

A Study on the Determinants of Skip of Online Video Advertising among University Students

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Abstract. The online video advertising market, which is mostly contacted before and after watching online videos, is growing rapidly along with the online video business. The purpose of this study is to discover and analyze the factors influencing online video advertising skip, which is very important in online video advertising effect. The survey was conducted on university students to understand the factors affecting online video advertising skip. For data analysis of this study, hierarchical regression analysis was performed to verify the effect of independent variables on online video advertising skip along with a reliability test. As a result of analyzing the effect of innovativeness on online video advertising skip behavior, it was found that the higher the individual's innovativeness, the higher the tendency to continue watching the online video advertisement without skipping it. The important purpose of this study is to understand the media identity of online video advertising by comparing the influence of TV involvement and Internet involvement on online video advertising skip. As a result of analyzing the effects of TV involvement and Internet involvement on online video advertising skip attitudes, it was found that Internet involvement had a significant effect, but TV involvement had no significant effect. It was found that immersive tendency as an audience variable affects the attitude to skip online video advertising, and it was found that the overall attitude toward advertising as an advertising-related variable also influenced the attitude to skip online video advertising. In conclusion, the implications of the study results were examined, and future research directions were suggested.

Keywords: online video advertising, advertising skip, innovativeness, media involvement, immersive tendency, attitude toward advertising

1. Introduction

The online video market is growing rapidly as the center of the digital revolution is rapidly shifting to 'Mobile First' and further to 'Mobile Only' after the era of the PC and web dominated by text and images. According to the global market research firm Statista's OTT market report, the size of South Korea's online video market in 2021 is estimated to be about KRW 3.3 trillion. This is a 15% increase from KRW 2.86 trillion in 2020[1].

As the online video market grows rapidly, the online video advertising market, which is mainly contacted before and after watching online videos, is also growing rapidly. According to market research firm Statista, the global online video advertising market is expected to reach \$35.7 billion in 2021 and reach \$43.1 billion in 2025[2]. Additionally, it is anticipated that South Korea will spend KRW 678 billion on online video advertisements in 2021, a 66% increase from the previous year[3]. Online video advertising is growing as a representative of display advertising that replaces traditional banner advertising, featuring various advertising lengths such as 5, 20, and 30.60 seconds, various skip options such as 5 and 15 seconds, and sophisticated targeting techniques. Online video advertising in particular has the benefit of being a medium for advertising because it is simple to reach young people in their teens to 30s who are challenging to reach with traditional media. Due to the advantages of video advertising, the video advertising market is expected to continue to grow in the future.

One of the biggest features of online video advertising is that they provide a skip function that allows consumers to skip advertisements. Users can skip ads after 5 or 15 seconds instead of being forcibly exposed before the video content they want to watch. Looking at the experience of clicking the skip button for online video advertisements, it was found that 91.9% of the total advertisement viewing experience had clicked the skip button[4].

Such online video advertising often exhibits the features of both a TV advertisement and an internet advertisement based on the skipping behavior of online video advertising. In other words, it combines elements of Internet advertisements that increase customer engagement while employing media with those of TV advertisements

In addition, skip behavior, which represents the characteristics of online video advertising, is a very important factor in the effectiveness of online video advertising. If the advertisement is skipped, it is difficult to obtain the desired advertising effect because the advertisement exposure itself is not properly displayed. Hence, when it comes to the process of executing online video advertisements, the concept of advertisement skip behavior becomes crucial for media companies as well as advertisers and advertising agencies. So, what factors influence consumers' ad skipping behavior? Factors influencing these online video ad skipping behaviors are a very important research topic both academically and practically in the field of online

video advertising, which is currently growing the fastest. In this context, the purpose of this study is to discover and analyze factors influencing online video advertising skip, which is currently growing in the global advertising market.

