An Evaluation of the Use of YouTube Advertisements in Targeting Millennials in a Digital Era

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Abstract. Entrepreneurs have to be aware of today's digital business era. The use of online and digital media in targeting a market was inevitable. This paper explores the influence of perceived advertising values and personalization of advertisement videos on YouTube and sees the effect on millennials' attitudes toward advertisements. The data were gathered from 120 millennial respondents. The finding indicates that perceived advertising values on YouTube, namely credibility and entertainment of advertisement videos, have a positive and significant effect on millennials' attitudes towards advertisements. There are no links between irritation and informativeness of advertising videos on YouTube Ads and the attitudes of millennials in responding to the advertisements on YouTube. This study offers an exciting finding that Millennials would only see YouTube advertisements that they find entertaining and skip those that they feel irritating. The millennial respondents in this study would only follow the advertisements from credible sources to get product information. This means the millennial respondents were quite selective about the YouTube ads that need special attention from marketers.

Keywords: Consumer Behavior, Digital Era, Indonesia, Social Media Marketing, Youtube Ads.

1 Introduction

YouTube is getting more attention day by day. Thus, many companies have started to recognize the power of this social networking site in customer engagement. This paper attempts to see the importance of the content type of video advertisements on YouTube in generating positive attitudes, particularly for millennials. Millennial generations are commonly discussed as the young generations. They are attracted to various online media, regularly using status updates, blogs, reviews, images, and video social networks to express their interests and feelings openly [20]

Studies have indicated the use of social media in targeting millennials ([10; 58; 3]. They mainly use the internet for entertainment and collecting information [37]. Alvara Research Center and IDN Research Institute have found that 98.2% of millennials in Indonesia will use their *smartphones* to access the internet in 2022. The mobile application idea presents a stimulating environment for companies or organizations regarding and responding to the demand for time efficiencies. Private and informal organizations have been developing these opportunities.

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It becomes crucial to see what factors contribute to generating advertising value on YouTube Ads and their further influence on customers' attitudes. Comprehending consumers' attitudes toward advertising has continuously been one of the purposes of advertisers [41]. Customer attitudes or behavioral intentions to accept mobile advertising have received significant research attention [16; 40]. Customer attitudes or behavioral intentions to carry mobile advertising have received considerable research attention ([16; 40]).

Attitude is an essential concept in marketing. The attitude toward advertising can be portrayed as the tendency to respond positively or negatively to distinct marketing communication [10]. Customers tend to favor mobile advertising with a personalized message [45]. Gaber et al. (2019) also found that customers will show negative attitudes towards mobile advertisements that have an unexpected lack of support for the relationship between personalization and customers' attitudes. The information on the mobile device will provide an opportunity for entrepreneurs to transmit commercial information targeting potential customers (Kapoor et al., 2018), such as millennials, and support mobile advertising purposes by delivering advertising messages in a personalized manner (Yang et al., 2013). The perceived advertising value model mainly indicated that credibility, irritation, informativeness, and entertainment are the four beliefs associated with the valuevalue of advertising).

2 Literature Review

2.1 Social Media

Social media is "a group of internet-based applications that establish on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of User Generated Content" (Kaplan & Haenlein, 2010). Thus, researchers are allowing a massive interest in the valuevalue of advertising on social media (Saxena & Khanna, 2013). Many academic researchers have recently focused on understanding social media advertising to use it effectively in marketing communication strategies (Logan et al., 2012; Dao et al., 20; Watson et al., 2013). For instance, social media is a means of data collection from customers, which could be analyzed and used later to forecast the future volume of conversations on social media and even anticipate and predict potential problems around the company's overall activity (Hamouda, 2016). Moreover, a review of related literature indicates that there still needs to be more studies investigating the moderating role of social media types in customer advertising perceptions (Dao et al., 2014).

2.2 YouTube Advertising

YouTube is a key international platform for socially-enabled media diffusion. The growth of YouTube from a humble start to the essential video content-sharing platform online began in 2005 (Connor, 2016). There are two types of advertising on YouTube videos, according to Pikas & Sorrentino (2014)- Video advertising and In-Stream video. In-video advertising usually appears on the lower portion of a company's video. Those advertisements typically appear for the 15s mark, which the viewer can choose to close or minimize them. In-stream advertising lets viewers watch the brand's promotion or skip it after playing for at least 5 seconds. Generally,

In-Stream advertisements can be a maximum of 15. Holland (2017) mentioned that the validity of YouTube user-generated content videos is one of the reasons that motivate younger viewers to watch YouTube. User-generated content is created and transmitted through social media, such as text messages, videos, and pictures, regarding any information or content (Rahman & Hassan, 2015).

