

RELATIONSHIPS BETWEEN
ADVERTISING
INTRUSIVENESS,
ADVERTISING IRRITATION,
ATTITUDES TOWARD THE AD,
ATTITUDES TOWARD THE
BRAND, AND PURCHASE
INTENTION ON THE YOUTUBE

Submission date: 14-Jul-2020 08:52PM (UTC+0800)

Submission ID: 1357398944

File name: Sri_Hartini_Karil_31_Relationship_Between..._paper.pdf (261.87K)

Word count: 4393

Character count: 24516

VIDEOS ONLINE

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RELATIONSHIPS BETWEEN ADVERTISING INTRUSIVENESS, ADVERTISING IRRITATION, ATTITUDES TOWARD THE AD, ATTITUDES TOWARD THE BRAND, AND PURCHASE INTENTION ON THE YOUTUBE VIDEOS ONLINE

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Abstract

Marketing communication is communication which is used by companies in order to inform, introduce, and persuade consumers about products or services they offered. Choosing a type of marketing communication is an important aspect in building consumers' perception. Advertisement is one of marketing communication. The development of technology spreads in advertising area and makes it varied. Online mid-roll advertisement is one of them. It is an advertisement in the form of audio-visual which appears in the middle of you tube video. This study aimed to know the influence of interference (intrusiveness) on attitude toward the ad and attitude toward the brand and its impact on consumer purchase intention through consumer irritation. This study used quantitative approach and path analysis. The result showed that the intrusiveness significantly influenced attitude toward advertisement which continuously influenced attitude toward the brand. This also influenced consumers' purchase intention.

Keywords: intrusiveness, irritation, attitude toward thead, attitude toward the brand, purchase intention

INTRODUCTION

Utilizing internet technology as a means of communication makes internet advertising media become more diverse and interesting. Online video advertising is a form of communication in the form of advertisement that aired a video featuring audio and visual as well as advertising on television. This video ad could be seen in social media. YouTube is a social media site with video sharing basis. This ad appeared before (pre-roll) and for video delivery (mid-roll). Video ads that appear in the middle of impressions has the advantage of getting more attention from consumers. Attention is obtained when users have to preview the ad before it can play the video back. Attention that is given by the consumer will be a hope for advertiser so that consumers can recognize and remember the brand or product contained in the advertisement (Brand Awareness).

The advantages offered by this advertising does not necessarily make it an effective medium to deliver products to consumers. In a study conducted by (Li et al. 2002), states that intrusive as a psychological reaction to the perceived advertising disrupt cognitive processes of consumers. The disruption of which is the volume, duration and size as well as the media schedule (frequency and clutter) that can cause intrusiveness.

Ha (2008), argued that the ads that are strategically located high will cause interference. Aaker and Bruzzone (1968) found that, "annoying ads for too long, too hard or too large will cause Irritation". Ad placement contained in the online video advertising causes a feeling disturbed because these ads are forced or called by irritation. Irritation is the emotional feelings that arise as a result of feeling disturbed received by users. Schiffman and Kanuk (2004:256)

says that every consumer will form a variety of feelings (affect) and thinking (cognition) as of an ad. Mowen and Minor (2002: 378) stated in the advertisement refers to the attitude of joy or general lack of consumer's favorite on certain advertising stimuli during the advertising exposure. Emotions generated by advertising (positive affection and negative affection) influence attitudes toward advertising (Mowen and Minor, 2002: 378). Feeling disturbed about the ad would make the users do not like the ads that lets users conduct their aversion to these ads, so the purpose of these ads may not be delivered completely. Kotler and Keller (2012: 238) stated that consumer's attitudes toward the brand as a function of confidence in the evaluation of the product or brand and or certain attitude. Showing this belief gave rise to be the main focus of marketers because the attitude is considered as the belief that will drive consumers to purchase intention. In a study conducted by Mackenzie, Lutz, and Belch (1986), found a relationship between attitudes toward the ad, brand attitude, and purchase intention of consumers

III. THEORETICAL MODEL AND HYPOTHESIS

Intrusiveness

Li et al. (2002) suggests that consumers receive advertisements disorder may be the volume, length or size and schedule broadcast media. Online video ads that are on YouTube has a good ad placement before the main video and in the middle of impressions. Furthermore (McCoy et al. 2008) state that intrusiveness means the ability of advertising to interrupt the user who made their minds distracted. Intrusiveness is a measure of how much unwanted advertisements will cause disruption to consumers. McCoy et al. (2008) state that the ads that interfere with the primary purpose of consumers would cause greater interference. In other words that are not expected consumer advertising will make consumers feel annoyed.

