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CLICK OR AVOID THE ADVERTISING: A RESEARCH ON CONSUMERS' ONLINE IN-VIDEO ADVERTISING WATCHING BEHAVIORS

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Abstract

This study aims to determine online in-video advertising watching motivations and the effect of these motivations on attitude towards the online in-video advertising and perceived ad intrusiveness. Also, the effect of these two variables on ad-click and ad-avoidance are examined. In this study, an online survey method was used. The research sample consisted of 391 consumers, who are aged 18 and older, in Turkey. Structural equation modeling was preferred as the data analysis method. According to the research findings, while the entertainment dimension has a positive effect on the attitude towards the online in-video advertising and ad-click, it has a negative effect on perceived ad intrusiveness. Information dimension has a positive effect on the attitude towards the online in-video advertising and ad-click. Perceived ad intrusiveness has a negative effect on the attitude towards the online in-video advertising. It has a positive effect on cognitive and behavioral ad-avoidance. But has no effect on ad-click. Attitude towards the online in-video advertising has a positive effect on ad-click but has no effect on cognitive and behavioral ad-avoidance.

Keywords: *In-video advertising, Online video advertising motivations, Attitude towards the online in-video advertising, Perceived ad intrusiveness, Ad-click, Ad-avoidance.*

REKLAMI TIKLA YA DA ATLA: TÜKETİCİLERİN ÇEVİRİMİÇİ VIDEO İÇİ REKLAMLARI İZLEME DAVRANIŞLARI ÜZERİNE BİR ARAŞTIRMA

Öz

Bu çalışma, çevrimiçi video içi reklam izleme motivasyonları ve bu motivasyonların çevrimiçi video içi reklama yönelik tutum ve algılanan reklam müdahaleliliğine etkisini belirlemeyi amaçlamaktadır. Ayrıca, bu iki değişkenin reklamı tıklama ve reklamı atlama üzerindeki etkisi incelenmiştir. Çalışmada çevrimiçi anket yöntemi kullanılmıştır. Araştırmanın örneklemini Türkiye'de yaşayan 18 yaş ve üzeri 391 tüketici oluşturmuştur. Veri analiz yöntemi olarak yapısal eşitlik modellemesi tercih edilmiştir. Araştırma bulgularına göre, eğlence boyutu video içi reklamlara yönelik tutum ve reklamı tıklama üzerinde pozitif etkiye sahiptir; algılanan reklam müdahaleliliği üzerinde negatif etkiye sahiptir. Bilgi boyutu video içi reklamlara yönelik tutum ve reklamı tıklama üzerinde pozitif etkiye sahiptir. Algılanan reklam müdahaleliliği, çevrimiçi video içi reklama yönelik tutum üzerinde negatif etkiye sahiptir. Bilişsel ve davranışsal açıdan reklamı atlama üzerinde pozitif etkiye sahiptir. Ancak reklamı tıklama üzerinde etkisi bulunmamaktadır. Çevrimiçi video içi reklamlara yönelik tutum, reklamı tıklama üzerinde pozitif etkiye sahiptir, ancak bilişsel ve davranışsal açıdan reklamı atlama üzerinde etkili değildir.

Anahtar Kelimeler: *Video içi reklamcılık, Çevrimiçi video reklam motivasyonları, Çevrimiçi video içi reklama yönelik tutum, Algılanan reklam müdahaleliliği, Reklamı tıklama, Reklamı atlama.*

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1. INTRODUCTION

Today, consumers are faced with thousands of different advertising (hereafter referred to as ads) messages. In line with the more effective use of the virtual world by consumers, ads, which are among the most effective promotion methods of enterprises, have attained a place in interactive media by differentiating from the structure of the traditional ad. In traditional ads, consumers can ignore the ads and without watching them with zapping, zipping, and muting, which are mechanical avoidance (Bellman et al., 2010). This situation differs in digital video ads. Consumers have to watch the whole ads (non-skippable ads) or part of it (skippable ads; users can skip the ads after 5 seconds) (Pashkevich et al., 2012). Digital video advertising is “Advertising that appears before, during or after digital video content in a video player (pre-roll, mid-roll, post-roll video ads)” (Interactive Advertising Bureau, 2020: 25). Within the scope of the research, ads, which are called “in-video” or “mid-roll” and appear during video content (Carlitz, 2020: 29) are discussed. When the online video ads literature was examined, limited availability of researches in the mid-roll ads category has been seen compared to the other two categories. While some of the research results on in-video ads have discussed the positive results, other parts have dwelled on the negative outcomes. In this study, both positive (ad-click) and negative (ad-avoidance) results of these ads are aimed to be investigated. As well as, this is one of the original points of the study. While ad-click is the consumers’ reaction to a displayed ad (Gharibshah et al. 2020), ad-avoidance is the deliberate avoidance of an ad-related activity, such as intentionally ignoring of the ad and/or not clicking any ad link (Cho and Cheon, 2004). Besides, these results are examined through attitude towards the online in-video ads and perceived intrusiveness. Generally, while attitude towards the ads explains the tendency of consumers to participate or avoid ads (Logan, 2013), perceived ad intrusiveness is a psychological reaction to advertising which interferes with the cognitive process of the audience (Li et al., 2002: 39). Therefore, in-video ads will be evaluated in terms of positive and negative outcomes, and direct-indirect effects. In this way, both the gap in the literature will be filled and useful suggestions and developments will be provided to the enterprises.

