


Impact of Online Video Advertisement on Impulsive Buying Tendency with the Mediating Effect of Attitudes (Evidence from University Students in Sri Lanka)

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ABSTRACT

Purpose: TikTok is a growing video-sharing application that allows users to make and share short videos on any topic. At present, young consumer's impulsive decisions have been increased steadily, due to higher exposure to TikTok on online context. Thus, this research was carried out to examine the factors impacting on impulsive buying tendency of young consumers with a particular focus on attitudes toward online advertisements.

Design/methodology/approach: Through a comprehensive survey conducted among 200 undergraduates at University of Ruhuna, data was collected based on a convenient sampling technique. Further, the collected data was analyzed using Smart PLS 4 software.

Findings: The findings indicated that informativeness, personalization, and credibility of online video advertisements positively affect attitudes toward online video ads. Additionally, the mediating effect was proved revealing that young consumers make impulsive purchasing decisions based on the attitude formation through informativeness, personalization, and credibility.

Originality: Although, the application of Tik Tok is important as a marketing tool, research on the TikTok platform is still scarce and inadequately documented.

Implications: The study provides practical advice for marketers and brand managers to focus on improving consumers' perceptions through the video ad's informativeness, entertainment, personalization, and credibility to encourage consumers to purchase impulsively.

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Introduction

Video advertisements are currently among the most popular forms of marketing content (Dwinanda et al., 2022). With 1.7 billion monthly active users, TikTok is one of the most popular social media platforms with a video content component, (Dataportal, 2023). A smartphone software called TikTok allows users to make short films and share them with other members of the TikTok community (Chen et al., 2021). At the end of year 2023, it had over 232 million downloads, making it the most downloaded mobile app worldwide (Statista, 2023). Every day, TikTok viewers watch the video for 52 minutes (Mohammad, 2022). Further, Statista (2023) stated that by the end of the year 2023 63.1%

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of TikTok users are from young generation aged 18 - 34. Due to this issue, firms have the chance to make themselves and use the TikTok app to promote their goods and services.

As per the findings of Dwinanda et al. (2022), TikTok users are more likely to purchase a product if they find the influencer to be entertaining and have a strong parasocial relationship with them. Additional research on online video ads by Genoveva (2022), revealed that young customers are more likely to purchase a product if the advertisement has a positive brand image and compelling content. According to Genoveva (2022), visually appealing content marketing on TikTok can boost favorable customer feedback and brand recognition. Further, a study by Zheng et al. (2019) highlighted that social connection, entertainment that Gen Z trusts and knowledge influence their willingness to purchase products that are promoted on TikTok.

Further, Zheng et al. (2019) in their study found that three factors—portability, visual appeal, and interpersonal influence—cause customers to make an instant purchase in electronic commerce. Adding to that Chen et al. (2021) discovered that customers may be prompted to make impulsive purchases on the WeChat app if they have a fondness for the goods and trust in the recommender. Moreover, it was the view of Koay et al. (2021) that customers' impulsive purchases are influenced by the trustworthiness of Instagram influencers.

Although, the application of Tik Tok is important as a marketing tool, research on the TikTok platform is still scarce and inadequately documented (Koay et al., 2021; Chen et al., 2021; Zheng et al., 2019).

Literature Review

Impulsive Buying Behavior

Impulsive Buying Behavior can be defined as the degree to which an individual is likely to make unintended, immediate, and unreflective purchases (Badgaiyan & Verma, 2014). Further, the impulsive buying tendency is characterized as consumer's tendency to buy spontaneously, unreflectively, immediately, and kinetically (Sun & Wu, 2011). Moreover, a study conducted by Lina and Ahluwalia (2021) defines impulse buying as an unplanned purchase that occurs when a person receives a specific trigger, including new purchases that differ from the regular buying pattern.

TikTok Video Advertisements

Smartphone software called TikTok allows users to make short films and share them with other members of the TikTok community (Li et al., 2021). This smartphone app, which originated in China, became well-known in a number of nations, including Sri Lanka. With its substantial growth, this app is predicted to overtake Instagram in terms of user base (Mohammad, 2022; Li et al., 2021). It was the most downloaded mobile app globally at the end of 2023, with over 232 million downloads (Statista, 2023). As of the end of 2023,

63.1% of young people (ages 18 to 34) who use TikTok, 52 minutes are spent watching the video per day on TikTok (Mohammad, 2022). This problem gives businesses the opportunity to succeed on their own. Businesses now have the opportunity to advertise their products and services on the TikTok app.

