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Conflict of Interest
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A Conditional Mediation Analysis of Ad Value Moderated by Time Spent on YouTube

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Abstract

Social media usage has increased significantly in the last few years due to its easy access and low cost. Besides other social media forums, YouTube usage worldwide has also increased profoundly. A recent decline in the number of advertisements on YouTube has led to YouTube skepticism about its full-fledged operations in Pakistan. Also, many firms in Pakistan have reduced their advertisement budgets on YouTube. Given its importance, the study has examined the factors affecting YouTube ad avoidance. The study also examined the mediating role of ad value and the moderating role of time spent on YouTube. In addition, the study has also examined the conditional indirect effect of time spent on YouTube. We collected data based on an e-questionnaire, in which 457 participants completed the questionnaires. Our study found that perceived ad irritation (PAIR) and perceived ad goal impediment (PAGI) positively affect perceived ad avoidance (PAAV). The study also documents that perceived ad information (PAIN) and perceived Ad entertainment (PAEN) insignificantly affect perceived ad avoidance (PAAV). The study proposed four mediating hypotheses, and we found support for only one hypothesis, stating that perceived ad avoidance (PAAV) mediates perceived ad goal impediment (PAGI) and perceived ad avoidance (PAAV). However, the study found time spent on YouTube (TSOY) moderates perceived ad value (PAVL) and perceived ad

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avoidance (PAAV). We also found that the time spent on YouTube's conditional mediation Index (CoMe Index) is statistically significant.

Keywords: YouTube, advertising ad-value, ad-avoidance,   conditional mediation, conditional mediation Index, time spent on YouTube.

Introduction

YouTube advertising refers to promoting goods and services via online sharing platforms. The effectiveness of YouTube advertising has increased significantly in recent years since it has a huge following (YouTube Help, 2022). According to an estimate, about two billion YouTube users log in monthly, and about 500 hours of video content are uploaded every minute to the platform (Global Media Insights, 2022). Extant literature also documents that, on average, users spend twelve minutes on YouTube daily, leading to 6.5 page views (Ceci, 2022) . As a result, more firms are spending their resources on YouTube advertising (Rizwan, 2019). In the same context, many researchers believe that firms aligning YouTube content with their overall strategies would be more successful than others (Agarwal, 2021). Many factors have a positive or negative impact on perceived Ad avoidance (PAAV), including perceived ad informativeness (PAIN), perceived ad entertainment (PAEN), perceived ad irritation (PAIR), and perceived ad goal impediment (PAGI).

Perceived Ad Informativeness (PAIN) refers to the quality of an advertisement in effectively conveying relevant and persuasive information to the audience, enabling them to make informed decisions (Munawar et al., 2022). It consists of several aspects, including clarity, persuasiveness, and credibility. Perceived Ad Avoidance (PAAV) relates to evading exposure to advertisements (Sifaoui et al., 2023). Consumers believe ads are informative (Kristian et al., 2023), entertaining (Manko, 2023), offensive (Kristiyono et al., 2023), and irritating (Febriyantoro, & Hapsara, 2023). Perceived Ad Entertainment (PAEN) is the belief that ads provide excitement, enjoyment, and pleasure (Williams-Fayne, 2023). Kunert and Kuni (2023) assert that consumers consider advertisements entertaining, which involves and engages consumers in different activities. Perceived Ad irritation (PAIR) refers to the negative aspects or qualities of advertisements that can lead to discomfort or frustration for the audience (Sembiring & Fahlevi, 2023).

A recent decline in the number of advertisements on YouTube has led to YouTube skepticism about its full-fledged operations in Pakistan. Also, many firms in Pakistan have reduced their advertisement budgets on YouTube. Researchers in Pakistan believe that many consumers avoid YouTube advertising by using the skip option, and local firms are reducing their advertising budget on YouTube.

Given its importance, the study has examined the factors affecting YouTube ad avoidance. The study also examined the mediating role of ad value and the moderating role of time spent on YouTube. In addition, the study has also examined the conditional indirect effect of time spent on YouTube.

Literature Review

Perceived Ad Value (PAVL)

The degree to which media users believe advertising is advantageous to them (Khofifah & Supriyanto, 2022), or, in other words, the utility of ads for consumers (Syvertsen et al., 2022), is referred to as perceived ad value (PAVL) (Noguti, 2023). Consumers have a high perception of important, useful, and valuable advertisements, due to which they watch the complete advertisement. It also leads to positive attitudes towards purchase intentions (Khofifah & Supriyanto, 2022).

Perceived Ad Avoidance (PAAV)

Ad avoidance relates to evading exposure to advertisements (Sifaoui et al., 2023). Initially, researchers believed that consumers cognitive and affective behaviors toward Ad Avoidance occur concurrently, but later, researchers asserted that these behaviors occur serially (Dodoo & Wen, 2021). Consumers' responses to YouTube advertising are different. They believe ads are informative (Kristian et al., 2023), entertaining (Manko, 2023), offensive (Kristiyono et al., 2023), and irritating (Febriyantoro, & Hapsara, 2023). Because most consumers avoid YouTube advertising, marketers must develop adequate strategies to attract the target audience (Yoon Huang & Yim, 2023).

Perceived Ad Informativeness (PAIN)

Ad-informativeness refers to the quality of an advertisement in effectively conveying relevant and persuasive information to the audience, enabling them to make rationale decisions (Munawar et al., 2022). It consists of several aspects, including clarity, persuasiveness, and credibility. Clarity ensures the message is easy to understand. In the context of advertisements, it includes product price information, availability, how it satisfies consumers' needs, and how it differs from competitors (Alam et al., 2023). Persuasiveness goes beyond just sharing information and aims to encourage the audience to buy the goods and services (Fan & Chan, 2023). Creditability refers to the trust consumers have in an advertisement. If there is no or little gap between what a brand claims and what it delivers, it enhances advertisement creditability (Brinson & Lemon, 2023).

Perceived Ad Entertainment (PAEN)

Perceived ad entertainment is the belief that ads provide excitement, enjoyment, and pleasure (Williams-Fayne, 2023). Kunert and Kuni (2023) assert that consumers consider advertisements entertaining, which involves and engages consumers in different activities. Entertaining advertisements evoke consumers' excitement and leave a memorable and lasting impression on the audience's mind (Abbasi et al., 2022). PAEN promotes consumers' positive attitudes toward products and services (Hussain et al., 2022). In summary, ad entertainment (Kunert and Kuni, 2023) focuses on creating ads that convey a message and provide a positive and enjoyable viewing experience (Abbasi et al., 2022). Thus, it enhances, engages, and resonates with the target audience. (Williams-Fayne, 2023).