Irritation

Li et al. (2002) suggest that the annoying ads often described as "provoking, causing momentary displeasure, and impatience". Annoying ads will cause resentment and impatience for a moment. McCoy et al. (2008) state that the irritation was feeling disturbed consumers arising from interrupt ads. According to (Edward et al. 2002) irritation is possible emotional reactions and avoidance is the result of behavior that may be made by consumers in response to annoying ads.

McCoy et al. (2008) state that there is a positive relationship between intrusiveness with consumer's perceived irritation. If an ad is considered a nuisance (intrusiveness) and feeling disturbed (irritation) develops, it will affect the attitude toward advertising and consumers will give a negative attitude.

H1: Intrusiveness ads effect on the irritation consumers.

Attitudes toward the Advertising

Consumers form a variety of feelings (Affect) and thoughts (cognitions) as a result of advertising exposure that will affect consumer attitudes toward advertising (Schiffman and Kanuk, 2007: 241). In the affective reaction to the consumer is feeling happy or not happy for ads, whereas the cognitive element is the brainchild of the consumer to any information that is displayed by an advertisement. Mowen and Minor (2002: 378) that the attitude toward the

ad refers to the preferences or the general lack of consumer's favorite on certain advertising stimuli during the advertising exposure. Emotions generated by advertising (positive and negative affection) influence attitudes toward advertising (Mowen and Minor, 2002: 378).

Hernandez et al (2004) suggests that high levels of irritation associated with a decrease in the effectiveness of an ad. Hernandez et al. (2004) suggest that the effectiveness of an ad has a strong relationship with the consumer attitudes toward advertising. The level of irritation of an ad can influence consumer attitudes toward advertising (Morimoto and Chang 2006)

H2 : consumer irritation effect on consumer attitudes toward the ad

Morimoto and Chang (2006) state that intrusiveness is one of the things that affect consumer's attitudes. From these definitions it can be said that the interference received by consumers will affect consumer's attitudes toward the ad. Ha (1996) states that intrusiveness have a negative effect on attitudes toward the ad. Consumers tend to have a negative attitude toward the ad or even avoid the ads (avoid) that if when they feel that they do not want ads (Li, Edwards and Lee 2002).

H3 : Intrusiveness effect on consumer attitudes toward the ad

Attitude toward the Brand

toward the brand is one of the concepts attitude towards the object proposed by Peter and Olson (2003: 238). Kotler and Keller (2012: 232) also state the same thing that the attitude of the object can be interpreted broadly to include the concept of marketing such as product category, brand, and others. Attitudes toward the object is considered appropriate to measure attitudes toward the product or brand. Kotler and Keller (2012: 238) state that consumer attitude toward a product or brand as a function of confidence in the evaluation of the product or brand and or certain attitude. So consumers will form a positive attitude to the brand when they believe the brand has a level sufficient attributes to be evaluated positively, and vice versa.

