

A Study on Viewers Perception Towards Interference of Advertisement in Between Social Media Contents

Sai Govind K, Richa Tojy

Berchmans Institute of Management Studies, Kerala, India

ABSTRACT

The purpose of this study was to investigate viewers' perception towards the interference of advertisement in between social media contents. A total of 336 viewers were surveyed and the results indicated that most of the viewers had a negative perception towards the interference of advertisement in between social media contents. It was found that the interference of advertisements in between social media contents was seen as intrusive and disruptive, and that viewers felt that it negatively impacted their social media experience. The findings of this study suggest that social media platforms need to take steps to ensure that advertisements are not intrusive and disruptive to their user experience and also studies about the willingness of users to upgrade to premium modes as well the satisfaction level between skippable and non-skippable ads affects differently among the viewers. The research aims to address this gap by exploring the user experience of social media content, and examining how interference of advertisements impact users' perception of the platform. The study will employ a quantitative approach to explore viewer's attitudes towards interference of advertisements, and will assess the consequences of these advertisements on user experience. Overall, the study contributes to a better understanding of how users perceive social media advertising and provides insights for marketers on how to create effective campaigns that enhance rather than detract from the user's experience.

KEYWORDS: Perception, Social Media, Advertisement, Willingness, Satisfaction level

I. INTRODUCTION

The internet has changed the way consumers interact with brands. Social Media platforms such as Facebook, Twitter, Instagram, and YouTube has become an integral part of marketing strategies for many companies. As a result, there has been an increase in the number of companies using social media to promote their products and services. Advertisement has become an inseparable part of the modern digital world. With the rapid growth of social media, it has become a powerful tool for advertisers to reach their target audience. Social media content provides an effective platform for companies to engage with their customers and build relationships with them. This content acts as a bridge between the company and its customers, allowing them to interact and share their thoughts and opinions. With the right strategies and techniques, companies can leverage the power of social media to create effective advertisements that appeal to the viewers' perception. However, the use of social media to advertise products and services has met with some criticisms. One of the main criticism is the use of intrusive advertising or "interference advertising". Interference Advertising refers to advertisements that appear within

the content of social media posts. This type of advertising has been widely criticized for its intrusive nature and for disrupting the user experience.

This study aims to investigate the viewers perception towards interfering advertisement on social media platforms. This research will provide insights into how viewers perceive this type of advertising and how it affects their experience of using social media. Firstly, the paper discusses the various factors that may influence viewers' perception towards social media advertisements. Secondly, the paper analyzes the willingness of user to upgrade to premium modes to avoid advertisements. Finally, the paper assesses on how skippable and non- skippable ads effects the Satisfaction Level of viewers differently.

II. LITERATURE REVIEW

(KELLY, 2008)The study explores the teenager's perception toward advertising in online social media networking. The study explained the teenagers have high level of advertising avoidance and are skeptical toward advertising on their social networking sites . The research has resulted in the identification of seven motivation behind online social networking use. The study also explained the identification of characteristics of online social networking sites as advertising medium.

(Austin, 2004)The purpose of this study is to offer an understanding of the reasons behind people's avoidance of advertising on the Internet. Given the prevailing negative tendencies in online advertising, including "banner blindness" and extremely low click-through rates, it is vital to explore the multiple factors that contribute to Internet ad avoidance. Therefore, this study establishes a comprehensive theoretical framework that explains the phenomenon of advertising avoidance on the Internet.

(Kelly, Kerr, & Drennan, 2010)The exploratory study investigated the factors that precede advertising avoidance on online social networking sites and to create a model based on the findings. The resulting model indicates that in the context of online social networking, advertising is more likely to be avoided when users anticipate a negative experience, when the advertising content is irrelevant to them, when they are skeptical of the advertising message, or when they are distrustful of the advertising medium.

(Boateng & Okoe, 2015)This study aimed to investigate the determinants of consumers' attitudes towards social media advertising. The research design employed was a survey, and the validity and reliability of the measures were assessed through confirmatory factor analysis. Structural equation modeling was utilized to examine the structural model. Results indicate that credibility, materialism, value corruption, and corporate reputation have an impact on consumers' attitudes towards social media advertising. This study provides compelling evidence of the influence of corporate reputation on consumers' attitudes towards social media advertising. Finally, the study presents recommendations based on the findings.

