

The Moderating Effect Of Celebrity Preferences And Hedonism Personality On The Relationship Of Perceived Intrusiveness, Consumer Attention And Purchase Intention

Tiara Nur Anisah¹, Miswanto^{2*}

^{1,2} YKPN School of Business (STIE YKPN) Yogyakarta
Jl. Seturan Raya, Depok, Sleman, Yogyakarta, Indonesia

*Corresponding author, Email: miswanto@stieykpn.ac.id

Abstract

The study investigates the moderating effect of celebrity preference and hedonism personality on the relationship between perceived intrusiveness, consumer attention, and intention to purchase internet users by applying SOR Theory as a foundation. This study focuses on K-Popers among teenagers. A total of 400 samples were used in this study. The sample is split into two groups, with 200 samples including advertisements that fit the respondents' preferences and have a high hedonism personality and 200 samples containing advertisements that didn't fit the respondents' preferences and have a low hedonism personality. Multi-group moderation was performed using AMOS ver.22 with the stats tools package software, and data were analyzed using IBM SPSS Statistics 16. As expected, the higher the level of distraction perceived by the user, the lower consumer attention to the advertisement. In contrast, the less distracted individuals are, the more attention they pay to commercials. Then, the more individuals pay attention to the ads, the more likely they are to make a purchase. According to additional research, celebrity preference and hedonism personality are proven to be moderate.

Article info

Article history:

Received : 19 October 2021

Received in revised form : 25 November 2021

Accepted : 27 November 2021

Available online : 30 November 2021

Keywords: *Celebrity preference, hedonism personality, perceived intrusiveness, consumer attention, purchase intention, SOR Theory*

How to Cite: Anisah, T. N. & Miswanto (2021). The Moderating Effect of Celebrity Preferences and Hedonism Personality on The Relationship of Perceived Intrusiveness, Consumer Attention, and Purchase Intention: Application of SOR Theory. *Journal Ilmiah Manajemen dan Bisnis*, 7 (3), 324-339.

INTRODUCTION

Online advertising is an essential tool for promoting products and services to customers. Nowadays, online video advertising become one of the most successful ways to sell products and services. The growth of online media has slowly shifted the role of conventional media such as radio, television, and print media as an advertising channel (Pradana, 2019). The IAB digital video center of excellence (US) reported that in 2019, the proportion of online video ads in the last two years 2018 and 2019, it showed 23.73% and 24.56%. Although the growth is relatively small, it looks constant every year. The Cisco visual networking index in 2018 predicted by 2021, 82% of the total internet users in the world would stream video. it means, more than 3 billion people are potentials to see video ads that

appear when they watch a video. The success of a video ad is determined by whether the message is delivered, understood, and followed by a purchase decision (Yates & Laskey, 2011).

There are several stages of consumers in the purchase decision-making process. This process begins with simply seeing, being drawn in, and then deciding to buy (Armstrong, Adam, Denize, & Kotler, 2014). Consumers are affected by some factors in determining buying such as quality, price, brand, and product advertisement (Miswanto, Mubarak, & Wijaya, 2020). When a consumer decides to buy anything, it will be based on their intents first. Purchase intention refers to a customer's desire to purchase a product or service (Younus, Rasheed, & Zia, 2015). Many variables influence the consumer's intention when choosing a product, and the final selection is based on the consumer's intention in combination with major external factors (Keller, 2001). Consumer purchase intention can also be defined as an element of cognitive behavior to predict what products consumers will buy in the future. Therefore, marketers need to understand their purchase intention to predict consumer behavior in the future.

The effectiveness of an online video ad in attracting customers' attention has been proved. However, it appears to occasionally obstruct people to access material on the internet and social media. The impact of online advertising is determined not only by the way the information is delivered, but also by the way the advertisement is served (McCoy, Everard, Polak, & Galletta, 2007). Unfortunately, there is a lot of advertising on the internet nowadays that pushes users to see. This type of advertisement is known as an intrusive ad. The cognitive assessments of unpleasant advertising by Internet users are the source of this intrusive (H. Li, Edwards, Steven M & Lee, 2002). Users have poor impressions of internet advertising as a result of their perceived discomfort (MacKenzie, Lutz, & Belch, 1986).

There are several researchers examining the negative effects of intrusive advertising. According to Smith (2011), advertising that displays content that is unrelated to the user's information search is viewed as more intrusive. As reported by Fenton and Barassi (2011), internet users were too overwhelmed to pay attention to commercial messages on social media. Other authors, such as McCoy et al. (2007), even suggested that viewers could consider skipping or closing an advertisement. It indicates that the ad was presented in the middle of the content was ineffective in attracting viewers, and it's a challenge for marketers to produce less intrusive advertising. Contrastingly, the study of Goldfarb and Tucker (2011) stated that intrusive ads can affect purchase intentions, but the ad must be relevant to the content being searched for and match the viewer's preferences. This finding is supported by the research of Bell and Buchner (2018) which states that intrusive advertising can also have the potential to increase brand awareness and brand recall because of its repeated appearance. It may be concluded from the preceding summary of the results that not all intrusive advertising has a negative impact on purchase intention. How can intrusive advertising influence a person's attention and purchasing intent? Therefore, researchers believe that the presence of intrusive advertising also has the potential to grab consumer attention and generate purchase intention.

Marketers may decrease the intrusiveness of advertisements in several ways, including developing advertising that fits the preferences of the target audience (Goldfarb & Tucker, 2011). Compatibility is related to preference. The compatibility of the ad to the audience is based on various perspectives. The match between advertising and viewers' tastes in this study is determined by the side of the advertisement star which is called Korean Pop (K-Pop). This is because the number of K-Pop enthusiasts in Indonesia is growing, particularly among the youth. The fans of K-Pop are usually called kpopers. They are obsessed with everything about their idols, therefore K-Pop stars who appear in ads will attract a lot of attention among their fans (Kang, 2020). A typical approach employed by marketers to improve the appeal of internet video ads is to utilize a K-Pop celebrity who is well-known and liked by the target demographic.

