The Factors Affecting Consumer Response towards Online Video Advertisement: YouTube as a Platform

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Abstract

The purpose of this research is to examine factors that affect Consumer Response toward Online Video Advertisement analysing YouTube as a platform. A descriptive survey was conducted to collect data using a self-administrative questionnaire. Based on convenience sampling, a sample of 263 respondents was drawn from all internet users in Indonesia who watch YouTube videos and haven't used the paid version of YouTube which is free from advertisements. The results of this study indicate that (1) consumer behavior toward online Video Advertisement positively affects consumer response, and (2) the research also showed that there is a direct relationship between consumer behavior and consumer response. This research concludes that the antecedents of viewers' attitudes toward online video advertising will ultimately influence their response to make a purchase.

Keywords: Consumer Behavior; Consumer Response; Online Video Advertisement; YouTube

Introduction

Ever since technology like broadband internet and smartphones have become common to the public, the world internet users have increased rapidly, especially in the second half of the 2010s. According to statista.com, the world internet users have reached 3,896 millions, an increase of 6% since 2017 to 2018[1]. This trend is followed by the rapid expansion of tech companies like Google and Facebook to expand their wings worldwide to get more users.

Indonesia as the fourth most populous country in the world is a strategic place to get a high number of users from the 250 million population. According to "We are Social", Indonesia has 150 millions of internet users using the internet on a daily basis and 88% of them watch videos on YouTube every day. Considering this fact, it's logical that many businesses switches their advertising strategy to social media platform, especially YouTube who has video sharing capability.

Since more companies spend their marketing budget on online video sharing platform like YouTube, it's important to know how effective is the platform influencing users to buy certain products. Many scholars have done a lot of research to know the effectiveness of video sharing platform, however only a few determine the actual factors that lead to purchase. The model of consumers attitude developed

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[1] https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/ diunduh pada tanggal 2 desember 2019.

by Ducoffe has proven that viewers attitude towards advertisement was determined by their perception of entertainment, informativeness, and irritation towards the advertisement (Ducoffe, 1996). Other scholars like Boateng and Okoe (2015) have been added another factor like corporate reputation to determine customers' purchase intent. Ghani (1994) also determined that human-machine interaction or what they called as flow also affects viewers' intention and behaviour towards advertisement. In this research, we combined all the variables mentioned above to answer the following questions:

RQ1: What are the web advertising variables that affect consumers' attitudes and how do they influence consumers' response towards purchase?

RQ2: Does flow and corporate reputation influence consumers' behaviour towards online video advertisement?
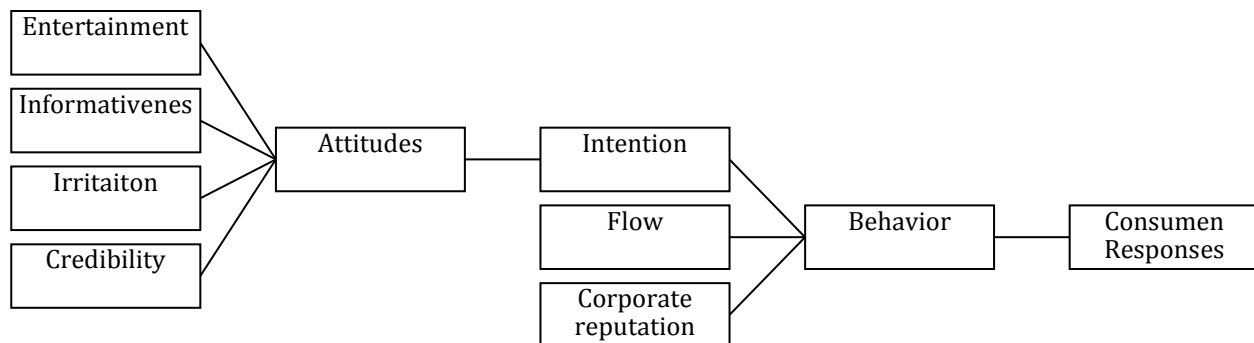

Figure 1. Research Model

We are going to apply the Ducoffe model to know the consumer's attitude towards online video advertisement in Indonesia. We also involve flow theory proposed by Ghani (1994) as well as corporate reputation proposed by Boateng and Okoe (2015) as variables that influence viewing behaviour. Finally, we propose our research model as shown in figure 1. The model shows the relationship between viewers' perception of informativeness, entertainment, irritation, and credibility as independent variables to viewers' attitudes towards the advertising as mediating variable to viewers' intention of watching the video. Viewers' intentions act as mediating variable to viewers' behaviour, which also affected by 2 independent variables which are corporate reputation and flow. Viewer's behaviour is also a mediating variable to consumers' response to the advertisement.

