

Unrelatable Influencer Advertisements: Change the Consumer's Mindset from Skipping to Making a Purchase Decision

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ABSTRACT

Endogenous advertisement consumption is prevalent. Without carefully considering the information, consumers frequently choose to switch channels, click away from paid online video advertising, or ignore direct mail. It is becoming more and more important for businesses to capture the endogenous nature of ad consumption and analyze the effects of consumers' selections for various advertisements due to technological improvements boosting their capacity to target specific clients across many social media. In the meanwhile, attention-based advertising tactics are required in the digital environment to uncover novel reasons for consumers to ignore advertising. The study aims to investigate factors that influence, hinder, and boost consumers' mindsets for skipping advertisements on social media platforms and discuss how unrelatable influencer advertisements affect customers' mindsets. The total sample consisted of 304 individuals with experience watching advertising on social media platforms such as Instagram, Facebook, YouTube, and WhatsApp. The findings show that the consumer mindset toward skipping advertisements is a serious concern. Theoretical and managerial implications of these results are discussed, and alternative solutions for planning advertising are provided as a guideline for creating suitable advertisements for viewers, resulting in a reduction in advertising skipping.

Keywords: Unrelated Influencer Advertisement, Consumer Mindset Metrix, Skipping, and Purchase Decision.

INTRODUCTION

In this world of innovation upgradation, breaking through the publicizing and communication clutter is one of the greatest challenges for an advertiser. The general public buys a lot of items these days after watching an advertisement, which is thought to be a calculation to characterize their lifestyles and use preferences. As products don't always sell out quickly, advertisers are evaluating

current customer trends by looking at their purchasing behaviors. Recent approaches such as sponsored content, persuasion marketing, and influencer marketing have taken over the sector. An influencer is recognized as someone who has amassed a sizable following on a social media network and businesses now frequently use these approaches as a marketing tool to effectively reach out to their target audience. Influencer marketing has transformed people's perceptions since its growth in 2016 when a new marketing law was created to inform consumers about social media material (J Grafström, L Jakobsson, P Wiede – 2018). Companies may deliver information about their goods in a more social and participatory approach by utilizing social media influencers (Francisco J. Martínez-López, Rafael Anaya-Sánchez, Irene Esteban-Millat, Harold Torrez-Meruvia, Steven D'Alessandro & Morgan Miles)2020.) The growing popularity of word-of-mouth marketing trends has led to an increase in influencer outreach. Organizations are recognizing the potential of influencers in influencing a purchasing choice as customers use social media platforms. When compared to conventional web advertisements, influencer marketing is specifically designed to gain the confidence of consumers. Consumers who watch commercials on social media sites are referred to as viewers and are influenced by them. Harikesh Nair, a marketing professor at Stanford Graduate School of Trade says that “Viewers aren't passive.” Promoting is something which is done to a group of audience. But it is more of an exchange: individuals may select whether or not to 'consume' an advertisement, similar to any other product. Past buys can help in anticipating ad-viewing behavior. The mindset of the consumers may affect the viewing of an advertisement. When viewers are given the choice to skip or halt all promotions, it is known as ad-skipping. Individuals are seeing ads that will either be skipped or cannot be skipped when using different social media platforms like YouTube which are regularly used for diverse sorts of video content. There are various reasons why people are inclined to skip advertisements, but the primary ones are extremely excessive or fake emotions (for example, advertising where characters are too cheerful), overt branding, and a lot of action taking place in such a short amount of time. Ads that inspire a strong emotional reaction, on the other hand, are skipped significantly less frequently. Viewers can use the Ad Skip option to temporarily relieve their frustration. There are skippable ads and non-skippable ads. According to Google, skippable advertisements are more successful than traditional non-skippable advertisements (Pashkevich et al. 2012). Ad-skipping in recent times is more common than full viewing among viewers

(Gesenhues 2014; Kevin 2017). Many businesses that primarily interact with social media platforms worry that ad-skipping could threaten their ability to make ends meet (Peralta 2012). Accenture research indicates that nearly a quarter (22%) of consumers have viewed influencer content since the beginning of the cost-of-living crisis, – which calls brands and influencers to address and energizes shoppers not to buy superfluous items or administrations. The study intends to analyze several aspects of consumer mindset for skipping unrelated influencer advertisements and how unrelatable influencer advertisements affect customers' mindsets. By shifting the consumer's mindset from one of skipping advertising to one of making a purchase decision, it lays out concrete steps for making unrelatable advertisements relevant.