The usage of kpop stars is justified since Korean-pop music is now highly popular across the world, particularly in Indonesia. They have a huge fan base that spans the globe. In recent years, the "Hallyu-Korean Wave," which refers to a surge in Korean popular culture, has become a global socio-cultural phenomenon in countries like China, Japan, and Hong Kong, as well as Southeast Asian countries like Indonesia. This is one of the reasons why many Indonesian firms use kpop stars as product ambassadors. It's because K-Pop celebrities are seen to have a unique appeal to their fans. As a result, marketers anticipate that the appearance of intrusive advertising starring K-Pop idols would minimize consumer annoyance.

Previous research has looked into the effectiveness of utilizing a K-Pop superstar as the face of a commercial. The appropriateness of individuals in commercials showcasing their favorite celebrities is known as K-Pop celebrity preference, and it is anticipated to reduce intrusiveness and enhance customer attention, as well as buy intention (Kang, 2020). Consumers use celebrities as a point of reference when making decisions. According to Kang (2020), a person's affection for their favorite kpop idol star might lessen suspicion regarding internet advertising. As a result, consumers will be more likely to believe advertising featuring their favorite celebrities. Consumers have higher faith in the messages communicated by their favorite celebrities, according to (Tran, Yazdanparast, & Strutton, 2019). Consumers' faith in their favorite celebrities has an impact on how they respond to advertisements. This indicates that no matter how invasive an advertisement is; if individuals already have preferences and identify with the celebrity who is the star of the campaign, their attention and buy intent will rise.

Hedonism personality is another variable that might minimize the degree of distraction caused by advertising. The hedonic personality of a person can also affect purchase decisions. Hedonism is a personality trait that shows people's tendency to buy something for the sake of pleasure rather than considering the product's uses and benefits (Richard & Habibi, 2016). People with a hedonistic personality are more effectively persuaded to buy things based on the stimulation, emotional value, and aesthetics of the commercial as a whole (Hirschman & Holbrook, 1982). Cholifaturrosida, Mawardi, and Bafadhah (2018) found that hedonic motivation affects behavioral intention positively. Richard and Habibi (2016) revealed the same thing, arguing that hedonic personality was proved to influence consumer purchase behavior toward internet advertising. To put it another way, people with a hedonistic personality are more likely to be persuaded by commercial stimuli, regardless of how intrusive the advertisement is.

Finally, the moderating effects of celebrity preference and hedonism personality on the relationship between perceived intrusiveness, customer attention, and purchase intention will be investigated in this study. The goal of this study is to prove that something negative could also have a positive impact. It indicates that intrusive advertising may not always be negative.

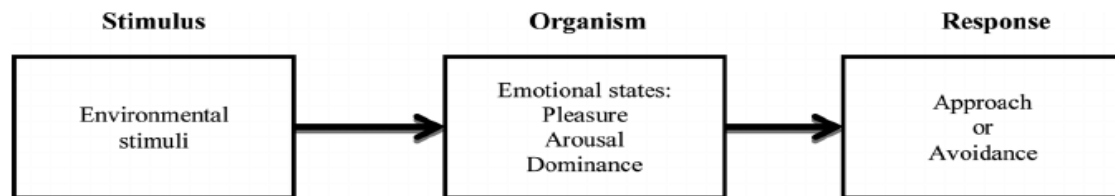
LITERATURE REVIEW

One of the psychological theories that explain perception is the Stimulus-Organism-Response theory (SOR Theory). Mehrabian and Russell created this idea in 1974, based on psychological environmental theory. This model depicts the interaction of three elements: stimuli, organisms, and the responses to the stimuli (response). The SOR theory is based on the idea that the quality of the stimulus causes the reason of a change in individual behavior. Stimulus is a factor that has an impact on a person's condition (Eroglu, Machleit, & Davis, 2001). Advertising is the stimulus in this context. When a stimulus is rejected, it indicates that it is ineffective in affecting the individual as a whole. When the stimulus is delivered, however, the individual is successfully affected.

The organism is the second component. Individual actions in sensing, feeling, and thinking constitute an organism's internal processes (Eroglu et al., 2001). In this study, consumer attention is considered as an organism. The customer will perceive the stimulus after it has been captured by their

five senses. After that, they will focus on the stimuli, which will be followed by an interpretation. The last component in the SOR is the response. Eroglu et al. (2001) define response as the end result of internal processes that occur within consumers. This response will determine the consumer's decision to make a purchase, delay a purchase, cancel a purchase, or even avoid a purchase. Marketers commonly use the SOR model to determine the interaction between stimuli offered by marketers and customer responses to these stimuli by purchasing, consuming, and spending activities.

Figure 1. SOR Theory framework



Purchase Intention

Purchase intention is a type of decision that assesses the reasons consumers choose and buy certain brands (Younus et al., 2015). Chang and Wildt (1994) claim that the greater perceived value, the higher consumer's purchase intention. According to Huang, Wang, Tseng, and Wang (2011), purchase intention refers to a consumer's subjective assessment that is reflected after buying a product or service by involving a cognitive process. Goodrich, Schiller, and Galletta (2015) define purchase intention as someone's intention or interest to buy a product or service. He also claims that a purchase intention is a useful tool for anticipating the buying process. Online purchase intention, as described by Pavlou (2003), refers to a condition in which customers want and intend to conduct a transaction online. The three phases of an online transaction are to obtain information, transmit information, and make a purchase (Pavlou, 2003). From the definition of this opinion, it can be concluded that purchase intention is a mental statement of a person that reflects a plan to purchase a particular product or service in the future.

