Sequential Exploratory Design of Factors affecting FMVAs Viewers' Response

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Abstract

The research aims to examine the effect between the suspect variables which are Facebook Mid-roll Video Advertisements (FMVAs) Value, Perceived Intrusiveness, FMVAs Attitude, Word-of-Mouth (WOM) Intention, and FMVAs Viewers' Response. The researchers developed questionnaire survey via Google Form (100% online survey) to collect 200 respondents in Bangkok, Thailand. Moreover, the researcher utilized SAS Enterprise license 12400609 to implement and analyze the data. The research methodology is Multiple Linear Regression (MLR) to analyze the data and test hypotheses. The result indicated the strongest relationship is WOM Intention and FMVAs Viewers' Response. Thus, this research recommended focusing on WOM Intention by improving FMVAs Value and Attitude in order to create positive WOM which lead to positive response. Finally, limitations are period, budget, target respondents, and location. As a result, outputs might not generate data to represent the whole population of Facebook, different periods of time, and different locations. However, this research will focus more on nationwide respondents and variables to explore further results in the future.

Keywords: Viewer's Response, Facebook, Advertisements, Thailand

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Introduction

In a broader perspective, Chang (2013) defined "Customer response" as the one who reacts based on his/her actual behavior towards advertisements (abbreviated as "ads" used in this paper from now onwards). Understanding customer response provides the company well-prepared plan, to fit with their (turbulent) changes, needes especially in the digital transformation age.

Advertisers insist to share their awareness through ads. It is intense on how advertisers create ads to be able to attract response from their viewers. Therefore, this study would focus on how social media advertising in Facebook affected on viewers' response. To be more specifically, this study intended to inspect the actual behavior of "Viewer's response" through Facebook Mid-roll Video Ads (FMVAs) In other words, how viewer would response upon seeing FMVAs.

FMVAs had launched its beta testing version approximately on January 2017. It will be officially launched in July 2018 (Kafka, 2017). FMVAs will be activated for 5-15 seconds after the viewer has watched video clips for approximately 20 seconds without any authority of viewers to skip button. Facebook generates its profits by offering new advertising channels to the advertisers to insert into advertisements as video clips.

Nowadays, advertisers are still looking for effective opportunities to advertise their products/services in order to create awareness and recognition as well as lead to sales volume. There are two main simple channels for ads which are online and offline advertising. The trend of digital advertising (or online advertising) has been rapidly growing with approximately spending of 12,195 Million Baht in 2017 (+29% growth from 2016 and +338% growth from year 2012 to 2017) Many advertisers currently use digital ads to advertise their products and services instead of offline advertisings. Moreover, Facebook was ranked the top most spending ads among others with 28% (or 3,416 Million Baht)

However, Facebook had just launched FMVAs, which was considered as opportunities for advertisers to

promote their video contents. As it is the newest video ads from Facebook, the advertisers might not be sure how effective of these ads are and what would be response from viewers. Numerous opinions from Facebook viewers agree/disagree with FMVAs. Viewers might feel that FMVAs are being intrusive more than entertainment. So, it is important to explore how the viewers response to FMVAs.

Pilot study

To understand more clearly about FMVAs and its issues, this research had derived the facts by nine Facebook viewers who had experienced at least once with FMVAs in the past three months (August – October, 2017). There were three rounds of interviewing process of which contained three different viewers. They confirmed the selected variables used in this study. Table 1 shows summary of all three rounds of pilot study. The first round of pilot study had completed with marketers on Wednesday, September 13th, 2017. This round intended to identify the general factors that impacted viewers to watch and reject to watch FMVAs. As a result, viewers watched FMVAs because of its quality of information while the ones rejected because of perceived intrusiveness or they felt forced (hard sell).

The second round had met with both new group of marketers and graphic designer on Friday, September 22nd, 2017. This round intended to explore more specific factors that affect on FMVAs. As a result, viewers' response should be the key dependent variable. The third round had discussed with other marketers on Monday, September 25th, 2017. Along with review of literatures, this round intended to select the most appropriated independent variables comprising perceived intrusiveness, quality of information, and credibility. As a result, viewers' intrusiveness had shown in several forms, such as wasting their time and threatening privacy. Moreover, the researcher uses key words of complete product information, quality of information, and credibility.

