

# CONSUMER ATTITUDE, BEHAVIORAL INTENTION, AND WATCHING BEHAVIOR OF ONLINE VIDEO ADVERTISING ON YOUTUBE

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Suci Ramadhani

Arif Imam Suroso

Joko Ratono

School of Business IPB University

**Abstract:** Online video advertising is one of the most popular types of internet advertisements. The compliance of the website service provider comes from advertising. However, research is still rarely found that focuses on the attitudes and consumer behavior towards online video advertising. The purpose of this study is to analyze the value of online video advertising on consumer attitudes, behavioral intention, and watching behavior on YouTube. This research uses the internet advertising model and combines it with the Theory of Reasoned Action (TRA). Respondent data were obtained as many as 226 from the distribution of online questionnaires for YouTube users in the Jabodetabek. The analytical tool used in this study is Structural Equation Modeling (SEM). The results of this study indicate that informativeness, entertainment, irritation, and credibility are significant for consumer attitudes. On the other hand, consumers' attitudes towards the advertising also significant for behavioral intention and behavior of watching online video advertisements. In future research, deep subjectivity is needed regarding segmentation and culture.

**Keywords:** Consumer attitude, behavioral intention, watching behavior, online video, advertising, reasoned action theory.

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*Corresponding Author:*  
Suci Ramadhani, School of  
Business IPB University, DOI:  
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According to Internet World Stats (2019), as of June 2019 internet users worldwide have reached more than 4 billion users with a penetration rate of 58.5% of the total world population. Indonesia is the fifth country as the most internet user in the world with 171 million users (Statista, 2019). One of the regions with the most

internet users in Indonesia is Java with 55.7% presentation and West Java is the most internet user in Java, which is 16.7% (APJII, 2018). Increased use of the internet causes shifts in consumer behavior, one of which is a shift in watching behavior. Before the advent of the internet, terrestrial television (TV) became the most trusted information and entertainment consumers. Then the role of Terrestrial TV is shifted by the existence of pay-TV cable. The presence of the internet provides additional media for consumers to find information and entertainment.

YouTube is one of the online media that is a

pioneer in shifting watching behavior on the internet. YouTube is a streaming online media that has the most followers. According to We Are Social (2019), to date there are 1,900 million YouTube users in the world. While in 171 million internet users in Indonesia, 88% use YouTube. The high level of traffic that drives YouTube is an attraction for companies to advertise on YouTube (Plummer et al., 2007).

Revenue from website service providers comes largely from advertising. The shift in consumer watching behavior has an impact on changing marketing strategies in the business world from television to online media. One of the most popular internet advertisements today is online video advertising. Online video advertising provides a great opportunity for a company or advertisers (Yang et al., 2017).

Advertising using YouTube cannot guarantee that users will act positively. Consumers will act positively towards the ad if the ad feels informative and entertaining. However, consumers can also act negatively towards advertising if the ad is deemed annoying or annoying. The disadvantage of internet advertising is that consumers can master actions against advertisements, such as passing them. The attitude towards online advertising (ATOA) is related to the effectiveness of this ad. The purpose of this study is to analyze the value of online video advertising on consumer attitudes, behavioral intention, and watching behavior on YouTube.

This study establishes an attitude model for online video advertising by integrating an internet advertising attitude model developed by Brackett and Carr (2001) and combining it with the theory of action (TRA). According to Ducoffe (1996), the value of online advertising is related to the effectiveness of advertising. The results of his research show that when consumers watch online advertising, they may need to know information from a product, with the addition of some entertainment and product or brand trust. Conversely, consumers may not be bothered by advertisements when they can navigate web pages. In Xu's research (2016) also showed that entertainment, informativeness, irritation, credibility, and personalization influence consumer attitudes. Furthermore, consumer attitudes

also influence consumer behavior. Behavioral intention is defined as a motivational factor that influences consumer behavior (Ajzen, 1991). Therefore, the intention in behavior is an important factor to analyze to understand consumer behavior.

The purpose of this study is to identify important factors in terms of attitudes, behavioral intention, and behavior of consumers towards online video advertising. The findings from the results of this study can provide benefits to academics as a reference and comparison for further research, while it can also provide benefits to practitioners as an expansion of knowledge, insight, and can be applied to marketing knowledge.

