

V. CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Based on the result of simple regression analysis and moderated regression analysis, it can be concluded as follows:

1. Pop-up ads has a negative effect to perceived intrusiveness
2. Perceived intrusiveness has positive effect to ads avoidance
3. Advertisement value has strengthen moderating effect between perceived intrusiveness to ads avoidance.

B. Implication

1. Theoretical Implications

This present study can explain and provide empirical evidence about the role of advertisement value in moderating the effect between perceived intrusiveness to ads avoidance. This study can also explain more deeply and specific about the effect of those variables in perception of consumer so this present study could provide consumer behavior perspective in terms of advertising especially in social media context. For further research I suggest using banner ads as independent variable, because banner ads is upside down with pop-up ads. Pop-up ads has high intrusiveness, and banner ads has low intrusiveness. So when try with low intrusiveness ads, will be the extent of ads avoidance will be the same or not. And using another variable that makes people feel intrusive in Youtube, such as clickbait which the content video is

far different from the title of video, this happen to draw attention of people so the video will get many viewer.

2. Practical Implications

The best way to make advertisement less intrusive is by not forcing consumer to watch the advertisement, because it is the most hated disruption for consumer. Advertisement with short duration is a kind of advertisement liked by consumers because it does not take their time too much to watch, so the companies must make good advertisement with short duration because it feel less intrusive for consumer.

To give good value to our advertisement, we can exploit of consumer curiosity, because many people will be amaze by advertisement that can make them curious and wondering what this advertisement about. Consumer that curious with our advertisement, they will stay longer to watch advertisement to eliminate their curiosity. By giving the good entertainment and make customer curious, the chance of consumer avoid the advertisement will be decreased.

C. Limitation of the Study

Sampling method is the limitation of this study, because sampling method supposed to using convenience sampling by giving the questionnaire personally to respondent one by one, but because it is hard to meet the requirement of minimal sample, this study used the snowball sampling instead. Because using snowball sampling easier to get requirement of minimal sample, by asking people to spread the

questionnaire again to their colleague. Rather than using convenience sampling to ask people one by one to fill the questionnaire.