Online video advertising is a relatively new ad contact situation and a service that is currently spreading in society as an advertisement that comes into contact with content that was previously viewed through TV online, such as on a PC or smartphone. Also, unlike the existing internet advertisements such as banner advertisements and search advertisements, it is a new type of advertisement in which an advertisement is viewed before viewing the desired content. Therefore, it is a meaningful task to analyze the online video ad-skipping behavior from the perspective of innovation diffusion, which explains the spread of new services in society. In this study, the researcher begins to study the behavior of continuing to watch online video advertising, which is new advertising message processing situation in terms of the spread of new services.

Innovativeness is a representative concept from the perspective of innovation diffusion. Innovativeness refers to the degree to which one member of a social system accepts innovation before other members. It has been shown that innovative propensity plays an important role in accepting new products or services.

Online video advertising has the characteristics of both TV advertising and Internet advertising, and these media characteristics are the factors that characterize online video advertising and enable rapid growth in recent years. First, as online video advertising can provide both visual and auditory information like TV advertising, they have an excellent effect in immersing viewers in advertisement content and thus have an excellent advertising impact. On the other hand, online video advertising, unlike traditional TV advertising, provide users with opportunities to actively process information, such as product information search and event participation, and create an Internet media environment that enables interactive communication with consumers. In particular, it is easier to execute a customized advertisement for a specific target compared to general TV advertising.

This study tries to figure out how this media characteristics of online video advertising, which has the characteristics of TV advertising and Internet advertising at the same time, affect the online video advertising skipping behavior. In other words, the researcher tries to understand the media identity of online video advertising by comparing the influence of TV involvement and Internet involvement on online video advertising skipping behavior.

This study tries to verify the influence of variables that affect online video advertising skip in various aspects other than innovation diffusion-related variables and media-related variables. First, the researcher will examine the effects of cognitive needs and immersion tendencies as audience variables, and overall attitude toward advertising as ad-related variables on online video ad skip.

Despite the rapid growth and importance of online video advertising in the market, empirical research is insufficient. In addition, it is difficult to find studies on the factors that influence skip behavior, which is a characteristic of online video advertising and is very important in the effect of online video advertising. In this situation, this study, which empirically analyzes the skipping behavior of online video advertising, will be able to understand the skipping behavior of online video advertising and contribute to the activation of research related to online video advertising in the future.

This study has practical significance as well. In the process of consumer's online video advertising message processing, advertising skipping behavior is a factor that greatly reduces advertising effectiveness. From the perspective of advertisers and advertising agencies that produce and execute advertisements, the identification of factors influencing online video ad-skipping behavior will be very helpful in formulating strategies to increase the effectiveness of online video advertising. Therefore, this study can help the growth and development of the online video advertising industry.

2. Theoretical Background

2.1. Characteristics of Online Video Advertising

With the recent increase in demand for video services, the online video service market is entering a new transition period. As the demand for video content using smart devices increases, the online video service market is growing, centering on domestic and foreign video service and media platform companies such as Netflix, YouTube, Apple, Facebook, Naver, and Kakao.

The online video advertising market is growing along with the growth of the online video market. A video ad is a type of display advertisement and refers to advertisements exposed before, during, and after the playback of video content in a video streaming method on the Internet[5]. Online video advertising has the advantages of both TV advertising and Internet advertising, and it can be said that these advantages enable the recent rapid growth. Since online video advertisements can provide both visual and auditory information like TV advertisements, they have an excellent effect in immersing viewers in the advertisement content. In addition, unlike traditional TV advertisements, online video advertisements provide users with opportunities to actively process information, such as product information search and event participation, and create a media environment that enables interactive communication with consumers.

Video advertisement products are classified into CPM (cost per mille), CPC (cost per click), and CPV (cost per view) according to the advertising unit pricing method. CPM is the price per 1000 impressions, CPC is the price per click, and CPV is the price per view of the advertisement. From the standpoint of marketers or advertising agencies, the CPV method is more objective and transparent than the CPM and CPC

methods because it only charges for advertisements that have been seen through without being skipped[6]. Online video advertising has evolved from the existing limited form of banner advertising or text advertising, and is useful for expressing consumers' imagination and delivering information or messages. Therefore, in the digital marketing era, it is becoming the most effective means of communication to attract consumers' attention. In addition, a positive experience can be provided to consumers by inducing advertisement viewing through accurate targeting and driving traffic to a landing page. In addition, by continuously exposing advertisements by inserting remarketing codes, you can expect to increase awareness and conversion rate and increase website re-visit rate.

