

Customer's Perception Of Compulsory-View Advertising On Youtube And Its Effect On Their Purchasing Behavior

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Abstract: *Nowadays, most businesses adopt social media, as a platform to promote their products and/or services. Business owners and companies usually apply their marketing strategies through online advertising. One of the platforms that they usually use is YouTube. YouTube is a well-known and most-used platform when it comes to video-watching. This paper aims to bridge the knowledge gap which is to know the impact of customer's perception of compulsory-view advertising towards their purchasing behavior. In this study, the data collection was conducted through quantitative method using questionnaires, that were spread out to all people who have experienced/ actively using YouTube. In total, there were valid 178 questionnaires used to analyze the data variables. The results illustrated that personal relevance has strong impact on customers' perception. In contrast, informativeness and entertainment, have no significant impacts on customers' perception. This paper can help marketers/ advertisers to know better about the customers' perception.*

Keywords: *customer's perception, internet marketing, online advertising, purchasing behavior, YouTube compulsory-view advertising.*

I. INTRODUCTION

In the social and economic orders, advertising and promotion are considered to be vital components. For customers and businesses, advertising is also seen as a critical communication system, especially in this complicated world (Belch & Belch, 2018). To create affirmative impact, which is called a constructive brand attitude, advertising is considered to be a way to convert a potential customer towards the advertised product or service by providing information, indirectly. The purpose of advertising is to build a long-term positive brand attitude by 'switching' the customer towards the brand (Percy, 2016). It has been explained that customer's attitude towards social media advertising can be shown through the research on social media ads and online ads, which is considered to be a crucial factor of its effectiveness (Boateng & Okoe, 2015).

There are two types of advertising: offline and online advertising (Goldfarb, 2014). One of the mediums for displaying online advertisement is YouTube. In fact, millennials were found to be active users/ viewers of YouTube

videos (Perrin, 2015). Speaking of market and consumption, YouTube is an archive full of information and understanding (Dehghani, Niaki, Ramezani & Sali, 2016). Generally, YouTube has two kinds of advertisement: skippable and not-skippable (compulsory-view) advertising. For skippable advertising, there are in stream and in-video advertising. Both are the type of advertisement that can be skipped after 5-15 seconds. In-stream ads give options to the viewers, whether to continue watching the ads or skipping it after watching for 5 seconds (Dehghani et al., 2016). The maximum time for standard in-stream ads is 15 seconds. Meanwhile for in-video advertising, its appearance is usually on the lower part of the company's video. The viewers can only close or minimize it after 15 seconds (Pikas & Sorrentino, 2014).

Compulsory-view advertising, for small advertisement, it is usually played about 10 seconds, while for larger video advertisement, it can be skipped after 4 seconds of watching the content (Dimopoulos, Ros, & Cuxart, 2013). There is also a case where the ads are 6 to 20 seconds long and not skippable. For YouTubers with many audiences, they can

select intervals in terms of when the ads will appear (McCammond, 2018).

Advertising in digital formats still becomes the most trusted advertising form (Nielsen, 2015). In fact, 66% of global respondents looked into the customers' opinion which are posted online (Nielsen, 2015). In terms of customers' behavior in viewing advertising, Tandyonomanu (2018) argued that, people who are usually willing to wait and keep watching the compulsory-view ads on YouTube until finish, were because they are waiting for the video content. Thus, the targeted customers most likely see the compulsory-view advertisement. Stephen (2015) concluded that digital advertising is more effective than offline advertising in the case of driving online customers' behavior. Some people consider compulsory-view advertising as annoying pop-up information. A study by Goldstein, Suri, McAfee, Abueg and Diaz (2014) showed that "annoying" online ads (e.g compulsory-view, low quality, obtrusive) are economically costly for advertisers and also cognitively costly for customers.

ONLINE ADVERTISING TREND IN INDONESIA

Online market place has been widely used by society, especially in Indonesia (Indonesia-Investments, 2016). This trend shows that online advertising will be more often be used by business owner/ market place/ corporation to catch the customers' attention (Bizinsight, 2019). Moreover, based on the research conducted by Ken Research Private Limited (2017), they predicted that online advertising business in Indonesia will have a positive growth for the next several years.