Perceived Ad Irritation (PAIR)

Ad irritation within the context of advertising refers to the negative aspects or qualities of advertisements that can lead to discomfort or frustration for the audience (Sembiring & Fahlevi, 2023). It encompasses various dimensions: annoying, causing displeasure (Christy et al., 2023) deceptive, conveying misleading information and confusing messages (Le, 2023); nonsensical, lacking coherence or relevance (Amoako et al., 2023).

Perceived Ad Goal Impediment (PAGI)

Ad goal impediment in advertising refers to the adverse effects of advertisements on the audience's intended actions and goals while consuming content (Chen & Zhou, 2023; Khan et al., 2022). It encompasses several aspects: Hinder the user's search for information or content, disrupt the natural flow of the content, divert attention away from the intended content and lead to time wastage (Munawar et al., 2022).

Hypothesis Development

Ad Informativeness, Ad value and Ad avoidance

Advertising enables firms to highlight their unique selling proposition, which helps business entities differentiate themselves from others (Susilo & Santos, 2023). Bähr and Fliaster (2023) assert that these aspects promote market competition and improve product value, translating into improved products at low prices. A study asserts that one euro invested in advertising contributes seven euros to GDP (Value of Advertising, 2022). Advertising value measures an advertisement's effectiveness (Segijn & Van-Ooijen, 2022; Lütjens et al., 2022).

Perceived ad informativeness (PAIN) refers to the degree to which viewers believe

the ad presents accurate, relevant, and timely information (Mo et al.,2023). People who are skeptical of the information offered by commercials value them less (Rajavi et al., 2023). However, ads that add to the knowledge of a product or other information are of higher value (Abbasi et al., 2022). Social media users despise and avoid irrelevant ads (Chaerunnisa, Cross, & Kosasih2023). Moreover, Rajavi et al. (2023) suggest consumers' involvement with a product correlates with the informativeness of web-based ads. Hence, the first set of hypotheses:

H1A: Perceived ad informativeness (PAIN) positively affects perceived ad avoidance (PAAV).

H1B: Perceived ad value (PAVL) mediates perceived ad informativeness (PAIN) and perceived ad avoidance (PAAV).

Ad Entertainment, Ad Value, Ad Avoidance

Perceived ad entertainment (PAEN) is the belief that ads provide excitement, enjoyment, and pleasure (Abbasi et al., 2022). When social media consumers come across engaging and fulfilling content, they experience pleasure (Williams-Fayne, 2023). Also, emotional appeal (Abbasi et al., 2022) and humorous (Kunert and Kuni, 2023) advertisements increase consumers' engagement. As a result, they do not avoid such advertisements. Users of the Internet and YouTube prefer engaging advertising material (Kunert & Kuni, 2023) compared to memorable and interesting ads (Hussain et al., 2022). Viewers keep watching an ad when they find it entertaining (Williams-Fayne, 2023). Hence, the second set of hypotheses is:

H2A: Perceived ad entertainment (PAEN) negatively affects perceived ad avoidance (PAAV).

H2B: Perceived Ad Value(PAVL) mediates perceived ad entertainment (PAEN) and perceived ad avoidance (PAAV).

Ad Irritation, Ad Value, and Ad Avoidance

Perceived ad irritation refers to a belief that the ads are deceptive, annoying, excessive, or nonsense (Sembiring & Fahlevi, 2023). The usefulness of YouTube and online advertisements decreases if consumers find them annoying (Singaraju et al., 2022). When viewers have been exposed to advertising before or frequently, they often skip it (Li, Kim, Do, & Choi, 2022) as it leads to ad clutter and ad avoidance (Singaraju et al., 2022). Ad clutter refers to more advertisements in a particular media (Eisend & Tarrahi, 2022). The discussion leads to the third set of hypotheses:

H3A: Perceived ad irritation (PAIR) positively affects perceived ad value (PAAV).

H3B: Perceived ad value (PAVL) mediates perceived ad irritation (PAIR) and perceived perceived ad avoidance (PAAV).

Ad Goal Impediment, Ad Value, and Ad Avoidance

Perceived goal impediment refers to the belief that the ads hinder the achievement of the goals associated with media use. When people utilize media, they have a specific objective (Singaraju et al., 2022). Because they are goal-oriented, internet users are more irritated by advertisements (Pradhan et al., 2023) than TV viewers (Jin et al., 2022). The reason for a person's visit to an internet-based platform impacts the value they put on the advertising (Hamby & Jones, 2022). Internet surfers avoid advertisements since they obstruct their search results (Purwatiningsih et al., 2022). They ignore advertisements when there is a pressing need for time (Eisend, 2022). Media users avoid ads unrelated to them (Kelly, Kerr, & Drennan, 2020). Similarly, when individuals believe commercials prevent them from achieving their goals, they avoid them (Purwatiningsih et al., 2022). Therefore, we propose the following hypotheses.

H4A: Perceived ad goal impediment(PAGI) positively affects perceived ad avoidance (PAAV).

H4B: Perceived ad value (PAAV) mediates perceived ad goal impediment (PAGI) and perceived ad avoidance (PAAV).

Moderation of Time Spent on YouTube

YouTube viewers show a different level of commitment to the platform. The attitude of media users towards the promotions presented on YouTube significantly depends on the time they spend online (Tham and Perreault, 2021). Many researchers believe that the time spent on YouTube has varying effects on perceived ad value (PAVL) and perceived ad avoidance (PAAV) (Munaro et al., 2021). Thus, we have formulated the following hypothesis.

H5: Time Spent on YouTube (TSU) positively moderates perceived ad value (PAVL) and perceived ad avoidance (PAAV).