2. THEORETICAL BACKGROUND AND DEVELOPMENT OF HYPOTHESES

2.1. Online In-Video Ads (Mid-Roll Ads)

Online video ads are a way of showing ads in online video content (Chaudhuri, 2020) and are provided by advertisers that can be added/linked to a source video (Mei et al., 2007). Online video ads are used in many different ways and positions. These are banner, pre-roll, post-roll, and mid-roll ads (in-video ads) (Chaudhuri, 2020; Kim, 2015; Mei et al., 2010). Online video ads started with banner ads (Kim and Moon, 2020). Today, it continues with real-time video content which is pre-roll, mid-roll, and post-roll ads (Zach et al., 2018).

Pre-roll ads are shown before the video, mid-roll ads are shown during the video and post-roll ads are played at the end of the video (Brechman et al., 2016; Djafarova and Kramer, 2020; Li and Lo, 2015; Liu et al., 2019). Within the scope of this study, mid-roll ads are focused on, which are also called in-video ads (Mei et al., 2010). According to Brechman et al. (2016: 3), mid-roll ads are “limited interruption”. These ads appear during the video, just one ad, and can be thought of as an ad break (Brechman et al., 2016).

There are different research results about mid-roll ads. Examining the research results, mid-roll ads are the best effecting the viewers’ attention (Krishnan and Sitaraman, 2013; Ljubojević et al., 2013) and get the maximum number of views (Iacovleva, 2019). These ads are balancing between user experience and the effect of the ads (Mei et al., 2010) and are considered as the most interesting unit of online ads (Kim, 2015). However, this type of ads interrupts the consumers’ media usage when viewers watch the video and interferes with the consumers’ attention (Brechman et al., 2016; Liu and Chen, 2019; Wang, 2020). Li and Lo (2015) revealed that mid-roll ads are perceived as more intrusive than pre- and post-roll ads. These ads generate negative behavioral responses and higher ad-avoidance (Kim, 2015).

To examine in-video ads, OVA (online video ads) motivations were used by Lee and Lee's (2011) research. Although there are different motivational dimensions in different research, in terms of the scope, these dimensions were preferred. OVA motivations are entertainment, information, relaxation, passing time, social interaction, and escape. Accordingly, behavioral beliefs about using the internet and watching ads depend on related dimensions (Lee and Lee, 2012) and develop positive attitudes in the light of these motivations (Lee and Lee, 2011). When the studies in the literature have been examined, the following results have been encountered.

According to Lee and Lee's study (2011), entertainment and information effect the attitude towards watching ads, but other dimensions are not effective. Blanco et al., (2010) established that the perceived entertainment and perceived informativeness of mobile advertisements has a positive effect on the attitude toward mobile advertising. Also, Currás-Pérez et al., (2013) stated that the sociability and entertainment gratifications effect on attitude towards social networking site use. In this direction, it has been assumed that consumers' online in-video ads watching motivations have an effect on their attitudes towards the online in-video ads and the following hypotheses have been developed.

H1: Online in-video ads motivations ((a) entertainment, (b) information, (c) relaxation, (d) passing time, (e) social interaction, (f) escape) have an effect on attitude towards the online in-video ads.

Within the scope of the study, it has been assumed that OVA motivations are effective on ad-click. The reason for discussing this assumption is that consumers' view of online in-video ads will affect their clicking on these ads. Some of the study results supporting this assumption are as follows; according to Zhang and Mao (2016) perceived entertainment and informativeness values of the social media ads are effective on ad-clicks. Mir (2017) determined a positive and important causal relationship between social escapism and social networking sites (SNS) banner ad-click and an unimportant causal relationship between enjoyment, relaxation, and passing time and SNS's banner ad-click. The following hypotheses have been developed accordingly.

H2: Online in-video ads motivations ((a) entertainment, (b) information, (c) relaxation, (d) passing time, (e) social interaction, (f) escape) have an effect on ad-click.