As a matter of fact, in Indonesia, the expenditures for advertising surged by 4% in the early quarter of 2019 (Nielsen, 2019). Goldfarb (2014) also found that smaller advertisers, who are looking for niche customers, valued online advertisement more than offline advertising. In April 2019, the current population of Indonesia has reached 267 million, which also means that it is the 4th largest country population wise in the world (Badan Pusat Statistik, 2019). From that total, there are 171.17 million people (63.63%) who are already connected to the Internet. This figure increased from 2017 when the Internet penetration rate in Indonesia was 54.86%. From year to year, the numbers continue to rise (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2019). Based on research from Google Temasek in 2017, e-commerce transaction has reached USD 10.9 billion in South East Asia. This amount was bigger by 41% compared to year 2015, which only reached USD 5.5 billion.

That is why, Indonesia has become an interesting subject ever since. As a matter of fact, in 2018, e-commerce in Indonesia has also experienced rapid growth, and is expected to continue to increase as the number of entrepreneurs and micro, small and medium enterprises (MSME) grow in the country (Warta Ekonomi, 2019). In addition to these data, the great potential of the e-commerce industry in Indonesia is also influenced by the style of online shopping, especially by the millennial generation (Warta Ekonomi, 2019). According to Indonesia Millennial Report (2019), millennials are very fond of looking for comparisons of prices, features, promo

programs and product quality on several e-commerce sites before deciding to buy an item (Asosiasi E-Commerce Indonesia, 2019). Thus, this is closely related to advertising, which can help to grow their businesses through the changes of the customers' behavior.

STATEMENT OF THE PROBLEM

There is a gap which is the lack of understanding of customers' perception regarding compulsory-view advertising, as to whether there is any effect on their purchasing behavior. There are several factors that affecting the customer's perception of compulsory-view advertising such as personal relevance, informativeness and entertainment. This research will focus on the compulsory-view advertising on YouTube due to its prominence and customer's familiarity towards it, as well as its influence in the social media market.

PURPOSE OF THIS STUDY

The objective of this study is to examine the relationship between customer's perception of compulsory-view advertising and their purchasing behavior.

RESEARCH HYPOTHESES

Ho₁ Personal relevance has a tremendous impact to the customers' purchasing behavior.

Ho₂ Informativeness has a tremendous impact to the customers' purchasing behavior.

Ho₃ Entertainment has a tremendous impact to the customers' purchasing behavior.

II. LITERATURE REVIEW

Literature was selected based on the alignment of the various aspects that affect customer's perception. Those angles include personal relevance, informativeness, and entertainment.

Quester, Pettigrew, Kopanidis, Rao Hill and Hawkins (2014) argued that "Perception is the process by which we notice, attend to and interpret the stimuli-objects, messages and events-that we encounter in the world around us". In brief definition, customer perception is the process where customers try to conform numerous marketing communications being faced every day.

Based on the literature reviewed (Hamouda, 2018), approximately half of them, shown that social media advertising brings constructive perceptions which can influence pleasant behavioral responses, which can lead to buying decision. Bai, Yao and Dou (2015) claimed that purchase behavior/ intention is one of the key factors in social commerce. Based on this, it can be said that social media can build perception, which then affect customers' purchasing behavior.

A. PERSONAL RELEVANCE

A study by Morris, Choi and Ju (2016) stated that individual relevancy is one of the factors that may affect customer's perception of digital advertising. He also argued that customer's attention to advertising can be grabbed as long as it is relevant to them. It can also be done simultaneously in lowering the advertisement avoidance. Based on his study, which also involve online survey, found that the ads relevance and attention has shown a positive relationship. Basically, in order to produce fruitful impact on the advertising's usefulness, its relevance is an essential part to take part. For instance, more attention can be obtained if the advertising has more relevance. Likewise, products or services that are personally-relevant, are more likely to be chosen by people, as they showed constructive attitude towards the advertising (Jung, 2017).

Moreover, the advertised products or services have higher chances to be purchased as the relevance exist. Morris et al., (2016) argued that personal relevance is an essential component that contributes to the advertising effectiveness. A study from Lueg (2014) found that eyesight is one of the several factors that affect perception. Moreover, he also stated that vision system of individual has certain characteristics that may affect the information behavior of a person.