2. Literature Review & Hypothesis Development
2.1 YouTube Advertising

Since the development of web 2.0, which transformed the world wide web from the static information board into interactive collaborative platform, creation and exchange of user generated content became feasible (Kaplan and Haenlein, 2010). User generated content is not limited to social media posting like Facebook or Twitter in which a user can see the posts of other users. There are many bots working in the cyber world analysing users' preferences and interests for targeted advertising. This is the biggest distinction between online video ads and the traditional one (Dehghani, 2012). For this reason, a lot of marketing communication strategy has been shifted from traditional advertising media such as television and newspapers to online advertising. (Duffet, 2015).

The model of consumers attitude developed by Ducoffe has proven that there are three factors that influences viewers attitudes toward web advertisements. Those factors are entertainment, informativeness, and irritation. Later Brackett and Carr (2001) put credibility as additional variable to the Ducoffe model. This model was widely used by scholars to determine the effectiveness of advertising

model in different platforms such as Facebook for hotel bookers (Hamouda, 2018), Twitter (Murillo et al, 2016), YouTube video (Yang et al, 2017), search engine research (Lin & Hung, 2009), etc.

Informativeness is interpreted as the advertising's ability to give customers information about alternative product options (Ducoffe, 1996). When advertisement is deemed to provide relevant and useful information, consumers tend to perceive the advertisement as valuable (Murillo et al, 2016). According to users and gratifications theory video viewers are responsible for their media consumption as they themselves choose the media to meet their desire of achieving gratification (Ruggiero, 2000). Knowing this, users are responsible for their media consumption and the information they receive. Therefore, we would like to propose the first part of our first hypothesis:

H1a: The perceived informativeness of online video advertising positively affects viewers' attitudes towards the advertisement.

Ducoffe (1996) mentioned that entertainment triggers consumers positive sentiment when they are experiencing advertisement. Entertainment value exist on the advertising capacity to gratify the viewers escapism, diversion, aesthetic enjoyment or emotional release (McQuail, 2010) or what mentioned by Edwards et al. (2002) as consumers' hedonic need. Advertising needs to entertain consumers because entertainment is believed to increase the effectiveness of the message delivered (Hoffman and Novak, 2012). Knowing those, we are going to propose the second part of our first hypothesis:

H1b: The perceived entertainment of online video advertising positively affects viewers' attitudes towards the advertisement.

Irritation can be induced by several elements. Gao and Koufaris (2006) suggested that irritation can be caused from visiting a website and get unintended outcomes. Unreasonable amount of advertising, or clutter of ones are also sources of irritation (Kim and Sundar, 2010). Ducoffe (1996) said consumers are irritated by advertisements when they perceive them as annoying, offensive, or manipulative. Hence, we propose our third part of our first hypothesis:

H1c: The perceived irritation of online video advertising negatively affects viewers' attitudes towards the advertisement.

Credibility refers to expression of consumer's expectations regarding fairness and truth of advertising (Logan et al, 2012). Perception of unreliable ads is believed to reduce its effectiveness (MacKenzie and lutz, 1989). Eighmey (1997) believed that credibility is intimately linked to advertising value and consumers' attitudes towards an advertisement. Brackett and Carr (2001) used these variables to analyse consumer's attitudes towards advertisement as a modified version of Ducoffe model. Hence, we would like to propose the final part of our first hypothesis:

H1d: The perceived credibility of online video advertising positively affects viewers' attitudes towards the advertisement.

