Online Video Advertisements' Effect on Purchase Intention:
An Exploratory Study on Youth

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ABSTRACT

Businesses are shifting their marketing strategies towards social media for promoting their products and services. Online video advertisements are one of the fastest-growing platforms of social media advertising. This article provides detailed models to marketers providing knowledge of different factors impacting consumer purchase intention after watching online video advertisement. The purpose of this article is to propose a model comprising of advertisement value, attitude and their impact on purchase intention in case of online video advertisements amongst Indian youth. The analysis indicated that an advertisement value model given by Ducoffe was not applicable in case of online video advertisements. Invasiveness/Irritation has no significant impact on advertisement value as in case of Ducoffe's model although it significantly impacts attitude towards online video advertisements.

KEYWORDS

AMOS, Attitude, Consumer Behaviour, Entertainment, Indian Youth, Modelling, Online Advertising, Online Consumer Behaviour, Purchase Intention, Structural Equation Modelling (SEM), Web Advertising

INTRODUCTION

As a customer, using online medium for various reasons in everyday life has become a new normal. Marketers are also adapting this change and making required changes in advertising and communication strategies. This shift is from the use of traditional media advertising towards internet & social media advertising. According to a report by PricewaterhouseCoopers (2010), internet accounts for 16% of total advertising expenditure worldwide, this is a reflection of increased web usage and development of new advertising formats. Internet advertising saw the biggest increase, with advertisers spending 12.1 percent increase in Q1, then one the previous year (Nielsen, 2012). One of the key reasons of the internet continues to grow is that unlike other mediums of advertising, it gives an opportunity to marketers to advertise their products & services in various formats customized to their budget & requirement. Due to increase in the use of online media, it has been studied that consumer trust in the online advertising is increasing nowadays and the shift in the usage of this new platform is significant (Nielsen study, 2013). There is also an increase in the trust level of consumers which is approximate

7% since 2007. These days, there is a change in the way of doing marketing and it's because of the change in market scenario and customer empowerment. Due to development of new media, the physical store shelf has been changed to new format and also the size of the warehouse has been reduced. Customer buying power has been increased due to a large number of product offerings and service providers (Hanafizadeh and Behboudi, 2012). Online medium is more flexible in comparison to other media, as it gives a wide range of advertising formats to advertisers, including static image formats (e.g. JPG & PNG), simple animated flash formats without interaction capabilities (e.g. .swf formats) and rich media formats that include floating, expendable, video & interactive features (Spalding et al., 2009). The range of formats readily available to advertisers to choose from different advertising formats based on key branding goals. The online stream-video advertisement is emerging as a major category of online advertisements. YouTube's TrueView in-stream video advertisements appear to have succeeded in substantially reducing the negative user impacts of online advertising without sacrificing the value of such advertisements to advertisers (Pashkevich et al., 2012). According to Miller and Washington (2012), online video advertising expenditure was estimated to increase from $505 billion in 2008 to $3.09 billion in 2012. Consumers prefer online video advertisements over traditional TV advertisements by a wide margin while online video advertisement general recall rate reached 65% compared to 46% general recall for TV advertisements (Nielsen report, 2010). According to Hanafizadeh and Behboudi (2012), online advertising message has the promotional elements included in the message which persuades the user to check the website after seeing the message in the mailbox. Online video advertisements offer the higher level of brand recall, message recall, and likeability than TV advertisements. According to comScore (2012) study, 11 billion ads were viewed in June 2011 by US internet users. Just like the US and other countries across the globe, India is also surging in terms of internet users with around 121 million internet users accounting for 5.3% of the world internet population, creating one of the biggest markets for online video advertisement. The latent demand for online video advertising in India is expected to be $1592.5 in the year 2011 (Parker, 2011). Around 27 million smartphones users in India provide immense opportunity to marketers to deliver video advertisements on their tech advanced smartphones. According to a recent study on smartphone usage, smartphones users in India consume multimedia content throughout the day with the majority of time spent on watching videos & playing online music (Nielsen and Informate Mobile Intelligence, 2012). The same study reveals that smartphones users of Chhattisgarh have the high penetration of video streaming while Uttarakhand users spend the maximum amount of time watching online video. Other factors like the launch of 3G & 4G services and growing social media usage will increase the opportunity to advertise through online video medium in India. As the facts emphasize the growing importance of online video advertising in India, it is worth studying consumers' attitude towards online video advertisements.