Consumers assess internet video ads for informational value, which may affect how they feel about the commercials (Yasa & Mahatma Vidya, 2020; Motwani & Haryani, 2018). Consumer perceptions of internet video commercials are influenced by their entertainment value (Jamalzadeh et al., 2012; Motwani & Haryani, 2018). Consumers' opinions about internet video commercials can be influenced by how trustworthy they believe the source to be (Wang et al., 2018). On the other hand, it looks into opinions on online video ads. The research that is being presented in literature emphasizes how important it is to comprehend how consumers view video advertising (Yasa & Mahatma Vidya, 2020).

Informativeness

Informativeness is recognized as a critical feature in advertising because the volume and quality of information offered can considerably alter consumer perception and attitudes about the advertisement (Jamalzadeh et al. 2012). It is further implied that informational material can positively affect customers' attitudes toward mobile advertising (Motwani & Haryani, 2018). The study conducted by Mahatma Vidya and Yasa (2020) stresses the relevance of informativeness in advertising, demonstrating its favorable impact on perceived advertising value and attitude toward Instagram Stories ads. The quality of information in a mobile advertisement influences consumers' impressions of the firm and its products. (Ünal et al., 2011). Furthermore, it was the view of Jung (2017), that the impact of perceived ad relevancy on social media advertising, Informativeness is an important feature of ad relevance because relevant advertising is more likely to give meaningful information to consumers. Moreover, the study conducted by Lee et al. (2017) looks at how advertisement value and context awareness value affect customer sentiments and purchase intention in smartphone advertising. Adding to that Wang et al. (2018), in their research, highlighted a positive relationship between informativeness perception and the attitude of customers towards viral video advertising.

H1: Informativeness of Online Advertisement positively influence on Attitude Formation

Entertainment

Entertainment is stressed as a positive feature in advertising, as amusing material in advertisements can promote consumer loyalty and brand choice (Czarnecka & Schivinski, 2019; Jamalzadeh et al., 2012). The study conducted by Motwani and Haryani (2018) found that entertainment is a crucial component in determining the efficiency of web-based advertisements. Further, it was the view of Gaber et al. (2019) that advertisements which provide more happiness will attract more customer attention.

The findings of Motwani and Haryani (2018) acknowledge the importance of entertainment in shaping customers' opinions about mobile advertising. It implies that interesting and appealing advertisements have a beneficial impact on consumers' attitudes about brands (Gaber et al., 2019; Wang et al., 2018; Motwani & Haryani, 2018). Entertainment is one of the most crucial variables influencing customers' opinions toward mobile ads (Jamalzadeh et al., 2012). Consumers are interested in and loyal to messages that they consider to be brief and amusing (Motwani & Haryani, 2018). Further, findings of Gaber et al. (2019) discuss about the positive influence of amusing advertising on brand attitudes. The ability of advertising to entertain can increase the experience of advertising exchanges for consumers. Moreover, the study conducted by Jung (2017) focuses mostly on perceived ad relevance and privacy concerns; nevertheless, the entertainment value of adverts is also a significant component in advertising efficacy. Within this backdrop, H2 was developed to test the impact of Entertainment of Online Advertisement as follows.

H2: Entertainment of Online Advertisement positively influence on Attitude Formation

Personalization

Personalization is not specifically addressed in the offered excerpts; the study explains the necessity of offering tailored and relevant information that meets client preferences (Zhu et al., 2020). Personalization, which includes adapting material to individual tastes, has been demonstrated to improve the effectiveness of marketing communications (Motwani & Haryani, 2018). Further, the findings of Mahatmavidya and Yasa (2020), explain personalization by examining advertisers' ability to create highly individualized ad images based on user factors such as geographic location, gender, age, and hobbies. This is consistent with the larger trend of customization in digital advertising, in which targeted and personalized material is being employed to engage certain audience segments (Gaber et al., 2019) investigates the effects of personalization on customer views regarding advertisements.