Online video advertisements have a skip function available, which is one of their most distinguishing features. This skip behavior has a significant impact on how effective online video advertisements are. It was found that 91.9% of those who watched online video advertisements had the experience clicking the skip button [4].

2.2. Previous Studies on Online Video Advertising

Compared to practical applications, academic research on online video advertising is insufficient. However, focusing on some of the existing studies that have been published so far, the following is a summary. Early studies on the effectiveness of video advertising were mainly focused on pre-roll advertisements in the form of embedded UCCs created voluntarily by users. Choi et al. [7]. verified the linkage between contents and advertisement contents and the difference in advertising effect before and after UCC playback of video through experimental research. As a result of the study, it was found that contextual advertisements and advertisements were exposed after video playback.had greater advertising effects than non-contextual advertisements and advertisements exposed before video playback. In addition, Kim et al. [8] found that contextual correspondence between advertisements and video UCCs had a positive effect on advertising effectiveness, and the effect of such contextual correspondence on advertising effectiveness was greater in the case of UCCs with high product involvement.

As online video advertising grew, specific studies such as effect studies were conducted. "A Study of Advertisement Avoidance by the Type of Digital Video In-stream Ad - Focused on the Youtube Users -" by Choi and Park [9] examines what kind of ad avoidance Internet video service users show when they encounter video in-stream advertisements before or during video viewing. This is a study that confirmed the ad avoidance pattern according to the video in-stream ad type by looking at it. As a result of the study, YouTube users performed the most mechanical avoidance behavior of pressing the skip button when exposed to advertisements, followed by cognitive avoidance of not paying attention to advertisements, and lastly, physical avoidance of not seeing advertisements or performing other actions.

Lee and Park [10] verified what difference there is in the ad viewing completion rate and click completion rate of PC and mobile video ads according to screen type (PC vs. mobile) and the advertiser industry. As a result of the study, it was found that the PC video ad's ad viewing completion rate was significantly higher than that of the mobile video ad, and by advertiser industry, the living/miscellaneous goods and broadcasting/telecommunications industry had the highest ad watch completion rate regardless of the screen type.

“An Analysis of Visual Attention of Pre-Roll Advertisement in Internet VOD” by Lee and Ji [11] is a study that aims to analyze the advertising effects of pre-roll advertisements of video-sharing services. In this study, as an experimental study, the subject's advertisement viewing behavior was observed through the eye-tracking technique for OTT service, and the ad immersion level was analyzed by conducting a post-study on advertisements after viewing. As a result of the study, it was found that, in the case of long pre-roll advertisements, the degree of memory for the advertisement was lower than that of the visual concentration. In addition, in the pre-roll advertisement, a 60-second long advertisement was found to decrease the recollection of the advertisement.

Ahn [12] verified how consumer reactions change depending on the presence or absence of a skip button and skip options (skip after 5 seconds and after 15 seconds) by inserting experimental advertisements into video clips. As a result of the study, non-skippable video ads showed higher ad recall and attitude than ads with the skip option.

Seo et al. [13] examined the advertising effects of forced exposure of online video advertisements. The study did not stop at examining the direct effect of forced advertisement exposure on advertisement attitude, but also examined the mediating role of psychological repulsion and, further, the moderating effect of contextual consistency between advertisement and program content as a factor in alleviating psychological repulsion. As a result of conducting an experiment with a 2x2 factor design of forced advertisement exposure (presence vs. non-existence) and contextual agreement (congruence vs. incongruity), the main effect of advertisement attitude change according to forced advertisement exposure was not found, but the controlled mediating effect of psychological backlash due to contextual consistency was confirmed in the relationship of advertising attitude due to forced exposure.