## **LITERATURE REVIEW**

### **Consumer Attitude**

According to Mehta (2000), consumer attitudes towards advertising are one important indicator of advertising effectiveness. Advertising effectiveness has become an interesting research focus because it is very important for the marketing industry (Duffett, 2015; Seyedghorban et al., 2015). According to McKenzie and Lutz (1989), consumers' attitudes towards online advertising (ATOA) can be shown through favorable or unfavorable consumer responses to these internet advertisements. Bauer and Greyser (1968) showed that more people have favorable attitudes than unfavorable attitudes toward advertising. Le and Vo (2017) also stated that the 1970s study showed that advertising produced fairly negative perceptions.

Although some previous literature stated that advertising produces negative consumer attitudes (Zanot, 1984), at the same time, internet advertising also results in positive consumer attitudes (Schlosser et al., 1999). Friman (2010) stated that advertising can build positive consumer attitudes because they feel informative and entertaining. Research Srivastava et al. (2014) stated that online advertising increases updates about a product and is also considered attractive. This can build positive consumer attitudes toward advertising. But advertising can also produce negative consumer attitudes because they are perceived to be disturbing (Srivastava et al., 2014; Yang et al., 2017).

To analyze consumer attitudes, Brackett and Carr (2001) propose an internet advertising attitude and behavior model. The model is based on the premise that informativeness, entertainment, irritation, and credibility influence consumers in evaluating advertisements

### **Informativeness**

Informativeness is a condition in which advertisements provide useful or interesting information (Ducoffe, 1996). Informativeness has a positive effect on internet advertising (Dao et al. 2014). Currently, product recommendations and information generated by other users on social media are important for consumers (Mir and Rehman 2013). Online advertising is considered the best and contains many benefits to find out product information compared to other media (Kumar et al. 2018). Measurement of information variables in this study is based: valuable sources of information, suitable product information, latest information, and provides the information needed (Brackett and Carr 2001; Tsang et al. 2004). Taylor et al. (2011) found that ad informativeness has a positive effect on attitudes on social media advertising. This can be caused by consumers considering advertising can provide knowledge to customers about alternative products or services to provide consumer satisfaction (Aziza and Astuti 2018). One previous study from Javid et al. (2012) showed that consumers will build a better attitude on online advertising related to advertising can keep them up to date about products available in the market. They prefer to receive the latest video advertisements about products or services and help them to find the difference between these products and competing products (Wang and Lan, 2018). When consumers find online advertising useful, they will tend to have a more positive perception of internet advertising (Javid et al., 2012). Hence, we propose  $H_1$ :

$H_1$ . Informativeness has a significant and positive influence on ATOA

### **Entertainment**

Entertainment is also an important factor in internet marketing. Entertainment refers to the en-

joyment of messages (Xu, 2016; Aydin, 2016). The measurement of entertainment variables in this study is based: comfortable, giving pleasure, funny characters, pleasant, and surprises (Tsang et al., 2004; Ling et al., 2010). Dehghani et al. (2015) stated that entertainment has a positive effect on consumer attitudes towards YouTube advertising. It showed that consumers think they can feel the pleasure and pleasure of advertising (Aziza and Astuti, 2018). Previous research shows that entertainment easily attracts the attention of consumers. Entertainment content can generate positive responses to advertising (Wang and Lan, 2018). A web page that contains animated images or funny characters, the level of attention will increase (Tsang and Tse, 2005). In several other studies such as Le and Nguyen (2014) stated that entertainment as a significant predictor of consumer attitudes towards advertising. Entertainment also influences the effectiveness of advertisements. With a market filled with advertising messages that are competing to attract attention, advertisements must be interesting and fun in creative ways (Azeem and Ul Haq, 2012). Hence, we propose  $H_2$ :

$H_2$ . Entertainment has a significant and positive influence on consumer attitudes

### **Irritation**

Irritation is the emotional outcome felt by consumers (Waldt et al., 2009) such as irritation, impatience, or a little anger (Ducoffe, 1996). Measurement of variable irritation in this study is based: disturbing, appearing too often, irritating elements, and insulting elements towards someone (Brackett and Carr, 2001; Tsang et al., 2004). Tsang et al. (2004) and Dehghani et al. (2015) in their research explained that there was a negative but significant relationship between irritation and consumer attitudes. Strengthened by Yang et al. (2017) who found that irritation on online video ads on YouTube had a negative effect on buying attitude. This can be one of the reasons why consumers prefer clicking through ads on the YouTube site. But it is different from the results of Wang and Lan's research (2018) where irritation did not produce negative consumer attitudes. Irritation can also stimulate attention without

producing a negative reaction to the brand and can increase persuasion (Aaker and Bruzzone, 1985). As a result, even though consumers are annoyed, brand credibility might have a stronger influence on attitude. If irritation results in their unfavorable attitude, it may be difficult for advertisers to build positive consumer behavior towards purchases. Thus, advertisers with annoying advertising strategies to get the attention of consumers must be used with caution. Hence, we propose H<sub>3</sub>:

