

# Influence of skippable, non-skippable and product knowledge advertisements on consumer responses in purchasing products that appear in advertisements

Savrina Oktaviana Sinaga<sup>1</sup>, Austin Leonardo<sup>2</sup>, Nurul Anisa<sup>3</sup>, Febi Nur Diana<sup>4</sup>  
<sup>1,2,3,4</sup>Fakultas Ekonomi, Universitas Simalungun, Pematang Siantar, Indonesia

## Article Info

### Article history:

Received : May 14, 2023

Revised : Jun 12, 2023

Accepted : Jul 27, 2023

### Keywords:

Skippable Ads;  
Non-Skippable Ads;  
Product Knowledge;  
Consumer Response.

## ABSTRACT

The purpose of this study is to find out how skippable, non-skippable advertising and product knowledge affect customer response. The theory of advertising value (informativeness, credibility, entertainment, irritation) and consumer response theory (awareness, knowledge, likes, preferences, beliefs, purchases) are used. This study uses a quantitative approach and uses a survey as a type of explanatory research. fifty people answered using the Slovin formula. Closed-ended questionnaires, observations, literature, and literature studies are data collection methods. Data analysis was carried out through the data processing stage using SPSS, and statistical formulas were used to analyze the data. The results of this study indicate that there is an insignificant effect between YouTube advertisements and customer responses.

*This is an open access article under the [CC BY-NC](#) license.*



## Corresponding Author:

Savrina Oktaviana Sinaga  
Fakultas Ekonomi, Universitas Simalungun  
Jl. Sisingamangaraja Barat, Bah Kapul, Kec. Siantar Sitalasari, Kota Pematang Siantar, Sumatera Utara  
21142.  
Email: savrinaoktaviasinaga@gmail.com

## 1. INTRODUCTION

Almost all aspects of life are influenced by the rapid progress of technology and information, and the economic sector is one of them. Advertisements for previous items are often found in brochures, newspapers, magazines and various other print media (Qader et al., 2022). Currently, advertisements are often found on social media. Social media is an online communication medium that allows users to reach millions of other users quickly and cheaply without time or distance limitations (Clark & Roberts, 2010).

Social media is very suitable for product advertising because it can reach many people. YouTube is one of the social media used to advertise products (Maulinda & Riyanto, 2022). YouTube is a platform that focuses on providing audiovisual content. According to its statistics, YouTube records more than two billion users and one billion hours of content watched every day (Loh et al., 2022). In Indonesia itself, the average use of YouTube social media is 25.9 hours per month (Data Reportal, 2021). YouTube is definitely one of the best places to advertise products because of the large number of them. Placing advertisements on online platforms itself has several advantages and disadvantages (Wright, 2005). Internet advertising is considered more flexible, and marketers have more control over advertising materials (Ducoffe, 1996). Additionally, using social media as a platform for advertising allows marketers to reach millions of users quickly and at an affordable cost (Constantinides, 2014)

However, advertising on online platforms also has drawbacks, namely that not all customers respond positively to advertisements displayed on online media. On the contrary, consumers increasingly realize that these advertisements are aggressive and evoke negative emotions and cognitions (Chaudhuri & Buck, 1995), which prompts them to block such advertisements (Block, 2012). According to an advertising industry report, 82% of Americans avoid advertising in online media (Turow, 1997). Apart from that, advertisements that appear in online media can also cause ad intrusiveness. Ad intrusiveness is an advertising stimulus that is intended to annoy users because it interferes with their cognitive processes and interferes with their goals (Edwards et al., 2002)

YouTube provides various formats that advertisers can choose from. Display ads display product advertisements to the right of the video; overlay ads place a small banner inside the video; skippable video ads are ads that play before the video starts and can be skipped or not watched by YouTube users; non-skippable and long non-skippable video ads are advertisements that cannot be skipped and last between 15 and 30 seconds; and finally, sponsored advertising cards tailored to the video that has been promoted.