Finally, this study confirmed the importance of viewers' response in the beginning epoch of using FMVAs. As results of the three rounds in pilot study,

the preferred independent variables were FMVAs' value, perceived intrusiveness, FMVAs' attitude, and Word-Of-Mouth (WOM) intention.

Research Objectives

The main purpose of the study was to examine factors affecting FMVAs Viewer's Response; the main objectives were as below: -

1. To study any significant relationships between FMVAs Value / Perceived Intrusiveness and FMVAs Attitude
2. To study any significant relationships between FMVAs Value/ FMVAs Attitude, and WOM intention
3. To study relationship between WOM Intention/ FMVAs Attitude, and FMVAs Viewers' Response

FMVAs Value

Logan *et al.* (2012) and Murillo (2016) referred to advertising value as the subjective concept of how worthy or helpful advertising is being perceived by viewers. To be more comprehensive, Logan *et al.* (2012) and Mukherjee *et al.* (2017) proposed that three antecedents of advertising value model comprised informativeness, entertainment, irritation, and credibility. However, Chang *et al.* (2013) also proposed another three antecedents comprised quality of information, entertainment, and financial rewards. They mentioned that such variables could be coped with online and other social media advertising in order to get higher intention to purchase. This means that if the viewer perceives greater advertising value, the higher sales can be expected.

Perceived Intrusiveness

Chang *et al.* (2013) defined perceived intrusiveness as a negative influence of customer perception when being intrusive its privacy and thinking process. Li *et al.* (2002) mentioned ads intrusiveness as how people perceived that advertisement in media will interrupt and irritate the flow of doing thing. Parreño *et al.* (2012) defined intrusiveness as a general complaint of advertising if they irritate or interrupte the goal of consumers. Finally, Logan *et al.* (2012) described irritation as a consumer's perceived advertising which is annoying, offensive, and scheming.

When customers feel advertisings intrusive, he/she will have an undesirable attitude towards advertising. Moreover, Nyheim *et al.* (2015) explained that the irritation has a positive relationship with advertising avoidance which means if a person perceives intrusive, he/she will avoid those advertisings. Therefore, the perceived intrusiveness has huge impact on audiences' attitude and action where it leads to advertisers or the company to have lower revenue from their advertisings.

FMVAs Attitude

Lee *et al.* (2016) referred to advertising attitude as emotions and thoughts after watching the advertisement. Advertising attitude can be favorable or unfavorable based on different factors while/after watching the advertisement. . If the firms can provide the positive attitude to their customers, they can enjoy earning more profits due to higher purchases from the customers.

Furthermore, Chang *et al.* (2013) and Li *et al.* (2002) also defined attitude towards advertising as a person's tendency, who responds to advertising with emotion of favorable or unfavorable. Chang *et al.* (2013) mentioned that the person's attitude will lead to behavior/action, which means that if person has positive attitude towards the advertising, he/she will positively intend to purchase. Besides, Ranaweera *et al.* (2017) described attitude as a common assessment to product or service.

Word-Of-Mouth (WOM) intention

Mukherjee *et al.* (2017) defined WOM intention as information between consumers which can affect others' attitudes and behaviors. Moreover, Huang *et al.* (2009) also mentioned WOM as the situation that people informally suggest to others about social topics, goods and services. Whereas, O'Reilly *et al.* (2011) explained online WOM as people or viewers who want to exchange their interests and reviews via online platforms which are blogs, forums, and discussion boards. Consumers will react with each other where the marketers will respond their customers.

WOM is one of the most effective tools for marketing strategies. Statistically, there is evidence of 2.4 billion WOM

conversations happening daily. WOM is key customer engagement and lead to purchase intentions or responses. If the firms want to improve their profitability, they should focus more on how to build WOM (Ranaweera *et al.,* 2017). Moreover, Sanz-blas *et al.* (2017) mentioned that electronic WOM on internet and SNSs is a key driver of consumer behavior which leads to purchase intention.

FMVAs Viewers' Response

Chang *et al.* (2013) defined customer response as the real action of the viewer. Once the viewers have a positive intention to the contributor, the viewers will respond dynamically. Cohen (1992) defined consumer response as a reaction which can be positive, negative, or neutral responses. However, Rio *et al.* (2001) mentioned customer response as the actual behavior that a person represents. Customer response means lots of things to advertisers. All the things that the researcher talked earlier will lead to customer response (behavior/action).