Finally, the causal relationship between online in-video ads motivations and perceived ad intrusiveness has been aimed to be examined. If the consumer has a positive motivation towards online in-video ads, the level of intrusiveness from these ads will decrease and they will react positively. Some of the study results that strengthen this assumption are as follows; according to Edwards et al. (2002), perception of informative and entertaining towards pop-up ads reduce ad-intrusive. Noguti and Waller (2020) stated that seeking relaxation in mobile social media significantly effects advertising intrusiveness. Accordingly, the following hypotheses have been developed for all dimensions of OVA motivations.

H3: Online in-video ads motivations ((a) entertainment, (b) information, (c) relaxation, (d) passing time, (e) social interaction, (f) escape) have an effect on perceived ad intrusiveness.

2.2. Perceived Ad Intrusiveness

Perceived ad intrusiveness is one of the physical and mental states of consumers that can cause online ads-avoidance (Rejón-Guardia and Martínez-López, 2014). This term is the degree to undesirable marketing communication. Because it is intervened with the individuals' cognitive process and tasks with offensive marketing materials (Morimoto and Chang, 2006: 2).

This study, it was aimed to discuss the perceived ad intrusiveness variable, which is generally considered in terms of its negative consequences (Chatterjee, 2008; Truong and Simmons, 2010) in the literature, in the sense of both positive and negative outcomes. Some research results which help in the establishment of hypotheses are as follows; Chang et al., (2013) found that perceived intrusiveness has a negative effect on the attitudes

toward e-mail advertising. Besides this, it has a mediator effect relationship between quality of information, entertainment, financial rewards, and attitudes toward e-mail advertising. Mir (2015) found a significant and negative relationship between users' social networking advertising intrusiveness and ad-clicking behavior. According to Edwards et al. (2002) research results with the intrusiveness of ad, which is the individual felt, individuals avoid ads and feel anger. Youn and Kim (2019) stated that when Facebook users perceive newsfeed ads as intrusive, they develop negative cognitions, and this creates cognitive ad-avoidance. However, perceived ad intrusiveness has not associated with behavioral ad-avoidance. In this direction, the following hypotheses have been developed.

H4: Perceived ad intrusiveness has an effect on attitude towards the online in-video ads.

H5: Perceived ad intrusiveness has an effect on ad-click.

H6: Perceived ad intrusiveness has an effect on ad-avoidance ((a) cognitive ad-avoidance, (b) effective ad-avoidance, (c) behavioral ad-avoidance).

2.3. Attitude towards The Online In-Video Ads

Attitude towards the ads refers to the emotional changes of the consumer after watching the ads. From this viewpoint, ads attitude is the positive or negative reactions of consumers towards ads in line with various ads elements (Lee et al., 2017: 1014). In other words, attitudes have both negative and positive behavioral consequences. When these consequences are evaluated in terms of this study, it has required that the ad-click, which is a positive response of consumers, and ad-avoidance, which is the negative response of consumers, should be investigated. Some study results also support these assumptions. Gauzente (2010) revealed that there is a strong and important relationship between attitude and click behavior towards sponsored ads and stated that internet users, who display positive attitudes towards sponsored ads, are likely to click these ad links. Park and Han (2018) determined that the attitude towards mobile video advertisement negatively effects ad-avoidance. In this direction, the following hypotheses have been developed.

2.4. Ad-Click

Click-through is a behavioral response on the web that indicates an immediate response or a users' action (Cited by, Ogbanufe and Kim, 2018: 183). Ad-click is adapted from the click-through rate. When click-through rate refers to the web users' percentage of ad-click after displayed ad, ad-click is individuals' behavioral responses to displayed ad (Cited by, Mao and Zhang, 2015: 3406). Ad-clicking behavior is a positive response towards the product. In other words, when a user clicks on the ad, it is a proof that the consumer spends time on the product and /or is interested in the product (Zhang and Mao, 2016).

2.5. Ad-Avoidance

According to Speck and Elliott (1997: 61), ad-avoidance is "all actions by media users that differentially reduce their exposure to ad content". Ad-avoidance consists of three sub-dimensions. These dimensions are:

Cognitive ad-avoidance is consumers' belief towards internet ads. Affective ad-avoidance is consumers' emotional reactions towards internet ads. Behavioral ad-avoidance is the consumer avoidance of action other than the lack of participation in internet ads (Cho and Cheon, 2004).

Attitude towards ads is accepted as an important demonstration of ad-avoidance and ad-effectiveness. At this point, one of the negative reactions that may arise towards the ads shows itself through ad-avoidance (Kim et al., 2013). In addition to this more positive consumers' attitude towards ads, the lower will be the tendency to ad-avoidance (Kim and Seo, 2017). Chinchanchokchai and de Gregorio's (2020) study results showed that susceptibility to peer influence, social media platforms (SMP) usage, and susceptibility to social media influence

variables effective on SMP advertising avoidance and the attitude toward SMP advertising variable has a mediating role in these effects. In addition to these study results, attitude toward SMP advertising has a negative effect on SMP advertising avoidance. Duff and Faber (2011) revealed that the participants developed negative attitudes towards the advertisements that appeared on the web pages and distracted them especially related to the brands that they avoid. According to Dodoo and Wen's (2020) study, perceived intrusiveness has been positively related to cognitive, affective, and behavioral ad-avoidance.