Conceptual Framework

The study's model includes seven constructs based on prior research findings: Perceived ad avoidance (PAAV) (Sifaoui et al., 2023), perceived ad value (PAVL) (Hussain

et al., 2023), perceived ad informativeness (PAIN) (Rajavi et al., 2023), perceived ad entertainment (PAEN) (Noguti, 2023), perceived ad irritation (PAIR) (Hussain et al., 2023), perceived ad goal impediment (PAGI) (Al-Hilal, 2023), and time spent on YouTube (TSOY) (Rizwan, 2019). The model in Figure 1 depicts the link between these factors.
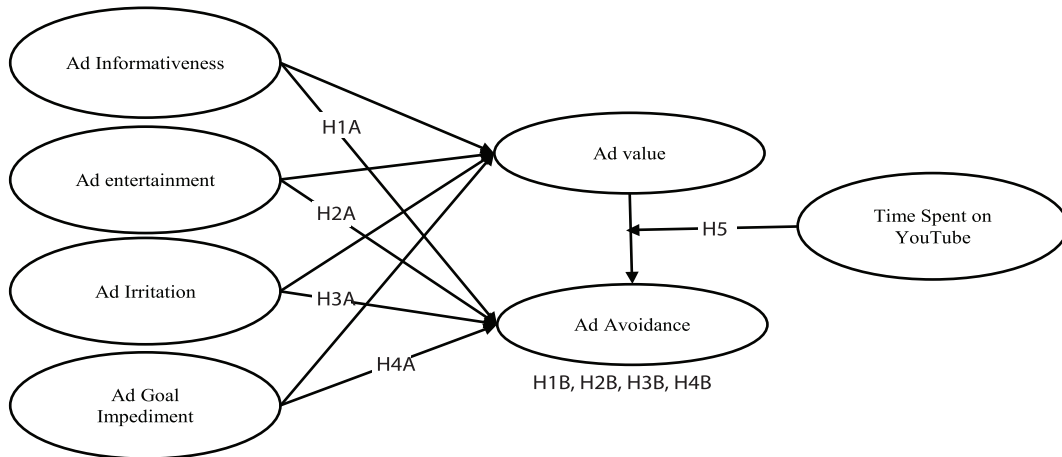

Figure 1: Proposed Model

Research Methodology

Research Design
This study has used a quantitative mono-method research methodology with a deductive approach to assess the relationship between the independent and dependent variables. The study articulated the hypotheses based on past studies, which we empirically tested based on the data collected through an online questionnaire.

Data Collection Instruments
The scales for this study have been adapted from previous studies (Refer to Table 1). The researchers supervised the administration of the first five questionnaires as a pretest to ensure the content of the questionnaire was comprehensible. The questionnaire had section breaks to reduce the effect of common method bias (Kock, 2015). The authors of the study shared the link of the questionnaire through social media groups and the comments section of Pakistani drama serials on YouTube.

Table 1: Scale and Measurement

Constructs	Sources	Items
Perceived Ad Entertainment (PAEN),	Ducoffe (1996).	5
Perceived ad Irritation (PAIR)	Ducoffe (1996).	6
Perceived Ad Goal Impediment (PAGI)	Cho And Cheon (2004).	5
Perceived Ad Value (PAVL)	Ducoffe (1996).	5
Perceived Ad Avoidance (PAAV)	Baek and Morimoto (2012) and Kim et al.(2010).	5
Perceived Ad Informativeness (PAIN)	Ducoffe (1996) and Kim et al. (2010).	5
Time Spent On YouTube (TSOY)	Ek and Samahita (2023).	6

Sample and Sampling Technique

This study utilized a strategic sampling method where we selected the respondents who met specific criteria for the survey. To ensure generalizability, we selected a sample size with a G-power of 80% and took ten samples for each indicator. Using this technique, we found a sample size 370 would be appropriate (37 indicators X 10 samples) (Henseler, Ringle, and Sarstedt, 2015; Rahman et al.,2022).

Data screening

Overall, 506 respondents reached the online questionnaire. Of these, 473 responses crossed the screening questions "Are you a respondent of Pakistan?" and "Do you watch YouTube regularly?" Subsequently, we screened the questionnaire for missing responses. Eventually, we selected 457 responses for analysis. The study regressed all constructs on dependent variables for a full collinearity analysis. All variables' variance inflation factor is below 3.3, indicating the absence of common method bias (Podsakoff et al., 2003).

Sample Analysis

Frequency analysis of a sample gives a feel of the data before conducting further analysis (Sekaran and Bougie, 2016). Table 3 reveals that a significant proportion of the sample (63.02%) consists of female respondents compared to 36.98% of male respondents. Almost half of the participants were between 21 and 30 (43.76%). 23.41% were between 15 and 20 years of age. Hence, the sample was more tilted towards the younger age group, which reflects Pakistan's current population distribution. 21% of the sample consisted of people between 31 and 40 years. And the rest falls in other age groups.

Regarding education, almost half of the respondents have a bachelor's degree (52.3%). 3.06% had a secondary school certificate, 13.79% had a Higher secondary school certificate, and 29.52% had a master's degree. Only a meager 1.31% of the sample holds a postgraduate degree. Regarding employment, only 3.28% of respondents are retired,

whereas 6.78% and 12.47% are self-employed and part-time, respectively. 29.32% of the research participants are full-time employees. However, approximately half of the sample respondents are unemployed (48.15%).

Table 2: Demographic

	Frequency	Percent	
Gender	Male	169	36.98%
	Female	288	63.02%
	Total	457	100 %
Age	15 - 20 years	107	23.41%
	21 - 30years	200	43.76%
	31 - 40 years	96	21.00%
	41 – 50 years	23	5.03%
	51 – 60 years	19	4.17%
	Over 60 years	12	2.63%
	Total	457	100 %
Education	Secondary School Certificate	14	3.06%
	Higher Secondary School Certificate	63	13.79%
	Bachelor's	239	52.30%
	Master's	135	29.54%
	Postgraduate	6	1.31%
	Total	457	100 %
Employment	Not Employed	220	48.15%
	Part-time	57	12.47%
	Self Employed	31	6.78%
	Full Time	134	29.32%
	Retired	15	3.28%
	Total	457	100%

Internet and Social Media Usage Pattern

In Table 3, we have exhibited respondents' social media usage patterns.

Table 3: Internet and social media usage pattern

Internet usage			
	Several times a day	415	90.81%
	Once a day	16	3.50%
	4–5 times per week	10	2.19%
	Once or twice a week	09	1.97%
	Very rarely	07	1.53%
	Total	457	100%
YouTube usage	Several times a day	271	59.30%
	Once a day	103	22.54%
	4–5 times per week	26	5.69%
	Once or twice a week	31	6.78%
	Very rarely	16	3.50%
	Never	10	2.19%
	Total	457	100%

Internet usage of the sample heavily tilted towards one end. Almost 90.81% of the respondents use the internet several times a day, probably because of the everyday use of a smartphone. Most respondents used YouTube several times a day (59.30%). 22.54% of respondents use YouTube daily, and the rest of the respondents' usage frequencies ranged from 2.19% to 6.78%.

