

# The Effectiveness of the Process of Mobile Video Advertising - Focused on the Perceived Intrusiveness and Attitude Toward Advertising

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**Abstract Background/Objectives:** *The purpose of this study is to examine how ad length, ad skip, ad informativeness, and ad entertainment affect ad perception, perceived intrusiveness, and ad attitude in mobile video ad. We also examine how perceived intrusiveness and ad attitude affect ad avoidance, purchase intention, search intention, and sharing intention of mobile video ad.*

**Methods/Statistical analysis:** *The experiment was conducted in a personal mobile phone. Participant was randomly assigned to one of the eight conditions; ad skip(O/X), ad length(15/60), ad type(branded contents/product advertising). After participants finished watching three different music videos and the same three pre-roll ads, they were required to complete a questionnaire on mobile survey.*

**Findings:** *The present article presented and verified the main variables affecting the cognitive, emotional, and behavioral effects of mobile video advertising. There was no statistically significant difference in the advertising effect according to ad skip(O/X). However, in the case of forced exposures, perceived intrusiveness was higher than when ad skip was possible. There was no statistically significant difference in perceived intrusiveness, emotional, and behavioral advertising effects according to ad length. In the case of high informativeness and entertainment compared to low case, ad attitude, purchase intention, sharing intention, and search intention were high, but perceived intrusiveness and ad avoidance were low. Perceived intrusiveness did not positively affect the cognitive effect of mobile video ads, but negatively affect emotional and behavioral effects. Ad attitude negatively influenced ad avoidance, and positively influenced purchase intention, search intention, and sharing intention.*

**Improvements/Applications:** *The results of the article provide a unique view of the field to advertisers, including directions for future study for mobile advertising ad effect research.*

**Keywords:** *Video Advertising, Mobile Video Advertising, Perceived Intrusiveness, Advertising attitude, Advertising Value*

## I. INTRODUCTION

The global digital video advertising budget was \$13.0 billion in 2015, \$17.7 billion in 2016 to \$23.8 billion in 2017, and is expected to sustain high growth [1]. Other forecasts also suggest that global online video ads will reach \$12.3 billion in 2017, and mobile video ads will reach \$13.2 billion,

outstripping online ads [2].

As video advertising costs have increased, the establishment and implementation of differentiated video marketing strategies has become increasingly important. As a result of these changes, the video advertising market is launching various video products that suit the purposes of the advertiser. Video advertising products can be variously classified according to price system (CPV/CPM), bidding status (RTB/Fixed Price), ad exposure method (in-stream/out-stream/in-app/branded contents), ad position (Pre/mid/post), ad length (5/15/30/60~ second), and targeting method(time, screen, category, interest, age/gender, re-targeting). Advertisers aim to execute the most efficient and effective advertisements considering the different elements of various video advertising products.

Despite the high growth of the digital video advertising market and the emergence of various products, there is a theoretical and practical lack of research on the factors that affect the effectiveness of the video advertising. In particular, there were few studies on mobile video advertising.

This study first examines how ad skip, ad length and ad value (Informativeness/ Entertainment) affect ad perception, perceived intrusiveness, and ad attitude in mobile video ad. Next, we examine how perceived intrusiveness and ad attitude affect ad avoidance, purchase intention, search intention, and sharing intention of mobile video ads. This empirical verification on whether the impact on key variables such as cognitive, emotional, behavioral advertising effectiveness of mobile video ads will be given to the effect of the process of mobile video ads.

Since mobile video ad users are more goal-oriented [3,4] and exposed to an ad in a state of high attention [5,6], they are more likely to perceive intrusiveness. The perceived intrusiveness is expected to affect the advertising perception, attitude toward advertising, behavioral advertising effectiveness like advertising avoidance in mobile video ads [3,5,7,8-11]. Therefore, in this study, ad skip, ad length and ad value (Informativeness/Entertainment) were selected as independent variables among factors affecting the perceived intrusiveness presented in the previous studies.

