

# The Effect Of Pop-Up Advertising And Perceived Intrusiveness On Brand Awareness And Advertising Avoidance With Advertising Value As A Moderation Factor (Study On Youtube Users)

Sanggya Gana Bisatya<sup>1\*</sup>, I Made Sukresna<sup>2</sup>

<sup>1</sup> Student, Master of Management, Faculty of Economics and Business, Universitas Diponegoro, Indonesia

<sup>2</sup> Lecturer, Master of Management, Faculty of Economics and Business,  
Universitas Diponegoro, Indonesia

\* Corresponding Author:

Email: [sanggyaganabisatya@gmail.com](mailto:sanggyaganabisatya@gmail.com)

---

## Abstract.

*This study aims to determine the effect of pop-up advertising on perceived intrusiveness, the effect of perceived intrusiveness on brand awareness, the influence of advertising on ad avoidance, and the role of advertising value on ad avoidance among YouTube users. Primary data is the data used in this research, obtained from questionnaire data on 120 YouTube users in Semarang city. The method of data analysis used is the Partial Least Square (PLS) analysis tool. The results of the study show that Pop-up Ads have a positive and significant effect on Perceived Intrusiveness with an original sample value of 0.311 and a p-value of 0.000, a standard error value of 0.080 where this value is smaller than the path coefficient of 0.311. Perceived intrusiveness has a positive and significant effect on ads avoidance with an original sample value of 0.648 and a p-value of 0.000, a standard error value of 0.068, which is smaller than the path coefficient of 0.648. Perceived Intrusiveness has a positive and significant effect on brand awareness with an original sample value of 0.351 and a p-value of 0.000, a standard error value of 0.086 which is smaller than the path coefficient of 0.351. Perceived intrusiveness has a positive and significant effect on ads avoidance with advertisement value as a mediating variable with an original sample of 0.052 and a p-value of 0.000, a standard error value of 0.023 where this value is larger than the path coefficient of 0.052. (P-value <0.05). Data processing proves that pop-up advertisements simultaneously affect perceived intrusiveness, perceived intrusiveness simultaneously influences brand awareness, advertisements simultaneously influences advertising avoidance, and Perceived Intrusiveness simultaneously influences ads avoidance with advertisement value as a mediating variable. Advertisers can use this research as a reference in placing pop-up ads so as not to suffer losses caused by internet users who do not care about the ads that appear.*

**Keywords:** YouTube Ads, Advertising Value, Purchase Intention, Ad Avoidance and Brand Awareness.

---

## I. INTRODUCTION

The modern era is currently progressing, this is evidenced by technology that continues to develop. In this modern era is the digital era, with the digital era humans can do any activity. We can search for the information we need, share the information we have, we can even do business with the internet. Business people can promote their products via the internet to reach a wider audience. By advertising online, business people can easily reach the right customers. Online advertising can also provide great benefits, this is because internet advertising is able to deliver products directly to customers (Bampo et al., 2008). There are many ways to promote business products through the internet, one of which is by using social media. The most popular social media that is used is YouTube. YouTube is ranked as the 2nd most visited social media in the world with 24 billion visitors per month 61% access YouTube according to APJII (Association of Indonesian Internet Service Providers). With these statistics, you can make YouTube a promising medium for promoting products. Although using advertising on YouTube is good for reaching a large number of consumers, it still has problems. Because most YouTube users/communities have a different attitude towards advertising. YouTube users can react positively or negatively to advertisements, most of them choose to avoid advertisements rather than watch them (Kamp, 2001).

Pop-up ads are one of the advertisements that interfere with the activities of YouTube users, they prefer to avoid these ads and close them (Chatterjee, 2008). Pop-up ads are considered to be the most annoying type of advertising by Internet users (Coursey, 2001). However, according to previous research, pop-up advertisements are very effective in attracting the attention of internet users (Campbell and Wright, 2008). Advertisements that are frequently displayed repeatedly will be easy for customers to remember, this

is an advantage for advertisers to increase product sales (McCoy et al., 2008). In previous research, perceived intrusiveness makes people want to avoid advertisements, but it could be different if pop-up ads have advertising value. The value of advertising is one way for businesses to reduce the sense of distraction from advertisements that are felt by internet customers (Ying et al., 2009). When advertisements are considered to have important and useful information, they will not interfere with internet users (Pasadeos, 1990). This study was inspired by previous research (Cho and Cheon, 2004). What distinguishes this research from previous research is the presence of a variable called advertising value. This research tries to find out what will happen if there is a relationship between perceived intrusiveness and advertising avoidance.