Cross Tabulation of Gender and YouTube Users

In Table 4, we have presented cross-tabulation by gender on YouTube users.

Table 4: Cross Tablulaton of Gender and Youtube Users

		Several times a day	Once everyday	4 - 5 times a week	Once or twice a week	Very rarely
Male	Count	121	25	7	8	7
	% within Gender	72.0%	14.9%	4.2%	4.8%	4.2%
	% of Total	26.5%	5.5%	1.5%	1.8%	1.5%
Female	Count	158	78	19	23	9%
	% within Gender	54.9%	27.1%	6.6%	8.0%	3.1%
	% of Total	34.6%	17.1%	4.2%	5.0%	2.0%
	Count	279	103	26	31	16%

Cross-tabulation of gender with YouTube usage revealed exciting observations. Table 4 indicates that 72% of the males in the sample watch YouTube videos several times a day compared to only 54.9% of the females who reported watching YouTube several

times a day. However, a downward trend can be observed among both males and females from frequent use every day to very occasional use.

Results

Measurement Model Assessment

The data collected is analyzed using partial least squares structural equation modeling (PLS-SEM). As a first step, we generated a measurement model for the reliability, composite reliability, convergent validity, and discriminant validity results. Refer to Figure 2.
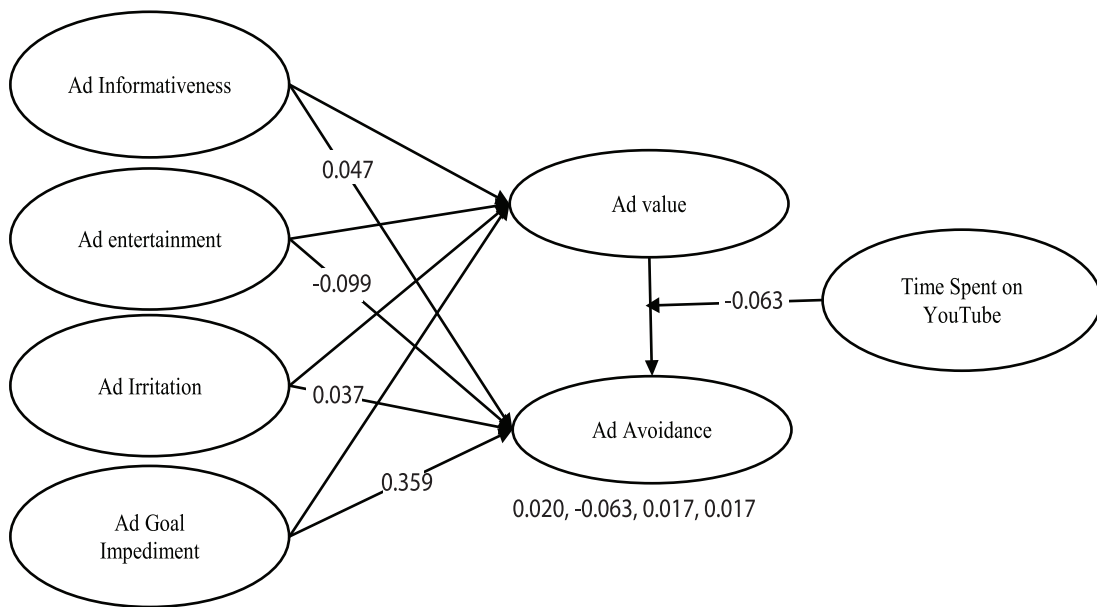

Figure 2: Measurement Model

Reliability and Convergent Validity

In Table 5, we have presented a summary related to overloading, composite reliability, and AVE. These factors are necessary for assessing convergent validity.

Table 5 Reliability and convergent validity

Items	Outer Loading	CR	AVE
PAAV1	0.81	0.887	0.616
PAAV2	0.822		
PAAV3	0.849		
PAAV4	0.847		
PAAV5	0.555		
PAEN1	0.898		
PAEN2	0.914	0.943	0.768
PAEN3	0.912		
PAEN4	0.755		
PAEN5	0.892		
PAGI1	0.506	0.884	0.612
PAGI2	0.829		
PAGI3	0.813		
PAGI4	0.841		
PAGI5	0.865		
PAIN1	0.822	0.900	0.643
PAIN2	0.84		
PAIN3	0.812		
PAIN4	0.774		
PAIN5	0.759		
PAIR1	0.814	0.882	0.559
PAIR2	0.875		
PAIR3	0.724		
PAIR4	0.54		
PAIR5	0.756		
PAIR6	0.735		
PVAL1	0.869	0.909	0.669
PVAL2	0.900		
PVAL3	0.859		
PVAL4	0.627		
PVAL5	0.805		

The summary of results in Table 5 shows composite relativity (CR) values of all the constructs used in the study are at least 0.80, suggesting they have adequate internal consistency (Canatay et al., 2022). The data presented in the same Table also suggests that the constructs have adequate convergent validity (CV), since all the values of average

value extracted (AVE) and composite reliability (CR) values are within the prescribed range as recommended by Guenther et al. (2023).

Discriminant Validity

The researchers can use Fornell and Larcker (1981) criteria or HTMT ratio to assess discriminant validity. The study has used the HTMT ratio for discriminant validity since it provides a less biased estimation. Refer to Table 6 for the summary of results, which suggests that constructs have discriminant validity as the HTMT ratios are below 0.85 (Henseler, Ringle, & Sarstedt, 2015).

Table 6 Discriminant Validity - HTMT Ratios

Constructs	PAAV	PAEN	PAGI	PAIN	PAIR	PVAL	Time
Perc. Ad Avoidance	-						
Perc. Ad Entertainment	0.491						
Perc. Ad Goal Impediment	0.730	0.486					
Perc. Ad In Informativeness	0.342	0.724	0.321				
Perc. Ad Irritation	0.691	0.508	0.751	0.445			
Perc. Ad-Value	0.418	0.750	0.393	0.648	0.321		
Time Spent on YouTube	0.072	0.055	0.039	0.059	0.086	0.089	-

Structural Model Assessment

After measurement model assessment, we based on boat stepping developed a structural model. The explanatory power of both endogenous variables is moderate. However, most of the effect sizes are small. The model does not have a multicollinearity issue since the VIF values of all the variables are below the cut-off value (Hair et al., 2017). Table 7 shows the summary of results.

