

COMPARATIVE ANALYSIS OF SKIPPABLE AND NON SKIPPABLE PRE ROLL ADVERTISING ON YOUTUBE IN BANDUNG

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Abstract - 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. The high Youtube's visitor traffic in 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. 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. This problem will be analyzed by measuring and comparing the effectiveness between skippable and non skippable pre roll ads on Youtube using AIDMA and also by collecting behavioural substance of netizen in Bandung. Each of the phases will be measured and will be compared to find which form is more effective. Research is conducted using qualitative and quantitative research. For qualitative, researcher conduct interview to figure the substance behavior pattern of netizen in Bandung. For quantitative research, questionnaire is distributed to 200 respondents with a pre test conducted to 30 respondents. Questionnaire is distributed to netizen in Bandung who have ever access YouTube and ever found pre roll ads while accessing YouTube. There are two types of data analysis, which is descriptive and comparative analysis. All of analysis is processed using SPSS. Indicators used in the questionnaire is proven valid and reliable. Finally, the effectiveness of both pre roll ads can be analyzed by every phase of AIDMA. Over all, skippable pre roll ads is more effective than non skippable pre roll ads. One of the reason is because skippable pre roll ads involve viewers to watch the ads even though only for the first five seconds but it could make viewers easier to recognize and remember the brand that appear on pre roll ads. From the result we also know that people tend to watch the ads while waiting to skip on the skippable pre roll ads, and people tend to ignore the ads when they found non skippable pre roll ads.

Keywords : Pre Roll Advertising, YouTube, online advertising, AIDMA, skippable and non skippable ads.

Introduction

The development of Internet is become faster nowadays. Internet can give such a significant change to human life. One of the biggest changes that happen is how the human get information through conventional media into online media. They can get so many information through Internet easily. A survey conducted by the Association of Indonesian Internet Service Providers revealed that Internet users continue to increase from year to year. Even by the end of 2013 is estimated to reach 82 million users, an increase of 30 per cent of the number of users in 2012 and will continue to grow to 107 million users in 2014. The rise of online advertising even more supported by the emergence of a variety of social media as a medium for the ad placement such as facebook, twitter, blogs, kaskus, and also YouTube, a video-sharing platform that can be accessed throughout the country. 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 third most visited site in the world, while in Indonesia, Youtube is now ranked fourth after facebook.com (www.alex.com/topsites). The high Youtube's visitor traffic in Indonesia and the world became a magnet for companies to advertise on the site Youtube. (Plummer et al in Max et al, 2012: 451). Ads

that are most dominant in the Youtube site is online pre roll advertising, in the form of short videos like television commercials that lasted 10 seconds to 2 minutes before the video appeared to be played raised. (Max et al, 2012: 451). Until now several companies in Indonesia has exploited the Youtube site to advertise their TV Commercial or the so-called pre-roll ads online. These are some brands that already put some pre roll ads on Youtube. With the appearance of pre-roll ads there are several response of attitude from viewers. There are youtube viewers who accept it and watch the whole content of the ads, but there's a lot of viewers who are annoyed with the appearance of this ads and give negative responses, such as leave negative comment and also looking for ways to eliminate pre roll ads on the site on youtube. (Mega, Evania, 2014). Based on the exposure above, Pre Roll Ads still become the most familiar form of ads, it means that it still give an impact to the brand or product. Therefore, the authors are interested in doing research about pre roll advertising on YouTube. By measuring and comparing both of skippable and non skippable pre roll ads and analyzing the attitude of youtube viewers in Bandung towards pre roll ads on YouTube.

Literature Review

Marketing Communication

There are several definitions of marketing communications, such as:

"Marketing communication is to present a combination of all the elements in the marketing mix of brands, which facilitates the exchange by creating a sense that is distributed to customers or their clients" (Shimp, 2003: 4).

Advertising

It can be concluded that advertising is a form of mass communication (impersonal) the costs and funded by the maker of advertisements that aim to persuade or lead someone to take favorable action on the part of advertisers (Sutisna, 2003: 276).

Purposes of Advertising

According Sulaksana (2007: 91), an outline of advertising can be categorized according to their specific objectives, namely whether the purpose to inform, persuade, or remind. Here's the explanation:

- 1) **Advertising informative** generally considered very important for the launch of a new product category, where the objective is to stimulate early demand
- 2) **Advertising persuasive** particularly important when falling through the stage of competition where the purpose of advertising is to build on the specific brand preference. Some persuasive advertising can also be pushed into comparative advertising, that explicitly compare the attributes of two or more brands.
- 3) **Advertising which aims to remind** (reminder advertising) is more suitable for products that have entered the maturity stage.