LITERATURE REVIEW

Marketers are using online video advertising as a new form of advertising to target online customers across the world. So, it has become essential to understand viewer's attitude towards online video advertising. To begin with, it is important to know about various factors that affect attitude towards traditional advertising. The study has identified four attitudinal factors to understand student's attitude towards advertising (Larkin, 1977). The four different factors are economic effects of advertising, social effects of advertising, ethics of advertising and regulation of advertising. Attitude towards advertising is composed of two main factors i.e. institution and instrument (Sandage et al., 1980). 'Institution' represents a convention, an arrangement and a solution to a problem considered important to the society; institution serves as the function of providing market information to the society. On the other hand, instrument refers to the consumers' evaluation of advertiser's method; for example, consumers report some advertisements offensive and annoying. The distinction between institution and instrument is similar to advertising and advertisement. Consumer's attitude towards advertising

consists of two types of factors (Pollay and Mittal, 1993). First factor explains the uses and utilities of advertisement and second factor reflects consumers' perception of advertising's social & cultural effects. 'Personal' factors comprise of product information, social role & image, hedonic/pleasure, while 'Societal' factors consist of economy, materialism, corruption, and falsity.

Attitude

According to MacKenzie and Lutz (1989) study, attitude towards advertisement is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion. The author primarily proposed that credibility, perception, attitude toward advertiser, attitude toward advertising and mood are the main determinants of attitude towards advertisements. Out of these five factors, mood was dropped from the study due to its testing complexity. The advent of online media brought in new matrices being developed for measuring advertising effectiveness. The traditional measures provided the inadequate assessment of online advertising effectiveness due to their emphasis on an outcome rather than the objective of study (Pavlou et al, 2000). Also, advertisement value was a significant predictor of attitude towards web advertisement reported in the same study.

Entertainment

There is a study which has discussed the role of World Wide Web as an advertising medium in the marketing communication mix. It has proved that World Wide Web is a new medium for advertising characterized by ease-of-entry, relatively low set up costs, time independence and interactivity (Berthon et al., 1996). To use the online advertising effectively, marketers will benefit from user's perception about the usability of web media and the effect of media usage on attitude towards individual advertisements (Alwit and Prabhaker, 1994). It has been posited that information, entertainment & irritation are the main predictors of the value of web advertising. Information & entertainment are positively impacting advertisement value while irritation or invasiveness impacting negatively (Ducoffe, 1996). Advertisers' seek to provide entertaining advertisement because they believe that it increases the effectiveness of their message. Specifically, they believe that the entertaining advertisements generate positive attitude (Shimp, 1981; MacKenzie & Lutz, 1989; Shavitt et al., 1998).

Information

Cyberspace advertising reported that information, entertainment, irritation and credibility significantly impact the advertisement value, which in turn affects attitude towards advertisements (Brackett and Carr, 2001). Information and entertainment were found to be the main predictors of advertising value on Facebook and television (Logan et al., 2012). Another study demonstrated that the advertising value measures could be applied to internet advertising as well as television. It has been indicated in the study that the measure is applicable across media (Ducoffe, 1996). It has been found that consumer information works as a positive aspect while doing advertising. They get to know and learn about new products, product benefits and comparative product information through advertisements only (Shavitt et al., 1998). There is another study on instructional video advertising reported that information element of the online video advertisement has motivated the consumer to purchase the product (Huarng et al., 2010). The study posited that advertising's informational role works as chief legitimizing function (Rotzoll et al., 1989). Consumers themselves, report the advertising's ability to supply information and consider it as the primary reason for approving it, (Bauer and Greayser, 1968). While there is no definitive measure of evaluating the advertising effectiveness, advertising recall, attitude towards the brand and purchase intent; advertisement ability has been widely accepted among academics and practitioners as indicators of advertising effectiveness.