2.2 Intention

The connection between attitude-intention-behaviour was proposed on Theory of Reasoned Action (TRA) introduced by Ajzen and Fishbein (1980) which was a development from Dulany's (1968) theory of propositional control. Dulany proposed that the first determinant of intention is attitudes toward behavioural interest where attitudes was defined as someone's favourable or unfavourable feeling about doing something (Webster et al., 1994). According to TRA, intention to perform a behaviour is a

collective value of favourable and unfavourable attitudes toward the behaviour or also called behavioural intention. Hence people's behaviour is predictable by knowing their attitudes and behavioural intention. Based on the theory, we propose Hypothesis 2 and 3:

H2: The viewers' attitudes toward advertisements positively affect their intention to watch the advertising.

H3: The viewers' intention to watch online video advertisement positively affects their viewing behaviour.

2.3 Flow

Flow is defined as sensation that people feel when they are involved with process (Csikszentmihalyi, 1975). The process is applicable for people when they are learning or using a computer. There are two characteristics of flow. The first is a total concentration in activity and the second one is an enjoyment derives from an activity (Ghani, 1994). The more they focus on the process, the more they will lose their sense of time. Koufaris (2002) found that all factors related to flow of an online environment trigger consumers' intention to return to the website:

H4: The perceived level of flow while users watch online video positively affects the viewers' behaviour;

2.4 Corporate Reputation

Corporate reputation is derived from accumulated judgments of people over time who connect with the firm (Herbig et al.,1993) or defined by Nguyen and Leblanc (2001) as a result of their past actions. From three different School of thoughts, Berens and Van Riel (2004) viewed that there are three concepts of corporate reputation. They are social expectations, corporate personality, and trust. Social expectations is used to differentiate corporate associations. Some firms get their reputation by doing what the public expects them to do, such as good quality products and services as well as support to society (Roach and Wherry,1972).

Some scholars also found out that people use personality traits to describe companies' behavior (Davies et al., 2001). Pervin (1989) defined personality as "characteristics of people that stir their consistent sequence of action or behaviour". Spector (1961) and Davies et al. (2001) affirmed that people also administer the concept of personality to companies using metaphor. The concept of company's personality was successfully examine the impact of corporate reputation on stakeholders' preferences (Davies et al., 2003; Sen and Bhattacharya, 2001)

Finally, companies gain their reputation by their trustworthiness. In this case, trust is not only defined as the ability of a firm to fulfill its promise, but it also includes the intentions to fulfill the promise (Boateng and Okoe, 2015).

Recently, some companies put their advertisements on YouTube to market their products or services. Marsh (2014) postulated that consumers' trust derived from a company's reputation is an integral source of "media industry's unique value propositions".Goldsmith et al. (1999) and Clinton et al., (2008) found out that media advertising from a trustworthy company is a prominent factor to get good response from consumers. Hence it is logical to conclude that corporate reputation influence consumers' viewing viewing behaviour. Therefore, we propose our fifth hypothesis:

H5: Corporate reputation positively influence viewers's behaviour

2.5 Consumer's Behaviour

A consumer is a person who has the capability, authority, and control on the utilisation of resources to implement consumption-related decisions (Lambin, 2000). Consumer behaviour has become a dominant topic for social science researchers over the last few decades with explosion in related research emerging (Malcnnis & Folkes, 2010). The literature on consumer behaviour is diverse and broad following the shift of economy, technology and society influencing the way consumers react

Blackwell et al., (2001) argue that consumer behaviour involves people acquiring, consuming and purchasing goods or services. Schiffman and Kanuk (2000) revealed that consumer behaviour refers to the way people choosing their personal products using their resources such as money, time and effort.

The purpose of online advertising is to shape brand awareness of goods and services and stimulate consumers' purchase intention (Bijmolt et al., 1998). When consumers are exposed to advertisements, they are being develop to have a favour to the product and ultimately drive their purchase intention. This process is called informational response.