REVIEW OF LITERATURE

Vallade, J. (2008) discussed many methods that Firefox users may employ to ban all internet ads by installing plugins into their browsers. Tuchman, A. E., et al. (2018) found that focusing on expected ad-skip likelihood is a compelling tactic to reduce ad-skip rates among customers who value the product. According to Jeon Y. A. (2018), empathy could be useful in lowering the possibility that viewers would skip advertisements. Fadhila, D. (2018) said that authenticity matters more than transparency. Romberg, A. R., et al. (2020) discovered that the proportions of forced-view advertisements shown may be sufficiently taken into consideration to optimize public health digital message exposure and memory for attracting younger audiences. Abdullahi, F. (2020) found that Ad skepticism, source credibility, and the level of persuasion impact positively the perception of consumers. De Jans, S., et al. (2020) revealed that influencer posts increase brand awareness whereas brand posts increase brand liking. Holiday, S., et al. (2021) found that promoting brands both verbally and visually helped to allay concerns about their potential for manipulation and improved the emotional reaction to the postings. Vrontis, D., et al. (2021) synthesized the current state of research on influencer marketing in social media. Jeon, Y. A., et al. (2022) discovered that the ad-skipping rate of emotional appeal ads was lower among consumers who had the goal of watching emotional (versus informational) videos, ad-elicited empathy mediated this effect, and the effects of the emotional appeal ad on ad-skipping behaviors were dependent on consumers' predisposition to approach emotional experiences. Munawar, S., et al. (2022) demonstrated that intrusiveness and ad avoidance are not much impacted by informativeness. Ad avoidance is negatively impacted by entertainment, both

directly and indirectly. Furthermore, it was shown that annoyance moderated the detrimental effect of informativeness on intrusiveness. Ye, G., Gross, J., & von Wangenheim, F. (2022) discovered that users interact more with sponsored posts than with NSPs. Fan, F., et al. (2023) researched online influencers in China who communicated with their social media audience more frequently using images than videos. Meyerding, S. G., & Marpert, J. D. (2023) identified videos featuring foods and beverages from the four most popular kid influencer channels in Germany.

RESEARCH METHODOLOGY

The research is exploratory and descriptive in character. The study is based on primary and secondary data. 304 respondents to the questionnaire were gathered. Using a straightforward and random sampling method, the selected sample size was used. The people who are using various social media platforms are the target market. The noteworthy findings were discovered using factor analysis, correlation, and the t-test. The reliability of the data was evaluated using Cronbach's alpha test.

The study seeks to achieve the following objectives:

- To understand the concept of unrelated influencer advertisement.
- To examine how unrelatable influencer Advertisements affect customers' mindsets.
- To investigate various aspects of consumer mindset for skipping unrelated influencer advertisements.
- To investigate factors that influence, hinder, and boost consumers' mindsets for skipping unrelated influencer advertisements.
- To inspect how to turn unrelatable advertisements into relatable ones.

This study has the following hypothesis:

H₀(1): There is no significant difference in the experiences of males and females after viewing any unrelated advertisement.

H₀(2): There are no significant differences in the consumer mindset matrix about skipping unrelated influencer advertisements.

H₀(3): There is no statistically significant relationship between consumer awareness and skipping unrelated influencer advertisements.

H₀(4): There is no statistically significant relationship between consumer attitude and skipping unrelated influencer advertisements.

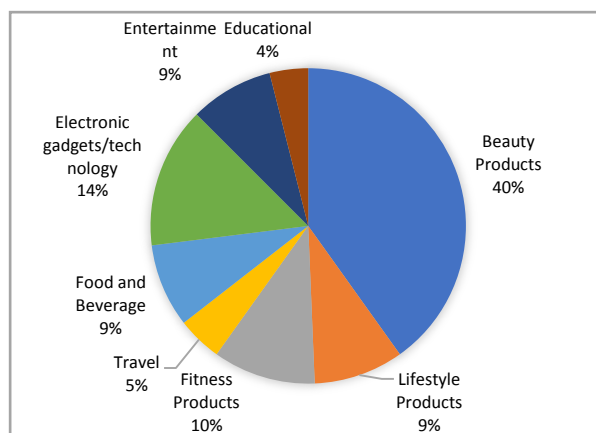
H₀(5): There is no statistically significant relationship between the association and skipping unrelated influencer advertisements.

H₀(6): There is no statistically significant relationship between consumer attachment and skipping unrelated influencer advertisements.