## II. LITERATURE REVIEW

### *Advertisement Avoidance*

Avoidance of advertisements is an unconscious action when internet users feel that the advertisements served are not useful (Chatterjee, 2008). Ad avoidance includes all behavior of internet users towards advertisements served. This avoidance is focused on advertisements that appear in the form of advertising content (Speck & Elliott 1997). Avoidance of advertisements in general is the output of internet user behavior in avoiding advertisements that appear by eliciting different psychological reactions (Brehm & Brehm 1981). There are three dimensions of ad avoidance, namely cognitive ad avoidance, affective ad avoidance, and behavioral advertising avoidance (Cho and Cheon, 2004). Cognitive avoidance is conscious avoidance of advertisements, internet users with their behavior do not require a heavy decision to do so, they are automatically aroused to avoid advertisements (Guardia, 2012). Affective advertising avoidance is the feeling or reaction that comes from internet users to advertisements that appear (Chodan and Cheon, 2004). Behavioral advertising avoidance is an action or behavior that is common and certain to be done by internet users when they see an advertisement that is displayed (Cho and Cheon, 2004). The results show negative attitudes such as advertising avoidance caused by the emergence of advertisements (Edwards et al., 2002). The results show that the negative attitude of ad avoidance from internet users is the result of perceived intrusiveness (Li et al., 2002).

### *Brand Awareness*

Brand awareness is the ability of internet users to identify product brands in conditions that are not as common as usual (Keller, 2003). Advertisers have acknowledged that there are negative results in advertising on the internet and they admit that there have been many complaints about the content of these advertisements (Scott, 2007). However, with complaints from them, it shows that the advertisements posted have resulted in effectiveness in advertising (Huber, 2009). Over time, internet users will change their attitudes and behavior when they encounter advertisements and will be more positive about the product brands in the advertisements, because they have remembered what the advertisements convey, regardless of whether they initially liked the product brand or did not like the product brand (Chatterjee, 2008). Brand awareness here will change the minds of internet users and will eventually choose products based on brand familiarity that they often encounter. Brand awareness itself can cause consumers to choose a product based on brand familiarity (Keller, 2003). The memory power of internet users has a key role in the effectiveness of an advertisement, this is very useful in their memory by measuring brand name recognition (Li & Lo, 2014).

### *Perceived Intrusiveness*

Perceived Intrusiveness is the psychological reaction of internet users to advertisements that appear so that it will interfere with the cognitive processes of internet users themselves when they are using the internet (Li et al., 2002). Perceived Intrusiveness can describe the steps in which advertisements can cause negative emotional behavior, such as the disturbances felt by internet users (Ying et al., 2009). Perceived Intrusiveness can also interfere with the attention of internet users, can limit the information that internet users are looking for (McCoy et al., 2007). Perceived Intrusiveness comes from pop-up ads that function to interfere with internet use activities (Campbell and Wright, 2008). The most annoying ads are pop-up ads which in their performance can interfere with internet users in carrying out their activities on the internet, internet users are required to respond quickly to advertisements that appear (Chatterjee, 2008).

### *Pop-up Advertisement*

Pop-up advertisement is a combination of content and media channels (Wang et al., 2002). Another opinion states that pop-up advertising is an advertisement that forces internet users to visit the advertiser's website, the aim is for internet users to see short commercial messages (Edwards et al., 2002). Advertisements basically work by displaying advertisements on the browser screen continuously without being able to disappear, advertisements can be in the form of advertisements with full screens or small screens, the aim is so that internet users cannot see other content (Ying et al., 2009). Pop-up ads that are displayed can get a positive reaction from internet users if the ad has ad value that contains good and profitable information (Edwards et al., 2002).

### *Advertisement Value*

Advertisement Value can be defined as a buying situation in which advertisements provide specific information in accordance with reality and are positive and easy to understand, enabling advertisements to get a proactive response (Wang et al., 2002). Advertisements that have content with informative content and are in accordance with the website will get a positive value (Ying et al., 2009). Informativeness can be defined as the ability of advertisements to provide relevant and effective information (Oh and Xu, 2003). Ads will also be easily accepted by internet users if these ads have good quality products, content, sound, images (Phillips & Noble, 2007). The use of sound and good animation in advertisements will increase the feeling of telepresence of internet users, this can make internet users keep watching advertisements longer (Coyle and Thorson, 2001).