Many studies have shown that the higher the perceived intrusiveness, the more negative attitude toward ad[3,8,11]. Furthermore, the higher the informativeness and the entertainment of the advertising value, the more positive the attitude towards

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ad is [12-16]. In this study, perceived intrusiveness and ad attitude were suggested as the most important variables in the process of mobile video advertising because perceived intrusiveness and ad attitude influence ad avoidance and ad behavior [4].

Consumers between the ages of 18 and 34 pay twice as much attention to watching videos on mobile devices than on TV [6]. This study investigated the effect of various variables that have been shown to influence the effectiveness of TV and online video advertising.

The longer the advertisement, the longer it takes to pay attention to its message, the more information it can process, and the more opportunities it offers in a single exposure. It was found that the longer the length of an ad, the more positive the effect on the perception of the ad in various studies of TV ads [17-19], Banner ads [20], and online video ads [8, 21]. Forced-exposure ads may interfere with and delay users' use of video content, resulting in negative perception of an ad as intrusive, encourage negative attitudes, and ad avoidance [22, 23]. In the recent YouTube pre-roll ad research, skip-enabled ads after 5 sec showed no significant difference in ad effectiveness compared to forced-exposure ads, but users were more likely to skip ads than forced ads [10]. Informativeness and entertainment as a component of the advertising value are important variables, and it has been proven that these variables have a direct influence on advertising attitude and the purchase intention in various studies of online and mobile advertising [13-16, 24-28] as well as traditional advertising [29]. In addition, the value of advertising has been shown in various studies as having a negative impact on perceived intrusiveness [3, 8]. Through empirical studies of various media and advertising, perceived intrusiveness has a positive effect on ad perception such as ad recall [8], positively affects ad avoidance [3, 11] but negatively affects ad attitude [3, 8, 11].

Based on this reasoning, the present research sets up the following three research questions and hypotheses:

1. How do the important variables of mobile video advertising (AD Skip, AD Length, Informativeness, Entertainment) affect ad perception, perceived intrusiveness, ad attitude of users?

H1-1. Non-skippable ads have higher ad perception than skippable ads.

H1-2. Non-skippable ads have higher ad intrusiveness than skippable ads.

H1-3. 60 sec ads have higher ad perception than 15 sec ads.

H1-4. 60 sec ads have higher ad intrusiveness than 15 sec ads.

H1-5. High informativeness group have less ad intrusiveness than low group.

H1-6. High informativeness group have higher ad attitude than low group.

H1-7. High entertainment group have less ad intrusiveness than low group.

H1-8. High entertainment group have higher ad attitude than low group.

2. How do perceived intrusiveness in mobile video ads

affect ad perception, ad attitude, ad avoidance, purchase intention, search intention, share intention?

H2-1. Perceived intrusiveness has a positive effect on ad perception.

H2-2. Perceived intrusiveness has a negative effect on ad attitude.

H2-1. Perceived intrusiveness has a positive effect on ad avoidance.

H2-1. Perceived intrusiveness has a negative effect on purchase intention.

H2-1. Perceived intrusiveness has a negative effect on search intention.

H2-1. Perceived intrusiveness has a negative effect on share intention.

3. How does ad attitude in mobile video ads affect ad avoidance, purchase intention, search intention, share intention?

H3-1. Ad attitude has a negative effect on ad avoidance.

H3-2. Ad attitude has a positive effect on purchase intention.

H3-3. Ad attitude has a positive effect on search intention.

H3-4. Ad attitude has a positive effect on share intention.

## II. MATERIALS AND METHODS

### 2.1 Experiment Design

This study was conducted to the 2X2X2 factorial design according to the advertisement skip possibility (skippable/non-skippable), the ad length (15 sec / 60 sec) and the video ad type (branded contents/product ad). Finally, eight experimental conditions were presented as shown in Table 1. In this study, we used an international advertisement of the North Face brand, which was not executed in Korea, as an experimental advertisement.