2.3 Millennials

Millennials, likewise known as Generation Y, are people born between 1980 and 2000 (Gurău, 2012). Millennials have been chosen as the sample group because they are willing to adopt new technologies [37]. Millennials are "digital natives, " meaning they are the first generation to grow up attached to *smartphone*s, tablets, and laptops, with access to social media and the internet (Bess & Bartolini, 2011). They have powerful interests in prosocial actions and use technology to connect with these interests (Eastman et al., 2014; Pew Research Center, 2010). With this focus on technology and its growing impact on how consumers access information online, it is crucial to determine how millennials get information and target them as customers based on that insight. Millennials are commonly perceived as sophisticated shoppers (Jackson et al., 2011) who are more opposed to commercially oriented advertising than descriptively oriented (Gauzente & Roy, 2012).

2.4 Attitude towards advertisement

In advertising, Luna-Nevarez & Torres (2015) define attitude toward social media advertising as a predisposition to respond favorably or unfavorably to advertising content on social media services. Unal et al. (2011) only used two indicators: the idea of advertising and thinking that the advertisement is good. Meanwhile, [12] used three indicators; by adding one indicator, they like the idea of the advertisement, the advertisement is a good idea, and the advertisement is a wise idea.

2.5 Perceived Advertising Value

Advertising value is a crucial determinant of acceptance attitude in predicting mobile advertising and uses in many past studies (Ström et al., 2014). Even though the definition of value has been explained for many decades, the scope and research of advertising value are still being discussed in recent years (Liu et al., 2012; Dao et al., 2014; 12]). The perceived value of advertising stimulates positive attitudes about varied aspects of advertisements (Arora & Agarwal, 2019). According to Dehghani et al. (2016), the customer will perceive the value of the advertisement messages as relevant to their needs. In order to be effective, it is crucial to acknowledge both the advertiser's and the customer's perspectives (Liu et al., 2012). The advertising value model mainly indicates that credibility, irritation, informativeness, and entertainment are the four beliefs associated with the value of advertising and attitudes ([45; Dao et al., 2014; Aydin & Karamehmet, 2017; 12].

2.6 Personalization

Personalization of advertising addresses delivering advertising messages based on customers' preferences, demographics, content, and context [12]. Kim & Han (2014) found that a positive influencer of customers" responses was caused by relevancy. Conversely, Yu and Cude (2009) found that consumers responded negatively to personalized advertising. Kim & Han (2014) illustrated that personalization of advertisement content is one of the most effective ways to prevent mobile advertising from being perceived as irritating. In the context of mobile advertising in this digital era, personalization refers to sending advertising messages through the wireless network based on user demographics, user preference, and context (Xu et al., 2006). Additionally, personalized advertising that targets specific customers according to taste and shopping habits can cause responses and result in that reach the potential customer (Xu et al., 2006).

2.7 Conceptual Framework and Hypothesis Development

This study was developed from previous studies. To facilitate this study, a conceptual framework is formed which explains Millennials' attitudes toward YouTube advertisement videos.