YouTube

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 (Miller, 2010: 4).

Youtube which stands on 15 February 2005 and was bought by Google in November 2006, replaces the present television for most users (Miller, 2010: 8).

Online Pre Roll Advertising on Youtube definition

a. The pre-roll ads

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.

AIDMA

The linear classic AIDMA (Attention, Interest, Desire, Memory, and Action) model by Hall (1924) has played a central role in describing the psychological processes involved in a consumer's purchase of a product. AIDMA model has since been widely used by traditional media advertisers. With this model, the buyer is depicted as passing through the stages of Attention, Interest, Desire, Memory, and Action. Attention is the first step in the AIDMA process. Once attention is gained, the next step is to arouse the consumer's interest in the advertised product. Soon the consumer might desire to have the product and keep it in his or her memory. Finally, the consumer acts to purchase the product (Sumita & Isogai, 2009). AIDMA is a process that leads consumers to purchase some products. The process goes as follows.



The purchase decision process proceeds in this way. First, consumers become aware of a product (Attention), get interested (Interest), desire to obtain it (Desire), memorize it (Memory), and actually purchase it at last (Action). Among these phases, **Attention** is called "Cognition Stage," **Interest, Desire, Memory** together are called "Affect Stage," and **Action** is called "Action Stage."

Attitude

Based on research by Sumarwan (2004), attitude is defined as an expression of the way people feels about the object whether consumers like it or not. Attitudes are statements or evaluative judgments in response to an object, person or an event. Meanwhile according to Schiffman and Kanuk (2008) attitude is a learned tendency to behave in a way that pleasant or unpleasant to a particular object. In general, an attitude is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object.

Methods

The first step of this research design is started by collecting data from primary or secondary data to support the theories that being used in this research. First, the researcher needs to identify the problem first with the research question as the output. Then, the second step will be quantitative research which will be collected by distributing questionnaires to the specific respondents to get answer for the research questions and further will be analyzed. The questionnaire is constructed using literature review from documents study or secondary data and then will be distributed among youtube viewers that has seen both skippable and non-skippable pre roll ads in YouTube. The basis theory of this questionnaire is using AIDMA models to compare the effectiveness between skippable and non skippable pre roll ads in Youtube among YouTube viewers in Bandung.

Sample of this research was youtube viewers in Bandung who was part of the research The questionnaire were distributed through online since the main target of this research is internet user. All respondents who filled the questionnaire were people who had ever viewed both of skippable and non skippable pre roll ads while accessing YouTube so they can be expected to deliver they experience when facing skippable and non skippable pre roll ads. In this research, the total of 200 was selected as sample. The analysis of respondent in this section will be divided into several characteristics such as gender, age, occupation, and educational.

Below is the table that includes all of the items tested in this research :

Table 1.1 Questionnaire Guideline

Research Questions	What To Measure	Item
1. How is the effectiveness of both skippable and non-skippable pre roll ads on YouTube?	Skippable Pre Roll Ads	AIDMA
	Perception Stage	Attention towards brand/product that appear on Skippable Pre Roll Ads
	Affect Stage	Interest, Desire, Memory towards brand/product that appear on Skippable Pre Roll Ads
	Action Stage	Action, purchase intention towards brand or product that appear on skippable pre roll ads.
	Non Skippable Pre Roll Ads	AIDMA
	Perception Stage	Attention towards brand/product that appear on Non Skippable Pre Roll Ads
	Affect Stage	Interest, Desire, Memory towards brand/product that appear on Non Skippable Pre Roll Ads
What are viewers' attitude towards YouTube Pre Roll Ads both skippable and non-skippable?	The most reaction or response that viewer's do when facing Skippable Pre Roll Ads	To watch the ads while waiting to be skipped, not watching / ignoring the ads, watch the whole ads, or others.
	The most reaction or response that viewer's do when facing Non Skippable Pre Roll Ads	To watch the whole of the ads, ignoring the ads, others.
	The reason why they decide to skip the ads	Want to see the video as soon as possible, ever seen the ads before, not interested with the idea and concept of the ads, not interested with the brand or product that appear.
	The reason why they decide to watch the whole content of the ads	Interested with the idea and concept, interested in brand and product, having needs of information, first time to watch the whole ads.

Result & Discussion

Respondent Profile

Table 2 below summarizes total of 200 responses, which consist of 85 men (42.5%) and 115 women (57.5%) and most of them (84.5%) are college student. For 85% of respondent are 17 – 22 years old and 14% other are 23 – 28 years old. The most favorite genre of video on YouTube is Music Video

(85%) and then movie trailer (51%). The ideal time for them to spend on YouTube is around 1 – 3 hours (60.5%). And the peak hour for viewers' in Bandung to access YouTube is between 19.01 – 00.00 (83%) and the biggest reason why they accessing YouTube is to looking for entertainment.