Perceived Intrusiveness

Internet users have specific tasks or search for specific information while visiting a website (Bang, Kim, & Choi, 2018); McCoy et al. (2007) Because of this goal-seeking behavior of web users, any ad placed in the content is perceived as intrusive by the user. H. Li, Edwards, Steven, and Lee (2002) argue that, ads may be perceived as irritating or even avoided based on their content. Perceived intrusiveness is the perception or psychological consequences of a person that occurs when their cognitive processes are disturbed (H. Li, Edwards, Steven M & Lee, 2002). Intrusiveness refers to a process through which ads trigger unpleasant emotional responses like irritation or discomfort. Advertisements that are unpleasant and disturbing to consumers might lead to ad avoidance (H. Li, Edwards, Steven M & Lee, 2002). The nature of online advertising in particular has been criticized as being particularly intrusive e.g. (Goodrich et al., 2015);(H. Li, Edwards, Steven M & Lee, 2002). Ad intrusiveness may be understood as the degree to which a person thinks the presence of an ad is hindering his/her goal attainment (Belanche, Flavián, & Pérez-Rueda, 2017);(H. Li, Edwards, Steven M & Lee, 2002). Therefore, with enormous expenditure, firms need to closely monitor the effects of their advertising efforts especially in the context of ad intrusiveness and its effect on attitude towards ads and the site (Frennea, Han, & Mittal, 2019);(Y. Li, Palma, Hall, Khachatryan, & Capps Jr, 2019);(McCoy et al., 2007). H. Li, Edwards, Steven, and Lee (2002) in their research also argued that high advertising relevance can reduce the risk of distraction. H. Li, Edwards, Steven, and Lee (2002) argued that exposure to pop-up advertisements is considered to interfere with user activity while browsing. The distractions that occur not only hide their content material, but also obstruct their search for information. The researcher uses

a previous study's definition of perceived intrusiveness, which is the irritation created by the appearance of advertising that interferes with a person's objective of accessing content.

According to H. Li, Edwards, and Lee (2002) internet users are focused on their aim of accessing the material, therefore the presence of online advertising will obstruct their ability to get the content they seek. This argument is supported by the results of research from McCoy et al. (2007) who found that pop-up ads were considered ineffective and tended to be annoying, so that people did not want to come back to the site. Smith (2011) in his research concludes, ads that put forth content that is not related to information search by the user are perceived as more intrusive. As reported by Fenton and Barassi (2011), internet users didn't pay much attention to advertising messages on social media as they got too overloaded. The other authors like McCoy et al. (2007) even said that audience might consider skipping or closing an ad. This means that intrusive ads on the internet are not effective enough to attract consumers' attention. Recent studies have explored multiple facets of ad intrusiveness such as the effect of ad value, ad placement, ad execution, and ad repetition on perceived ad intrusiveness (Goodrich et al., 2015);(McCoy et al., 2007);(Wang & Calder, 2006);(Ying, Korneliusson, & Grønhaug, 2009). McCoy, Everard, Polak, and Galletta (2008) argued that irritation is a direct antecedent of attitude towards the website. (Van Doorn & Hoekstra, 2013) opined that frustrated users create bad word of mouth and discourage their peers to visit the website. Moreover, Truong and Simmons (2010) proved that many ad formats are negatively viewed by the audience and have direct impact on their behavioral intentions for future transactions

According to Truong and Simmons (2010) online advertising on the one hand is considered useful, but on the other hand it can also be considered misleading. Useful advertising is an advertisement that contributes to customers with an objective source of information. Ying et al. (2009) claim that advertisements that are packaged good and entertaining information will reduce the risk of interference felt by internet users so that it will generate attention. The more intrusive an advertisement is, the more negative it will have an effect on attention. Conversely, if users feel that the ads that appear are considered unobtrusive, then their attention to the ads will be higher. Based on the description above, the first hypothesis can be formulated as follows:

Hypothesis 1 (H1): Perceived intrusiveness has a negative effect on consumer attention.

Consumer Attention

Attention in general can be defined as the allocation of mental, cognitive and visual resources to an object (Teixeira, 2014). Effective advertising must be able to attract consumer attention, be right on target, arouse consumer desire and end with action. previous study evidence suggests that more exposure increases ad awareness and consumer attention. Marketers want their target audiences to spend more time with their advertisements since this is what generates results (Hammadi & Qureishi, 2013). Academics and industry specialists have argued about the reasons for the lack of consumers paying attention to ads. First, consumers are exposed too many advertisements. The second, consumers have lost faith in the veracity of the advertising message. The third, ad duration is too long. The fourth, consumers have many media channel options (Teixeira, 2014). Lack of consumer attention to online advertisements displayed is one of the reasons for business failure to achieve marketing goals. This study uses unskippable advertisements with a duration of 15 seconds.

Alalwan (2018) found a positive relationship between advertising features on social media and purchase intention. The results of his research also found that, when people are interested in advertisements because of the elements of interactivity and informativeness in advertisements, they tend to look for more information about the products advertised. It will potentially lead to purchase intention. Apart from advertising features, brand names can also contribute to influencing consumer purchase intentions (Mirabi, Akbariyeh, & Tahmasebifard, 2015). Research conducted by Abdurrahim, Najib, and Djohar (2019) regarding the AISAS model in the world of marketing found that attention has a positive and significant effect on consumer decisions in purchasing certain products. This means that

when consumers are hooked on advertising, they will look for more information about the advertised product, so that the possibility of having purchase intentions will be even higher. Research conducted by Van Boven, Kane, McGraw, and Dale (2010) also states that attention can increase the intensity of emotional reactions to consumers. It means, the impact of attention can be different for each individual. There are those who decide to make a purchase, but there are others who postpone the purchase or even ignore it. Based on the description above, the second hypothesis can be formulated as follows:

Hypothesis 2 (H2): *Consumers attention has a positive effect on purchase intention*

The Moderating Effect of Hedonism Personality

Hedonism is the tendency for individuals to buy things or services for the sake of pleasure rather than considering the benefits and uses of the products (Richard & Habibi, 2016). Hedonic consumption is described as consuming behavior that is multisensory, fantasy-based, and emotionally (Hirschman & Holbrook, 1982). This indicates that hedonic behavior is motivated by a desire to consume particular goods or services. A person's hedonism personality is shaped by a desire that develops from inside. People with a hedonism mentality are more easily persuaded to purchase items based on sensations, emotional values, and aesthetics featured in the advertising as a whole (Hirschman & Holbrook, 1982). This is because hedonic people have a tendency to seek pleasure and happiness by shopping even though they have to spend resources to get it (Mazaheri, Richard, & Laroche, 2010).