H<sub>3</sub>. Irritation has a significant and negative influence on consumer attitudes

### Credibility

Credibility is defined as the level of ability of a message or content to provide accurate, precise, and reliable information (Hovland et al., 1953). Measurement of credibility variables in this study based: reference, trusted, credible (Xu, 2016). Consumers who feel confident and confident about an ad will give a positive response to the ad. In a study by Zernigah and Sohail (2012), credibility has a significant effect on advertising messages. Mir and Zaheer (2012) also found that credibility has a positive influence on ATOA. Lafferty and Goldsmith (1999) stated that the credibility of a company or brand has a stronger influence on purchase intentions. Advertising from trusted sources can produce more positive consumer attitudes because consumers tend to trust the information provided by well-

known websites (Wang and Lan 2018). Hence, we propose H<sub>4</sub>:

H<sub>4</sub>. Credibility has a significant and positive influence on consumer attitudes

### Theory of Reasoned Action (TRA)

Several factors contribute to the emergence of behavior, one of which is the interest in certain behaviors by individuals. According to Webster et al. (1994), TRA states that consumer behavior is based on behavioral intentions, and behavioral intentions are based on consumer attitudes. This theory explains the relationship between human attitudes and behavior. So that consumer attitudes are defined as positive or negative feelings of someone in acting (Webster et al., 1994). A positive attitude influences individual behavioral intentions positively (Mosavi and Ghaedi, 2012; Yang et al., 2017). To understand the behavioral intention, The focus of TRA is a person's attitude towards behavior, subjective norms of people, and groups that influence these attitudes (Ajzen and Fishbein, 1977). Therefore, based on TRA, human behavior is driven by behavioral intention, which is someone's readiness to perform a behavior. Hence, we propose H<sub>5</sub> and H<sub>6</sub>:

H<sub>5</sub>. Consumer attitudes have a significant and positive influence on behavioral intention

H<sub>6</sub>. The behavioral intention has a significant and positive influence on watching behavior

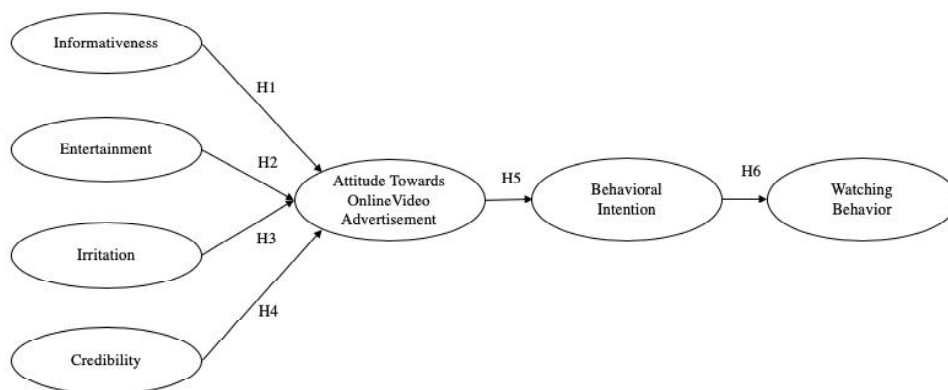


Figure 1 Model Conceptual

**METHOD**

Hypotheses are tested using the Structural Equation Modeling (SEM) method with AMOS. While the research analysis unit is a Jabodetabek area YouTube user with a minimum age of 18 years. Research data were analyzed quantitatively. This causality study aims to analyze the effect of the value of online video advertising on consumer attitudes, behavioral intention, and watching behavior.

This research used primary and secondary data. Primary data obtained from the distribution of questionnaires online and secondary data obtained from literature, journals, books, and the internet. The question variables raised are based on five Likert scales. Likert scale is used to measure the attitudes, opinions, and perceptions of a person regarding social phenomena, where each item of the instrument has a range from very good, good, enough, bad, and very bad. And the question structure is made with closed questions.

**RESULTS**

**Respondent Characteristics**

Initially, the number of respondents who filled in the questionnaire was 264 respondents, then the selection was conducted so that 226 respondents were composed of 107 male respondents and 119 female respondents. Demographically, the majority of respondents obtained were in the Jakarta area (28.7%), aged 25-29 years (53.5%), had a bachelor's degree (43.8%) and worked as an employee (44.2%).