3. Hypothesis

3.1. Variables related to Innovation Diffusion

Online video advertising is a relatively new advertising contact situation and a service that is spreading in society at present. In this study, the behavior of continuously watching online video advertisements without skipping them is viewed from the perspective of the proliferation of new Internet services. This view is

supported by the fact that the percentage of consumers who continue to watch online video advertisements without skipping them increases over time.

Consumer innovativeness refers to the degree to which one member of a social system accepts innovation before other members. It has been shown that an individual's tendency to innovate plays an important role in accepting new products or services. In a study on new product pre-announced advertisements, Jung [14] discovered that innovative consumers are more interested in new product pre-announced advertisements than non-innovative consumers, are very active in their behavioral responses, and also give advertisements a higher level of credibility. Online video advertising is a relatively new ad contact situation and a service that is currently spreading in society as it is an advertisement that comes into contact with content that has been mainly viewed on TV before viewing online, such as on a PC or smartphone. In addition, unlike the existing Internet advertisements such as banner advertisements and search advertisements, it is a new advertisement contact situation in which an advertisement is viewed before viewing the desired content. In this context, we anticipate that the more innovative the audience, the stronger the tendency to continue watching the online video ad without skipping it, and the following hypothesis is established.

H1-1: An individual's innovativeness will have a positive effect on the behavior of not skipping online video advertising.

H1-2: An individual's innovativeness will have a positive effect on the attitude toward not skipping online video advertising

3.2. Variables related to Media

Although online video advertising uses online media as hardware, it also has the characteristics of TV advertisement. In other words, it has the characteristics of both TV advertisements and Internet advertisements, and it can be said that these media characteristics are factors that characterize online video advertising and enable rapid growth in recent years. In this study, we try to understand how the media characteristics of these online video advertising affect online video advertising skipping.

According to related studies, media involvement refers to continuous involvement such as how important and meaningful an individual is to a particular media and how much he or she is. Kim and Kim [15]. found that those who actively use media are more likely to have a favorable attitude toward the media than those who do not, and those who are favorable to the media will have good feelings toward advertisements made in the media immersed. They argued that the possibility was high. In this context, this study assumes that the media characteristics of online video advertisements, such as TV and Internet involvement, will have a positive effect on the continuous viewing of online video advertisements without skipping them. In addition, this study tries to understand the media identity of online video advertising

by comparing the influence of TV involvement and Internet involvement on online video advertisement skipping.

H2-1: TV Involvement will have a positive effect on the behavior of not skipping online video advertising.

H2-2: TV Involvement will have a positive effect on the attitude toward non-skipping of online video advertising.

H3-1 Internet Involvement will have a positive effect on the behavior of not skipping online video advertising.

H3-2: Internet Involvement will have a positive effect on the attitude toward not skipping of online video advertising.

3.3. Consumer Variables

Immersive tendency is a concept mainly used as a characteristic of the consumer in-presence research. Witmer and Singer [16]. defined immersion as 'a psychological state in which one perceives that one is surrounded and interacting with an environment that provides a continuous stream of stimuli and experiences. They developed an 'immersive tendency scale' that can measure individual differences in immersion. In this study, the researcher proposes the following hypothesis from the perspective that consumers who are more immersed in specific stimuli or experiences and have a tendency to interact actively are more likely to continue watching online video advertisements without skipping them.

H4-1: An individual's high immersive tendency will have a positive effect on the behavior of not skipping online video advertising.

H4-2: An individual's high immersive tendency will have a positive effect on the attitude toward not skipping online video advertising.

The need for cognition is an intrinsic tendency of an individual to seek and process information around him, and can be said to reflect the degree of motivation of an individual to grasp and understand surrounding objects or situations[17]. Therefore, a person with a high need for cognition is a person with better motivation to actively process a persuasion message when they receive it, and they enjoy active cognitive activity a lot. In a study analyzing the variables affecting the intention to click on an Internet banner advertisement, there is a study result that cognitive need significantly affects the intention to click on an advertisement[18]. Therefore, it can be assumed that consumers with a high need for cognition, which is related to efforts to understand objects or situations around them or information search intentions, will continue to watch online video advertisements without skipping them.

