

Araştırma Makalesi (Research Article)
Gönderim Tarihi (Received): 17.08.2020 Kabul Tarihi (Accepted): 19.11.2020

An Empirical Approach on Pre-roll Advertising through Narrative Ads and FoMO

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Abstract

The narrative impact has long been studied in the marketing communication discipline and associated with different advertising topics. In this context, the present study aims to explore connections among narrative ads, intrusiveness perception, and skipping behavior within the scope of digital video advertising. Besides, fear of missing out (FoMO), which is predicted to be related to the mentioned pre-roll advertising factors was included as another independent variable in the research process. Thus, the connections of narrative ads and FoMO with pre-roll advertising were compared. An experimental design was conducted to test research hypotheses, and data were collected through within-subjects repeated measures procedure. While the findings supported the impact of narrative ads on advertising avoidance, no significant correlation of FoMO with skipping habit has been reported.

Keywords: Narrative ads, FoMO, Pre-roll Advertising.

Atıf (Cite as): Çam, M. S. (2020).
An Empirical Approach on Pre-roll Advertising through Narrative Ads and FoMO.
Akdeniz Üniversitesi İletişim Fakültesi Dergisi, 34, 309-337. DOI: 10.31123/akil.781484.

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Öyküleyici Reklamlar ve FoMO açısından Pre-Roll Reklamcılık Üzerine Deneysel Bir Çalışma

Öz

Hikaye anlatıcılığı etkisi, pazarlama iletişimi disiplininde uzun süredir çalışılmış ve farklı reklam konuları ile ilişkilendirilmiştir. Bu bağlamda, ilgili çalışma dijital video reklamcılığı kapsamında öyküleyici reklamlar, beklenmediklik algısı ve reklamı geçme davranışı arasındaki bağlantıları incelemeyi amaçlamaktadır. Ayrıca, bahsi geçen pre-roll reklam faktörleriyle ilişkili olduğu tahmin edilen gelişmeleri kaçırma korkusu (FoMO), araştırma sürecine bir başka bağımsız değişken olarak dahil edilmiştir. Böylece, öyküleyici reklamların ve FoMO'nun dijital video reklamlarıyla bağlantıları karşılaştırılmıştır. Araştırma hipotezlerini test etmek için deneysel bir tasarım planlanmış ve veriler tekrarlanan ölçümler prosedürü ile analiz edilmiştir. Bulgular, öyküleyici reklamların reklamdan kaçınma üzerindeki olumlu etkisini desteklerken, gelişmeleri kaçırma korkusunun reklamı geçme alışkanlığıyla önemli bir ilişkisi olmadığını ortaya koymuştur.

Anahtar Kelimeler: Öyküleyici reklamlar, FoMO, Pre-roll Reklamcılık.

Introduction

Storytelling has been subjected to researches by many academicians from different fields. Marketing, consumer behavior, and advertising are some of the most productive disciplines in which narratives are studied. Narratives have the power to transfer individuals to distinct times and places or alternative worlds (Green, 2004, p. 247). Accordingly, they can shape consumer beliefs, perceptions, and attitudes based on their mental experience (Prentice and Gerrig, 1999; van Laer, de Ruyter, Visconti, and Wetzels, 2014). In theory, consumers make sense of their experiences through narrative thinking processes when exposed to brand messages (Escalas, 2004, p. 168). Many researchers confirm that consumers have developed a positive reaction to brand stories and narrative ads (Escalas, Moore, and Britton, 2004; Green, Brock, and Kaufman, 2004; Kim, Ratneshwar, and Thorson, 2017). For that reason, the efforts

of brands to persuade consumers with stories are quite common in today's marketing approach (Solja, Liljander, and Söderlund, 2018, p. 294).

Besides that, in our marketing era, online video advertising volume is expanding very fast at a time when traditional advertising media is questioned. As video consumption boosts in digital channels, video ads are also increasing. Thus, digital video is considered to be one of the most critical advertising formats in terms of branding. Advertisers spent an average of 18 m. \$ on digital video advertising in 2019, which means 25% more than the previous year (IAB, 2019). Apparently, according to the IAB-2019 report, about 75% of advertisers plan to increase their digital video ad spending over the next 12 months. This ad style is indebted its success to the eye-catching increase of the sudden rise of online video viewing, in other words, to YouTube, the largest and best-known video platform that uses video advertising (Kusse, 2013, p. 3). Pre-roll ads are types of online video ads that play just before YouTube content in which users are about to view. As they offer an opportunity to skip the ad after the first five seconds, they expose video viewers, at least, to the beginning of the ad. However, ad avoidance and skipping behavior can emerge in serious troubles for brands. This may mean that video advertising investments in the most viewed contents are just irritating the consumers rather than engaging them in the ad.

On the other hand, this paper considers the fear of missing out (FoMO) as one of the factors underlying intrusiveness perception and skipping response. Because fear of missing out is a conceptualization of the individual's anxiety (Duman and Ozkara, 2019, p. 2), for instance, about what is happening on social media while he/she is offline, we think that it may evolve into haste or impatience for the desired content on the web hence trigger the skipping behavior for the ad. From this point of view, several studies indicate that FoMO is related to various social and psychological phenomenon such as problematic internet use and addiction (Alt and Boniel-Nissim, 2018), social media fatigue (Bright and Logan, 2018), social media accounts with higher depressive symptoms (Barry, Sidoti, Briggs, Reiter, and Lindsey, 2017), phubbing behavior (van Rooij, Lo Coco, De Marez, Franchina, and Abeele, 2018), negative affect and decreased sleep experiences (Milyavskaya, Saffran, Hope, and Koestner, 2018) and also consumer behavior (e.g., Aydin, Selvi, Kandeger, and Boysan, 2019). However, any study has not been conducted examining ad-skipping behavior in the context of its relations with fear of missing out (FoMO). As a result, if a digital ad avoids users from

the content they about to view, users' desire may arise to reach the video content as soon as possible with an anxiety similar to FoMO. Based on this, there is a gap whether an advertising approach, such as narrative ads, could have positive effects on fear-of-missing-out feelings and skipping behavior. At this point, narrative transportation as a mental experience can be utilized to decrease ad avoidance and related consumer irritations.