Hedonism personality is closely related to individual emotional needs which are based on pleasure and comfort (Sarkar, 2011). Hedonic people tend to seek pleasure and happiness by shopping for things that they feel can satisfy their desires. So that the purchase intention of people with hedonic personalities tends to be higher. Wasaya, Khan, Shafee, and Mahmood (2016) found that hedonic consumption tendencies and advertisement were found significant in predicting cognitive dissonance. Further to this, impact of and hedonic consumption tendencies found directly related to impulse purchase. Furthermore, the results of research conducted by Hirschman and Holbrook (1982) found that hedonic motivation has a positive effect on purchasing behavior. The results of this study were confirmed by Richard and Habibi (2016) who found that hedonic personality was shown to moderate consumer buying behavior towards online advertising. This means, that people who have a hedonic personality tend to have high attention and purchase intention of advertising due to their hedonic lifestyle. Based on the description above, the third hypothesis is formulated as follows:

Hypothesis 3a (H3a): *Hedonism personality moderates the relationship of perceived intrusiveness to consumer attention.*

Hypothesis 3b (H3b): *Hedonism personality moderates the relationship of consumer attention to purchase intention.*

The Moderating Effect of Celebrity Preferences

Advertisers now feel that having celebrities in an advertisement helps to persuade the viewers (Choi & Rifon, 2007). Those who have gained public recognition and possess certain unique and appealing traits such as credibility or beauty are known (Silvera & Austad, 2004). The term 'big name' refers to someone who is well-known by the general public, such as celebrities, sports, politicians, and social workers (Friedman & Friedman, 1979). In this study, a celebrity is someone who is well-known and well-liked Falsarella, de Oliveira, and Giraldo (2017); Knoll and Matthes (2017) by the target audience and who utilizes that recognition and likeability to promote a business by appearing in an advertising.

Several previous studies have examined how celebrity preference can influence consumer purchasing behavior. The results of research conducted by Kang (2020) said that people's love for their favorite celebrities can reduce skepticism about online advertising. Another studies have shown that celebrity endorsements of companies have a more strong and productive impact than non-celebrity endorsements (Seno & Lukas, 2007). Tran et al. (2019) in their research also found that consumers believed more in messages conveyed by their favorite celebrities. Consumer trust in their favorite celebrity positively affects how consumers receive advertising messages. This is further confirmed by

Bell and Buchner (2018) findings, which show that intrusive advertising is successful in raising brand preference when it fits the viewer's preference. The higher the degree of attention and buy intention, the more relevant the advertisement is to the consumer's preferences. Though advertisements are inherently intrusive, their unintended consequences can be reduced by investigating perceived ad intrusiveness and implementing appropriate actions. As a result of the preceding reasoning, it can be inferred that advertising can enhance attention and buy intent if it is matched to the viewer's tastes. Based on the description above, the fourth hypothesis is formulated as follows:

Hypothesis 4a (H4a): *Celebrity preferences moderate the relationship of perceived intrusiveness to consumer attention*

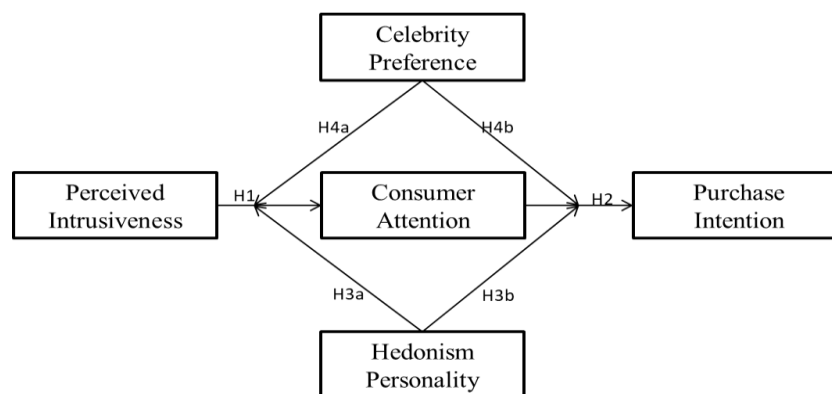
Hypothesis 4b (H4b): *Celebrity preferences moderate the relationship of consumer attention to purchase intention*

Unskippable Mid-Roll Video Ad

In general, mid-roll video commercials are classified into two types based on the viewers' ability to watch and the length of time the ad appears. The duration of an advertising refers to how long it will appear in a certain period of time (Tom & Lucey, 1997). Based on the freedom of viewers in watching, mid-roll video advertisements are divided into skippable video advertisements and unskippable video advertisements. Based on its duration, mid-roll video ads are divided into five, these are ads with a duration of 7 seconds, 15 seconds, 30 seconds, 60 seconds and more than 60 seconds (Pradana, 2019).

Unfortunately, the longer the duration of the ad in the skippable format, the viewers are skipping before the ad is finished, so this is detrimental to advertisers and content creators who place the ad. As a marketing tool, video ads with unskippable formats will be more profitable than skippable formats, because viewers will see the ads as a whole so that advertisers' goals will be achieved. Researchers set several advertising criteria that will be used as objects in this study, namely familiarity and duration of advertisements. Researchers used a mid-roll video ad with a duration of 15 seconds.

Figure 2.
Conceptual Model and Hypothesis



METHOD

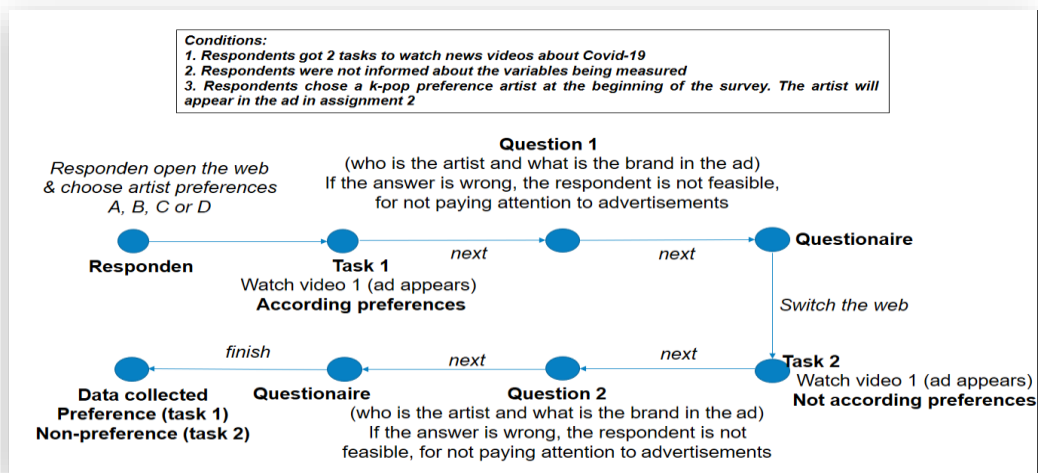
This study uses primary data in the form of questionnaires distributed online using the google site. The method used in this research is a semi-experimental survey method. The sample to be used in this study was 200 respondents. Researchers used the purposive sampling technique by setting several criteria.

