# Generation Z's Response to YouTube Non-Skippable Ads: Exploring Determinants of Purchase Intention in Sri Lanka

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**ABSTRACT:** As digital media consumption continued to expand rapidly, non-skippable YouTube advertisements emerged as a significant medium for brands to reach the digitally native and influential Generation Z consumers. This study examined the influence of four dimensions, informational value, entertainment value, credibility, and irritation value, on the purchasing intentions of Generation Z consumers in Sri Lanka. Employing a quantitative research design, data were obtained through a structured questionnaire administered to 384 randomly selected YouTube users from a population of over 7.8 million active users in Sri Lanka. The collected data were analyzed using SPSS to evaluate the relationships among the four dimensions of advertising effectiveness and purchase intention. The overall findings supported the assertion that non-skippable advertisements could affect purchasing intentions. The entertainment dimension demonstrated the strongest positive influence on purchase intention, indicating that engaging and humorous advertisements effectively stimulated consumers' buying decisions. The informational dimension also exerted a positive influence, suggesting that advertisements offering clear and relevant information aided consumers in the decision-making process. Interestingly, the irritation dimension also exhibited a positive relationship with purchase intention. Although irritation is generally perceived negatively, it may, when applied strategically, enhance memory retention and brand recall. Conversely, the credibility dimension showed a negative correlation with purchase intention in this context. The findings of this study provided valuable insights for marketers and brand strategists in developing non-skippable YouTube advertisements that integrate entertaining and informative elements capable of capturing consumer attention without generating excessive irritation. Such advertising strategies could contribute to the creation of stronger brand associations among Generation Z consumers in Sri Lanka.

**KEYWORDS:** Credibility; entertainment; generation Z; informativeness; non-skippable advertisements; purchase intention

# 1. Introduction

Advertising is a significant marketing tool for attracting and retaining customers. Over time, new advertising methods have evolved alongside traditional media such as television and radio, enabling businesses to better reach target markets while remaining profitable [1, 2]. Internet advertising and social media have grown rapidly, demonstrating their ability to effectively target consumers through advertising [3]. At the beginning of 2020, there were more than 4.5 billion active internet users worldwide, with social media users numbering over 3.8 billion [3]. Small and Medium-sized Enterprises (SMEs) in developing economies have benefited greatly from the evolution of social media as a marketing tool [4]. Video-sharing platforms are among the key channels transforming the way businesses connect with consumers [5].

YouTube alone serves over 2 billion active users and is one of the fastest-growing video platforms in the world. In the first quarter of 2020, YouTube generated advertising revenue of USD 4.038 billion. Furthermore, 78.8% of marketers considered it the most effective video marketing platform, while 90% of users reported discovering new brands or products while watching YouTube content [6]. In Sri Lanka, YouTube ranked as the second most visited social media site as of January 2025 [7]. It is expected that online video advertising, particularly on YouTube, will continue to dominate the digital marketing landscape [8].

While online video advertising has the potential to attract consumer attention and shape purchase intentions by encouraging consideration of product attributes [9], its effectiveness depends on the quality, relevance, and execution of the advertisement. Poorly designed advertisements are more likely to create negative associations with the brand [10, 11]. One specific type of YouTube advertising is the non-skippable advertisement, which requires viewers to watch the entire ad before accessing their chosen content [12, 13]. Although this format ensures full exposure to the advertisement, its overall effectiveness remains debated. Consumers may perceive non-skippable advertisements as informative, credible, and entertaining [14]; however, they may also find them intrusive or annoying, potentially leading to negative attitudes toward the brand.

Despite the global prevalence of non-skippable ads, there remains a paucity of evidence-based research examining their effects on consumers in Sri Lanka, particularly among Generation Z, who engage extensively with digital media on a daily basis [15]. Although prior international studies have explored constructs such as informativeness, entertainment, credibility, and irritation in relation to purchase intention, these variables have not been adequately examined within the Sri Lankan context [16]. Given differences in demographics, culture, and environment, findings from other countries may not accurately reflect local consumer behavior.

The purpose of this study was to investigate the impact of four determinants of YouTube non-skippable advertisements, informativeness, entertainment, credibility, and irritation, on the purchase intentions of Generation Z consumers in Sri Lanka. This study aimed to make both theoretical and practical contributions. Theoretically, it addressed a key gap in the literature by focusing on non-skippable YouTube advertisements in the Sri Lankan context, where related research remains limited. Practically, the study aimed to assist marketers in enhancing advertising strategies to engage consumers more effectively and maximize return on investment [13, 17]. Furthermore, marketers who understand how Generation Z perceives advertisements can design consumer-centered, ethical, and less intrusive advertising campaigns that maintain brand credibility and strengthen consumer relationships [15, 18].

Policymakers may also benefit from the findings by establishing guidelines to protect consumers from advertisement-induced discomfort while promoting fair and effective marketing practices. Businesses that apply these insights can improve market positioning, increase consumer satisfaction, and foster sustainable economic growth [19].