Generally, a response is a reaction to an event or situation (Keller,1993). It also refers to any behaviour resulted from a stimulus. Informational responses are the apprehension of incoming stimulus or information (Belch and Belch, 2011). This is the response that consumers go through reacting to online advertising. The AIDA model of Advertising Theory, which consists of awareness, interests, desires and actions, was implemented as informational response components (Belch and Belch, 2011). Based on those argument, we propose our last hypothesis:

H6: The Consumer Behavior toward online Video Advertisement positively affects Consumer Responses.

3. Methodology
3.1 Measurement of the Constructs

The questionnaire used to determine viewers' perception of informativeness, entertainment, and irritation was adapted from Ducoffe (1996), whereas credibility was adapting Tsang et al. (2004), and Brackett and Carr (2001) with 5 points likert scale. Viewers' attitudes was measured with questionnaire from Gao and Koufaris (2006). Consumers' intention and behaviour was measured by referring to Tsang et al. (2004). The measurement of flow was adapted from Ghani and Deshpande (1994). Corporate reputation follows measures from Waslh et al. (2009). The questionnaire to determine consumer behavioural response measures were taken from Zeng et al. (2009) and Sun and Wang (2010).

3.2 Sample and Data Collection Procedures

This study was conducted to understand the effects of YouTube advertisement towards consumer's response in Indonesia. Therefore, questionnaire was distributed to Indonesian netizens who use YouTube in their daily lives. Since YouTube nowadays also offering paid membership which prevents viewers being exposed to advertisements, we filter the respondents to those who still use the free membership and exposed to advertisements before watching their selected videos.

4. Results
4.1 Profile of respondents

Demographic information used in this research are gender, age, nationality, educational level, and Job. Table 1 shows the results of frequency and percentage of responses. The majority of respondents were male in 59.3%, whereas female respondent occupied 40.7%. This indicates that the majority netizen in Indonesia who watches YouTube is dominated by Men. 56.3% of the respondents are between 25 - 34 years old, while 29.3% of respondents are between 15 - 24 years old and 14.5% are 35 years and above. The age of 25 - 34 years old occupied the majority since they are productive people and more prone to current technology. Age of 15 - 24 years old are the second biggest viewer. This might be caused by their occupation as students and fresh graduates that still focused on their studies and their career. Meanwhile the last lowest viewer age of 35 years and above since they usually more focused with their family and have less time to watch YouTube.

Table 1. Demographic profiles of respondents

Variable	Description	Frequency	Percentage (%)
Gender	Female (1)	156	59.3
	Male (2)	107	40.7
Age	15-24	77	29.3
	25-34	148	56.3
	35-44	32	12.2
	45-54	5	1.9
	>54	1	0.4
Nationality	Indonesia	263	100
Educational level	High School	37	14.1
	D3	4	16
	Graduate	201	61.9
	Postgraduate	21	8
Job	Student	55	20.9
	Employee	153	58.2
	Non-employee	9	3.4
	Entrepreneur	35	13.3
	Others	11	4.2

4.2 Reliability and Validity Analysis

To determine the reliability, SPSS software was used to measure the Cronbach's alpha value. According to Nunally, (1978), the value must be greater than 0.7 to be deemed as reliable. Table 2 showed the value of each construct. However, intention and flow is immeasurable as they only consist of 1 question.

Table 2. Cronbach's Alpha Reliability Analysis

Construct	Cronbach Alpha	Number of Items
Informativeness	0.792	2
Entertainment	0.86	3
Credibility	0.821	3
Irritation	0.867	2
Attitude	0.826	3
Intention	-	1
Reputation	0.818	4
Flow	-	1
Behaviour	0.725	2
Response	0.828	3

The factor analysis was used to determine the correlation between the variables and the factors (factor loading) which must be greater than 0.7. The KMO value is used to measure the adequacy of the samples. The value must be 0.5 or greater to be deemed as adequate to continue to factor analysis.

Table 3. Factor Analysis for Informativeness

Informativeness	Factor Loading	Explained Variance	KMO	Alpha
The advertising is a good source of product information	0.910	82.792	0.500	0.792
The advertising provides timely information	0.910			

Based on data in Table 3, with factor loadings of each item at 0.910, and alpha 0.792 show a strong value of the variable. The KMO value however is exactly 0.5 which the threshold of the adequacy of the data (Table 3).