Research Framework

In order to conduct the new conceptual framework, the researcher studied and developed the conceptual framework from three main research models. Firstly, the main research model was developed by Chang *et al*. (2013) who tested about "The determinants of consumer behavior towards email advertisement". Secondly, the research model was developed by Mukherjee and Banerjee (2017) who studied about the "Effect of Social Networking Advertisements on Shaping Consumers' Attitude". Lastly, the third research model was developed by Logan, Bright, and Gangadharbatla (2012) who conducted the research about "Facebook versus television: advertising value perceptions among females".

Finally, this study intended to focus on the relationship among FMVAs value (which were quality of information and credibility) on perceived intrusiveness, FMVAs attitude, WOM intention, and FMVAs Viewers' response. The conceptual framework is shown as Figure 1.

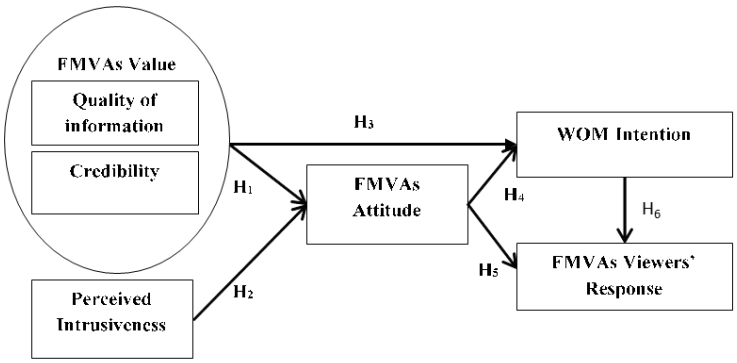


Figure 1: Sequential Exploratory Design of Factors affecting FMVAs Viewers' Response

Source: created and modified by authors

Research Methodology

This study applied mixed methods research design which was composed of qualitative and quantitative survey methods according to Creswell (2008). This study was considered as a sequential exploratory design which strongly focuses on the qualitative methods at first and followed by quantitative methods. In particular explanation, this research developed the quantitative method from the first qualitative method's result and mixed it together along the way in order to work on data collection and analysis.

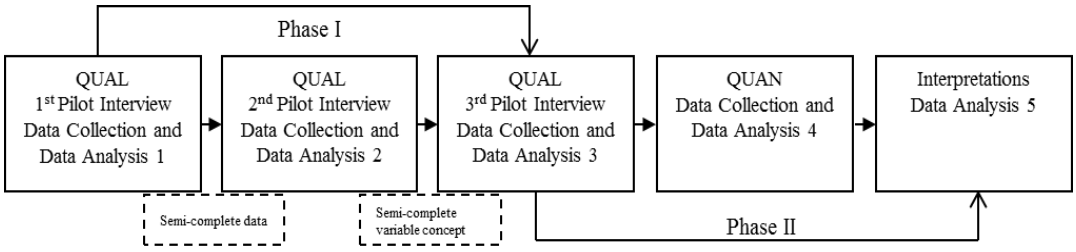


Figure 2: Mixed Methods Research Design: Sequential Exploratory Design

Source: Creswell, W.J., (2008), Research Design

From a total of 200 respondents, the majority was female with 56.50 % (113 respondents). Respondent whose age was between 25 – 34 years old had the highest percentage with 79.50 % (159

respondents). Most respondents were single with 91.00 % (182 respondents). Respondents with a bachelor's degree level consisted of 68.00 % (136 respondents). Most of them usually were employees with 68.50 % (137 respondents). Finally, the respondents who had a monthly income between 30,001 – 50,000 THB were the highest percentage of 36.00 % (36 respondents).

Additionally, most respondents used smartphone as the key access to Facebook with 88.50 % (177 respondents). Most of them usually spent their time on Facebook more than 4 hours with 33.00 % (66 respondents). Finally, the respondents used Facebook for following the news as their purpose of using Facebook with 38.50 % (77 respondents).