With this regard, it would be proper to investigate the predictors such as ad type and the general FoMO levels effecting intrusiveness perception and ad-skipping behavior in pre-roll advertising. Based on the fact that providing an ad-skipping option to the consumers will also become an undesirable situation for brands, the main aim in this research was to question the behavior of ad avoidance in terms of the correlations between narrative content and fear-of-missing-out. In order to address these variables, the current study conducted empirical analyzes by exposing respondents to an advertising stimulus. These findings can lead to a detailed comprehension of how pre-roll advertising would be more effective and FoMO becomes less impressive when exposed to a narrative ad.

1. Pre-roll Ads, Intrusiveness and Skipping Behaviour

The average consumer today has eighty-four minutes of online video viewing, and this time is expected to increase to one-hundred minutes in 2021. This is equivalent to spend time on online video viewing for 25 days nonstop in a year(Zenith Media, 2019). According to the Online Video Forecasts report by Zenith Media, this rapidly expanding audience triggers a boost in advertising demand, "making online video the fastest growing digital channel with advertising spending." Video ads are an ad clip that can be included or associated with the video content by brands. They can be in different forms (or a combination of forms), including typical advertising clips in TV shows, animations, pictures, or text (Mei, Hua, Yang, and Li, 2007, p. 1078). Digital video advertising gives a chance to brands to set ads before video content (pre-roll), while viewing it (mid-roll) or after watching a video (post-roll) (Brechman, Bellman, Robinson, Rask, and Varan, 2016, p. 290). One of the most common ad formats that keep pace with this growth is pre-roll advertising applications. Pre-roll ads are a digital ad format that offers online video viewers the opportunity to skip the ad after the first five seconds thus enhancing

consumers active role (Pashkevich, Dorai-Raj, Kellar, and Zigmond, 2012, p. 76), but exposes them to the early beginning section of the ad during this time. For that reason, as stated by Campbell et al. (2017, p. 412), the first five seconds can be considered as “ad for an ad” since the pre-roll ads only have five seconds to persuade viewers to keep continue viewing the ad. In that case, users can watch the ad if it is related to the content for their purpose or they can return to the content by evaluating the “skip ad” option (Belanche et al. 2017, p. 77).

Digital ads are generally assessed by the extent to which they interrupt viewers’ goals, which means perceived intrusiveness (Li, Edwards, and Lee, 2002, p. 39). It is one of the undesirable effects that advertisements are perceived as intrusive and thus lead to negative results (Ying, Korneliussen, and Grønhaug, 2009, p. 623). The perception of intrusiveness can trigger an ad irritation and feeling of loss of control, and after all, cause ad avoidance (Edwards, Li, and Lee, 2002a; Edwards et al., 2002b). Accordingly, pre-roll ads can be perceived as intrusive and cause undesirable negative attitudes and behaviors by interrupting or delaying the content (Goodrich et al., 2015, p. 38). At this point, users’ concerns, impatience, or rush for accessing the content can drag them into fear-of missing-out. For this reason, the ad intrusiveness perception could be deemed as a cognitive response associated with a degree to which the ad interrupts the viewer’s objective (Edwards et al., 2002, p. 85). This reaction may be caused by the feeling of being exposed in ad content, as well as interruption of video, or the format of the ad they are viewing. As Ha (1996, p. 77) defined, intrusiveness is related to “the degree to which ads in a media vehicle interrupt the flow of an editorial unit.” In this way, it can be thought that the focused attention of the consumers is directed towards the ad and the brand. However, video ads, which somehow divide the online viewing experience and cause loss of control, also take away the freedom of consumers to evaluate digital content. Brehm and Brehm (1981, p. 4) emphasizes in their freedom and control theory that individuals who are threatened and experience such a reactance start to act with the instinct to regain control, and their persuasion resistance increases. In other words, consumers with high intrusiveness perception show their reactions to the ad by skipping it as quickly as they get the chance, or after five seconds when the skip button becomes visible.

Also, repeated exposure to an ad or brand message in a program or content can lead to increasing ad intrusiveness, which resulted in negative brand images. Similarly, digital

video advertisements repeated several times create higher levels of ad intrusiveness perception and, thus, lower levels of ad liking, brand attitude, and purchase intention (Brechman, Bellman, Robinson, Rask, and Varan, 2016, p. 294). Therefore, repeated exposure to the ad format can develop skipping behavior due to the threat of consumer control and viewing comfort (Belanche et al., 2017, p. 963). Pre-roll ads are likely to disconnect viewers from the selected video content of online purposes, leading to a significant ad irritation, intrusiveness perception (Campbell et al., 2017, p. 412) and unavoidably skipping behavior.

2. The Impact of Narrativity on Ad Avoidance

Stories take place in many forms and convey events and their protagonists by establishing causal relationships. According to Escalas (1998, p. 268), narrative organizes events as a temporal dimension; that is, events occur over time, and time is structured as chapters in narratives, which have a continuous flow. In this sense, chronology and causality can affect the consumer's ability to process the story and help to position themselves in the consumption scenario (Feng, Xie, and Lou, 2019, p. 138). Simply put, a narrative ad features stories (Chang, 2012, p. 244) based on a "structure that links goals, actions, and outcomes over time to establish causality" (Escalas et al., 2004, p. 108).