The scope of this study was limited to Generation Z consumers located in the Western Province of Sri Lanka who consume YouTube content. Data were collected from a sample of 302 respondents, focusing exclusively on their perceptions of non-skippable YouTube advertisements [20]. The analysis was based on the influence of the four determinants, with purchase intention as the dependent variable, allowing for the assessment of relationships between informativeness, entertainment, credibility, and irritation in the context of Sri Lankan digital advertising.

## 2. Materials and Methods

### 2.1. Research philosophy.

The present study adopted a positivist research philosophy, assuming that social phenomena could be objectively observed through empirical experience and that researchers could maintain distance and independence from the subject matter. This philosophical stance was appropriate for examining the impact of determinants of YouTube non-skippable advertisements on purchase intention among Generation Z consumers in Sri Lanka, as it enabled a structured and objective inquiry aimed at identifying causal relationships.

### 2.2. Research design.

A deductive research approach was employed, beginning with established theories such as the Elaboration Likelihood Model (ELM) and the AIDA model to develop hypotheses concerning the effects of four independent variables, entertainment, informativeness, credibility, and irritation, on the dependent variable, purchase intention. Each hypothesis was tested using empirical data, allowing the researcher to confirm or reject hypotheses through statistical analysis.

### 2.3. Research strategy.

The research strategy was quantitative and explanatory, as the aim was to quantify the relationships between the determinants of non-skippable advertisements and purchase intentions. This approach enabled statistical inference and the generalization of findings to the broader Generation Z population in Sri Lanka.

### 2.4. Research choice.

In accordance with the research onion framework, the methodological choice was mono-method quantitative, as only primary data were collected through a structured questionnaire, and all analyses were conducted using statistical techniques.

### 2.5. Time horizon.

A cross-sectional time horizon was adopted to collect data within a relatively short period. This approach was suitable for exploring relationships among variables representing Generation Z

consumers, those born between the mid-1990s and early 2010s [16] in Sri Lanka who primarily used YouTube and were exposed to non-skippable advertisements while viewing related content. Generation Z consumers were particularly relevant to this study as they are highly active on social media platforms, where they frequently obtain information about past, current, and future purchasing decisions. This demographic exerts a strong influence on online purchasing trends [17].

## 2.6. Sampling method.

A non-probability convenience sampling method was employed, as it provided an efficient way to reach participants meeting the inclusion criteria within a limited timeframe. This method was appropriate given the study's resource constraints and the need to access respondents actively engaged with YouTube content.

## 2.7. Population and sample.

The target population consisted of Generation Z YouTube users in Sri Lanka. According to national statistics, approximately 7.8 million individuals in Sri Lanka fall within the Generation Z demographic. Based on the sample size determination table presented in [17], a minimum of 384 respondents was deemed appropriate for populations exceeding one million. Therefore, this study aimed to collect data from at least 384 respondents. Convenience sampling was chosen for its efficiency in data collection under time and resource limitations. This non-probability method was also suitable for targeting specific subgroups, in this case, active YouTube users within the Generation Z demographic, thereby ensuring sample relevance and precision within the defined criteria.

## 2.8. Data collection.

Data was collected through a structured, self-administered questionnaire distributed both online and physically, enabling efficient participation from geographically dispersed respondents. The questionnaire consisted of closed-ended items measured on a five-point Likert scale ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). The measurement scales used for the constructs of entertainment, informativeness, credibility, and irritation were adapted from established literature [18, 19], while the purchase intention scale was adapted from [7]. The questionnaire was developed to ensure clarity, relevance, and reliability and was pre-tested to verify respondents' understanding and the internal consistency of items. A summary of the constructions, sources, sample items, and scales is provided in Table X (if applicable).

## 2.9. Method of data analysis.

Data analysis was conducted using SPSS version 26 [16]. Descriptive statistics were first used to summarize demographic characteristics and provide an overview of each variable. Reliability analysis using Cronbach's alpha was then performed to assess the internal consistency of measurement items and ensure the reliability of responses [20]. Correlation analysis was employed to determine the strength and direction of relationships among variables, followed by multiple regression analysis to examine the extent to which the

independent variables, entertainment, informativeness, credibility, and irritation—predicted purchase intention among Generation Z consumers [21–24].

## 3. Results and Discussion

### 3.1. Demographic analysis.

The sample for this study comprised 302 respondents from Generation Z in Sri Lanka, aged between 14 and 34 years, who actively used YouTube. The age range and digital behavior characteristics were defined based on previous studies of Generation Z's online engagement [34]. The demographic characteristics of the sample are outlined as follows.

#### 3.1.1. Gender.

Table 1 presents the gender distribution of participants, indicating a relatively balanced proportion, with 51.3% female and 48.7% male respondents. This near-equal representation enhanced the study's robustness and generalisability by capturing gender-specific perspectives on non-skippable YouTube advertisements. By incorporating both female and male viewpoints, the research was better positioned to identify any gender-based variations in the perception of irritation, informativeness, entertainment, and credibility.