It implies that commercials with intriguing and personalized information can result in a positive attitude toward mobile advertisements (Motwani & Haryani, 2018). Personalization is a unique feature of mobile advertising that allows marketers to reach out to potential customers individually, thereby forming attitudes followed by improving customer interaction (Wang et al., 2018). Personalized mobile adverts can be sent based on criteria such as consumer demographics, time, geographic location, and consumer priorities (Ünal et al., 2011). According to Jung (2017), Personalization is an important part of ad relevance, and the study emphasizes the impact of perceived relevance on forming attitudes.

H3: Personalization of Online Advertisement positively influence on Attitude Formation

Credibility

Credibility is vital for building confidence and reliability in advertising messaging, which can impact customer attitudes and behaviors (Jamalzadeh et al., 2012). Additionally, a study conducted by Wang et al., (2018) examines the issue of trustworthiness in the context of viral marketing. It covers the risks and issues connected with the lack of control in viral marketing initiatives, emphasizing the possible impact on customers' trust in the messages and the individuals sharing them (Motwani & Haryani, 2018). Further, it was the view of Mahatmavidya and Yasa (2020), that the credibility of online advertising messages has a direct impact on attitudes formation. The same was explained in another study conducted by Unal et al. (2011) revealing that the credibility of mobile advertising messages influences consumer attitudes toward commercials in a positive way. The topic of credibility of commercials has been thoroughly researched in the advertising literature and is considered one of the key determinants of forming attitudes (Jamalzadeh et al., 2012). Grounded on the above information, H4 of the present study was derived as follows.

H4: Credibility of Online Advertisement positively influence on Attitude Formation

Relationship Between Attitudes Toward Online Advertisement Impulse Buying Tendency

Online advertisements, especially on platforms like Tik-Tok, can significantly influence consumer attitudes and purchasing behavior (Ramadhani et al., 2020). The visual appeal, promotional offers, and engaging content in these advertisements can create a sense of urgency and excitement, leading to impulsive buying tendencies (Barcelona et al., 2022). Further, Attitudes toward online advertising can influence consumer trust and purchase intention (Souiden et al., 2017). Adding to that Yang et al. (2020) revealed that Consumers who have positive attitudes toward online advertising are more likely to trust the information presented in ads and to make purchases based on those ads. Additionally, the study conducted by Lina and Ahluwalia (2021) found that cognitive and affective attitudes play a significant and positive role in predicting Generation Z consumers' online impulsive buying behavior. Moreover, scholars revealed that Attitudes toward online advertisements can influence consumers' impulse-buying tendencies in several ways. Among them, Zheng et al. (2019) highlighted that positive attitudes toward online advertisements may lead to increased exposure to promotional content, which can in turn stimulate impulse buying tendencies. Finally, it was the view of Chen et al. (2021) that the impact of social ties and online word of mouth on consumer behavior can influence attitudes toward online advertisements and subsequently affect impulse buying tendencies. Based on the above background information, H5 was developed to test the impact of attitudes toward online advertisements on Impulse buying behavior.

H5: Attitudes toward Online Advertisement positively influence on Impulse Buying Tendency

Conceptual Framework

The conceptual framework used in this research is based on the Theory of Reasoned Action (TRA) to explain the relationships between variables related to young consumers' attitudes toward online video advertisements and their impulsive buying tendencies on the TikTok platform. Theory of Reasoned Action (TRA), states that attitudes and subjective norms influence behavioral intentions, which in turn affect actual action. In this context, the stimuli that trigger attitudes include informativeness, Entertainment, and personalization; credibility is tied to subjective norms. By utilizing the TRA as the theoretical foundation and constructing a conceptual framework that outlines the relationships between key variables, the research aims to provide insights into the factors influencing young consumers' attitudes toward online video ads and their impulsive buying behavior on the TikTok platform.