## III. METHODS

This research was conducted in Semarang city with a population of internet users, especially YouTube users. The sampling method was carried out by using purposive sampling with a total of 120 respondents calculated by (Hair et al., 2014). This study uses a form of quantitative methods. Analysis of the data used the Partial Least Square (PLS) analysis tool with the help of a Likert scale (Mustafa EQ, 2009). The conceptual framework for the hypothesized problem in this study is shown in Figure 1.

## III. RESULT AND DISCUSSION

### *Respondent Description*

The data in this study were obtained through questionnaires from respondents, distributed to YouTube viewers who had been more than 1 year, and used YouTube at least 3 times a week, and were not content creators.

**Table 1.** Respondent Demographics by Gender

Number	Demographics Criteria	Quantity	Percent (%)
Gender			
1	Male	59	49,17
	Female	61	50,83
Total		120	100,00

**Table 2.** Demographic Data of Respondents by Age

Number	Demographics Criteria	Quantity	Percent (%)
2	<20 years old	7	5,83
	21 – 30 years old	10	8,33
	31 – 40 years old	30	25,00
	41 – 50 years old	23	19,17
	> 50 years old	50	41,67
Total		120	100,00

**Table 3.** Demographic Data of Respondents by Occupation

Number	Demographics Criteria	Quantity	Percent (%)
3	Employee	86	71,67
	Student	1	0,83

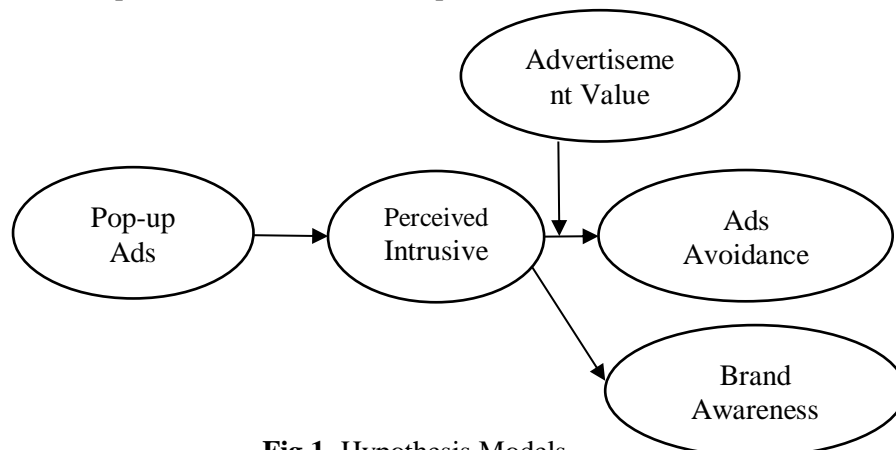
	College student	8	6,67
	Others	25	20,83
	Total	120	100,00

**Table 4. Respondents' Demographic Data Based on YouTube Watching Intensity**

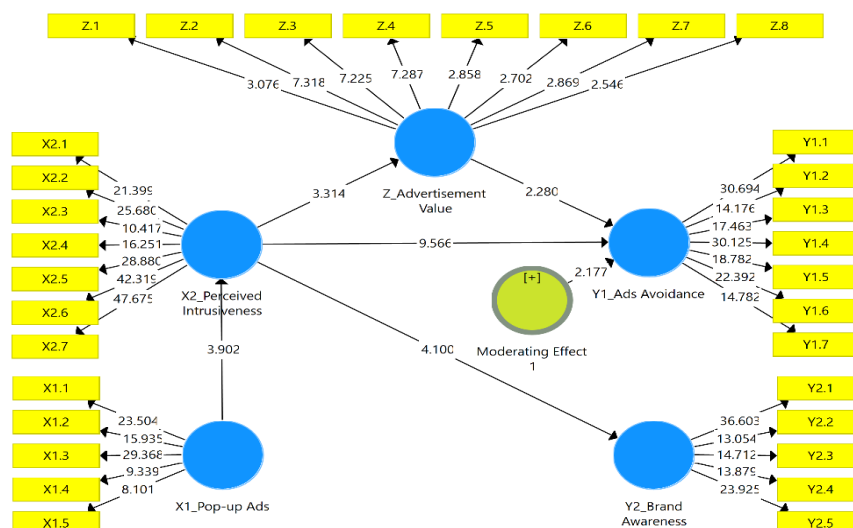
Number	Demographics Criteria	Quantity	Percent (%)
4	the intensity of visiting YouTube in a week		
	1 times	9	7,50
	2 – 3 times	20	16,67
	More than 3 times	91	75,83
	Total	120	100,00
5	Types of content viewed on YouTube		
	Entertainment	64	53,33
	Information	50	41,67
	Others	6	5,00
	Total	120	100,00
6	Length of YouTube access time per day		
	≤ 1 hour	66	55,00
	2 – 3 jam	39	32,50
	> 3 jam	15	12,50
	Total	120	100,00

*Data Analysis Results*

In this study, the Partial Least Square (PLS) technique was used. In this analysis, there are two tests or evaluations of the analysis model, namely the measurement model (outer model) and the structural model (inner model). After both model tests have been carried out, the next step is to test the hypothesis of each relationship between the independent variables on the dependent variable.



