

BEYOND THE SKIP BUTTON: EXAMINING UNDERGRADUATE ATTITUDES TOWARD YOUTUBE PRE- ROLL SKIPPABLE ADS AT REDEEMER'S UNIVERSITY

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ABSTRACT: This study analysed user's attitude towards YouTube pre-roll skippable adverts among undergraduate students by examining the attitude of undergraduates in Redeemer's University towards YouTube pre-roll skippable adverts and determining the factors that influence the attitude of undergraduates in Redeemer's University towards YouTube pre-roll skippable advert. The study is grounded on the Uses and gratification theory. Employing a survey method, the study utilized questionnaires to collect data from 237 undergraduate students in Redeemer's University. The survey showed responses from 74.2% of participants indicating negative feelings about skippable advertisements because they got irritated by them. The survey further showed that entertainment and personalization had positive effects on attitudes, yet such factors were insufficient to stop people from skipping the adverts. Findings from this study align with prior research confirming that irritation remains a key factor that makes audiences avoid commercials, yet entertainment features coupled with personalization produce better interaction when done right. The study recommends that advertisers should enhance the entertainment and personalization aspects of adverts and reduce advert intrusion levels to reach maximum success.

Keywords: Youtube Skippable Adverts, Audience Attitude, Advertising Effectiveness

INTRODUCTION

YouTube has become one of the most popular platforms for video consumption, particularly among young adults. According to Zote (2024), approximately 15.5% of YouTube's user base consists of young adults between the ages of 18 and 24. As a result, it has attracted significant investment from advertisers seeking to reach this valuable demographic.

In addition to its enormous viewership among the younger generation, YouTube provides advertisers with a wide range of advertising formats, including Non-skippable video adverts, Skippable video adverts, Bumper video adverts, Display adverts, and Overlay adverts. A global poll of marketing professionals performed by Statista (2019) in the year 2019 found that the most effective YouTube ad style was a 15-second skippable video ad that ran before (pre-roll) a video clip (Nainggolan, 2021). This also aligns with the findings of Chungviwatanant et al., (2017) in their study on "A study of factors that affects consumer's attitude towards a YouTube in-stream skippable advert" that a skippable in-stream ad on YouTube should appear before the video (pre-roll) and the appropriate length should be around 15 seconds and not more than 20 seconds. This explains why advertisers use YouTube as one of their primary avenues for marketing purposes.

YouTube introduced the skippable pre-roll video format, also known as Trueview, in 2010 which allows viewers to skip the advert after watching for 5 seconds (Belanche et al., 2017). The advert usually appears automatically before a selected video and viewers are allowed to watch the advert for 5 seconds after which they are presented with the skip ad button that comes up at the bottom of the right corner of the video.

While this advertising format is widely used on YouTube and gives viewers control over their viewing experience, advertisers need to understand users' attitudes and the factors influencing such attitudes towards it. This will help advertisers understand why viewers continue to watch an advert or skip, enabling them to tailor their marketing strategy to align with viewers' preferences, thereby enhancing advertising effectiveness.

Several studies on users' attitudes towards YouTube skippable adverts have shown that attitudes are influenced by factors such as entertainment, credibility, informativeness, personalization, and irritation. Positive attitudes are related to credibility, informativeness, personalization, and entertainment, while irritation is associated with negative attitudes (Aydin 2018; Banerjee & Pal, 2021; Chungviwatanant et al., 2017; Nainggolan, 2021).

While several studies have examined attitudes towards YouTube skippable advertisements in various countries, there is a notable absence of research focusing on users' attitudes towards YouTube pre-roll skippable adverts in the Nigerian context particularly among young adults. This study, therefore, aims to address this gap by investigating the attitude and factors determining users' attitude towards YouTube pre-roll skippable adverts among undergraduates of Redeemer's University.

Statement of the Problem

In recent years, YouTube has emerged as a prominent platform for video consumption, particularly among younger viewers. To monetize their content, YouTube advertisers and the platform rely heavily on advertising revenue, with pre-roll skippable adverts being widely used.

YouTube skippable pre-roll adverts provide viewers the option of watching an advert for 5 seconds after which they can decide to skip the ad enhancing viewer's control over their viewing experience. Despite the widespread use of this advertising format on YouTube, there is limited research focusing on users' attitude towards it, particularly among young adults in Nigeria.

While several studies have examined attitudes towards YouTube skippable advertisements in various countries, there is a notable absence of research focusing on the Nigerian context, particularly among young adults. This study aims to address this gap by investigating the attitude and factors influencing users' attitude toward YouTube pre-roll skippable adverts among undergraduates at Redeemer's University.

