**Correlation of Motivations to View Social Media Video Advertisements
with Willingness to View Future Advertisements**

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Abstract

Most people are familiar with the concept of video ads that appear online, including in social media platforms. An online survey was conducted at division 1 school in the Great Plains of the USA. The survey looked for user motivations for viewing Facebook video ads. The conceptual framework for this study was chosen as the Uses and Gratifications Theory (UGT). Drawing on the UGT, the study uses a previously established and supported scale used in previous uses and gratification studies to measure the correlation among results. All the participants in this study were university students. The study's objective was to determine if there was any correlation between video entertainment, video informativeness, video irritation, video credibility, overall consumer impression, consumer behavior, and consumer willingness to receive more video ads. Five out of six measurements showed statistically significant, positive associations; these include a correlation between the video ads' entertaining power, informativeness, credibility, consumer attitudes after watching ads, and consumer willingness to receive more video ads. On the other hand, irritation with video ads proved to be an amotivator and is negatively associated with the willingness to receive more video ads, as was expected. This study measures the association and cannot predict the impact among the variables and finally concludes by offering recommendations for future studies that need to focus on finding social media ads' influence on purchases.

Keywords: Uses and Gratifications Theory, Facebook, Online Advertising

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INTRODUCTION

Social media enables users to create and modify content (Rauniar et al., 2013), allowing practitioners to better understand user behavior. The emergence of modern social media dates back to the days when technologies became more engaging and participative (Dhingra & Mudgal, 2019). Then, a new community was created during the move from traditional media to the new media age. The community can easily exchange information regarding a particular brand and relate to the social and psychological brand communities (Carlson et al., 2008). Building a long-term relationship between a business and its potential consumers is tricky (Jackson, 1985). Still, the emergence of social media platforms has initiated new tools and features that encourage consumers to be more committed and loyal to brands (eclincher, 2017).

Due to the fast growth of social media networks and their enormous numbers of active users, companies started extending their marketing efforts to popular social media platforms (Dwivedi et al., 2021). The primary focus of social media advertisements was to increase brand awareness and boost consumer engagement by strengthening consumer commitments to the brand (Kang et al., 2014). Marketers need to specify the factors influencing their consumers to buy particular products. Analyzing social media advertisements that have successfully stimulated consumers to make purchasing decisions is essential to make the business more accessible to consumers from different backgrounds (Karnegari et al., 2013). Consumers often influence others among their close networks by recommending products. Marketers read the consumers' feedback and address consumers as opinion leaders who influence others to make the purchasing decision (Raghupathi & Fogel, 2013). Thus, for years social media advertisements have been important for brand marketing.

Market research indicates the upward growth of social media advertising is becoming highly monetized. Business to consumer marketers are seeing increased acquisition costs, but are still highly focused on engagement rates, including those in social media, as a primary focus of their marketing strategy (Schultz, 2025). Marketers know that global internet users spend an average of two hours and 24 minutes on social media daily (Howarth, 2025). To fulfill the demands for more unique ways to reach out to consumers, video ads on social media are replacing the traditional way of promoting a product on TV because of its digital content management (Dwivedi et al., 2021). According to Collins and Conley (2022), audiences spend an average of 19 hours a week watching videos online. Video ads appear with the videos, which is evidence of the importance of brands advertising in this media. It is fun and exciting and can promote brands at a lower cost than traditional television advertising. Therefore, to get the benefit of social media advertising, marketers need to know what motivates consumers to like the advertisement enough to watch it rather than skip it.

Statement of the Problem

Because there are currently at least 4.26 billion social media users worldwide, and that number is expected to be 6 billion users by 2027, it has become critical to understand the behavioral reaction of consumers on these social media platforms (Barnhart, 2022; Statista, 2022b). Understanding consumers' behaviors involves analyzing all kinds of actions consumers take while using social media (Hotjar, 2022). Consumers on social media spend time for emotional and transactional reasons, depending on how the particular social media platform was designed for them (Singh et al., 2020). Watching advertisements requires consumers' time, money to purchase the internet data, and patience to wait for the main content on social networking sites. Therefore, consumers look for content that can be beneficial or aligned with their life values. If consumers consider the message irrelevant or not authentic, they are likely to avoid or ignore it, which conflicts with the purpose of the advertisement (Kelly et al., 2010). Marketers benefit when they can determine the motivating factors behind successful social media advertisements (Arca, 2012). Such factors are prerequisites for a healthy relationship between consumers and brands. Based on consumers' preferences, the advertisement should fulfill consumer needs, and this increases consumer engagement. Advertising is also designed to create intention when intention does not already exist and sometimes ads create need for consumers who may not know or think there is a need. This investigation aims to find the user motivations behind social media video advertising using Facebook as a platform. Facebook was chosen as the social media platform because of its long-term status as a leading platform and because Americans spend an average of 31 minutes per day on Facebook and 93% of marketers use Facebook for advertising (Howarth, 2025). However, not all social media advertising is equally effective. Nobre and Silva (2014) found that Facebook ads need to be more engaging. For example, dialogue with the consumers through ads in a sense to make the ads more interactive. This also confirms how important it is to understand user behavior on Facebook to serve consumers' different intentions (Latka, 2014).