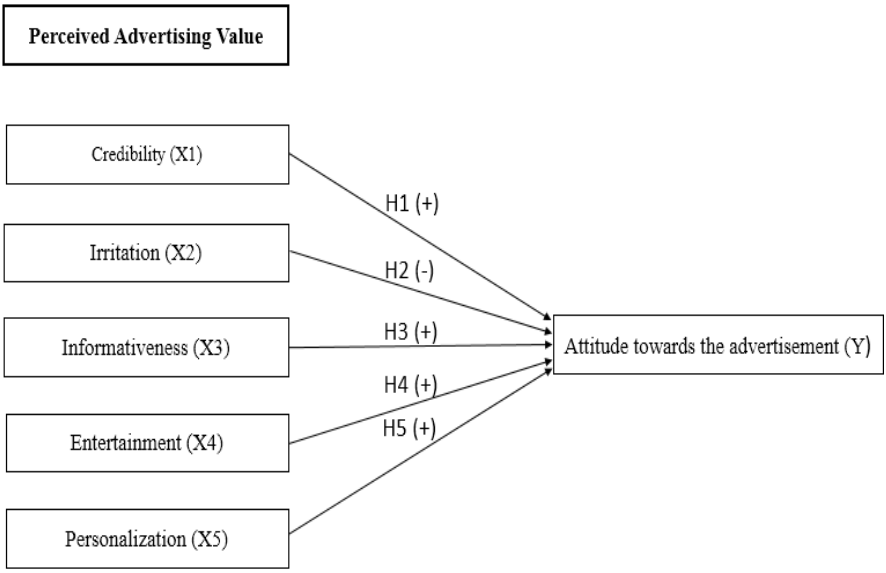

Fig. 1. Research model.

The credibility of the Advertisements. The credibility of advertisements has always been one of the most widely studied concepts in the advertising literature. Also, the concept of credibility of ads appeared in the advertising literature as one of the essential elements of the advertising value [45]. Also, to build credibility, transparency by the source of information is critical as millennial customers need to know where the content is coming from. Thus, confirming customers with the credibility of web advertising can be very challenging for many companies (Aktan et

al., 2016). Moreover, convincing consumers of the credibility of web advertising can take much work for many companies (Aktan et al., 2016).

According to Chu & Kim (2011), the credibility of social media advertisement is concerned with being reliable and trustworthy from existing social connections. The information about products or services presented by credible sources can affect customers' beliefs, opinions, attitudes, and behaviors (Wang et al., 2017). According to Chu & Kim (2011), the credibility of social media advertisements is concerned with being reliable and trustworthy from existing social connections. The information about products or services presented by credible sources can affect customers' beliefs, opinions, attitudes, and behaviors (Wang et al., 2017).

It can be concluded that an advertisement's credibility is related to customers' perceptions of trust, reliability, and believability. In this research, the expected perceived credibility values of local brands on YouTube Ads that will influence Millennials' attitudes towards advertisement are based on trustworthiness and reliability. Regarding online advertising, several researchers illustrated that credibility has positive and significant effects on customers' attitudes toward advertisement [45; Liu et al., 2012; Aydin & Karamehmet, 2017; [12]).

H1: Millennials' perception of the credibility of YouTube ad videos will positively and significantly influence their attitude toward the advertisement

Irritation of the Advertisements. Irritation refers to the extent to which consumers perceive mobile advertisements as irritating or annoying, involving negative feelings toward the advertisements (Yang et al., 2013). In online advertising, loss of privacy can also contribute to irritation content of advertising in case of online advertising (Taylor et al., 2011). Altuna & Konuk (2009), Luna Cortés & Royo Vela (2013), Rau et al. (2013), and Unal et al. (2011) reported, in their studies, that irritation and intrusiveness negatively affect the attitudes of the consumers. [12] used annoying and irritating ads as the indicators of their research to find out the influence on customers' attitudes toward advertisements. Kim & Han (2014) applied three hands that are pretty similar to [12]. They are annoying, intrusive, and irritating. Meanwhile, 45] have different indicators to determine attitudes toward the advertisement, which are to the point, obtaining permission in advance, the possibility of preventing from receiving further messages written in the local language.

Advertising has been judged for promoting desires and needs that customers may not have personally acknowledged and for establishing societal insecurity and greed (Wang & Sun, 2010). In social media, which is present on Facebook, when users see advertising as meddling with their goals, the tasks for the advertisement are perceived as being annoying (Kornias & Hălălău, 2012). It can be concluded that the advertisement's irritation is related to customers' perceptions of annoyance, intrusiveness, and feelings of anger.

In this research, the expected perceived irritation values of YouTube ads will influence Millennials' attitudes toward advertisements because they feel that the ads are annoying. It may be because YouTube Ads usually appear before the viewer wants to watch the video. Tsang et al. (2004) have found that irritation is negatively correlated but still significantly affects customers' attitudes toward advertisements. The previous literature reports a negative relationship between customers' anger toward the advertisements and their overall attitude toward them [12; Aktan et al., 2016; 45]).