**Fig 1. Hypothesis Models**



**Fig 2. Results of the Overall Path Diagram**

**Table 5.** Outer Loading Convergent Convergent Validity Test Results

indicators	Outer loading	Parameter	Result
<i>Pop-up Ads (X1)</i>			
X1.1	0.872	$\geq 0.7$	Fulfilled
X1.2	0.819	$< 0.7$	Fulfilled
X1.3	0.891	$< 0.7$	Fulfilled
X1.4	0.765	$\geq 0.7$	Fulfilled
X1.5	0.712	$\geq 0.7$	Fulfilled
<i>Perceived Intrusiveness (X2)</i>			
X2.1	0.857	$\geq 0.5$	Fulfilled
X2.2	0.848	$\geq 0.5$	Fulfilled
X2.3	0.747	$\geq 0.5$	Fulfilled
X2.4	0.818	$\geq 0.5$	Fulfilled
X2.5	0.885	$\geq 0.5$	Fulfilled
X2.6	0.911	$\geq 0.5$	Fulfilled
X2.7	0.921	$\geq 0.5$	Fulfilled
<i>Advertisement Value (Z)</i>			
Z.1	0.679	$\geq 0.5$	Fulfilled
Z.2	0.921	$\geq 0.5$	Fulfilled
Z.3	0.922	$\geq 0.5$	Fulfilled
Z.4	0.882	$\geq 0.5$	Fulfilled
Z.5	0.667	$\geq 0.5$	Fulfilled
Z.6	0.651	$\geq 0.5$	Fulfilled
Z.7	0.688	$\geq 0.5$	Fulfilled
Z.8	0.631	$\geq 0.5$	Fulfilled
<i>Ads Avoidance (Y1)</i>			
Y1.1	0.879	$\geq 0.5$	Fulfilled
Y1.2	0.780	$\geq 0.5$	Fulfilled
Y1.3	0.778	$\geq 0.5$	Fulfilled
Y1.4	0.831	$\geq 0.5$	Fulfilled
Y1.5	0.798	$\geq 0.5$	Fulfilled
Y1.6	0.842	$\geq 0.5$	Fulfilled
Y1.7	0.787	$\geq 0.5$	Fulfilled
<i>Brand Awareness (Y2)</i>			
Y2.1	0.887	$\geq 0.5$	Fulfilled
Y2.2	0.813	$\geq 0.5$	Fulfilled
Y2.3	0.832	$\geq 0.5$	Fulfilled
Y2.4	0.830	$\geq 0.5$	Fulfilled
Y2.5	0.871	$\geq 0.5$	Fulfilled

**Table 6.** Results of Convergent Validity Test of Average Variance Extracted (AVE)

Variables	AVE	Criteria	Result
X1 <i>Pop-up Ads</i>	0.663	$\geq 0.5$	Fulfilled
X2 <i>Perceived Intrusiveness</i>	0.735	$\geq 0.5$	Fulfilled
Y1 <i>Ads Avoidance</i>	0.663	$\geq 0.5$	Fulfilled
Y2 <i>Brand Awareness</i>	0.717	$\geq 0.5$	Fulfilled
Z <i>Advertisement Value</i>	0.585	$\geq 0.5$	Fulfilled

**Table 7.** Discriminant Validity Test

Indicator	<i>Pop-up Ads</i>	<i>Perceived Intrusiveness</i>	<i>Ads Avoidance</i>	<i>Brand Awareness</i>	<i>Ads Value</i>
X1.1	(0.872)	0.266	0.185	0.411	0.375
X1.2	(0.819)	0.232	0.175	0.397	0.440
X1.3	(0.891)	0.278	0.195	0.462	0.423