The goal of this study was to find factors that significantly correlate with consumers' willingness to watch future social media video ads. The study begins by reviewing the previous literature to determine what is currently known about user motivation for watching video ads, as well as to establish the theoretical foundation for the investigation.

LITERATURE REVIEW

Uses and Gratification Theory

Uses and Gratifications Theory is concerned with the human motivation behind using media. The theory is audience-centered in mass communication in a broader sense. The theory illustrates that audiences search media and consume content to feed their personal needs (Katz & Foulkes, 1962). In this theory, the audiences actively recognize their own selective needs to gratify them through media (Blumler, 1979). This was the first theoretical concept that introduced a passive role of media and an active role of the audience in the media effects arena (Dolan et al., 2016). Audiences find an interesting variety of programs in the media, still, they select one and continue watching because their desires have been satisfied. Audiences select content motivated by gratifications such

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as knowledge enhancement, social interaction, entertainment, and relaxation (Sepp et al., 2011). That is why the theory is more about what people do with media rather than discussing what media does for them. So, this theory's core idea is to find out why people knowingly select certain media content to gratify their needs. The theory has two fundamental premises: audiences are variably active in content selection and communication and understand the media effects from audience motivation and behavior (Rubin, 1993).

The principal objectives of the Uses and Gratifications Theory are to determine how users use media to gratify their needs, what motivates them to conduct media behavior, and finally what behavioral actions they take (Katz et al., 1974; Rubin, 2002). The theory focuses on two types of needs that users desire to fulfill; social needs and psychological needs that creates an expectation among the users and lead to taking actions which expects to create more unknown desires (Rubin, 2002). Because individuals have different perspectives and motives to view content, it depends on the individuals' initiatives what will be their next consequential behavior (Rubin & Windahl, 1986). The communication process in this theory is a voluntary form of communication where audiences do it for their own needs; the media does not make the audience take an action (Shade et al., 2015).

The Uses and Gratification Theory stresses the power that individuals play over the media; thus, the same media content can impact different media users in different ways since the users hold the power (Vinney, 2019). Users consume media content to fulfill their information, entertainment, and mood management desires. Shao's (2009) findings support the idea that users consume, participate in content creation, and produce content for various purposes. The category of consuming refers to the audience's passive viewing of media. The participation in and production of media content involves the creation of media content. Users' gratification in new media such as Facebook, Twitter, TikTok and Instagram is being used in negative ways too (Shabahang, 2022). For example, users are considering risky behavior to enhance their fame in social media like getting likes which is Paralinguistic Digital Affordances PDA (Shabahang, 2022). Additionally, the study found people use social media's black market to get likes and this may increase the likelihood of maladaptive fame-seeking behaviors in social media users. Meng and Leung (2021) assessed gratification on social media and found the gratifications that users desired were escape, fashion, entertainment, information seeking, money making, sociability, navigability, modality, and interactivity. This study found that the people who were more open to experience new things tended to create more content on social media and being more narcissist with attitudes and more prone to give likes and comments on other content. The current investigation uses six variables that are correlated with the consumers' willingness to receive more Facebook video ads; which is aligned with the uses and gratification theory model. Figure 1 presents the functional model that has been used in this research. The figure shows entertainment, informativeness, irritation, credibility, overall impression, and consumer behavior as consumer needs and to fulfill these needs consumers view video ads in Facebook. The results section will show how these needs express the association with one another to understand how willing the consumers are to receive further video ads.

Figure 1. Model of Uses and Gratifications Theory
Based on the Variables

Advertisements and Uses and Gratification Theory

Advertisement is one of a brand's most useful marketing techniques on social media, and Facebook is the top choice for ad optimization tools (Nath, 2022). It is essential to master the skills of making impactful ads because it is required for the competitive social media market (Nath, 2022). After placing the first ad on social media networks, marketers must review all the feedback, such as shares and comments. A useful feature of Facebook is when a friend recommends a brand to another friend by simply mentioning the brand's name, the mention will appear in the review tab of that brand's Facebook page (Bojkov, 2021). Audiences' praise regarding the video can direct the marketers on what they need to adopt next time. It works like a tracking tool. The form of gratification of a user becomes successful when the user finds that the advertisement is helpful and provides enough information about the product. Users may also share the advertisement with their friends and family to achieve a reputation. Yang et al. (2019) discovered consumers not only seek information from Facebook business pages but also visit business pages for social reasons such as the desire to be a part of the user community. Consumer share advertisements with their community to increase their social gratifications level (Hustead, 2012). Consumers use social media live streams to fulfill their desires and that may lead to purchasing products (Bawach et al., 2023).