Companies often use this method and it is considered quite effective in getting responses from customers that make them familiar with the goods or services they offer. The most important thing about an advertisement is the consumer response; Marketers definitely want their ads to influence customers to make the desired response. According to Google survey results, Shopee, an online buying and selling site, is one of the advertising marketers who chose YouTube as their campaign platform. Based on data from the third quarter of 2015, the increase in YouTube Indonesia from year to year reached 600% compared to the previous year.

Considering the comparison with advertising on YouTube, advertising on YouTube also has various forms. However, this research focuses on in-stream advertisements in the form of videos (audio-visual) that are inserted between videos that users are watching. These ads prevent video content from being watched in its entirety, meaning users usually have to wait to watch the video they want. In-stream ads on YouTube are divided into two categories: skippable ads and non-skippable ads (Pashkevich et al., 2012). Skippable ads are ads that can be skipped, with an initial duration of 12 seconds to 6 minutes, but can be skipped after running for 5 seconds. Non-skippable ads, on the other hand, are 6–15 seconds long (Chakraborty et al., 2021; Obar & Oeldorf-Hirsch, 2020).

Product knowledge is one of the most significant factors influencing consumer purchasing decisions. Consumers with high product knowledge rely on intrinsic factors such as product quality and function rather than extrinsic factors such as price and brand when making decisions (Wang et al., 2001). Previous literature shows that consumers with high product knowledge will make authentic purchases. Ghazali et al. (2017) suggested that product knowledge has a significant influence on attitudes towards repurchasing organic personal care products. Product knowledge significantly influences attitudes towards counterfeit products (Bian et al., 2016; Moon et al., 2018). Consumers with higher knowledge about products tend to evaluate them more favorably (Davidson et al., 2017).

The desired impact of advertising results is the amount of product knowledge achieved by consumers through the level of consumer involvement with the product and/or the selection process. Consumers have different levels of product knowledge, which can be used to interpret new information and make consumer choices. Consumers can have four levels of product knowledge, namely: product class, product form, brand and model.

The Communication Dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message. The cognitive processing perspective is core to developing a successful marketing strategy which is a communication problem (Aladwani, 2001). The communication dimension provides information about the consumer's ability to remember the main message conveyed, consumer understanding, and the strength of the impression left by the message (Satria & Bukhari, n.d.). The cognitive processing perspective is central to developing successful marketing strategies which is a communication problem (Gaeth & Heath, 1987). The process begins when the promotional communications source determines what information should be communicated,

A purchasing decision is a consumer's decision to buy a product after previously thinking about whether or not it is worth buying that product by considering the information he knows with the reality about the product after he has seen it. The results of this knowledge about a product are influenced by the consumer's desire and power to buy. According to (Bian & Forsythe, 2012) there are two factors that can arise between the intention to buy and the purchase decision which might change

that intention, the first factor is the attitude of other people, the second factor is an unexpected situation.

Product knowledge is very important for producers because it contains information that encourages purchases. Product knowledge is an explanation of consumer behavior theory which is divided into three parts. One of these sections is product knowledge which has details about the type of product and level of product knowledge. Product knowledge refers to an understanding of the collection of various information received by consumers regarding products which includes products, brands, product terminology, product attributes or features, product prices and beliefs about products (Lin & Chen, 2006).

From the explanation above, the writer is interested in taking the title: '**The Influence of Skippable, Non-skippable and Product Knowledge Advertisements on Consumer Responses in Purchasing Products that Appear in Advertisements**' (The consumer response survey is the Generation Z in Siantar).

## 2. METHOD

### 2.1 Population and Sample

The sampling method in this research is non-probability, namely convenience sampling. According to Sugiyono (2016), convenience sampling is a method of determining samples by selecting samples freely as the researcher wishes. This sampling method was chosen to facilitate the implementation of research because the respondents used were students who had not used mobile payment services and students who had used mobile payment services. According to Hair, Ringle, and Sarstedt (2011), the minimum number of samples in research is 10 times the highest number of indicators for one of the variables.