Phase One: The Sequential Exploratory Design

This research developed the qualitative method into each step as follows: -

Step 1: Defined the research question by developing both qualitative and quantitative methods. The research question for this study was to examine the determinant factors affecting FMVAs Viewers' response.

Step 2: Defined the research objectives which depended on the research question.

Step 3: Applied mixed method design to this study which was composed of qualitative and quantitative methods.

Step 4: Data collection methods initially applied qualitative method (pilot study of Facebook viewers who exposed to FMVAs).

Step 5: Data analysis with qualitative method of nine interviewees from three rounds of pilot study. Then, the researcher developed the questionnaire from interview result and literature review.

Step 6: Distributed pre-test questionnaire to 30 target respondents via Google Form (online survey).

Phase Two: The Sequential Exploratory Design

This research developed the quantitative method into each step as follows: -

Step 7: Analyzed and interpreted the data by the quantitative method. This research used SAS Enterprise

to define Cronbach's Alpha reliability of 30 pre-test questionnaires, to make sure that the questionnaire was reliably acceptable.

Step 8: Data collection with the quantitative method by launching a questionnaire via Google Form (online survey).

Step 9: Data analysis with the quantitative method of 200 respondents by using SAS Enterprise to interpret the analysis.

Step 10: Using both qualitative and quantitative methods to analyze and evaluate the data.

Step 11: Provided conclusions and recommendations for this stud

Phase one result

Table 1: Summary of Pilot Test

Interview	Findings
1st Round on Sept 13th, 2017	■ Dependent variable (FMVAs Viewers' Response) were initiated ■ Independent variables (Perceived Intrusiveness and Quality of information) were initiated
2nd Round on Sept 22nd, 2017	■ Confirmed and finally decided to use Dependent variable (FMVAs Viewers' Response)
3rd Round on Sept 25th, 2017	■ Initiated and confirmed usage of additional components of Perceived Intrusiveness ■ Felt forced (hard-sell), wasted my time, threatened privacy, incongruent content, interrupted the original video ■ Initiated and confirmed usage of additional component of Quality of information ■ Appropriate length of time, up-to-date information

Source: Interviewed by the first author

Phase two results

Cronbach's coefficient alpha test was used in this study. If it showed the reliability test of each variable range from 0.70 to 0.95, it meant that the questions of each variable were acceptable for use in the study (Tavakol, 2011). On the other hands, if the reliability results of each variable were less than 0.70, it meant the researcher needed to improve and make changes to the questions. Therefore, Table 2 shows the reliability result. All variables show alpha test result ranged between 0.767-0.845 (see Appendix 1). There are three hypotheses results with four measurement item scale from 1 = dissatisfied; 2 = likely dissatisfied; 3 = likely satisfied; and 4 = satisfied shown as the following (see Appendix 1): -

Firstly, to study a significant relationships between FMVAs Value/Perceived Intrusiveness and FMVAs Attitude, the result of the analysis of variance indicated that the significance value Pr > F was <0.0001 which was less than 0.01 (0.0001 < 0.01). Therefore, all variables among FMVAs Value and Perceived Intrusiveness were associated with FMVAs Attitude. Moreover, the strength of association (R^2) was 0.3697 which it implied that both variables between FMVAs Value and Perceived Intrusiveness would have effect on FMVAs Attitude 36.97 percent at 0.01 significant level.

FMVAs Value and Perceived Intrusiveness were associated with FMVAs Attitude as the multiple linear regression (MLR) equation was presented as follows: -

a) $\hat{Y}_1 = 1.6722 + 0.7288X_1 - 0.4188X_2$

Where $\hat{Y}_1$ = FMVAs Attitude; X_1 = FMVAs Value; X_2 = Perceived Intrusiveness (see Appendix 2)

The first formula (***a***) implied that the value of FMVAs Attitude was predicted to be 1.6722 when all other variables were equal to zero. The coefficient of X_1 (FMVAs Value) was 0.7288, so when FMVAs Value increased or decreased one unit while the perceived intrusiveness was constant, it would affect the FMVAs Attitude to increase or decrease 0.7288 unit in the same way at 0.01 significant level. Furthermore, The coefficient of X_2 (Perceived Intrusiveness) was -0.4188, so

when FMVAs Value increased or decreased one unit while the FMVAs Value was constant, it would affect the FMVAs Attitude to increase or decrease -0.4188 unit in the same way at 0.01 significant level.