**Table 1.** Gender demographic.

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Male | 147 | 48.7 | 48.7 | 48.7 |
| Female | 155 | 51.3 | 51.3 | 100.0 |
| **Total** | **302** | **100.0** | **100.0** | |

#### 3.1.2. Age.

Table 2 shows the majority of respondents were aged between 24 and 34 years, representing 59.6% of the sample, followed by those aged 14 to 24, who accounted for 37.4% of respondents. The smallest group, aged above 34, comprised 3.0% of the sample. This distribution ensured that the study effectively captured age-specific variations in perceptions of non-skippable YouTube advertisements among Generation Z consumers in Sri Lanka.

**Table 2.** Age distribution.

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1990–2000 | 180 | 59.6 | 59.6 | 59.6 |
| 2001–2010 | 113 | 37.4 | 37.4 | 97.0 |
| Other | 9 | 3.0 | 3.0 | 100.0 |
| **Total** | **302** | **100.0** | **100.0** | |

#### 3.1.3. Educational level.

According to Table 3, the educational level distribution of respondents indicated that most participants held an undergraduate qualification, representing 49.3% of the sample, followed by those with a graduate degree at 21.5%. Respondents who had completed Advanced Level education accounted for 16.6%, while individuals with Ordinary Level education comprised 9.3%. Those categorized under "Other" represented 3.3% of the sample. This diversity enabled

the analysis of educational-level differences in perceptions of non-skippable YouTube advertisements [15, 23].

A total of 350 questionnaires were distributed to the target audience to examine the impact of determinants of YouTube non-skippable advertisements on purchase intention among Generation Z consumers in Sri Lanka. Of these, 302 questionnaires were completed and returned, resulting in a high response rate of 86.28%. This strong participation rate reflected substantial interest and engagement among Generation Z respondents, thereby enhancing the credibility and reliability of the collected data. It also suggested that the survey design and topic were both relevant and appealing to participants, providing a solid foundation for analyzing how non-skippable YouTube advertisements influenced purchase intentions within this demographic segment.

**Table 3.** Educational Level.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Ordinary Level | 28 | 9.3 | 9.3 | 9.3 |
| Advanced Level | 50 | 16.6 | 16.6 | 25.8 |
| Undergraduate | 149 | 49.3 | 49.3 | 75.2 |
| Graduate | 65 | 21.5 | 21.5 | 96.7 |
| Other | 10 | 3.3 | 3.3 | 100.0 |
| **Total** | **302** | **100.0** | **100.0** | |

## 3.2. Reliability & validity of data.

### 3.2.1. Reliability analysis.

Table 4 presents the reliability analysis, as assessed through Cronbach's alpha coefficients, which serve as a crucial validation of the survey instrument. The table outlines Cronbach's alpha values for each construct [22], revealing high internal consistency and reliability. Specifically, all variables exhibited coefficients greater than 0.700, indicating strong reliability within each construct. An analysis of the impact of deleting individual items on the overall reliability revealed that removing the "Purchase Intention" (PI) item resulted in a Cronbach's alpha of 0.657. Excluding the "Entertainment" (EN) item increased the alpha to 0.635, while removing "Informativeness" (IN) brought it to 0.634. Deleting the "Credibility" (CR) item significantly reduced reliability, raising the alpha to 0.889, and removing the "Irritation" (IRR) item increased the alpha to 0.817. This analysis indicated that while the scale was generally reliable, some items contributed more to internal consistency than others, particularly CR and IRR. The overall reliability of the scale, as measured by Cronbach's alpha, was 0.803, indicating a high level of internal consistency across the five items included in the analysis. When standardized items were used, the Cronbach's alpha increased slightly to 0.687, further confirming the instrument's reliability [23]. The total number of items considered was five.

**Table 4.** Reliability analysis.

| Cronbach's Alpha | Cronbach's Alpha Based on Standardizes Items | N of Items |
|---|---|---|
| 0.803 | 0.687 | 5 |
| | N of Items | Cronbach's Alpha if Item Deleted |
| PI | 10 | 0.657 |
| EN | 7 | 0.635 |
| IN | 6 | 0.634 |
| CR | 5 | 0.889 |
| IRR | 9 | 0.817 |

### 3.2.2. Validity analysis.

Table 5 presents the validity analysis, which estimates the percentage of variance shared by multiple variables. A KMO value of 0.775 indicates a high degree of sampling adequacy. Generally, a KMO value greater than 0.70 is considered appropriate, confirming that the data were suitable for factor analysis. Bartlett's Test of Sphericity examined whether the correlation matrix was an identity matrix, implying that the variables were uncorrelated and factor analysis would not be applicable. The Chi-square test statistics were 1165.171 with a significant value of 0.000. Since the p-value was lower than 0.05, this indicated a significant difference between the correlation matrix and the identity matrix. Therefore, factor analysis was deemed acceptable, as adequate correlations existed among variables to extract meaningful factors.

