

# The Effect Of Youtube Advertisements With Skip-Button Function On Young Egyptian Women's Purchasing Behavior

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## ABSTRACT

*This research paper aims at evaluating how entertainment, customization and perceived intrusiveness of the skippable in-stream YouTube advertisement can affect Egyptian millennial women's attitude towards the skippable in-stream advertisement content. It also aims at defining the relationship between Egyptian millennial women's attitudes towards purchasing, their intention-to-purchase and their purchasing behavior. The theoretical framework includes Psychological Reactance Theory (PRT), Social Exchange Theory (SET) and Theory of Reasoned Action (TRA). An online questionnaire was distributed via different social media platforms: Facebook, WhatsApp and Instagram, with a sample of 392 Egyptian millennial women. The results showed that more than 60% of the respondents reported a high level of annoyance, which negatively affects the Egyptian millennial women's attitude towards purchasing the product/service presented in the skippable in-stream YouTube advertisement. Consequently, the probability of thinking seriously about buying this product/service or actually taking the action decreases. On the other hand, it is found that entertainment and customization can lead to a more favorable attitude towards purchasing, by leading to a half reduction to the unfavorable effect of the perceived intrusiveness, which will positively affect the Egyptian millennial women's intention to purchase and their purchasing behavior.*

**Keywords:** Attitude towards purchasing; millennial; purchasing behavior; purchasing intention; skippable in-stream YouTube advertisements.

## 1. INTRODUCTION

Online advertising is growing and taking the lead; thus, the format of ads is developing day by day to meet the needs of the new markets. YouTube is an advertising and content platform. It is also a place to run ads and post video content for people to watch with a mission to give everyone a voice and show them the world. Moreover, YouTube is one of the most popular online streaming platforms that includes different types of advertisements. According to Kemp (2022), YouTube advertisement reach in 2022 was equivalent to 44% of Egypt's total population (46.3 million YouTube

users in Egypt) and 61.2% of Egypt's overall Internet user base, regardless of age, (75.66 million Internet users in Egypt). One of the most popular types of YouTube advertisements is the skippable in-stream ad, which includes a skip button that appears after 5 seconds. Upon clicking on the skip button, the viewer is redirected to the main video that he/she chose from the very beginning.

The millennial generation is characterized by having a high level of spending power (Ladhari et al. 2019) and by getting engaged with brands through social networks (Junker et al. 2016). Furthermore, they

prefer innovative and interactive advertisements that display information about new products (Rahman 2015). Furthermore, Egyptian millennial women use YouTube for different reasons and purposes, but they all have, at least once, watched a skippable in-stream YouTube advertisement. They may pay attention to different aspects of the content and adopt different attitudes towards purchasing. If the advertisements are customized to their preferences or presented in an entertaining format, on the one hand, they can have a positive attitude towards the ad, which can lead them to watch without skipping or waiting for the skip button to appear, with an intention to purchase the product/service they are exposed to. This may later lead to an actual act of purchasing. On the other hand, if these advertisements are intrusive, they may have unfavorable attitudes that make them just skip the advertisement once the skip button appears without even paying attention to what is presented in the ad (Duffett et al. 2020). This can be predicted in the transition phase between the appearance of the skip button and the countdown of the 5 seconds.

Boon et al. (2020) added that attitudes serve to establish a person's behavior model and hence influence his or her choices. According to Goodrich et al. (2015), marketers care about consumers' attitudes because those who say they enjoy a commercial "a lot" are twice as likely to be convinced, and fascinating advertising, for which likeability is key, score much higher in persuasion. Also, purchasing intention is one of the most crucial indicators for determining whether a brand communication effort was relevant, and Dehghani and Tumer (2015) argued that it is the most significant indicator of advertising efficacy.

## 2. RESEARCH SIGNIFICANCE

2.1 Typically, online advertising studies seek to discover methods to capture the interest of the audience inside various advertisement formats. Nevertheless, the main focus here will be solely on the revealed video ads.

2.2 It will be an application for the Theory of Reasoned Action (TRA), which has few applications in the world of digital advertising.

2.3 This research combines two fields: digital media and psychology.

## 3. RESEARCH OBJECTIVES

3.1 To assess how the skippable in-stream YouTube advertisement's entertainment, customization, and

perceived intrusiveness affect Egyptian millennial women's purchasing intentions after being exposed to skippable in-stream advertisement material.

3.2 To define the relationship between Egyptian millennial women's attitudes towards purchasing and their intention to purchase.

3.3 To determine how Egyptian millennial women's purchase intent affects their purchasing behavior.

## 4. BACKGROUND

### 4.1 Skippable In-stream YouTube Advertisements

Tsahuridu et al. (2015) state that in-video ads, such as skippable in-stream YouTube advertisements, which are thought of as a contextual advertising system, display advertisements based on the video attribute. In addition, contextual advertisement service providers make webpages display relevant advertisements. They mention that skippable ads employ the "gamification" technique, which takes advantage of the human's psychological tendency to engage in gaming in order to urge people to watch the advertisements. Moreover, it can provide motivation to create better advertising with an increasing value.

Kingsnorth (2019) mentions that in 2010 YouTube launched the skippable in-stream advertisement feature that has four advantages over traditional in-stream placements. First, it takes away the content length restrictions since users can skip the ads after 5 seconds without being obliged to watch the whole advertisement. Second, similar to what Deshpande (2016) mentions in the context of online advertising benefits, it is more successful in targeting the right audience and reaching new users across multiple devices as it is compatible to desktop computers, phones and TVs. Third, the advertiser only pays for advertisements that have been played for more than 30 seconds; in other words, only when viewers watch the complete advertisement or when they interact with the video. Finally, it includes interactive features, such as call-to-action buttons, site-link extensions, product feeds and more, encouraging more interaction with the brand or the business.

### 4.2 Purchasing Intention

Rohman (2020) and Peterson (2021) discuss the different types of purchasing intentions. They put forth two common types of intentions. The first is transactional intention, which occurs when consumers with strong purchasing tendency consider buyers'

intention and are more likely to take action. There are varying degrees of transactional intent, but customers within this intent type are closer to the conversion stage of the customer journey. The second type of purchasing intention is what Rohman names "explorative" – also referred to by Peterson as "investigative" – which happens when customers are in the research stage in the journey of consideration, exploring their options through conducting comparison shopping, researching their options, reading product and brand reviews as well as conducting social listening. Advertisers in this type aim at gathering information for retargeting or remarketing. In addition, they have to show the consumers the value propositions relevant to them and personalize the product recommendations.