While psychographically, all respondents answered that they have used YouTube streaming sites and seen online video ads, respondents who use YouTube streaming sites mostly use YouTube every day (56.1%). After being exposed to online video ads as much as 53.5% of respondents answered sometimes looking for product information after seeing online video ads, but most also always pass (69%) online video ads on YouTube.

**Measurement Model Analysis**

Measurements model analysis is made by checking whether the model has an acceptable good-

ness of fit by investigating unidimensionality and convergence. Overall, the good of a fit for the model is as follows: chi-square 298,004 which is accepted marginally because the value of chi-square is sensitive to the large sample size. RMSEA is 0.042 which is below the 0.08 limit. CFI (0.982), GFI (0.897) and AGFI (0.867) values are all above the appropriate cut-off value of 0.90. These results indicate that the measurement model is quite in accordance with the data.

Three criteria for conducting convergent validity tests (Fornell and Larcker, 1981), namely:

1. All loading factor indicators must be significant at  $p < 0.05$  and exceed 0.7.
2. composite reliability must exceed 0.7
3. The average variance extracted (AVE) must exceed the variance

**Table 1 Results of measurement model analysis**

Variable	Indicator	Loading	AVE	CR
INF	INF1	0,851	0,764	0,924
	INF2	0,892		
	INF3	0,87		
	INF4	0,882		
ENT	ENT1	0,867	0,792	0,952
	ENT2	0,886		
	ENT3	0,905		
	ENT4	0,907		
	ENT5	0,883		
IRR	IRR1	0,925	0,817	0,929
	IRR2	0,922		
	IRR3	0,911		
	IRR4	0,855		
CRE	CRE1	0,881	0,738	0,869
	CRE2	0,865		
	CRE3	0,831		
IW	IW1	0,752	1,421	0,701
	IW2	0,78		
BHV	BHV1	0,884	0,733	0,745
	BHV2	0,827		
ATOA	ATOA1	0,87	0,751	0,871
	ATOA2	0,864		
	ATOA3	0,866		

As seen in Table 1, all loading factor values have exceeded 0.7. Composite reliability ranges from 0.701 to 0.952, and the AVE value is above the limit value of 0.5. Thus, all conditions for convergent validity are met.

**Structural Model Analysis**

Figure 1 shows the results of the structural model analysis, including loading paths for all hypothesized relationships. This model has sufficient ability to explain the watching behavior related to the value of advertisements displayed while watching online

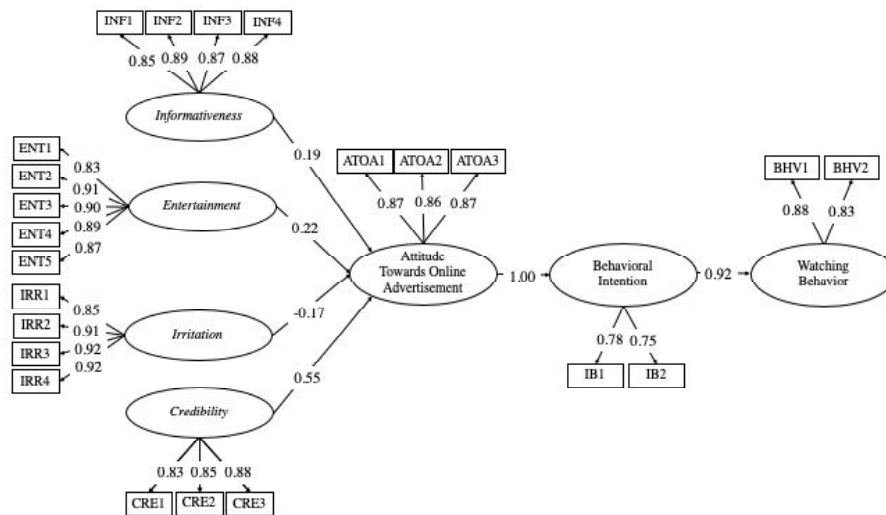


Figure 2 Structural Model Analysis

videos. The suitability statistics (Chi-square = 298,004, RMSEA = 0.042, CFI = 0.982, GFI = 0.897, AGFI = 0.867) show that the model gives a good fit with the data. All good of fit statistics are at their ideal value.