Appealing stories can cause readers to move away from the sense of time, to become oblivious of what is happening around them, and to be completely immersed in the story world (Green, 2004, p. 247). Thus, a mental and emotional experience defined as "transportation into a narrative world" (Green and Brock, 2000, 703) is considered as a crucial component of the narrative effect. This process originates from the idea that the reader is traveling in an imagery world of narration. According to Gerrig (1993), with a reduction of control on real-world facts, transportation leads readers to face strong feelings and drives, even when they realize the facts in the story are just imagery. Therefore, narrative ads aim to provide consumers with an emotionally intense experience through a story dominated by causal relationships (Polkinghorne, 1991, p. 139) which means series of events have tight and logical reasons among themselves. By making consumers transported into ad story (Green et al., 2004; Green and Brock, 2000; Wang and Calder, 2006) and concentrating on story components, narrative ads

can have an impact on consumers to avoid analyzing, criticizing or even tuning out the ad (Escalas, 2004, p. 171).

Following this, several studies have found that narrative ads are highly effective in persuading consumers (Chang, 2013; Escalas et al., 2004; Kim et al., 2017; Lien and Chen, 2013; Padgett and Allen, 1997). According to Chang (2009, p. 22), making consumers cognitively and affectively engaged in an ad is one of the principal tasks of narrative advertising. Because, transportation into a story is a “convergent process, where all mental systems and capacities become focused on events occurring in the narrative” (Green and Brock, 2000, p. 701), consumers become likely to reveal more desired feelings and favorable attitudes toward the ad and brand (Appel and Richter, 2010; Green and Brock, 2000; Wang and Calder, 2006). Thus, when consumers are exposed to a narrative ad, they not only increase their attention and involvement level but also mentally canalize themselves to the simulation of utilizing the product or brand. Taylor and Schneider (1989, p. 175) have defined this experience as “the imitative representation of the functioning or the cognitive construction of hypothetical scenarios.” Hence, being transported into an ad also means that the implications of narratives can be perceived as part of their real-life beliefs (Green, 2004, p. 247).

Based on these explanations, narrative ads can have positive impacts not only on mental and emotional responses but also on ad avoidance. Advertising avoidance refers to all activity by consumers that “differentially reduce their exposure to ad content by cognitive, behavioral, and mechanical means” (Speck and Elliott, 1997, p. 61). Behavioral avoidance can take place by merely switching over the channel on TV, turning a newspaper or magazine page, or skipping the ad in online media. Moreover, an ad with a high intrusiveness perception leads to negative attitudes towards the ad (Wang and Calder, 2009, p. 547). Conversely, Escalas (2004, p. 171) stated that the narrative structure of the message makes the ad be viewed by consumers. Therefore, narrative ads may have the potential to prevent skipping behavior in the first five seconds. According to these conclusions that have not been tested statistically, empirical studies should be conducted on whether narrativity can prevent consumers from skipping the pre-roll ad.

3. Fear of Missing Out (FoMO) as a Predictor of Ad Skipping

Fear of missing out is a conceptualization of the individual's anxiety, fears and concerns in general and defined as "a pervasive apprehension that others might be having rewarding experiences from which one is absent, and is characterized by the desire to stay continually connected with what others are doing" (Przybylski, Murayama, Dehaan, and Gladwell, 2013, p. 1841 - 1842). Additionally, anxiety is closely related to an individual's stress (Beyens, Frison, and Eggermont, 2016, p. 2). Frequent FoMO experiences can be linked to increased negative affect and stress over time (Milyavskaya et al., 2018, p. 726). As people stay away from a group of friends or anything they are interested in, such as an online video, they start to feel stressed and worried. FoMO comes from those psychological needs deficits like involvement and need to belong (Przybylski et al., 2013, p. 1842). People use social media tools that can provide consistent and informational rewards to satisfy these needs (Oulasvirta, Rattenbury, Ma, and Raita, 2012; van Rooij et al., 2018). Pre-roll ads may also cause a delay to satisfy such a need. In other words, when people reach the information they are looking for on the web, the ad that they face before the video content may trigger anxiety and stress in them and may lead to skip the ad. Thus, accessing to information takes them away from this concern. This state of discomfort can be explained with fear of missing out, which makes FoMO a predictor of intrusiveness perception and skipping behavior.

Likewise, the delay caused by pre-roll ads can also lead to an impatience for consumers to access the content. According to Szwajca (2019, p. 259), impatience is one of the essential features of digital consumers, so they see the speed of access to information above all else and, if acceleration could not be achieved, they quickly get irritated. It is quite possible that fear of missing out may result in such an impatience based on the restraint of access to information for a while. Because fear of missing out is regarded as a kind of social anxiety (Duman and Ozkara, 2019, p. 2) and the close correlation of anxiety with anger (Şahin, Batıgün, and Uzun, 2011, p. 107) and impatience (Gilbert, Gilbert, and Schultz, 1998, p. 354) suggests that FoMO can have an impact on ad-skipping behavior.

Skipping behavior takes place to deactivate a pre-roll ad as soon as possible while watching a video. Pre-roll advertising is thought to undermine the motivation of viewing, hence the desire to engage in video content can lead consumers to skip the ad. In the

present study, it is predicted that the intrusiveness perception and skipping the ad at first chance may be related to FoMO through the mentioned pathway. For example, Belanche et al. (2017, p. 967) revealed that skipping the ad is significantly higher for users with higher time urgency. Related to the fact that an online video viewer who is concerned about time urgency will not be too enthusiastic for the content that he deems needless. Zhou (2019, p. 71) states that FoMO leads to a powerful will for individuals to connect immediately to refrain the unsafe or uncomfortable feelings of being away from other's social world. An individual can experience such an urgency feeling when being interrupted by an ad while viewing an online video. Thus, the more those viewers feel in haste to engage in the video content, the more they may have higher perceived ad intrusiveness and prefer skipping the ad. This may raise the idea that FoMO is linked to intrusiveness perception and ad-skipping behavior.