Rohman (2020) proposes two other types that differ from Peterson's (2021) classification. Firstly, is referential intention, which refers to one's intention to recommend the product to others. Second is preferential intention, which describes the interest that defines someone's intention, who has a primary preference for the product. This preference can only be replaced if something happens with the preferred product.

Peterson (2021) puts forth two other types that differ from Rohman's (2020). First, informational intention, which refers to a customer in the journey of awareness with an advertiser whose goal is brand awareness, and who has to provide consumers with resources to move to the next steps without providing them with a discount and promotions yet. Second is the navigational intention, at which consumers are interested in visiting a specific website or going directly to a brand's online store. Consumers spend so much time in this phase due to the massive amount of options available to them. Thus, this is often a term related to search user intent, rather than online shopper intent. However, those with navigational intent may have a higher tendency to purchase, as they seek a specific brand. In this case, customers are still in the phase of consideration or they may be considered as conversion.

### 4.3 Purchasing Behavior

Wang and Hariandja (2016) state that consumer purchasing behavior is a new area of research that flourished after World War II. The focus on this area of study has led to a change in the mindset of the marketer and customer. Studying consumer behavior sheds light on the detailed process that consumers go through, which includes information search, evaluation and brand comparison. Solomon (2017) adds that in its early stages of development, consumer purchasing

behavior was referred to by researchers as "buyer behavior", which reflected the importance of the interaction between consumers and producers at the time of purchase during the 1960s and 1970s. Most marketers now believe that consumer purchasing behavior is in fact a continuous process, not just what happens at the moment consumers pay money to get a product or service.

Thus, Islam and Chowdhury (2018) conclude that consumer behavior is the study of individuals, groups or organizations and the processes they go through to select, secure, and dispose of products, services, experiences or ideas to satisfy their needs and desires.

According to Pozharliev et al. (2017), in the past, marketing research on consumer behavior focused on studying advertising effectiveness in relation to its textual content, audiovisual features, and the media context in which the ad appeared. Most of these studies do not consider the advertising social dimension and diminish its role. Only recently have marketing researchers tried to overcome this theoretical gap by investigating the effects that social context has on the physiological processes during advertising viewing. This has been achieved by examining four key indicators: attention, emotion, memory, preference and purchasing behavior.

### 4.4 Millennials (Generation Y) and Purchasing Behavior

The age bracket which generation Y encompasses differs from a researcher to another, which sparked a lot of debate worldwide. However, despite this difference, some have common classifications.

According to Moreno et al. (2017) and Zaharee et al. (2018), generation Y's age bracket starts in 1980 (those whose age is forty-three years old in 2023). According to Hayes et al. (2018), Dimock (2019), Wang and Wang (2021) and Kaur et al. (2022), generation Y starts in 1981 (those whose age is forty-two years old in 2023). Moreover, Fishman (2016) and Harwanto et al. (2020) state that generation Y comprises people born starting 1982 (those whose age is forty-one years old in 2023). Other researches such as Pandey and Gudipudi (2019) and Barroso et al. (2020) deviate from the previous classifications, arguing that it starts with year 1984 (those whose age is thirty-nine years old in 2023) and 1977 (those whose age is forty-six years old in 2023) respectively.

Regarding the end year that defines generation Y, there has also been some conflicting arguments. According

to Zaharee et al. (2018), 1994 is the ending year of generation Y (those whose age is twenty-nine years old in 2023). Hayes et al. (2018) argue that generation Y ends by 1995 (those whose age is twenty-eight years old in 2023). While Dimock (2019), Barroso et al. (2020) and Wang and Wang (2021) claim that the ending of generation Y's age bracket is 1996 (those whose age is twenty-seven years old in 2023). From the perspective of Kaur et al. (2022), it is year 1997 (those whose age is twenty-six years old in 2023). Moreover, Fishman (2016), Moreno et al. (2017) and Pandey and Gudipudi (2019) mention that year 2000 (those whose age is twenty-three years old in 2023) is the ending year of this generation. Furthermore, Harwanto et al. (2020) and Fukushige and Handy (2021) state that generation Y ends by 2003 (those whose age is twenty years old in 2023), and Lavuri (2022) refer to 2004 as the ending year of this generation (those whose age is nineteen years old in 2023).

Scholars have argued that the millennial generation is characterized by its tendency to reject old communication strategies that were adopted by their parents (Sachdeva 2020). This generation has a high level of spending power. It has a high level of spending power (Ladhari et al. 2019), makes purchases more frequently and more impulsively (Muda et al. 2016), and gets engaged with brands through social networks (Junker et al. 2016). Moreover, millennial generation is more aware of their purchasing power (Ordun 2015), it makes behavioral modifications in response to an undesirable identity (Satinover et al. 2015), it opts for brands which offer social network interaction and desire to become part of their product development team (Martin 2015). Furthermore, it prefers innovative and interactive advertisements that display information about new products (Rahman 2015).

## 5. RESEARCH DESIGN

### 5.1 Theoretical Framework

#### 5.1.1 Psychological Reactance Theory (PRT)

Brehm and Brehm (2013) mention that PRT explains why and how individuals resist forceful messages of persuasion. Gardner and Leshner (2016) add that in the context of this theory, autonomy or freedom for consumers is understood as a way of satisfying the basic human need for self-governance, since individuals feel independent if they make their own choices freely.

#### 5.1.2 Social Exchange Theory (SET)

In contrast to what Psychological Reactance Theory states regarding the negative impacts of

advertisements, Emerson (1976) states that social exchange theory does not suggest that users will accept an advertisement, because they perceive an obligation to watch it, but it actually focuses on users' understanding of the win-win situation between him and the supplier of the free service. This, in turn, may decrease the possibility of having any bad attitude. Moreover, Tanskanen (2015) adds that the theory assumes that the cost of streaming free online videos is a feeling of obligation at the viewers' side to watch the online advertisements. He adds that watching advertisements may be a type of exchange, whereby users pay back websites for providing free videos.