Indicator	Pop-up Ads	Perceived Intrusiveness	Ads Avoidance	Brand Awareness	Ads Value
X1.4	(0.765)	0.257	0.168	0.199	0.391
X1.5	(0.712)	0.228	0.096	0.253	0.291
X2.1	0.274	(0.857)	0.676	0.337	0.306
X2.2	0.232	(0.848)	0.664	0.251	0.317
X2.3	0.206	(0.747)	0.537	0.274	0.193
X2.4	0.354	(0.818)	0.623	0.363	0.169
X2.5	0.295	(0.885)	0.652	0.369	0.267
X2.6	0.262	(0.911)	0.696	0.293	0.280
X2.7	0.237	(0.921)	0.757	0.223	0.330
Y1.1	0.166	0.671	(0.879)	0.196	0.362
Y1.2	0.274	0.612	(0.780)	0.240	0.255
Y1.3	0.110	0.619	(0.778)	0.215	0.275
Y1.4	0.096	0.694	(0.831)	0.241	0.278
Y1.5	0.185	0.633	(0.798)	0.205	0.333
Y1.6	0.146	0.588	(0.842)	0.166	0.280
Y1.7	0.192	0.559	(0.787)	0.347	0.252
Y2.1	0.261	0.338	0.249	(0.887)	0.114
Y2.2	0.354	0.260	0.161	(0.813)	0.159
Y2.3	0.448	0.300	0.250	(0.832)	0.137
Y2.4	0.348	0.264	0.232	(0.830)	0.123
Y2.5	0.407	0.314	0.284	(0.871)	0.247
Z.1	0.564	0.102	0.100	0.293	(0.679)
Z.2	0.364	0.346	0.418	0.110	(0.921)
Z.3	0.348	0.369	0.414	0.097	(0.922)
Z.4	0.341	0.266	0.313	0.046	(0.882)
Z.5	0.480	0.062	0.057	0.334	(0.667)
Z.6	0.515	0.102	0.091	0.335	(0.651)
Z.7	0.481	0.111	0.107	0.321	(0.688)
Z.8	0.461	0.073	0.080	0.303	(0.631)

**Table 8.** Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Criteria	Result
X1 Pop-up Ads	0.871	0.907	$\geq 0.7$	Fulfilled
X2 Perceived Intrusiveness	0.939	0.951	$\geq 0.7$	Fulfilled
Z Advertisement Value	0.927	0.917	$\geq 0.7$	Fulfilled
Y1 Ads Avoidance	0.915	0.932	$\geq 0.7$	Fulfilled
Y2 Brand Awareness	0.901	0.927	$\geq 0.7$	Fulfilled

**Table 9.** Results of the Hypothesis Test of the Direct Effect

Hypothesis	$t_{values}$	$p-values$
Pop-up Ads $\square$ Perceived Intrusiveness	3.902	0.000
Perceived Intrusiveness $\square$ Ads Avoidance	9.566	0.000
Perceived Intrusiveness $\square$ Brand Awareness	4.100	0.000

**Table 10.** Results of the Indirect Effect Hypothesis Test

Hypothesis	$t_{values}$	$p-values$
Perceived Intrusiveness $\square$ Advertisement Value $\square$ Ads Avoidance	2.225	0.027

**Table 11.** Results of Testing the SEM-PLS Hypothesis Model Analysis

Hypothesis	Original Sample	Standard Error	P Values	Conclusions
$H_1$ Pop-up Ads $\square$ Perceived Intrusiveness	0.311	0.080	0.000	Hypothesis accepted
$H_2$ Perceived Intrusiveness $\square$ Ads Avoidance	0.648	0.068	0.000	Hypothesis accepted



$H_3$	Perceived Intrusiveness $\square$ Brand Awareness	0.351	0.086	0.000	Hypothesis accepted
$H_4$	Perceived Intrusiveness $\square$ Advertisement Value $\square$ Ads Avoidance	0.052	0.023	0.000	Hypothesis accepted

By looking at Table 11, it can be concluded that:

H1: Pop-up ads have a positive and significant impact on Perceived Intrusiveness. This can be seen from the results shown, namely the path coefficient (original sample) of 0.311 (positive) and the p-value of 0.000. Because the p-value is  $< (0.05)$ , these results can also be seen at the standard error value of 0.080, which is smaller than the path coefficient (0.311). The path coefficient value of 0.311 means that every 1% increase in pop-up ads value can have an effect on increasing the perceived intrusiveness value of 31.10%.

H2: Perceived intrusiveness has a positive and significant impact on ads avoidance. This can be seen from the results shown, namely the path coefficient (original sample) of 0.648 (positive) and the p-value of 0.000. Because the p-value is  $< (0.05)$ , these results can also be seen at the standard error value of 0.068, which is smaller than the path coefficient (0.648). The path coefficient value of 0.648 means that each increase in the perceived intrusiveness value of 1% can affect the increase in the value of ads avoidance by 64.80%.