The study therefore seeks to investigate the attitudes of Undergraduates at Redeemer's University towards YouTube pre-roll skippable adverts and determine factors that influence their decisions to skip or watch these advertisements.

Research Objectives

- i. To examine the attitude of undergraduates in Redeemer's University towards YouTube pre-roll skippable adverts.
- ii. To determine the factors that influence the attitude of undergraduates in Redeemer's University towards YouTube pre-roll skippable advert.

Research Questions

- i. What is the attitudes of undergraduates at Redeemer's University towards YouTube pre-roll skippable advert?
- ii. What factors influence the attitude of undergraduates at Redeemer's University towards YouTube pre-roll skippable advert?

LITERATURE REVIEW

Attitude towards advertisement

Attitude is a person's point of view and assessment of something or someone; it is a propensity to react either favourably or unfavourably to a certain concept, item, person, or circumstance. It is traditionally arranged along three dimensions: affective (likes and dislikes, feelings, or triggered emotions), cognitive (perceptions and beliefs), and behavioural (actions or expressed intents toward the object based upon the "cognitive" and "affective" reactions) (Vargas-Sánchez et al., 2016).

It is the expression of how we feel or think about an idea, which shows in our behaviour. It is usually positive or negative, depending on how the object, idea, message, or occasion makes us feel. Attitude is a major internal determinant of behaviour since it evaluates an individual's thoughts, feelings, and propensity to react to a specific thing (Nainggolan, 2021). Advertising influences users' attitudes generally by evoking both good and negative emotions (Nguyen et al., 2022).

Attitude toward advertising is characterized as a tendency to react either positively or negatively to a specific advertisement (Chungviwatanant et al., 2017). A consumer's attitude toward advertisements has been used as a standard indicator of their effectiveness because it affects their likelihood of considering, committing to, and buying a brand's good or service.

Factors that determine or influence attitude toward Advertisements

Several studies have identified entertainment, credibility, informativeness, personalization, and irritation as key factors that determine attitude toward advertisements (Alalwan 2018; Lütjens et al., 2022; Sadasivan 2019; Salem et al., 2022). While these factors are commonly recognized as vital in shaping consumers' attitudes toward an advert, their influence can vary across demographics, platforms, and advertising strategies.

1. Informativeness

Informativeness is a content-driven aspect of advertising that significantly affects consumers' attitudes toward advertising (Nguyen et al. 2022). Alalwan (2018) highlights that informativeness is the degree to which a business can give clients enough information to enable them to make wiser purchasing decisions. This aligns with Chungviwatanant et al.'s (2017) definition which emphasizes that "it is the capacity of an advertisement to offer current, relevant, and conveniently obtainable information". Nainggolan (2021) extends this view, arguing further that since informativeness is related to cognition, an advertisement should be logically informed to satisfy the rational thinking of its audience and, thus, rationally persuade people to buy. He also stated that an informative advert should be characterized with offering pertinent product knowledge, being a good source of product information, and delivering current information.

Studies have shown the positive influence of informativeness on attitudes toward digital adverts (Lütjens et al., 2022), Instagram advertising (Gaber et al., 2019), Facebook advertising (Nguyen et al., 2022), and YouTube skippable advert (Nainggolan 2021). These studies affirm Nguyen et al.'s (2022) statement that Informativeness is a content-driven aspect of advertising that significantly affects consumers' attitudes toward advertising. However, Lütjens et al. (2022) stated that while informativeness has been found to positively influence attitude toward digital adverts, its influence varies across different online platforms.

2. Entertainment

According to Taylor et al., (2011) as cited in Nguyen et al. (2022), Entertainment is one of the two content-centric aspects of advertising that notably influences consumers' attitudes towards advertising. Chungviwatanant et al., (2017) defined entertainment as the expression of a consumer's enjoyment with an advertisement, as well as the feeling of pleasure or enjoyment that an individual links with an advert. It is connected to the emotions and feelings of the audience (Nainggolan, 2021) and can capture consumer's attention, thereby leading to positive results (Arora and Agarwal, 2019; Martins et al., 2019). This infers that an individual is more likely to develop a positive attitude towards an advertisement they find to be entertaining or enjoyable.

Several studies have also shown the positive influence of entertainment on attitudes toward digital adverts (Lütjens et al., 2022), Instagram advertising (Gaber et al., 2019), Facebook advertising (Nguyen et al., 2022), and YouTube skippable advert (Nainggolan 2021).