H5-1: An individual's high need for cognition will have a positive effect on the behavior of not skipping online video advertising.

H5-2: An individual's high need for cognition will have a positive effect on the attitude toward not skipping online video advertising.

3.4. Variables related to Advertising

Consumers' overall attitude toward advertising can influence their acceptance of new forms of advertising, such as online video advertising. Attitudes toward advertising refer to the positive or negative emotions that people generally have toward advertising. According to related study, it is argued that consumers' overall advertising attitude influences consumers' attitude toward individual advertisements [18][19]. There is also a study result that people with favorable attitudes toward advertising accept and enjoy individual advertisements more[15]. Therefore, the following hypotheses are established.

H6-1: A positive attitude toward advertising in general will have a positive effect on the behavior of not skipping online video advertising.

H6-2: A positive attitude toward advertising in general will have a positive effect on the attitude toward not skipping online video advertising.

3.5. Age

In this study, the effect of age on online video advertising skip will also be verified. The following hypothesis was established in consideration of the fact that the lower the age, the faster the Internet usage behavior, the more active the use of short-form content, and the tendency to watch only what they want.

H7-1: The older the individual, the stronger the behavior of watching online video advertising without skipping them.

H7-2: The older the individual, the stronger the attitude to watch online video advertising without skipping them.

4. Research methods

4.1. Research design

A survey was conducted on university students to understand the factors affecting online video ad-skipping. The reason for setting the survey target to university students was that they would have a lot of experience watching online videos or coming into contact with online video advertising. One hundred eighty-one university students from all over the country selected by convenience sampling participated in the survey. The average age of the 181 subjects of the final questionnaire analysis was 21.2 years, and the standard deviation was 1.9 years.

For data analysis of this study, hierarchical regression analysis was performed to verify the effect of independent variables on online video ad skipping along with the reliability test. Hierarchical regression analysis is a method of analyzing the influence of independent variables after controlling for other predictor variables (Zhou, et al., 2016). In this study, through hierarchical regression analysis, not only differences in the explanatory power of online video ad skipping of 5 predictor groups (innovation diffusion-related variables, media-related variables, audience variables, advertising-related variables, and age), but also the relative importance among predictors was verified.

4.2. Measurement of Variables

Individual innovativeness, a variable related to the spread of innovation, refers to previous studies measuring innovation propensity[20-22]. Specifically, 'I like to try new and novel things', 'I tend to try new things ahead of those around me', 'I like to try new ways of doing things', when 'new media and new technology appears, I belong to the first group to use' 4 items were measured on a 7-point scale ($\alpha=.828$).

In order to measure TV involvement as media-related variables, based on research by Zaichkowsky [23], four questions were measured on a 7-point scale: 'TV is important to me', 'TV is beneficial to me', 'I have fun using TV', and 'I tend to fall into TV'(alpha=.884) Likewise, internet involvement was measured the same as way as TV involvement(alpha=.793).

According to research by Kim [24] and Cacioppo & Petty[25], four questions were evaluated on a 7-point scale to determine the audience's need for cognition. These questions were: "I am happy when I learn new solutions to a problem," "I want to know more about what I don't know," "I try to solve difficult and time-consuming problems as far as possible," and "I want to know more about what I don't know." 853).

Five questions were measured on a 7-point scale to measure the immersive tendency based on Kim's research [26], 'I tend to easily immerse myself in movies or dramas,' 'I tend to shift my attention from what I'm currently immersed into another thing,' and 'I've been so immersed in TV programs or books that I haven't heard others call me.' 'I've been immersed in something to forget what I have to do' and 'I'm good at concentrating when I'm exercising or playing games.' (alpha=.733)

The overall attitude toward advertising as advertising-related variable was measured on a 7-point scale, referring to studies that measured previous attitudes toward advertising[15][17], 'advertising is necessary to purchase a product', 'the information provided by advertising is reliable', 'advertising is interesting', and 'I enjoy watching advertising' (alpha=.732).