Invasiveness

For consumers, privacy is the most important concern as compare to browsing and watching the online video advertising. A barrier related to the privacy is considered to be the most important parameter of invasiveness which has been perceived by the consumers (Taylor, Lewin & Strutton, 2011). So, online video advertising has the nature of interrupting and distracting a human being and also comes in between their goal-directed behavior (Li, Edwards, and Lee, 2002). This type of interruption and distraction is considered to be the perceived invasiveness. The media-agnostic nature of the measure is attributable to the fact that it combines the user experience with the medium and advertising. Social networking sites 'SNS' advertising discussed the role factors like information, entertainment, invasiveness, peer influence, quality of life, privacy concerns, structure time and self-brand congruity on attitude towards SNS advertising (Taylor, Lewin & Strutton, 2011). They found that information, entertainment, self-brand congruity and peer influence have a significant & positive impact on attitude towards SNS advertisements; whereas, invasiveness, and privacy concern have a significant & negative impact on attitude towards SNS advertisements. Both, quality of life & structure time found to have no significant relationship with attitude towards SNS advertisements. The results also indicated that younger adults (ages 19-24) are more appreciative of in-formativeness and entertainment when assessing the value of advertising on SNS. The informative factor was the most important factor in predicting brand attitude (Brown and Stayman, 1992). A pop advertisement is one of the popular formats in the online environment that can cause irritation to the consumer and affects the perception of the advertisement negative (Edwards et al., 2002).

Purchase Intension

Embedded video advertisements with information and price on product make online advertisements a very effective tool in motivating consumers in recalling online advertisements. Customers make the business transaction eventually after the seen the online video advertisement (Alijani et al., 2010). It has theorized that subjective variables, like entertainment and information, had a positive impact on attitude towards online video advertisement (Lee et al., 2011). However, all other behavioral beliefs like relaxation, escape, passing time social interaction and control had no significant relationship towards viewing online video advertisement. A consumer has a direct impact of online advertising on their purchase intention. Therefore, challenge in advertising will be to create an advertisement which will carry value for customers, so as to influence the purchase behavior (Schrage, 1994; Neuborne and Hof, 1998). There are differences between heavy, medium, and light web users in terms of their beliefs related to web advertisement, attitude toward web advertising, purchasing patterns, and demographics which has been explored through the study (Korgaonkar and Wolin, 2002). They lead to a more positive attitude toward web advertising, which likely leads to more frequent web purchase and higher amount spent.

Advertising Value

As leading executives believe, the value of advertisement will have a direct influence on shopping behavior. The new media technology will lead audiences to become more selective in their advertising processing (Ducoffe et al., 2000, Ducoffe, 2012). A conceptual model has been proposed in the previous study to understand the perceived value of advertising in the mind of consumers and the partial portion of the model is analyzing the influence of information and entertainment on advertising value. The partial conceptual model has been taken from the previous study and the influence of entertainment, information, and invasiveness has been posited on the advertising value. While large numbers of studies were focusing on consumer's attitude towards advertisements, the concept of 'advertisement value' has been coined by Ducoffe (1995). Advertisement value is defined as the subjective evaluation of the relative worth or utility of advertisements to consumers and it is an important concept because of a number of reasons. Firstly, it can serve as an index of customer satisfaction with the advertisements

of organizations; secondly, it could help a researcher to understand the advertising effectiveness & customer need satisfaction; thirdly, it can help to report the ethical measure of the advertisement and finally, it can act as a cognitive antecedent of attitude towards advertisement. Advertisement value is determined by three main factors i.e. Information, Entertainment & Irritation. Increased internet advertising in the past decade motivated researchers to do research in this particular domain. The study by Xu (2009) explored the consumer perception of location-based advertising 'LBA' on the mobile medium by using Ducoffe 1995 model. The results showed that multimedia LBA messages lead to more favorable attitude, increase the intention to use the LBA application, and have a significant impact on purchase intention.