3. Credibility

Advertising credibility is the extent to which consumers believe the assertions in an advertisement to be accurate and dependable (Nguyen et al., 2022). According to Chungviwatanant et al. (2017), an advert is considered credible if it is trustworthy, dependable, truthful, and believable. Credibility is one of the main sources of advertising value in the online environment since it has been shown to have a positive impact on customer attitudes (Gaber et al., 2019). According to Arora and Agarwal (2019), consumers' attitudes and behaviour can be positively impacted by the advertisements' credibility. Also, Sharma et al. (2022) stated that adverts that contain credible

content can boost consumers' trust thereby increasing the possibility of the advert being received positively.

Extant literature has shown credibility to positively influence consumers' attitude toward YouTube skippable adverts (Chungviwatanant et al., 2017), Instagram adverts (Gaber et al., 2019), and Facebook advertising (Nguyen et al., 2022). Therefore, credibility can be said to be a factor that influences consumers attitude towards advertising.

4. Irritation

Arora and Agarwal (2019) and Kim (2020) defined irritation as unpleasant, annoying and disagreeable feelings brought on by an advert, which leads to negative feelings towards the advert (Martins et al., 2019). It is often considered as the primary challenge with advertising caused by certain advertising strategies which might cause the effectiveness of advertising to be undervalued (Nguyen et al., 2022). Irritation can occur when viewers find an advert to be intrusive or irrelevant to them. According to shareef et al. (2019), irritation counters the primary aim of an advert when an aspect of the advert irritates consumers causing them to ignore the advert rather than encourage them to buy the advertised product or service. This supports the notion that an advert found to be irritating brings about a negative attitude towards it. Irritation has been observed in several studies to have a negative impact on attitude toward adverts (Chungviwatanant et al., 2017; Nainggolan, 2021&Nguyen et al.,2022).

5. Personalization

Nguyen et al., (2022) defined personalization as the process of making advertising messages less irritating to users by transmitting the messages based on user demographics, interest and context of the user at the time of delivery. In addition, they stated that personalization is one of the most important conditions advertisers need to take note of as this will determine the acceptability of the ideas and information in an advert. In a study by Banerjee and Pal (2021), personalization was found to be one of the factors that influenced the attitude of users towards YouTube skippable adverts. The findings of the study revealed that users had a negative attitude towards YouTube skippable adverts that are not tailored to suit their interest although they were willing to watch a YouTube skippable advert so far it suits their personal interests. This implies that personalization can positively impact users' attitude towards an advert.

Attitude towards YouTube skippable adverts

Existing literature revealed that attitudes toward YouTube skippable adverts are influenced by credibility, informativeness, entertainment, personalization, and irritation. Studies have consistently established that informativeness, credibility, personalization, and entertainment had a positive relationship with YouTube skippable adverts while irritation had a negative relationship.

A study by Chungviwatanant et al., (2017) revealed that attitude toward YouTube skippable adverts had a positive relationship with entertainment, credibility, and informativeness while irritation had a negative relationship. Among these factors, entertainment had a strong positive

relationship and a predictor of consumer attitude suggesting that entertainment should be prioritized in a YouTube skippable advert. Credibility also had a positive relationship with consumer attitude but to a moderate degree, and a predictor of consumer attitude suggesting that adverts that are found to be accurate and dependable will yield a positive attitude while informativeness was found to have a moderate positive relationship but not a predictor of consumer attitude suggesting that providing detailed and accurate information alone may not be enough to shape viewer's attitude. However, irritation had a moderate negative relationship and was a notable predictor of consumers suggesting that adverts that annoy viewers are more likely to influence negative attitudes.

Similarly, Nainggolan's (2021) study on the attitude of Generation Z towards YouTube skippable ads specifically Lokalate adverts revealed that there is a relationship between the dependent variable (attitude towards Lokalate ads) and the independent variable (informativeness, entertainment, and irritation), affirming the positive influence of informativeness and entertainment and the negative influence of irritation. This implies that entertainment and informativeness of an advert result in positive attitudes of users towards the advert while irritation results in negative attitudes. Therefore, the more entertaining and informative an advert is the more it will yield a positive attitude and the more irritating an advert is to consumers the more it will yield a negative attitude.

However, unlike Chungviwatanant et al.'s (2017) study, this study found that these factors partially influenced the attitude of Gen Z towards Lokalate skippable adverts on YouTube. This implies that there are other factors like personalization and credibility identified in other studies which the study did not focus on that influenced the attitude of Gen Z towards Lokalate skippable adverts on YouTube affirming the need to explore other factors besides informativeness, entertainment, and irritation.