#### 5.1.3 Theory of Reasoned Action (TRA)

The theory of reasoned action was introduced by Martin Fishbein and Icek Ajzen in 1980 as a development of the information integration theory (Ajzen and Fishbein 1980).

The theory of reasoned action suggests that beliefs affect intentions and consequently affect behavior, either through attitudes and/or through subjective norms. Moreover, as shown in figure one, the beliefs antecedent to behavioral intentions are divided into two distinct sets (Madden et al., 1992):

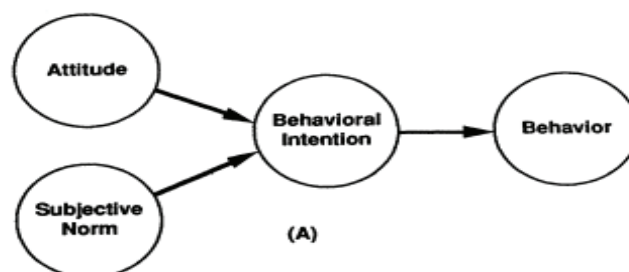


Figure 1. Theory of Reasoned Action (TRA) Model (Madden et al., 1992)

1. Behavioral beliefs, which is related to an individual's attitude toward performing the behavior.
2. Normative beliefs, which is related to subjective norm about performing the behavior.

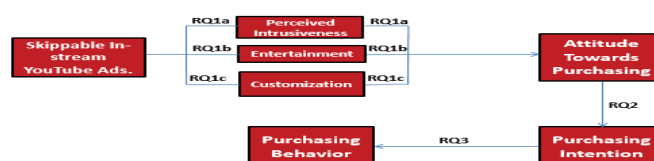


Figure 2. Research Proposed Model



As shown in figure two, and according to the previous theoretical frameworks and the proposed research questions, the researchers propose a conceptual model to identify the relationship between the variables in this research paper.

## 5.2 Methodology

### 5.2.1 Research Sampling

The researchers used purposive sample, which is a type of non-probability sampling, as there are specific characteristics for the participants. The participants should be women within the age range of twenty-two and forty-five years old, with a high educational level (college students, graduates, post-graduate students, master's degree holders and PhD holders), possess an interest in watching YouTube videos and live in Cairo, Giza or Alexandria. Four hundred and two respondents participated in the web-based questionnaire. Using filtering questions with the previously mentioned characteristics, the usable respondents ended up to three hundred ninety-two.

### 5.2.2 Research Questions

**RQ1 what is the effect of the perceived intrusiveness, entertainment and customization in skippable in-stream Youtube advertisements on attitude towards purchasing?**

**RQ1a. what is the effect of the perceived intrusiveness in skippable in-stream YouTube advertisements on attitude towards purchasing?**

**RQ1b. what is the effect of entertainment in skippable in-stream YouTube advertisements on attitude towards purchasing?**

**RQ1c. what is the effect of the customization in skippable in-stream YouTube advertisements on attitude towards purchasing?**

**RQ2 how does attitude towards purchasing affect purchasing intention?**

**RQ3 how does purchasing intention affect purchasing behavior?**

### 5.2.3 Data Collecting Method

Based on the previous studies reviewing, the researchers use a quantitative method for the investigation of the research problem, which is a web-based questionnaire. The questionnaire was designed on Google form, and its link was distributed via different social media platforms: Facebook, WhatsApp and Instagram.

## 5.3 Data Analysis

The web-based questionnaire results are analyzed using SPSS (Statistical Package for the Social Sciences) software, which is the most popular software used in social sciences studies to recalculate the results after excluding the error sampling and to test the validity and the reliability of the variables, in addition to showing the results significance to the research objectives.

### 5.3.1 Reliability

The reliability of this research paper was found to be .864, since the reliability for the 3 sections of the questionnaire: attitude towards purchasing, purchasing intention and purchasing behavior are (.856, .903, .833) successively.

### 5.3.2 Validity

First, the researchers depended on face validity to ensure the consistency of the questionnaire. The technique of face validity relies on seven research scholars' opinions about the questionnaire and the constructed questions to ensure that the online questionnaire questions are valid, consistent and reflective for the objectives, theoretical framework and the proposed research questions. Their feedback was taken into consideration and applied to the questionnaire, thus enhancing its validity.

Second, a pretest was carried out two weeks prior to the data collection process on a small sample of 40 Egyptian millennial women, which constitutes 10% of the real sample in order to ensure that the questions were clear and easy to comprehend, and to also ensure that the language was not vague and was easy to understand.

## 6. FINDINGS AND ANALYSIS

### 6.1 Descriptive Analysis

#### 6.1.1 Attitude Towards Purchasing

What attracts your attention in a skippable In-stream YouTube ad? (You can choose more than one answer)

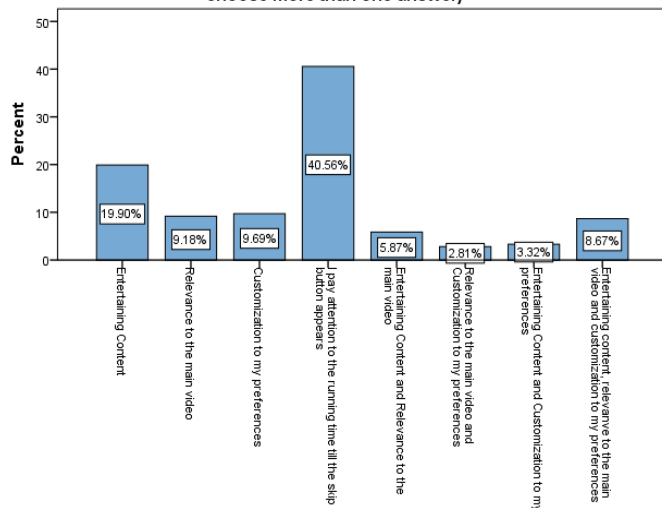


Figure 3. Describing what attracts respondents in a skippable in-stream YouTube advertisements.