**Table 5.** Validity analysis.

| Measure | Value |
|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.775 |
| Bartlett's Test of Sphericity (Approx. Chi-Square) | 1165.171 |
| df | 10 |
| Sig. | 0.000 |

### 3.3. Descriptive analysis.

According to the descriptive statistics, the variables determined by the Likert scale survey were expected to have mean values closer to 5, indicating stronger agreement with the measured statements. The standard deviation indicated the extent to which data points were spread from the mean, reflecting the variability in responses [23]. A larger standard deviation showed greater dispersion of data from the mean. The following decision criteria were used to interpret the mean values: $\leq X < 2.5$: Strongly Disagree, $2.5 \leq X < 3.5$: Neutral, and $3.5 \leq X \leq 5$: Strongly Agree.

**Table 6.** Descriptive analysis.

| Variable | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | Std. Error | Kurtosis | Std. Error |
|---|---|---|---|---|---|---|---|---|---|
| PI | 302 | 1.00 | 5.00 | 2.3209 | 1.1141 | 0.788 | 0.140 | -0.596 | 0.280 |
| EN | 302 | 1.00 | 5.00 | 2.0937 | 1.0950 | 1.191 | 0.140 | 0.234 | 0.280 |
| IN | 302 | 1.00 | 5.00 | 2.2345 | 1.1560 | 0.867 | 0.140 | -0.549 | 0.280 |
| CR | 302 | 4.00 | 5.00 | 4.3662 | 0.3531 | 0.430 | 0.140 | -1.154 | 0.280 |
| IRR | 302 | 1.89 | 3.89 | 3.0386 | 0.4044 | -0.522 | 0.140 | -0.489 | 0.280 |
| **Valid N (listwise)** | **302** | | | | | | | | |

Based on Table 6, it was concluded that Generation Z in Sri Lanka demonstrated generally mixed to slightly negative perceptions of non-skippable advertisements on YouTube. The descriptive statistics revealed the following mean values: Entertainment (EN) = 2.0937, Informativeness (IN) = 2.2345, Credibility (CR) = 4.3662, Irritation (IRR) = 3.0386, and Purchase Intention (PI) = 2.3209. According to the decision criteria for mean interpretation, the results indicated varied perceptions among the variables studied. The Purchase Intention (PI) had a mean score of 2.32, falling within the *"Strongly Disagree"* range, implying that

respondents generally disagreed with statements related to their purchase preferences. Similarly, the Entertainment (EN) dimension, with a mean of 2.09, also fell within the *"Strongly Disagree"* category, indicating a lack of approval for the entertainment aspect in influencing purchase decisions. The Informativeness (IN) dimension, with a mean of 2.23, also reflected a *"Strongly Disagree"* sentiment among respondents regarding its effect on their purchase behavior. In contrast, the Credibility (CR) dimension had the highest mean value of 4.37, corresponding to the *"Strongly Agree"* category, suggesting that respondents perceived non-skippable advertisements as credible sources of information. The Irritation (IRR) dimension had a mean score of 3.04, which placed it within the *"Neutral"* range, implying that respondents neither strongly agreed nor disagreed with the notion of feeling irritated by the advertisements. The data demonstrated a generally negative attitude toward the entertainment, purchase intention, and informativeness dimensions, while credibility was viewed positively. Irritation was perceived neutrally, indicating mixed emotional responses to non-skippable YouTube advertisements among Generation Z consumers in Sri Lanka.

### 3.4. Inferential statistical analysis.

### 3.4.1. Normality.

In this reseacher specifically used kurtosis and skewness tests to evaluate normality. Skewness evaluates the level of symmetry of the data distributions, whereas kurtosis measures the degree of data concentrate in the tail and core of the distribution. These tests allow to determine whether the sample data compiles with the features of a normally distributed group in an acceptable range.

### 3.4.2. Skewness and Kurtosis

According to Table 7, the skewness for Purchase Intention (PI) is 0.788, indicating a moderate positive skew. This suggests that respondents generally reported lower levels of purchase intention, with responses concentrated toward the lower end of the scale. Entertainment (EN) exhibits a stronger positive skew of 1.191, implying that many participants perceived the entertainment value of advertisements as relatively low. In contrast, Irritation (IRR) shows a slightly negative skew of –0.522, indicating that most respondents were not particularly irritated by the advertisements, with responses clustered toward the higher end of the scale.

Kurtosis measures the "tailedness" of a distribution, with values near zero suggesting a normal distribution. The kurtosis of PI (–0.596) indicates a *platykurtic* distribution, characterized by lighter tails and fewer extreme outliers. Similarly, EN (0.234) shows a relatively flat distribution, suggesting that responses were more evenly spread across the scale. Credibility (CR) has a kurtosis value of –1.154, confirming a distribution with fewer extreme values and less concentration around the mean.

Overall, the kurtosis scores imply that while the data do not display extreme outliers, they deviate slightly from a normal distribution. The skewness and kurtosis values indicate minor deviations from normality, particularly for EN and PI. However, since all skewness values fall within the acceptable range of –2 to +2, the dataset can still be analyzed using parametric statistical methods, though interpretations should be made with caution [24].