So the calculation of the minimum number of samples in this research is as follows:

$$\begin{aligned} N &= \text{Largest number of indicators} \times 10 \\ &= 5 \times 10 = 50 \text{ samples} \end{aligned}$$

Based on the calculations above, the minimum sample in this study was 50 samples.

### 2.2 Data Source Type

The data source used in this research is primary data. Primary data is data obtained directly from respondents. The data collection technique uses primary data in the form of a questionnaire. The questionnaire will be distributed to Gen Z in Siantar.

### 2.3 Method of collecting data

This research uses quantitative research. The data collection method in this research uses an online questionnaire using Google from online. Data collection by distributing online questionnaires containing questions to respondents in the hope of providing responses to these questions so that the data can be processed and analyzed. In this research, variables will be measured using a four-point Likert scale for each question, namely strongly disagree (STS), disagree (TS), agree (S) and strongly agree (SS). The score will show the intensity answer from lowest to highest.

## 3. RESULTS AND DISCUSSION

In this research, the characteristics of respondents, both women and men aged 17 to 25 years, among the generation Z in Siantar, have responded to their opinions about skippable, non-skippable and product knowledge advertising.

**Table 1.** characteristics of respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 24 Years	47	94.0	94.0	94.0
	> 25 Years	3	6.0	6.0	100.0
Total		50	100.0	100.0	
		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	18	36.0	36.0	36.0
	Woman	32	64.0	64.0	100.0
Total		50	100.0	100.0	

Source: Processed data, 2023

To test the reliability of the variables, a reliability test was carried out with a reliability coefficient (alpha) value of  $> 0.6$ . This means that the level of measurement error is low so it can be said to be variable. From the results of this test, it will show what variable data, if the overall alpha value is above 0.6, this means that the measuring instrument used is good and meets the requirements.

**Table 2.** Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
,844	4

The table above shows that all statements included in the non-skippable advertising variable have a Cronbach Alpha value above 0.6, or 0.844. There is a possibility that the 4 statements in the reliability test for variable X can be used as a means of collecting data for this research.

**Table 3.** Consumer Response variable have Cronbach Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
,819	4

The table above shows that the 3 statements in the reliability test of the Consumer Response variable have Cronbach Alpha values above 0.6, or 0.819. This shows that all statements in this test can be considered as reliable data sources for this research.

**Table 4.** Durbin-Watson test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.311a	.097	.038	1.25393	.674

Based on the table above, the correlation value between the skippable advertising variables, non-skippable advertising and product knowledge on consumer responses is 0.311, which shows that the relationship between the variables is not strong. Meanwhile, the coefficient of determination is 0.97 which shows that 9.7% of the YouTube advertising variables can compensate for differences in consumer response variables while other variables influence the other part.

**Table 5.** Anova Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7,752	3	2,584	1,643	.192b
	Residual	72,328	46	1,572		
	Total	80,080	49			

Based on the table mentioned previously. The results show a significance level of 0.192. Regarding the dependent variable of consumer response, the skippable, non-skippable and product knowledge advertising variables have a low level and do not meet the requirements, namely  $< 0.05$ . As a result, it can be concluded that the relationship between the three is not linear. Because the majority of customers don't agree with unskippable ads that are too long and boring.

#### 4. CONCLUSION

This research aims to find out how much influence skippable, non-skippable advertising and product knowledge have on consumer responses. The results of this research show that advertisements that can be discarded on the YouTube platform are different from advertisements that cannot be discarded. In other words, unskippable ads are considered more intrusive than skippable ads. Apart from that, ads that cannot be discarded are also considered more forceful than adverts that can be discarded. The results show that both YouTubers and marketers should consider the type of advertising they will place. A good ad should give customers the option to skip the ad if they are not interested. Viewers won't find ads bothering them because they can skip them.

All statements in the reliability test of the Consumer Response variable have a Cronbach's Alpha value above 0.6, which means 0.819. This shows that the four statements in the reliability test of the Consumer Response variable can be accepted as data sources in research. The output shows a correlation or relationship value (R) of 0.311, and a coefficient of determination (R Square) of 0.097,

which shows the influence of the independent variables (skippable, non-skippable advertising and product knowledge) on the dependent variable (Consumer Response).