On the other hand, Tandyonomanu (2018) in his study which examined the attitudes and behaviour of YouTube users towards skippable and non-skippable adverts revealed that users generally have negative attitudes towards adverts on YouTube whether skippable or non-skippable because they find it interruptive, this reinforces the strong and negative influence of irritation. However, the study revealed that users are willing to keep watching a skippable advert if it's found to be entertaining, personalized, or emotionally engaging also reinforcing the positive influence of entertainment and personalization.

Lastly, Banerjee & Pal (2021) emphasized the role of personalization, identifying it as one of the factors that determined the attitude of users towards YouTube skippable adverts. Their study revealed that users had a negative attitude towards YouTube skippable adverts that lacked personalization. The adverts were skipped because they were not personalized to users' interests and in contrast, users are willing to watch the skippable adverts because they were personalized to their interest. The study, therefore, suggests that personalization results in positive attitudes of users towards YouTube skippable adverts. This aligns with Tandyonomanu's (2018) findings, suggesting that personalization is an important factor in minimizing irritation and enhancing viewer engagement.

In summary, credibility, entertainment, informativeness, personalization, and irritation influenced attitudes toward YouTube skippable adverts. Entertainment is consistently seen as a strong and positive influencing factor, while irritation is consistently seen as a strong and negative influencing factor. Personalization and credibility were also found to have a positive influence. Although informativeness was also found to have a positive influence, its influence varied across different contexts and demographics.

In conclusion, the findings in these studies reveal that combining entertainment, credibility, informativeness, and personalization in YouTube Skippable adverts should be prioritized to minimize irritation towards YouTube skippable adverts.

While these studies have examined these factors, there is a notable gap in understanding their combined influence, especially in the Nigerian context and a different demographic.

This study will therefore address this gap by building upon existing research and examining the combined influence of five factors (Entertainment, credibility, informativeness, personalization, and irritation) on users' attitudes toward a Skippable in-stream ad on YouTube among undergraduates in Redeemer's University.

This study will achieve this by developing a conceptual framework of five independent variables (Entertainment, credibility, informativeness, personalization, and irritation) influencing users' attitudes toward a Skippable in-stream ad on YouTube among undergraduates in Redeemer's University.

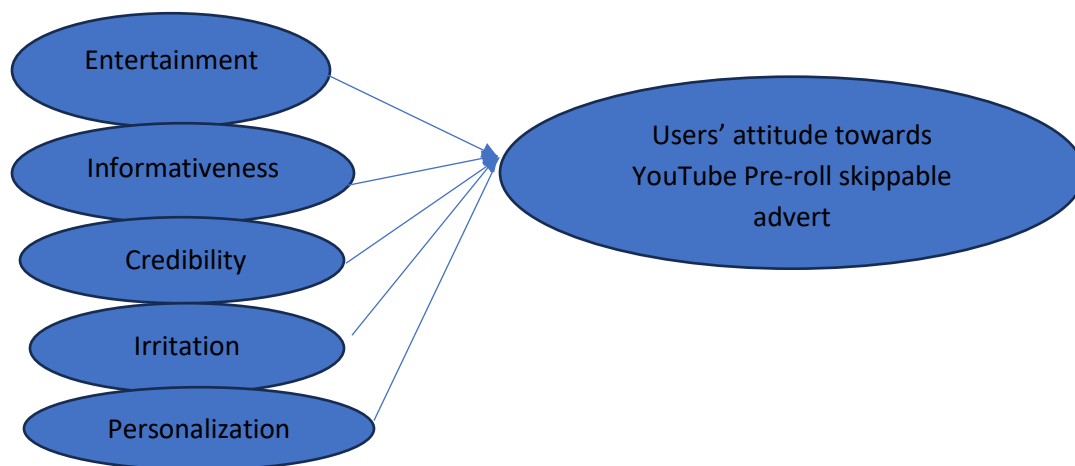


Figure 1: Conceptual Framework of Five Independent Variables Influencing User's Attitude towards a pre-roll Skippable ad on YouTube.

Theoretical framework

The theoretical anchor for this study is the Uses and gratification theory. The Uses and gratification theory was propounded by Elihu Katz, Jay Blumer, and Micheal Gurevitch in 1974. The theory

asserts that people use media to gratify specific needs and wants (Vinney, 2024). It focuses on how people interact with the media rather than how the media affects them. The theory examines media use from a more humane perspective. According to Blumer and Katz (1974), the public uses the media in a variety of ways. Rather, they think that the number of reasons people use the media is equal to the number of media users. The theory holds that people who consume media have the freedom to choose how they will use it and how it will impact them.