Questionnaire Design

This study used a questionnaire in the form of a close-ended question and it will be distributed online using the Google Site. This study was measured using a Likert scale. The Likert scale is a measure of a person's attitudes, arguments, and perceptions about a phenomenon (Sugiyono, 2008). The Likert scale used in this study is a 5-point Likert scale.

Data Collection Technique

Figure 3. Flowchart of Collecting Data



The Figure 3 above shows a flowchart of how a respondent participated in the survey in this study. In order to accurately evaluate the intrusivity of a mid-roll video ad, researchers will set up a condition where the respondent is seeing the Covid-19 news on a website. An unskippable mid-roll video ad with a duration of 15 seconds will be added in the middle of the respondents watching the news. In this study, advertising that fit K-Popers' preferences were employed, as well as ads that did not fit K-Popers' preferences. So that it may be determined how respondents reacted when they faced with intrusive advertising but it fits to their preferences and advertisements that do not match to their preferences.

Each respondent will be required to watch two videos, one from task 1 and the other from task 2. from the beginning task 1, respondents will be given the option of selecting their favorite idol K-pop based on their tastes, after which they will be asked to watch a video that contains an advertising that does not match their preference. When finished watching the video, a question will appear. This question is called an elimination question. If the respondent answers correctly, then the respondent deserves to continue the next stage, filling out the questionnaire. After completing task 1, it will move on to the next web to complete task 2. In the task 2, technically the same as task 1, respondents were asked to watch a video. However, in the video, advertisements will be inserted according to their preferences who have been selected at the beginning of entering the website to see the consistency of respondents' answers.

In the questionnaire, to avoid bias, the researcher will not include the measured variables, but the researcher will only present questions. Each respondent will go to task 1 and task 2, will be given some kind of direction. At the beginning of filling in, the respondents were also not told that there would be advertisements that would appear so that their reactions were truly natural. Researchers used 4 unskippable mid roll video ads with K-Pop group ad stars whose well known among K-Popers and have the largest fandom in Indonesia. Examples of advertisements used in the questionnaire are Tokopedia advertisements by "BTS", Nu Greentea advertisements by "NCT 127", Samsung advertisements by

“Black Pink” and Mie Sedaap advertisements by “Siwon Suju”.

Measures

Established scales in the field of advertising have been employed to measure the constructs used in this study and adapted to the current context without major modification.

Perceived intrusiveness was measured using scale given by (H. Li et al., 2002). The 5-point Likert scale measured respondents' attitude from “Strongly Disagree-Strongly Agree”. Participants responded to the statement “*When the ad was shown, I think it was...distracting, disturbing, forced, interfering and intrusive.*” Consumer attention was measured using scale given by (Grewal, Monroe, & Krishnan, 1998). The 5-point Likert scale measured respondents' attitude from “Strongly Disagree-Strongly Agree”. Participants responded to the statement “*I paid close attention to the ad, the ad demanded my attention, image, videos.*” Purchase intention was measured using scale given by (Grewal et al., 1998). The 5-point Likert scale measured respondents' attitude from “Strongly Disagree-Strongly Agree”. Participants responded to the statement “*I willingness to buy the product, I likelihood of purchasing this product, I would consider buying the product.*” Hedonism personality was measured using dummy variable. A dummy variable is a numerical variable used in regression analysis to represent subgroups of the sample in this study. 0 indicates a high hedonism personality category, while 1 indicates a low hedonistic personality category. Celebrity preference was measured using dummy variable. 0 indicates the ad category that matches the responden's preference, while 1 indicates the ad category that not matches the responden's preference.

RESULTS AND DISCUSSION

Researchers used primary data in the form of online surveys to compile their findings. The Google site was used to disseminate the questionnaire. Only 200 of the 233 respondents who agreed to fill out the questionnaire followed the right process and were considered acceptable according to the author's guidelines. The rest, as many as 33 questionnaires were not feasible and were not used because they did not fulfill the requirements for filling out the questionnaire correctly. IBM SPSS Statistic software version 15 and AMOS version 22 were used to process the data. 33 of the 233 surveys that have been completed are not appropriate for use since they do not fulfill the researcher's criteria. As a result, 200 questionnaires are appropriate for use as samples.

The characteristics of respondents in this study can be divided into gender, age, education, income and duration of watching videos on the internet in a day which can be seen in the information table bellow:

Table 1. Responden Classification

Category	Clasification	Number of Responden	Percentage (%)
Gender	Male	22	11
	Female	178	89
Age	17-25 years	161	80
	>26-35 years	38	19
	>35 years	1	0,5
Education	Senior High School	73	36,5
	Associate Degree	17	8,5
	Bachelor Degree	104	52
	Master Degree	6	3
Income	< Rp1 M	67	33,5
	> Rp1-3 M	81	40,5

	> Rp3-7 M	46	23
	> Rp7 M	6	3
Duration	<1 hour	49	24,5
	>1-3 hours	94	47
	>3 hours	57	28,5

As regards the construct validity, before examining the relationships between variables, we must ensure the validity of each of variables. Confirmatory Factor Analysis (CFA) is used for validity testing, by looking at the value of the Kaiser-Meyer-Olkin Measure of Sampling results. Adequacy (KMO MSA). The resulting value must be greater than 0.5 (> 0.5) so that factor analysis can be carried out. Each item on each variable is valid because they has value greater than 0,5.

To assess the reliability, one primary sample consisting of 30 questionnaires was pre-tested and then using data obtained from questionnaire, the reliability coefficient was calculated by Cronbach's alpha. Alpha Cronbach of variables was: perceived intrusiveness 0,929, consumer attention 0,948, purchase intention 0,886, and the hedonism personality was 0,935. These show that the questionnaire has the required reliability because they have a Cronbach's alpha value > 0.60 .