As shown in figure three, a question asked about what attracts the respondents' attention in a skippable in-stream YouTube ad. The results reveal that 40.6% of the participants chose "I pay attention to the running time till the skip button appears", 9.2% chose "Relevance to the main video" and 2.8% chose "Relevance to the main video and Customization to my preferences".

A large number of the respondents search for entertaining content or customization to their preferences in the skippable in-stream YouTube advertisements (social exchange theory argument). It is also evident that most of the respondents pay attention to the running time till the skip button appears without considering the win-win situation of having an entertaining or a customized content (psychological reactance theory argument).

When do you pay attention to the running time till the skip button appears? (You can choose more than one answer)

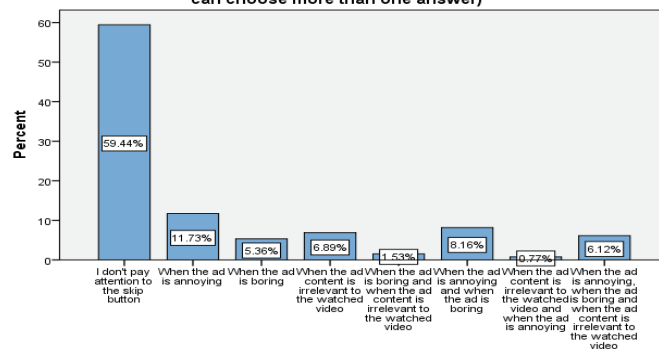


Figure 4. Describing the reasons of paying attention to the running time till the skip button appears.

As shown in figure four, a question asked the respondents about what draws their attention to the running time till the skip button appears in a skippable in-stream YouTube advertisement. The results reveal that 59.4% of the participants chose "I don't pay attention to the skip button", 6.9% chose "When the ad content is irrelevant to the watched video", and 0.8% chose "When the ad content is irrelevant to the watched video and when the ad is annoying".

A large number of the respondents neglect the content of the skippable in-stream YouTube advertisements when it threatens their freedoms, is boring, or irrelevant to the main video they target to watch by choice. Moreover, the number of respondents who stated that they did not pay attention to the running time is reflective to the number of respondents, who did not choose "I pay attention to the running time till the skip button appears" in the previous question".

A question of five Likert-scale questions from 1 to 5 asked the respondents to rate their annoyance level towards 5 situations when the skippable in-stream YouTube ad appears.

- A) "Watching running time till the skip button appears in a skippable in-stream YouTube ad without being able to continue your main video".

As shown in figure five, 29.1% of the participants rate their level of annoyance by four, while 19.3% rate their level of annoyance by five and 6.9% rate their level of annoyance by one.

Rate your annoyance level towards the following situations [Watching running time till the skip button appears in a skippable in-stream YouTube ad without being able to continue your main video]

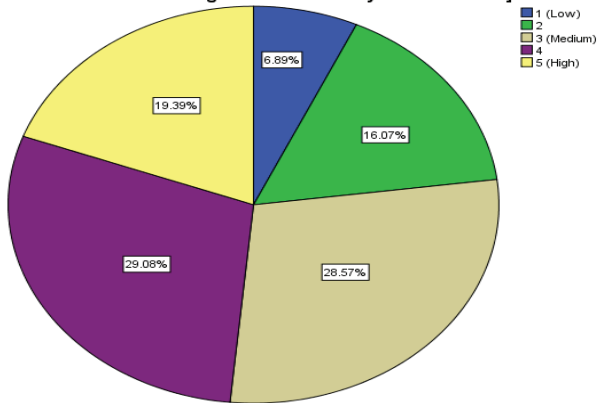


Figure 5. Respondents' rating their level of annoyance while watching running time till the skip button appears in a skippable in-stream YouTube ad without being able to continue their main video.

"The appearing of a skippable in-stream YouTube ad at an important moment while watching a YouTube video".

As shown in figure six, 31.6% of the participants rate their level of annoyance by four, while 20.7% rate their level of annoyance by three and 7.7% rate their level of annoyance by one.

Rate your annoyance level towards the following situations [The appearing of a skippable in-stream YouTube ad at an important moment while watching a YouTube Video]

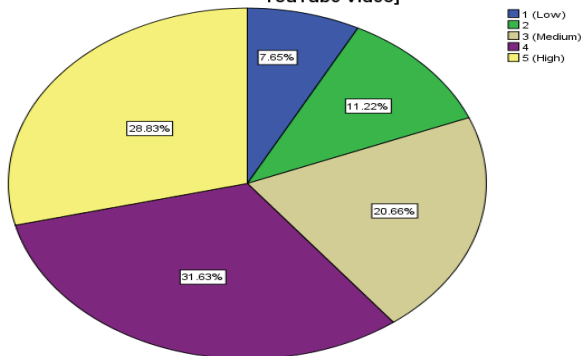


Figure 6. Respondents' rating their level of annoyance when a skippable in-stream YouTube ad appears at an important moment while watching a YouTube video.

C) "The appearance of a skippable in-stream YouTube ad that is customized to your preferences at an important moment while watching a YouTube video".

As shown in figure seven, 37% of the participants rate their level of annoyance by two, 18.1% rate their level of annoyance by four, and 7.7% rate their level of annoyance by five.

Rate your annoyance level towards the following situations [The appearance of a skippable in-stream YouTube ad that is customized to your preferences at an important moment while watching a YouTube video.]

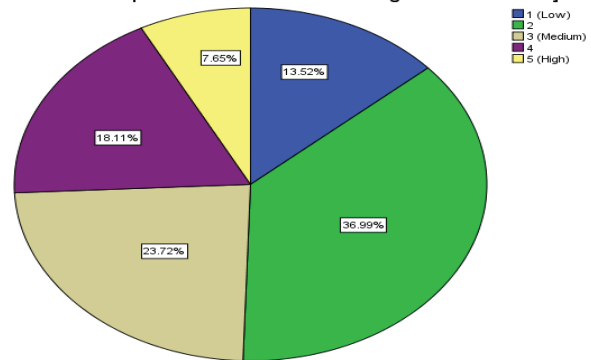


Figure 7. Respondents' rating their level of annoyance when a skippable in-stream YouTube ad appears that is customized to their preferences at an important moment while watching a YouTube video.

D) "The appearance of an entertaining skippable in-stream YouTube ad at an important moment while watching a YouTube video".