**Table 1: Experiment Group and Samples**

Experiment Group	Ad type	Ad length	Ad skip	Sample
1	Branded Contents	60 sec	O	20
2	Branded Contents	60 sec	X	33
3	Branded Contents	15 sec	O	28
4	Branded Contents	15 sec	X	25
5	Product Ad	60 sec	O	20
6	Product Ad	60 sec	X	20
7	Product Ad	15 sec	O	22
8	Product Ad	15 sec	X	32
Total				200

The product advertisement only shows products that emphasize the functional features of the new Apex Flex GTX Jacket. Branded content, like the movie trailer titled The North Face Imagination,



presents a fun and dynamic ski stunt scene through a car window to a bored child who is riding in the car. Three identical music videos were uploaded and presented on the eight channels of Pandora TV Mobile launched for the experiment. Subjects were exposed to one ad before watching one music video content on each channel. They watched three video contents for each channel and were exposed to the same experimental ad type three times.

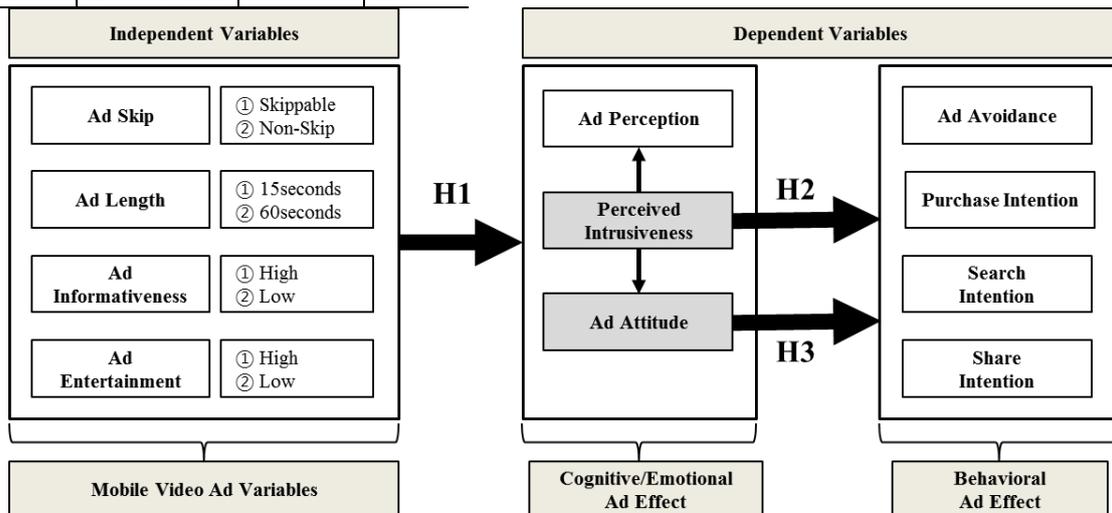
After viewing the three videos, subjects were instructed to leave the mobile web page and participate in the existing mobile surveys. When the questionnaire was completed, the experiment was terminated. A total of 200 participants participated in the final experiment from January 15 to February 28, 2018, and the responses of the 200 final participants were analyzed as shown in Table 2.

**Table2: Respondent characteristics**

Respondent characteristics		Frequency	Ratio
Sex	Male	125	62.5%
	Female	75	37.5%
Age	Under 20	3	1.5%
	20-29	52	26.0%
	30-39	82	41.0%
	Over 40	63	31.5%
Mobile	Less than 2	56	28.0%

Video Weekly Hours	h		
	2-4 h	53	26.5%
	5-9 h	38	19.0%
	10-19 h	35	17.5%
	20 h	18	9.0%
Mobile Video Weekly Frequency	1-3 times	40	20.0%
	4-6 times	32	16.0%
	7-9 times	42	21.0%
	10-19 times	35	17.5%
	20-29 times	16	8.0%
	Over 30 times	35	17.5%

