



FROM PERCEPTION TO AVOIDANCE: EXAMINING THE IMPACT OF IRRITATION, PERCEIVED INFORMATIVENESS, AND ADVERTISEMENT LENGTH ON ADVERTISING AVOIDANCE BEHAVIOR

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ARTICLE INFO	ABSTRACT
DOI: 10.52932/jfmr.v4i3en.1290 <i>Received:</i> March 27, 2026 <i>Accepted:</i> July 15, 2026 <i>Published:</i> July 25, 2026 Keywords: Advertising avoidance behavior, Generation Z, VAB model Article classification: Research paper JEL codes: M15; M31; D91	Purpose – This study examines the effects of characteristics in online video advertising content, including perceived irritation, perceived informativeness, and advertisement length, on attitudes toward advertising and advertising avoidance behavior among Generation Z in Ho Chi Minh City. Design/Methodology/Approach – A quantitative research approach was employed using survey data collected from 226 valid Generation Z respondents in Ho Chi Minh City. The proposed research model was tested using structural equation modeling (SEM). Findings – The results of the study show that attitude toward advertising is a significant determinant of the behavior of avoiding advertising. Perceived irritation and length of the advertisement negatively influence attitudes toward advertising; perceived informativeness has a positive impact on attitudes. Of these antecedent factors, perceived irritation is the strongest predictor of advertising attitudes. Research limitations/implications – This study is limited to Generation Z respondents in Ho Chi Minh City and uses cross-sectional self-reported data, which may limit the generalizability of the findings and the ability to draw causal inferences. Future research should be conducted with a larger sample that allows for more generalizable results, using a longitudinal design to add explanatory variables. Originality/value – The study adds to the body of knowledge on advertising avoidance by presenting empirical findings in the context of Vietnam's digital advertising. It also helps to explain how the characteristics of online video advertising influence consumer attitudes and advertising avoidance in Generation Z.

Practical implications – Firms would do well to reduce annoying aspects in ads, refrain from very long video commercials, and enhance the informativeness of advertising content to build better consumer attitudes and lower advertising avoidance.

Social implications – The findings underscore the need for better, more informative, and user-friendly practices in online video advertising that not only help consumers but also foster a more robust digital advertising environment.

1. Introduction

In the Fourth Industrial Revolution, online video advertising is considered to be one of the most effective tools in digital marketing because the Internet is booming and people are consuming video content at an increasing rate (Statista, 2024; Kemp, 2023). As projected by Statista (2024), the global expenditure on online advertising will hit USD 694 billion in 2024, accounting for around 70% of total global advertising spending. Vietnam is to hit USD 476 million by 2025 in the online video advertising market (Statista, 2024). The users are getting exposed to online video ads more than ever before through digital platforms such as YouTube, Facebook, TikTok, and many more social media apps. This has created an intrusive media environment due to the increasing volume and frequency of advertisements and has led to information overload and ad avoidance behavior (Rejón Guardia & Martínez López, 2013; Youn & Kim, 2019; Phuong et al., 2023). Vietnam is one of the countries with the highest ad-blocking and ad-skipping rates in the world (Vi et al., 2018). Such actions not only diminish the efficacy of advertising and waste marketing resources but also seriously hinder the establishment of brand equity, thereby emphasizing the importance of understanding the psychological mechanisms of advertising avoidance.

The shift from traditional media consumption to an active role in controlling digital content is most notable with Generation Z, who are commonly referred to as digital natives. With high levels of technological proficiency and

advanced information-filtering capabilities, Generation Z consumers are likely to interpret advertising avoidance as a defense mechanism against information overload. Their behaviors of skipping, ignoring, or blocking online video advertisements are all symptomatic of the rising desire for autonomy and control over their digital experience. From a theoretical perspective, the behavior of advertising avoidance can be explained using the Value-Attitude-Behavior (VAB) framework put forward by Homer and Kahle (1988). According to this framework, features of advertising like informativeness, entertainment, and irritation shape consumer evaluations, which in turn determine attitudes and subsequent behavioral reactions (Lütjens et al., 2022; Sharma et al., 2022). When perceived benefits of advertising do not compensate for its psychological costs, unfavorable attitudes toward advertising develop, leading to avoidance (Diep & Van, 2024; Minh et al., 2021). Some previous research in Vietnam has indicated that both advertising value and advertising attitudes significantly influence avoidance behavior on YouTube and Facebook (Nguyen et al., 2026; Luong et al., 2025). Supporting the VAB framework, the Stimulus-Organism-Response (SOR) model proposed by Mehrabian and Russell (1974) states that external advertising characteristics function as stimuli that lead to consumers' internal psychological states, which in turn result in behavioral responses. In this sense, highly intrusive advertisements are more likely to trigger avoidance behaviors, including skipping ads or using ad-blocking tools (Yang et al., 2024; Phuong et al., 2023). On the other hand, perceived informativeness is

the primary factor that positively influences the evaluation of an advertisement. When online video advertisements are perceived to provide useful, timely, and relevant information, consumers, especially younger consumers, will have favorable attitudes and lower levels of ad avoidance (Lin et al., 2021; Lütjens et al., 2022).