This study addresses the link among different variables such as narrative ads, fear of missing out (FoMO), intrusiveness perception towards the ad, and skipping behavior. Although there are connections among factors in a theoretical framework, no prior study has directly tested the interrelations of these variables. In this respect, assessing the correlations of the mentioned parameters can enable the emersion of significant findings.

4. Research Methodology

4.1. Aim and Design

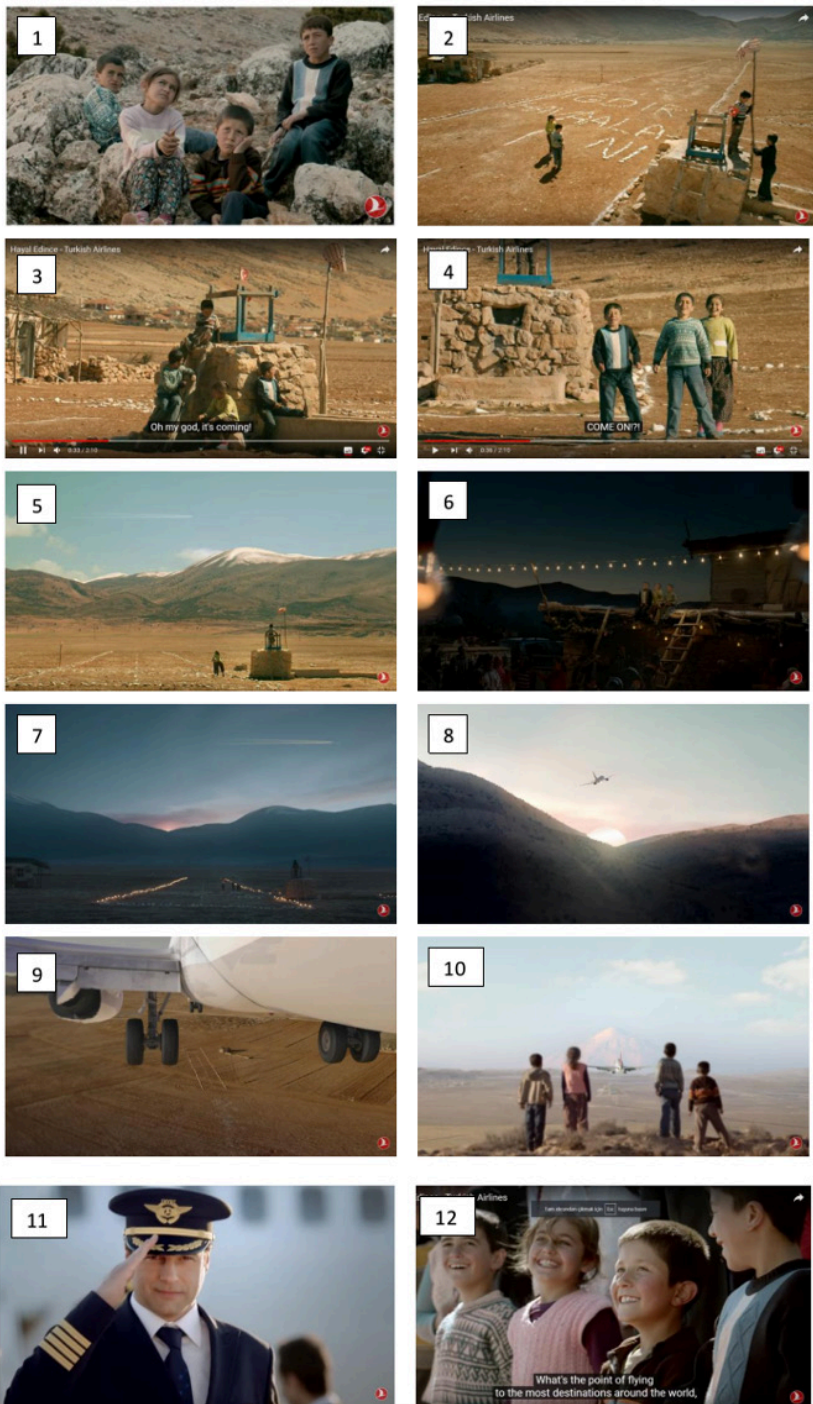
This study aims to reveal the relations among variables that are linked to ad intrusiveness perception and skipping behavior through repeated-measures experimental design. Repeated measures design, consisting of pretest and posttest, is a commonly used mixed pattern (Büyükoztük, 2014, p. 19). Participants are remeasured for the dependent variable before and after the experimental procedure. "In repeated measures designs, the usual practice is to apply treatments to experimental units in a completely randomized design and measurements are made sequentially over time" (Wang and Goonewardene, 2004, p. 2). Since this paper aims to measure the attitude change towards narrative ad stimulus, the use of repeated measurements method was preferred. A total of 369 subjects assigned among undergraduate students

from Aksaray University answered the questionnaire through the pre-exposure and post-exposure procedure. Experimental implementation and data collection sessions were held face-to-face between 25-28 February 2019. Demographic information of the subjects, their FoMO levels, and the scores of ad-skipping habits was collected before the stimulus. During the post-exposure phase, the subjects were provided to examine the storyboard and the narrative ad scenario (Table 1) as a stimulus. Then they were asked to answer the relevant questions. In this process, the data regarding the ad stimulus were gathered measuring narrative transportation, intrusiveness perception, and ad-skipping intention. The research was carried out with the permission of the Aksaray University Human Research Ethics Committee.