H₀(7): There is no statistically significant relationship between consumer advocacy and skipping unrelated influencer advertisements.

RESULTS AND DISCUSSIONS

Figure 1: Kind of Products for Skipping Advertisement



The majority of Respondents (40%) skipped unrelated advertisements of beauty products followed by Electronic gadgets/technological products (14%), Fitness products (10%), Lifestyle Products (9%), Food and Beverage products (9%) and

Educational products (4%) are least skipped.

Figure 2: Steps for Turning Consumer Mindset

According to the research, the majority of respondents (34%) believe that if similar ads according to research are shown, consumer mindsets may be changed, followed by content that gives real feelings (32%), and intense emotional responses (3%) received the fewest replies.

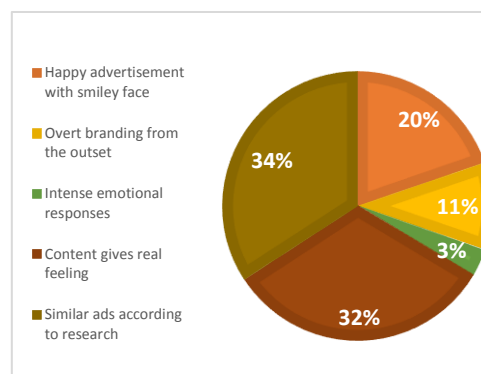


Table 1: Reliability Test

Consumer Mindset Metrix	Cronbach's Alpha
Awareness Metrix	.922
Attitude Metrix	.962
Association Metrix	.991
Attachment Metrix	.971
Advocacy Metrix	.988

Cronbach's Alpha test was used to check the reliability test of data.

$H_0(1)$: There is no significant difference in the experiences of males and females after viewing any unrelated advertisement.

Table 2: t-Test: Paired Two Sample for Means

	Male	Female
Mean	21.6	39.2
Variance	246.8	637.2
Observations	5	5
Pearson Correlation	0.851318315	
Hypothesized Mean Difference	0	
df	4	
t Stat	-2.723531627	
P(T<=t) one-tail	0.02639702	
t Critical one-tail	2.131846786	
P(T<=t) two-tail	0.05279404	
t Critical two-tail	2.776445105	

The above table shows that the t Critical two-tail is 2.776445105 which is greater than the calculated t statistic value -2.723531627 hence it can be said that there is no significant difference in the experiences of males and females after viewing any unrelated advertisement.

$H_0(2)$: There are no significant differences in the consumer mindset matrix about skipping unrelated influencer advertisements.

Table 3: Consumer Awareness Metrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.690
Bartlett's Test of Sphericity	Approx. Chi-Square	6.772
	df	3
	Sig.	.080

Communalities

Awareness Metrix	Initial	Extraction
Time-consuming	1.000	.887
Privacy and security issues	1.000	.953
Not Reliable	1.000	.855

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Time-consuming	2.695	89.845	89.845	2.695	89.845	89.845
Privacy and security issues	.235	7.849	97.693			
Not Reliable	.069	2.307	100.000			

Extraction Method: Principal Component Analysis.

The factor analysis makes clear that privacy and security concerns (**0.953**) are regarded as the most significant awareness matrix that encourages consumers to skip unrelated advertisements, followed by time-consuming (.887).

Table 4: Consumer Attitude Matrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	12.089
	df	3
	Sig.	.007

Communalities

Attitude Matrix	Initial	Extraction
Not interested in buying	1.000	.978
Embarrassing and intrusive	1.000	.922
Ads distract me	1.000	.974

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Not interested in buying	2.874	95.794	95.794	2.874	95.794	95.794
Embarrassing and intrusive	.115	3.825	99.618			
Ads distract me	.011	.382	100.000			

Extraction Method: Principal Component Analysis.

According to the above data, Not interested in Buying (0.978) is the most significant consumer attitude matrix that affects consumers for skipping unrelated advertisements, followed by the matrix Ads distract me (.974).

Table 5: Consumer Association Metrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.733
Bartlett's Test of Sphericity	Approx. Chi-Square	17.279
	df	3
	Sig.	.001

Communalities

Association Metrix	Initial	Extraction
Reduce data usage	1.000	.996
Aggressive/ inappropriate advertisement content	1.000	.987
Begins with fake celebrities	1.000	.990

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Reduce data usage	2.974	99.122	99.122	2.974	99.122	99.122
Aggressive/ inappropriate advertisement content	.021	.692	99.814			
Begins with fake celebrities	.006	.186	100.000			

Extraction Method: Principal Component Analysis.