H2: Millennials' perception of the irritation of YouTube ad videos will negatively andsignificantly influence their attitude toward the advertisement

Informativeness of the Advertisements. Informativeness can help customers make better purchase decisions (Jalali Naini et al., 2012). Ads that provide information about a product may reduce the risk associated with that product and the need to search for more details (Moldovan et al., 2019). In the context of advertising, there are mixed findings regarding whether an advertisement's informativeness relates to customers" likelihood of further distributing that advertisement. On the one hand, studies have found that when consumers perceive ads as more informative, they are more likely to have positive attitudes about uploading those advertisements to a social network (Taylor et al., 2011). In addition, informative advertisements are considered more relevant and have a higher value to consumers than non-informative or creative advertisements (Dao et al., 2014). These results suggest that informative (compared with less informative) advertisements are likely to be forwarded more often.

The current literature highlights the importance of the availability of informative content in social media advertisements in improving customers' attitudes toward the importance of social media advertisements (Dao et al., 2014). Social media advertisements can also include information about product specifications and technical knowledge about the product attributes (Tafesse, 2015). Due to the numerous advertisements that consumers are exposed to, consumers are always looking for informative advertisements that can help them choose the best product alternatives [12].

Advertising's informativeness is related to customers' perceptions of the excellent information source. In this research, the expected perceived informativeness values of YouTube Ads that will influence millennial's attitudes toward Ads targeted to them are evaluated. Millennials' attitudes toward advertisements are based on up-to-date information, such as purchase references and sources of product information. It is relevant with Ads that are likely to use up-to-date information. Aktan et al. (2016) concluded that high perceived advertising value, such as informativeness, positively influences attitudes toward advertisements. [12] also found that informativeness had positive and significant effects on attitudes toward social media advertisement.

H3: Millennials' perception of the informativeness of YouTube ad videos will positively and significantly influence their attitude toward the advertisement

Entertainment of the Advertisements. Advertisers seek entertaining advertising because they believe it increases their message's effectiveness (Hoffman & Novak, 2012). The value of entertainment lies in the ability to augment user needs for enjoyment, emotional release, and diversion (Muntinga et al., 2011) by enabling consumers to encounter and exchange information and even photo and video clips with their social connections (Kim et al., 2011). Mobile advertising usually involves content with limited entertainment aspects; thus, the feeling of entertainment should be highly influenced by the gain of information in the mobile SNS (Social Network System) environment (Ha et al., 2014). The valuevalue of entertainment lies in the ability to augment user needs for enjoyment, emotional release, and diversion (Muntinga et al., 2011) by enabling consumers to encounter and exchange information and even photo and video clips with their social connections (Kim et al., 2011). Many researchers have included the entertainment dimension in their studies and detected positive effects of entertainment on attitudes toward mobile marketing

activities (Liu et al., 2012). Entertaining content was positively related to positive attitudes and curiosity for online advertisements (Ling et al., 2010).

It can be concluded that the advertisement's entertainment is related to customers' perceptions of feeling happy and entertained. In this research, the expected perceived entertainment values of YouTube Ads that influence Millennials' attitudes toward advertisements are based on enjoyment, entertainment, and engagement. Aydin & Karamehmet (2017) and 45] also found that joy positively and significantly influenced the entertainment attitude toward advertisement.

H4: Millennials' perception of the entertainment of YouTube ad videos will positivelyand significantly influence their attitude toward the advertisement

Personalization of the Advertisements. Personalization of advertisements refers to sending advertising messages based on the customers' user demographics, preferences, context, and content. This objective is to make the advertisement more relevant to avoid disturbing the recipient (Xu et al., 2006). Not only the content of mobile advertising could be personalized according to customers' profiles, but it could also be personalized in terms of their location [45]. To avoid the advertising clutter that consumers are exposed to, many advertisers are using customized messages for individual consumers based on their personal information (Jung, 2017).

It can be concluded that advertisement personalization is related to customers' perceptions of getting personalized messages and customization. In this research, the expected perceived irritation values of YouTube Ads that will influence Millennials' attitudes toward advertisements are based on displaying personalized messages and customized content. Jung (2017) also examined customers' responses to personalized advertisements on social media. It was found that perceived ad relevance influences advertising effectiveness, such as increased attention to ads and decreased ad avoidance. Based on the research conducted by [45], it was concluded that personalization has a positive effect on creating customers' attitudes toward advertisements.