Secondly, to study the relationship between FMVAs Value/ FMVAs Attitude and WOM Intention, the result of the analysis of variance indicated that the significance value Pr > F was <0.0001 which was less than 0.01 (0.0001 < 0.01). Therefore, all variables among FMVAs Value and FMVAs Attitude were associated with WOM Intention. Moreover, the strength of association (R^2) was 0.4181 which it implied that both variables between FMVAs Value and FMVAs Attitude would have effect on WOM Intention 41.81 percent at 0.01 significant level.

FMVAs Value and FMVAs Attitude were associated with WOM Intention as the multiple linear regression equation was presented as follows: -

b) $\hat{Y}_2 = 0.3996 + 0.3132X_1 + 0.3919X_2$

Where $\hat{Y}_2$ = WOM Intention; X_1 = FMVAs Value; X_2 = FMVAs Attitude (See Appendix 3)

The second formula (***b***) implied that the value of WOM Intention was predicted to be 0.3996 when all other variables were equal to zero. The coefficient of X_1 (FMVAs Value) was 0.3132, so when FMVAs Value increased or decreased 1 unit while the FMVAs Attitude was constant, it will affect the WOM Intention to increase or decrease 0.3132 unit in the same way at 0.01 significant level. Furthermore, The coefficient of X_2 (FMVAs Attitude) was 0.3919, so when FMVAs Attitude increased or decreased 1 unit while the FMVAs Value was constant, it would affect the WOM Intention to increase or decrease 0.3919 unit in the same way at 0.01 significant level.

Thirdly, to study the relationship between WOM Intention/ FMVAs Attitude and FMVAs Viewers' Response, the result of the analysis of variance indicated that the significance value Pr > F was <0.0001 which was less than 0.01 (0.0001 < 0.01). Therefore, all variables among FMVAs Attitude and WOM Intention were

associated with FMVAs Viewers' Response. Moreover, the strength of association (R^2) was 0.4738 which implied that both variables between FMVAs Attitude and WOM Intention would have effect on FMVAs Viewers' Response 47.38 percent at 0.01 significant level.

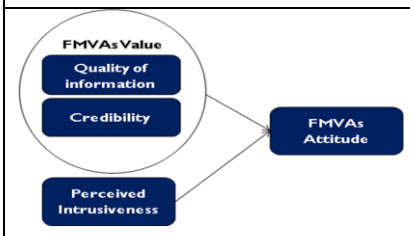
FMVAs Attitude and WOM Intention were associated with FMVAs Viewers' Response as the multiple linear regression equation was presented as follows: -

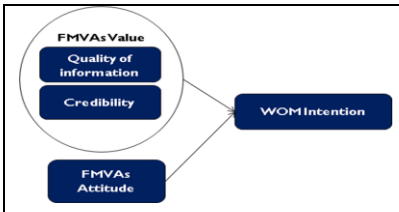
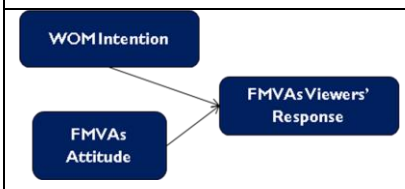
c) $\hat{Y}_3 = 0.3428 + 0.4213X_1 + 0.3251X_2$

Where $\hat{Y}_3$ = FMVAs Viewers' Response; X_1 = WOM Intention; X_2 = FMVAs Attitude (See Appendix 4)

Finally, the formula (*c*) implied that the value of FMVAs Viewers' Response was predicted to be 0.3428 when all other variables were equal to zero. The coefficient of X_1 (WOM Intention) was 0.4213, so when WOM Intention increased or decreased 1 unit while the FMVAs Attitude was constant, it would affect the FMVAs Viewers' Response to increase or decrease 0.4213 unit in the same way at 0.01 significant level. Furthermore, The coefficient of X_2 (FMVAs Attitude) was 0.3251, so when FMVAs Attitude increased or decreased one unit while the WOM Intention was constant, it would affect the FMVAs Viewers' Response to increase or decrease 0.3251 unit in the same way at 0.01 significant level.