Social Media Usage and Emotional Engagement Result in the Intention to Buy

Emotional engagements and emotional preferences with social media are crucial to understanding for conducting market research, affect the buying process, and impact the business in a broader sense (Turnbull et al., 2004). Purchasing intention is a result of various forms of stimuli that marketers have studied for many years. It is one of the top strategies that help marketers learn consumers' behavioral actions. The statistics on social media usage and consumer behavioral reaction to certain successful advertisements of an old product can help determine consumers' purchasing intention for the next product. Also, purchasing intention can predict consumer sales (Morwitz, 2012). Basically, there is a relation between purchasing intention and purchasing, and the strength of this relationship depends on how a business utilizes its information to predict future sales. For example, knowing consumer behavior is helpful to understanding the demand, but it also helps to predict an overview of the market demand. Marketers need specific information on the product's effectiveness in the market. Social media video ads work like tracking tools to measure the reaction, such as Facebook reactions. Facebook likes, shares, and comments are useful tools to know consumer insight and how to use Facebook audience insights for market research (Tomaro, 2018).

Use of social media significantly impacts on consumer buying intention (Kusumo et al., 2020). A study by Froget et al. (2013) found nine strongest motivations behind using Facebook as information, entertainment, discussion, connect, shop, game, update, product inquiry, and impression management. The presence of attention-grabbing details, celebrity endorsement, and emotional appeal in the video ads in social media found to have a significant impact on consumers buying intention (K V et al., 2021). The above-mentioned psychological motivations clearly include the quest for knowledge, and social media, such as Facebook, feed the cognitive desire of consumers. Business firms find social media sites suitable for advertisements because consumers anticipate quality updates for products and promotions on social media platforms, and media engagement is high on the platforms (Voorveld et al., 2018).

Facebook as a Video Advertising Platform

Dixon (2024) notes the dominance of Facebook in social media use in the United States by stating that there were 246 million users in 2023 and "after the ninth consecutive increasing year, the Facebook user base is estimated to reach 262.8 million users and therefore a new peak in 2028." Facebook's brand awareness among users is high. As of June 2022, 94% of the people in the US use social media and Facebook's brand awareness is high in that group of social media users, since 68% of the social media users expressed that they are likely to be using Facebook next time (Statista, 2022a). According to Dobrilova (2022), in 2021, Facebook had 1.84 billion daily active users. Businesses of all sizes target Facebook's users as prospective consumers to advertise products (Coursera, 2022). Around 86% of the marketers who used video ads claimed that their traffic has increased after using video ads (Mrkonjić, 2022). Social media video advertising seems to be the most effective mode of advertisement on a medium that is saturated with messages and effective for increasing conversion (Yaary, 2020). Almost all social media advertisements contain content increasing consumers' brand awareness, making Facebook an ideal communication

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channel for promoting products. It is not only the fastest and easiest way to circulate the ads but also allows the users to share anything within their community, bringing a big revenue to companies. More than 60% of the companies increased their advertising budgets on Facebook in 2021, and Facebook made revenue of $84.17 billion from advertising in 2020 (Databox, 2022).

Targeting a market and promoting the product to that market can be challenging for a business. According to Chaffey (2022), 59% of the world population uses social media and the daily average is 2 hours and 29 minutes. The social network is built based on the relationships of similar interests and perceptions (Curran et al., 2011). Importantly the users can set their preferences on what they would like to see further, and this customization allows them to find what they want. Facebook can customize ads and bring the suggestion of the ads from pages they viewed or liked, or their friends liked (Bojkov, 2021). Facebook offers networked socializing without making people move physically. Creating one Facebook page for a business is undoubtedly one of the most effective tools to create an audience network without paying and is a good platform to advertise.

Facebook video ads are very effective, innovative, and, importantly, engaging for consumers (Tikno, 2016). These ads can be single-image, collective, carousel, or video ads that come right in the news feed when you scroll down. They look very similar to the original posts on the feed made by friends, mutual friends, and family members. Instantly they can grab the attention of anyone who's been scrolling. Dopson (2021) found that 60% of marketers find Facebook video ads more engaging than image ads. Through some online social media groups and forums, the ads receive reactions, including being shared, recommended, or receiving comments. Various products get shared, recommendations, and comments. Sharing ads can support good products and earn credits from friends and family. The reactions of social media communities influence the intention of consumers to buy a particular product (Hajli, 2014).