H5: Millennials' perception of the personalization of YouTube ad videos will positively and significantly influence their attitude toward the advertisements

3 Empirical Study and Analysis

3.1 Data Collection

This research only used a portion of the overall objects of the research or the population. It consists of several selected population members (Sekaran, 2016). Hair et al. (2010) suggest that five respondents per variable are analyzed as the lower limit. This research used 17 indicator items of independent dependent and independent variables, meaning that the minimum number of samples was 17 x 5 = 85 samples. The researcher added 35 samples to prevent shortages and data errors. The number of samples in this research was 120 samples. As many as 136 people filled in the online survey, while only 120 respondents completed the online survey and proceeded to the data analysis.

The population in this research was unknown, and the sampling technique used was non-probability sampling. Non-probability sampling is the technique in which the elements from the population did not have the exact probabilities to be selected as the

sample (Sekaran, 2016). To obtain accurate data, the researcher used primary data. The non-probability sampling technique used in this research was purposive sampling. The data in this research were collected using a questionnaire. A questionnaire had a preformulated written set of questions to which respondents note their answers (Sekaran, 2016). This study adopted a selection sampling technique where the respondents voluntarily answered the online questionnaire. The questionnaire was online, and the link was distributed to the respondents to find out the perception of Millennials about the influence of perceived advertising value and personalization of YouTube Ads videos on Millennials' attitudes toward advertisements of Indonesian local bands.

The sample was conditioned for respondents born approximately 1980 – 2000 (or grouped as Millennials) and who had already seen YouTube Ads of local Indonesian brands. It was found that the respondents were 67.5% females and 32.5% males. Among 120 respondents, 72.5% were aged between 20 and 24 years old, 10% were aged between 25 and 29 years old, 7.5% were aged between 30 and 34 and under 19 years old, and the rest were aged between 35 and 39.

3.2 Measurement

This research will use a rating scale based on the Likert scale, designed to examine how strongly the subject agrees and disagrees with the statement on point (Sekaran, 2016). The variables of credibility, irritation, informativeness, entertainment, personalization, and attitude towards advertisement were measured using the Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). This research uses SPSS 17.0 to analyze the data to identify the researcher's proposed relationship between Perceived Advertising Value (Credibility, Irritation, Informativeness, and Entertainment) and Personalization on Attitude toward Advertisement.

4 Results

The researcher decided to test the data with descriptive, validity, and reliability tests in this research. For the classical assumption tests, the researcher used the normality, multicollinearity, and heteroscedasticity tests. For the hypotheses test, the researcher used the T-Test and R-Square Test.

First, the measurement model was checked for the validity and reliability of the variables. Table 1 shows the psychometric properties and the wording of the research items. The findings show that most indicators have good factor loading with reliability that exceeds the threshold of 0.6. Reliability testing is done by looking at Cronbach's alpha. The results of the study were said to be reliable if Cronbach's alpha must be greater than 0.60 (Ghozali, 2011). To see whether the instrument was valid, it was done by comparing the r count with the r table. If r value < r table, then all instrument statements were said to be invalid, and if r value > r table, all instrument statements were said to be valid. The calculation of validity was done by looking at the corrected item value - the total correlation, which was the calculated r value from the calculation of validity. It was found that all of the items in this research were valid and reliable.

Second, for the normality test using P.P Plot. It was a fund that the data distribution was considered normal. The data could see this spread around

the diagonal line along the graph. For multicollinearity, the test used a Variance Inflation Factor (VIF) in the regression model with a value of more than ten. If the VIF value is more than 10, it was estimated that the model has symptoms of multicollinearity. It was found that the tolerance value and VIF from all independent variables meet the criteria. So, no multicollinearity occurs in all of the independent variables.

Moreover, the heteroscedasticity test was used to detect the presence or the absence of heteroscedasticity. It could be seen from the presence or absence of specific patterns in Glejser (Ghozali, 2011). The Sig. values of credibility, irritation, informativeness, entertainment, and personalization were 0.551, 0.281, 0.551, 0.708, 0.800, and 0.151, respectively. As a result, all variables' values were greater than, meaning there was no heteroscedasticity.

For hypothesis testing, the conclusion analysis in this research was done in one way through a T-test. T-test was used to analyze which independent variable regression significantly influences the dependent variable in multiple regression analysis. Testing used a significant 0.05 (α = 5%) (Ghozali, 2011).