Vinney (2024) states that the theory is based on two tenets regarding media consumers: First, it characterizes media consumers as active in choosing the media they consume, suggesting that people do not passively use the media. Second, media users are aware of their reasons for choosing particular media options. Vinney (2024) outlined five assumptions of uses and gratification theory based on these two principles:

1. Media use is goal-oriented; individuals are motivated to consume the media.
2. The selection of media is predicated on the expectation that it will satisfy specific needs and desires.
3. There are social and psychological elements that filter the influence of media on behaviour. Personality and social context therefore influence one's media choices and how they understand media messages.
4. The media compete with other communication channels for people's attention.
5. People are typically in charge of the media; therefore, it doesn't have a big impact on them.

According to the uses and gratification theory, people actively influence the message effect and are not merely passive recipients of media content because they selectively select, pay attention to, perceive, and retain media messages based on their needs, beliefs, and other factors.

The Uses and Gratification theory is relevant to the study because it examines how individuals select, pay attention to, interpret, and retain media messages according to their needs, beliefs, desires, and other criteria.

The theory suggests that users engage with media content, including advertisements to fulfil specific needs or obtain gratifications. This justifies how the attitude of Users towards YouTube pre-roll skippable adverts can be influenced based on an individual desire to fulfil specific needs or gratifications such as information seeking, entertainment, social interaction, etc.

METHOD

This study adopts the survey research method. This study used a quantitative research method to gather data for the research work. Quantitative research emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys. The population for this study consists of undergraduate students at Redeemer's University. Based on the data obtained from the Office of the Acting Director, Council, and General Administration of Redeemer's University, the population of the study of all undergraduates of Redeemer's University for the 2024/2025 academic session is 6,346. The justification for selecting Redeemer's University undergraduates for this research is that the

university comprises students from various ethnic, cultural, and socioeconomic settings in Nigeria, reflecting Nigeria's demographic diversity. Additionally, students of Redeemers University have access to free Wi-Fi in their lecture rooms promoting their active engagement with digital platforms including YouTube. Therefore, there is the assumption that they come across YouTube skippable adverts more frequently, making them a suitable sample for this study.

Sample size

For this study, a 237-sample size was employed. The justification for this selection is based on the proposition of Krejcie and Morgan (1970) who proposed for a population of 7000, a sample size of 226 is appropriate at a 95% confidence level and 5% sampling error. This study however went beyond the sample size.

Sampling Technique

This research adopted the multistage sampling technique combining stratified, cluster, and convenience sampling techniques to ensure a representative sample from the total population of 6,345 students. This technique was used because it is not feasible to examine the entire students.

The first stage adopted the stratified random sampling selection by dividing the entire population into strata based on faculties. The population of study comprises eight faculties: Faculty of Engineering, Faculty of Built Environmental Studies, Faculty of Law, Faculty of Basic Medical Sciences, Faculty of Natural Sciences, Faculty of Management Sciences, Faculty of Humanities, and Faculty of Social Sciences.

In stage two, each faculty was divided into departments of which the departments will serve as clusters with one department randomly selected from each faculty to ensure departmental inclusivity. The selected departments are: Civil Engineering (Faculty of Engineering), Architecture (Faculty of Built Environmental Studies), Law (Faculty of Law), Biochemistry (Faculty of Basic Medical Sciences), Computer Science (Faculty of Natural Sciences), Accounting (Faculty of Management Sciences), History and International Studies (Faculty of Humanities), Mass Communication (Faculty of Social Sciences).

The final stage involved the selection of sampling units from the selected departments using the convenience sampling method for ease of access to students ranging from different levels (100 - 500 level). This method was used to make the final selection as students are difficult to track down on the school premises. This will also allow for broader representation across academic levels.

Data management

Data were quantitatively analysed using the linear regression method of analysis as the data generated were exported to Statistical Package for Social Statistics (SPSS) version 23 for proper analysis.

The question on how respondents feel as regards skippable ads was used to measure attitude and it was scored on a range of 1-3. If positive, 3; if neutral, 2; and negative, 1.

Also, the independent variables were scored on a range of 1-5 (SD-SA), and a composite score was done for each domain of the factors perceived to influence respondents' attitudes to skippable ads. Negative structured questionnaires were scored reversely.