Reduce data usage (.996), Begins with fake celebrities (.990) and Aggressive/ inappropriate advertisement content (.987) are significant Consumer Association Metrics that encourage consumers to skip unrelated influencer advertisements according to the aforementioned factor study.

Table 6: Consumer Attachment Metrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.739
Bartlett's Test of Sphericity	Approx. Chi-Square	10.648
	df	3
	Sig.	.014

Communalities

Attachment Metrix	Initial	Extraction
Lengthier Ads	1.000	.968
Interface with other destinations	1.000	.969
Previous experience	1.000	.906

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues				Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Lengthier Ads	2.843	94.778	94.778	2.843	94.778	94.778
Interface with other destinations	.138	4.599	99.376			
Previous experience	.019	.624	100.000			

Extraction Method: Principal Component Analysis.

The above table reveals that Interface with other destinations (**0.969**) and Lengthier Ads (.968) rank as the most important Consumer Attachment Matrix factors that influence consumers to skip unrelated advertisements.

Table 7: Consumer Advocacy Metrix

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.748
Bartlett's Test of Sphericity	Approx. Chi-Square	15.167
	df	3
	Sig.	.002

Communalities

Advocacy Metrix	Initial	Extraction
Unusual Advertisement	1.000	.989
Need to blow mind to understand ads	1.000	.964
A source to gain money through digital traffic	1.000	.987

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Unusual Advertisement	2.941	98.028	98.028	2.941	98.028	98.028
Need to blow mind to understand ads	.053	1.778	99.806			
A source to gain money through digital traffic	.006	.194	100.000			

Extraction Method: Principal Component Analysis.

According to the aforementioned factor study, unusual advertisement (.989), a source to gain money through digital traffic (.987), and need to blow mind to understand ads (.964) are major Consumer Advocacy Metrics that urge people to skip unrelated influencer advertisements.

Table 8: Relation between Consumer Mindset and Skipping Unrelated Influencer Advertisement

Consumer Mindset Metrix	Correlation Value	Result	Hypothesis
Awareness			
Time-consuming	0.581352479	Strong Positive Relation	Accepted
Privacy and security issues	0.350382802	Moderate Positive Relation	Accepted
Not Reliable	-0.04843018	Weak Negative Relation	Rejected
Attitude			
Not interested in buying	0.293482133	Weak Positive Relation	Accepted
Embarrassing and intrusive	0.611214357	Strong Positive Relation	Accepted
Ads distract me	0.365219943	Moderate Positive Relation	Accepted
Association			
Reduce data usage	0.209441124	Weak Positive Relation	Accepted
Aggressive/ inappropriate advertisement content	0.292549078	Weak Positive Relation	Accepted
Begins with fake celebrities	0.264136483	Weak Positive Relation	Accepted
Attachment			
Lengthier Ads	0.365393132	Weak Positive Relation	Accepted
Interface with other destinations	0.218592361	Weak Positive Relation	Accepted
Previous experience	0.059219889	Weak Positive Relation	Accepted
Advocacy			
Unusual Advertisement	0.296092034	Weak Positive Relation	Accepted
Need to blow mind to understand ads	0.219014089	Weak Positive Relation	Accepted
A source to gain money through digital traffic	0.351848535	Weak Positive Relation	Accepted

Time-consuming ($r=0.581352479$), Embarrassing and intrusive ($r=0.611214357$), Aggressive/inappropriate advertisement content ($r=0.292549078$), Lengthier Ads ($r=0.365393132$), and a source to gain money through digital traffic ($r=0.351848535$) all have a statistically significant positive relationship with skipping irrelevant advertisements.