As shown in figure eight, 36.7% of the participants rate their level of annoyance by two, 19.6% rate their level of annoyance by four, and 8.2% rate their level of annoyance by five.

Rate your annoyance level towards the following situations [The appearance of an entertaining skippable in-stream YouTube ad at an important moment while watching a YouTube video.]

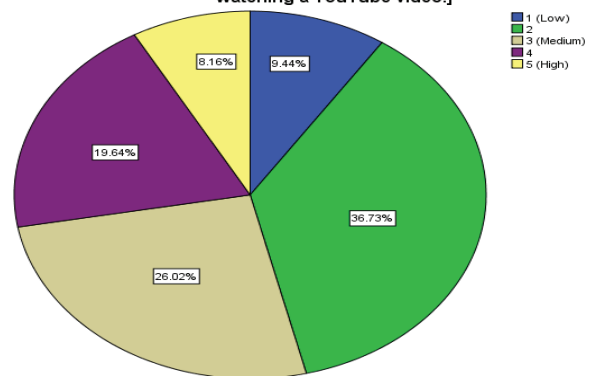


Figure 8. Respondents' rating their level of annoyance when an entertaining skippable in-stream YouTube ad at an important moment while watching a YouTube video.

E) "The appearance of a skippable in-stream YouTube ad that is customized to your preferences and entertaining at an important moment while watching a YouTube video".

As shown in figure nine, 30.4% of the participants rate their level of annoyance by one, 20.4% rate their level of annoyance by three, and 6.1% rate their level of annoyance by five.

Rate your annoyance level towards the following situations [The appearance of a skippable in-stream YouTube ad that is customized to your preferences and entertaining at an important moment while watching a YouTube video.]

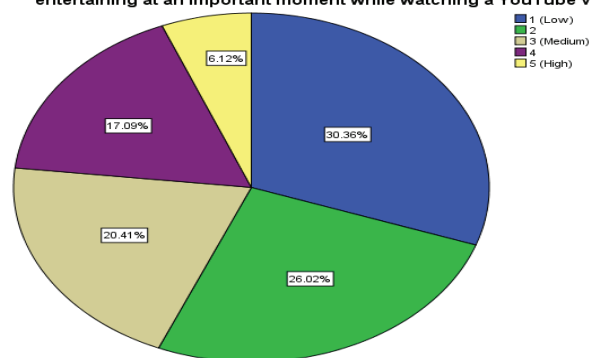


Figure 9. Respondents' rating their level of annoyance when a skippable in-stream YouTube ad appears that is customized to your preferences and entertaining at an important moment while watching a YouTube video.

Figures five and six support the psychological reactance theory argument, since they reveal that most consumers' level of annoyance is high. Moreover, seven, eight and nine support the social exchange theory argument, since most consumers' level of annoyance gets lower in light of a new condition: customization, entertainment or both.

As shown in figure ten, a question asked the respondents to state whether their annoyance level towards the previous situations mentioned in the previous question affect their intention to purchase. 47.2% of the participants chose "Yes", 31.9% chose "No", and 20.9% chose "I can't identify", which means that whether they are annoyed or not, their attitude towards purchasing is almost affected.

According to your answers in the last question, does your annoyance level towards the skippable in-stream YouTube ads affect your purchasing intention (planning to buy certain goods or services in the future, but does not necessarily lead to actually buy)

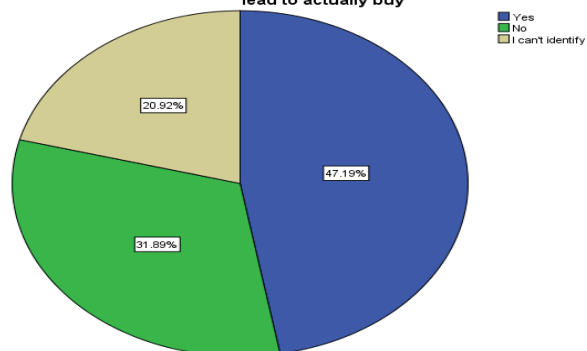


Figure 10. Describing respondents' perception to the relationship between their level of annoyance and their purchasing intention.

### 6.1.2 Purchasing Intention

A question of three Likert-scale questions asked the respondents to describe their thoughts by rating some statements after thinking of one product/brand/service that they have seen in a skippable in-stream YouTube advertisement.

A) "After watching the skippable in-stream YouTube ad, I place what was advertised in this ad as an option to purchase later".

As shown in figure eleven, 15.8% of the participants chose "Strongly disagree", 38.8% chose "Neutral", 10.2% chose "Strongly agree".

Placing a product as an option to be purchased later is considered the first level of intention, which means that the respondents' first level of intention towards purchasing tends to be neutral.

Rate the following statements (Please think of one product/brand/service that you have seen in a skippable in-stream YouTube Advertisement and describe your thoughts using the scales below): [After watching the skippable in-stream YouTube ad, I place what was advertised in this ad as an option to purchase later.]

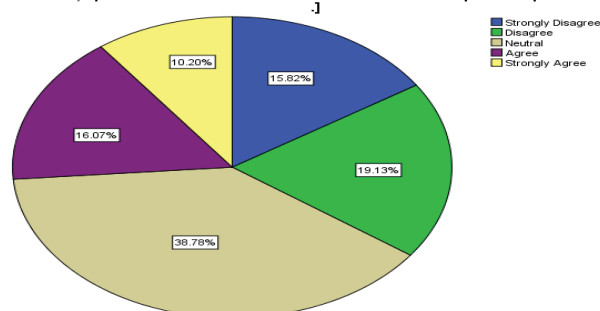


Figure 11. Describing respondents' first level of intention to purchase products demonstrated in skippable in-stream YouTube ads.

B) "After watching the skippable in-stream YouTube advertisements, I intend to buy the advertised brand".

As shown in figure twelve, 16.3% of the participants chose "Strongly disagree", 33.4% chose "Neutral" and 10.2% chose "Strongly agree".

Having an intention to buy a product is considered the second level of intention, and this means that the respondents' second level of intention towards purchasing tends to be lower than the first level.