Information, Entertainment, Irritation or Invasiveness and Advertisement value brought out as major determinants of attitude towards advertisements on the web. According to the study, online video advertising has the positive effect on the consumer purchase intention (Taylor, Lewin, & Strutton, 2011). The previous study has posited and analyzed the factors to understand the attitude towards online video advertisement. In this study, we have adhered to the same factors to understand the effect of online video advertisement on purchase intention.

In this study, two models have been considered as underlying models for testing the advertisement value in case of online video advertisements (Ducoffe, 1996 and Logan et al., 2012). The advertisement value model is further elaborated by testing advertisement value relationship with attitude towards advertisement and attitude towards advertisement relationship with purchase intention. In the previous study, to test the hypothesis, the data has been collected from the students majorly of different degree programs from 6 departments. In this study, we have used the model in Figure 1 to test the hypothesis. The formulation of items in the questionnaire has been extracted from the previous study which has been based on the current study. The conceptual framework has been designed on the lines of previous study framework. The formulation of hypotheses is based on the previous study, though; the objective of the study is different in nature. The current study is having the major focus on understanding the effect of online video advertising on purchase intention. As per the previous study, it has been posited that information, entertainment, and invasiveness influence the advertisement value and due to this influence there is a certain change in the attitude of a specific user. In addition to this, we have been trying to understand the relationship of this change in attitude on the purchase intention of a specific consumer, which has been studied in the current study. The following hypotheses are proposed for this study:

Figure 1. Conceptual model for online video advertising
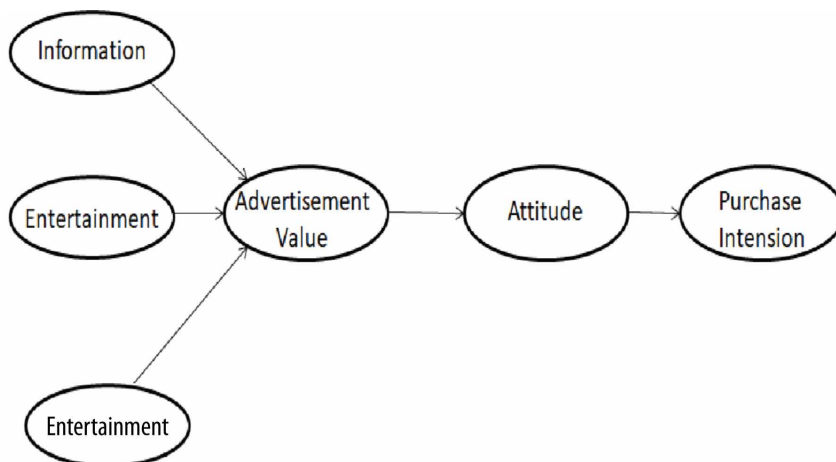
H1: Information has a significant & positive impact on value of online advertisements.

H2: Entertainment has a significant & positive impact on value of online advertisements.

H3: Invasiveness has a significant & negative impact on value of online advertisements.

H4: Advertisement value has significant & positive impact on attitude towards advertisements for online video advertisements.

H5: Attitude towards advertisement for online video advertisement has a positive impact on purchase intention.

MODEL TESTING

Two major forms of online advertising are – (a) Compulsory 30 seconds ads and (b) Skip-after-five-seconds advertisements. These types of formats give viewers the freedom to skip advertisements or to watch them. Such scenarios increase the need to examine consumers/viewers attitude towards online video advertisement and its impact on purchase intention. The relationship between different variables are impacting viewer's attitude towards advertisements which in-turn impact their purchase intention also. The same relationship has been tested via Structural Equation Modeling (SEM) technique in the study. According to a study done by Bollen (1989), SEM includes a number of statistical methodologies to estimate casual relationships network derived on the profound theoretical basis. The study shows the relationships between latent variables which can be measured through observable indicators. In the present study, SEM is employed in two steps. In the first phase, confirmatory factor analysis (CFA) was done to check the acceptability of measurement model and finally, structural equation modeling (SEM) analysis is done to test the validity of the structural model developed on a theoretical basis.