Table 2. Respondent Profile

Demography		N	%	Youtube Viewers' Behavior		N	%
Age	<17		1	Genre Video	Music Video	170	85
	17-22	170	85		Movie Trailer	102	51
	23-28	28	14		Tutorial	93	46.5
	28-35	1	0.5		Scientific	43	21.5
Gender	Female	115	57.5	Others	42	21	
	Male	85	42.5	Spending Time	<1 hours	53	26.5
Occupation	College student	169	84.5		1-3 hours	121	60.5
	Employees	12	6		>3 hours	26	13
	Government em	2	1	Peak Hour	06.00 - 10.00	14	7
	entrepreneur	5	2.5		10.00 - 15.00	33	16.5
others	12	6	15.01 - 19.00		43	21.5	
SMA	149	74.5	19.01 - 00.00		166	83	
Educational	S1	48	24	others	8	4	
	S2	3	1.5	Reason	entertainment	174	87
					knowledge	121	60.5
			spare time		118	59	
			Others		3	1.5	

Consumer Attitude

By asking question which are mainly ask about their most often reaction when they facing Skippable or Non Skippable Pre Roll Ads and also the reason why they decide to skip or to watch.

Table 3 summarize the attitude towards both skippable and non skippable pre roll ads. When facing Skippable Pre Roll ads that most of respondent state that they tend to watch the ads while waiting to skipped the ads (48.5%). Meanwhile, for non skippable pre roll ads, the most respondent state that they are tend to ignoring or shifting their attention from the ads (69.5%)

Table 3. Attitude towards Pre Roll Ads

Attitude towards Skippable Pre Roll Ads	N	%	Attitude towards Non Skippable Pre Roll Ads	N	%
Watching the ads while waiting to skip	118	48,5	Watching the whole ads	50	25,0
Ignoring the ads while waiting to skip	70	45,5	Ignoring or shifting attention from the ads	139	69,5
Watch the whole ads	5	2,5	others	11	5,5
others	7	3,5			

Table 4 shows the reason why viewers decide to skip or to watch the whole content of the ads in both skippable and non skippable pre roll ads. 73.5% of respondent state that they decide to watch the ads is because they inteested with the concept of the ads and 39.5% of respondent tend to watch the ads that they never seen before and if they having needs of information they also tend to watch the ads (33%). Meanwhile the respondent state that the reason why they decide to skip the ads is because they want to see the video directly or as soon as possible. If they ever seen the ads before they also decide to skip the ads (57.5%). They also decide to skip the ads when they not interested into concept of the ads.

Table 4. Reason To Skip or To Watch The Ads

Reason To Watch	N	%	Reason To Skip	N	%
Interested with the idea and concept	147	73,5	Want to see the video as soon as possible	166	83,0
Interested in brand and product	57	28,5	Ever seen the ads before	115	57,5
Having needs of information	66	33,0	Not interested with idea and concept of the ads	80	40,0
First time to watch the ads	79	39,5	Not interested with brand and product that appear	72	36,0
Others	3	1,5	Others	2	1,0

Comparative Analysis of Pre Roll Ads using AIDMA

Using the Mann-Whitney test. This test is done to see whether or not the difference psychological behavior of each statement on the Skippable Pre Roll Ads and non-skippable ads Pre roll using AIDMA to measure which form of ads that is more effective

$\alpha = 5\%$

Statistically Test : $Z = \frac{U - \sim_u}{\dagger_u}$

with : U = smallest value between U_1 and U_2

$$U_1 = n_1n_2 + \frac{n_1(n_1+1)}{2} - R_1$$

$$U_2 = n_1n_2 + \frac{n_2(n_2+1)}{2} - R_2$$

- Criteria test : 1. Accept H_0 if $P > \alpha$
 2. Reject H_0 if $P \leq \alpha$

H_0 : there's no significant difference of viewer's behaviours towards skippable and non skippable pre roll ads.

H_1 : there's significant difference of viewer's behaviours towards skippable and non skippable pre roll ads.