Mackenzie et al. (1986) state that consumer's attitudes on advertising is an affective constructs that represent the feelings of love or hate from consumers to advertising itself, is a mediating influence on brand attitude and purchase intention. Mackenzie et al. (1986) also found in his research that there is a correlation between attitude toward the ad and attitude toward the brand

H4 : Attitude toward the Ad effect on Attitude toward Brand

Intention to buy

Belch and Belch (2012: 127) defines a purchase intention as a tendency of customers will buy a particular product or brand. Rossiter and Percy (1987: 155) defines a purchase intentions as the buyer 's self- instruction to purchase the brand or take other relevant purchase related action , This definition implies that the purchase intention is a command to himself to buy a certain product or take action another associated with the purchase. According to them, intention to buy is a stage before the buyer performs an action such as a purchase decision. Furthermore Buying Intentions are also included in the conative component, the tendency of the actions taken by the consumer with regard

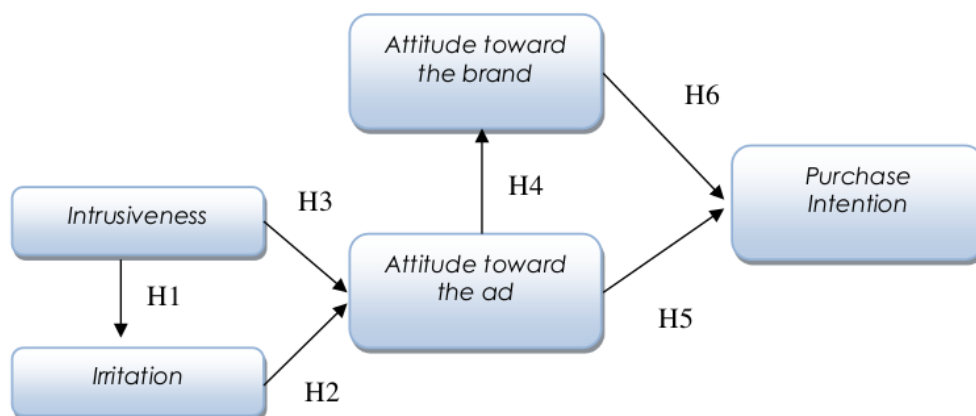
to the object encountered. Conative relates to the possibility or the likelihood that the individual will perform a special act or behave in a certain way for a certain attitude toward the object.

According to Sciffman and Kanuk (2007: 242), there is a positive relationship between attitudes toward the ad and purchase intention. If consumers like an advertisement, they would prefer to buy the advertised product, and vice versa. Research conducted by Mackenzie, et al.(1986) brand attitude and thereafter as a result of the intention to buy, the relationship between attitudes toward the brand and purchase intention is reinforced by research conducted by Azis and Kim (2013), attitude of the brand has a positive impact on consumer's purchase intention. So if a consumer has a negative attitude towards brand products that is advertised, then the consumer's purchase intention will go down. Based on the formulation of the problem and the literature review above, it can be deduced as in this study

H5 : Attitudes toward the ad effect on purchase intention

H6 : Attitude toward the brand effect on purchase intention

Framework of thinking



METHODE

Sampling and Data

Our sampling frame is people who showed intrusiveness advertising in video you tube online. We used accidental sampling method. The data were collected in a survey, the research team developed the questionnaire, to the extent possible, questionnaire were based on previous studies. We used 150 questionnaire, to the survey a response rate of 84,7 %. However, because of missing answers, only 127 responses were usable for statistical analysis.

Measurement

This study used 5 variables Intrusiveness, Irritation, attitude toward the ad, attitude toward the brand and purchase intention. Intrusiveness, defined as a consumer perceived disruption caused by the emergence of advertising information (Edwards et al. 2002). (McCoy et al. 2008) states that the ads that interfere with the primary purpose of consumers would cause greater interference. Intrusiveness was measured by asking participant questions developed four items of (Edwards et al. 2002). Irritation was feeling disturbed consumers arising from the ads interrupt (McCoy et al.: 2008). According to (Li et al. 2002) irritation is possible emotional reactions and avoidance is the result of behavior that may be made by consumers in response to annoying ads. Irritation was measured by asking participants questions three items adopted from (Edwards et al. 2002). Attitude toward the ad is an evaluation or consumer response given either negative or positive towards the ad. In this study, the attitude toward the ad was measured by asking participants questions four items adopted from (Elliot and Speck 1998). Mowen and Minor (2002:319) states attitude toward the brand as a gesture of affection or feelings toward a stimulus. In this study the attitude towards the brand not only in the context of affection but also cognition. Attitude toward the brand will be measured using indicators developed from Adis and Kim (2013), this variable measured by three questions. Consumer purchase intention is the tendency of consumers with regard to the object encountered. Purchase intention was measured by adapting (Chang et al. 2010), this variable measured by four questions.