Hypothesis testing is used to determine the effect of exogenous variables on endogenous vari-

ables. The relationship between constructs in the hypothesis can be seen from the regression weight values in Table 2. This study uses a 95% confidence level so that the null hypothesis can be accepted if the probability value > 0.05 and the value of the critical ratio (CR) > 2.

Table 2 Summary of hypothesis test results

Variable	Estimate	S.E.	C.R	P	Information
ATOA ← INF	0.195	0.080	2.419	0.016	Significantly Influence
ATOA ← ENT	0.219	0.076	2.864	0.004	Significantly Influence
ATOA ← IRR	-0.148	0.058	-2.535	0.011	Significantly Influence
ATOA ← CRE	0.549	0.083	6.622	***	Significantly Influence
ITW ← ATOA	0.889	0.066	13.409	***	Significantly Influence
BHV ← ITW	1.015	0.081	12.595	***	Significantly Influence

## DISCUSSION

### Relationship of Informativeness with Consumer Attitudes

Informativeness is a condition in which advertisements provide useful or interesting information (Ducoffe, 1996). The information has become a common belief about advertising as identified by previous research. The results in this study indicate that the level of informativeness in online video advertisements on YouTube significantly and positively influences the attitude towards the online advertisement. Providing information that distinguishes a brand from its competitors tends to improve memory, understanding, and persuasion levels (Stewart et al. 1986). Previous research on the use of the internet has stated that searching for information is the main reason why people use the internet (Rubin 2000). It is generally stated that those who find online advertising informative, tend to like it more. For example, Gao and Koufaris (1996); Yang et al. (2017) stated in his research that product information is positively related to ATOA. Ducoffe (1996) also stated a strong correlation between informativeness and the value of internet advertising. Thus it can be said that ads with good informative skills can build a positive attitude towards online advertisements.

The results of this study also indicate that the suitability of online video advertising themes with online video content can positively enhance consumer attitudes. The more appropriate the theme of online video advertising with online video content on YouTube, the better the perception of informativeness in online video advertising because the ads that appear are ads that are in accordance with the interests favored by consumers. For example, if consumers are watching online video content with the theme of traveling, then the ads that appear are traveling-themed ads such as travel tickets and lodging promos. Besides, providing relevant information to consumers can reduce the level of interference caused by the appearance of advertisements (Agustina, 2016).

### Relationship between Entertainment and Consumer Attitudes

Entertainment refers to the enjoyment of mes-

sages (Xu, 2016). With a variety of entertainment tools such as music, games, and visuals, internet advertising is a promising form of entertaining advertising. Entertainment (entertainment) is also an important factor in internet marketing. Presentation of the entertainment element can also increase the recall of the message delivered because it can give a positive impression on consumers (Attamimy 2009). This is evidenced in this study where entertainment has a significant effect on attitude towards online advertisements.

This research also shows that entertaining advertisements (giving pleasure) can attract the attention of consumers. According to Zillmann et al. (1980), respondents pay attention to the entertainment part of advertising messages, because entertainment produces pleasant reactions and thus entertainment serves as an incentive to pay attention. Consumers who feel entertained by online video advertisements can enhance positive consumer attitudes toward advertising. The fun element in advertising of course can also attract consumers' attention to online video advertising. Ads that contain funny characters, music, images, and colors are one way to attract the attention of consumers.

In this study, entertainment is the second variable that has the most powerful influence on ATOA. Very funny ads seem to be the most preferred ads (Woltman et al., 2004) and the impact of entertainment is a positive result on behavior. However, the advertisement with the highest score on entertainment perceptions is not necessarily effective in terms of influencing buying behavior (Woltman et al., 2004). According to Alam (2011), advertising creativity does not affect attitudes toward brands and buying interest, but rather attitudes towards advertising. That is because the level of attention given to advertising is very dependent on the cognitive capacity provided by consumers. Respondents who were preoccupied with entertainment caused less attention to the rest of the message in the ad. In research by Eisend (2009) with meta-analysis shows that entertainment in advertising significantly influences attitude, attention, and positive influence on behavior, but at the same time entertainment in advertising can also reduce the credibility of a source or brand.

### **Relationship of Irritation with Consumer Attitudes**

Irritation is the main reason people criticize advertising (Bauer and Greyser, 1968). If the irritation of the adverts is negatively related to the brand attitude, intentionally or unintentionally, advertisers have irritated their target market which could lose their market share. This research has shown the importance of the perception of irritation towards ATOA. The results of this study which states that irritation has a significant and negative effect on ATOA. These results are consistent with previous studies from Tsang et al. (2004), Gao and Koufaris (2006), Yang et al. (2017). Irritation can also stimulate attention without producing a negative reaction to the brand and can increase persuasion (Aaker and Bruzzone, 1985). As a result, even though consumers are annoyed, advertising credibility might have a stronger effect on brand attitude. If irritation results in their unfavorable attitude, it may be difficult for advertisers to build positive consumer behavior towards purchases. Thus, advertisers with annoying advertising strategies to attract the attention of the target market must be used with caution.