Data normality can be done by looking at the z value listed in the output table. The z value is seen with the critical value which is determined by the significance level of 0.05 and the critical value is ± 2.58 . The z value is derived from the crucial ratio in the Amos processing results, as shown in the following table:

Table 2. Normality Test Results

Variable code	Skew	c.r.	Kurtosis	c.r.
PUCR3	-0,271	-1,361	-0,420	-1,054
PUCR2	-0,357	-1,793	-0,665	-1,668
PUCR1	-0,197	-0,990	-0,471	-1,180
ATT1	-0,111	-0,558	-0,685	-1,719
ATT2	-0,015	-0,077	-0,976	-2,447
ATT3	-0,068	-0,341	-0,844	-2,117
ATT4	-0,012	-0,059	-0,951	-2,386
ITSV1	0,171	0,858	-0,697	-1,749
ITSV2	0,133	0,665	-0,890	-2,232

ITSV3	-0,144	-0,721	-0,694	-1,741
ITSV4	0,028	0,140	-0,867	-2,175
Multivariate			25,831	8,658

The crucial ratio skewness value requirements of 2.58 at a significance of 5% were used to perform the data normality test. If the crucial ratio skewness value kurtosis value is less than the absolute score of 2.58, the data is considered to be normally distributed. In general, the value of c.r. skew and c.r. kurtosis is in the range of -3 to 3 so that it can be stated that this data has the assumption of normality. The greatest value for skewness is -2,265 and the highest value for kurtosis is -2,447, as seen in the table above. The normality assumption can be said to be fulfilled based on these results.

The model accuracy test in this study was evaluated using the goodness of fit criteria. Evaluation of the criteria for goodness of fit in this study can be seen in the table below along with the suggested cut of value:

Table 3. Goodness of Fit Test Results

Goodness of Fit Index	Cut-off Value	Result	Decision
Chi-square	The smaller the better	165,178	Poor fit
GFI	> 0,90	0,938	Good Fit
AGFI	> 0,90	0,906	Good Fit
TLI	> 0,90	0,969	Good Fit
CFI	> 0,90	0,975	Good Fit
RMSEA	< 0,08	0,074	Good Fit

The results of the Table 3 above analysis show each category index model in this study. it can be seen that the value of GFI or Goodness of fit indices of 0.938 and AGFI of 0.906 is greater than the cut-off value >0.90. The RMSEA value is 0.074 less than 0.08. Then, the value of CFI and TLI, respectively 0.975 and 0.969, are greater than 0.90 meaning that this research model can be said to be a good model.

Hypothesis Testing Results

Hypothesis testing in this study was conducted using IBM AMOS version 22 software and with the help of the software “stats tools package” to process subgroup. Subgroup moderation testing was carried out by providing codes 0 and 1. Code 0 was for the preference category, while code 1 was for the non-preference category. The moderating test for hedonism personality is also carried out by providing codes 0 and 1. Code 0 is for the high hedonism category, while code 1 is for the low hedonism category. Processing results can be seen in the Table 4.

Table 4. Hypothesis Results

	Estimate	P-value	Decision
--	-----------------	----------------	-----------------

H1	Perceived intrusiveness has a negative effect on consumer attention			-0,742	0,000		Accepted
H2	Consumer attention has a positive effect on purchase intention			0,758	0,000		Accepted
		High hedonism	P value	Low hedonism	P value	z-score	Decision
H3a	Hedonism personality moderates the effect of perceived intrusiveness on consumer attention	-0,691	0,000	-0,756	0,000	-0,464	Rejected
H3b	Hedonism personality moderates the effect of consumer attention on purchase intention	0,901	0,000	0,706	0,000	-2,431*	Accepted
		Preference	P value	Non-preference	P value	z-score	Decision
H4a	Celebrity preference moderates the effect of perceived intrusiveness on consumer attention	-0,541	0,000	-0,588	0,000	-0,592*	Accepted
H4b	Celebrity preference moderates the effect of consumer attention on purchase intention	0,894	0,000	0,626	0,000	-1,823*	Accepted

DISCUSSION

As seen in the table above, the effect of perceived intrusiveness on customer attention has a P-value of 0.000 and a negative coefficient estimate of -0.742. The first hypothesis is supported since the P-value is less than 0.05 (0.05) and the coefficient is negative. This shows that the higher the level of distraction experienced by users, the less probably they are to be interested in seeing advertisements. In contrast, the lesser the level of distraction perceived by users, the more likely they are to notice advertisements. This means that if the ad is less obtrusive, consumers will be more interested to watch it. Therefore, perceived intrusiveness and consumer attention have an inverse relationship. What marketers can do is develop ads that are less obtrusive in order to grab viewers' attention. The first hypothesis is supported showing this finding is in line with the findings of McCoy et al. (2007) that perceived intrusiveness has a negative effect on consumer attention.

According to the table above, it can be seen that the effect of consumer attention on purchase intention has a P-value of 0,000 and an estimate value or a positive coefficient of 0.758. The p-value obtained is smaller than 0.05 (<0.05) and the positive coefficient indicates that the second hypothesis is supported. When someone is attracted to and fascinated by a display advertisement, it is possible that they will seek out additional information about the benefits and applications of the promoted product, increasing the likelihood of a purchase intention. These findings confirm the results of a study conducted by Abdurrahim et al. (2019) regarding the AISAS model in the world of marketing which states that attention has a positive and significant effect on consumer decisions in purchasing certain products.

According to the table above, it can be seen that there is a moderation in the relationship between perceived intrusiveness and consumer attention and purchase intention. The relationship between perceived intrusiveness and consumer attention which is moderated by personality hedonism can be seen from the P-value of 0.000, which is smaller than the specified value, which is 0.05 (<0.05). People with a high hedonism personality and a low hedonic personality exhibit different levels of interest in advertising, as measured by the estimated values of -0.691 and -0.756. This indicates that persons with higher hedonism personalities are less affected by commercials than people with low hedonism personalities. However, if it is seen from the z-score value of -0.464 which is listed in the table above, the moderating effect of personality hedonism on the relationship of perceived intrusiveness to consumer attention is not significant. This insignificant result is because people who have hedonic personalities are identified with purchasing luxury and branded goods.