(Aslam, Farhat, & Arif, 2020)In-stream advertisements have become a popular choice of brands. However, limited studies have compared the attitudes of customers toward in-stream advertisement types, specifically, skippable advertisements and full-length advertisements. This study explores the attitudes of consumers toward both types of in-stream video advertising and their effect on shopping intention. The findings showed that in skippable advertisements, the effect of irritation on attitude is less compared to full-length advertisements. For full-length advertisements, entertainment, advertising value, and emotional appeal significantly contribute to the creation of a positive attitude, whereas informativeness contributes to development of a positive attitude only for skippable advertisement

(Nandakumar, 2021)The research aims to understand the level of tolerance of Non-Skippable Advertisements on viewers and analyze the impact of the same on customer perception across the different streaming applications. Advertisements are an integral part of any business. The advertisers began airing advertisements that could not be missed or skipped, forcing viewers to watch these commercials. There has been a spike in such non-skippable advertisements on platforms like YouTube and Spotify, particularly during the pandemic.

(J, Martinez-Lopez, Li, & Young, 2022)

Social media is mainly offered free of charge. Facebook, Twitter, YouTube, LinkedIn, and many other applications are free to users. Hence, it is interesting to study how free-to-use social media achieves monetization. Previously, we have discussed the possibility of monetizing via social advertising. We will not reiterate this here but focus on an alternative approach to monetization of social media users: premium service or content.

(Mäntymäki, Islam, & IzakBenbasat, 2019) This study has focused on the two most revenue-critical user behaviors for freemium service operators: basic users' upgrading to the premium subscription and premium users' retention of their premium subscriptions. Building on the TCV and MEC, we have theorized and empirically examined the differential effects of emotional, functional, social, epistemic, and economic values on basic users' decisions to upgrade to the premium subscription and premium users' decisions to retain their paid subscriptions. The results suggest that the intention to upgrade is a product of a more deliberate cost-benefit analysis than the intention to retain the premium subscription. The results also imply that the intention to retain the premium subscription is influenced by attribute-level value perceptions such as ubiquity, the discovery of new music, and social connectivity while the intention to upgrade is driven by the benefits ie; enjoyment and price value of the premium subscription.

(Banerjee & Pal, 2021) YouTube introduced skippable video ads, which give Internet users the option to skip the ads after a 5-second non-skippable segment. This interactive format has now become dominant in the industry as it offers greater control to the audience adopting a qualitative lens of investigation, this research explores users' responses toward skippable ads. Using in-depth interviews, it investigates (1) how, (2) when, (3) why, and (4) why not users skip skippable ads.

Objectives

1. To study how viewers perceive the interruption of advertisements in social media apps.
2. To understand the willingness of users to upgrade to a premium version as a means of avoiding ads.
3. To find the how skippable and non-skippable ads plays a role in the satisfaction level of viewers differently.

III. CONCEPTUAL FRAMEWORK

Hypothesis

1. Viewers have a negative perception of the interruption of advertisements in social media apps.
2. Users are likely to upgrade to the premium version of an app or service in order to avoid ads, as it provides an improved user experience and more features.
3. Viewers will be more satisfied to watch skippable ads to completion than non-skippable ads.

Methodology

The study conducted is both descriptive and analytical in nature. The study explains how viewers perceive the interruption of advertisements, willingness of users to upgrade to a premium version, effects of skippable and non-skippable ads on viewers satisfaction.

The population for the study was conducted among the youth from Kottayam district. A sample of 336 was selected for collecting data on the study variables. An online questionnaire was administered for data collection.