Table 7 Explanatory Power, Effect Size, and Multicollinearity

DV	Rsq	P Values	Path	f sq	P Values	VIF
PAAV	0.483	0	PAEN -> PAAV	0.007	0.259	2.674
			PAGI -> PAAV	0.139	0.007	1.802
			PAIN -> PAAV	0.002	0.345	1.865
			PAIR -> PAAV	0.092	0.008	1.979
			PAVL -> PAAV	0.013	0.186	2.029
PVAL	0.506	0	PAEN -> PVAL	0.289	0.000	2.033
			PAGI -> PVAL	0.025	0.084	1.742
			PAIN -> PVAL	0.061	0.015	1.757
			PAIR -> PVAL	0.023	0.067	1.861

Hypotheses Results

We have presented the summary results of the hypothesis in Table 8. The study found support for four hypotheses and rejected five hypotheses.

Table 8: Hypotheses Results

	β	T Stat	P Values	Decision
PAIN -> PAAV (H1A)	0.047	0.959	0.169	Not Supported
PAIN -> PAVL -> PAAV (H1B	-0.027	1.764	0.039	Not Supported
PAEN -> PAAV (H2A)	-0.099	1.464	0.072	Not Supported
PAEN -> PAVL -> PAAV(H2B)	-0.063	1.636	0.260	Not Supported
PAIR -> PAAV(H3A)	0.307	5.614	0.000	Supported
PAIR -> PAVL -> PAAV (H3B)	0.017	.1.676	0.057	Not Supported
PAGI -> PAAV (H4A)	0.359	5.688	0.000	Supported
PAGI -> PAVL -> PAAV(H4B)	0.017	1.998	0.004	Supported
PAVL*Time -> PAAV (H5)	-0.063	1.981	0.003	Supported

The study rejected Hypothesis 1A (β=0.047, t=0.959>0.05), stating that perceived ad information (PAIN) positively affects perceived ad avoidance (PAAV). We rejected Hypothesis H1B (β=-0.027 t=1.764>0.05), stating that perceived ad value (PAVL) mediates perceived ad information (PAIN) and perceived ad avoidance (PAAV). Our study rejected Hypothesis 2A (β=-0.099, t=1.464>0.05), stating that perceived ad entertainment (PAEN) negatively affects perceived ad avoidance (PAAV). We did not find support for Hypothesis 2B (β=-0.063 t=1.636>0.05), stating that perceived ad value (PAVL) mediates perceived ad entertainment (PAEN) and perceived ad avoidance (PAAV). Our study accepted Hypothesis 3A (β=0.307, t=5.614<0.05), stating that perceived ad irritation (PAIR) positively affects perceived ad avoidance (PAAV). We did not find support for Hypothesis 3B (β=0.017 t=1.676>0.05), stating that perceived ad value (PAVL) mediates perceived ad irritation (PAIR) and perceived ad avoidance (PAAV). We accepted Hypothesis 4A (β=0.359 t=5.668<0.05), stating that perceived ad goal impediment (PAGI) positively affects perceived ad avoidance (PAAV). We accepted Hypothesis 4B (β=0.017 t=1.998. <0.05), stating that perceived ad value (PAVL) mediates perceived ad goal impediment (PAGI) and perceived ad avoidance (PAAV). The study found support for Hypothesis 5 (β=-0.063, t=1.981<05), stating time spent on YouTube (TSOY) moderates perceived ad value (PAVL) and perceived ad avoidance (PAAV).

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Conditional Mediation

This study examined the conditional mediation (CoMe) effect of time spent on YouTube on the mediation of PAVL on the causal effect between the Ad value factor (PAIN, PAEN, PAIR, and PAGI) and PAAV. For this analysis, we used CoMe Model A (Cheah

et al., 2021), where the moderator affects only the path between the mediator and the dependent variable. However, the effective index of the moderator for the complete path of mediation is represented by ω, which is calculated using the formula below (Cheah et al., 2021). $\omega = (\rho_1 \times \rho_2) + (\rho_1 \times \rho_5 . W)$.

Conditional Mediating Effect (PAIN> PAVL>PAAV)

The index of CoMe is statistically significant (β = -0.0413, t =--2.4682<0.05) for the conditional effect of time spent on YouTube on the mediating effect of ad value on informativness and ad avoidance. The results also show that CoMe index increases with the increase in time spend on you tube.

Table 9: Mediation of Ad Value in the relationship between PAIN and PAAV with the Conditional Effect of Time Spent on YouTube

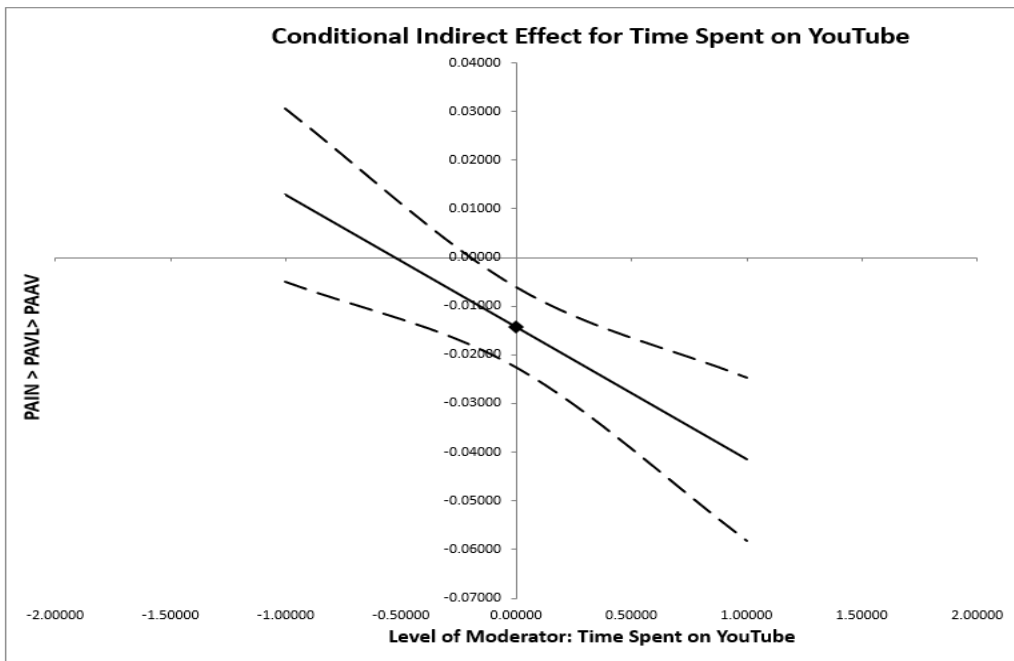| Conditional Mediation Effect	β	SE	t	5%	95%
Index of conditional mediation	-0.0413	0.0167	-2.4682	-0.0711	-0.0165
Time Spent on YouTube (W)					
Low (-1.0)	0.0128	0.0178	0.7201	-0.0144	0.0432
Medium (0)	-0.0142	0.0082	-1.7253	-0.0288	-0.0017
High (+1.0)	-0.0413	0.0167	-2.4682	-0.0711	-0.0165