Although much research has been done on advertising avoidance in digital environments, there are still some important gaps to be filled. First, most previous studies were conducted in general digital advertising contexts or on major online video platforms. Relatively little empirical evidence has been collected about the characteristics of online video advertising in contemporary digital media environments, where advertising formats, delivery mechanisms, and user interaction patterns are rapidly changing. Such changes may have impacts on consumers' psychological responses and advertising avoidance behavior, and thus call for further study. Second, most studies on online video advertising have mainly focused on the negative characteristics of ads, such as perceived irritation, intrusiveness, and information overload. Relatively less attention has been given to positive attributes, notably perceived informativeness. Therefore, current accounts of advertising avoidance are theoretically imbalanced, and the ways in which consumers develop favorable or unfavorable attitudes toward online video advertising may not be adequately explained. Third, despite the fact that ad avoidance has received increasing attention in Vietnam, empirical evidence on Generation Z is still scarce. This is important because with the rapid transformation of digital media consumption and the unique online behaviors of this generation, new empirical evidence is needed to understand how advertising characteristics influence attitudes toward online video advertising and, thus, subsequent avoidance. Also, in the literature, there are very few studies that have integrated the VAB framework and the SOR model to explain ad avoidance behavior comprehensively.

Based on these research gaps, the current study looks into how perceived irritation, perceived informativeness, and advertisement length will affect attitudes toward online video advertising and advertising avoidance behavior among Generation Z in Ho Chi Minh City. By combining the VAB framework with the SOR model, this study gives new empirical evidence on advertising avoidance in Vietnam's current online video advertising situation.

2. Theoretical background and research model

2.1. Advertising avoidance behavior

Advertising avoidance behavior is defined as all actions undertaken by consumers to minimize or eliminate their exposure to advertising content, including skipping, ignoring, or turning off advertisements (Clancey, 1994; Speck & Elliott, 1997). In the online context, this behavior is also manifested through actions such as scrolling past, skipping, or using ad blocking tools to limit the display of advertisements (Kelly et al., 2020). The rapid growth of digital advertising, characterized by high interactivity and diverse formats, has enhanced communication effectiveness but has simultaneously contributed to information overload, leading to irritation and hindering user experience (Cho & As, 2004; Ha & McCann, 2008). As a result, consumers tend to develop avoidance responses as a self protection mechanism against irrelevant or intrusive advertisements. In this study, advertising avoidance behavior is conceptualized as a comprehensive dependent variable that captures avoidance manifestations across cognitive, affective, and behavioral dimensions.

2.2. Attitude toward advertising

Consumer attitude toward advertising is defined as the overall set of positive or negative thoughts and feelings that individuals form when exposed to advertising (Campbell & Campbell, 2009; Shin & Lee, 2018). This attitude reflects the extent to which consumers like or dislike advertisements and is therefore

considered an important indicator for evaluating communication effectiveness (Ling et al., 2010; Chowdhury et al., 2010). In the context of online advertising, attitude toward advertising not only serves as an outcome of factors such as irritation and perceived informativeness, but also acts as a key mediating variable influencing consumers' advertising avoidance behavior (Cho and As, 2004). Accordingly, in this study, attitude toward advertising is conceptualized as a mediating variable that captures the overall consumer response and is suitable for predicting consistent behavioral tendencies toward advertising.

2.3. Theoretical framework

The Value-Attitude-Behavior (VAB) framework proposed by Homer and Kahle (1988) is one of the key theoretical foundations for explaining consumer behavior. According to this approach, individual behavior does not emerge directly but is formed through a hierarchical sequence in which cognitive values serve as the foundation, influencing attitudes, which in turn lead to specific behaviors. In other words, the way consumers evaluate the value of an object shapes their emotional and cognitive responses, and these responses subsequently determine their behavior. In the context of online video advertising, factors such as perceived informativeness, irritation, and advertisement length can be considered specific manifestations of "value" in a broad sense. These factors not only provide information but also create psychological experiences for viewers. When users perceive that advertisements offer useful and relevant information, they are more likely to develop positive attitudes. In contrast, when advertisements are disruptive, excessively long, or create a sense of compulsion, negative attitudes are more likely to emerge. Thus, attitude toward advertising functions as a mediating mechanism that transforms cognitive evaluations into behavioral responses, consistent with the core logic of the VAB framework (Diep & Van, 2024; Minh et al., 2021).