H3: Perceived Intrusiveness has a positive and significant influence on brand awareness. This can be seen from the results shown, namely the path coefficient (original sample) of 0.351 (positive) and the p-value of 0.000. Because the p-value is  $< (0.05)$ , these results can also be seen at the standard error value of 0.086, which is smaller than the path coefficient (0.351). The path coefficient value of 0.351 means that every 1% increase in the perceived intrusiveness value can have an effect on increasing the brand awareness value of 35.10%.

H4: Perceived intrusiveness has a positive and significant impact on ads avoidance with advertisement value as a mediating variable. This can be seen from the results shown, namely the path coefficient (original sample) of 0.052 (positive) and the p-value of 0.000. Because of the p-value  $< (0.05)$ , these results can also be seen at the standard error value of 0.023 where this value is larger than the path coefficient (0.052). The advertisement value is able to moderate the relationship between perceived intrusiveness and ads avoidance indirectly, and the coefficient value is 0.052 where this value is smaller than the coefficient value in the direct relationship between perceived intrusiveness and ads avoidance, which is 0.648 so that the advertisement value (as a moderating variable) can weaken the relationship between perceived intrusiveness by ad avoidance.

#### *The Influence of Pop-Up Ads on Perceived Intrusiveness*

Pop-up Ads have a positive and significant influence on Perceived Intrusiveness. The findings of this researcher are in line with the research conducted by Chatterjee et al., (2008) which showed the results that pop-up advertisements have an effect on intrusive perceptions, because they need to be distracting to attract consumers' attention. Pop-up ads have an intrusive format that interferes with browsing activity. Similar results were also shown in a study conducted by Edwards et al., (2002) which showed that the forced display of pop-up ads produces perceived intrusiveness. Users are very frustrated with annoying ads such as pop-up ads, because for users pop-up ads are an unwanted distraction (Chan et al., 2004). This research provides evidence that pop up ads are considered annoying, cause feelings of irritation, and advertisements are avoided.

#### *Effect of Perceived Intrusiveness on Ads Avoidance*

Perceived intrusiveness has a positive and significant impact on ads avoidance. The findings of this researcher are in line with the research conducted by Cho et al., (2013) which showed that perceived intrusiveness has an effect on ad avoidance, and these results are in accordance with previous research on ad avoidance. This perceived intrusiveness can in turn lead to negative attitudes and subsequent advertising avoidance (Cho et al., 2004). Similar results were also shown in research conducted by Li et al, (2002) who found that consumers develop negative attitudes such as avoiding advertisements for digital marketing that they find disturbing. Li et al. (2002) stated that online consumers are goal-oriented and perceive online advertising as more intrusive than in other media. Advertisements must be considered as disturbing to the

viewer's goals, considered as disturbing (Ying et al., 2009). Previous studies have examined consumer attitudes, behavior and perceptions of online advertising, finding that consumers develop negative attitudes towards advertisements so that they avoid them whenever possible, due to the distraction of advertisements (Mc Coy, 2004).

#### *The Influence of Perceived Intrusiveness on Brand Awareness*

Perceived Intrusiveness has a positive and significant influence on brand awareness. The findings of this researcher are in line with the research conducted by Chatterjee (2008) which shows the results that over time, consumers will have a more positive attitude towards the brand they remember, regardless of whether they initially liked the ad or not. Research on memory and attitude persistence in attentive and systematic coding situations indicates that inferences based on familiarity-based effects of sleep (Moore & Hutchinson 1985) can be used to explain impacts on advertising recall, recognition, advertising and brand attitudes (Chatterjee, 2008). Brand awareness alone can cause consumers to choose a product based on brand familiarity (Keller, 2003). Furthermore, brands that may appear familiar may not be recalled (Chatterjee, 2008). Research on memory and attitude persistence in attentive and systematic coding situations suggests that inferences based on familiarity-based effects of sleep (Moore & Hutchinson, 1985) can be used to explain impacts on advertising recall, ad recognition and brand attitudes (Chatterjee, 2008). Advertisements that are more intrusive get more attention, and are therefore more clearly remembered (McCoy et al., 2008).

#### *Effect of Perceived Intrusiveness on Ads Avoidance With Advertisement Value as A Mediating Variable*

Perceived intrusiveness has a positive and significant impact on ads avoidance with advertisement value as a mediating variable. Perceived intrusiveness of advertising can be affected when the ad offers viewers both utilitarian and aesthetic value, or provides consumer value from the ad (Ying et al., 2009). Lee & Lumpkin (1992) found that advertising avoidance is moderated by the extent to which people perceive the ad as useful information. Advertisers should increase the informativeness of the ad for the viewer, and lead to increased advertising value and reduced distraction with the ad, which will keep consumers on the ad (Phillips & Noble 2007). As long as advertisements are perceived as informative and entertaining, feelings of distraction decrease (Ying et al., 2009). Entertainment and informativeness of advertisements are important for advertising effectiveness and it shows a direct influence on customer perception (Blanco et al., 2010).