Data Presentation

Gender	Percentage	Total number
Male	49.9	336
Female	50.1	

Table1: Demographic Presentation of the Sample

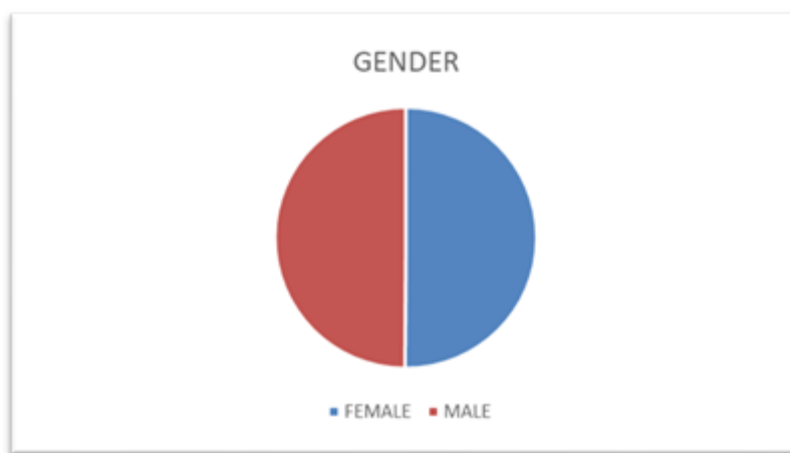


Fig 1: Demographic Presentation of the Sample

From the data collected it is understood that 53.6% of the total sample is spending 3-5 hours on various social media platforms.

Data Analysis

Various statistical techniques were used to analyze the data and draw inferences and conclusions, with particular emphasis on the percentage method.

1. Perceptions

Based on the analyzed data, it was discovered that 90.2% of individuals hold a negative perception towards advertisements interrupting social media content. Additionally, the study indicates that Instagram is the preferred platform for a majority of viewers, with 66% of females and 60% of males following it, along with a high rate of youth.

Perception	Percentage
Positive	9.8%
Negative	90.2%

Table 2: Perception of viewers towards advertisement

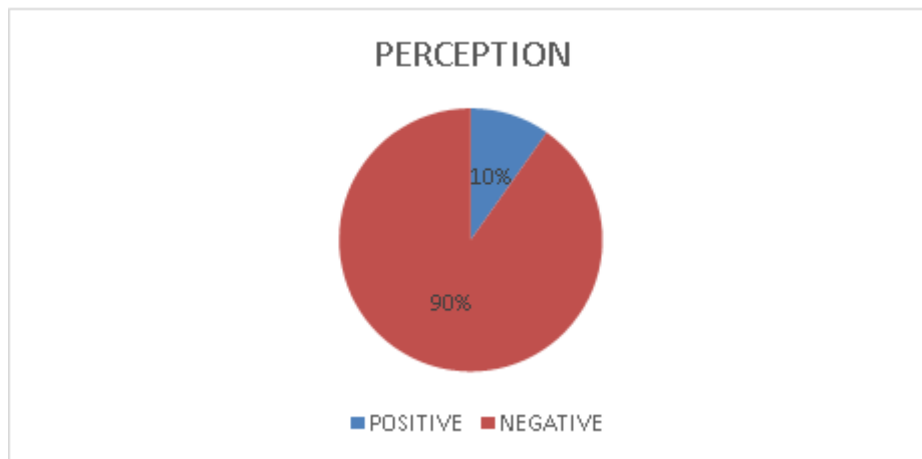


Fig 2: Perception of viewers towards Advertisement

Age	Percentage
Male	60%
Female	66%

Table 3: Gender categorization of Instagram users

2. Willingness

Based on the collected data, it was evident that 72.8% of males and 64.92% of females are willing to upgrade to the premium version of the application. The study suggests that viewers are interested in upgrading due to additional features, time management, and a lack of interest in watching ads.

Willingness	Percentage
Male	72.8%
Female	64.92%

Table 3: Gender categorization of willingness to upgrade to premium modes

3. Satisfaction Level

The study suggests that, in terms of satisfaction, 68.75% of viewers are satisfied with skippable ads, while the remaining 31.25% are not. Additionally, the findings imply that skippable ads can reduce annoyance and provide greater control over social media.