METHOD

Sample Design

As youth is the biggest segment of online subscribers, we have taken college students of National Capital Region (NCR) as the sample of our study. Questionnaires were personally distributed among 380 Management and Engineering students, of which 279 responses were used for the analysis.

The demographics of the students are as shown in Table 1.

Table 1. Sample design

Variable	Category	Count	%
Gender	Male	191	68
	Female	88	32
Internet Access Hardware	Mobile phone	82	29
	Desktop/laptop	197	71
Internet Connection Type	Broadband	122	44
	3G	78	28
	2G	79	28
Student Type	Undergraduate (Management)	69	25
	Postgraduate (Management)	117	42
	Engineering	93	33

Research Instrument

A 23 item research instrument was developed to measure different variables taken under study. To study these items, the Likert scale has been used for these items to analyze on different variables. There are 23 items which have been included in the study on the major six factors such as information, entertainment, invasiveness, advertising value, purchase intention, and attitude. Structural Equation Modelling (SEM) has been used to analyze the current position and to know the research theory fit by using this method (Daire, Joseph & Michael, 2008). So, in this study, we have tried to prove the fit in the conceptual model and current research study. However, the reasoning of using the SEM is to have the model fit by representing the data and the data fits into the conceptual model and underlying theory. The measuring instruments were taken from different studies based on relevance.

The details with Cronbach's alpha value are as shown in Table 2.

All Cronbach's alpha values are above 0.60 cut value for Cronbach's alpha reliability test. (Hair et al.,2007).

MEASUREMENT MODEL

The measurement model (see Figure 2) is an arrangement of measurement theory that shows the various constructs. It also shows the operationalized constructs by sets of measured items. CFA provides the researcher an arrangement to decide on the relationship between different variables before proceeding for further analysis (Hair et al., 2007. The results of the conceptual model have been compared with the base models of (Ducoffe, 1996 and Logan et.al, 2012).

Construct Validity

Construct validity is the extent to which a set of items actually measure what they are meant to measure i.e. latent construct. The reliability of scale items was examined by performing confirmatory factor analysis (CFA) using AMOS 19. Although, the reliability of the scale items can also be examined by performing Cronbach's alpha test, but, the use of SEM makes such a practice redundant and unnecessary (Bagozzi & Yi, 2012). The results confirm overall fit of the model (see Table 3).

One Incremental fit Index, One Goodness of fit Index, One Absolute fit Index, and One Badness of Fit Index along with Chi-square statistic can be used to assess model goodness of fit. (Hair et al.,2007). By applying this criterion, all values in the present study falls under acceptable range approving good fit for the measurement model.

Convergent and Discriminant Validity

Convergent validity exists when items of a specific latent construct share the high proportion of variance between them. "Factor loading" method is used to measure convergent validity (Salisbury,

Table 2. Research instrument reliability

Variable Name	No. of Items	Source	Cronbach's Alpha
Information	3	(Taylor, Lewin and Strutton, 2011)	0.71
Entertainment	4	(Taylor, Lewin and Strutton, 2011)	0.72
Invasiveness	5	(Taylor, Lewin and Strutton, 2011)	0.76
Advertisement value	3	(Ducoffe, 1996)	0.76
Attitude	5	(D'Souza and Taghian, 2005)	0.75
Purchase Intention	3	(Hsu and Tsou, 2011).	0.69