**Table 7.** Skewness and Kurtosis.

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | Kurtosis |
|---|---|---|---|---|---|---|---|
| PI | 302 | 1.00 | 5.00 | 2.320 | 1.11418 | 0.788 | |
| EN | 302 | 1.00 | 5.00 | 2.093 | 1.09505 | 1.191 | |
| IN | 302 | 1.00 | 5.00 | 2.234 | 1.15601 | 0.867 | |
| CR | 302 | 4.00 | 5.00 | 4.366 | 0.35313 | 0.430 | |
| IRR | 302 | 1.89 | 3.89 | 3.038 | 0.40436 | -0.522 | |
| Valid N (listwise) | 302 | | | | | | |

## 3.5. Correlation analysis.

The correlation analysis in this study aimed to determine the strength and direction of the relationships among the studied variables, offering valuable insights into how they interact and influence each other within the framework of the research hypotheses (Table 8). The correlation matrix revealed significant associations among the variables under investigation, as illustrated in Figure 4. The Pearson correlation coefficients and their corresponding significance levels are presented in the table below.

**Table 8.** Correlation Analysis.

| | PI | EN | IN | CR | IRR |
|---|---|---|---|---|---|
| **PI** | 1 | .871** | .884** | −.185** | .332** |
| Sig. (2-tailed) | | .000 | .000 | .001 | .000 |
| N | 302 | 302 | 302 | 302 | 302 |
| **EN** | .871** | 1 | .909** | −.206** | .484** |
| Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| N | 302 | 302 | 302 | 302 | 302 |
| **IN** | .884** | .909** | 1 | −.264** | .499** |
| Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| N | 302 | 302 | 302 | 302 | 302 |
| **CR** | −.185** | −.206** | −.264** | 1 | −.270** |
| Sig. (2-tailed) | .001 | .000 | .000 | | .000 |
| N | 302 | 302 | 302 | 302 | 302 |
| **IRR** | .332** | .484** | .499** | −.270** | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| N | 302 | 302 | 302 | 302 | 302 |

Note: Correlation is significant at the 0.01 level (2-tailed).

The analysis identified strong positive correlations between Entertainment ($r = 0.871$, $p < 0.05$) and Informativeness ($r = 0.884$, $p < 0.05$) with Purchase Intention (PI). This finding implies that higher entertainment and informativeness values in advertisements are strongly associated with greater consumer purchase intention. Credibility (CR) exhibited a weak negative correlation with purchase intention ($r = –0.185$, $p = 0.001$), suggesting that, within this specific context, higher perceived credibility was unexpectedly associated with lower purchase intention, a finding that merits further exploration.

Meanwhile, Irritation (IRR) showed a moderate positive correlation ($r = 0.332$, $p < 0.05$), indicating that higher irritation levels in non-skippable ads were linked with greater purchase

intention. This may be due to repeated exposure or increased message recall among viewers. To further examine these relationships, a multiple regression analysis was conducted to assess the collective and individual contributions of entertainment, informativeness, credibility, and irritation to purchase intention [25]. This approach enabled the identification of significant predictors and their respective influence levels, providing a deeper understanding of the determinants shaping purchase intention among Generation Z consumers in Sri Lanka within the context of non-skippable YouTube advertisements.
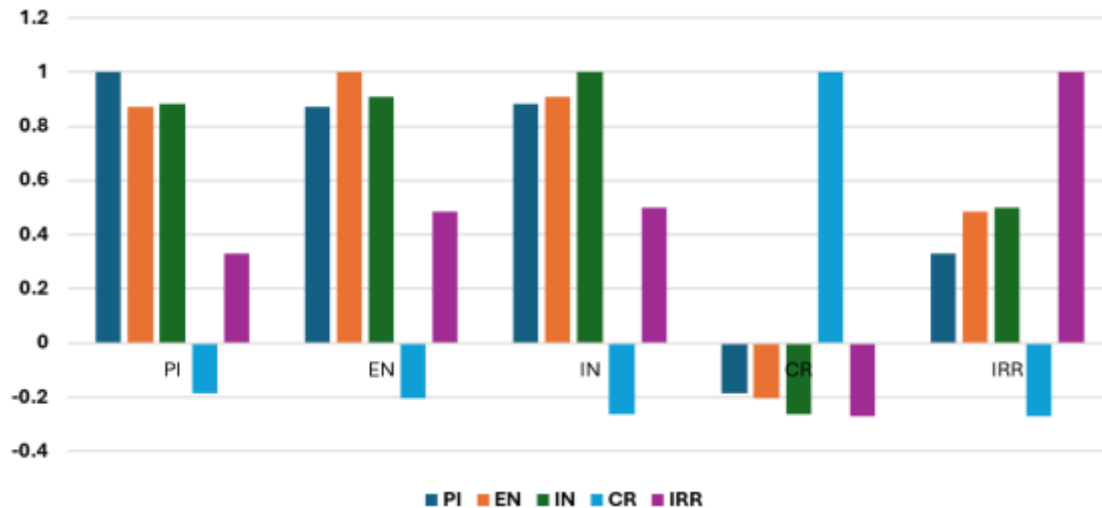