Facebook's advertising is measured by timing, quality of the videos, duration, size, and entertaining power, and these determine whether the ad will be successful or not (Yaary, 2021). Sometimes the advertising value fluctuates based on the level of distribution of messages. Because consumers usually determine the advertising value and since the value of the ad is changeable, in most cases, the ad's value depends on the consumers' perceptions, such as how entertaining, informative, and credible the ad is (Taylor et al., 2011). Since advertising is a message exchange between the advertisers and potential buyers, the success of that communication partially depends on how the business communicates to demonstrate product value to consumers (Cutting Edge PR, 2020). It is believed that the advertising value is the ultimate result of a contrast between a typical ad and ads that consumers preferably appreciate because they think that was worth investing time and effort (Ducoffe & Curlo, 2000).

Hypotheses

This study correlates the user motivations of entertainment, informativeness, irritation, credibility, attitudes, and consumer behavior, with the consumer's willingness to view video ads in the future. Based on this proposition, the following hypotheses are presented.

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1. **H1:** The entertaining power of the Facebook ads is positively related to the consumer willingness to watch more ads.

2. **H2:** Informativeness of Facebook video ads is positively related to the consumer willingness to watch more ads.

3. **H3:** Irritation of Facebook video ads is negatively related to the consumer willingness to watch more ads.

4. **H4:** The credibility of the Facebook video ads is positively related to the willingness to watch more ads.

5. **H5:** Consumer overall impression after watching Facebook video ads is positively related to the consumer willingness to watch more ads.

6. **H6:** Consumer advertisement viewing behavior is positively related to the consumer willingness to watch more ads.

RESEARCH METHOD

An online survey was used to reduce the cost of reaching out to the participants, to allow respondents to complete it at a time that fits their schedule, and to facilitate data entry free from human error. Qualtrics was used to create the questionnaire that contains 24 questions. The filter questions and demographic questions appeared at the beginning. There are seven variables in this study, including video entertainment, video informativeness, video irritation, video credibility, consumer overall impression, consumer behavior when seeing an online ad, and Consumer willingness to view future video ads.

Measurement Scales

The measurement scales in this research were modified from previous studies. The variables of entertainment, informativeness and irritation were modified from Ducoffe (1996) and Yang et al. (2017); credibility from Tsang et al. (2004), Yang et al. (2017), Brackett and Carr (2001); consumer attitudes from Gao and Koufaris (2006), Yang et al. (2017); and consumer willingness to view Facebook ads was taken from the previous studies of Tsang et al. (2004), and Yang et al. (2017).

Figure 2 presents a graphic representation of the items used to measure the entertainment, informativeness, irritation and credibility motivations, as well as the three variables/measures of overall impression of video advertising.
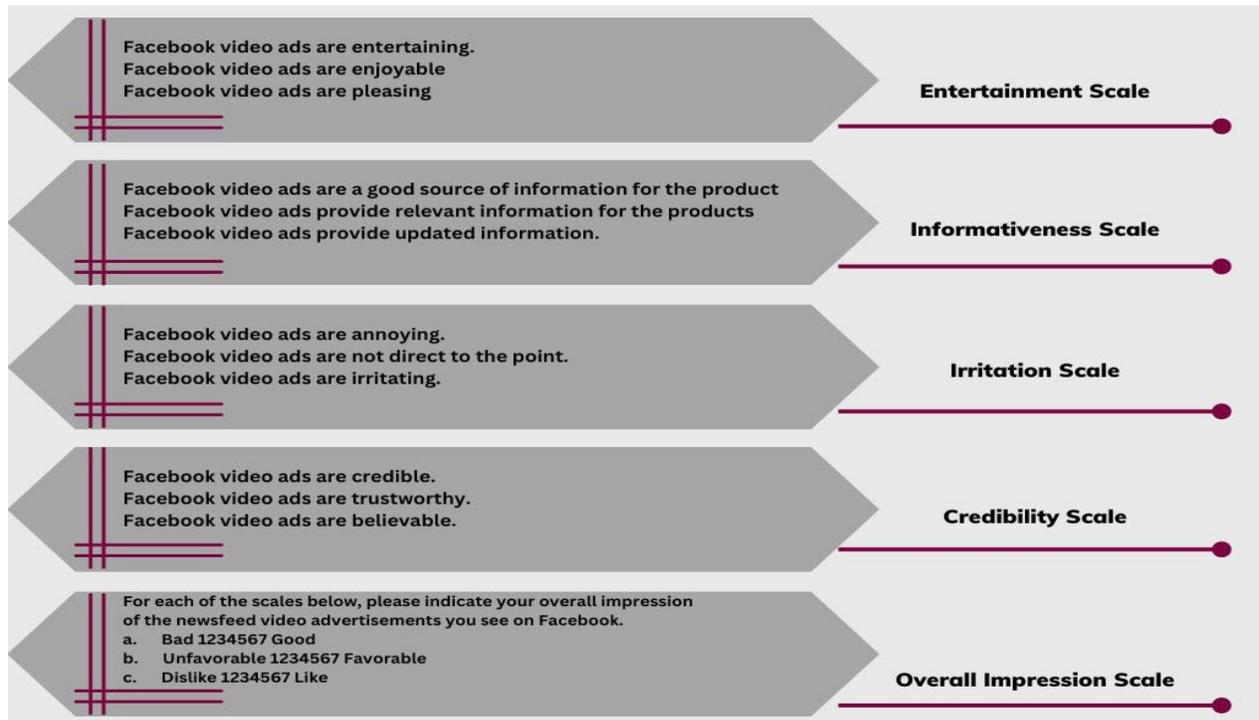

Figure 2. Combined Scales with the Set of Questions of Each Scale.