#### **IV. CONCLUSION**

Based on the results of the research that has been carried out as well as the discussion of previous chapters regarding the effect of pop-up advertising on perceived intrusiveness, the effect of perceived intrusiveness on brand awareness, the effect of advertising on ad avoidance, and the role of advertising value on ad avoidance among YouTube users in Semarang. the writer can draw some conclusions and give some suggestions as input as follows: The results showed that Pop-up Ads had a positive and significant effect on Perceived Intrusiveness. This is based on pop-up ads that have a distracting format that interferes with YouTube usage activities, pop-up ads are considered annoying, and ads are avoided by YouTube users. Perceived intrusiveness has a positive and significant impact on ads avoidance.

This is based on the behavior of YouTube users who have a negative attitude, such as avoiding advertisements for advertisements that they find disturbing. The attitudes, behavior and perceptions of YouTube users react negatively to advertisements so that they avoid them, because of the distraction from these advertisements. Perceived Intrusiveness has a positive and significant influence on brand awareness. It is based on the idea that over time, consumers will have a more positive attitude towards the product brands they remember, regardless of whether they initially liked the ad or not. Brand awareness itself can cause consumers to choose a product based on brand familiarity. Perceived intrusiveness has a positive and significant impact on ads avoidance with advertisement value as a mediating variable. It is based on the Perceived intrusiveness of advertising that can be affected when the advertisement offers viewers both utilitarian and aesthetic value, or provides consumer value from the advertisement.



## V. ACKNOWLEDGMENTS

The author thanks to Diponegoro University for supporting this project, to the Diponegoro University lecturers. We are also grateful to mentors for their invaluable advice

## REFERENCES

- [1] Blanco, Carlos, Miguel Blasco, and Isabel Azorín. 2010. "Entertainment and Informativeness as Precursory Factors of Successful Mobile Advertising Messages." *Communications of the IBIMA* 2010:1–10. doi: 10.5171/2010.130147.
- [2] Chatterjee, Patrali. 2008. "Are Unclicked Ads Wasted? Enduring Effects Of Banner And Pop-Up Ad Exposures On Brand Memory And Attitudes." 9(1):51–61.
- [3] Chang, Hyun Jin, and Jorge Villegas. 2007. "Consumer Responses to Advertising on the Internet: The Effect of Individual Difference on Ambivalence and Avoidance." *Cyberpsychology and Behavior* 10(2):258–66. doi: 10.1089/cpb.2006.9960.
- [4] Cho, Chang-hoan, Chang-hoan Cho, and Hongsik John Cheon. 2013. "Why Do People Avoid Advertising On The Internet? Why Do People Avoid Advertising On The Internet?" (November 2014):37–41. doi: 10.1080/00913367.2004.10639175.
- [5] Dar, Numan Arif, Mirza Ashfaq Ahmed, Muhammad Hassan Muzaffar, Khizar Nawaz, and Zahra Zahid. 2014. "Facebook Verses Television: Advertising Value Perception among Students." *International Journal of Business and Management Invention* 3(9):61–70.
- [6] Diao, Fangfang, and S. Shyam Sundar. 2004. "Orienting Response and Memory for Web Advertisements: Exploring Effects of Pop-up Window and Animation." *Communication Research* 31(5):537–67. doi: 10.1177/0093650204267932.
- [7] Ducoffe, Robert H. 1995. "How Consumers Assess the Value of Advertising." *Journal of Current Issues and Research in Advertising* 17(1):1–18. doi: 10.1080/10641734.1995.10505022.
- [8] Ducoffe R.H. 1996. "Advertising Value and Advertising the Web." *Journal of Advertising Research* (October):21–35.
- [9] Edwards, Steven M., Hairong Li, and Joo Hyun Lee. 2002. "Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-up Ads." *Journal of Advertising* 31(3):83–95. doi: 10.1080/00913367.2002.10673678.
- [10] Faber, Ronald J., Mira Lee, and Xiaoli Nan. 2004. "Advertising and the Consumer Information Environment Online." *American Behavioral Scientist* 48(4):447–66. doi: 10.1177/0002764204270281.
- [11] Ha, Louisa. 2008. "Online Advertising Research in Advertising Journals: A Review." *Journal of Current Issues and Research in Advertising* 30(1):31–48. doi: 10.1080/10641734.2008.10505236.
- [12] Ha, Louisa, and Kim McCann. 2008. "An Integrated Model of Advertising Clutter in Offline and Online Media." *International Journal of Advertising* 27(4):569–92. doi: 10.2501/S0265048708080153.
- [13] Haghirian, Parissa, Maria Madlberger, and Andrea Tanuskova. 2005. "Increasing Advertising Value of Mobile Marketing - An Empirical Study of Antecedents." *Proceedings of the Annual Hawaii International Conference on System Sciences* 00(C):32. doi: 10.1109/hicss.2005.311.
- [14] Li, Hairong, Steven M. Edwards, and Joo Hyun Lee. 2002. "Measuring the Intrusiveness of Advertisements: Scale Development and Validation." *Journal of Advertising* 31(2):37–47. doi: 10.1080/00913367.2002.10673665.
- [15] Li, Hairong, Ang Li, and Shuguang Zhao. 2009. "Internet Advertising Strategy of Multinationals in China: A Cross-Cultural Analysis." *International Journal of Advertising* 28(1). doi: 10.2501/S0265048709090441.
- [16] McCoy, Scott, Andrea Everard, Peter Polak, and Dennis F. Galletta. 2008. "An Experimental Study of Antecedents and Consequences of Online Ad Intrusiveness." *International Journal of Human-Computer Interaction* 24(7):672–99. doi: 10.1080/10447310802335664.
- [17] Rejón-guardia, Francisco. 2015. "A Generalization of Advertising Avoidance Model on Social Networks."
- [18] Mercanti-Guérin, Maria. 2008. "Consumers' Perception of the Creativity of Advertisements: Development of a Valid Measurement Scale." *Recherche et Applications En Marketing (English Edition)* 23(4):97–118. doi: 10.1177/205157070802300405.
- [19] McCoy, Scott, Andrea Everard, Dennis Galletta, and Peter Polak. 2004. "Association for Information Systems AIS Electronic Library (AISeL) A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads Recommended Citation A Study of the Effects of Online Advertising: A Focus on Pop-Up and In-Line Ads." 50.

