

ANALYZING THE CUSTOMER PERCEPTION OF YOUTUBE SKIPPABLE PRE-ROLL ADVERTISING (CASE STUDY: SAM RATULANGI UNIVERSITY)

MENGANALISIS PERSEPSI PELANGGAN TERHADAP IKLAN PRE-ROLL SKIPPABLE YOUTUBE (STUDI KASUS: UNIVERSITAS SAM RATULANGI)

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Abstract: On YouTube, skippable in-stream advertisements (ads) are critical income for both YouTube and content creators. However, ads inevitably irritate viewers, and as a result, they tend to avoid ads if only on their perception they like it or not. Thus, this study attempts to identify potential litigators—source attractiveness of ad irritation and avoidance in the context of YouTube skippable in-stream ads. Using direct interview in University of Sam Ratulangi Manado. The findings show that while ad irritation has a positive effect on ad avoidance, reciprocal altruism can significantly reduce both ad irritation and avoidance. However, source attractiveness fails to mitigate ad irritation and avoidance. Theoretical and managerial implications of these findings are discussed, and several solutions for reducing ad irritation and avoidance are provided

Keywords: *ad irritation; ad avoidance; source attractiveness; skippable instream*

Abstrak: Di YouTube, iklan in-stream yang dapat dilewati (iklan) adalah pendapatan penting bagi YouTube dan pembuat konten. Namun, iklan pasti membuat pemirsa kesal, dan akibatnya, mereka cenderung menghindari iklan jika hanya berdasarkan persepsi mereka suka atau tidak. Oleh karena itu, studi ini mencoba mengidentifikasi calon litigator—sumber daya tarik dari gangguan dan penghindaran iklan dalam konteks iklan in-stream yang dapat dilewati YouTube. Menggunakan wawancara langsung di Universitas Sam Ratulangi Manado. Temuan menunjukkan bahwa sementara iritasi iklan memiliki efek positif pada penghindaran iklan, altruisme timbal balik dapat secara signifikan mengurangi iritasi dan penghindaran iklan. Namun, daya tarik sumber gagal untuk mengurangi iritasi dan penghindaran iklan. Implikasi teoretis dan manajerial dari temuan ini dibahas, dan beberapa solusi untuk mengurangi iritasi dan penghindaran iklan disediakan

Kata Kunci: *iritasi iklan; penghindaran iklan; daya tarik sumber; hulu yang dapat dilewati*

INTRODUCTION

Research Background

Technology has become an inseparable component of the selling process. Digitalization has not only made the selling process easier; it also has made the production process easier. This can help reduce manual labor and improve other areas of the business. Today, new technologies have revolutionized nearly every aspect of human existence, including the ways that firms market products and services to consumers. Along with now familiar innovations like the Internet, greater computing capacity, mobile devices and applications, and social media, more radical innovations are emerging. Related to artificial intelligence (AI), the Internet of things (IoT) and robotics, these technological advances are exerting profound effects on the practice of marketing.

Social media can make an impact even in a short time. And the most popular social media in this era is YouTube. Based on research conducted by Nielsen to YouTube in 2013, visitors to YouTube now reached more

than 1 billion visitors per month worldwide. YouTube is now ranked as the fourth most visited site in the world in Indonesia. Especially in Indonesia the number of Social Media users is significantly increasing. The APJII survey recorded that in 2018 there were 171 million internet users in Indonesia, where 150 million (86%) internet users accessed social media and still increasing.

Some of the social media that are very popular and have millions of users in Indonesia are Facebook, Twitter, Instagram, YouTube, Telegram, and others. Those applications have created many opportunities for anyone to create personal content, share it and exchange ideas in interactive frameworks. Including the city of Manado in North Sulawesi. Many local people use YouTube as a means of learning, practicing to promoting the goods or services they offer on YouTube. Moreover, with the age group of 15-30, the tendency to open the YouTube application is very high. The high YouTube's visitor traffic in Manado and also Indonesia became a magnet for companies to advertise on the site YouTube. There's a lot of company that invest their money to advertise their brand using YouTube as the media.

Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers. Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor identified, and paid-for message about a product or organization. Advertising has become essential to promote sales, to introduce new product, to create good public, for large scale of production and for educating people (Malik et al., 2013).

Advertisements are an integral part of any business. The advertisers began airing advertisements that could not be missed or skipped, forcing viewers to watch these commercials. There has been a spike in such advertisements on platforms like YouTube, particularly during the pandemic. The most familiar kind of advertising in YouTube is pre-roll ads which has two kinds, skippable and non-skippable pre roll ads. Even though a lot of people got annoyed with this form of ads, YouTube still keep it exists. It means that, this form of advertisement still gave an impact to the brand or product.

Like in using social media, people have different perception in seeing advertising. The fact, some people feel so disturbing by seeing advertising that they do not want to see or they are not interesting of. Some people really likes and intense to know about the products or services they never seen before trough advertising. Particularly, for college students. Their knowledge of a product and service is very dynamic. Students tend to buy goods or services that are cheap but in the good quality. They think that with that advertising they can add more reference to buy something or they will interest to buy something by seeing that advertising. This is really an important problem for the sellers. Because, with using skippable pre-roll advertising the sellers should spend money for it. With this different perception of social media users, it makes people wonder, what is the customer perception of YouTube Skippable Pre-Roll Advertising based on the problem background above, this research will be conducted along with title, analyzing the customer perception of you tube skippable pre-Roll advertising in Sam Ratulangi university.

Research Objectives

Based on the problem formulation above, the objectives research is to examine the customer perception of YouTube Skippable Pre-Roll Advertising in Sam Ratulangi University

THEORETICAL FRAMEWORK

Marketing

Kotler (2001) broadly defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other. For a managerial definition, marketing has often been described as the art of selling products, but people are surprised when they hear that the most important part of marketing is not selling.

Social Media

Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow users to create or exchange information on those applications. According to Nandakumar (2021), social media has become extremely popular, especially after the internet and the smartphones have become affordable. The whole world is connected on one single platform (that is, the internet). When such convenience in communicating is accessible,

businesses did not take a lot of time to use this platform to advertise their products or services. Based on the Hootsuite Survey in 2021, internet users in the world have reached 4.66 billion people. Of these, 4.22 billion are social media users.

Consumer Behavior

Schiffman and Kanuk (2007:3) explained that the term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions, to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it”

Customer Perception

Kotler (2001) explains that perception is the process by which an individual's selects, organizes, and interprets information inputs to create a meaningful picture of the world. Perception depends not only on the physical stimuli, but also on the stimuli's relation to the surrounding field and on conditions within the individual. The key point is the perceptions can vary widely among individuals exposed to the same reality. One person might perceive a fast-talking salesperson as aggressive and insincere; another, as intelligent and helpful. Each will respond differently to the salesperson.

In Stream Ads

Online video advertising is still a relatively new advertising field. Only a few pieces of research on this topic have been conducted, especially regarding video advertising on YouTube. According to Arul, Ragul, and Khartik (2019), Advertisers play a significant role in YouTube's multi-sided monetization model. 51% of marketers run YouTube video ads, with 62% claiming that they plan to increase their advertising spending in the next year. In 2019, YouTube accounted for roughly 27% of digital video ad spending. Social media platforms have shifted their business models toward advertising-based concepts due to their high revenue potential (Hofacker and Belanche, 2016) For the most part, it is large companies that invest in YouTube, with only a few small businesses using advertising tools on YouTube

Previous Research

Chungviwatanant, Prasongsukarn, and Chungviwatanant (2016) studied the factors that affect consumer's attitude toward a "skippable in-stream ad" on YouTube. The independent variables are "entertainment," "informativeness," "credibility," and "irritation." The dependent variable is "consumer's attitude toward a 'skippable in-stream ad' on YouTube. The researcher used convenience sampling and online survey to develop and distribute questionnaires to the target population.