Data Analysis

Table 1 illustrates demographic information and YouTube usage of the respondents. The 237 respondents consisted of 55 males and 182 females. The majority of the respondents are between 16 and 24 years old (83.1%). 41% of the respondents are in the 500 level. Most of the respondents belong to the department of biochemistry (46.0%). All of the respondents use YouTube, with a good number of them (67%) spending 1-2 hours on YouTube daily.

Table 1: Demography and respondents use of YouTube

	Frequency	%
Age group		
16-20	77	32.5
20-24	120	50.6
25-30	40	16.9
Gender		
Male	55	23.2
Female	182	76.8
Level		
100	13	5.5
200	24	10.1
300	63	26.6
400	39	16.5
500	98	41.4
Department		
Civil Engineering	37	15.6
Law	5	2.1
Biochemistry	109	46.0
Computer Sciences	15	12.7
Accounting	9	3.8
Mass Communication	15	6.3
History & International Studies	27	11.4
Architecture	5	2.1
YouTube Use		
Yes	237	100.0
Time spent on YouTube		
1-2	159	67.1
3-4	63	26.6
5-6	15	6.3
Total	237	100.0

Table 2 represents the awareness and attitude of the respondents towards YouTube pre-roll skippable adverts. Majority of the respondents occasionally watch videos on YouTube (54%). Additionally, majority of the respondents come across YouTube pre-roll skippable adverts while watching videos on YouTube (97 %) and most of the respondents often come across such adverts (79%). Furthermore, majority of the respondents have a negative (Irritated, disturbed, angry) feeling towards YouTube pre-roll skippable adverts (74.2%) and majority often skip YouTube pre-roll skippable adverts, ranging from very often to occasionally (93%).

Table 2: Awareness and attitude towards YouTube pre-roll skippable adverts.

	Frequency	%
How often do you watch videos on YouTube?		
Very often	46	19.4
Often	48	20.3
Occasionally	127	53.6
Rarely	16	6.8
Do you come across YouTube pre roll skippable adverts while watching videos on YouTube?		
Yes	229	96.6
No	8	3.4
How often do you come across YouTube pre roll skippable adverts in a video?		
Very often	94	41.0
Often	87	38.0
Occasionally	48	21.0
How do you feel whenever you come across YouTube pre roll skippable adverts in a video?		
Positive (Happy, Interested)	7	3.1
Negative (Irritated, disturbed, angry)	170	74.2
Neutral	52	22.7
How often do you skip YouTube pre-roll adverts?		
Very often	142	62
Often	48	21.0
Occasionally	23	10.0
Rarely	12	5.2
Never	4	1.8
Total		

Table 3 illustrates the factors influencing attitudes toward YouTube pre-roll skippable adverts. Most of the respondents asserted that YouTube pre-roll skippable adverts provide them with useful information (55%), majority of the respondents often learn about new products from the adverts (76%) and are willing to watch a pre-roll skippable advert to the end if it is informative (76 %).

Most of the respondents do not find YouTube pre-roll skippable adverts to be entertaining (41%) and only (37.1%) are willing to continue watching YouTube pre-roll skippable adverts if they are entertaining.

Most of the respondents neither find YouTube pre-roll skippable adverts to be trustworthy or otherwise (56%). In the same vein, the respondents neither find the information in YouTube pre-roll skippable adverts to be believable, trustworthy, and dependable or not (49%). However, half of the respondents are willing to watch pre-roll skippable adverts to the end if they find the information to be believable, trustworthy, and dependable (52%).

Most of the respondents do not find YouTube pre-roll skippable adverts to be tailored to their interest (41%) but a majority of the respondents are willing to watch a skippable advert to the end if it is tailored to their interest (59 %).

Majority of the respondents find YouTube pre-roll skippable adverts to be an annoying interruption to their viewing experience (72.1%) and feel frustrated whenever YouTube pre-roll skippable adverts appear before they watch a video (62.0%).

Finally, majority of the respondents are not willing to watch a pre-roll skippable advert to the end (73.4%) because they find it irritating (45%).

Table 3: Factors influencing attitude towards YouTube pre-roll skippable adverts (SA Strongly agree, A-Agree, N-Neutral, SD – Strongly disagree, D-Disagree).

