research purposes only.

Section 1: General Questions

- 
1. Do you live in Bangkok?
 Yes No
2. Have you ever watch YouTube video?
 Yes No
3. How often do you use YouTube?
 Once a day 4-5 times a week
 2-3 times a day Once a month
 Less than once a week Other.....
 Once a week
4. What is the average time you spend watching YouTube per day?
 Less than 10 minutes 61-90 minutes
 11-30 minutes More than 90 minutes
 31-45 minutes Others.....
 46-60 minutes
5. What device do you normally use for watching YouTube?
 Smartphone
 Tablet e.g. iPad and Galaxy Tab
 Desktop Computer/ Laptop Computer
 Smart TV
 Others

6. What categories on YouTube do you normally watch? (Can select more than one)

- | | |
|---|---|
| <input type="checkbox"/> Music | <input type="checkbox"/> Film & Animation |
| <input type="checkbox"/> Education | <input type="checkbox"/> Comedy |
| <input type="checkbox"/> Gaming | <input type="checkbox"/> Howto & Style |
| <input type="checkbox"/> Travel & Events | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Pets & Animals | <input type="checkbox"/> Automobile |
| <input type="checkbox"/> Science & Technology | <input type="checkbox"/> Others..... |

7. Have you ever noticed that for some YouTube videos, you can skip the advertisements at beginning after a few seconds?

- Yes No

8. Suppose a YouTube video has an advertisement at beginning that can be skipped after few seconds. Do you typically skip the ad, or do you watch the ads until the end?

- I skip all advertisements
 I tend to skip most advertisements, but also watch some until the end
 I watch most advertisements until the end, but skip more
 I watch all advertisements until the end

Section 2: Specific Questions

2.1 Measurement of Dependent Variables and Independent Variables

Involvement		Strongly Disagree	Disagree	Agree	Strongly Agree
		1	2	3	4
1	I watch ads that grabs my attention in the first 5 seconds.				
2	I watch the ads for brands that I like.				
3	I skip the ad when it does not seem interesting.				
4	I watch the ad when it shows me the brand or logo.				

5	I think that ads on YouTube can provide me with useful information about product/service available in the market.				
6	I think that ads on YouTube can be a convenient source of product/service information.				
Advertising value		Strongly Disagree	Disagree	Agree	Strongly Agree
		1	2	3	4
7	I skip any ads for a brand I don't like.				
8	I think most ads on YouTube are truthful.				
9	I think I can rely on information obtained from ads on YouTube to help make my decision to buy a product.				
Irritation		Strongly Disagree	Disagree	Agree	Strongly Agree
		1	2	3	4
10	I skip ad because I want to see my selected video immediately.				
11	I think that ads on YouTube are irritating.				
12	I think that ads on YouTube are disturbing and interrupting.				
Ads Features		Strongly Disagree	Disagree	Agree	Strongly Agree
		1	2	3	4
13	Will you watch the ad if it has a funny scene?				
14	Will you watch the ad if it has good music?				
15	Will you watch the ad if it uses a well-known celebrity as a presenter?				
16	Will you watch the ad if it tells you something new about the product?				
17	I will watch the ad when it tells me about specific product benefits				

18	Will you watch an ad on YouTube if the ad last no more than 15 seconds?				
19	Will you be willing to watch an ad on YouTube if the ad last no more than 20 seconds?				
20	Will you be willing to watch an ad on YouTube if the ad last no more than 30 seconds?				
21	Will you be willing to watch an ad on YouTube if the ad last no more than 45 seconds?				
22	Will you be willing to watch an ad on YouTube if the ad last no more than 60 seconds?				
Overall		Strongly Disagree	Disagree	Agree	Strongly Agree
		1	2	3	4
23	Overall, I like to watch a “skippable in-stream ad” on YouTube.				
24	Overall, I am willing to watch a “skippable in-stream ad” on YouTube.				
25	Overall, I think a “skippable in-stream ad” on YouTube is a good idea.				

2.2 Opinion on a “skippable in-stream ad” on YouTube

27. In your opinion, when do you think a “skippable in-stream ad” should appear on YouTube?

[] Beginning of the video

[] The middle of the video

[] The end of the video

Section 4: Demographics

28. Please specify your gender

- Male Female

29. What age group do you fall into?

- Under 20 years old
 21-30 years old
 30-39 years old
 40-49 years old
 50-59 years old
 60 years or older

30. Marital status

- Single
 Married
 Divorced/Separated/Widowed
 Would rather not say

31. Education

- Did not complete high school
 High School or equivalent
 Vocational certificate/Higher Vocational certificate/Technical diploma
 Bachelor's Degree
 Master's Degree
 Ph.D. Degree

32. Occupation

- Student Employee of organization
 Government official Business owner/Self-employed

33. Monthly Income

- Less than 15,000 Baht
- 15,001 – 20,000 Baht
- 20,001 – 25,000 Baht
- 25,001 – 30,000 Baht
- 30,001 – 35,000 Baht
- 35,001 – 40,000 Baht
- 40,001 – 45,000 Baht
- 45,001 – 50,000 Baht
- Over 50,000 Baht