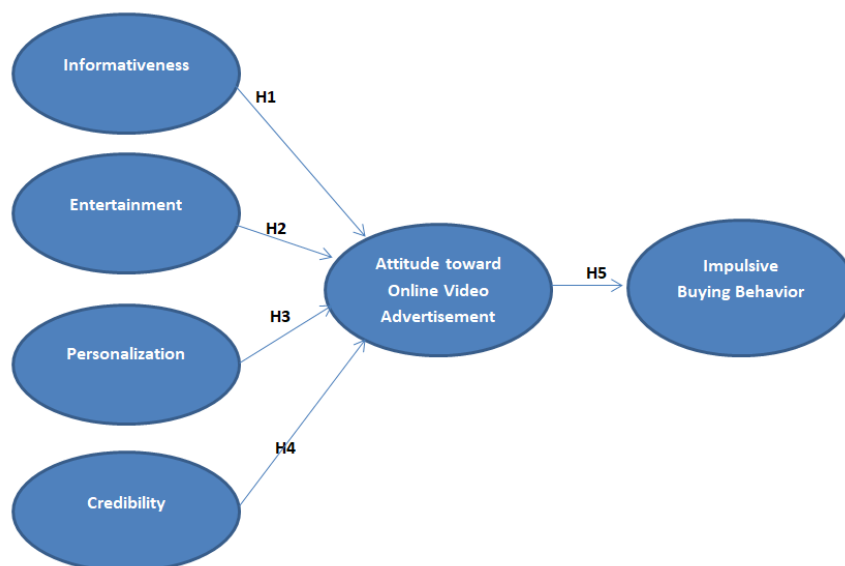


Figure 1. Conceptual Framework

Methodology

Research Approach

A positivistic approach has been used in the current study to examine the impact of Online Video advertisements on Impulse Buying Behavior with the mediating effect of Attitudes. Positivism is a philosophical approach that emphasizes the use of empirical evidence and scientific methods to study social phenomena (Hair et al, 2016; Saunders et al, 2009). In this research, the researchers used a quantitative approach to collect and analyze data, which is consistent with the positivistic philosophy. Thus, the study aimed to establish causal relationships between variables and test hypotheses using statistical analysis.

Sample Design

The study sample in a research study refers to the specific group of individuals or entities selected to participate in the research (Atma & Yogyakarta, 2023a). It is a critical aspect of the research design as the findings and conclusions drawn from the study are often generalized to the larger population based on the characteristics of the selected sample. The population of the present study is comprised of university students who are exposed to Tik-Tok advertisements. Among them, a sample of 200 undergraduates were selected from University of Ruhuna based on convenient sampling technique.

Convenience sampling was applied due to its practicality and ease of access to participants, aligning with the study's resource constraints and time considerations. This method involves selecting individuals who are readily available and willing to participate, often chosen for their accessibility rather than their specific characteristics. While convenience sampling may introduce some bias, its efficiency in gathering a diverse set of participants within the study's constraints outweighs these limitations.

Data Collection

For the purpose of collecting data from a sample of 200 University students, a survey-based questionnaire was used as the main method of data collection. To ensure accuracy and relevance, the questionnaire design process was carried out through a series of methodical steps. To guide the creation of survey items, the researchers first carefully outlined its primary objectives and research questions. After that, a thorough analysis of the body of research served as a guide for selecting relevant dimensions and variables to be included in the questionnaire. Following that, succinct and unambiguous questions were formulated, with an emphasis on respondent comprehension and clarity. To improve its structure and ensure its efficacy, the drafted questionnaire was put through a rigorous pre-testing procedure. Ultimately, the target sample was given access to the validated questionnaire, which made it easier to collect data in a way that was consistent with the objectives of the study.

Data analysis

For the purpose of validation of measurement properties and testing hypotheses, Structured Equation Modeling in SMART PLS 4 was used within this study. Among the two models in SEM, measurement model was used to test the quality of the measurement properties, while the relationship was measured in structural model. Under measurement model, factor loading of each indicator, their multi-collinearity, validity and reliability were tested. Within the structural model, the relationship among the latent variables was tested based on the path coefficients, confidence interval and coefficient of determination (R^2).