Researchers have several recommendations for further research. First, they wanted to conduct research with a larger population. Second, they can consider additional variables that might influence the level of intrusiveness of YouTube ads, such as ad placement at the beginning, middle, or end of videos and their content. Third, researchers can use experimental methods to increase the internal validity of advertising. Fourth, further research can also study how to prevent consumers from getting bored with non-skippable advertising or provide consumers with other options. In addition, future research can choose a larger sample to generalize the research results.

## REFERENCES

- Aladwani, A. M. (2001). Change management strategies for successful ERP implementation. *Business Process Management Journal*, 7(3), 266–275.
- Bian, Q., & Forsythe, S. (2012). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443–1451.
- Block, N. (2012). Advertisement for a Semantics for Psychology. In *Language and Meaning in Cognitive Science* (pp. 203–267). Routledge.
- Chakraborty, S., Basu, S., Ray, S., & Sharma, M. (2021). Advertisement revenue management: determining the optimal mix of skippable and non-skippable ads for online video sharing platforms. *European Journal of Operational Research*, 292(1), 213–229.
- Chaudhuri, A., & Buck, R. (1995). Affect, reason, and persuasion: Advertising strategies that predict affective and analytic-cognitive responses. *Human Communication Research*, 21(3), 422–441.
- Clark, L. A., & Roberts, S. J. (2010). Employer's use of social networking sites: A socially irresponsible practice. *Journal of Business Ethics*, 95, 507–525.
- Constantinides, E. (2014). Foundations of social media marketing. *Procedia-Social and Behavioral Sciences*, 148, 40–57.
- Edwards, S. M., Li, H., & Lee, J.-H. (2002). Forced exposure and psychological reactance: Antecedents and consequences of the perceived intrusiveness of pop-up ads. *Journal of Advertising*, 31(3), 83–95.
- Gaeth, G. J., & Heath, T. B. (1987). The cognitive processing of misleading advertising in young and old adults: Assessment and training. *Journal of Consumer Research*, 14(1), 43–54.
- Lin, L., & Chen, C. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265.
- Loh, F., Wamser, F., Poignée, F., Geißler, S., & Hoßfeld, T. (2022). Youtube dataset on mobile streaming for internet traffic modeling and streaming analysis. *Scientific Data*, 9(1), 293.
- Maulinda, S., & Riyanto, S. (2022). The influence of Youtube influencer (Youtuber) on a brand promoted through social media (Youtube). *Manajemen Agribisnis: Jurnal Agribisnis*, 22(1), 79–86.
- Obar, J. A., & Oeldorf-Hirsch, A. (2020). The biggest lie on the internet: Ignoring the privacy policies and terms of service policies of social networking services. *Information, Communication & Society*, 23(1), 128–147.
- Pashkevich, M., Dorai-Raj, S., Kellar, M., & Zigmund, D. (2012). Empowering online advertisements by empowering viewers with the right to choose: the relative effectiveness of skippable video advertisements on YouTube. *Journal of Advertising Research*, 52(4), 451–457.
- Qader, K. S., Hamza, P. A., Othman, R. N., Anwer, S. A., Hamad, H. A., Gardi, B., & Ibrahim, H. K. (2022). Analyzing different types of advertising and its influence on customer choice. *International Journal of Humanities and Education Development (IJHED)*, 4(6), 8–21.
- Satria, B., & Bukhari, E. (n.d.). *The Effectiveness Of Enjoy Jakarta Slogan in Building Community Awareness*.
- Turow, J. (1997). *Breaking up America: Advertisers and the new media world*. University of Chicago Press.
- Wright, K. B. (2005). Researching Internet-based populations: Advantages and disadvantages of online survey research, online questionnaire authoring software packages, and web survey services. *Journal of Computer-Mediated Communication*, 10(3), JCMC1034.