4.2. Development of Stimulus Material

The stimulus material used as an experimental manipulation was selected from a group of randomly compiled narrative ads. The Narrative Structure Coding Scale (Escalas et al., 2004, p. 110), which “measures the degree to which an ad has the structural elements as being indicative of narratives”, was used in the evaluation process of the stimulus ad. A group of 20 students blind to the research hypotheses were asked to assess the five ad stimulus by using the six-item Narrative Structure Coding Scale (e.g., “To what extent does this ad consist of actors engaged in actions to achieve goals?”, “To what extent does this ad have a well-delineated beginning, middle, and ending?”). Coders voted on a 5-point scale ranging from “strongly disagree” (1) to “strongly agree” (5). As a result of the average scores of each subject for each narrative material, the narrative ad by Turkish Airlines was selected as the experimental stimulus. The consistency of the coding process was statistically tested, and it was found that the correlation between the raters had a high-reliability coefficient ($p < .001$; Cronbach's $\alpha = .87$).

Table 1. The Stimulus Ad



The story begins with a group of friends in a small village talking about the planes passing over them. They tell their thoughts about where the planes are going. One says to the metropolitan cities, and the other says, "to Istanbul, where can it be else, there is no way to come here?" Moreover, at that moment, they decide to build an airfield to the village, perhaps to try their luck. However, it does not come out as they expect, and the plane does not land on the runway they built. They started to wait, hope for every passing plane, but no plane land on the runway and even sees them.

The result is a complete frustration. They just leave the runway they have built with great difficulty. Not long after, our heroes suddenly decide to illuminate the runway with lights as they brood at a wedding in the village. Just at the time the plane passes, they light up the runway, and something happens they never expected. For the first time, an airplane changes its direction and starts to head towards their runway. The plane opens the landing gear but passes the runway, and children start running behind the plane, passing over the hill. And the plane starts to land towards the runway of the city in this far off place. Children have a great joy for airplane's landing in their homeland for the first time. For the next flights, they wait for the plane on the main runway. When the captain gets off the plane, he greets the children. Then we hear in the packshot: "What good is it flying to the most destinations in the world if one single place remains in Turkey that we do not fly."

4.3. Measures

The researcher used a questionnaire composed of scales that were determined as the variables of the study. The questionnaire included questions relating to demographic information, items that measure intrusiveness perception of participants (Edwards et al., 2002b), habit scale (Limayem, Hirt, and Cheung, 2003) adapted for ad-skipping, fear of missing out scale (Przybylski et al., 2013), narrative transportation scale (Green and Brock, 2000) and ad avoidance scale (Speck and Elliott, 1997). The questionnaire form is presented below in full (Table 2).

Variables such as age and gender were questioned to reach the data regarding the basic demographic variables of the subjects. Besides, the participants were asked questions regarding their daily times of social media but especially YouTube usage.

Ad intrusiveness scale was first developed by Edwards et al. (2002b) and consisted

of seven items, including distracting, disturbing, forced, interfering, intrusive, invasive, and obtrusive. In order to get the general perceptions of the participants in the pretest process, the researcher used the scale begins with the following statement, "I think the ads playing before the video are ...". After viewing the ad stimulus, the researcher used a specific statement for the ad: "I would think for this pre-roll ad as...". All items were responded by using a five-point scale, ranging from 'strongly disagree' to 'strongly agree.' The reliability coefficient calculated in this research is Cronbach's $\alpha = .882$.

The habits of the subjects regarding the ad skip behavior were determined using the habit scale developed by Limayem et al., (2003). Scale expressions were adapted to research, and Cronbach's α was calculated as 0,838.

Fear of missing out the scale was first introduced by Przybylski et al. (2013) and included ten items measuring the respondents' FoMO levels. Calculated Cronbach's α for the FoMO scale in this study is 0,738.

Narrative Transportation Scale developed by Green and Brock (2000) was used to detect the responses of the participants to the ad stimulus. The scale items measure the overall cognitive and affective impacts of the narrative ad stimulus. By using a 5-point Likert scale, subjects rated their experience levels of these items. The scale showed higher reliability for the present study (Cronbach's $\alpha = .793$).

The willingness of the subjects to skip the ad stimulus they were exposed to was measured by using the Ad Avoidance scale (reorganized and shortened for this study) developed by Speck and Elliott (1997). The scale for this study had two items, and Cronbach's α was 0, 776.