	SA	A	N	D	SD
Informativeness					
YouTube pre roll skippable adverts provide me useful information about products and services.	16(7.0)	110(48.0)	64(27.9)	31(13.5)	8(3.5)
I often learn about new products from the adverts.	40(17.5)	134(58.5)	0(0.0)	47(20.5)	8(3.5)
Are you willing to watch a pre-roll skippable advert to the end if it is informative?	56(24.5)	118(51.5)	40(17.5)	15(6.6)	0(0.0)
Entertainment					
I find YouTube pre-roll skippable adverts to be entertaining.	0(0.0)	55(24.0)	80(34.9)	63(27.5)	31(13.5)
Are you willing to continue watching YouTube pre-roll skippable adverts because the adverts are entertaining?	16(7.0)	69(30.1)	72(31.4)	40(17.5)	32(14.0)
Credibility					
I find YouTube pre-roll skippable adverts to be trustworthy	0(0.0)	56(24.5)	127(55.5)	38(16.6)	8(3.5)
I find the information in YouTube pre-roll skippable adverts to be believable, trustworthy, and dependable.	0(0.0)	56(24.5)	111(48.5)	47(20.5)	15(6.6)

Are you willing to watch a pre-roll skippable to the end if you find the information in YouTube pre-roll skippable adverts to be believable, trustworthy, and dependable?	32(14.0)	87(38.0)	86(37.6)	8(3.5)	16(7.0)
Personalization					
I find YouTube pre roll skippable adverts to be tailored to my interest.	16(7.0)	55(24.0)	64(27.9)	63(27.5)	31(13.5)
I notice YouTube pre roll skippable adverts are often related to my search on viewed content?	32(14.0)	63(27.5)	40(17.5)	54(23.6)	40(17.5)
Are you willing to watch a skippable advert to the end if you notice YouTube pre-roll skippable adverts are tailored to your interest?	32(14.0)	103(45.0)	54(23.6)	24(10.5)	16(7.0)
Irritation					
I find YouTube pre roll skippable adverts to be annoying interruption to my viewing experience.	87(38.0)	78(34.1)	32(14.0)	16(7.0)	16(7.0)
I feel frustrated whenever YouTube pre roll skippable adverts appear before I watch a video?	63(27.5)	79(34.5)	40(17.5)	31(13.5)	16(7.0)
Are you willing to watch a pre roll skippable advert to the end					
Yes				63	26.6
No				174	73.4
Reason for Yes based on the factors identified above					
Entertainment				16	25.4
Informativeness				31	49.2
Credibility				16	25.4
Reason for No based on the factors identified above					
Irritation				78	44.8
Not informative				24	13.8
Personalization				16	9.2
Repetition				24	13.8
Time wastage				32	18.4

Table 4 shows a multiple linear regression analysis on attitude of respondents towards skippable YouTube adverts. The model included Informativeness, Entertainment, Credibility, Personalization, and Irritation as independent variables. The intercept of 1.202 ($p < 0.001$) suggests that when all predictor variables are at zero, the expected attitude score is positive. Entertainment had a positive and significant effect ($B = 0.068$, $p = 0.005$), suggesting that higher entertainment value improves attitudes toward skippable ads. Credibility had a negative effect although not statistically significant ($B = -0.023$, $p = 0.321$), meaning that the more credible an ad is, the lower

the attitude. Personalization showed a positive but not significant effect ($B = 0.031$, $p = 0.071$), indicating that personalization positively influences attitudes. Irritation shows a negative and significant effect ($B = -0.047$, $p = 0.002$), meaning that increased irritation leads to a more negative attitude toward skippable YouTube ads.

Table 4: Multiple linear regression

		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std.Error	Beta	T	Sig.
1	Constant	1.202	0.243		4.941	<0.001
	Informativeness	-0.003	0.020	-0.014	-0.170	0.865
	Entertainment	0.068	0.024	0.243	2.803	0.005
	Credibility	-0.023	0.023	-0.083	-0.994	0.321
	Personalization	0.031	0.017	0.169	1.811	0.071
	Irritation	-0.047	0.015	-0.210	-3.080	0.002

The regression model as shown in table 5 demonstrated a moderate fit with an R-value of 0.430, suggesting a fair correlation between predictors and attitude. The R^2 value of 0.185 indicates that 18.5% of the variance in attitude toward skippable YouTube ads is explained by the five independent variables. The adjusted R^2 (0.167), which accounts for the number of predictors in the model, confirms that the model shows a low explanatory power. The standard error of the estimate was 0.4664, reflecting the average deviation of the observed attitude value.