Rate the following statements (Please think of one product/brand/service that you have seen in a skippable in-stream YouTube Advertisement and describe your thoughts using the scales below): [After watching the Skippable in-stream YouTube ads, I intend to buy the advertised brand]

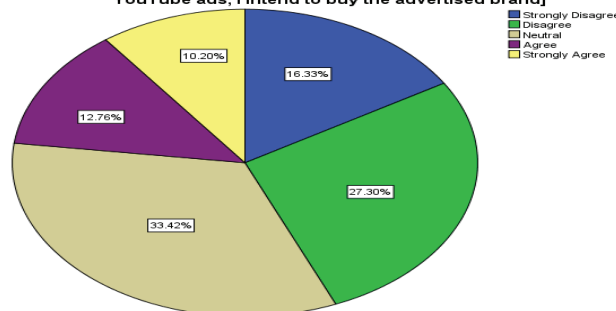


Figure 12. Describing respondents' second level of intention to purchase products demonstrated in skippable in-stream YouTube ads.



C) "I would seriously plan buying the advertised product in the skippable In-stream YouTube advertisements".

As shown in figure thirteen, 18.9% of the participants chose "Strongly disagree", 32.4% chose "Neutral", and 11.7% chose "Strongly agree".

Taking a serious step towards planning to buy a product is considered the third level of intention, and this means that the third level of intention tends to be low, but it is higher than the second level.

Rate the following statements (Please think of one product/brand/service that you have seen in a skippable In-stream YouTube Advertisement and describe your thoughts using the scales below): [I would seriously plan buying the advertised product in the Skippable In-stream YouTube ads]

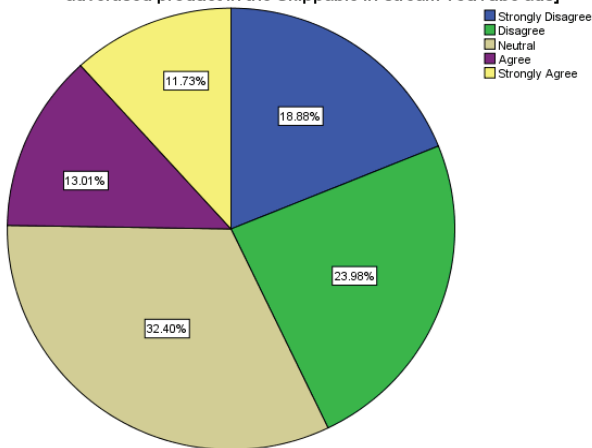


Figure 13. Describing respondents' third level of intention to purchase products demonstrated in skippable in-stream YouTube ads.

As shown in figure fourteen, a question asked the respondents to rate how often they have the intention to buy a product/service/brand that they have watched in a skippable in-stream YouTube ad, but they do not end up buying it. 34.2% of the participants chose "Never", 17.3% chose "Sometimes", and 3.6% chose "Always". This means that the intention is an important determinant factor to the consumers' purchasing behavior, as more than 75% of the respondents consider their intentions seriously.

How often do you have the intention to buy a product you watched skippable In-stream YouTube ad about, but you don't buy it?

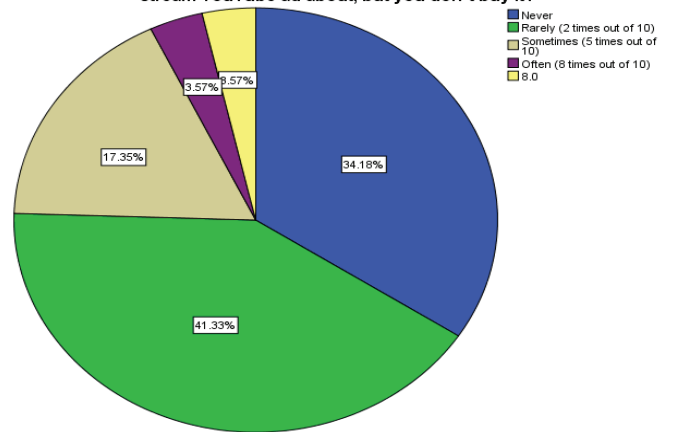


Figure 14. Describing the relationship between the respondents' purchasing intention and their purchasing behavior.

### 6.1.3 Purchasing Behavior

As shown in figure fifteen, a question asks the respondents whether they have ever bought a product they watched skippable in-stream YouTube ad or not. 43.1% of the participants chose "Yes" and 56.9% chose "No (Skip next question)". This is reflective to the low levels of intentions in the previous section, which means that there is a relation between having an intention and the actual act of purchasing.

Have you ever bought a product you watched skippable In-stream YouTube ad about?

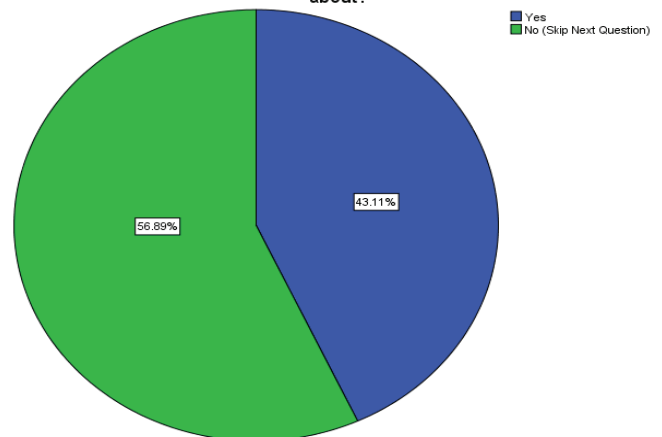


Figure 15. Describing respondents' purchasing behavior to products demonstrated in a skippable in-stream YouTube ad.

As shown in figure sixteen, a question asks the respondents, who answered yes in the previous question, about the number of products they have bought. 23.7% of the participants chose "1-3", while 7.7% chose "4-6" and 11.7% chose "More than 6". This means that the respondents who chose "1-3" represent 55.03% of those who answered yes in the previous question, the respondents who chose "4-6" represent 17.75% and the respondents who chose

"More than 6" represent 27.22%, which reflects the idea of the number of hours of exposure to YouTube is directly proportional to the number of products the respondents actually buy.