B. INFORMATIVENESS

According to Alalwan (2018), informativeness was defined as the degree which firm's sufficient information can help customers to have better buying determination. In the era of digital commerce, informativeness is even seen as more important since it can bring influence on the customers' attitudes. An advertisement can be said as effective if it is informative. Moreover, it will also be value-adding as long as it is relevant. Additionally, informative advertisement is seen as less interfering (Goodrich, Schiller & Galletta, 2015). Lee and Hong (2016) found that there is a linear relationship between informativeness and customers' reaction on social media advertising. Besides, a study on instructional video advertising addressed that the purchase motivation of the customers has been affected by the information component of the online video advertisement (Jain, 2018). It has been found that information can help customers to do purchasing decision as they got to learn about new products, including its functions and benefits. Therefore, it offered them more knowledge and better understanding of the products, as well as the ability to compare the price with other online market place (Leal, Hor-meyll, & de Paula Pessôa, 2014).

A study by Belch and Belch (2018), found that there are stages in the customer-decision making process. The first step is problem recognition, then information search. After that, it will go to alternative evaluation and purchase decision. Finally, the last step will be post-purchase evaluation. Thus, from this phase, it can be concluded that information plays an important role in the process of decision making.

C. ENTERTAINMENT

According to Cambridge Dictionary (2019), entertainment is defined as shows, films, television or other performances or activities that entertain people or a performance. Users' needs for enjoyment, emotional release and pleasure can be catered and enlarged by entertainment (Dehghani et al., 2016).

In order to be effective, advertisement needs to include entertaining quality as it can help to catch customers' attention and drive their attitudes (Goodrich, et.al., 2015). In fact, entertainment is also directly affecting advertisement value (Jain, 2018). To correctly communicate the message and to boost its effectiveness, advertisers' aim to show the best entertaining display on their advertisements. Pointedly, since they have confidence that in generating good stance, entertaining advertisement plays an important role (Jain, 2018).

A person's feeling and emotion can be influenced by the social media's interaction (Haida & Rahim, 2015). Furthermore, they also stated that entertainment can help people who want to clear their mind and get pleasure.

III. RESEARCH METHODOLOGY

To measure the customer's perception about compulsory-view advertising towards their purchasing behavior, questionnaires were distributed randomly to all people who are active users of YouTube. This research adopted quantitative approach and applied a convenience sampling method. The distribution of the questionnaires was done through offline and online methods. Previous literature was used to develop the questionnaires. There were modification and adjustment as well to validate the content. The first part of the questionnaire consisted of 6 questions to know whether the content of compulsory-view advertising that the customers encounter, are relevant to them. The questions for this part was borrowed from previous study (Jung, 2017). The second part comprised of 5 questions in order to know whether the customers perceived the ads as informative. Relevant questions were adopted from previous literature (Morris et al., 2016). The third section consisted of 5 questions to know the customer's purchasing behavior after watching compulsory-view advertising as to whether most of the time, is entertaining (Jain, 2018). While, for the fourth segment which consisted of 3 questions that measured the purchasing behavior of the customers. All of them used five-point Likert scale (1=strongly disagree to 5=strongly agree). And finally, at the last part of the questionnaires, the questions were about socio-demographic characteristics of the participants. A pilot test was conducted to 25 random respondents in order to confirm the reliability and validity. The result of statistical reliability test of Cronbach's alpha showed that the instruments had reliability ranged 0.918-0.973. Since it should be above 0.70, thus the results were reliable. This was supported by the previous study by Dehghani et.al. (2016).

The data collection was done in July to August 2019. To deliver the objectives of this research, different statistical analysis such as descriptive analysis and multiple linear

regression were adopted. SPSS software was used to process the data.