The purpose of this study is to examine how ad length, ad skip, and ad informativeness, ad entertainment affect ad perception, perceived intrusiveness, and ad attitude in mobile video ads. We also examine how perceived intrusiveness and ad attitude affect ad avoidance, purchase intention, search intention, and sharing intention of mobile video ads. We propose the effect process of mobile video advertising by empirically verifying how the main variables of mobile video advertisement affect the cognitive, emotional, and behavioral advertising effects as shown in Figure 1.



**Figure 1. The Effectiveness of the process of Mobile Video Advertising Model**

2.2 Operational definition of variables

The independent variables of this study are ad skip, ad length, ad informativeness, ad entertainment. Ad skip set the skippable ad and the non-skip ad differently. Skippable ads could be skipped after 5 second of viewing, but non-skip ads were forced-exposed ads that could not be skipped until the end of the ad. Ad length was set at 15-sec and 60-sec. Ad informativeness and ad entertainment are factors of advertising value, which is a subjective evaluation that consumers perceive about proposed mobile video ads. Ad informativeness and ad entertainment were measured on a 7 point Likert scale with reference to the advertising value evaluation items used in the previous studies of online ads [12], pop-up ads [3] and online video ads [8].

The dependent variables of this study are ad perception, perceived intrusiveness, ad attitude, ad avoidance, purchase

intention, search intention, and share intention. Ad perception is defined as the user awareness of the video ad and the memory information processing is done [4]. Specifically, in order to measure the perception of the ad, the experiment participants were asked about the brand name, product name, copy, feature, function, scene which they remembered correctly without an aid item.

Ad avoidance can be classified into cognitive, physical, and mechanical ad avoidance [4]. In the environment where mobile video ad is exposed, it is impossible to avoid the mechanic. In the case where advertisement skipping is impossible, physical avoidance is impossible. Therefore, only three measures of cognitive avoidance are measured. Purchase intention was defined as the likelihood or the intention of purchasing a



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product from a video ad. Purchase intention was examined based on the three measurement items with reference to the previous studies. Share intention is defined as the possibility or the intention of sharing the ad after the ad viewing. Search intention was examined based on a measurement item with reference to the previous studies.

The reliability coefficient of each measurement variable (Cronbach's  $\alpha$ ) was found to be higher than 0.7. Therefore, the internal consistency between the measurement items of each measurement variable was reliable.

### III. RESULTS

Research Hypothesis 1 examines the effect of mobile video advertising characteristics on ad perception, perceived intrusiveness, and ad attitude. In this study, a t-test was performed as shown in Table 3.

First, there was no significant difference in ad perception according to ad skip, but perceived intrusiveness was higher

than the skippable ad exposure group ( $M = 4.90$ ) in non-skip, and forced ad exposure group ( $M = 5.24$ ).

Second, ad perception ( $M = 0.77$ ) of the 60 sec ad exposure group was significantly higher than ad perception ( $M = 0.49$ ) of the 15 sec ad exposure group. However, perceived intrusiveness did not show significant difference according to ad length.

Third, perceived intrusiveness and ad attitude was a significant difference between the high and low group of ad informativeness and ad entertainment. Perceived intrusiveness was higher in the low AI (Ad informativeness) and AE (Ad entertainment) level group than in the high AI and AE level group. Otherwise, ad attitude was higher in the high AI and AE level group than in the low AI and AE level group.