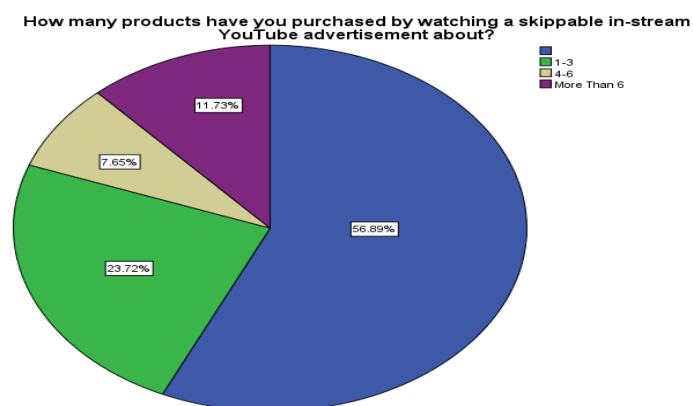


Figure 16. Describing number of products demonstrated in a skippable in-stream YouTube ad that respondents purchase.

## 6.2 Answering Research Questions

**RQ1 what is the effect of the perceived intrusiveness, entertainment and customization in skippable in-stream YouTube advertisements on attitude towards purchasing?**

**RQ1a what is the effect of the perceived intrusiveness in skippable in-stream YouTube advertisements on attitude towards purchasing?**

More than 60% of the respondents reported a high level of annoyance during the incident of a skippable in-stream YouTube ad appearing at an important moment while watching a YouTube video. According to reviewing Pearson chi-square (-116.298<sup>a</sup>) and significance (.000), the perceived intrusiveness in skippable in-stream YouTube advertisements and attitude towards purchasing are dependent on one other, being negatively proportional to each other. According to Contingency Coefficient (.478), the strength of the relationship is strong. In conclusion, the more the consumers perceive the skippable in-stream YouTube advertisements as intrusive, the more unfavorable their attitude towards purchasing is.

**RQ1b what is the effect of entertainment in skippable in-stream YouTube advertisements on attitude towards purchasing?**

Entertainment decreases the high levels of annoyance, at which the tolerance to the skippable in-stream YouTube advertisements gets higher by decreasing the annoyance levels from 27.2% as an average to the rating scales to 13.9%, which is almost a reduction by half. According to reviewing Pearson chi-square and

significance (.000), the entertainment in skippable in-stream YouTube advertisements and attitude Towards Purchasing are dependent on each other, as they are directly proportional to each other. According to Contingency Coefficient (.345), the strength of the relationship is moderate. In conclusion, entertainment positively affects the attitude towards purchasing, thus leading to more favorable attitudes.

**RQ1c what is the effect of the customization in skippable in-stream YouTube advertisements on attitude towards purchasing?**

Customization decreases the high levels of annoyance, at which the tolerance to the skippable in-stream YouTube advertisements gets higher by decreasing the annoyance levels from 27.2% to 12.2%, which is more than a half reduction. According to reviewing Pearson chi-square of the relationship between customization to consumers' preferences and the irrelevance to ad content (22.525a) and the difference in relevance between the main video that consumers chose to watch and the skippable in-stream YouTube ad content (26.076a) with the same significance (.000), the customization in skippable in-stream YouTube advertisements and an attitude towards purchasing are dependent on one another, being directly proportional. According to Contingency Coefficient of the relationship between customization to consumers' preferences and the irrelevance to ad content (.233) and the difference in relevance between the main video that consumers chose to watch and the skippable in-stream YouTube ad content (.250), the strength of the relationship is moderate. In conclusion, customization affects attitude towards purchasing positively, and leads to more favorable attitudes.

**RQ2 how does attitude towards purchasing affect purchasing intention?**

Those who reported having favorable attitude towards purchasing during watching skippable in-stream YouTube advertisements for different reasons were found to have higher levels of intention to buy than those who have unfavorable attitude towards purchasing. Moreover, it was found that 51.5% of the respondents' negative attitude towards purchasing is directly proportional to a lower level of intention to purchase any products. According to reviewing cross-tabulation and Pearson chi-square of the relationship between the level of annoyance and placing the products advertised in skippable in-stream YouTube advertisements (53.18646), consumers' intention to buy (53.80379) and consumers' serious planning to

buy (57.69931) with the same significance (.000), the attitude towards purchasing and purchasing intention are dependent on each other, being directly proportional to one another. According to Contingency Coefficient of the relationship between the level of annoyance and placing the products advertised in skippable in-stream YouTube advertisements as an option (.346), consumers' intention to buy (.347) and consumers' serious planning to buy (.358), the strength of the relationship is moderate. In conclusion, unfavorable attitude towards purchasing negatively affects the purchasing intention, and vice versa.

### **RQ3 how does purchasing intention affect purchasing behavior?**

75.5% (296 out of 392) of the respondents stated that if they have the intention to buy, they actually buy. Moreover, 40% (114 out of 296) of the respondents have bought products that were exposed to them via skippable in-stream YouTube advertisements. According to reviewing cross-tabulation and Pearson chi-square of the relationship between the number of products that consumers purchase and placing the products advertised in skippable in-stream YouTube advertisements as an option (186.9675), consumers' intention to buy (208.7135) and consumers' serious planning to buy (242.698) with the same significance (.000), the purchasing intention and purchasing behavior are dependent on each other, having a relationship of direct proportionality. According to Contingency Coefficient of the relationship between the level of annoyance and placing the products advertised in skippable in-stream YouTube advertisements as an option (.568), consumers' intention to buy (.589) and consumers' serious planning to buy (.618), the strength of the relationship is strong. In conclusion, purchasing intention affects the purchasing behavior depending on the level of the intention.

## **7. DISCUSSION**

### **7.1 Attitude Towards Purchasing and Perceived Intrusiveness**

Although Belanche et al. (2017) use an experimental design with a smaller sample size and similar sample characteristics, the current research paper meets their results. It was found that consumers wait for the 5 seconds to be able to continue their main watched video, which as a result makes their perceived intrusiveness higher and their attitude towards purchasing worse. This results in a level of annoyance which the consumer feels that makes them ignore the content of the skippable in-stream

YouTube advertisements and focus on the running time till the skip button appears. This reflects the idea of consumers having some freedom, and if this sense of freedom is threatened, they attempt to regain it by retaining their initial attitude or change it in a way opposite to the message creators wish to achieve. These results are in contrast to the results of Kim (2018), Youn and Kim (2019) and Choi and Kim (2021).