IV. SUMMARY OF FINDING

In terms of the respondents' profile, the result showed that male respondents have higher percentage (52.2 percent) compared to female respondents (47.8 percent). The ages of the respondents ranged between 20 and 58 years old (mean=32.6). Regarding marital status and education level, the result indicated that majority of the respondents were single (59.6 per cent) and most of them were bachelor graduates (80.9 per cent). Most of the respondents were using YouTube several times a day (46.6 per cent), working as employees (65.7 per cent) with range of income amounting IDR 3.610-10 million (31.5 per cent). Table 1 exhibits the respondents' profile.

| Measure | Frequency | Percentage (%) |
|---------------------------------------|-----------|----------------|
| Gender | | |
| Male | 93 | 52.2 |
| Female | 85 | 47.8 |
| Education | | |
| High School (SMA) | 2 | 1.1 |
| Bachelor (S1) | 144 | 80.9 |
| Master (S2/S3) | 32 | 18 |
| Marital status | | |
| Single | 106 | 59.6 |
| Married | 67 | 37.6 |
| Divorced/ widow | 5 | 2.8 |
| Age (mean) | | 32.6 |
| Occupation | | |
| Employee | 117 | 65.7 |
| Entrepreneur | 33 | 18.5 |
| Student | 14 | 7.9 |
| Freelancer | 12 | 6.7 |
| Housewife | 1 | 0.6 |
| Retired | 1 | 0.6 |
| Range of income (IDR) | | |
| <3.5 million | 13 | 7.3 |
| 3.6-10 million | 56 | 31.5 |
| 10.1-15 million | 55 | 30.9 |
| 15.1-20 million | 52 | 29.2 |
| >20 million | 2 | 1.1 |
| Frequency of accessing YouTube | | |
| Several times a day | 83 | 46.6 |
| Once a day | 38 | 21.3 |
| 3-4 times a week | 34 | 19.1 |
| 1-2 times a week | 23 | 12.9 |
| Notes: | | |
| Age= mean (in years old) | | |
| 1 IDR= +/- 0.000073 USD | | |

Table 1: Socio-demographic factors

Table 2 portrays the outcome of a multiple linear regression analysis. It explains the elaboration of the impact of compulsory-view advertising on YouTube on their purchasing behavior. This analysis aims to measure the coefficients of the

linear equation involving 3 factors that affecting customers' purchasing behavior.

The impact of compulsory-view advertising was significant and contributed 52.1 per cent ($R^2 = 0.521$) to the overall customers' purchasing behavior. The result pointed out that "personal relevance" ($\beta = 0.516$, $\rho = 0.000$) was the only significant aspect affecting the customers' purchasing behavior.

| Dependent variable | Independent variables | Multiple linear regression (R^2) | Unstandardized | Standardized | Significance |
|--------------------------------|-----------------------|--------------------------------------|----------------|--------------|--------------|
| Customers' purchasing behavior | Personal relevance | 0.521 | 0.524 | 0.516 | 0 |
| | Informativeness | | 0.185 | 0.182 | 0.053 |
| | Entertainment | | 0.063 | 0.067 | 0.487 |

Table 2: Result of multiple linear regression

This research has found that one factor related to compulsory-view advertising (personal relevance) affect customers' purchasing behavior. If the advertising is perceived to be more relevant to the customers, thus it will increase the probability of the customers buying the products/ services. By understanding customers' online purchasing behavior, it can help companies to boost their sales through advertising. Thus, it is crucial to know which factors of compulsory-view advertising that highly related to customer's purchasing behavior. Advertisers and/or marketers will get better knowledge in making robust strategies through communication and marketing (Jain, 2018).

V. DISCUSSION

Personal relevance is a crucial aspect in advertising. However, there were not many studies that expose its importance and relationship with customers' purchasing behavior is inadequate. Hence, this research wants to portrays the significance of personal relevance as one of the factors that influence customers' purchasing behavior.

VI. CONCLUSION

The outcome of this research depicted that "personal relevance" has a substantial impact to the customers' purchasing behavior. This finding is consistent with the previous study from Jung (2017), which noted that personal relevance plays a vital role in producing beneficial impact on advertising effectiveness.

On the other hand, this research is the opposite of the previous study from Haida and Rahim (2015) who argued that entertainment has a positive relationship with advertising. Likewise, a study from Alalwan (2018), which also claimed that informativeness was one of the strongest factors in relation to customers' purchasing behavior, then, was not proven. In this case, the aspect of informativeness does not support the previous studies. Based on Mackiewicz and Yeats's studies (2014), basically people love to take the short cut, the easiest way towards a solution. This includes buying

decision, especially when the customers are in the stage of searching for some products and/or services that they need. Information that is easy to digest and absorb, is seen to be more trustworthy and reliable. As a result, it is more likely to be remembered by customers.