In line with the information above-mentioned with relation to attitude towards the online in-video ads, ad-click, and ad-avoidance variables, the following hypotheses have been developed.

H7: Attitude towards the online in-video ads has an effect on ad-click.

H8: Attitude towards the online in-video ads has an effect on ad-avoidance ((a) cognitive ad-avoidance, (b) effective ad-avoidance, (c) behavioral ad-avoidance).

3. RESEARCH METHODOLOGY

3.1. Research Model

The research model of this study is presented in Figure 1.

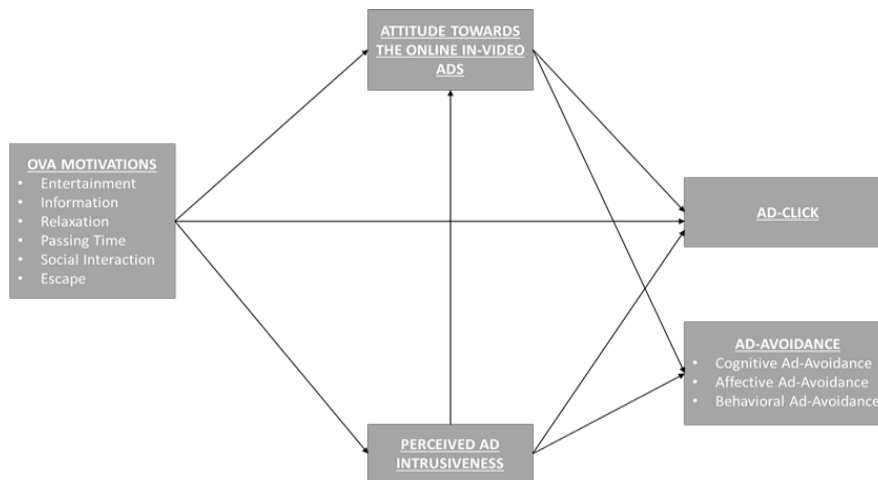


Figure 1: Research Model

3.2. Sampling Procedure

The main population of this research consisted of consumers, who are aged 18 and above, in Turkey. This study, which has a quantitative research design analysis at a 95% confidence interval and 5% margin of error, and convenience sampling method was preferred. An online survey method was applied to the participants.

The sample size was calculated as a minimum 384 (Malhotra et al., 2017: 453) because of the main populations' size was unknown. The data was collected between 21.10.2020-26.11.2020 dates and a total of 410 participants were reached. It is a filter that participants have encountered online in-video ads. For this reason, only participants, who stated that they encountered online in-video ads and marked "yes" in the survey form, were taken into consideration. In addition to this, with the exclusion of missing or invalid surveys, 391 surveys were assessed.

3.3. Data Collection, Measure, and Method

The survey form was composed of three parts. The first part was the filter question. The filter question was; "Have you ever encountered any online ads videos during the videos you have watched through the websites and/ or various social media tools?" The survey participants, who replied yes" to this filter question were evaluated.

The second part consisted of the research variables. Research scales adapted from the existing research literature. Some regulations have been made within the scope of in-video ads. OVA motivations were assessed with a twenty-four-item measure and adapted from Lee and Lee's (2011) study. Entertainment has five-item, information has five-item, relaxation has four-item, the passing time has four-item, social interaction has four-item and escape has two items. Perceived ad intrusiveness was measured with seven-item and derived from Li et al. (2002) and Yang's (2020) research. Attitude towards the online in-video ads was evaluated with a five-item measure and adapted from Lee and Lee's (2011) study. Ad-click was measured with three-item and derived from Zhang and Mao's (2016) study. Ad-avoidance was evaluated with a ten-item measure and adapted from Cho and Cheon (2004)'s study. Cognitive ad-avoidance has four-item, affective ad-avoidance has two items, behavioral ad-avoidance has four items.

The last part consisted of the demographic variables.

5-point (5= totally agree to 1 = strongly disagree) Likert-type scale was utilized for measuring. SPSS and AMOS programs were used in the research data analysis. For analyses, descriptive statistics, exploratory factor analysis, Harman's single-factor test, confirmatory factor analysis, and structural equation modeling were applied.

4. RESULTS

4.1. Participants' Characteristics

Participants were generally female (%52.9), in 18-28 age range (%50.4), single (%58.1), at the level of bachelor's degree (%61.1), student (%27.6), and private sector employee (%25.1) and have a 2000 Turkish Lira and below income.