**Figure 4.** Correlation matrix among variables.

### 3.6. Testing hypothesis.

The regression model incorporating Entertainment, Informativeness, Credibility, and Irritation as predictors of Purchase Intention yielded an R value of 0.948, indicating a strong positive relationship between the independent variables and purchase intention. The $R^2$ value of 0.899 suggests that these predictors collectively explain 89.9% of the variance in purchase intention. The Adjusted $R^2$ value of 0.899 further confirms the robustness and reliability of the model's explanatory power. The Standard Error of the Estimate (0.35479) indicates that the predicted values closely align with the observed data, reflecting high model accuracy. Additionally, the Durbin–Watson statistic (1.271) suggests that the residuals are independent, demonstrating the absence of significant autocorrelation. The regression analysis confirms that Entertainment, Informativeness, Credibility, and Irritation collectively exert significant and meaningful influences on Purchase Intention among Generation Z consumers in Sri Lanka.

### 3.7. ANOVA.

The findings from the ANOVA indicate that the regression model predicting Purchase Intention (PI) is highly significant. The regression table shows a regression sum of squares of 335.895, indicating that the independent variables collectively explain a substantial portion of the variance in purchase intention. The residual sum of squares (37.763) accounts for the corresponding p-value of 0.000 confirms that the regression model is statistically significant, implying that at least one of the predictor variables, Entertainment, Informativeness, Credibility, or Irritation, meaningfully contributes to purchase intention. Overall, these results suggest that the model provides a valid framework for assessing the effects of the independent variables on consumer behavior, as presented in Table 9.

**Table 9. ANOVA**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 335.895 | 1 | 335.895 | 2668.441 | 0.000[b] |
| Residual | 37.763 | 300 | 0.126 | | |
| Total | 373.659 | 301 | | | |

Note: a. Dependent Variable: PI; b. Predictors: (Constant), Independent Variables

### 3.8. Coefficients.

The regression analysis provided significant insights into the relationship between the attributes of non-skippable YouTube advertisements and purchase intentions among Generation Z in Sri Lanka, as summarized in Table 10 and illustrated in Figure 5. Each predictor was examined for its individual contribution, allowing the identification of key drivers and patterns. The constant term, representing the baseline purchase intention when all predictors were zero, had a value of 1.320, with a significance value of 0.004, indicating that it made a meaningful contribution to purchase intention [1, 2]. Among the predictors, Entertainment (EN) exhibited a significant positive effect on purchase intention, with an unstandardized coefficient (B) of 0.421, suggesting that a one-unit increase in the entertainment value of non-skippable advertisements increased purchase intention by 0.421 units. The standardized coefficient (Beta = 0.414) indicated that a one-standard deviation increase in entertainment similarly affected purchase intention, while the t-value (7.102) and p-value (0.000) confirmed high statistical significance, supporting the hypothesis that entertainment significantly influences purchase intention. Informativeness (IN) also positively influenced purchase intention, confirming its role as a significant predictor. Credibility (CR), however, was not significant in this model, with an unstandardized coefficient of 0.042, a very low standardized coefficient (Beta = 0.013), a t-value of 0.521, and a p-value of 0.603, indicating that credibility did not meaningfully affect purchase intention in this context. In contrast, Irritation (IRR) had a significant negative impact on purchase intention, with an unstandardized coefficient of –0.440 and a standardized coefficient of –0.160, showing that as irritation increased, purchase intention decreased. The t-value (–5.619) and p-value (0.000) confirmed this negative relationship. Overall, the regression results revealed that Entertainment and Informativeness were the key drivers of purchase intention, Irritation acted as a dampener, and Credibility did not exert a significant influence [1, 2, 3]. The findings demonstrated that the model effectively identified the most influential attributes of non-skippable advertisements, providing a valid framework for understanding how these variables shape consumer behavior among Generation Z in Sri Lanka, while highlighting the importance of balancing engaging and informative content with minimal irritation to maximize purchase intention.

**Table 10.** Regression coefficients for predictors of purchase intention.

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 1.320 | .454 | | 2.911 | .004 | | |
| EN | .421 | .059 | .414 | 7.102 | .000 | .171 | 5.833 |
| IN | .569 | .057 | .590 | 9.945 | .000 | .165 | 6.044 |
| CR | .042 | .081 | .013 | .521 | .603 | .895 | 1.117 |
| IRR | -.440 | .078 | -.160 | -5.61 | .000 | .723 | 1.383 |