Nainggolan (2021) examined how attitude towards advertisement is affected by several antecedents, namely informativeness, entertainment, and irritation. Multiple linear regression analysis is employed to assess the relationship between variables. The result shows that informativeness along with entertainment have positive effect on attitude towards advertisement, whereas irritation has negative effect

Tjahjadi and Hendijani (2020) aimed to bridge the knowledge gap which is to know the impact of customer's perception of compulsory-view advertising towards their purchasing behavior. In this study, the data collection was conducted through quantitative method using questionnaires that were spread out to all people who have experienced/ actively using YouTube. In total, there were valid 178 questionnaires used to analyze the data variables. The results illustrated that personal relevance has strong impact on customers' perception. In contrast, informativeness and entertainment, have no significant impacts on customers' perception. This paper can help marketers/ advertisers to know better about the customers' perception. Nowadays, most businesses adopt social media, as a platform to promote their products and/or services

RESEARCH METHOD

Research Approach

Qualitative research involves the studied use and collection of a variety of empirical materials (case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual

texts). That describe routine and problematic moments and meanings in individual's lives. Further indicate that qualitative research refers to research about people's lives, beliefs, and behavior. So, through the qualitative method, the researcher was able to know what the subject experience related to this research. And the researcher believed that qualitative research is an appropriate method for this research.

Population, Sample Size, and Sampling Technique

Population is overall general or general individuals who have characteristics that tend to be the same. The whole of the research. The population in this research are active students of University of Sam Ratulangi Manado. Sample in qualitative research also is not a statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. The sample that is used in this research is the students at the University of Sam Ratulangi Manado regarding customer perception of Youtube skippable pre-roll ads and the sample in this research are 12 informants. In this research, purposive sampling will be used. According to Sugiyono (2010), Purposive sampling is a technique to collect data sample of data sources with some consideration like people who are considered to understand the matter, can be trusted or people who have authority that will make it easier for the researcher to explore the certain object or social situation. And the criteria for the informant in this research are the YouTube user that already using YouTube in this recent 5 years in total there is a 30 sample for the sampling size that the author take to conduct the research.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. This research is conducted with a source of data which are primary and secondary data. In research, data collection techniques are an important factor for the success of the research. This relates to how to collect data, who the source is, and what tools are used. The type of data source is about where the data is obtained from. Whether data is obtained from a direct source (primary data) or data is obtained from an indirect source (secondary data) to support the study to analyze the customer perception of YouTube skippable pre-roll Advertising.

Operational Definition of Research Variable

Customer perception is a Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes. According to Lin, Lee, and Lu (2021), Consumer perceptions come from previous experiences and indicators.

1. Ad Avoidance
2. Ad Irritation
3. Source attractiveness
4. Perceived ad intrusiveness
5. Perceived ad personalization

RESULT AND DISCUSSION

Result

Informant 1

Informant themselves have used the YouTube application for 6 years by frequently using (Ad Avoidance) Respondents deliberately ignore the ads that appear when watching the video in question because that is not the intent and purpose of opening YouTube and also clicking Skip Ad Sign, to speed up time and feel better if YouTube does not have ads even though it is not a premium package (Ad Irritation) from Ad Irritation that is felt on YouTube itself. Informant felt that the advertisements displayed were quite disturbing because of their prolonged and repeated spam nature, but some advertisements were informative (Source of attraction). the sound of the ad itself, which the respondent finds quite pleasant to watch (Perceived ad intrusiveness) advertising interference What is considered spam or slightly vulgar or inappropriate advertisement if it is not appropriate for the user's age (Perceived ad personalization) Perceived ad personalization according to YouTube advertising respondents has recommended needs that lead to e-commerce platforms such as examples of beauty products purchased from ad recommendations that lead to the site or platform in question, for instance, if every month there is a promo from Shopee or beauty products such as Maybelline.

Informant 2

Informant used the YouTube application for 6 years with less frequent use because he is more interested in other applications such as Tiktok (Ad Avoidance). Because it can help promote products that can also be a source of information, so respondents click Skip Ad (Ad Irritation). so that what we want to achieve (the source of attraction) the ads on YouTube are interesting and useful because they can provide new information that we don't know is also useful (Perceived ad intrusiveness) for this point, respondents feel that the ads displayed are not personally disturbing either use the general way, because if it bothers the ad must have been removed (Perceived ad personalization) Personalization of the perceived advertisement through advertisements on YouTube, several ads appear on YouTube already recommending the desired item and ordering it in the sense that some ads appear not to recommend.