4.2. Reliability Analysis

Firstly, reliability analysis was carried out in terms of the determining internal consistency of the research scales. According to Hair et al., (2010) it is viewed as the lower limit for the acceptability of 0.60-0.70 Cronbach's alpha (α) value. α values are respectively: OVA motivations 0.974, perceived ad intrusiveness 0.976 (one item removed), attitude towards the online in-video ads 0.953, ad-click 0.887, and ad-avoidance 0.980.

4.3. Exploratory Factor Analysis and Harman's Single-Factor Test

With the exploratory factor analysis, it was aimed to find out whether there was a similar dimensional distribution in terms of the research scales and the suitability for sampling (Fabrigar et al., 1999). In addition to this, for single-factor structures, Harman's single-factor test was applied. Harman's single-factor test was used to determine whether the data variance can be associated with a single factor (Chang et al., 2010). Because of the sample size, factor loads of 0.30 and above were evaluated. The results are presented in Table 1 and Table 2.

Table 1: Exploratory Factor Analysis Results

	Factor Loadings Interval	% of variance	Eigenvalues	α
OVA motivations				
Factor 1: Passing time-relaxation-social interaction	0.844-0.678	37.961	8.731	0.983
Factor 2: Information	0.887-0.802	20.441	4.702	0.942
Factor 3: Entertainment	0.787-0.689	19.260	4.430	0.959
Factor 4: Escape	0.804-0.663	7.850	1.806	0.726
Ad-avoidance				
Factor 1: Behavioral and affective ad-avoidance	0.869-0.741	49.299	3.944	0.975
Factor 2: Cognitive ad-avoidance	0.858-0.824	42.605	3.408	0.962

According to exploratory factor analysis results, OVA motivations were grouped under four basic factors (explained %85.512 of the total variance). Passing time-relaxation-social interaction dimensions came together under one factor. During the analysis, the “social interaction” dimension was eliminated, because of low factor loadings.

Ad-avoidance was grouped under two basic factors (explained %91.903 of the total variance). Behavioral and affective ad-avoidance dimensions came together under one factor. During the analysis, one of the effective and one of the cognitive ad-avoidance items were eliminated because of low factor loadings.

Harman’s single-factor test outcomes are presented in Table 2.

Table 2: Harman’s Single-Factor Test Results

	Factor Loadings Interval	% of variance	Eigenvalues	α
Perceived ad intrusiveness	0.969-0.911	87.406	5.244	0.976
Attitude towards the online in-video ads	0.930-0.849	80.546	4.027	0.953
Ad-click	0.914-0.798	72.797	2.184	0.887

Perceived ad intrusiveness, attitude towards the online in-video ads, and ad-click were included in the research model as a one-dimensional structure. The single factor structures were supported after Harman’s single-factor test and no item has been eliminated.

4.4. Confirmatory Factor Analysis

Confirmatory factor analysis provides to determine how well the measured variables represent the relevant structures (Hair et al., 2010). To ascertain the goodness of fit values, convergent validity, discriminant validity, and reliability of the scales, confirmatory factor analysis was applied. Results are presented in Table 3.

Table 3: Results, Reliability, Validity, and Correlations

	α	CR	AVE	MSV	MaxR(H)	1	2	3	4	5	6	7	8	6
Behavioral ad-avoidance (1)	0.970	0.970	0.890	0.839	0.971	0.944 ¹								
Relaxation (2)	0.969	0.963	0.897	0.743	0.965	-0.183 ²	0.947							
Information (3)	0.928	0.930	0.768	0.333	0.934	-0.038	0.563	0.876						
Entertainment (4)	0.957	0.957	0.882	0.743	0.958	-0.208	0.862	0.577	0.939					
Escape (5)	0.762	0.776	0.636	0.640	0.801	-0.077	0.800	0.555	0.657	0.797				
Perceived ad intrusiveness (6)	0.965	0.966	0.876	0.276	0.975	0.525	-0.220	-0.059	-0.258	-0.084	0.936			
Attitude towards the online in-video ads (7)	0.938	0.940	0.796	0.343	0.947	-0.233	0.515	0.484	0.586	0.464	-0.312	0.892		
Ad-click (8)	0.887	0.889	0.729	0.295	0.903	0.037	0.433	0.543	0.493	0.338	-0.087	0.433	0.854	
Cognitive ad-avoidance (9)	0.962	0.963	0.895	0.839	0.968	0.916	-0.172	-0.002	-0.187	-0.043	0.514	-0.217	0.082	0.946

Table Note: α = Cronbach's alpha, CR = composite reliability; AVE = average variance extracted; MSV = maximum shared variance; MaxR(H) = maximum reliability (H) and ¹= square root of AVE, ²= Correlations.