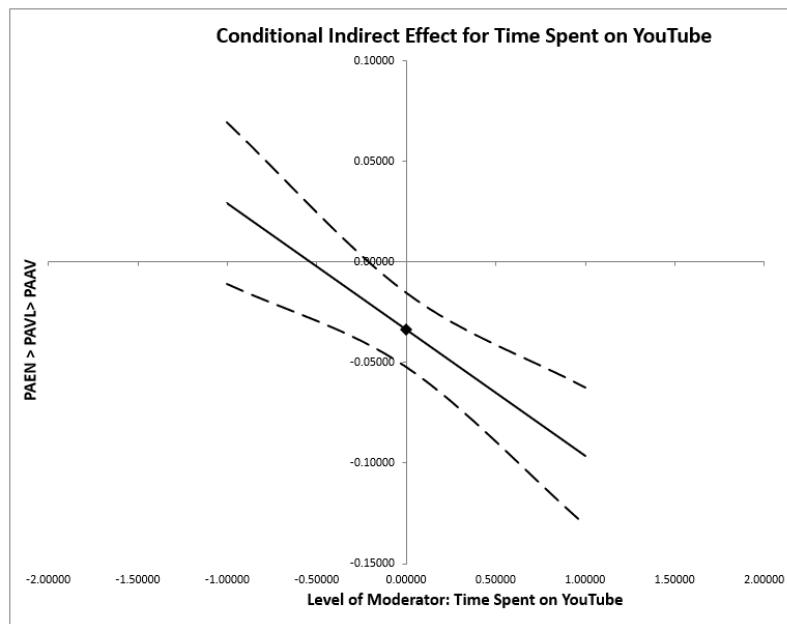**Figure 3 Conditional Mediating Effect**

Conditional Mediating Effect (PAEN> PAVL> PAAV)

The index of CoMe is statistically significant (β = -0.0966 t=-2.8175<0.05) for the conditional effect of time spent on YouTube on the mediating effect of ad value between entertainment and ad avoidance. The results also show that CoMe index increases with the increase in time spend on you tube.

Table 10 Mediation of Ad Value in the relationship between PAEN and PAAV with the Conditional Effect of Time Spent on YouTube

Conditional Mediation Effect	β	SE	t5%	95%	
Index of conditional mediation	-0.0966	0.0343	-2.8175	-0.1545	-0.0431
Time Spent on Youtube (W)					
Low (-1.0)	0.0293	0.0400	0.7318	-0.0346	0.0967
Medium (0)	-0.0336	0.0184	-1.8265	-0.0651	-0.0040
High (+1.0)	**-0.0966**	**0.0343**	**-2.8175**	**-0.1545**	**-0.0431**

Figure 4 Conditional Mediating Effect

Conditional Mediating Effect (PAIR> PAVL> PAAV)

The index of CoMe is statistically significant (β = 0.0252, t=2.1664<.05for the conditional effect of time spent on YouTube on the mediating effect of ad value between irritation and ad avoidance. The results also show that CoMe index increases with the time spend on YouTube.

Table 11: Mediation of Ad Value in the relationship between PAIR and PAAV with the conditional effect of time spent on YouTube

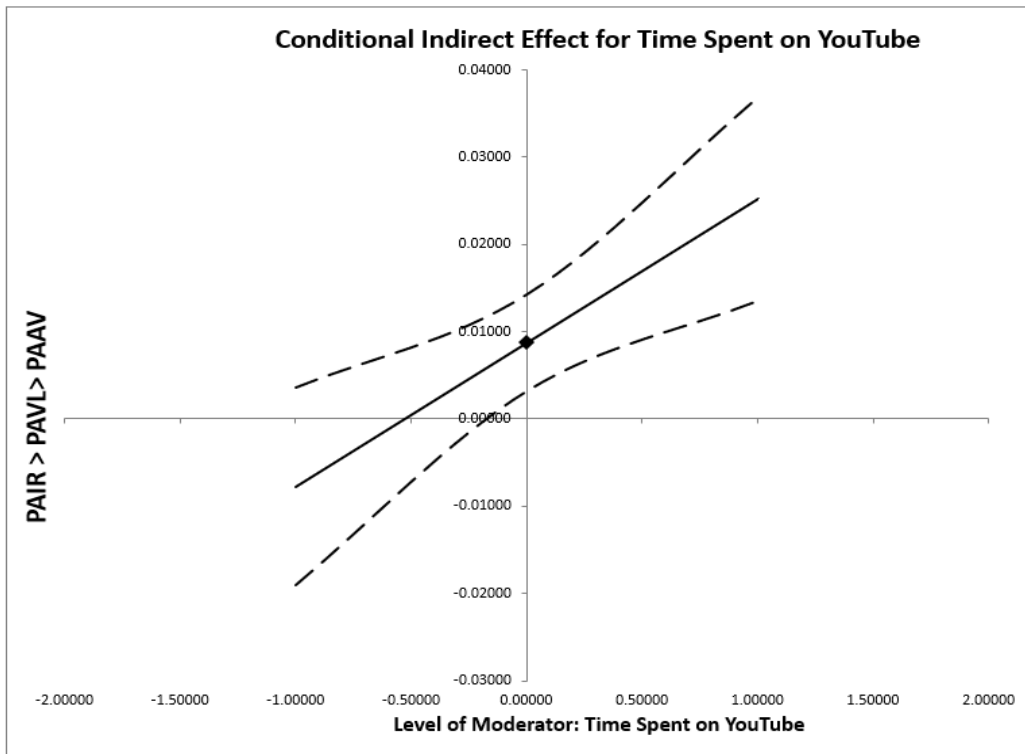| Conditional Mediation Effect	B	SE	T	5%	95%
Index of conditional mediation	0.0252	0.0116	2.1664	0.0459	0.0084\
Time Spent on YouTube (W)					
Low (-1.0)	-0.0077	0.0113	-0.6822	0.0092	-0.0273
Medium (0)	0.0087	0.0055	1.5791	0.0186	0.0008
High (+1.0)	0.0252	0.0116	2.1664	0.0400	0.0084