The dependent variables, online video ad skipping, were measured by the attitude toward online video ad skipping and the online video ad skipping behavior. Online video ad skip behavior was measured as the frequency of pressing the skip button while watching a video with the ad skip function on a PC or smartphone.

5. Results

The purpose of this study is to identify factors affecting online video advertising skip. Specifically, it examines the influence of innovativeness as a variable related to innovation diffusion, involvement in TV and Internet as media-related variables, immersive tendency and need for cognition as variables of consumers, attitude toward advertising as ad-related variables, and age. To this end, regression analysis was performed using online video ad- skipping behavior and attitude as dependent variables. In order to understand the pure influence of each variable on online video

ad skipping, hierarchical regression analysis was performed to analyze the influence of independent variables after controlling for other predictive variables.

Before performing the hierarchical regression analysis, a variance inflation factor (VIF) was analyzed to understand the problem of multi-collinearity. In general, if the VIF value is 5 or more, it can be suspected that there is a problem of multicollinearity. As a result of calculating the VIF values using SPSS, the distribution of VIF values of the six predictors used in this analysis ranged from 1.06 to 1.35. Therefore, it can be said that the problem of multicollinearity among predictor variables is not large enough to affect the research results.

First, hierarchical regression analysis was performed to identify factors affecting online video ad-skipping behavior. In the first stage, innovativeness as a variable related to the diffusion of innovation was input, in the second stage, involvement in TV and the Internet as media-related variables, in the third stage, immersive tendency and need for cognition as consumer variables, and in the fourth stage, attitude toward advertising as an advertising-related variable was input, and in step 5, age was input. First, as a result of analyzing the innovativeness as a variable related to the diffusion of innovation in the first stage, it was found that an individual's innovativeness had a negative effect on online video ad skipping behavior ($\beta = -.235, p < .01$). In other words, it can be seen that the higher the innovativeness, the stronger the tendency to continue watching online video advertisements without skipping (Table 1). The remaining variables did not have a significant effect on the online video ad-skipping behavior.

Next, hierarchical regression analysis was performed to identify factors affecting online video ad skip attitude. First, as a result of analyzing the Innovativeness as a variable related to the innovation diffusion in the first stage, it was found that the innovativeness did not significantly affect the video ad skipping attitude (Table 2). As a result of analyzing the involvement in TV and the Internet as media-related variables in the next two steps, it was found that the involvement in the Internet had an effect on the online video advertising skipping attitude at the $p < .01$ level ($\beta = .254$). In other words, it can be inferred that the higher the level of Internet involvement, the more favorable to online video advertisements and the stronger the tendency to continue watching online video advertisements without skipping them. On the other hand, it was found that the degree of involvement in TV did not significantly affect the attitude toward skipping online video advertising.

As a result of the input of the consumer-related variables in the next three steps, it was found that the immersive tendency had an effect at the level of $p < .05$ ($\beta = .195$). On the other hand, the need for cognition did not appear to have a significant effect. As a result of analyzing the overall attitude toward advertising as an advertising-related variable in the next 4 steps, it was found that it had a significant effect at the level of $p < .05$ ($\beta = .173$). In other words, it can be inferred that the more favorable the general attitude toward advertising, the more favorable they are to online video advertising and the stronger the tendency to continue watching online video

advertisements without skipping them. As a result of analyzing the last five steps by inputting age, it was found that age had an effect on the online video ad skipping attitude ($\beta=.151$, $p<.01$).

Table 1: Hierarchical regression analysis of online video Ad skipping behavior

Independent Variable		beta	R ² increments by step
Innovation diffusion	Innovativeness	-.235 ***	.042
Media	TV Involvement	-.030	.002
	Internet involvement	-.054	
Consumer	Immersive tendency	.086	.003
	Need for cognition	-.032	
Advertising	Attitude toward advertising	.074	.003
Age		.075	.005
last R ²		.054	

*** $p<.01$, ** $p<.05$, * $p<.1$

Table 2: Hierarchical regression analysis of attitude toward online video ad skipping