In this research, personal relevance was directly affecting the customers' purchasing behavior, while informativeness and entertainment, were not significantly affecting the purchasing behavior of the customers. Therefore, it means that although the advertising was relevant to them, but if they do not receive good information and they do not feel enjoy/entertained by the compulsory-view advertising, then it will not affect their purchasing behavior. Thus, it will not lead to buying decision.

VII. RECOMMENDATIONS

Hence, advertisers/ marketers must be more creative and innovative in making the video advertisement in order to be more relatable with everyday lives. Moreover, it should also fit to the interest and preferences of the customers. They need to do preliminary studies before launching the advertisement. Aspects that need to be considered and thought over are for example: demographic, psychographic, geographic and behavioral variables to make sure that the desired target are being correctly hit. By doing this, people will feel more attached and connected to the advertisement. As a result, the customers will be more likely to buy the products and/or services that the advertisers are trying to sell and/or promote.

Advertisers/ marketers also need to create the advertisement as simple as possible, not too detailed, but contain correct and direct messages. Besides, according to Bartsch and Hartmann (2015), people feel amused if the media content expose something fun and enjoyable, cognitively and affectively. Thus, the advertisers have to think creatively to make the advertising lighter, more pleasant and more cheerful, in order to grab customers' attention.

VIII. IMPLICATIONS AND FUTURE RESEARCH

A. PRACTICAL IMPLICATIONS

With regard to socio-demographic factors, the majority of the respondents (YouTube users) were single and work as employees. They were adequately educated and considered as millennials. Furthermore, they were also heavy users of YouTube since they use/ watch YouTube several times a day.

When establishing a customized marketing strategy for this segment of users, this finding is a crucial aspect to be considered by advertisers. This study proved that personal relevance affects customers' purchasing behavior. This information can be useful for advertising content making and analysis. By using findings from this research, advertisers/ marketers would have better knowledge to furnish their advertising concepts. They may create something that captivate the customers' heart by showing something that touch the emotional needs of the customers, so that it moved

the customers. Common daily activities can also be used in order to associate with the customers in a better way.

From the managerial point of view, this research contributed and assisted advertising firms to create online video advertising that is more relevant to serve their clients. Besides, this study also granted managers/ business owners some insights, to focus on personal relevance when designing marketing strategies and contents. This was also applicable for advertising companies in pushing themselves to be more advanced in creating digital video advertising to attract more customers. Therefore, marketers/ advertisers should emphasize and put more attention to the socio-demographic of their target customers by doing pre-analysis before launching the advertising. Companies need to know which type of method that is more engaging to the customers. It could be using famous celebrity, who is related to the products/ services, to do the endorsement. By doing so, the advertising can be more relatable and connected to the customers.

B. THEORETICAL IMPLICATIONS

Compulsory-view advertising is often being discussed and practically known. But, studies about its implications towards customers' purchasing behavior are still very narrow and restricted. Therefore, this study was conducted to link the knowledge gap. In regards to theoretical recommendations, this research refined the literature's body about compulsory-view advertising and its impact to the customers' purchasing behavior. This review has described the factor that influences customers' purchasing behavior, as a part of compulsory-view advertising. Outcome of this study confirms that personal relevance does affect customers' purchasing behavior. Future studies regarding this topic, could be served by the findings of this research. Specifically, the key item that supplies, might be used for other parts of advertising to broaden a better comprehension about customers' purchasing behavior. This research can also contribute to the literature in consumer behavior and advertising studies, especially in the case of Indonesia.

C. FUTURE RESEARCH

In this analysis, YouTube users were surveyed through online and offline questionnaires. In the future, other studies may enlarge and get in depth information if they adopt qualitative method as well. The results of this study demonstrated one factor of compulsory-view advertising affect customers' purchasing behavior. Thus, it will be more helpful if future studies can also include other different elements of compulsory-view advertising to understand better about the vital aspect that may alter customers' purchasing behavior.

Thus, future studies may expand their coverage to other countries to understand customers' purchasing behavior with other backgrounds and cultures. Besides, the questionnaires can also be used and developed for future studies.

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