Figure 2. Measurement model
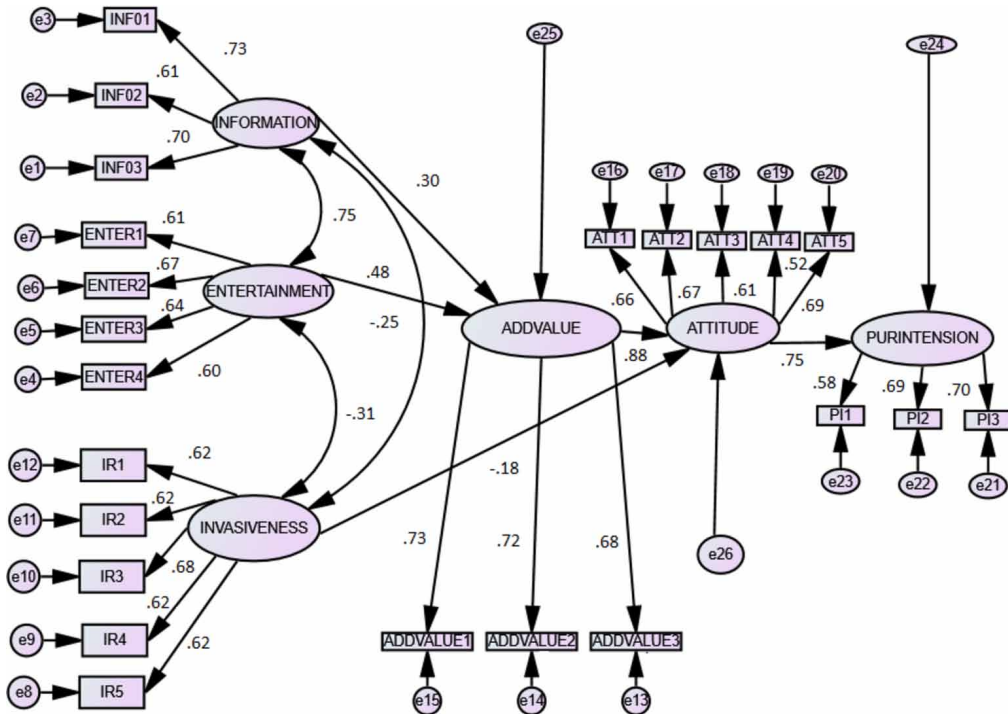
Table 3. Model fit indices for measurement model

Statistic	Recommended Value	Obtained Value
Chi-Square χ^2		374.978
Df		215
CMIN/DF	< 3.00	1.744
GFI	> 0.90	.901
AGFI	> 0.80	.873
TLI		.905
CFI	> 0.90	.920
RMSEA	< 0.10	.052

2001). All factors are statistically significant (i.e. < 0.05 threshold value) which satisfies minimum requirement for convergence. Also, all factor loadings were in the range of 0.52 to 0.74, more than the acceptable value of 0.50 (Hair et al., 2007).

Discriminant validity exists if the correlation between constructs is not equal to one (Chin et al., 1997). All values are much below 1, which proves the existence of discriminant validity for the present model (see Figure 1).

STRUCTURAL MODEL

Testing structural model (see Figure 3) is the next step in assessing the validity of measurement model while performing SEM analysis.

In the present study, the validity of hypothesized model designed on the basis of literature review and objective of the study were tested via SEM analysis.

Estimated Standardized Path Coefficients

For an overall model fit in an SEM analysis, all the estimated standardized path coefficients should be significant to proceed further for model fit indices. All the hypothesized relationships were found to be significant, except invasiveness impact on advertisement value i.e. H3 was not supported. As invasiveness didn't impact advertisement value as expected, we have calculated its direct impact on attitude towards advertisement following (Logan et al., 2012) study on social media with the same variable relationship.