Independent Variable		beta	R ² increments by step
Innovation diffusion	Innovativeness	-.076	.000
Media	TV Involvement	-.079	.096
	Internet involvement	.254***	
Consumer	Immersive tendency	.195**	.025
	Need for cognition	-.088	
Advertising	Attitude toward advertising	.173**	.017
Age		.151***	.034
last R ²		.172	

*** $p<.01$, ** $p<.05$, * $p<.1$

6. Discussion

As a result of analyzing the effect of innovativeness on online video advertising skip behavior, it was found that the higher the individual's innovativeness, the higher the tendency to continue watching the online video advertisement without skipping it. Online video advertising is a relatively new ad contact situation and a service that is currently spreading in society as it is advertising that comes into contact with content that has been mainly viewed on TV before viewing online, such as on a PC or smartphone.

In addition, unlike the existing Internet advertising such as banner advertising and search advertising, it is a new advertising contact situation in which an advertisement is viewed before viewing the desired content. In this context, it can be understood that the more innovative the audience, the stronger the tendency to continue watching the online video advertisement without skipping it. A previous study showed that an individual's innovativeness plays an important role in accepting new products or services, and that innovative consumers are more interested in related advertisements than non-innovative consumers and are more active in their behavioral responses[14].

These research results need to be referred to when executing online video advertising in the future. Online advertising can carry out customized advertising targeting specific individuals or groups. Therefore, based on the results of this study, it can be said that it is effective to execute advertising for individuals or groups with a high probability of being innovative when executing online video advertising in the future.

One of the important purposes of this study is to understand the media identity of online video advertising by comparing the influence of TV involvement and Internet involvement on online video advertising skipping. As a result of analyzing the effects of TV involvement and Internet involvement on online video advertising skipping attitudes, it was found that Internet involvement had a significant effect, but TV involvement had no significant effect. These results are predicted to have an impact on the fact that, while online video advertising takes the same shape as TV advertising, it includes various Internet features such as online interaction and a skip button.

Based on these results, it can be expected that in the future, it will be more efficient to execute advertising for consumers who are more inclined to use the Internet than TV.

As a result of the study, it was found that the Immersive tendency affects the attitude to skip online video advertising. As a result of this study, it can be expected that consumers who are well immersed in specific stimuli or experiences and have a tendency to interact actively are more likely to continue watching online video advertisements without skipping them.

It was found that the overall attitude toward advertising of people also influenced the attitude toward skipping online video advertising. These results can be said to support studies that show that consumers' overall advertising attitudes affect consumers' attitudes toward individual advertisements[18][19], and study that shows that people who have a more favorable attitude toward advertising accept and enjoy individual advertisements more[15].

As a result of the study, it was found that age affects the attitude of skipping online video advertising. It is implied that there is a stronger propensity to skip online video advertising the younger the user, the quicker the Internet usage habit, and the more active the use of short-form information.

7. Conclusion

The purpose of this study is to discover and analyze the factors influencing online video advertising skip, which is currently growing in the global advertising market. The academic significance of this study is as follows. Despite the importance in the market, academic research is lacking in online video advertising, which is currently growing due to the characteristics of having both the advantages of TV advertising and Internet advertising. Academic research on online video advertising is insufficient, especially on factors that affect advertising skip, which is very important in online video advertising effects. Through this study, which empirically analyzes online video advertising and online video advertising skip behavior, it will be possible to understand online video advertising skip behavior and contribute to the activation of online video advertising-related research in the future.

This study has important practical significance as well. In the process of consumer's online video advertising message processing, advertising skipping behavior is a factor that greatly reduces advertising effectiveness. Therefore, the discovery of factors influencing online video ad-skipping behavior will be of great help in establishing strategies to increase the effectiveness of online video advertising from the standpoint of advertisers and advertising agencies who produce and execute advertisements, and through this, can contribute to the growth and development of online video advertising industry.

Despite the significance of this study, it has limitations in the following aspects. The nature of the advertisement itself which the consumer contacts and the content on which the advertisement is executed can affect the skipping behavior of online video advertisement, but this study did not deal with these variables. Considering these variables in the future, more various studies on online video ad-skipping behavior need to be activated.

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