RESULTS AND DISCUSSION

This study using path analysis that is the relationship between the independent variables, intermediate variables and the dependent variables are usually presented in the form of a diagram. Path analysis is based on the calculation of the strength of the causal relationship of the correlation between some variables (Ferdinand, 2005: 135)

Tables. 1 Hipotesys Test of The Effect Between Each Variables

Variables		Estimation	P	Explanation
Intrusiveness	→ Irritation	0,245	0,000	Significant
Irritation	→ Attitude toward ad	-0,405	0,000	Significant
Intrusiveness	→ Attitude Toward Ad	0,055	0,427	Non- Significant
Attitude toward Ad	→ Attitude Toward Brand	0,382	0,000	Significant
Attitude toward Ad	→ Purchase Intention	0,274	0,000	Significant
Attitude toward Brand	→ Purchase Intention	0,419	0,000	Significant

The table given for the estimated path and structural models are standardized factor loadings of causal relations with t-values in parentheses. Test results prove that there is influence between intrusiveness and irritation. The influence of both these variables are shown with a significance level of 0.000. The results are consistent with studies of Li, Edwards and Lee (2002) which states that the ads annoy the consumer's cognitive processes will lead to a feeling disturbed (irritation). When the online video ad appear in the middle of impressions, this ad disrupt and prevent consumers because ads distract consumers from the main display video.

The test results prove that there is influence between irritation and attitude toward the ad. The influence of both these variables are shown with a significance level of 0.000. This study was in accordance with the results of Morimoto and Chang (2006) which states that the level of irritation of an ad can influence consumer's attitudes toward

advertising. Schiffman and Kanuk (2007: 241) state that the attitude toward the ad can be influenced by a variety of feelings (affect) and thoughts (cognitions) as a result of advertising exposure that will affect consumer attitudes toward advertising. Irritation is an emotional feeling (affect) which proved influential in the formation of consumer attitudes toward advertising. If an ad is considered a nuisance (intrusiveness) and feeling disturbed (irritation) develops, it will effect the attitude toward the ad and consumers will give a negative attitude.

The test results prove that there is no influence between Intrusiveness and attitude on the ad. The significance level relationship between the two variables is 0.427. Because the value of a significance level greater than 0.05, it is known that there is no significant effect the intrusiveness on the attitude toward the ad. The results of this study are not consistent with the theory presented by Ha (1996) that intrusiveness have a negative effect on attitudes toward advertising. No significant effect on the attitude toward the ad and intrusiveness of this study may have occurred because in this study confirmed the respondents had visited YouTube, streaming video and online video advertising to meet mid-roll in it. It is associated with social media consumer experienced YouTube. The level of interference will not affect consumer attitudes toward the ad, because consumers know how to work patterns online video advertising in YouTube so no effect on consumer's attitudes toward the ad. Another factor that allows no significant influence on the attitude towards the ad intrusiveness is because the ads that aired in accordance with the interests and needs of consumers itself. On the other hand, the intrusiveness have significant effect on irritation. This may occur due to factors other than the experience of the consumer who makes the development of emotional feelings. Emotional consumers may develop feelings triggered by three things according to Li et al. (2002) that the ad content, execution and placement. Ad content that is could not be trusted, confusing or exaggerated. Execution of advertising that could create a feeling of growing consumer emotional if the ad is too hard, too long and too big. While the placement associated with product placement in advertising as well as the frequency of the ads in the video. Bauer and Greyser (1968) state that "Consumers may feel overstimulated. Also when viewing many ad in a short time or seeing a single ad too frequently". Thus, in this study indicate that disruption of the ad will not create a negative attitude toward the ad or consumers did not develop emotional feelings.