Table 1. Descriptive information on measurements.

Construct	Items	Mean	r valuevalue	Cronbranch's Alpha	Tolerance	VIF	Sig.	t
	C1	3.58	0.794					
Credibility	C2	3.39	0.760	0.674	.707	1.414	.551	3.529
	C3	3.72	0.791					
	IR1	2.81	0.826					
Irritatation	IR2	2.41	0.865	0.804	.622	1.608	.281	-1.654
	IR3	2.24	0.855					
	IN1	3.85	0.815					
	IN2	3.83	0.807					
Informativeness	IN3	3.88	0.829	0.821	.811	1.233	.551	-.537
	IN4	3.95	0.777					
	E1	3.64	0.908					
Entertainment	E2	3.53	0.943	0.914	.632	1.581	.708	8.557
	E3	3.39	0.925					
	P1	2.64	0.816					
Personalization	P2	3.08	0.863	0.777	.849	1.179	.800	1.555
	P3	2.90	0.815					
Attitude	A1	3.74	0.806					
towards	A2	3.61	0.894	0.777	-	-	.151	-
advertisement	A3	3.32	0.893					

Based on the t-test result in Table 1, the T-test analysis results are as follows:

T-calculation of credibility is equal to 3.529 > T-table (1.658) with a significant level

0.001 < 0.05, therefore H_1 is accepted. The credibility variable positively and significantly influences Millennials' attitudes toward advertisements.

T-calculation of irritation equals – 1.654 < T-table (1.658) with a significant level.

0.101 < 0.05, therefore H_2 is rejected. It means the irritation variable has a negative and insignificant influence on Millennials' attitudes towards advertisements.

T-calculation of informativeness equals – 0.537 < T-table (1.658) with a significant level of 0.529 > 0.05. Therefore, H_3 is rejected. This means that the informativeness variable has a negative and insignificant influence on millennials' attitudes toward advertisements.

T-calculation of entertainment equals 8.557 > T-table (1.658) with a significant level of 0.000 < 0.05. Therefore, H_4 is accepted. It means that the entertainment variable has a positive and significant influence on Millennials' attitudes toward advertisements.

T-calculation of personalization is equal to 1.555 < T-table (1.658) with a significant level of 0.123 > 0.05; therefore, H_5 is rejected. It means that the personalization variable has a positive and insignificant influence on Millennials' attitudes towards advertisements.

Additionally, coefficient of determination analysis (R^2) was used to find out how much the ability of the independent variables to explain the dependent variable. R Square values range from 0 to 1. If the valuevalue approaches 1, it means that the independent variable gives almost all the information needed to predict the dependent variable. If the valuevalue is close to 0, a few dependent variables are influenced by the independent variable (Ghozali, 2011).

Table 2. Illustration of the result of coefficient determination test (r square test).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	808[a]	0.653	0.638	1.145

Predictors: (Constant), Personalization, Informativeness, Irritation, Credibility, Entertainment
Dependent Variable: Attitude toward Advertisement

Based on Table 2, the R Square value was 0.638. So, the influence of independent variables (credibility, irritation, informativeness, entertainment, and personalization) was 63.8% of the dependent variable (attitude towards advertisement). In comparison, the remaining 36.2% was influenced by other factors not examined in this research.

5 Discussion and Implications

This research was conducted to determine the influence of credibility, irritation, informativeness, entertainment, and personalization of YouTube Ads on Millennials' attitudes toward advertisements. This research was conducted by analyzing data from questionnaires distributed to 120 respondents, grouped Millennials as the target or object of this research. From the data that has been collected, several conclusions could be drawn:

Table 3. Conclusion of the hypothesis test result.