Table 2. Means, standard deviations and Chronbach's α for Scale items

Ad Skipping Habit					
Items		M	SD	α	
1	I skip the ads as a matter of habit.	4,68	0,84	,838	
2	Skipping the ads has become automatic to me.	4,55	0,95		
3	Skipping the ads is natural to me.	4,38	1,06		
General Intrusiveness (I think the ads playing before the video are)					
Items		M	SD	α	
4	... distracting	4,31	1,17	,882	
5	... disturbing	4,36	1,18		
6	... forced	4,07	1,35		
7	... interfering	4,24	1,18		
8	... intrusive	4,19	1,27		
9	... invasive	4,03	1,38		
10	... obtrusive	4,21	1,16		
Fear-of-Missing-Out (FoMO)					
Items		M	SD		α
11	I fear others have more rewarding experiences than me.	2.21	1.35		,738
12	I fear my friends have more rewarding experiences than me.	2.22	1.49		
13	I get worried when I find out my friends are having fun without me.	2.26	1.42		
14	I get anxious when I do not know what my friends are up to.	3.82	1.34		
15	It is important that I understand my friends "in jokes".	3.17	1.46		
16	Sometimes, I wonder if I spend too much time keeping up with what is going on.	3.29	1.62		
17	It bothers me when I miss an opportunity to meet up with friends.	2.99	2.82		
18	When I have a good time, it is important for me to share the details online (e.g., updating status).	4.06	1.27		
19	When I miss out on a planned get-together, it bothers me.	2.82	1.45		
20	When I go on vacation, I continue to keep tabs on what my friends are doing.	2.31	1.35		
AD STIMULUS					
Narrative Transportation					
Items		M	SD	α	
21	While I was reading the ad, I could easily picture the events in it taking place.	4.05	1.19	,793	
22	I could picture myself in the scene of the events described in the ad.	3.81	1.32		
23	I was mentally involved in the ad while reading it.	4.14	1.27		
24	The narrative affected me emotionally.	3.67	1.45		
25	I found my mind wandering while reading the ad. (R)	2,14	1,39		
Ad Avoidance					

Items		M	SD	α
26	I would avoid viewing this ad.	2,22	1,52	,776
27	I would immediately skip this ad.	2,07	1,08	
Ad Intrusiveness (I would think for this pre-roll ad as)				
Items		M	SD	α
28	... distracting	2.07	1.39	,836
29	... disturbing	2.03	2.64	
30	... forced	1.92	1.30	
31	... interfering	2.09	1.37	
32	... intrusive	1.80	1.25	
33	... invasive	2.04	2.61	
34	... obtrusive	2.11	1.52	

4.4. Research Hypotheses

The present study investigates the relations between narrative ads and fear-of-missing-out (FoMO) levels as factors that are predicted to have an effect on intrusiveness perception and ad-skipping behavior in the context of pre-roll ads. Accordingly, the following conceptual scheme and hypotheses were developed to be statistically evaluated in the study:

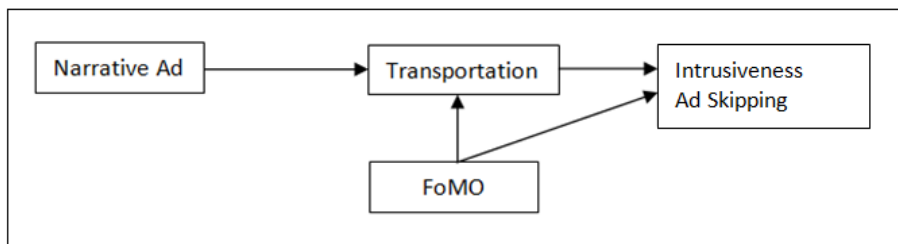


Figure 1. Conceptual Diagram of the Study

H1. Fear-of-missing-out (FoMO) has significant relationships with intrusiveness perception and ad-skipping behavior.

H2. There are significant differences within the scores of intrusiveness perception and skipping behavior through the levels of FoMO (low vs. high).

H3. Transportation into the ad varies significantly through the levels of FoMO (low vs. high).

H4. Transportation into narrative ad has positive impacts on intrusiveness perception and ad-skipping behaviour.

4.5. Results

Three hundred sixty-nine students from Aksaray University were recruited in the study. All subjects were given a brief instruction about the purpose and processes of the research. Also, they were reminded that participation in the study was due to a voluntary basis, and they were informed about the privacy of data and identity information. Missing and incorrectly filled questionnaire forms were excluded. Finally, a total of 354 subjects, 191 females (54%) and 163 males (46%) were evaluated in the study (see Table 3).

Table 3. Descriptive Statistics of the Subjects

Variables	Frequency	Percentage
<i>Gender</i>		
Female	191	54
Male	163	46
<i>Age</i>		
18-21	285	80,5
22-25	62	17,5
26-35	7	2
<i>Daily Social Media Use</i>		
1-3 hours	183	51,7
4-6 hours	111	31,3
>7 hours	60	17
<i>Daily YouTube Use</i>		
1-3 hours	295	83,3
4-6 hours	50	14,2
>7 hours	9	2,6
<i>Total</i>	354	100

Although it is not officially mentioned as a hypothesis statement, the existence of any difference between time spent on social media and the FoMO scores of the subjects

was tested by ANOVA analysis. However, as can be clear in Table-4, no significant relationship was found among the participants' frequency of social media use, YouTube use, and their FoMO levels. This finding can be seen quite striking contrary to the studies(Alt and Boniel-Nissim, 2018; van Rooij et al., 2018; Duman and Ozkara, 2019) that associate FoMO with social media addiction.

Table 4. ANOVA Analyses of FoMO for Daily Usage

	Sum of Squares		df	Mean Square		F		p	
	<i>DSU</i>	<i>DYU</i>		<i>DSU</i>	<i>DYU</i>	<i>DSU</i>	<i>DYU</i>	<i>DSU</i>	<i>DYU</i>
Between Groups	3.91	.395	2	1.952	.197	2.04	.204	.132*	.816*
Within Groups	336.4	340.00	352	.959	.969				
Total	340.3	340.4	354						

p> .05

DSU (Daily Social Media Use), DYU (Daily YouTube Use)

A linear regression model was applied to test the H1 hypothesis, which predicts that fear of missing out has a direct effect on general intrusiveness perception and ad-skipping habit (Table 5). According to the model, FoMO is a significant predictor of general intrusiveness perception ($F(1,352) = 201.81, p = .00$). It is obvious that 36% of the total variance regarding the general intrusiveness perception can be explained with fear-of-missing-out scores ($R = 0.61, R^2 = 0.36$). However, there was no evidence of a significant relationship between the FoMO levels of the subjects and their habits of skipping the ads ($F(1,352) = 1.082, p > .05$). By the analysis results, it is not likely to assume that the subjects' fear-of-missing-out is a determinant of skipping behavior. These findings suggest that the H1 hypothesis is partially confirmed.