Table 1 presents the two additional variables in this investigation, the respondent's behavior when receiving an online advertisement and their willingness to view future online video advertisements.

Table 1. Variable Measurement Scales

Construct	Measurement items (Scale: Disagree 1 2 3 4 5 6 7 Agree)
Behavior	What do you do when you receive an advertisement? 　　Ignore or close it immediately 　　Watch/read it occasionally 　　Watch/read when I get time 　　Watch/read it right away How much do you watch/read the advertisement you receive? 　　Not at all 　　Watch a quarter of an advertisement 　　Watch about half of an advertisement 　　Watch about three quarters of an advertising 　　Watch the whole advertising
Willingness	I am willing to receive advertisements while watching online videos. 　　Less than one advertisement per visit 　　Two advertisements per visit 　　Three advertisements per visit 　　Over four advertisements per visit 　　Unwilling to receive advertising
Note: Both variables were assessed using items adapted from the research of Yang et al., 2017, and Tsang et al., 2004.	

To ensure that the respondents had sufficient knowledge on the topics in the questionnaire, two filter/screening were asked at the outset. The filter questions asked if the respondent has a Facebook account and had logged on to the account in the last month. Positive responses were needed to allow them access to the full questionnaire. The demographic variables asked for the respondent's gender, age, year in school, years of Facebook experience, and the average amount of time spent online.

Sample

The population of the survey includes the undergraduate students attending division 1 school in the Great Plains of the USA. The respondents were contacted by course instructors recruited by the researcher. The course instructors provided the IRB-required recruitment statement and a link to an online questionnaire. Students were selected from courses taught by the Communication and Media Departments. A large number of the respondents were recruited from the introductory communication class which is a required class at the university and students from all majors must take this class.

The respondents were contacted online by their course instructor with the link address and an IRB approved message. An online Qualtrics survey questionnaire containing two filter questions, five demographic questions, and 16 variable questions were used for data collection. The variable questions used a Likert scale of "agree" to "disagree" on a 1 to 7 scale. Using the online Qualtrics form, the recruited respondents were given a cover letter describing the purpose of the study and the respondents' rights. The letter elaborated on anonymity and virtual consent.

MS Excel tools were used to conduct all statistical analyses for this research. A descriptive analysis was conducted to analyze the respondents' demographic information and everyday experience with Facebook video advertisements. The Pearson correlation analysis was used to test the relationship between the motivation variables and the measures of willingness to view future video ads on Facebook. Table 2 presents the terms to be used to describe the relationships strength as evidenced by the size of the correlation coefficient. The correlation analysis was selected for statistical analysis to examine the relationships between variables.

Table 2. Strength of Correlation Coefficient levels

r level	Strength of the Correlation
0.0 < 0.1	no correlation
0.1 < 0.3	low correlation
0.3 < 0.5	medium correlation
0.5 < 0.7	high correlation
0.7 < 1	very high correlation

Results

The results section is divided into two parts. Part one includes the respondents' profile information, year in school, gender, age, years using Facebook, time using Facebook per week, and consumer behavior which includes what respondents normally do when they encounter video ads on Facebook. The mean score of the 12 motivation questions used in this study are also provided in part one. Part two includes the test results of the correlation analysis which looks at the relationship

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between the motivations and the willingness to view future ads and provide the results for each hypothesis given earlier.

Respondent Profile

The online survey received a total of 294 responses that passed the screening criteria and were included in the correlation analysis between consumer motivations and willingness to watch video ads. In terms of their year in school, the biggest groups of participants in this survey comes from freshman in the college, with 190 (64.62%) out of a total of 294 respondents. 51 (17.34%) were sophomores, 21 (7.14%) were junior and 21 (7.14%) were senior students. Only 3(1.02%) of the students recorded studying in their fifth year, and 8 (2.72%) of the respondent chose other as an option.

The results for the gender identification show that female participation in this study was the highest with 176 (59.86%) identifying as female and 111 (37.75%) identifying as male. Only 4 (1.36%) of respondents identified as nonbinary, 2 (0.68%) as other, and 1 (0.34%) of the respondents chose not to answer. These numbers closely mirror the percentages for the university's undergraduate population.