The moderating effect of hedonism personality on the relationship between consumer attention and purchase intention is proven to be significant. The P-value of 0.000, which is less than the required value of 0.05 (0.05), confirms this. The positive coefficient indicates that having a hedonistic disposition has been shown to improve the connection between customer attention and purchase intention, then the estimate value of 0.901 in the group of persons who have high hedonism and 0.706 in the category of people who have low hedonism demonstrates this. When viewed from the z-score value of -2,432* shown in the table above, the moderating effect of hedonism personality on the relationship between consumer attention and purchase intention is proven to be significant. This means that people with higher hedonic personalities can strengthen the effect of consumer attention on purchase intention. This finding is in line with the findings of Richard and Habibi (2016) that hedonism personality moderates the effect of consumer attention on purchase intention

According to the table above, it can be seen that there is a moderating effect of celebrity preference on the relationship of perceived intrusiveness, consumer attention and purchase intention. The relationship between perceived intrusiveness and consumer attention which is moderated by celebrity preference can be seen from the P-value of 0.000, which is smaller than the specified value, which is 0.05 (<0.05). Ads with preference and non-preference categories on the relationship of perceived intrusiveness and consumer attention have a little difference seen from the estimated values of -0.541 and -0.588. A negative estimate value indicates that the advertisement that appears will still raise attention if it matches the viewer's preference. If we look at the z-score value of -0.756 * shown in the table above, the moderating effect of celebrity preference on the relationship of perceived intrusiveness to consumer attention is proven to be significant. This proves, the presence of intrusive ads will still get attention if people have a match with the ad star. Meanwhile, the moderating effect of celebrity preference on the relationship between consumer attention and purchase intention has also been shown to be significant. This can be seen from the P-value of 0.000, which is smaller than the specified value, which is 0.05 (<0.05). Furthermore, as seen by the estimated values of 0.894 and 0.626, people's purchase intentions for advertising products in the preference and non-preference categories are a little different. Celebrity preference has been shown to increase the relationship between consumer attention and purchase intent, as seen by the positive coefficient.

Then, when viewed from the z-score value of -1,823* shown in the table above, the moderating effect of celebrity preference on the relationship of consumer attention to purchase intention is proven to be significant. This means that the higher people's attention to the advertisements that are displayed, strengthened by the match to the ad star, the higher the purchase intention. The value of the ad estimate in the preference category is higher than that of the non-preference category. This proves that the ads with K-Pop stars that appear when they access the content successfully influence people to have purchase intentions compared to ads with non-Kpop stars. These findings confirm the results of a study

conducted by Kang (2020); Seno and Lukas (2007); Tran et al. (2019) that people's love for their favorite celebrities can reduce skepticism about online advertising.

CONCLUSION

This study focuses on the moderating effect of celebrity preference and hedonism personality on the relationship of perceived intrusiveness, consumer attention, and purchase intention. Advertisements that pop up in the middle of a user's search for information on the internet irritate many people. The impact of intrusiveness varies depending on how people perceive ads and how intrusive they find them. The usage of K-Pop idols in ads has shown to be efficient in capturing the attention of viewers. The impact of using K-Pop celebrities as advertising stars is that it can attract fan attention, which is intended to reduce perceived intrusiveness and, as a result, increase purchase intent for the promoted product. To prove this, the authors used a research sample of K-Pop respondents as a whole.

The findings of this study show that even though advertising is intrusive, if it is matched to the preferences of the audience, it may minimize feelings of irritation, leading to increased attention among viewers. To find out, the authors had respondents watch two different forms of video mid-roll commercials while they were looking up information regarding COVID-19 news. So that the difference in how respondents (Kpopers) react when they view advertising that fit their tastes vs those that do not will be seen. The authors use a subgroup by testing the celebrity preference and hedonism personality variables with a subgroup technique. Each of the moderating variables is grouped into two categories and coded 0 and 1. The relationship between perceived intrusiveness, customer attention, and purchase intention has been found to be moderated by celebrity preference and hedonism personality in general. On the other hand, the hedonism personality's moderating impact, appears only in the direction of the relationship between customer attention and purchase intention.

Based on the results of the research, discussion, and conclusions obtained, some suggestions that can be given are as follows: 1) Future researchers are expected to use advertisements with unknown brands so that the results of advertisement intrusivity can be truly accurate and examine more specific types of mid-roll video advertisements such as mid-roll music videos, mid-roll video games or mid-roll movie trailers, 2) Further research can use other alternative methods, for example by using pure experimental methods or interviews, and 3) Further researchers are advised to compare the intrusive effects of advertisements with skippable and non-skippable formats

REFERENCES

- Abdurrahim, M. S., Najib, M., & Djohar, S. (2019). Development of aisas model to see the effect of tourism destination in social media. *Jurnal Aplikasi Manajemen*, 17(1), 133-143.
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42, 65-77.
- Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*: Pearson Australia.
- Bang, H., Kim, J., & Choi, D. (2018). Exploring the effects of ad-task relevance and ad salience on ad avoidance: The moderating role of internet use motivation. *Computers in Human Behavior*, 89, 70-78.
- Belanche, D., Flavián, C., & Pérez-Rueda, A. (2017). Understanding interactive online advertising: Congruence and product involvement in highly and lowly arousing, skippable video ads. *Journal of Interactive Marketing*, 37, 75-88.