The test results prove that there is an influence of attitudes toward the ad and brand attitudes. The influence of both variables are indicated by the significance level of 0.000. Then it's proved that there is a significant relationship between attitudes toward the ad and brand attitudes. This is consistent with the theory presented by Schiffman and Kanuk (2007: 242) that the consumer's feeling on advertising effect their attitudes on advertising and also raises confidence in the brand of products advertised, then consumer's attitudes on the ads will affect their attitude to the brand. Consumers whom respond to the ad will negatively impact on consumer attitudes toward the brand becomes negative. When consumers see online video ads appear in the midst of ad impressions YouTube consider unattractive, consumers will tend to dislike the brand product in the ad.

The test results prove that there is an influence of attitudes on advertising and purchase intention. The influence of both variables are indicated by the significance level of 0.000. Because of the smaller significance level 0.05, then it's proved that there is a significant relationship between attitudes toward the ad and purchase intention. This is consistent with the theory presented by Lai and Huang (2011) that the more positive consumer attitudes toward the ad, will be higher on purchase intention and vice versa. When consumers do not like the ads that appear in

the middle of the show YouTube, consumers would not consider buying the product. This means that consumers who respond negatively will result in a decline in consumers' purchasing intentions. Consumer's buying intentions become important because it is associated with the ultimate goal of the publication of an advertisement that purchasing decisions by consumers.

The test results prove that there is an influence of the brand attitude on purchase intention. The influence of both variables are indicated by the significance level is 0.000. Because of the smaller significance level 0.05, then proved that there is a significant relationship between the attitude toward the brand and purchase intention. Consumer Purchase Intention is conative components are included in the measures taken by the tendency of consumers is the possibility or the likelihood that the individual will perform a special act or behave in a certain way for a certain attitude objects such as interest in buying the product, consideration of buying a product, and the tendency to buy the product. This hypothesis has been in accordance with the theory advanced by Aziz and Kim (2013) that the attitude of the brand has a positive impact on consumer's purchase intention. When consumers do not like the brand of products advertised, it would be difficult for consumers arising intention to buy the product. Consumers who have a negative attitude towards the brand will have an effect on decreasing the level of consumer purchase intentions.

MANAGERIAL IMPLICATION

As for advice for practitioners that the advertiser should conduct a review of the ad formats and ad content that will be used. In this study intrusiveness have significant effect on irritation. Marketers should consider advertising that does not cause the consumer's emotional feelings evolved to avoid negative consumer attitudes toward advertising. With, packing advertising to become more creative, using approaches such as humor appeals or reduce advertising time felt able to reduce the growth of the consumer's emotional feelings. In this study, also demonstrated that annoying ads has no direct influence on the formation of consumer's attitudes to advertise.

So it is very important for marketers to consider whether the online video ad impressions will affect consumer's negative feelings or not. Annoying ads might be easier for consumers to remember an advertisement but advertising that makes an emotional feeling of growing consumer may adversely affect the ad.

CONCLUSION AND FUTURE RESEARCH

The results of this study indicate that there are significant results between intrusiveness and irritation. Similarly, the intrusiveness which also has a significant effect on the attitude of the ad. Then the attitude of the ads have a significant effect on brand attitudes and purchase intentions of consumers, as well as on brand attitude variables that significantly influenced consumers' purchasing intentions. However, this study showed that the nosignificant relationship between the intrusiveness with attitude toward the ad that may be due to the experience of the user itself. The level of interference will not affect consumer's attitudes to advertising because consumers know how to work patterns online video advertising in YouTube, so no effect on consumer attitudes toward the ad. Another factor that allows no significant influence intrusiveness on the attitude towards the ad because the ads that aired in accordance with the interests and needs of consumers itself.

Despite the fact that intrusiveness no influence on attitude toward the ad. So in future research important to explore the cause about it, such as used the other variables like consumer characteristic, product knowledge, online experience

Suggestions for further research is to determine the specific product as a research tool to facilitate the attitude of consumers towards products that are advertised and expand research by linking the respondent, like age with some types of products that can be produced clearer picture of research.

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