Table 4. Factor Analysis for Entertainment

Entertainment	Factor Loading	Explained Variance	KMO	Alpha
The advertising is entertaining	0.857	78.362	0.726	0.86
The advertising is enjoyable	0.896			
The advertising is pleasing	0.902			

Three of the items of entertainment provided value above 0.8 and indicating strong factor loading and the explained variance is 78.36%. The KMO of 72.6% and alpha of 86% indicate strong value with adequate amount of sample for entertainment (Table 4).

Table 5. Factor Analysis for Credibility

Credibility	Factor Loading	Explained Variance	KMO	Alpha
The advertising is credible	0.788			
The advertising is trustworthy	0.883	74.078	0.675	0,821
The advertising is believable	0.906			

All of the variables of credibility showed good factor loading results, which is also supported by the explained variance of 74.07%. The KMO of 0.675 is reasonably strong (Table 5).

Table 6. Factor Analysis for irritation

Irritation	Factor Loading	Explained Variance	KMO	Alpha
The advertising is annoying	0.940	88.309	0.500	0,867
The advertising is irritating	0.940			

Two variables of Irritation showed to have good factor loading results at 0.940, which also supported by the explained variance of 88.30%. The KMO 0,500 and Alpha 0,867 indicate a quite strong values for irritation (Table 6).

Table 7. Factor Analysis for Attitudes

Attitudes	Factor Loading	Explained Variance	KMO	Alpha
Please use the descriptive words listed below to indicate your overall impression of the advertising				
Bad 1 2 3 4 5 6 7 Good	0.795	74.487	0.656	0,826
Unfavorable 1 2 3 4 5 6 7 Favorable	0.920			
Dislike 1 2 3 4 5 6 7 Like	0.870			

All three items of attitudes indicate a sufficient result of factor loading. The explained variance is 74.487%. The KMO of 0,656 and the alpha value of 0,826 provide quite strong values for attitudes (Table 7).

Table 8. Factor Analysis for Corporate reputation

Corporate Reputation	Factor Loading	Explained Variance	KMO	Alpha
I believe in social media advertisements of companies that are	0.796	64.872	0.795	0,818

concerned about their customer				
I believe in social media advertisements of companies I recommend to my friends and relatives	0.860			
I believe in social media advertisements of companies that can be generally be trusted	0.790			
I believe in social media advertisements of companies that I am satisfied with my overall experience	0.773			

All the items of Corporate Reputation showed a good factor loading results with values above 0,7 which also supported by the explained variance is 64,872%. The KMO of 0,795 and the alpha value of 0,818 provide quite strong values for corporate reputation (Table 8).

Table 9. Factor Analysis for Behaviour

Behaviour	Factor Loading	Explained Variance	KMO	Alpha
What do you do when you receive an advertising	0.891	79.347	0.500	0,725
How much do you watch/read the advertisement you receive	0.891			

Two variables of Behaviour reveal acceptable result of factor loading. The explained variance is 79.347%. The KMO of 0,500 and the alpha value of 0,725 provide considerably strong values for Behaviour (Table 9).

Table 10. Factor Analysis for Consumer response

Consumer Response	Factor Loading	Explained Variance	KMO	Alpha
I will search for related information about advertisements shown on social media	0.873	74.394	0.722	0.828
I will buy a product/service advertisement on social media	0.858			
I will pay attention to advertisements shown on a social media	0.857			

All the three items of Consumer Response provided values above 0,8 and indicating good result of factor loading with the explained variance of 74,394. The strength and reliability of the variable also can be understood from the KMO value of 0,722 and Alpha of 0,828 (Table 10).