- Bell, R., & Buchner, A. (2018). Positive effects of disruptive advertising on consumer preferences. *Journal of Interactive Marketing*, *41*, 1-13.
- Chang, T.-Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing science*, *22*(1), 16-27.
- Choi, S. M., & Rifon, N. J. (2007). Who is the celebrity in advertising? Understanding dimensions of celebrity images. *The journal of popular Culture*, *40*(2), 304-324.
- Cholifaturrosida, A. P., Mawardi, M. K., & Bafadhal, A. S. (2018). Pengaruh hedonic dan utilitarian motivation terhadap behavioral intention pada pemilihan tas mewah (survei online terhadap konsumen wanita yang membeli tas mewah pada store urban icon di surabaya). *Jurnal Administrasi Bisnis*, *55*(2), 75-83.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research*, *54*(2), 177-184.
- Falsarella, C. R. B. M., de Oliveira, J. H. C., & Giraldo, J. d. M. E. (2017). The Influence of celebrity endorsement on visual attention: An eye-tracking study in Brazil. *Academy of Marketing Studies Journal*, *21*(1), 1-14.
- Fenton, N., & Barassi, V. (2011). Alternative media and social networking sites: The politics of individuation and political participation. *The Communication Review*, *14*(3), 179-196.
- Frennea, C., Han, K., & Mittal, V. (2019). Value appropriation and firm shareholder value: Role of advertising and receivables management. *Journal of marketing research*, *56*(2), 291-309.
- Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*.
- Goldfarb, A., & Tucker, C. (2011). Online display advertising: Targeting and obtrusiveness. *Marketing Science*, *30*(3), 389-404.
- Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer reactions to intrusiveness of online-video advertisements: do length, informativeness, and humor help (or hinder) marketing outcomes? *Journal of Advertising Research*, *55*(1), 37-50.
- Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value, and behavioral intentions. *Journal of marketing*, *62*(2), 46-59.
- Hammadi, A., & Qureishi, F. K. (2013). Relationship between the Zeigarnik effect and consumer attention in advertisement. *3*(4).
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of marketing*, *46*(3), 92-101.
- Huang, P.-Y., Wang, C.-C., Tseng, Y.-Y., & Wang, R.-J. (2011). The impact of brand equity on customer's purchase intention—Taking perceived value as a moderating variable. *Journal of Information Optimization Sciences*, *32*(3), 657-672.
- Kang, J. (2020). The Effect of Ad Skepticism and Celebrity Preference on Brand Attitude Change in Celebrity-Endorsed Advertising. *Japanese Psychological Research*, *62*(1), 26-38.
- Keller, K. L. (2001). *Building customer-based brand equity: A blueprint for creating strong brands*: Marketing Science Institute Cambridge, MA.
- Knoll, J., & Matthes, J. (2017). The effectiveness of celebrity endorsements: a meta-analysis. *Journal of the Academy of Marketing science*, *45*(1), 55-75.
- Li, H., Edwards, S. M., & Lee, J.-H. (2002). Measuring the intrusiveness of advertisements: Scale development and validation. *Journal of advertising*, *31*(2), 37-47.
- Li, H., Edwards, Steven M, & Lee, J.-H. (2002). Measuring the intrusiveness of advertisements: Scale development and validation. *Journal of advertising*, *31*(2), 37-47.

- Li, Y., Palma, M. A., Hall, C. R., Khachatryan, H., & Capps Jr, O. (2019). Measuring the effects of advertising on green industry sales: A generalized propensity score approach. *Applied Economics*, *51*(12), 1303-1318.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of marketing research*, *23*(2), 130-143.
- Mazaheri, E., Richard, M.-O., & Laroche, M. (2010). Investigating the moderating impact of hedonism on online consumer behavior. *Journal of Global Academy of Marketing Science*, *20*(2), 123-134.
- McCoy, S., Everard, A., Polak, P., & Galletta, D. (2007). The effects of online advertising. *Communications of the ACM*, *50*(3), 84-88.
- McCoy, S., Everard, A., Polak, P., & Galletta, D. F. (2008). An experimental study of antecedents and consequences of online ad intrusiveness. *Journal of Human-Computer Interaction*, *24*(7), 672-699.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science Technology*, *2*(1).
- Miswanto, M., Mubarak, R. R., & Wijaya, N. H. S. (2020). The effect of brand image, brand trust and reference group on the buying decision of sneakers. *International Journal of Financial, Accounting, Management*, *1*(2), 105-118.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*, *7*(3), 101-134.
- Pradana, W. D. (2019). *Pengaruh Durasi dan Musik Iklan Pre-Roll Video pada Perceived Intrusiveness, Advertisement Recall, Attitude dan Intention*. STIE YKPN,
- Richard, M.-O., & Habibi, M. R. (2016). Advanced modeling of online consumer behavior: The moderating roles of hedonism and culture. *Journal of Business Research*, *69*(3), 1103-1119.
- Sarkar, A. (2011). Impact of utilitarian and hedonic shopping values on individual's perceived benefits and risks in online shopping. *International management review*, *7*(1), 58.
- Seno, D., & Lukas, B. A. (2007). The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective. *European Journal of marketing*.
- Silvera, D. H., & Austad, B. (2004). Factors predicting the effectiveness of celebrity endorsement advertisements. *European Journal of Marketing*.
- Smith, K. T. (2011). Digital Marketing Strategies that Millennials Find Appealing, Motivating, or Just Annoying. *Journal of Strategic Marketing*, *19*(6), 489-499.
- Sugiyono. (2008). *Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D)*: Alfabeta.
- Teixeira, T. S. (2014). The rising cost of consumer attention: why you should care, and what you can do about it.
- Tom, G., & Lucey, S. (1997). A field study investigating the effect of waiting time on customer satisfaction. *The Journal of Psychology*, *131*(6), 655-660.
- Tran, G. A., Yazdanparast, A., & Strutton, D. (2019). Investigating the marketing impact of consumers' connectedness to celebrity endorsers. *Psychology Marketing*, *36*(10), 923-935.
- Truong, Y., & Simmons, G. (2010). Perceived intrusiveness in digital advertising: strategic marketing implications. *Journal of Strategic marketing*, *18*(3), 239-256.

- Van Boven, L., Kane, J., McGraw, A. P., & Dale, J. (2010). Feeling close: emotional intensity reduces perceived psychological distance. *Journal of personality social psychology*, 98(6), 872.
- Van Doorn, J., & Hoekstra, J. C. (2013). Customization of online advertising: The role of intrusiveness. *Marketing Letters*, 24(4), 339-351.
- Wang, J., & Calder, B. J. (2006). Media transportation and advertising. *Journal of consumer research*, 33(2), 151-162.
- Wasaya, A., Khan, B., Shafee, M., & Mahmood, M. S. (2016). Impact of brand equity, advertisement and hedonic consumption tendencies on cognitive dissonance: A mediation study. *International Journal of Marketing Studies*, 8(3), 154-162.
- Yates, D. J., & Laskey, A. D. (2011). Targeted communication to resource consumers. In: Google Patents.
- Ying, L., Korneliussen, T., & Grønhaug, K. (2009). The effect of ad value, ad placement and ad execution on the perceived intrusiveness of web advertisements. *International Journal of Advertising*, 28(4), 623-638.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the factors affecting customer purchase intention. *Global Journal of Management Business Research*.