**Table3: Advertising effectiveness hypothesis test result of mobile video ad characteristics (t-test)**

Independent Variables	Dependent Variables	Group	Average	Standard Deviation	t	p	Hypothesis Test
Ad Skip	Ad Perception	Skippable	0.75	1.03	-1.841	.067*	H1-1
		Non-Skip	0.46	0.89			Rejected
	Perceived Intrusiveness	Skippable	5.24	1.19	-2.199	.029**	H1-2
		Non-Skip	4.90	1.35			Supported
Ad Length	Ad Perception	15-sec	0.49	0.82	-2.047	.042**	H1-3
		60-sec	0.77	1.12			Supported
	Perceived Intrusiveness	15-sec	5.14	1.23	0.671	.503	H1-4
		60-sec	5.03	1.31			Rejected
Ad Informativeness	Perceived Intrusiveness	High	4.63	1.01	-5.807	.000***	H1-5
		Low	5.60	1.34			Supported
	Ad Attitude	High	4.10	0.97	10.365	.000***	H1-6
		Low	2.49	1.22			Supported
Ad Entertainment	Perceived Intrusiveness	High	4.64	1.05	-5.543	.000***	H1-7
		Low	5.57	1.32			Supported
	Ad Attitude	High	4.28	0.92	14.688	.000***	H1-8
		Low	2.32	0.97			Supported

\*\*\* $p < 0.01$ , \*\* $p < 0.05$ , \* $p < 0.1$

Research hypothesis 2 examines the effect of perceived intrusiveness on ad perception, ad attitude, ad avoidance, purchase intention, search intention, and sharing intention in mobile video advertising. In this study, simple regression analysis was performed as shown in Table 4. Perceived intrusiveness had the same effect on hypotheses on all variables of ad attitude, ad avoidance, and behavior intention

except ad perception. In other words, perceived intrusiveness has a positive effect on ad avoidance and negative effect on ad attitude, purchase intention, search intention, and share intention. Therefore, a strategy to reduce perceived intrusiveness was necessary to increase the effectiveness of mobile video ads.

**Table4: Mobile Video Advertising effectiveness hypothesis test result of perceived intrusiveness and ad attitude of mobile video ad (Simple regression analysis)**

Independent Variables	Dependent Variables	Standard Error	$\beta$	t	p	R <sup>2</sup>	F	Hypothesis Test
Perceived Intrusiveness	Ad Perception	0.055	0.077	1.08	.281	0.006	1.166	H2-1 Rejected
	Ad Attitude	0.067	-0.477	-7.641	.000***	0.228	58.381***	H2-2 Supported



	Ad Avoidance	0.071	0.389	5.947	.000***	0.152	35.365***	H2-3 Supported
	Purchase Intention	0.071	-0.371	-5.623	.000***	0.138	31.620***	H2-4 Supported
	Search Intention	0.073	-0.375	-5.685	.000***	0.140	32.314***	H2-5 Supported
	Share Intention	0.072	-0.422	-6.548	.000***	0.178	42.874***	H2-6 Supported
Ad Attitude	Ad Avoidance	0.057	-0.611	-10.849	.000***	0.373	117.699***	H3-1 Supported
	Purchase Intention	0.047	0.750	15.945	.000***	0.562	254.256***	H3-2 Supported
	Search Intention	0.054	0.679	13.017	.000***	0.461	169.433***	H3-3 Supported
	Share Intention	0.054	0.690	13.407	.000***	0.476	179.744***	H3-4 Supported

\*\*\*p<0.01,\*\*p<0.05,\*p<0.1

Research hypothesis 3 examines how ad attitudes affect ad avoidance, purchase intention, search intention, and share intention in mobile video ads. In this study, simple regression analysis was performed as shown in Table 4. Ad attitude negatively influenced ad avoidance, and positively influenced purchase intention, search intention, and share intention.

#### IV. CONCLUSION

This study examined the effect of ad skip, ad length, ad informativeness, and ad entertainment on the cognitive, emotional and behavioral effects of mobile video advertising. In order to examine the cognitive, emotional, and behavioral effects of mobile video advertising, we examined whether the ad perception, ad attitude, purchase intention, search intention, and share intention differed according to each variable. In addition, we examined the effect of perceived intrusiveness and ad attitude on mobile video advertising effectiveness. There was no significant difference in ad perception, ad attitude, and behavioral advertisement effect according to ad skip, but perceived intrusiveness was higher when non-skip, forced ad was seen than skippable ad. Therefore, it is desirable to lower the perceived intrusiveness by providing the adskip function in the mobile video advertisement.