Measurement Model Analysis

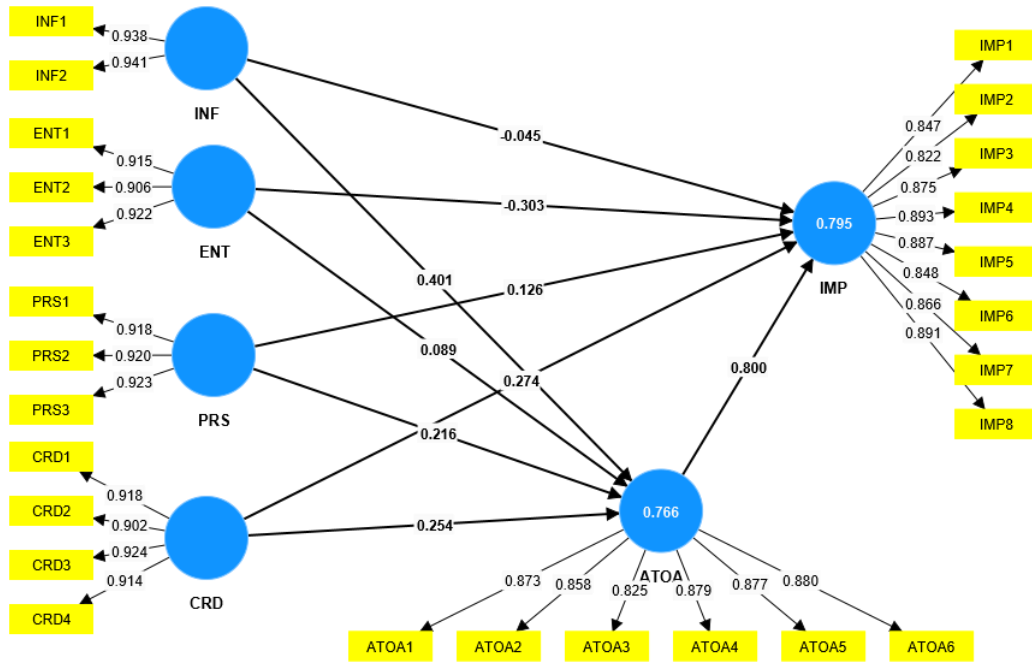


Figure 2. Measurement Model

Unidimensionality

Factor loadings span from -1.0 to +1.0; greater absolute values indicate a closer relationship between the items falling within each category (Hair, et al., 2016a). The following table illustrates the visual representation of the factor loading for the dimensions.

Table 1
Unidimensionality

Variable	Factor Loading	Variable	Factor Loading
Informativeness		Attitudes Toward Online Advertisement	
INF1	0.938	ATOA1	0.873
INF2	0.941	ATOA2	0.858
		ATOA3	0.825
Entertainment		ATOA4	0.879
ENT1	0.915	ATOA5	0.877
ENT2	0.906	ATOA6	0.88
ENT3	0.922		
Personalization		Impulse Buying Behaviour	
PRS1	0.918	IMP1	0.847

PRS2	0.920	IMP2	0.822
PRS3	0.923	IMP3	0.875
		IMP4	0.893
Credibility		IMP5	0.887
CRD1	0.918	IMP6	0.848
CRD2	0.902	IMP7	0.866
CRD3	0.924	IMP8	0.891
CRD4	0.914		

According to the data in Table 1, every item under each dimension had loading points higher than the suggested threshold of 0.7. As a result, none of the questions on the current list were eliminated. As a result, figure 2 can be used to further analyze this model.

Reliability

Reliability is the degree of consistency across several measurements of a variable (Gronemus et al., 2010). According to Hair, et al. (2010), the reliability statistic is used to verify that results remain consistent when measurements are made again. Thus, based on the recommendations of Hair et al (2010), the reliability of the current study was explored as follows.

Table 2
Reliability

	Cronbach's alpha	Composite reliability	Composite reliability	Average variance extracted
Informativeness	0.867	0.868	0.938	0.883
Entertainment	0.902	0.904	0.939	0.836
Personalization	0.910	0.910	0.943	0.847
Credibility	0.935	0.935	0.953	0.836
Attitudes Toward Online Advertisement	0.933	0.934	0.947	0.749
Impulse Buying Behavior	0.952	0.953	0.960	0.751

As per the data on Table 2, all the Cronbach’s alpha values for Informativeness, Entertainment, Personalization, Credibility, Attitude toward online advertisement, and Impulsive Buying behavior are lied between 0.867 and 0.952 exceeding the threshold level of 0.7. In addition to that, the statistics for composite reliability have also fallen between 0.868 and 0.953, further proving that the items used to measure each dimension are good enough to measure that particular construct.