### **7.2 Attitude Towards Purchasing and Entertainment**

In an attempt to evaluate the effect of entertainment in the skippable in-stream YouTube advertisements on the consumers' attitude towards purchasing, the current research paper uses an online questionnaire, which is the same as the studies of Yang et al. (2015), Chungviwatanant et al. (2016), Hansson and Stanic (2017) and Zhao et al. (2020), and the sample meets in characteristics, but differs in size. The results are the same, since the five studies found that entertainment is one of the key factors that lead the consumer to have a more favorable attitude towards purchasing. Furthermore, it gives him/her more tolerance to continue watching the ad and decreases the perceived intrusiveness of these advertisements, which can be a result for the win-win situation the consumer perceives. On other words, the viewer will wait for 5 seconds till he can skip the skippable in-stream YouTube advertisements in return to having an entertaining advertisement.

### **7.3 Attitude Towards Purchasing and Customization**

The current study uses different sample sizes and data collecting method from Banerjee and Pal (2021) and Belanche et al. (2020), but it uses the same data collecting method with similar sample size as Urbonavicius et al's. (2021) and Lin et al's. (2021). However, the five research papers look into the effect of customization in the skippable in-stream YouTube advertisements on the consumers' attitude towards purchasing. The findings show that consumers' involvement and customization with advertised products enhance their attitudes towards purchasing, which can be a result of the win-win situation the consumer perceives, at which he has to wait for 5 seconds till he can skip the skippable in-stream YouTube advertisements in return to having a customized advertisement.

### **7.4 Attitude Towards Purchasing and Purchasing Intention**

The study by Yusuf and Busalim (2018) meets the results of the current study with the same data

collecting method and similar sample size and characteristics. The results show that there is a relationship between the attitude towards purchasing and the consumers' purchasing intention. The research paper of Firat (2019) also meets the current research paper in more than one context. He mentions that he used an online questionnaire on 420 YouTube users, and that entertainment has a positive effect on consumers' attitude, while the perceived intrusiveness has a negative effect. Thus, the more favorable the attitude, the higher the consumers' intention towards purchasing is, and vice versa. The explanation for the current study's findings in this context can be an outcome of the favorable attitudes that result from customized and entertaining skippable in-stream YouTube advertisements, which increases the probability of having the intention to buy in the future. On the contrary, if the attitudes are unfavorable as a result of the perceived intrusiveness, the probability of having an intention to buy decreases.

### 7.5 Purchasing Intention and Purchasing Behavior

Duffett et al.'s (2020) study meets the current study in the choice of the research sample size and characteristics, as well as the data collecting method and results, since it uses an online questionnaire to find that about 400 generation Y respondents' intention towards purchasing has a strong relationship with their purchasing decisions and behavior. Karnowski et al. (2018) and Ajzen et al. (2018) studies also meet the current study's results, since the results show that the consumers' attitude towards purchasing affect their purchasing intention, which as a result affects their purchasing behavior. Moreover, the current study uses an online questionnaire with similar sample to these two studies, but Ajzen et al. (2018) also reviewed major meta-analyses. The explanation for these findings can be that the consumers' level of intention and the options available to stimulate their intention to purchase or not (e.g.: entertainment, customization or perceived intrusiveness) through the attitude can lead to an actual purchasing or a refusal to the idea of purchasing after being exposed to any of the skippable in-stream YouTube advertisements.

## 8. CONCLUSION

Advertisements with the skip-button function and running time of 5 seconds till consumers can continue their main video is greatly used on YouTube platform; however, its effectiveness is debatable. The study in hand connects a number of factors that can affect the purchasing behavior of the Egyptian millennial women. The critical point of debate is the level of

intrusiveness that these women perceive, which was found to negatively affect their attitude towards the idea of purchasing the product/service presented in the skippable in-stream YouTube advertisement with higher levels of annoyance. Consequently, this decreases the probability of seriously considering buying this product/service or actually buying it, which was consistent to some studies. This comes in contrast to most of other previous studies findings, which conclude that there is no relationship between the consumers' attitude towards purchasing and the perceived intrusiveness.

On the other hand, it was found that entertainment and customization presented in the skippable in-stream YouTube advertisements can lead to a more favorable attitude towards purchasing, which as a result will increase the probability of the Egyptian millennials women's intention to purchase and affect their purchasing behavior positively. Moreover, entertainment and customization were found to be effective in decreasing the level of intrusiveness these women can feel. These findings were consistent with the previous studies findings.

In addition, this research paper merges the digital media field and marketing psychology, and it fills the gap in the literature review, since according to the researchers' best knowledge there is no previous research which looks into the relationship between all these variables together. Additionally, the proposed research model will enable the coming researchers to better visualize these relationships.

## 9. RECOMMENDATIONS

### 9.1 Theoretical Recommendations

Experimental designs can be used in addition to the online questionnaire with a developed website that can be a simulation to YouTube with content the participants choose, and four skippable in-stream YouTube advertisements appear with a running time of five seconds in different parts in the video. The first advertisement should be boring and irrelevant to the main video the participants choose. The second advertisement should be entertaining, but irrelevant to the main video the participants choose. The third advertisement should be boring, but relevant to the main video the participants choose. The fourth advertisement should be entertaining and relevant to the main video the participants choose.

Another recommendation can employ the previously mentioned experimental design, but this time it would



be done twice: the first with skippable in-stream YouTube advertisements and the second with another type of YouTube advertisement that the researcher chooses.

### 9.2 Practical Recommendations

Skippable in-stream YouTube advertisements seem to be intrusive, so while filling in the online application that enables you to publish your advertisement, try to select the same target audience of the ad without choosing a random distribution on all types of content on YouTube, in order to gain the desired profit in return. Moreover, it is preferable to make your ad content more entertaining so that the consumers do not skip your ad after five seconds sharp. In addition, it is advisable to think about targeting your consumers through other types of advertisements rather than the skippable in-stream YouTube advertisements if you find that it is useless in terms of sales.

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