4.3 Correlation

Table 11. Correlation statistics

	Informativeness	Entertainment	Credibility	Irritation	Attitudes	Intention	Corporate Reputation	Flow	Behaviour	Response
Informativeness	1.000									
Entertainment	0.500	1.000								
Credibility	0.434	0.487	1.000							
Irritation	-0.200	-0.385	-0.191	1.000						
Attitudes	0.501	0.709	0.499	-0.453	1.000					
Intention	0.255	0.369	0.208	-0.349	0.422	1.000				
Corporate Reputation	0.469	0.455	0.627	-0.193	0.575	0.327	1.000			
Flow	0.232	0.420	0.174	-0.186	0.322	0.280	0.315	1.000		
Behaviour	0.310	0.417	0.213	-0.390	0.456	0.443	0.389	0.466	1.000	
Response	0.444	0.567	0.431	-0.270	0.562	0.367	0.654	0.388	0.472	1

Table 11 shows the correlation between variables. The result indicates positive variable for almost all construct except irritation, which negatively related to the other variables. We can see the relation between entertainment and Attitudes has the biggest positive value (0.709). Therefore, it is safe to conclude that in the context of Indonesia, viewers' perception of entertainment has the strongest correlation with viewers' attitudes towards online video advertisement.

Another strong correlation can be observed between Corporate Reputation to viewers' response (0.654) even though the correlation between corporate reputation and behaviour is much lower (0.389). This could indicate that despite the unfavorable behaviour of viewers toward certain online video advertisements, the reputation of that firm could have a bigger influence on their response.

4.4 Regression

As shown in figure 1 (research model), there are ten variables used for this research which consist of six independent variables (informativeness, entertainment, irritation, credibility, flow, and corporate reputation), three mediating variables (attitudes, intention, and behaviour), and one dependent variable (response). As shown in the research model (figure. 1), four regressions were done in this research. The β value determines how much the independent variable influence the independent variable. However, if the sig. value of that variable is greater than 0.05, that variable deemed as not significant to the dependent variable. Negative β value indicates the variable is negatively influence the dependent variable.

Table 12. First Regression results (β coefficient)

Hypothesis	Beta	t	Sig.	Result
Informativeness ⟶ attitudes	0.152	3.180	0.002	Supported
Entertainment ⟶ attitudes	0.474	9.145	0.000	Supported
Credibility ⟶ attitudes	0.163	3.440	0.001	Supported
Irritation ⟶ attitudes	-0.209	-4.836	0.000	Supported

The first regression is to understand the viewers' perception of informativeness, entertainment, irritation, and credibility towards viewers' attitudes. As shown in the table 12, all the sig. value are less than 0.05 which prove all independent variables are significant. This also supports Hypothesis 1 that all those variables mentioned above influence viewers' attitudes.

Table 13. Second Regression results (β coefficient)

Hypothesis	Beta	t	Sig.	Result
Attitudes ⟶ Intention	0.422	7.523	0.000	Supported

The second regression put attitudes as the independent variable and viewers' intentions as the dependent variable. Attitudes acts as the independent variable in this regression, but as mediating variable in the whole research. The β value of 0.422 proves that there are yet some variables to be discovered that determine viewers' intention. The sig. value which is less than 0.05 supports Hypothesis 2.

Table 14. Third Regression results (β coefficient)

Hypothesis	Beta	t	Sig.	Result
Intention ⟶ Behaviour	0.289	5.366	0.000	Supported
Flow ⟶ Behaviour	0.192	3.522	0.001	Supported
Corporate reputation ⟶ Behaviour	0.324	6.039	0.000	Supported

The third regression is to capture viewers' behaviour towards online video advertisement with intention, flow, and corporate reputation as the independent variables. Intention which previously a dependent variable acts as independent variable here which makes it the second mediating variable. With sig. value less than 0.05 for all three independent variables, this proves that hypothesis 3, 4, and 5 are supported with the β value of intention 0.323, flow 0.371, corporate reputation 0.205 which makes a total of 0.899. This proves the three variables determine almost perfectly the factors determine viewers' behaviour towards online video advertisement.

Table 15. Fourth Regression results (β coefficient)

Hypothesis	Beta	t	Sig.	Result
Behaviour ⟶ Consumer responses	0.471	8.863	0.000	Supported

The fourth and final regression uses viewers' behaviour as the independent variable and viewers' response as the dependent variable. In this regression, the sig. value is also less than 0.05 with β value of 0.467 which indicates the variable is supported and proves hypothesis 6. The response however is only affected 46.7% by viewers' behaviour and leave a significant portion for further research.