Ad perception of the 60 sec ad exposure group was significantly higher than the 15 sec ad exposure group. However, perceived intrusiveness, emotional, and behavioral advertising effects did not differ according to the ad length. In terms of ad perception, it may be advantageous to run a long ad, but considering that there may be an increase in advertising cost, according to the length of the ad when the mobile video ad is executed, there may be little difference between the ad attitude and the behavioral advertising effect. Therefore, the length of the ad in the mobile advertising requires a thorough review.

In addition, there are differences in perceived intrusiveness and ad attitude according to the informational and entertainment characteristics of the ad, which is the value of the ad, and also there are differences in the

cognitive, emotional and behavioral effects of mobile video advertising. The perceived intrusiveness and ad avoidance was lower and the ad attitude, purchase intention, share intention, and search intention were higher when the awareness of information and entertainment was high. Therefore, it is important to establish a creative strategy that enables consumers to recognize the information and entertainment of the ad when executing the mobile video ad.

Perceived intrusiveness did not positively affect the cognitive effect of mobile video ads, but did negatively affect emotional and behavioral effects. Because perceived intrusiveness has a negative effect on ad attitude, purchase intention, search intention, and share intention, it is important to reduce perceived intrusiveness to increase ad effectiveness of mobile video. To do this, it is necessary to consider the main variables showing significant differences in perceived intrusiveness. In other words, when the ad skip function is provided, the information and entertainment of the ad are increased, the perceived intrusiveness is lower than that of the other case. Therefore, consideration of these variables is essential.

It has been proven that ad attitude is an important variable affecting mobile video advertising effect with perceived intrusiveness. Ad attitude has a negative effect on ad avoidance, positively affecting purchase intention, search intention, and share intention. In the end, it is important to increase ad attitude, and if the ad is highly informative and entertaining, the ad attitude is high. Therefore, considering this aspect of the ad creative strategy, it can increase the attitude of the ad and positively influence the mobile video ad effect.

This study is meaningful as an empirical study that verifies the variables in the experimental environment of mobile video media for mobile video advertising effect. Through experiments and surveys, this study reflects the various realities of mobile video advertising execution and aims to increase the validity of the study by designing the response after the advertisement viewing through actual mobile video media. This



study is meaningful, because the results of this study can be summarized as a summary of various variables that may affect the effectiveness of mobile video advertising, and the indirect and direct effects of each variable on the effect of mobile video advertising.

The results of this study should be interpreted considering certain limitations.

First, this study presents and verifies various variables influencing the effectiveness of mobile video advertising, but it still has limitations that do not present a clear overall model of the relationship between each variable and the entire mobile video advertising effect process. In the future, further research on the relationship and effect process of each variable focusing on the variables presented in this study will help clarify the effect process of mobile video ad.

Second, in this study, we are studying convenience sampling, and the sample does not represent all mobile Internet users. In particular, the proportion of young people under 20 years of age who have a high mobile usage rate is relatively low. In future studies, it would be feasible to increase the validity of the study if the study includes more people of that age cohort.

Third, the experimental North Face ads used in this research are classified as product ads emphasizing product features and branded contents emphasizing storytelling. However, in post-test results of the two ad types, perceived intrusiveness, ad attitude, behavioral effect had no significant difference. This may be the result of actual research, but it is contrary to the expectation of the researchers and it is expected that the different test conditions for the two types of ad may fail because the classification of each ad is unclear. In future research, it may be different from this study for the two types of advertising if we conduct research after a clearer distinction between branded content and product ad.

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