In the confirmatory factor analysis, it was observed that the parameters were not within the goodness of fit range and the suggested modifications were made. Eight items in “passing time-relaxation-social interaction dimensions” were removed from the analysis. While these variables generally take part in the “passing time and social interaction” dimensions, one item is in the “relaxation” dimension. In this direction, this dimension name was updated and named “relaxation”.

In the meantime, one item in “information”, two items in “entertainment”, two items in “perceived ad intrusiveness” and one item in “attitude towards the online in-video ads” were eliminated and goodness of fit values have been reached.

The values are; CMIN/df; 1.643, GFI; 0.909, AGFI;0.886, RMR; 0.044, RMSEA; 0.041, CFI; 0.983, NNFI; 0.980, NFI; 0.958. Generally, $\alpha > 0.70$, CR > 0.70, and AVE > 0.50, MaxR(H)>MSV, CR, and AVE, MSV<AVE and the square root of AVE greater than the correlation between factors (Agrawal et al., 2020; Fornell and Larcker, 1981; Hair et al., 2014; Subburaj et al., 2020; Yaşlıoğlu, 2017). After confirmatory factor analysis, H1, H2, H3, H6, and H8’s sub-dimension hypotheses were updated.

4.5. Model Testing

The following effect, which are between variables, were examined in the research model, respectively.

- The effect of online in-video ads motivations on consumer attitudes towards the online in-video ads, perceived ad intrusiveness, and ad-click.
- The effect of consumer attitudes towards the online in-video ads on the ad-click and ad-avoidance.
- The effect of perceived ad intrusiveness on attitudes towards the online in-video ads, ad-click, and ad-avoidance.

Research model results are shown in Figure 2.

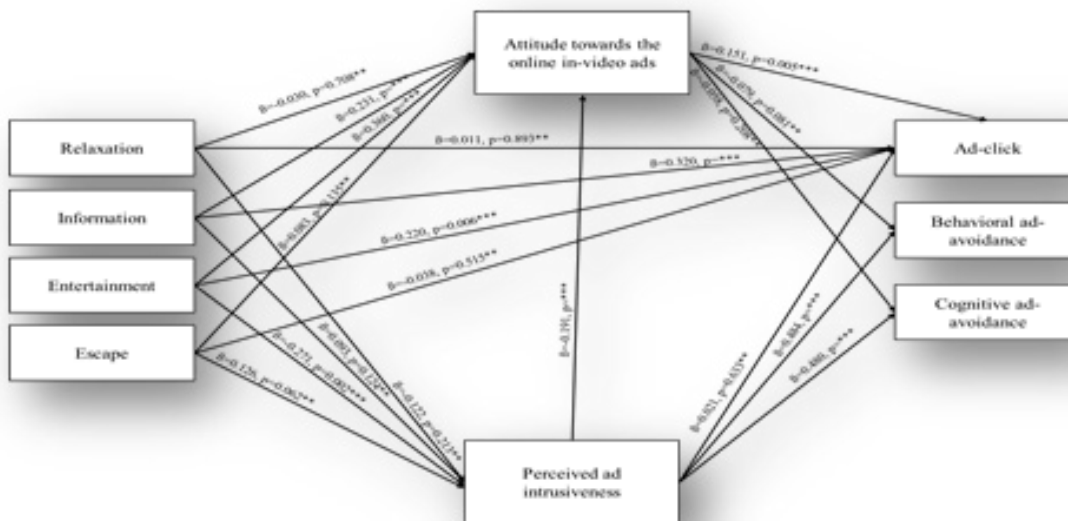


Figure 2: Research Model Testing

Figure Notes: β = standardized regression weight, ** p= at the 0.05 level ***p<0.001. Model testing fit index values are, CMIN/df; 2.374, GFI; 0.987, AGFI;0.942, RMR; 0.048, RMSEA; 0.059, CFI; 0.993, NNFI; 0.974, NFI; 0.988.

H1 hypothesis was partially supported. Consumers watch online in-video ads depending on entertainment and information motivations. H1a. hypothesis (t values= 4.925, β = 0.360, p=***) was supported. If the consumer

finds these ads entertaining, they will watch. H1b. hypothesis (t values= 4.636, β = 0.231, p =***) was supported. By watching these ads, consumers will have information about the product/service/brand. But H1c. hypothesis, which is “relaxation”, after the update, (t values= -0.375, β = -0.030, p =0.708) and H1d. hypothesis which is “escape”, after the update, (t values= 1.496, β = 0.083, p =0.135) were not supported.

H2 hypothesis was partially supported. While H2a. (t values= 2.765, β = 0.220, p =0.006) and H2b. (t values= 5.937, β = 0.320, p =***) hypotheses were supported, H2c., which is “relaxation”, after the update, (t values= 0.134, β = 0.011, p =0.893) and H2d., which is “escape”, after the update, (t values= -0.651, β = -0.038, p =0.515) were not supported. Similar to the H1 hypothesis, consumers, who find in-video ads entertaining and watch these videos in order to obtain information will have an ad-click intention.