Table 5: Coefficient of Determination for factors influencing attitude to skippable YouTube advertisement

Model	R	R Square	Adjusted	Std. Error of
			R Square	The Estimate
	0.430	0.185	0.167	0.4664

DISCUSSION OF FINDINGS

This study examined the attitude of undergraduates in Redeemer's University towards YouTube pre-roll skippable adverts and factors influencing their attitudes. Data revealed that undergraduates at Redeemer's University display primarily negative attitude toward YouTube pre-roll skippable advertisements since 74.2% of them expressed irritation with these adverts. The negative effects of ad irritation on user attitudes toward skippable advertisements supports Tandyonomanu's (2018) claim that YouTube users generally have negative attitudes towards adverts displayed on YouTube, whether skippable or non-skippable because they find it interruptive. The irritation level may be as a result of the interruptive nature of YouTube skippable adverts, which interrupts viewers' whenever they want to watch their desired content. In addition, 93% of them indicated that they often skip these adverts, further highlighting their negative attitude

towards the advert. This indicates that irritation is a result of the interruptive nature of YouTube skippable adverts, especially because they interrupt the content viewers choose to watch.

Toward forming attitudes, entertainment turned out to be a crucial factor because findings revealed that it had a significant positive influence on respondents' attitudes. Although only 41% of the respondents found YouTube pre-roll skippable adverts to be entertaining, only 37.1% of the respondents-maintained interest in watching YouTube pre-roll skippable adverts that provided entertainment value. This suggests that while entertainment can enhance attitudes towards YouTube skippable adverts, respondents do not find YouTube skippable adverts to be entertaining. This corroborates the results from Chungviwatanant et al. (2017), who discovered that entertainment stood out as a major factor in positive YouTube advert reception, and Nguyen et al. (2022), who stated that entertainment significantly influences consumers' attitudes toward advertising.

While a good number of the respondents, 55%, agreed that YouTube pre-roll skippable ads provide them useful information, and 76% said they often learn about new products through the adverts, informativeness was not a significant predictor of attitude towards YouTube pre-roll skippable ads among the respondents. This is in concert with the findings of Nainggolan (2021) and Lütjens et al. (2022) who stated that advert informativeness enhances attitude but inseparably needs additional elements to stop viewers from skipping advertisements. This may be that the respondents feel irritated when ads pop up regardless of the content or information shown especially when they are more focused on avoiding disruptions than seeking information.

The influence of credibility remained weak as it had a negative but statistically weak influence on attitude. Additionally, 56% of respondents showed neutrality regarding the trustworthiness of the advertisements. The combination of the negative, insignificant influence and neutrality in responses suggest that credibility is not a strong predictor of respondents' attitudes toward YouTube pre-roll skippable adverts. This contradicts Chungviwatanant et al.'s (2017) findings, which revealed that credibility had a positive influence on attitude and a predictor of attitude. This suggests that credibility alone may not be enough factor that can influence attitude unless combined with other factors.

Personalization had a positive influence on attitude, but the influence was not statistically significant. Out of the respondents, 59% expressed willingness to view targeted advertising, but 41% considered the adverts irrelevant to their interests. This is in concert with Banerjee & Pal (2021), whose study found that users developed a negative attitude towards YouTube skippable adverts that are not tailored to users' interests and users are willing to watch a YouTube skippable so far, it's tailored to their personal interests.

Conclusion

Research findings prove that irritation stands as the leading factor that prompts users to skip advertisements, yet user attitudes display different responses depending on informativeness and entertainment along with personalization features. Most participants do not welcome advertisements because they find these interruptions actively disturb their screen time. Research

findings support the conclusion that advertisers need to find a proper engagement balance with audience tolerance to obtain optimal advertising effectiveness. Attitudes suffer when viewers experience irritation, yet personalization and entertainment features, have demonstrated the ability to enhance engagement, although they may not always succeed in viewer retention.

This study contributes to existing studies by examining and identifying the combined influence of informativeness, entertainment, personalization, credibility, and irritation on the attitude of users towards YouTube skippable adverts, particularly in the Nigerian context.

Limitations and Future Research

This study was limited to undergraduates of Redeemer's University, which may limit the generalizability of the findings to other educational institutions and demographics. Further studies could expand the study by focusing on students from different educational institutions. Additionally, this study examined the influence of five factors on users' attitudes toward YouTube skippable adverts. Further studies can examine other factors such as income, gender, visual appeal, cultural relevance, or emotional impact to gain insight into what influences viewers' attitudes.

Recommendations

YouTube pre-roll skippable advertisements will perform better when advertisers develop highly engaging content, particularly entertaining content. Enhancing personalization using AI-based targeting to deliver content that is relevant to viewer needs. Additionally, advertisers should distribute content that is entertaining and avoid excessive repetition across multiple adverts, along with the use of minimum commercial loads to avoid irritation.

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