Validity

According to the findings of the existing theories, the validity of the current study was determined considering the content and construct validity as follows.

Content Validity: In the current study, a sufficient number of items were used to measure the phenomena. Under those 12 items for four dimensions (Informativeness, Entertainment, Personalization and Credibility) of independent variable, 06 items for the mediating variable and 08 items for the dependent variable was used consequently.

Convergent Validity: Convergent Validity of the present study was determined considering the AVE values greater than 0.5 as the threshold level. In here, all the dimensions except ACV (0.480) have higher Average Variance Extracted values, proving the items used to measure the dimensions are converged together. Further, Informativeness (0.883) has the highest AVE value, and Attitudes toward Online Advertisement (0.573) with the lowest AVE.

Discriminant Validity: The degree of distinction between two conceptually similar ideas is known as discriminant validity (Hair, et al., 2010). The researchers of the present study utilized the most popular method of calculating discriminant validity as follows.

Fornel and Larcker Criterion: As per the data on Table 2 all the AVE values across the diagonal are greater than their correlation with all other constructs. So, Discriminant Validity of the current study was decided based on the higher AVE values across the diagonal.

Table 3
Fornel and Larcker Criterion

	Attitudes Toward Online Advertisement	Credibility	Entertainment	Impulse Buying Behavior	Informativeness	Personalization
Attitudes Toward Online Advertisement	0.866					
Credibility	0.798	0.914				
Entertainment	0.722	0.710	0.914			
Impulse Buying Behavior	0.861	0.761	0.528	0.866		
Informativeness	0.825	0.777	0.738	0.699	0.939	
Personalization	0.781	0.788	0.731	0.711	0.749	0.920

Table 4
Indicator Multi-Collinearity

Exogenous variable							
Informativeness	VIF	Entertainment	VIF	Personalization	VIF	Credibility	VIF
INF1	2.414	ENT1	3.017	PRS1	2.987	CRD1	3.666
INF2	2.414	ENT2	2.619	PRS2	3.006	CRD2	3.179
		ENT3	2.995	PRS3	3.111	CRD3	3.897
						CRD4	3.475
Mediation Variable		Endogenous variable					

Attitude Toward Online Advertisement	VIF	Impulse Buying Tendency	VIF
ATOA1	3.014	IMP1	2.860
ATOA2	2.776	IMP2	2.607
ATOA3	2.474	IMP3	3.966
ATOA4	3.321	IMP4	4.224
ATOA5	3.338	IMP5	3.680
ATOA6	3.195	IMP6	3.231
		IMP7	3.302
		IMP8	4.109

Indicator Multicollinearity

In addition to the above decision criteria, the data on Table IV further proved that there is no issue of multicollinearity having the VIF values less than the threshold level 5.

Structural Model Analysis

The structural model defines how particular latent constructs influence changes in the values of other latent constructs in the model whether directly or indirectly (Byrne, 2010). Thus, the detailed explanation of path coefficients, confidence intervals, model fit, and R² can be elaborated as follows.