Table 5. Regression Analyses with GIP and ASH as Dependent Variables

Dependent Variable		Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	<i>F</i>	<i>R</i>	<i>R</i> ²
		<i>B</i>	<i>SE</i>	β					
GIP	Constant	5.85	.263		22.23	.00	201.8	.61	.36
	FoMO	-.93	.06	-.61	-14.2	.00			
ASH	Constant	4.36	.18		24.18	.00	1.082	.055	.003
	FoMO	.05	.04	.055	1.03	.29			

$p < 0.05$

FoMO (Fear of Missing Out), GIP (General Intrusiveness Perception), ASH (Ad Skipping Habit).

The t-test results conducted to test the H2 hypothesis revealed that general intrusiveness perception and ad-skipping habit differ through FoMO levels (Table 6). In order to classify FoMO levels before analysis, a median split was calculated to categorize subjects as “high versus low” in connection with their fomo scores. The median value was 3,05 for FoMO by the calculation. Therefore, the subjects below these values were classified as “low” and those with higher scores were classified as “high”. After this categorization, although the perception of intrusiveness differs significantly through the FoMO levels of the participants, it is clear that the mean gap is not very high within scores (MLow=4.11 vs MHigh=4,34). Similarly, although the ad-skipping habit differs significantly through the FoMo levels, it is seen that this difference is at minimum (MLow=4.48 vs MHigh=4.59). However, with the increase in the FoMO level, it is observed that there is an increasing trend in both cases. Also, the habit of ad-skipping scores is considerably higher than the intrusiveness perception at all FoMO levels. The H3 hypothesis, which questions the effect of transportation into the ad at different levels of fear of missing out, was also supported according to the analysis results, $t(352)=4,85$ $p < .05$. Participants with low-high FoMO were immersed in the ad at different levels (MLow=3.61 and MHigh=4.11). However, in both cases, it is seen that the transportation effect occurs above the median value of the scale.

Table 6. Independent Samples t-test Results for FoMO Levels

	FoMO Levels						df	t	p
	Low			High					
	N	M	sd	N	M	sd			
GIP		4.11	1.08		4.34	0.93		2.17	.00*
ASH	171	4.48	0.91	183	4.59	0.75	352	1.21	.01*
NT		3.61	1.05		4.11	.92		4.85	.00*

* p< .05

FoMO (Fear of Missing Out), GIP (General Intrusiveness Perception), ASH (Ad Skipping Habit). NT (Narrative Transportation).

Paired groups t-test was conducted to test Hypothesis 4, which asserts that narrative transportation has a significant impact on perceived intrusiveness and ad-skipping behavior. Table 7 shows the results. A significant difference was found among the responses of the subjects towards perceived intrusiveness, $t(353)=26,56$ $p<,01$, and ad-skipping behavior, $t(353)=25,26$ $p<,01$ after the narrative ad stimulus. A noticeable decline was monitored in these scores following the participants' exposure to the ad stimulus. As Büyüköztürk mentions (2017, p.68) "if there is an experimental procedure applied on the groups between the two measurements, it is likely that the significant change observed among the subjects is caused by the applied procedure". This evidence indicates that transportation into a narrative ad has a notable impact on advertising avoidance and perceived intrusiveness responses of the subjects. In other words, viewing the ad after FoMO measurements had an effect on their intrusiveness perception and ad-skipping behavior scores. Thus hypothesis 4 is supported.

Table 7. Paired Samples t-Test Results

Pairs	Measures	N	M	sd	df	t	p
Pair 1 (Pre-exposure)	GIP	354	4,23	1,01	353	26,56	,000
	ASH		4,54	1,30			
Pair 2 (Post-exposure)	AIP	354	1,98	,83	353	25,26	,000
	ASB		2,22	1,52			

GIP – General Intrusiveness Perception; ASH – Ad Skipping Habit

AIP – Ad Intrusiveness Perception; ASB – Ad Skipping Behavior

Conclusion and Discussion

This research was carried out to comprehend whether narrative transportation into ad and fear of missing out have any significant relations within the scope of pre-roll advertising. The results revealed that the impact of narrative transportation on ad-skipping and perceived intrusiveness was significant. However, the fear of missing out was found to have lower correlations with those variables.

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The study can reveal significant findings, in that, it offers a new perspective to the discussions on ad-skipping behavior by focusing on different variables. The analysis, executed by the data we gathered during the experimental research process, provides various contributions to the pre-roll advertising and related literature. First of all, the study made it possible that fear-of-missing-out can be discussed with ad-skipping behavior. Secondly, we proved statistically that narrative ad can reduce intrusiveness perception and have a positive impact on ad-skipping behavior. Third, based on these results, we posit that the adverse effects of ad avoidance possibly caused by FoMO can be overcome with the narrative advertising approach. Taken together, this study not only incorporates new variables to theories on pre-roll advertising and FoMO but also can provide insights for advertisers in the context of digital video ad applications.