Satisfaction level	Percentage
Satisfied with skippable ads	68.75%
Satisfied with non-skippable ads	31.25%

Table 4: Satisfaction level of viewers on watching skippable ads and non-skippable ads

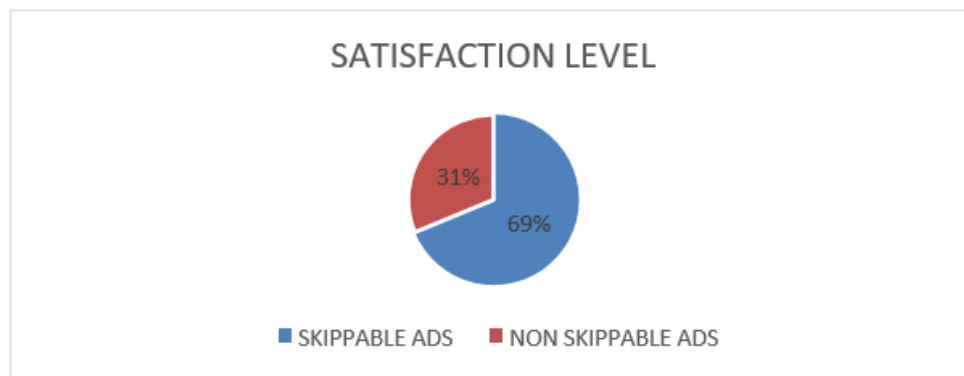


Fig 4: Satisfaction level of viewers on watching skippable ads and non-skippable ads

IV. CONCLUSION

The purpose of the study was to: 1) To study how viewers perceive the interruption of advertisements in social media apps. 2) To understand the willingness of users to upgrade to a premium version as a means of avoiding ads. 3) To learn about the satisfaction level of how skippable and non-skippable ads affect viewers differently. The results of the study suggest that viewers generally find the interruption of advertisements in social media apps to be annoying and disruptive, it is also likely that they find the ads to be more intrusive. This suggests that social media companies should consider different approaches to advertising, such as providing more relevant and less intrusive ads, in order to reduce the disruption caused by ads. This could be done through targeting ads more accurately to users based on their interests, or by introducing more user-friendly advertising formats, and it is also likely that users will upgrade to the premium version of an application or service in order to avoid ads, as it provides an improved user experience and more features. This is because the removal of ads and access to additional features creates a more enjoyable and productive user experience. Skippable ads give viewers the freedom to choose whether or not they want to watch the ad, which allows them to maintain a good user experience. Non-skippable ads force the viewers to watch the entire ad, which can be seen as intrusive, can be off-putting and have a negative effect on viewers. The Research Study has following implications: 1) Viewers have a negative perception of the interruption of advertisements in social media application, 2) Users are likely to upgrade to the premium version of an application or service in order to avoid ads, as it provides an improved user experience and more features 3) Viewers will be more likely to watch skippable ad to completion, than a non-skippable ad.

V. REFERENCES

- [1]. Aslam, W., Farhat, K., & Arif, I. (2020). Skippable Advertisement versus Full-length Advertisement: An Empirical Analysis in Developing Economy. *Journal of interactive advertising* , 49-67.
- [2]. Austin, C.-H. C. (2004). WHY DO PEOPLE AVOID ADVERTISING ON THE INTERNET? *Journal of Advertising* , 33:4, 89-97.
- [3]. Banerjee, S., & Pal, A. (2021). Skipping Skippable Ads on YouTube: How, When, Why and Why Not? 2021 15th International Conference on Ubiquitous Information Management and Communication (IMCOM) (pp. 1- 5). Seoul, Korea (South): IEEE.

- [4]. Boateng, H., & Okoe, A. F. (2015). Determinants of Consumers Attitude towards Social. *Journal of Creative Communications* , 10(3) 248–258.
- [5]. J, F., Martinez-Lopez, Li, Y., & Young, S. M. (2022). How Social Media Can Monetize by Offering Premium Service or Content. SWITZERLAND: *Social Media Monetization. Future of Business and Finance*.
- [6]. KELLY, L. (2008). TEENAGERS' PERCEPTIONS OF ADVERTISING IN THE ONLINE SOCIAL NETWORKING ENVIRONMENT. QUEENSLAND: Queensland University of Technology.
- [7]. Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of Advertising in Social Networking Sites. *Journal of Interactive Advertising* , 10:2, 16-27.
- [8]. Mäntymäki, M., Islam, A. N., & IzakBenbasat. (2019). What drives subscribing to premium in freemium services? A consumer value-based view of differences between upgrading to and staying with premium. *Information System Journal* , 295-333.
- [9]. Nandakumar, A. (2021). An Empirical Study on Viewer Perception Towards Non-Skippable Advertisement on Streaming Applications. *PalArch's Journal of Archaeology of Egypt / Egyptology* , 18(09), 131-138.