Figure 5 Conditional indirect effect for time spent on YouTube on PAIR --> PAVL --> PAAV

Conditional Mediating Effect (PAGI> PAVL> PAAV)

The index of CoMe is statistically significant (β = -0.0256, t=.1784<0.05) for the conditional effect of time spent on YouTube on the mediating effect of ad value between goal impendMNNNHHent and avoidance. The results also shows that CoMe index increases with the increase in time spent on the YouTube

Table 12 Mediation of Ad Value in the relationship between PAGI and PAAV with the conditional effect of time spent on YouTube

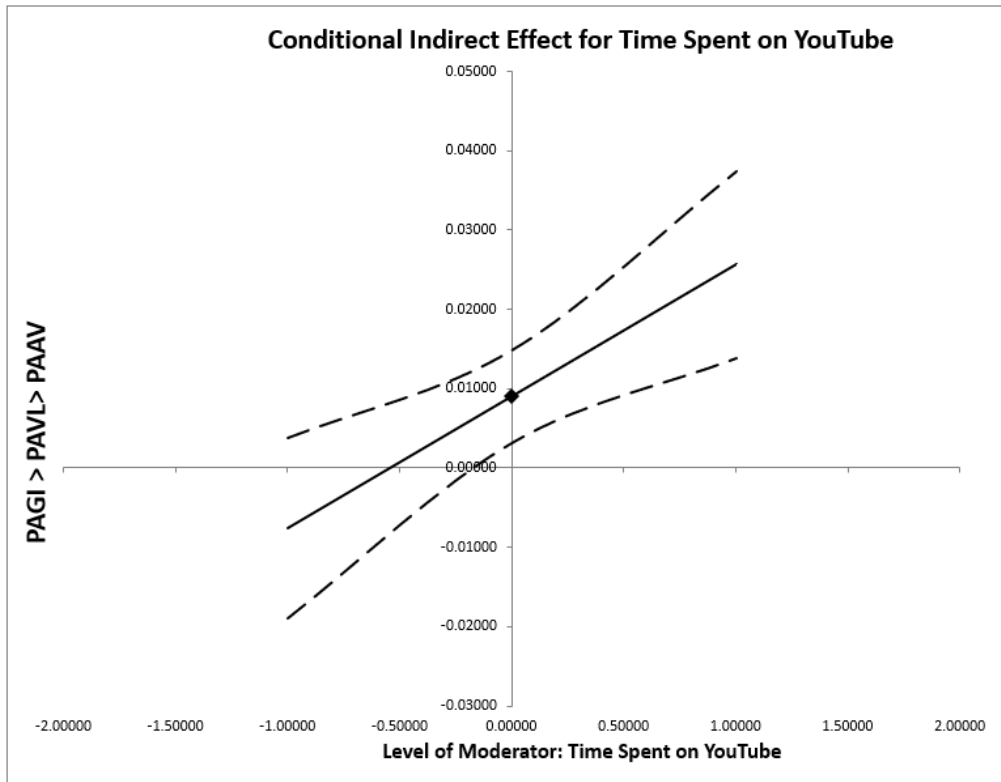| Conditional Mediation Effect	B	SE	T	5%	95%
Index of conditional mediation	0.0256	0.0117	2.1784	0.0085	0.0467
Time Spent on Youtube (W)					
Low (-1.0)	-0.0076	0.0113	-0.6678	-0.0269	0.0096
Medium (0)	0.0090	0.0058	1.5425	0.0008	0.0195
High (+1.0)	0.0256	0.0117	2.1784	0.0085	0.0467

Figure 6 Conditional indirect effect for time spent on YouTube on PAGI --> PAVL --> PAAV

Discussion

The results of this study are mostly in line with the previous research. However, some unique contextual findings have emerged through this study. The results suggest that the respondents expressed conflicting views about the informativeness of YouTube ads. Although the mean value of the informative factor tilted towards disagreement, the spread of the responses is wide. However, the findings related to the entertainment factor significantly concentrated toward disagreement.

It shows that most YouTube viewers believe that ads lack the factor of entertainment. On the other hand, the respondents believe that YouTube ads are excessive, irritating, and annoying. The responses of YouTube viewers concentrated on the agreement that the ads lead to irritation. Likewise, viewers strongly believe that YouTube comes in their way of achieving goals. They create hindrances while they are seeking information or searching for videos. The results strongly concentrated toward the highest level of agreement. At the same time, YouTube ads hold a very low value for them. The regression results confirm that the entertainment of the YouTube ads strongly influences YouTube ads' value. In addition, the findings indicate that YouTube ads are not valuable for viewers. Moreover, the study indicates that YouTube viewers who participated in this study intend to skip the ads mentally or behaviorally. The results are highly skewed negatively, suggesting they agree with the belief that they want to skip the ads.

Previous studies indicate that traditional ads with informational value hold more value for the viewers (Obermiller, Spangenberg & MacLachlan, 2005). Similarly, informative electronic media ads (Kim, Kim & Park, 2010), social media ads (Ferreira et al., 2017), and YouTube advertisements (Dehghani et al., 2016; Munawar et al., 2022) are more valuable for the viewer.

This study's results align with the previous research indicating that YouTube ads considered informative are beneficial for viewers, resulting in lesser avoidance. However, the findings lacked evidence that informativeness directly correlates with ad-skipping behavior. There were mixed responses about the advertisements' informativeness and ad avoidance, which aligns with some previous studies (Kim and Seo, 2017). In the context of Pakistan, we can assume that since product information is available through other channels, viewers skip the ads even if they believe that YouTube provides required formation.