In the analysis, all the relationships were found to be significant at significance level (0.01*, 0.05**), the minimum requirement model fitness. Amongst information and entertainment, entertainment impacts more on advertisement value with value (0.48) in comparison to (0.30). Invasiveness has a negative impact on attitude towards advertisement (- 0.18) as expected. Advertisement value has a high impact on attitude towards online video advertisement with value (0.86) whereas attitude towards online video advertisement also has the high impact on purchase intention with value (0.75) (see Table 4).
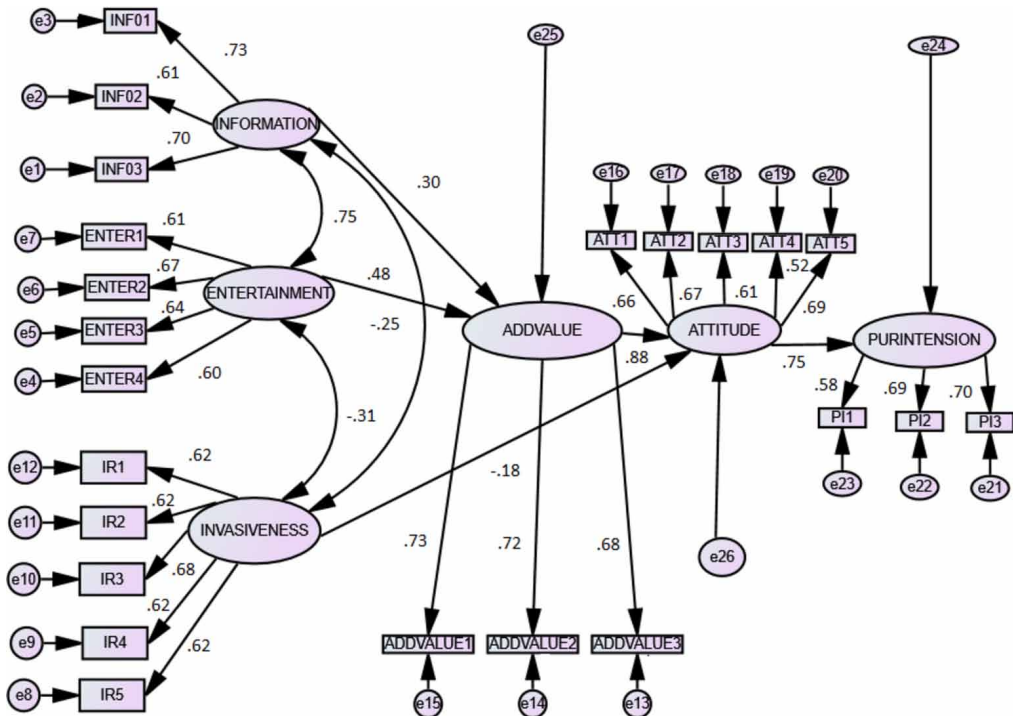
Figure 3. Structural model

Table 4. Significance (p) values

Statistic	Recommended Value	Obtained Value
Chi-Square χ^2		383.945
Df		222
CMIN/DF	< 3.00	1.729
GFI	> 0.90	.898
AGFI	> 0.80	.874
TLI		.907
CFI	> 0.90	.919
RMSEA	< 0.10	.051

Performance of Model

Hypothesized relationships were supported by model fit indices, as all of them fell under acceptable range. CMIN/DF or c2/DF value met the recommended value of less than 3. (Carmines & McIver, 1981)

As, chi-square is sensitive to sample size other model fit indices were taken into consideration. All the other model fit indices i.e. GFI, AGFI, TLI, CFI, RMSEA were in the acceptable range of recommended values (see Table 5).

CONCLUSION AND IMPLICATIONS

This study was done to test the hypothetical relationships derived on the basis of literature review and subsequently developing a model for online video advertisements. It has also discussed the role of different attitudinal factors on the attitude which in-turn impacts purchase intention after watching the online video advertisement. Two models were considered as alternate base models for testing advertisement value in case of online video advertisements (Ducoffe, 1996 and Logan et al., 2012). The advertisement value model is further elaborated by testing advertisement value relationship with attitude and attitude towards advertisement effect on purchase intention. To test the current model, the data has been collected from university students to analyze the required statistical tools. The target group for the sample collection has been selected based on the previous studies (Dar et al., 2014, Ducoffe, 1995). The collection of a sample from a specific age group is the best method to study the

Table 5. Model fit indices for structural model

Statistic	Recommended Value	Obtained Value
Chi-Square χ^2		383.945
Df		222
CMIN/DF	< 3.00	1.729
GFI	> 0.90	.898
AGFI	> 0.80	.874
TLI		.907
CFI	> 0.90	.919
RMSEA	< 0.10	.051

behavior of the consumer related to online advertising; as it has been posited by a different researcher in previous studies. This can be considered as one of the major limitation of the study.