A total of 287 respondents provided their age information in the online survey. The participants' ages ranged from 17 to 40 years. From the collected data, the ages were grouped into 3 age groups. Age range 17 – 20 was 82.22%, 21 – 30 was 16.72% and 31 – 40 was only 1.04%. The mean of all participant ages was 19.26.

Table 3. Frequency of Years Using Facebook

How long have you used a Facebook account?	Freq (N)	Freq (%)
Less than 1 year	56	19.04
1 year — less than 2 years	36	12.24
2 years — less than 3 years	40	13.60
3 years — less than 4 years	40	13.60
More than 4 years	122	41.49

In addition to the demographic questions, respondents were asked about their use of Facebook and response to viewing Facebook video ads. Table 3 shows the frequency of years using Facebook. This social media usage question was asked to see how long the respondents were familiar with Facebook to express their opinion regarding their motivation behind watching ads. The valid sample size was 294. The years the consumers have been using was measured by categorizing them into five different categories, less than 1 year, 1 year to less than 2 years, 2 years to less than 3 years, 3 years to less than 4 years, more than 4 years. The largest percentage of responses fell into the more than 4 years category with 41.49% of the total responses.

A second question asked the amount of time spent on Facebook in an average week. Nearly two-thirds of the respondents (191, 64.96%) of the respondents reported spending less than one hour

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per week on Facebook, whereas 77 (26.19%) say 1 hour to less than 3 hours, 15 (5.10%) spend 3 to less than 5 hours per week, 6 (2.04%) said their time on Facebook was 5 to 7 hours, and only 5 (1.7%) reported they spent more than 7 hours.

A third question determined the respondent's immediate behavior when they encounter Facebook video ads in their newsfeed. While 117 (39.5) of the respondents watch none of the ad, just under half (145, 49.31%) of the participants indicated that they watch a quarter of an advertisement. A smaller number of participants indicated watching half of the ads (25, 8.5%), about three-quarter of the ads (5, 1.7%) or the whole advertisement (2, 0.70%),

Question means of correlations

With regard to the first twelve variable questions, Table 4 shows the means of the variables from the highest to the lowest. The twelve variables presented in Table 4 originated from the measurement scale set of questions which later were combined and created new variables, the set of questions are located in Table 1 and Figure 2. The question regarding "annoying" has the highest mean score among all twelve variables. Annoying was later grouped with "irritating" and "not direct to the point" variables to create the score for the "irritation" scale (see figure 2). The three variables comprising the "irritation" scale have the highest (most negative) mean scores. The next three variables on Table 4 related to the informativeness of the ads good source of information, relevant and updated were fourth through sixth on the table of mean scores among all twelve variables with a means of 3.66, 3.56 and 3.26. Interestingly, while the three items for two of the scales have mean scores that group the items together, the mean scores for the remaining six items that comprised the other two scales are mixed together. Believable was in the seventh highest position, whereas entertainment becomes just above the credibility variable with a mean score of 2.92. Credibility, enjoyment, pleasing and trustworthy variables are found to have a range of 2.8 to 2.9. The mean score for the twelve items (four scales) that the negative/amotivators received this least level of agreement from the respondents, the informativeness items were slightly on the agreement side of the scale, but the six items related to entertainment and credibility received the highest levels of agreement from the respondents.

Table 4. Question Means of Correlations

Variables	Scale	Mean
Annoying	Irritating	5.72
Irritating	Irritating	5.35
Not Direct to the point	Irritating	4
Relevant	Informativeness	3.66
Updated	Informativeness	3.59
Good Information Source	Informativeness	3.26
Believable	Credibility	3.2
Entertaining	Entertainment	2.92
Credible	Credibility	2.9
Enjoyable	Entertainment	2.89
Pleasing	Entertainment	2.86
Trustworthy	Credibility	2.84

Hypothesis Testing

Pearson correlation tests were conducted to look at the correlation of the variables in each of the hypotheses presented earlier. The results will be presented for each of the hypotheses.

H1: The entertaining power of the Facebook ads is positively related to the consumer willingness to watch more ads. A Pearson correlation was performed to test whether there was an association between the willingness of receiving further ads in Facebook news feed and entertainment scale (Facebook video ads entertaining, enjoyable and pleasing). The result of the Pearson correlation showed that there was a statistically significant association between consumer willingness to watch more ads and the entertaining power of the video ads, r (291) = 0.38, p <.001. There is a medium high, positive correlation between the variables with r= 0.38. Therefore, as the entertainment value of the ads increases so does the willingness to watch more ads increase among the users.

H2: Informativeness of Facebook video ads is positively related to the consumer willingness to watch more ads. The Pearson correlation revealed that there was a statistically significant association between willingness to watch more ads and the informativeness scale which was created by combining the questions related to good source of information, relevant information and updated information, r (293) = 0.33, p <.001. There is a medium, positive correlation between the variables with r= 0.33. The results show when the informativeness value of Facebook video ads increase so does the willingness to receive more Facebook video ads in the news feed.