Informant 3

According to informant, she has been using YouTube for 6 years too and with a frequency that is not too often or less often in the sense of being in the middle or sometimes (Ad Avoidance) avoiding ads and deliberately not paying too much pay attention to ads that appear by clicking the skip sign because according to respondents the ads displayed are not too important, according to YouTube respondents there should be no ads without buying a premium package (Ad Irritation) examples of online shopping platforms that promote through advertisements (Source of attraction) The attraction of the two ads that appear is interesting and fun because they are packaged with following the existing trends, also from the advertisements themselves which are very informative in terms of providing information at this time (Perceived ad intrusiveness) u for perceived ad distractions and often there are some advertisements that appear uninformative and unsettling, such as the emergence of several TikTok advertisements that it contains a vulgar video that although attractive to some people, it is not effective, it is also effective repeatedly, also in the midst of the video frenzy which is replaced with advertisements, which according to respondents are very disturbing (Perceived ad personalization). feel interested in the needs of the respondents themselves of course with the application of discount offers through advertisements that appear in the sense that they can also provide the right information in this current era that has a strong flow of information.

Table 1. Coding Categorization

Indicator	Description	Informant
Ad avoidance	Skipped	1,3,4,5,6,9,10,12
	On Watch	2,7,11
	Depend what kind of ads	1
Ad irritation	Yes	1,4,6,9,10,11
	No	2,3,5,7,8,12
Source attractiveness	Yes	1,2,3,5,6,7,8,11,12
	No	4,9,10
Perceived ad intrusiveness	Yes	1,3,5,6,7,9,10,12
	No	2,4,8,11
Perceived ad personalization	Yes	1,2,3
	No	4,5,6,7,8,9,10,11,12

Source: Data Processed, 2022

Discussion

YouTube is one of the largest video service provider's site today. The user can load, watch, and share video clips for free on YouTube. Generally, videos on YouTube is a video clip, TV shows, movies and video homemade users themselves. YouTube become the new media to market your business online. YouTube which stands on 15 February 2005 and was bought by Google in November 2006, replaces the present television for most users. Advertising pre-roll ads that appear before a video that wants to be seen by visitors. This form of advertising is the dominant ad on YouTube, in the form of short videos like television commercials that lasted 10 seconds to 2 minutes before the video appeared to be played raised. There are two kinds of pre roll ads:

1. Skippable Pre-Roll Ads which have feature to be skipped 5 seconds after the advertising is started.
2. Non-Skippable Pre-Roll Ads which don't have feature to be skip and the duration is about 10- 20 seconds.

Ad Avoidance

From the result of the interview we can conclude that almost all of the respondent of this research skip the YouTube ads that or depend on what kind of ads that shows up because they feels okay by means did not distract them in the way getting what they one in the first place which is watching the kind of video that they choose shows up compare with the rest of the respondent they keep watching the ads even they did not like the advertisement in the first place they have to watch the accept it because they using YouTube with the regular packages.

Ad Irritation

From the result of the interview we can see half of the respondent feels irritate with the ads that shows up and the other half feels okay, so the researcher would like to discuss it is only matter of perspective or what they feels for example if the ads refer to what they like, for example for the respondent 4 who did not like the ads in the YouTube at all but he already become an active user of YouTube for the past five years compare with the respondent 2 that already 6 years of using YouTube respondent 2 itself feels okay and base on the interview result she's perspective of the ads in the YouTube is so helpful with any kind of information that being delivered from the short video that shows up in the beginning, middle, and the last. So the author of this research can conclude from the discussion that it is only the matters of perspective whether they like or not it depend on what they feel and event if feels irritate if we can see the table they have been an active user of YouTube in their daily but they did not purchase the premium packages that allows them not to watching the ads that makes them feels irritate, and found limited support for model that online advertising was avoided because it was considered as an Ad Irritation disruptive or cluttered.