H3 hypothesis generally was not supported. In this category, only H3a. hypothesis was supported (t values= -3.074, β = -0.271, p =0.002). Other three hypotheses; H3b., which is “information” hypothesis, (t values= 1.538, β = -0.271, p =0.093); H3c., which is “relaxation” hypothesis, (t values= -1.246, β = -0.122, p =0.213) and H3d., which is “escape” hypothesis, (t values=1.867, β =0.126, p =0.062) were not supported. The effect between entertainment and their intrusiveness is negative. In other words, as entertainment increases, the tendency to perceived ad intrusiveness by in-video ads will decrease. For this reason, if individuals interpret these ads as entertaining, the tendency to intrusiveness by these ads will decrease and they will continue to watch.

H4 hypothesis (t values= -4.593, β =-0.191, p =***) was supported. Participants, who think that the video is interfered with online in-video ads, develop a negative attitude towards the online in-video ads. As the level of intrusiveness increases, the tendency to develop a positive attitude decreases.

H5 hypothesis (t values= 0.478, β =0.021, p =0.633) was not supported. Individuals’ level of perceived ad intrusiveness, whether low or high, prevents the intention to ad-click. In other words, the ad is skipped, not watched, and then these ads are not clicked.

H6 hypothesis was supported. H6a., which is “cognitive ad-avoidance”, after the update (t values= 10.455, β =0.480, p =***) and H6b. which is “behavioral ad-avoidance”, after the update (t values= 10.649, β =0.484, p =***) hypotheses were supported. The result of the H6 hypothesis should be evaluated in terms of consumer reactions. Because the consumer, who evaluates online video ads as intrusive, has both cognitive and behavioral ad-avoidance intention. They skip in-video ads and continue the main video.

H7 hypothesis (t values= 2.822, β =0.151, p =0.005) was supported. In the sense of the H7 hypothesis, consumers, who watch in-video ads and do not skip ads, develop a positive attitude, and the intention to ad-click arises accordingly.

H8 hypothesis was not supported. H8a., which is “cognitive ad-avoidance” (t values= -1.260, β =-0.058, p =0.208) and H8b., which is “behavioral ad-avoidance” (t values= -1.744, β =-0.079, p =0.081) hypotheses were not supported. Consumer attitudes do not affect the ad-avoidance. Therefore, it is not possible to mention that the consumer has a strong attitude towards the online in-video ads. Since the consumer is at a low involvement towards these ads, they do not make any extra effort, and this prevents the development of a strong positive/negative attitude. Consumer shows automatic behavior of skipping ads.

5. DISCUSSION AND CONCLUSION

The following results were obtained within the scope of the study.

It has been determined that, while the entertainment and information dimensions have an effect on attitudes towards the online in-video ads, relaxation and escape have no effect. In line with this result, the fact that online video ads are seen by consumers as entertaining and informative effects the attitude towards ads positively. When the results obtained are evaluated together with the other studies, in terms of the effect of entertainment and information on the attitude towards ads, similar results were obtained with the studies of Zhou and Bao (2002) and Yang et al., (2014).

Another result has the effect of the entertainment and information dimensions on ad-click in-video ads. But relaxation and escape dimensions have no effect on ad-click. In this direction, the fact that the ads are entertaining and informative has a positive effect on the clickable view of the ad. When these results are considered together with the other studies, the positive effects of entertainment and informativeness on clicking the ads are similar to the results of Mao and Zhang (2015) and Zhang and Mao (2016) studies.

One of the results that will contribute positively to the literature has the effect of entertainment on perceived ad intrusiveness. However, information, relaxation, and escape dimensions have no effect on ad intrusiveness. With this result, which can be described as different in terms of the literature, it can be expressed that entertainment will have in a positive direction reduce the level of perceived ad intrusiveness. Having a positive point of view towards ads will create positive reactions. If the individual perceives online in-video ads as entertaining, the level of intrusiveness of ads decreases. Even, viewers, who tend to get distracted towards the middle of the video, will find this ad enjoyable and will be able to have a break from the main video.

Another effect in the research model, which has been determined to be important has the effect of the perceived ad intrusiveness on attitudes towards the online in-video ads. In this context, seeing the ad as distracting or intrusive causes the audience to develop a negative attitude. When this result is addressed with the studies in the literature, Luna-Nevarez and Torres (2015) explained that intrusiveness of the ad negatively affects the attitude towards the advertising. This study results also support this phenomenon.

Perceived ad intrusiveness has no effect on the ad-click. Consumers are intrusiveness with the ads that appear in the middle of the videos they watch, they do not show interest in these ads, so they are not interested in clicking and watching these ads.