In this research, advertisements that contain annoying elements and insulting elements towards a person can cause consumers to form a negative attitude towards online video ads. Therefore, advertisers compile advertising content with irritation strategies to attract the attention of consumers, to avoid elements that are annoying and contain insults to someone. Online video ads on YouTube generally appear in the same ad repeatedly. This of course can produce annoyance to consumers and affect consumer attitudes.

### **Relationship of Credibility with Consumer Attitudes**

Credibility can be defined as the level of reliability of a message or content in providing accurate and reliable information (Hovland et al., 1953). People who believe in online advertising have an impact on positive attitudes towards advertising (Azeem and Haq, 2012). This is proven in this study which shows that credibility has a significant and positive influence on ATOA. This result is in line

with previous studies from Gao and Koufaris (2006), Le and Nguyen (2014), and Yang et al. (2017) which states that there is a significant influence between credibility and ATOA. Laroche et al. (1996) state that product purchasing decisions are largely influenced by consumers' views about trust in companies and brands. This is also in line with Lafferty and Goldsmith (1999) which states that the credibility of a company or brand has a stronger influence on purchase intentions.

In this study, the credibility variable is the variable that has the strongest influence on consumer attitudes towards advertising. The credibility of the product or brand is an indicator that best reflects the credibility variable, therefore advertisers need to take responsibility for the quality, capability, and strength of the ad. When advertising is considered credible by consumers, there is a possibility consumers will feel confident with the ad. When consumers feel confident about the ad, consumers can build a positive attitude towards advertising (Azeem and UI Haq, 2012).

### **Relationship of Attitudes, Intention, and Watching Behavior**

Several factors contribute to the emergence of behavior, one of which is the interest to behave in certain ways by individuals. According to Webster et al., 1994), TRA states that a person's behavior is determined by behavioral interest, and behavior is determined by one's attitude. According to McKenzie and Lutz (1989), consumers' attitudes towards internet advertising can be shown through favorable or unfavorable consumer responses to these online advertisements. After consumers are exposed to advertisements, consumers will usually form positive or negative attitudes towards advertising (Schiffman and Kanuk, 2008).

An advertisement can be said to be successful if it can create interest or desire that will move consumers to buy the advertised product (Budiawan, 2016). The results of this study stated that consumer attitudes towards advertising have a significant and positive influence on behavioral interest. The results of this study are supported by research from Yang et al. (2017) where consumer attitudes have a sig-



nificant influence on behavioral intention. This means that the better the attitude of consumers towards advertising, the better the interest in watching the ad.

The results of this study reveal that consumers with a positive attitude towards online video advertising can increase their intention to receive and watch these online video advertisements. Consumers may feel that these advertisements are informative, entertaining, and trusted. This positive attitude can increase their intention to watch behavior. When they have an intention to watch behavior, they may have a positive attitude to watching online video advertisements to completion. A good ad will certainly attract consumers to watch online video ads.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

The value of advertising based on perceptions of informativeness, entertainment, and credibility has a significant and positive influence on consumer attitudes. While the perception of irritation has a significant and negative influence on consumer attitudes. The credibility variable has the highest influence among other variables in influencing consumer attitudes. The better the level of credibility of the ad, the better the consumer's attitude towards the ad that is built.

This study also proves that consumer attitudes toward advertising have a significant influence on behavioral intention. The better consumer attitudes, the better the behavioral intention in online video advertising. It also proves that behavioral intention has a significant and positive influence on watching behavior. Interest in good behavior will build good consumer behavior as well.

### Recommendations

In this research not yet able to make an advertising value strategy in terms of content and timing of advertising. Based on this, the recommendations that can be given in this study for further research are to further study the advertising content that can attract the attention of consumers and build an attitude towards online advertisement and also the right

time to deliver advertisements. This study examines the elements of gender demographics but does not produce differences in the two groups. For further research, it can be further investigated for gender demographic or other demographic elements such as age, income, occupation, and others. And the perception of the value of advertising is not limited to the four perceptions used in this study. Future studies can develop analyzes based on the perception of the value of other advertisements.

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