In terms of the entertainment factor, this study reveals that viewers do not find YouTube ads entertaining. In such a case, there is a substantial impact on the reduced value of YouTube advertisements for the viewers (Antoniadis, Saprikis & Karteraki, 2019; Munawar et al., 2022). Therefore, they avoid YouTube ads by skipping them or ignoring them. These results align with the previous studies (Kim and Seo, 2017; Antoniadis, Saprikis and Karteraki, 2019). The ad value significantly mediates the impact of entrainment on ad avoidance. However, our sample data does not support the indirect relationship.

The irritation factor has a positive effect on ad avoidance. The findings show that ad irritation positively impacts ad avoidance through ad value. It suggests when media

users feel irritated, they value the ad less, leading to skipping the ads. These results align with previous research. Moreover, the direct relationship between the irritation factor and ad avoidance agrees with the previous research findings, which state that a YouTube viewer skips an ad upon feeling irritated by the advertisement (Park, Kim, & Lee, 2020; Abbasi et al., 2021).

Another factor affecting YouTube viewers' attitude toward the ad is the extent to which the viewer feels their YouTube goals are hindered. If YouTube viewer feels that the ads are creating a barrier to watching the videos, they place a lower value on the ads (Munawar et al., 2022) and avoid the YouTube ad too (Kim and Seo, 2017; Munawar et al., 2022).

Conclusion

A recent decline in the number of advertisements on YouTube has led to YouTube skepticism about its full-fledged operations in Pakistan. Also, many firms in Pakistan have reduced their advertisement budgets on YouTube. Given its importance, the study has examined the factors affecting YouTube ad avoidance. The study also examined the mediating role of ad avoidance and the moderating role of time spent on YouTube. In addition, the study has also examined the conditional indirect effect of time spent on YouTube. We collected data based on an e-questionnaire, in which 457 participants completed the questionnaires. Our study found that perceived ad irritation (PAIR) and perceived ad goal impediment (PAGI) positively affect perceived ad avoidance (PAAV). The study also documents that perceived ad information (PAIN) and perceived Ad entertainment (PAEN) insignificantly affect perceived ad avoidance (PAAV). The study proposed four mediating hypotheses, and we found support for only one hypothesis, stating that perceived ad value (PAV) mediates perceived ad goal impediment (PAGI) and perceived ad avoidance (PAAV). However, the study found time spent on YouTube (TSOY) moderates perceived ad value (PAVL) and perceived ad avoidance (PAAV). We also found that the time spent on YouTube's conditional mediation Index (CoMe Index) is statistically significant.

Theoretical Implications

The existing literature has identified many factors affecting ad avoidance (Munawar et al., 2022). However, this study establishes the conditional effect of time spent on YouTube for the first time. These findings have contributed to the literature on advertising, social media, ad value, and ad avoidance. The influence of time spent on an activity has opened a new avenue of investigation.

Managerial Implications

This study offers several managerial implications and opens avenues for further research. This study has revealed several findings that can serve as a framework for social media, specifically YouTube advertising. Entertainment has emerged as the most potent and significant factor that increases ad value and reduces ad-skipping behavior. Hence, marketers should make YouTube ads more entertaining. Entertainment is positively correlated with a viewer's positive attitude toward ads. Managers can make advertisements entertaining by making the ads more engaging, memorable, and enjoyable. In addition, a marketer should control the frequency of the ads and try to make the ads less irritating. Such techniques will reduce ad-skipping behavior.

Furthermore, the advertisers should select the videos carefully while posting the ads. Most advertisers choose videos that have heavy traffic. However, the videos watched to attain specific goals should not be selected for ad posting. Viewers skip the ads when they feel that ads hinder their goal achievement or break the flow of the video. So, placing an advertisement in the middle of video streaming may not be affective.

Limitations and Future Research

This study used seven variables. Future studies may use more variables to increase the explanatory power of the regression model. The study recommends that other researchers conduct exploratory research to find other factors affecting viewers' attitudes toward ad value and avoidance. They may also arrange focus groups and interviews to find answers to unexplained questions. Moreover, some experiments with the viewers might be helpful, too, where respondents may express their opinions related to variables similar to this study and other aspects. Such an experiment will allow the focus group to share its reactions.

Annexure :1

Constructs and Items Used in the Questionnaire

Perceived Ad informativeness (PAIN)

PAIN 1. YouTube advertisements provide relevant product information.

PAIN 2.YouTube advertisements provide timely product information.

PAIN 3.YouTube advertisements provide accurate product information.

PAIN 4.YouTube advertisements detailed product information.

PAIN 5.YouTube advertisements provide new product information.

Perceived Ad Entertainment (PAEN)

PAEN 1.YouTube advertisements are enjoyable.

PAEN 2.YouTube advertisements are exciting.

PAEN 3.YouTube advertisements are pleasing.

PAEN 4.YouTube advertisements are memorable.

PAEN 5.YouTube advertisements are interesting.

Perceived Ad Irritation (PAIR)

PAIR 1.YouTube advertisements are annoying.

PAIR 2.YouTube advertisements are irritating.

PAIR 3.YouTube advertisements are deceptive.

PAIR 4.YouTube advertisements are confusing.

PAIR 5.YouTube advertisements are nonsense.

PAIR 6.YouTube advertisements generate cluttering.

Perceived Ad Goal Impediment (PAGI)

PAGI 1.YouTube advertisements create search hindrances.

PAGI 2.YouTube advertisements break the flow of the video being watched.

PAGI 3. YouTube advertisements divert the attention from the video being watched.

PAGI 4. YouTube advertisements waste time while watching videos.

PAGI 5.YouTube advertisements distract YouTube users.

Perceived Ad Value (PAVL)

PAVL 1.YouTube advertisements are valuable.

PAVL 2.YouTube advertisements communicate value proposition adequately.

PAVL 3.YouTube advertisements are important.

PAVL 4.YouTube advertisements are of high quality.

PAVL5.YouTube advertisements give a positive feeling.

Perceived Ad Avoidance (PAAV)

PAAV 1. I intentionally ignore advertising on YouTube.

PAAV 2.I'm not too fond of any advertisements on YouTube.

PAAV 3. It would be better if there were no advertisements on YouTube.

PAAV 4. I skip advertisements on YouTube immediately without watching them.

PAAV 5.I do something else when YouTube ads are streaming.

Time Spend on YouTube

TSOY1. I spend watching YouTube several times a day.

TSOY2. I watch YouTube once a day.

TSOY.3. I spend, watching YouTube four to five times a week.

TSOY.4. I spend, watching YouTube once or twice a week.

TSOY5. I rarely, watch YouTube.

TSOY6. I never watch YouTube.

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