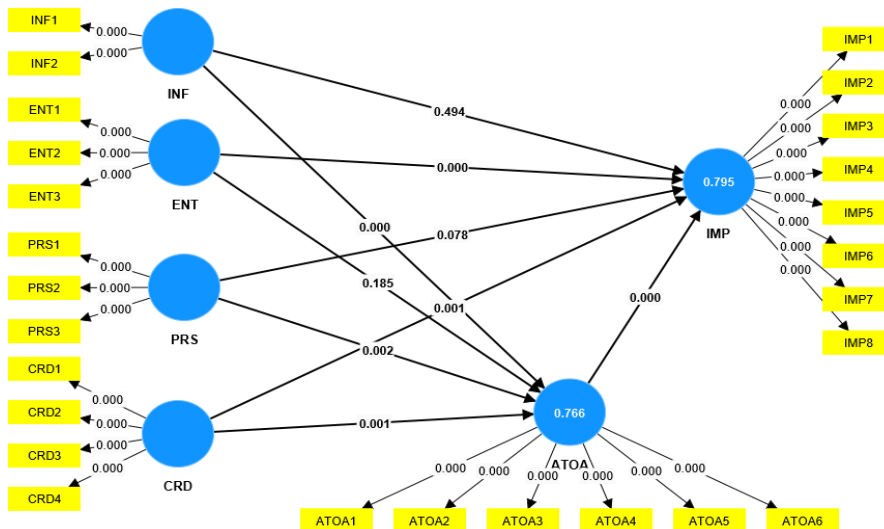


Figure 3. Structural Model

Model Fit

The overall fit of the structural model was evaluated to determine how well the suggested causal relationships between the latent constructs fit the research data before delving into the outcomes of the hypotheses placed presented by the current investigation. According to the data in Table V, the SRMR value of 0.041 which is less than 0.08 highlighted that the residual error is 4.1 and it is quite good. Then, the Normative Fit (NFI) value of 0.872 which is closer to the threshold level of 0.9 denoted that the structural model has a good fit.

Table 5
Model Fit

	Saturated model	Estimated model
SRMR	0.041	0.041
d_ ULS	0.578	0.578
d_ G	0.622	0.622
Chi-square	723.822	723.822
NFI	0.872	0.872

Path Coefficient

A direct path involves an exogenous variable (independent) directed towards a specific endogenous (dependent) variable, whereas an indirect path involves the influence of one latent variable mediated by one or more additional latent variables on an endogenous latent variable (Garson, 2016). The following Table VI visually represents the results of path coefficients, t values, and p values.

Table 6
Path coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
ATOA -> IMP	0.800	0.799	0.068	11.730	0.000
CRD -> ATOA	0.254	0.265	0.074	3.449	0.001
CRD -> IMP	0.274	0.272	0.082	3.337	0.001
ENT -> ATOA	0.089	0.086	0.067	1.324	0.185
ENT -> IMP	-0.303	-0.300	0.072	4.181	0.000
INF -> ATOA	0.401	0.385	0.088	4.542	0.000
INF -> IMP	-0.045	-0.040	0.065	0.684	0.494
PRS -> ATOA	0.216	0.222	0.069	3.129	0.002
PRS -> IMP	0.126	0.122	0.071	1.765	0.078

As per the data shown in Table VI Informativeness, Personalization, and Credibility are directly influencing on Attitude formation of Online Advertisements having the t values greater than 1.96 with the p values less than 0.05. Based on the above statistics it can be concluded that H1, H3 and H4 were accepted. Additionally, the relevant t value and p

values for the impact of Attitudes on Impulse Behaviour are also in line with the threshold levels proving that Attitude Formation is directly influencing Impulsive Buying Behaviour accepting H5. However, Entertainment has no significant influence on Attitude formation of Online advertisements having the t values less than 1.96 with higher p values which is greater than 0.05. So, H3 of the present study was rejected.

Confidence Interval

An exogenous variable cannot have a significant effect on an endogenous variable if zero is present within the confidence interval (Hair et al., 2022). The following Table VII shows the data of the results of the confidence interval.

Table 7.
Confidence Interval

	Original sample (O)	Sample mean (M)	2.5%	97.5%
ATO A -> IMP	0.800	0.799	0.662	0.937
CRD -> ATO A	0.254	0.265	0.122	0.415
CRD -> IMP	0.274	0.272	0.111	0.434
ENT -> ATO A	0.089	0.086	-0.044	0.218
ENT -> IMP	-0.303	-0.300	-0.437	-0.155
INF -> ATO A	0.401	0.385	0.189	0.536
INF -> IMP	-0.045	-0.040	-0.167	0.090
PRS -> ATO A	0.216	0.222	0.092	0.362
PRS -> IMP	0.126	0.122	-0.017	0.265

Regarding the data on Table VII, Zero does not lie between the ranges of Informativeness on Attitude formation, Personalization on Attitude formation and Credibility on Attitude formation, further proving the H1, H3 and H4. Additionally, zero does not lie between the ranges of confidence interval values for the impact of Attitudes on Impulse Behaviour accepting H5. However, zero is presented between the ranges of confidence intervals for Entertainment and Attitude formation suggesting that Entertainment has no significant influence on Attitude formation rejecting H3.