As per original advertisement value model (Ducoffe, 1995), invasiveness does impact attitude towards online video advertisement. But, the current study found that invasiveness doesn't have any significant relationship with advertisement value. All the relationships are found to be significant with all the model fit indices falling in the acceptable range. The results corroborate with the results of another study done by Logan, Bright & Gangadharbatla (2012), although irritation is a factor in determining attitudes toward advertising. The respondents assessed advertising value on the basis of in-formativeness and entertainment. Importantly, while irritation is negatively related to attitude toward advertising and advertising value has a stronger relationship with attitude toward advertising. This finding suggests that irritation plays a role in formulating one's attitude toward advertising but the perceived value of the advertising ultimately plays a larger role in the formulation of attitudes toward advertising.

As usage of online video advertisements is increasing day-by-day over various websites like YouTube etc., need to understand different factors which impact individual's attitude towards online video advertisement is increasing. This study provides detailed knowledge of different attitudinal factors impacting individual's purchase intention after watching online video advertisement to the practitioners and marketers. For e.g. Marketers can note that invasiveness/irritation does not impact advertisement value but negatively impacts attitude in case of the online video advertisement. Also, entertainment has the higher impact on advertisement value in comparison to information. Accordingly, marketers can design their online video advertisements to make their advertisements more watchable by increasing entertainment content and reducing irritation content in them. Entertainment has a positive influence on consumers; so, the advertisers should ensure that in the video advertising format, they should write copies creatively to keep the audience attention. Rational copies high on information may not be well received on this media. Another extrapolation of the findings is that copies of all types should be kept as short as possible in video advertising to reduce irritation. Online video advertisers need to look at the issue of reducing irritation and develop new models which do not negatively intervene with the online involvement of the consumer.

Limitations and Future Research

Authors have used only limited number of variables in the study, inclusion of personal and social factors of the consumer may lead to better insights on the topic. As per Digital Media report (published by Deloitte, 2015), the growth of internet users is exponential and the major number of users are from 15-34 age group. In the previous research, to test the hypothesis, the sample data has been collected from the students from the different department of the university majorly of different degree programs (Dar et al., 2014). In this study, we have used the above-mentioned model together to test the hypothesis. The sample in this research has been confined to university students, therefore the findings may not be generalized to a diverse set of population. The main limitation of the study is only considering the youth for the study and the whole sample for the data has been collected from the above-said population. The major limitation of the study is that data has been collected from the youth population. A more representative sample of the population may give insights on how consumers with different demographic variables will be predisposed. A research, which may track comparison of advertisements on different SNS and online media, will be more predictive of consumer behavior. Sample population's perception of advertisement value is not affected by irritation in case of online video advertisement; however, it affects the attitude towards advertisement which needs to be further explored. This study has been confined to online video advertising as a medium only. But, a more specific research on the different type of appeals and advertising formats would lead to analyze the advertising effectiveness and also strengthen research in this area. The research is one of the elements of online video advertisements, which cause irritation, and will be of great use to practitioners.

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APPENDIX

Items Used in Questionnaire

Information

Online video advertisements are a valuable source of product/ Service information.
Online video advertisements are a convenient source of Product/service information.
Online video advertisements help keep me up to date.

Entertainment

Online video advertisements are fun to watch.
Online video advertisements are clever and quite entertaining.
Online video advertisements do not just sell— they also entertain me.
Online video advertisements are often amusing.

Invasiveness

I find online video advertisements distracting.
I find online video advertisements intrusive.
I find online video advertisements irritating.
I find online video advertisements invasive.
I find online video advertisements interfering.

Advertising Value

Online video advertisements are useful.
Online video advertisements valuable.
Online video advertisements important.

Attitude

Online video advertisements are favorable.
Online video advertisements are pleasant.
Online video advertisements are convincing.
Online video advertisements are believable.
Online video advertisements are good.

Purchase Intention

Given the chance, I predict that I would consider buying products that are advertised through online video advertisements.
It is likely that I will actually buy products that are advertised through online video advertisements in the near future.
Given the opportunity, I intend to buy products that are advertised through online video advertisements.