Besides the effect of intrusiveness level on ad-avoidance has an indicator that negative emotion creates a negative reaction. Individuals' tendencies of intrusiveness increase their intention to avoid the ads. This effect occurs both cognitively and behaviorally. When viewers think that these advertisements are intrusive, they exhibit ad-skipping behavior. This is one of the effective and active consumer reactions and behaviors. When the results obtained are evaluated together with the other studies, it is similar to the researches of Wang et al. (2009) and Kim et al. (2013).

Finally, the effect of the attitude towards the online in-video ads on ad-click and ad-avoidance has been evaluated within the scope of the research. Accordingly, the positive attitude towards the online in-video ads enables the viewer to ad-click. When this result is addressed with the studies in the literature, shows similar results to the study of Wang and Sun (2010) and Mir (2012). However, the negative attitude does not intend to avoid any ads. The result, which can be described as another positive contribution in terms of the literature, can be interpreted as follows, consumers' negative attitude does not direct the intention of avoiding ads. In other words, the consumer is neutral towards the ads both cognitively and behaviorally. Since they are not interested and/or their level of involvement is very low, they can watch the ads without any reaction, wait for it to end, but do not have any positive or negative comments against the ads.

When the results of the study are evaluated in general, it is seen that the importance of developing effective and creative ads content is important. Ad-watching and ad-click are a moment of experience in terms of interactive media. The few seconds the ad is watched without skipping gains importance in terms of the business's expressiveness. In that case, the moment of experience where the consumer is alone with a few seconds of ad should be designed in the best way. For this reason, consumer interest should be guided directly at the beginning, not at the end of the ads.

Entertainment and information can be used as effective variables in this respect. At the point of the consumer's activity in the virtual environment, both the consumer experiences can be supported and the online flow can be provided in the process by putting the entertainment and information elements in the foreground and even by editing the advertising content in this direction. The important thing is that the consumer continues to watch the in-video ads without breaking away from the existing content and that the ads do not cause any discomfort in the eyes of the consumer. In this respect, it may be a suggestion to turn to new technologies where consumer

participation can be ensured but presenting interactive content and getting a direct reaction from the consumer can be among the other strategies. Since it is entertainment-oriented, it is possible for the consumer to click on the ad and/or not skip the ad, by increasing the experientialism, participation and the hedonic value obtained. Supporting interactive media content will have positive results in terms of consumer feedback.

Considering today's technological possibilities, such as 3D, artificial intelligence, etc. applications, and ad messages must be supported. The higher the perception and retention, the more positive the consumer will develop. In this case, the telepresence of the consumer may increase. Generally, consumer involvement in ads is low. In this respect, the criteria for being interesting should be set up correctly. Interactions between consumers are very important issues for businesses today. A subject can be viral within seconds. For this reason, consumer interaction should be supported by the advertising campaigns created. The comments made by the consumers to the social media applications of the business will increase the viewing rates. At this point, even if the consumer does not click on the ad, at least when they encounter the ad, they will be able to choose to watch the ad until the end with the appearance of the curiosity element. Besides this, while the functional features of the product/service/brand are brought to the fore for the product categories in which the consumer is of high involvement, symbolic interactions should not be forgotten. Emotion management becomes important at this point. Emphasizing the element of nostalgia, role model, and celebrity uses can be preferred. Another suggestion may be to get support from influencers. Some kind of product placement application can be offered. In that case, after sharing information about a product they promote, at the point of watching the ad video switching to the ad video immediately after the consumer is directed or even promoted will eliminate the feeling that the video is interrupted, creating a perception that the program continues. When a consumer is watching a video, they are in the online flow. Thereby, if the online flow is divided by video ads, the consumer automatically develops negative emotions. With market segmentation practices, the overlap between the content and the ad content and ad is a suggestion in this sense. Thus, the efficiency can be increased by interacting with the ad.

6. LIMITATIONS AND FUTURE RESEARCH

In this study, mid-roll ads were worked on. Although the research does not specialize on any product/service/brand group ads, there is no difference in terms of consumer groups. For this reason, the research cannot be generalized on the based on other online video ad categories, different product/service/brand, and consumer groups.

In future studies, pre-roll and post-roll ads can also be included in the research model in terms of comparability of ad-click and ad avoid. Research model variables can be discussed in terms of all three ad categories and ad-effectiveness. Within the scope of the current study, it has been determined that especially the entertainment dimension has positive and negative effects on other variables. In future studies, an entertainment-oriented research model can be constructed in terms of online in-video advertisements, and its effect on consumer behavior in terms of experientialism can be examined. Also, consumer and brand awareness can be interpreted. Psychological characteristics of consumers may be included research model and consumer perceptions towards mid-roll ads can be revealed through qualitative-based interviews. The ads' content and used elements can also effect consumer reactions. Measurements can be made before, during, and after ads.

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