Note: Dependent variable: Purchase Intention (PI).
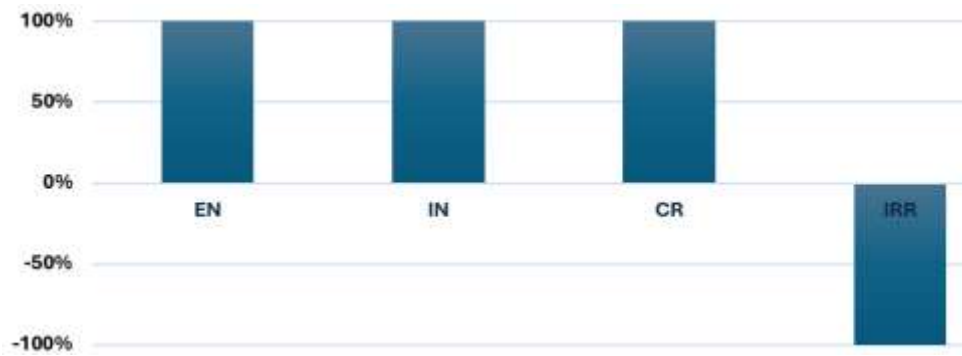
**Figure 5.** Standardized coefficients (Beta).

### 3.9. Conceptualization framework.

This study's conceptual framework is grounded in the Elaboration Likelihood Model (ELM) and the AIDA model. The ELM explains how consumers process advertisements either through the central route, which focuses on credibility, or the peripheral route, which relies on informativeness and entertainment when consumers are either not motivated or not capable of processing the message. The AIDA model describes the consumer journey from attention to interest, desire, and ultimately action [29]. By integrating these models, the ELM and AIDA frameworks together provide a rationale for understanding how non-skippable YouTube advertisements influence Generation Z's purchase intentions through the variables of informativeness, entertainment, credibility, and irritation [30]. Based on this conceptual background (Figure 06), the following hypotheses were formulated for testing:

H1: Determinants of YouTube non-skippable advertisements have a significant impact on purchase intention for Generation Z consumers in Sri Lanka.

H2: Entertainment in YouTube non-skippable advertisements has a significant impact on purchase intention.

H3: Informativeness in YouTube non-skippable advertisements has a significant impact on purchase intention.

H4: Credibility in YouTube non-skippable advertisements has a significant impact on purchase intention.

H5: Irritation in YouTube non-skippable advertisements has a significant impact on purchase intention.
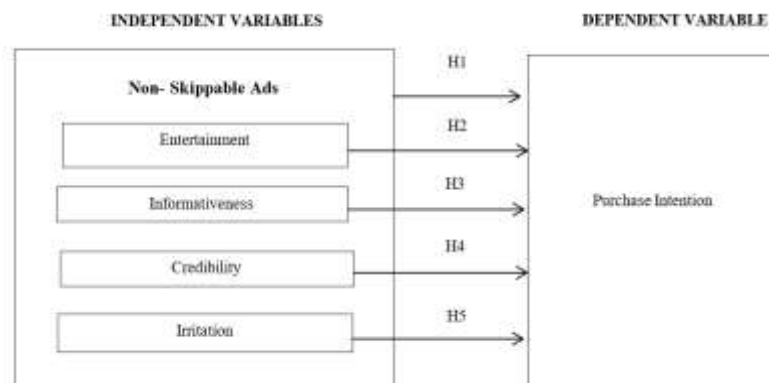


**Figure 6.** Conceptual framework.

## 4. Discussion

The findings of this investigation provided stronger evidence for answering the primary research question by explaining the factors that affected YouTube non-skippable advertisements and their impact on Generation Z's purchasing intentions in the Sri Lankan context. The analysis confirmed the proposed hypotheses, revealing that compelled advertisements strongly influenced consumer behavior and enhanced recall memory. This finding is consistent with previous studies [31, 32], which highlighted the effectiveness of advertising visibility, and with Dehghani et al., who emphasized that YouTube advertisements had a particularly strong impact on younger audiences. The results indicated a strong positive correlation between purchase intention and non-skippable advertising (r = 0.570, p < 0.05), while regression analysis further revealed that the selected determinants explained a significant portion of the variance in purchase intention (R² = 0.948, p < 0.001). Entertainment was a significant positive predictor of purchase intention (r = 0.871, p < 0.05; B = 0.414, p < 0.001), aligning with previous findings [33], which suggested that when advertisements are interesting and engaging, consumers are more likely to interact and ultimately make purchases. Entertainment was necessary to maintain the attention of Generation Z, who, as digital natives, are exposed to large volumes of digital content daily. Entertaining advertisements also elicited emotional responses and created memorable impressions, which enhanced memory retention and influenced purchase decisions [34].

Informativeness also emerged as an important predictor of purchase intention, as Generation Z often valued advertisements that offered relevant, useful, and clear information about products or services [35]. Being pragmatic and innovative, this generation required content that not only entertained but also provided actionable information for sound purchasing decisions [5, 36]. Informativeness minimized uncertainties and created a sense of value, appearing useful rather than intrusive. Credibility, however, did not appear to have the same level of influence on purchase intention compared to entertainment and informativeness. This may be explained by Generation Z's mistrust of traditional advertising claims and their preference for peer reviews, user-generated content, and social media influencers as more reliable information sources [9, 37]. Unlike previous generations, Generation Z did not consider brand messages inherently credible; instead, they assessed credibility through online communities and networks [2, 38]. Consequently, even if an advertisement was perceived as credible, it might not sufficiently encourage purchase unless it was also informative or entertaining.