FINDINGS

- Instagram is the social media platform utilized by the majority of respondents (60.5%), followed by WhatsApp and Telegram (27.6%), Youtube (10.5%), and Facebook and other search engines (1.32%).
- 53.9% of respondents said they occasionally saw an unrelated advertisement, compared to 36.2% who said they do so frequently, 5.3% who said they do it rarely, and 4.6% who said they didn't want to comment.
- The study shows that when asked how often they receive unrelated advertisements, 42.1% said twice, 34.2% said more than four times, 17.8% said three times and 5.9% said four times.
- The majority of respondents (40%) skipped the unrelated advertisement for beauty products, followed by electronic gadgets/technological products (14%), fitness products (10%), lifestyle products (9%), food and beverage products (9%), and educational products (4%) are least skipped.
- According to the research, it was discovered that the majority of respondents (34%) believe that if similar ads according to research are shown, consumer mindsets may be changed, followed by content that gives real feelings (32%).
- The result shows that there is no significant difference in the experiences of males and females after viewing any unrelated advertisement.
- The majority of respondents (37.5%) stated that they made unwanted purchases as a result of seeing unrelated advertisements; 28.9% stated that misleading claims were made to encourage consumers to make purchases; 16.4% said they made poor purchasing decisions; 11.2% said they bought new brands; and 5.9% said they paid higher prices.
- The research discovered that privacy and security concerns (0.953) ranked as the most important awareness matrix, followed by time-consuming consumption (0.887). Not interested in purchasing (.978) is the leading consumer attitude matrix, followed by Ads distract me (.974), reducing data usage (.996), and Begins with fake celebrities (.990) is the leading consumer association matrix, unusual advertisement (0.989), a source to gain money

through digital traffic (0.987) are key consumer advocacy indicators, interfaces to other destinations (0.969) and Lengthier Ads (0.968) is considered the leading consumer Attachment matrix that drives people to seek unrelated influencer advertising skip.

SUGGESTIONS

- The most widely used social media site is Instagram. It is advised that all other social media sites use strong marketing tactics in order to increase user engagement.
- It was shown that most respondents skipped advertisements for beauty products, with educational products being the least skipped. It is advisable to create more sincere adverts for the items where skipping occurs more frequently.
- People will be more interested in viewing advertisements if they are displayed according to occasions, celebrations, and seasons, such as when school admissions are taking place, advertisements for educational institutions are showing up, or when festive seasons are taking place cosmetics are displayed.
- It is advised to show similar advertisements based on search and offer content that creates a genuine sensation so that customer mindsets may be shifted.
- Distinct promotional plans should be offered for males and females in order to motivate them to view advertisements and bring substantial difference in male and female experiences after seeing any unrelated advertisement.
- The study found that privacy and security issues rated as the most critical awareness matrix, thus several inspiring practices may be implemented to make consumers aware of a certain firm that safety and priority are taken very seriously. People often skip advertisements because they are time-consuming, thus short-duration advertisements may be created to address this issue.
- Consumer attention may be established and sustained if good deals and attractive offers are made available through advertisements. If marketing firms collaborate with telecommunications firms, data consumption issues can be resolved. Companies should show advertisements similar to search and ensure that advertisements are not used to make money through digital traffic but are used to introduce products and provide relevant information to consumers. It is also recommended that the current website not be interfaced with other destinations so that the consumer mindset can be changed for skipping.

CONCLUSION

Endogenous advertisement consumption is prevalent. Without carefully considering the information, consumers frequently choose to switch channels, click away from paid online video advertising, or ignore direct mail. In this world of innovation upgradation, breaking through the publicizing and communication clutter is one of the greatest challenges for an advertiser. The general public buys a lot of items these days after watching an advertisement. Organizations are recognizing the potential of influencers in influencing a purchasing choice as customers use social media platforms. The consumer mindset may affect the viewing of an advertisement on these various social media platforms. The most preferred social media platform is Instagram. Other platforms should use strong marketing tactics to increase user engagement. Consumers skipped mostly beauty products, whereas educational products were the least skipped. It is advisable to create more sincere adverts for the items where skipping occurs more frequently. If advertisements are displayed under events, holidays, and seasons, such as when school admissions are being held, advertisements for educational institutions are appearing, or when festive seasons are being observed, people will be more interested in viewing them. It is recommended to display comparable search-based adverts and provide information that evokes real emotions to shift consumers' mindsets. Privacy and security concerns are the ones that need to be raised with consumers the most. As a result, several creative strategies may be used to let customers know that a particular company takes security and privacy extremely seriously. Short-duration ads may be developed to address this problem because people frequently ignore advertisements because they take up time. If consumers see appealing prices and offers in commercials, their attention may be captured and maintained. Data consumption problems can be overcome if marketing businesses and telecom companies work together. Companies should display ads that resemble search results and make sure that they are not utilized to generate revenue from online visitors but rather to promote items and give customers useful information. In order to improve customer attitudes around skipping, it is also advised that the existing website not be interfaced with other locations. The purpose of the study is to examine how consumers think about skipping irrelevant influencer advertisements and how unappealing influencer advertisements affect consumers' thinking. The study sets out specific techniques for making irrelevant commercials relevant by changing

the consumer's mindset from one of ignoring advertising to one of making a purchase choice.

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