Considering the high mean scores, it would be seemly to declare that the findings of perceived intrusiveness and skipping behavior support the prior studies(e.g., Belanche et al., 2017; Edwards et al., 2002). However, this indication did not report a considerable correlation with FoMO. This probably means that when fear-of-missing-out is taken into account, the attitude towards ad avoidance related to intrusiveness and skipping cannot be explained with anxiety and stress linked to social media context. At this point, two underlying clues should be mentioned that let the study to advance in this path. First, delaying digital video by the nature of pre-roll ads causes audience irritation (Pashkevich et al., 2012). This situation may also be the result of triggering the perception of unexpectedness or intrusiveness for the viewer. Since a similar

irritation and stress situation can also be experienced as a result of fear-of-missing-out (Milyavskaya et al., 2018), the study has tested whether these two similar conditions were related. However, it seems, there were structural differences between Fomo-related anxiety state and pre-roll-related irritation. Second, the viewer's impatience about accessing information may lead them to skip the ad. Once more, since this state of being in hastiness can be observed among the possible consequences of FoMO (Zhou, 2019), the idea emerged that there might be a correlation among fear-of-missing-out, intrusiveness and skipping behavior. However, depending on the scale of FoMO developed in the focus of social media and circle of friends, the relationships among them may have been meaningless. In this case, perhaps a FoMO scale can be developed that is linked to ad-skipping and avoidance attitude. Therefore, the FoMO might be addressed in parallel with the "fear of missing away information" in the context of making it difficult and delaying access to information caused by pre-roll ads.

Another inference from analyzes is the curative impact of narrative transportation on perceived intrusiveness and ad-skipping attitude. It is possible to clarify this impact with the findings of previous researches carried out within the scope of narrative ads. For example, Green and Brock (2000) stated that cognitive and emotional transportation into the narrative impacts beliefs and evaluations positively, Escalas et al. (2004) addressed this situation based on emotionality and emphasized an attitude improvement through the experience of being hooked by the narrative and Chang (2009) found that narrative ads made the information processing more effective than using arguments only. However, by this study, it is possible to think that narrative advertising was tackled within the context of pre-roll advertising for the first time. Therefore, it will be beneficial to emphasize that the skipping and avoidance tendency in digital advertising has followed a downward trend following the narrative advertising stimulus.

It should be re-emphasized that this study, as far as we know, is the only and first study that FoMO is associated with narrative content in pre-roll advertising. Interestingly, however, a fairly slight association of FoMO with intrusiveness perception has been discovered. As mentioned above, this result might stem from the fact that the FoMO scale was developed structurally at the center of social media interaction. Although no meaningful relationship has been identified with skipping habit, it was seen that subjects with a certain level of FoMO did not avoid narrative ad. Instead, they had the

intention to view the ad before the video content. This may indicate that the narrative ad suppressed the effects of FoMO, which prevent the ad from being viewed. However, the necessity of further research on this issue is also apparent. Additionally, in the light of these results, it is necessary to adapt FoMO's social media framework, especially to a complementary study examining variables such as anxiety and stress related to impatience in accessing information through digital video content.

The results of this research provide a few implications for practitioners. First, they motivate brands to focus on the narrative format in digital video advertising. Given the findings on the positive impacts of narrativity in ads on persuasion in this study and prior related studies, they promise to reduce concerns of brands in conducting pre-roll advertising. However, at this point, there is an issue that brands should be careful about. What is critical in pre-roll advertising is how the viewer will behave after the first five seconds. Thus, having avoided using any commercial material in the first five seconds, until the skip button is displayed may encourage viewers to watch the entire ad. This seems to require a much more unique and wisely designed storytelling, especially in pre-roll advertising investment that can be considered as almost delicate and risky. Also, this can speed up the transportation of the viewers into the ad story, and even if a brand symbol is shown after the first five seconds, it can enable the advertisement to be watched to the end.

Secondly, brands should be well aware that, with the use of pre-roll ads, they will experience the consumer reactions such as stress and haste, which arise as a result of delaying access to video content. These concerns might be overcome mainly by compelling storytelling, as explained above. However, according to the data obtained from the experience of FoMO, which is the trigger of a similar anxiety situation, consumers who browse digitally can feel these emotions to a certain level. Therefore, this study suggests brands to limit narrative ad length after the first five seconds. Although narrative advertising is an effective weapon in providing consumer motivations, it should be taken into account that it cannot keep consumers with forced patience in a more optimistic line. The optimal story length can also ensure the perception of advertising intrusiveness at a minimum level, which is an essential consideration for brand managers.

Limitations and Recommendations

Several limitations should be taken into consideration in the appraisal of the research findings. First of all, the narrative ad in the research was not a stimulus that the subjects were exposed to while watching a YouTube video. Instead of having the pre-roll ad be watched during the experiment, the scenario was added to the questionnaire form to save time, and the attitudes of the participants towards this stimulus were obtained after viewing the storyboard during the experiment. Besides, all subjects are considered to be familiar with the narrative ad stimulus. Therefore, it should be noted that an advertisement stimulus that will be displayed within a video content in real-time viewing may lead to different responses. In addition, the subjects used in the study were students between mostly the ages of 18-25. It is possible to consider that this group will not match the product category exactly due to its demographic characteristics. At the same time, the risk of the generalization of the research outputs which was performed in the classroom environment should be evaluated. Therefore, future studies should aim at a much more coherent target audience or students should be prevented to perceive answering survey questions as a task or responsibility.

Also, since the nature of the pre-roll ad is about to decide for the first five seconds, this should be remembered primarily in later research. Another limitation is associated with this issue. In this study, the subjects were asked whether they would keep watching the ad, but the risk of skipping which could occur after five seconds was neglected. In other words, the attitude towards the ad could not be determined at a behavioral level. At this point, it can be elusive to expect the narrative ad to eliminate the risk of skipping definitely. This research can only direct advertisers to use the narrative format, which is a healthier alternative in this regard. Therefore, there is an obligation to carry out a further study, which will be a practical and comprehensive, for the skip option through a real-time video viewing procedure. In this way, the response after the first five seconds will be measured, and the skills of narrative advertising on ad avoidance can be fully understood.

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