Discussion

This study reveals that the research model explained the deviation of attitudes toward online video advertisements on video sharing platform, in this case YouTube. The results reaffirm the theories proposed by the previous scholars to be appropriate in the context of internet users in Indonesia. These findings are in accordance to the previous research done on facebook (Hamouda, 2017), twitter (Murillo et al., 2015), and Youtube in context of Taiwan (Yang et al., 2017).

In this research, it is proven that all antecedents of consumers attitudes proposed by Ducoffe (1996) with addition of credibility (Tsang et al., 2004, Brackett and Carr, 2001) were all supported to determine the viewers' attitudes toward online video advertising. Although in some studies irritation was proven invalid (Murillo et al., 2015, Hamouda, 2017) it is proven that in the context of Online video advertisement, irritation has negative influence of more or less 28% to viewers' attitudes. From the same regression we can also observe that entertainment plays a major part explaining attitudes. This discovery reaffirm the previous finding by Tsang et al. (2004) and Yang et al. (2017).

This study also proved the motivation to engage in a behaviour, in this case viewing behaviour is influenced by their attitudes, then followed by intention as suggested by Ajzen and Fishbein (1977). This study also validates that flow and corporate reputation also determine viewers' behaviour in watching advertisements on youtube. When there is an intensive level of interaction between viewers and the advertisements, it significantly intensifies their behaviour.

Finally, the viewing behaviour of online video advertisement was found to influence the viewers' response to make a purchase of the product. Viewers with positive behaviour towards advertisement show more favourable response to purchase a product or service advertised. The research model of this study confirmed that the antecedent variables of consumer's attitude would ultimately lead to purchase.

Managerial Implication

As was mentioned before, more and more companies have switched their marketing strategy from traditional media like Television and magazine to online advertising. Without a doubt, advertisement is a prominent component to increase customer awareness about certain product, service, or brand and ultimately to boost sales. Online video advertising is a popular channel to deliver an interactive, informative, and accessible information. It is important for marketing managers to know how to convey the advertising message to consumers. They have to consider how to deliver an entertaining, clear, and trustworthy advertisement with the least annoyance possible.

Additionally, it is necessary to keep a good corporate reputation as it acts upon viewers' behaviour. This study verified that corporate reputation and viewers' attitudes toward advertisements play a major role in online video advertisement and it would ultimately influence viewers' purchase intention. For this reason, making appropriate advertisement is a critical step every company has to take into account.

Limitation of Research

There are several limitations faced while doing this research. Indonesia is very big and consist of multiple islands and provinces. The survey done for this research reached many respondents from different provinces however the majority of the respondents are dominated by people from Java as where the majority of the population is concentrated. Another limitation is the instruments used in the previous studies has to be translated from English to Indonesian which may cause mistranslation and linguistic biases. Finally, although Indonesian is the lingua franca of Indonesia, some citizens speak their regional language and dialect in their daily basis and could have less comprehension about the formal manner of Indonesian. This also could cause misunderstanding and some biases in their response.

Conclusion

All four web advertising variables are proven to affect consumers' attitudes towards online video advertisement. When an advertisement is informative, entertaining, trustworthy and not irritating, it would generate a positive attitude of the viewers. Those positive attitudes make viewers more prone to have an intention to watch the advertisement, rather than ignoring it. Their intention to watch affects their behaviour towards the advertisement, whether or not and how long they are going to watch it.

Viewers' behaviour is also influenced by corporate reputation and flow. The more favourable the company's reputation according to viewers, the more likely they are going to watch the advertisement. The more induced they are to the advertisement, the more likely they have an enthusiastic behaviour towards the advertisement. For that reason, flow and corporate reputation do have certain impact into consumers' behaviour towards online video advertisement.

Finally, a positive behaviour of viewers has certain effect on their response to purchase. When viewers decide to watch certain video advertisement, it indicates they have a certain degree of interest towards the product or brand advertised. This could urge their interest to purchase the product/brand advertised. Therefore, the study demonstrated how the research model developed based on the Brackett and Carr (2001) web advertising model, together with flow theory and corporate reputation would determine the consumer response to purchase.

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