- [20] Praveen, Kurrey, Kumar Amit, A. S. Yogesh, C. K. Shukla, C. Banerjee, and T. Singh. 2012. "Association of Sick Cell Anaemia in Morphology of Full Term Placenta in Chhattisgarh Region." *Biomedical Research* 23(1):43–46.
- [21] Mcmillan, Sally J. 2004. "Internet Advertising: One Face or Many?" *Internet Advertising: Theory and Research* 30.
- [22] Mehta, Dharmendra, Jitendra Sharma, Naveen Mehta, and Atul Jaina. 2010. "An Empirical Study on Young Executives' Response towards Pop-up and Banner Advertisements." *Serbian Journal of Management* 5(1):51–58.
- [23] Nik Najib, Nik Mohamad, Jati Kasuma, and Zainon Binti Haji Bibi. 2016. "Relationship and Effect of Entertainment, Informativeness, Credibility, Personalization and Irritation of Generation Y's Attitudes towards SMS Advertising." 213–24. doi: 10.15405/epsbs.2016.11.02.20.
- [24] Rodgers, Shelly, and Esther Thorson. 2000. "The Interactive Advertising Model." *Journal of Interactive Advertising* 1(1):41–60. doi: 10.1080/15252019.2000.10722043.
- [25] Smith, Katherine Taken. 2011. "Digital Marketing Strategies That Millennials Find Appealing, Motivating, or Just Annoying." *Journal of Strategic Marketing* 19(6):489–99. doi: 10.1080/0965254X.2011.581383.
- [26] Wang, Chingning, Ping Zhang, Risook Choi, and Michael D 'eredita. 2002. "Association for Information Systems AIS Electronic Library (AISeL) Understanding Consumers Attitude Toward Advertising Understanding Consumers Attitude Toward Advertising."
- [27] Wright, Ryan T. n.d. "Shut-Up I Don ' T Care : Understanding The Role Of Relevance And Interactivity On Customer Attitudes Toward Repetitive Online Advertising." 62–76.
- [28] Ying, Lou, Tor Korneliussen, and Kjell Grønhaug. 2009. "The Effect of Ad Value, Ad Placement and Ad Execution on the Perceived Intrusiveness of Web Advertisements." *International Journal of Advertising* 28(4):37–41. doi: 10.2501/s0265048709200795.