Table 5. Mann Whitney Test of Pre Roll Ads

Statement	Group	mean	Z Mann Whitney	Nilai Sig	Conclusion
P1	Pre Roll Ads Skippable	3,47	-0,221	0,825	No difference
	Pre roll ads non skippable	3,47			
P2	Pre Roll Ads Skippable	2,39	-3,014	0,003	Difference
	Pre roll ads non skippable	2,06			
P3	Pre Roll Ads Skippable	2,48	-4,792	0,000	Difference
	Pre roll ads non skippable	1,87			
P4	Pre Roll Ads Skippable	3,74	-8,986	0,000	Difference
	Pre roll ads non skippable	2,68			
P5	Pre Roll Ads Skippable	3,71	-11,563	0,000	Difference
	Pre roll ads non skippable	2,22			

On the table 5 we can see that there's no difference in attention phase or statement "I can easily aware of a brand that appears on the Pre Roll Ads skippable and non-skippable ads Pre roll". Meanwhile there's a significant difference in Interest or statement "I am more interested in listening to video content and brand which appeared" on the Pre Roll Ads skippable and non-skippable ads Pre roll, Desire or statement ", Memory, phase or statement "I easily remember the video content and brand which appear", and the Action phase or statement "I am more interested in buying the brand / product which advertise" in the Pre Roll Ads skippable and non-skippable ads Pre roll between skippable and non skippable pre roll ads.

Conclusion

- 1) Objective : "To compare effectiveness between skippable pre roll ads and non skippable pre roll ads using AIDMA."
Overall, there's a difference between skippable and non skippable pre roll ads in interest, desire, memory, action phases. We also can conclude that skippable is more effective than non skippable in terms of psychological processes involved in a consumer's purchase of a product or using AIDMA measurement.
- 2) Objective : To identify users attitude, positive or negative, towards Youtube Pre Roll Ads, both skippable and non-skippable.

Positive Attitude towards Skippable Pre Roll Ads

Skippable Pre Roll Ads could decrease negative impact and increase the effectiveness through involve the YouTube viewers' so that viewers' could be more aware with the brand that appear on skippable pre roll ads.

Negative Attitude towards Non Skippable Pre Roll Ads

They feel that non skippable pre roll ads forced them to watch the whole ads and ask for longer time to watch it. That is why they tend to avoid Non Skippable Pre Roll Ads by refresh their page, ad blocker, open new tab or just divert their attention to their smartphone. So, most of them do not watch the whole content of the Pre Roll Ads.

Recommendation :

1. To increase this form of advertisement using AIDMA we need to breakdown into each phase:
 - Attention : create and put strong visualization of brand or product identity, either in explicit or implicit way to improve customer awareness about product.
 - Interest : tell about a product knowledge in a unique way or match with preferences of target market to grow consumer evaluation about product.
 - Desire : create a content that provide the needs of information or on the first five seconds make a gimmick to evoke consumer needs. Give viewers best reason to have the product that appear.
 - Memory : Try to make different or series of ads but still using the same template of the ads and also shows strong brand and product identity. So that people would be triggered to remember the brand/product.
 - Action : provide viewers with opportunities, and if possible give them the best way to get the product
2. Based on the data behavioral substance, the reason why they access YouTube is to find some way to entertain the viewers in their spare time. The concept of video should be very strong and creative, as a references, the advertisers can use some popular song or catchy song as the back sound of the Ads, or make the 15-30 seconds ads just like the movie trailer since the top genre of video is music video and movie trailer.
3. Since the result of the data shows the reason why netizen tend not to skip the ads. One of the reason is because they have curiosity when its their first time to see the Ads, and the other main reason why they tend to skip the ads, because they already seen the Ads before. For the Ads Makers, it would be more effective, to make the ads become series, so people think that they do not wasting their time to see the same Ads, or just show an incomplete message on the Ads so if they want to see the complete message they should see the whole content of the Ads.
4. Make a clear message about product and strong brand image on the first five seconds on Skippable Pre Roll Ads, since the result of the data shows that the viewers still watch on the ads while they are waiting to skip the Ads. So there is an opportunity for advertiser to promote the essence of the message.

5. If advertisers want to target their advertisement to netizen especially college student in Bandung, it would be better if these ads can set the time of its appearance, researcher recommends bringing it up at night, or between 19.01 – 00.00. This time period can be said as a peak hours for college students in Bandung to go to YouTube. So the more likely the ad can be seen and heard by college students.
6. Since the result show people tend to skip because they want to watch the video that they're looking for as soon as possible. It would be better if we put the ads in the middle of the video or almost in the ending of the video. So people, can start to watch the video that they are looking for as soon as they want.

Recommendations for Further Research :

- It would be better to add and analyze the attitude based on their gender or occupation. Because the difference may affect the interest and needs towards YouTube ads.
- The number of company that advertise their product on YouTube are relatively high. By analyzing the effect of pre roll ads toward brand awareness it would be better because it can be compare to another ads and find the factor that could increase number of viewers.
- Compare this form of ads with the other form of ads that available in YouTube in order to find which form that the most effective to use.

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