A particularly interesting finding of this study was the dual impact of irritation, which showed a positive correlation with purchase intention but a negative effect in the regression model. This apparent contradiction can be explained by the dual nature of forced-view advertising. On one hand, irritation increased when users were exposed to non-skippable advertisements that disrupted their viewing experience, which had a negative effect when other factors were controlled [39]. On the other hand, even irritating exposure could enhance brand memory and maintain product salience, leading to a positive correlation with purchase intention [11]. This indicates that while irritation can cause discomfort, it may unintentionally strengthen product awareness through repeated exposure. Furthermore, when informativeness and entertainment were present, irritation appeared less effective and could even be counterproductive, as consumers preferred engaging content over disruptive interruptions. Therefore, irritation in YouTube non-skippable advertisements served a dual role, capable of

attracting attention through exposure but potentially reducing persuasive impact when overused or poorly matched with positive ad qualities [14, 40]. This study demonstrated that the effectiveness of non-skippable YouTube advertisements on Generation Z's purchase intentions relied heavily on informativeness and entertainment. For marketers, this suggests that designing compelled-view advertisements that are both informative and engaging is more likely to capture attention and drive action, while overemphasis solely on credibility may not appeal to this consumer group.

## 5. Implications of the Study

Sri Lankan businesses and policymakers can benefit from these insights when strategizing for Generation Z through non-skippable advertisements on digital platforms. Given the positive correlation between non-skippable ads and purchase intention, companies should optimize this format by combining entertaining and informative content to create engaging consumer experiences [41]. This study also highlighted how Generation Z interacts with advertising content, emphasizing that their decisions depend on emotional engagement, valuable information, or mild irritation. Therefore, non-skippable advertisements should incorporate interactive, gamified, or AR-based elements to maintain engagement. Culturally relevant content including consideration of local values, beliefs, and language, is essential, as ignoring these aspects could alienate the target audience. Moreover, advertisements for Generation Z should comply with ethical standards, remaining transparent and respectful of viewers' time. Minor irritation may be acceptable to attract attention, provided it does not cause stigmatization. These findings also suggest directions for future research on evolving digital advertising formats and their influence on consumer behavior, particularly regarding technological advancements and emotional engagement with Generation Z.

## 6. Limitations of the Study

Despite the value of the findings, several limitations should be acknowledged. First, data were collected only in Sri Lanka, limiting generalizability to other cultural or geographic contexts. Second, the study focused exclusively on Generation Z, so responses from other demographic groups remain unexplored. Third, the cross-sectional design restricted the ability to establish causal relationships, as data were collected at a single point in time rather than longitudinally. Convenience sampling may also have limited representativeness, and reliance on self-reported data introduced potential response bias. Additionally, the study was conducted during a period of significant economic and socio-cultural challenges in Sri Lanka, including inflation, brand equity concerns, and peer influence, which may have affected purchasing behavior. Future research could expand the scope to other advertising formats (skippable ads, in-stream ads, influencer marketing), employ longitudinal designs, and include cross-cultural comparisons to enhance understanding. Including other generational cohorts could further enrich insights into the effectiveness of digital advertisements across diverse consumer groups.

## 7. Conclusion

This study examined the impact of determinants of non-skippable YouTube advertisements on the purchase intentions of Generation Z consumers in Sri Lanka. The findings showed that entertainment, informativeness, and irritation had significant relationships with purchase

intention, with entertainment and informativeness exhibiting strong positive effects. Surprisingly, credibility did not have a significant impact. The study contributes valuable insights into the digital advertising preferences of Generation Z in a South Asian context, which has been underexplored in previous literature. These findings underscore the complexity of consumer psychology in digital environments, indicating that even traditionally negative ad characteristics can have nuanced effects on behavior. Practically, the results guide digital marketers in designing effective non-skippable advertisements, while academically, the study enhances understanding of how advertisement characteristics function in culturally and digitally unique settings. By isolating the effects of entertainment, informativeness, credibility, and irritation, the research provides a more contextualized understanding of digital marketing and consumer behavior. The limitations suggest that the results should be interpreted with caution, and future research should consider broader geographical sampling, mixed-methods approaches, and longitudinal designs to capture evolving consumer responses over time.

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## Competing Interest

The authors declare there is no any competing interest regarding any aspects of the article among the researchers.

## Author Contribution

The conceptualization of the study was carried out by WDNSM Tennakoon, while the methodology was developed by KPT Sajeewani. Data collection was performed by GBD Samarasinghe, and data analysis was conducted by WDNSM Tennakoon. The manuscript was written by KPT Sajeewani, and supervision of the overall study was provided by WDNSM Tennakoon.

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