Table 2 - Summary of three hypotheses result

Hypotheses	MLR formula	R^2/Pr>F	Tolerance	VIF
	$\hat{Y}_3 = 0.3428 + 0.4213X_1 + 0.3251X_2$ Where $\hat{Y}_3$ = FMVAs Viewers' Response; X_1 = WOM Intention; X_2 = FMVAs Attitude	0.4738/ 0.0001	X_1 and X_2 = 0.62912	X_1 and X_2 = 1.58951

	$\hat{Y}_2 = 0.3996 + 0.3132X_1 + 0.3919X_2$ Where $\hat{Y}_2$ = WOM Intention; X_1 = FMVAs Value; X_2 = FMVAs Attitude	0.4181 / 0.0001	X_1 and X_2 = 0.70504	X_1 and X_2 = 1.41835
	$\hat{Y}_3 = 0.3428 + 0.4213X_1 + 0.3251X_2$ Where $\hat{Y}_3$ = FMVAs Viewers' Response; X_1 = WOM Intention; X_2 = FMVAs Attitude	0.4738 / 0.0001	X_1 and X_2 = 0.62912	X_1 and X_2 = 1.58951

Discussions

From all of hypothesis testing, the researcher discussed and analyzed all six hypotheses. The hypotheses were computed and analyzed using Pearson Product Moment Correlation Coefficient via SAS Enterprise license 12400609. In this part, the researcher will explain each hypothesis testing into four parts which are the highest mean of independent variables, the dependent variable, implications, and discussions. As a result of hypothesis one, if FMVAs provide up-to-dated information to viewers, those will escalate their favorable attitude towards FMVAs as Facebook using FMVAs is a smart idea. Therefore, if the advertisers want to have consumers' favorable attitude, so they should emphasize more on the credibility and reliability of advertisement (Mukherjee *et al.,* 2017). As for hypothesis two, the

less those FMVAs interrupt the original video content, the more the favorable attitude towards FMVAs as Facebook using FMVAs is a smart idea. Thus, if a person feels intrusive, he/she will have an undesirable attitude towards the advertising (Logan *et al.,* 2012). For hypothesis three, If FMVAs provide any up-to-dated information to viewers, those will discuss with others more about FMVAs. Quality of information has a major role to make customers understand clearly about what the advertisers want to convey the key information (Chang *et al.,* 2013).

For hypothesis four, the higher viewers' favorable attitude that viewers think Facebook using FMVAs is a smart idea, those will discuss about FMVAs with others. Positive attitude will influence on positive behavior (Ranaweera *et al.,* 2017). For hypothesis five, the higher viewers' favorable attitude that viewers think Facebook using FMVAs is smart idea. Those will make use of ads video received in FMVAs. The person's attitude will lead to behavior/action, which means that if person has positive attitude towards the advertising, he/she will positively intend to purchase Chang *et al.* (2013). In the final hypothesis, if viewers discuss any FMVAs with others, those will make use of ads received in FMVAs. Word-Of-Mouth (WOM) is key customer engagement and leads to purchase intentions or responses (Ranaweera *et al.,* 2017).

Recommendations

There are viewers who think that FMVAs provide inappropriate contents especially in the beginning of the ads as well as the length of ads time along with "skip ad" function. Thus, FMVAs' contents should be more specifically concrete and be better creative in the first 5-7 seconds to attract the first eye-touched from viewers. Additionally, those ads should provide alternative function, for example "skip ad." Thus, viewers, who have little interested to such ads be able to have an option to depart without annoyance. In the worst scenario, most viewers found inappropriate FMVAs idea will feel against FMVAs in the future. Facebook may seriously consider such reaction to put away those inappropriate ones and

avoid negative feeling of intrusiveness of viewers' privacy.

Conclusions

Facebook should work more on Research Development in creatively generate more appropriate contents and length of ads time shown in FMVAs. Advertisers should craft more attractive content within the first few second to attract viewers' the first eye-touched attention with characters, colors, sound, and contents. Facebook should add "skip ad" function in order to enhance viewers' favorable attitude. Facebook might better invest and develop its new ads channel instead of FMVAs as it might affect the viewers' unfavorable attitude towards Facebook. Finally, optional ads channel may be offered to advertise the ads

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