Coefficient of Determination (R²)

It indicates the degree of variance in the endogenous variables that may be accounted for by each of the associated exogenous variables (Hair et al, 2022). Furthermore, the combined effects of the exogenous latent variable on the endogenous latent variable are represented by the coefficient. The data on table VIII visually illustrates the coefficient of determination.

Table 8
Coefficient of Determination (R²)

	R-square	R-square adjusted
ATOA	0.766	0.761
IMP	0.795	0.790

As per the data on above table VIII, the first R2 value of 0.766 highlighted that 76.6% of changing Attitudes toward online video advertisement are determined by Informativeness, Entertainment, Personalization and Credibility.

In addition to that, the second R2 value of 0.795 highlighted that 79.5% of changing Consumer Impulsive Buying Tendency are determined by Attitude Toward Online advertising. So, the current study's model was approved, resulting in a respectable R²value for Attitude Toward Online Advertising.

Hypothesis Testing

As per the data shown in Table IX below, three of the four elements of online advertising were shown to have a positive influence on the formation of attitudes among young people. Among the four components, informativeness has the biggest impact on attitude development (t = 4.542, p = 0.000), with a t value bigger than 1.96 and a p value less than 0.05. The adoption of Hypothesis 04, which claims that credibility has the second-highest impact on attitude, was then settled upon. Thirdly, the statistics (t=3.129, p = 0.000) demonstrated that, while acknowledging Hypothesis 03, personalization of online ads had a positive influence on the attitude format of young customers. However, it should be noted that entertainment has no bearing on the formation of attitudes, hence rejecting hypothesis 02 (t = 1.324, p = 0.185). In the end, it was shown that attitude formation has a favorable impact on the impulsive buying behavior of young clients, hence supporting Hypothesis 05.

Table 9
Hypothesis Testing

Hypothesis		Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Results
H1	INF -> ATOA ENT ->	0.401	0.385	0.088	4.542	0.000	Supported
H2	ATOA PRS ->	0.089	0.086	0.067	1.324	0.185	Not Supported
H3	ATOA CRD ->	0.216	0.222	0.069	3.129	0.002	Supported
H4	ATOA ATOA ->	0.254	0.265	0.074	3.449	0.001	Supported
H5	IMP	0.800	0.799	0.068	11.730	0.000	Supported

Discussion and Conclusion

Discussion

This study aims to examine the role of online video advertisements on Impulse buying behavior with the mediating role of attitudes toward online video ads. The study used a deductive approach to assess how four aspects of internet video commercials affected the establishment of attitudes and the subsequent impulsive buying behavior.

Based on the study results produced by smart pls 4.0, it was discovered that out of four, three components of online advertising had a beneficial impact on young people's attitude formation. Informativeness, with a t value larger than 1.96 and a p value less than 0.05, has the greatest influence on attitude formation among the four elements, supporting hypothesis 01 ($t = 4.542$, $p = 0.000$). Next, it was decided to adopt Hypothesis 04, which states that Credibility has the second-highest influence on attitude. Thirdly, it was shown that, while accepting Hypothesis 03, personalization of online advertisements had a favorable influence on the attitude format of young customers, as evidenced by the statistics ($t=3.129$, $p = 0.000$). It should be highlighted, nonetheless, that entertainment has no effect on how attitudes are formed, refuting hypothesis 02 ($t = 1.324$, $p = 0.185$). Ultimately, it was demonstrated that young customers' impulsive purchasing behavior is positively influenced by attitude formation, supporting Hypothesis 05.

Practical Implications

The study's findings provide insightful knowledge in the following domains. This study is the first in Sri Lanka to investigate the impact of internet video commercials on impulse buying behavior with the mediating effect of attitude formation. It also addresses the necessity to focus on the underrepresented young consumer demographic.

Second, the results of this study offer useful information to markets regarding the use of Tik Tok advertisements as a platform for promoting youth goods. Third, policymakers at the federal level can take the required steps to slow down social media's excessive growth, which would result in unneeded consuming habits.

Future Research Directions

The discussion suggests potential future research directions, such as exploring impulsive buying tendencies on other social media platforms like Instagram and YouTube, examining different generations' behaviors on TikTok, and expanding the research framework to various platforms to compare results. Second, it would be more advantageous for future researchers to test the model of the current study through a longitudinal investigation in order to more clearly identify the causal relationships that are already in place.

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