Hypothesis	Results	Explanation	Conclusion

Hypothesis	Results	Explanation	Conclusion
H1: Millennials' perception of the credibility of YouTube Ads videos will positively and significantly influence their attitude toward advertisements	The credibility of YouTube Ads videos has a positive and significant influence on Millennials' attitudes toward advertisements.	**Supported**	Positive and Significant (Accepted)
H2: Millennials' perception of the irritation of YouTube Ads videos will negatively and significantly influence their attitude towards advertisement	The irritation of YouTube Ads videos has a negative and insignificant influence on Millennials' attitudes toward advertisements	Not Supported	Negative and Not Significant (Rejected)
H3: Millennials' perception of the informativeness of YouTube Ads videos will positively and significantly influence their attitude towards advertisement	The informativeness of YouTube Ads videos has negative and not significant influence on Millennials' attitudes towards advertisement	Not Supported	Negative and Not Significant (Rejected)
H4: Millennials' perception of the entertainment of YouTube Ads videos will positively and significantly affect their attitude toward advertisements	The entertainment of YouTube Ads videos has a positive and significant influence on Millennials' attitudes toward advertisements.	**Supported**	Positive and Significant (Accepted)
H5: Millennials' perception of the personalization of YouTube Ads videos will positively and significantly influence their attitude towards advertisement	The personalization of YouTube Ads videos has a positive and not significant influence on Millennials' attitudes toward advertisements.	Not Supported	Positive and Not Significant (Rejected)

The main objective of this research was to investigate the influence of the perceived advertising value and the personalization of YouTube Ads on millennials' attitudes. Based on the hypothesis test result conclusion. Credibility and entertainment had a positive and significant influence, which indicates that these variables determine Millennials' attitudes toward advertisements. The credibility result was aligned with the research conducted by [45] that showed the positive and significant influences of credibility on attitude towards advertisement. In comparison,

the entertainment result research is in accordance with the research conducted by [12; and Dehghani et al. (2016).

Contrarily, with credibility and entertainment, it was shown that the irritation of YouTube Ads videos has a negative and insignificant influence on Millennials' attitudes toward advertisements. This research result was in contrast with Xu et al. (2006), which found a negative correlation but a significant effect on customers' attitudes towards advertisements. However, the result of this research was in line with the research conducted by Wiliyastuti, Kemalasari, and Sudodo (2017), which showed that irritation negatively and does not significantly influence Millennials' attitudes toward advertisements. In this study, the reason behind the insignificant effect of irritation on attitude toward the ads can be because the Millenials consider that ads are ads and do not take that personally. Once they feel irritated about the ads, they might ignore them without having too much of a negative attitude toward the ads themselves. This case may have a different result if the customers are from an older generation that has stronger value and evaluation process about the ads that they show in a media.

Here, the research showed no significant influence given by the informativeness variable on attitude towards advertisement variable. This no significant influence means that the loss factor of the informativeness given did not determine the attitudes toward advertisements. The findings also showed that informativeness negatively influences attitudes toward advertisements and might be caused by the respondent not fully paying attention to the YouTube Ads, as also found by a study by Saputra & Fachira (2014). In the present study, although the ads have up-to-date information, they may need to be more attractive for the Millenials if the ad is not entertaining. Sari et al. (2020) also found that entertainment is the most important element for Millenials and is also important in building the Millenials' attitude toward the ads. Thus, more than informativeness is needed to make millennials interested in ads targeted at them.

For personalization, based on the result, personalization was positive and not significantly given by the personalization variable on attitude towards advertisement variable. These positive influences indicate that the more personalization factor was given, the more positive the attitude towards advertisement. Moreover, personalization did not determine Millennials' attitudes toward advertisements. This may happen because the personalization of advertisements needs to match the expectations of the Millenials. The Millenials usually expect something different and surprising about advertisements; otherwise, any advertisement would not get their attention. Thus, the personalization of advertisements does not guarantee that would make the Millenials interested in the advertisements. The result of this research was in line with the research conducted by Arora Agarwal (2019) and [12].

It could be concluded that an entrepreneur who targets Millenials needs to increase the perceived valuevalue of advertisement by making the advertisement less irritating, including the relevant product information, and displaying a personal message for Millennials to make them show their attitude and respond to the YouTube Ads video. This research also shows that the credibility and entertainment of YouTube Ads videos greatly influence Millennials' attitudes toward the advertisement. Thus, other strategies that could be carried out besides maintaining credibility and entertainment, the entrepreneur should maintain relationships with their millennial customers.

6 Limitations and Directions for Future Research

Future research can examine another variable for more in-depth information, such as intention to skip the advertisement, ad avoidance, or incentives. It also recommended identifying other variables to be more specific, such as brand attitudes, brand awareness, or purchase intention, to help entrepreneurs serve their millennial consumers in a better way.

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