H3: Irritation of Facebook video ads is positively related to the consumer willingness to watch more ads. To test H3, a Pearson correlation was conducted to measure the correlation between willingness to watch more ads and the irritation scale that combines the questionnaire items saying video ads are annoying, not direct to the point and irritating. The resulting correlation was a statistically significant, weak negative association between consumer willingness to watch more ads and Irritation scale, r (293) = -0.14, p = .015. There is a low, negative correlation between the variables consumer willingness to watch more ads and Irritation scale with r= -0.14. Which means the irritation of the Facebook video ads decreases and willingness to receive more Facebook video ads increases or the irritation increases the willingness to receive more ads decreases.

H4: The credibility of the Facebook video ads is positively related to the willingness to watch more ads. A Pearson correlation was conducted to test whether there was an association between willingness to watch more ads and the credibility scale that combined individual items related to credibility, trustworthiness and believability in the ad's information. The result of the Pearson correlation showed that there was a statistically significant, weak positive association between those variables, r (290) = 0.19, p = .001. There is a low, positive correlation between the variables with r= 0.19. Thus, the increase of credibility value of the Facebook video ads so does the willingness to receive more Facebook video ads increases minimally.

H5: Consumer attitudes after watching Facebook video ads is positively related to the consumer willingness to watch more ads. A Pearson correlation shows the positive association between

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consumer willingness to watch more ads and consumers' overall impression. The overall impression is a newly created scale that includes the scores on three items that used the semantic differential scales of bad to good, unfavorable to favorable, and dislike to like. The result of the Pearson correlation showed that there was a statistically significant, positive association between consumer willingness to watch more ads and the overall impression scale, r (281) = 0.39, p = <.001. There is a medium high, positive correlation between the variables with r= 0.39, which means the result is statically significant and supports the hypothesis. Also, this result has nearly the same association as the entertainment scale has with the consumer willingness. The consumers may give great credence to the entertainment of advertisements when determining their overall impression.

H6: Consumer advertisement viewing behavior after watching Facebook video ads is positively related to the consumer willingness to watch more ads. The correlation analysis was conducted between the respondent's typical response when confronted with a video ad in their Facebook news feed (amount watched, if any) and their willingness to view future video ads. The Pearson correlation shows there was a statistically significant, association between the variables, r (294) = 0.49, p = <.001. There is a medium-high, positive correlation between the variables of what the respondents do when they receive an advertisement and consumer willingness to watch more ads with r= 0.49.

DISCUSSION

Using the uses and gratification theory, this study explores consumers' perceptions and motivations regarding social media video ads. Facebook was used as a social media platform to understand the motivations among consumers because of its leading role as a social media advertising platform. In this section, the factors that played key gratifications among the consumers are analyzed, and the following is a summary of the study's findings.

As the dominate social media platform used by the advertising industry, Facebook has been an influencing platform. This study contributes to a better understanding of consumer perceptions regarding Facebook video ads. The findings of this study indicated that the motivations chosen for this study reflected in the respondent's perception found an overall positive correlation with the willingness to receive more Facebook ads. The only negative correlation coefficient was with the three measures of the "irritation" scale. Since past research has found that variable is a negative (amotivator) variable that is associated with a reduced willingness to watch advertising, the negative correlation supports the idea that advertisers decreasing the annoyance in ads will lead to an increase in willingness to view advertisements.

H1 identifies the motivations, entertaining ability, enjoyableness, and pleasantness of Facebook video ads. The results supported the hypothesis with a significant level of correlation, and that suggests that the consumers' priority to receive future social media video ads is closely related to entertainment. Therefore, as perceptions of enjoyableness, pleasantness, and overall entertainment power in video ads increase, we are likely to see higher levels of the willingness to receive more social media video ads. This result supported this study's hypothesis and matches previous research

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findings that user entertainment is one of the popular motivations (Ducoffe, 1996; Nguyen-Viet, 2022; Saho, 2009; Sepp et al., 2011; Yang et al., 2017).

H2 identifies the motivation of informativeness of the Facebook video ads and was measured with the variables of a good source of information, relevant information, and updated information. The result revealed that the stronger the perception of information, the higher the willingness to receive additional video ads. Similar results are evident in relevant research work in the past that focused on information as a motivating factor (Ducoffe, 1996; Hussain et al., 2019; Nguyen-Viet, 2022; Sun et al., 2020; Yang et al., 2017).

H3 identifies the irritation of the Facebook video ads, which has been found to correlate negatively with the willingness to watch more video ads. This result does not support the hypothesis of this study. Previous researchers also found that if the users find the content is irritating, they are more likely to ignore and change the media (Sundar & Limperos, 2013). Facebook ads' irritation makes users have negative attitudes toward the ads (Nguyen-Viet, 2022). Jeon et al. (2022) suggested that short social media advertisements could reduce users' irritation.