Ad Attractiveness

In this section of indicator itself 9 out of 3 shows almost all of the respondent feels attractive with the ads itself because purpose if the ads refer to deliver that they want to deliver, from the video itself, the sound, and the kind information inside it, even if that's ads that shows over and over again by means spam, this finding supports Cho and Cheons (2004) that consumers avoid advertising because of previous negative experiences. However, in this study, most of the participants had not personally have a bad experience just only depend what kind ads that is shows up.

Perceived Ad Intrusiveness

Feeling intrusiveness itself if we can see from the result of the interview also the coding categorizing 8 of the respondent feels the ads itself is so intrusive because just like already mention the section irritation the 8 respondent feels like the ads itself blocking the purpose of what they want to acquire from watching the video inside the YouTube content and the other 3 is go easy with it find that advertising has less credibility when it is viewed in a medium that is not perceived as trustworthy and lead to the ad intrusiveness from the user itself Advertising avoidance due to skepticism also is supported by Obermiller, Spangenberg and MacLachlan (2005), whose study suggests that consumers are not motivated to process information when they are skeptical of the message, not knowing the target market and bombarding recipients with irrelevant messages, such as advertising pension plans to teenagers, or the music stream, video stream that cut the video while watching and lead to disruption the concentration and even adult advertisement which is inappropriate contravenes the most basic rules of advertising.

Perceived Ad Personalization

And the for the personalization itself from the result of the interview 9 out of the 3 of the respondent feels like the YouTube ads did not shows the ads that fulfill of what kind of goods or service they need such as e commerce advertisement that they already itself know about it and purchase it directly from the application but there is some of the respondent said the ads helpful and giving the information that helps them as a college student to get the job done more easy that before such as writing application, movies recommendation, music advertisement, and discount that the e commerce offer such as Lazada, Shoppe, and so on, But sometimes the ads who's shows up do not represent any kind of recommendation from their perspective regarding what they need for example if they want to know new things they just go search for it , or there are some application that been suggested from the ads by means accomplishing a good agenda from the ads.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of qualitative result of customer perception of YouTube skippable pre-roll advertising can be drawn some conclusions are presented as follows:

1. Most of the samples skip the advertisement on YouTube and did not pay attention on the advertisement and as we can see from the result of the interview, they feel so disrupted regarding the ads that shows in the beginning, middle, and at the end of the video and the length of the video also if the ads that shows up keep showing over and over again, but also the perception about the YouTube ads itself.
2. Some of the ads give a good information such as movies, new application to help do the work, health care. from all of the information can be take a conclusion of their perspective the YouTube mostly but it is depend on what kind advertisement that shows up like been mention before but also because the arrange of the ads itself is random by means cannot be choose, but sometimes it fit on the history of the search of the respondent or the YouTube algorithm is self except the customer using premium packages even the YouTube itself taking profit both from Premium Packages for customer who purchase it for the rest is using regular YouTube by means they have to encounter Ads at any moment but from 2 of that service YouTube gain profit such as the regular packages they receiving profit from the ads itself and the premium is the profit they get from those who buy it. In other word the perspective that come from the customer about the YouTube Ads itself depend on what kind of ads that shows up, their mood, how the ads come close to what they like for example if the respondent likes Kpop and the ads that shows up is Kpop it will be mood buster but if it is happened the other way around it will be irritated.

Recommendation

There are recommendations based on the result of this research conducted:

1. Increasing profit in digital business it is very important for YouTube itself they have to considered comfortability of their customer itself even they offering there is a way to watch YouTube without Ads but even the premium Packages itself does not permanent so they taking profit Build and maintain relationship with the customer is very necessary YouTube can make a free trial for example 1 day free ads if the user login with a new email.
2. Along with the development of technology, various things that include marketing can be easier to do, especially to build brand awareness. May the YouTube be more aware about the data that the YouTube user it elf so they can divided the customers personality so they can give an appropriate ads for example if the user is under ages the ads that will show is suitable with their ages by means the content inside the ads is to teaching something good or for the college students they will be more ads who discuss about University, task, and even self-development.
3. It is better for YouTube itself to keep maintain the ads for the customer who use regular packages only because it is bring a good profit but, also consider about such a detail the numbers of ads who shows, the timing and the length of the ads it self

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