H4 identifies the credibility value of the Facebook video, and the statistical analysis shows that credibility has a very low association with the willingness to receive more ads. This finding is in line with the previous research (Kaye & Johnson, 2016). Accuracy, fairness, and believability were combined and served as the respondent's measure of credibility (Gaziano & McGrath, 1986). Keib and Wojdynski (2018) reported that perceived credibility significantly impacted the willingness to like and share content in social media. The current results, however, found only a low-medium positive correlation between credibility and willingness to view future advertisements.

H5 identifies consumers' overall impression or attitudes of Facebook video ads, and the result finds a positive medium-high association between overall impression/attitudes and consumers' willingness to receive further video ads. The participants were asked to use the 1 to 7 scale to measure the ads' capacity of being good to bad, favorable to unfavorable, and like to dislike. According to the results, the predicted hypothesis is supported. Since our current opinions and attitudes help to define future actions, it is not surprising that a positive impression of the ads would lead to greater willingness to see more. Other studies have been in line with the result of the current results (Lee, 2013; Tikno, 2016).

H6 identifies consumer behavior after watching Facebook video ads. Consumer behavioral action was significantly related to the willingness to receive more Facebook video ads. Regarding the actions the consumer takes, the result finds that 57.48% of the respondents said they would ignore or close the ads immediately, 39.79% of respondents answered that they would watch the ads occasionally when they find them on their Facebook newsfeed, and only 2.72% expressed they will watch/read the ads when they get time. No responses were found regarding watching the ads right away. The correlation result indicates that the immediate reactions of the respondents and their willingness to receive more video ads are correlated, supporting the hypothesis. Past research also supports the result (Jeon et al., 2022).

Overall, the findings of this study indicate that the entertaining power is significantly correlated to the willingness to receive further video ads which must be considered by the advertisers while producing Facebook video ads.

The Practical Implications and Limitations of the Study

This study provides valuable insight into understanding consumer motivation and behavior and information for content writers, advertisers, and business firms that aim to measure the user's motivations. All the variables examined correlated with the willingness to receive further ads, which can be used in market research to understand consumer perception before launching new products. The combined scales used in this study answer the questions of consumer motivation by taking into account several dimensions for each of the variables under investigation. Using several dimensions is generally superior to measuring a concept with a single item.

Additionally, the study was conducted based on Facebook video ads, the social media platform that consistently has the highest rate of advertising expenditures. In addition to focusing on the social media platform with the highest ad expenditures, the results of this study show the intensity of motivations, which can contribute to certain advertising strategies and boost social media-driven product conversion. Most of the past research emphasized generic discussions, combined studies on all social media platforms, and used image-only ads. The current investigation corrects for more general studies of the past by focusing on a particular social media platform and the most popular advertising format.

There are many other rich social media platforms capable of promoting products through advertisements. This study does not include those social media platforms. Therefore, results may not apply to other platforms. Additionally, since advertising operates differently on different social media platforms, the results of the current investigation will not necessarily apply to the advertising options available on other platforms.

This study used correlation analysis, which can only reveal the association between the variables but cannot predict any effect or cause. Therefore, the study does not test/show causality. Further studies on finding the causality among the motivations and how likely these factors influence consumers to watch more ads are recommended. Furthermore, future studies may wish to conduct experiments on user behavior which may be more beneficial for advertising agencies.

The sample is comprised of a younger group of consumers which limits the participation of other age groups. Also, since this study uses a convenience sample of students on one campus, it does not represent the larger population. Although the younger generation is the heaviest social media users, this study's results cannot be generalized to all social media users. Future studies can focus on participation from a variety of demographic groups and include more older users' views.

This study examines the user motivations and perception towards ads which are designed to collect data on Facebook video ads in general, not a particular product ad on Facebook. Therefore, future research should focus on exemplifying the online survey about particular products. Also, further experimental studies can be conducted on the same subject matter.

CONCLUSION

The findings of this study indicate that before creating and placing social media ads, advertisers should consider the user motivations. The variables used in this study are very realistic and appropriate to understand consumer perception. This study follows the uses and gratification perspective to measure the correlations between all the variables and found statistically significant results for entertaining power, informativeness, credibility, irritation, overall impression, and consumer behavior after viewing Facebook video. It is clear that entertaining power of Facebook video ads is much more appreciated by the users over other motivations in regard to their willingness to receive more ads in future. The result shows the intensity of desire of the users which is supported by the results of past research. Thus, advertisers should strongly consider making ads more entertaining by adding innovative technological tools to get the maximum user-friendly review.

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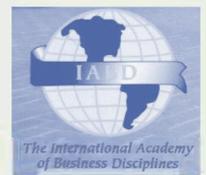
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