However, the VAB framework primarily explains relationships from a cognitive perspective and does not fully clarify how external environmental stimuli influence an individual's psychological state. This limitation is addressed by the Stimulus-Organism-Response (SOR) model developed by Mehrabian and Russell (1974). According to the SOR model, environmental factors act as stimuli that affect the internal state of the individual, which subsequently leads to behavioral responses. In the context of this study, online video advertising content characteristics are considered stimuli, in which perceived informativeness represents a positive stimulus, while irritation and advertisement length represent negative stimuli. These stimuli directly influence viewers' attitudes, which serve as the mediating psychological state before leading to advertising avoidance behavior.

The integration of these two theoretical frameworks enables a more comprehensive explanation of the mechanism underlying advertising avoidance behavior. Specifically, the VAB framework explains the transformation from cognitive evaluation to behavior, while the SOR model clarifies the role of advertising content characteristics as triggers of psychological responses. In this context, attitude toward advertising is positioned as a central variable, reflecting consumers' overall evaluative state in response to advertising stimuli.

2.4. Hypothesis development

Irritation in online video advertising is defined as the extent to which consumers perceive advertisements as disruptive, annoying, or intrusive to their personal space (Aaker & Bruzzone, 1985; Edwards et al., 2002). According to the VAB framework, irritation reduces the perceived value of advertising, thereby leading to the formation of negative attitudes (Homer & Kahle, 1988). When advertisements appear with high frequency or interrupt ongoing content, users tend to perceive

them as intrusive, which may trigger resistance responses (Minh et al., 2021; Nguyen et al., 2026). For Generation Z, a cohort that values autonomy and seamless digital experiences, irritation is more likely to activate avoidance behaviors such as skipping advertisements or using ad blocking tools (Lütjens et al., 2022; Phuong et al., 2023). Therefore, the following hypothesis is proposed:

Hypothesis H1. Irritation has a negative effect on Generation Z's attitude toward advertising

Perceived informativeness in advertising refers to the extent to which a message provides useful, relevant, and credible content that enhances consumers' knowledge and supports their decision-making process (Karunarathne & Thilini, 2022; Sharma et al., 2022). In the context of digital media, consumers, particularly younger audiences, tend to value advertisements that are relevant and offer practical benefits, thereby fostering positive attitudes and increasing the likelihood of behavioral responses (Ye et al., 2024; Ducoffe, 1996).

According to the VAB framework, perceived value serves as an antecedent of attitude formation (Homer & Kahle, 1988). When advertisements deliver timely and useful information, viewers are more likely to develop positive attitudes, which in turn reduce the likelihood of engaging in avoidance behaviors such as skipping or blocking advertisements (Lütjens et al., 2022; Lin et al., 2021). For Generation Z, a group characterized by active content filtering and a strong emphasis on practicality, providing informative value from the very first seconds is particularly important in enhancing attitudes and mitigating avoidance tendencies (Yahya et al., 2024). Therefore, the following hypothesis is proposed:

Hypothesis H2. Perceived informativeness has a positive effect on Generation Z's attitude toward advertising.

Advertisement length refers to the duration of video advertisements and is considered a factor that directly influences viewers' attention

span and tolerance. When the duration exceeds an acceptable threshold, advertisements are more likely to be perceived as an intrusion on viewers' time, thereby increasing feelings of interruption and irritation (Vi et al., 2018; Belanche et al., 2020).

According to the VAB framework, advertisement length can be viewed as a component reflecting time cost within the perceived value structure (Homer & Kahle, 1988). As time cost increases, attitudes toward advertising tend to become more negative. For Generation Z, a group characterized by multitasking behavior and shorter attention spans, evaluations of advertisements are closely associated with time efficiency (Yahya et al., 2024). Previous studies indicate that advertisements exceeding viewers' tolerance thresholds can intensify frustration, reduce favorability, and trigger avoidance intentions as a means of protecting personal time resources (Minh et al., 2021; Raditya et al., 2020; Kim et al., 2023). Therefore, the following hypothesis is proposed:

Hypothesis H3. Advertisement length has a negative effect on Generation Z's attitude toward advertising.

Attitude toward advertising is defined as the consumer's general positive or negative assessment of advertising messages, which combines both cognitive and affective responses toward advertising (Lutz, 1980; Campbell & Campbell, 2009). From the perspective of the VAB framework, attitude functions as a central cognitive mediator between the evaluation of advertising and later consumer behavior. Favorable attitudinal consumers would be more likely to accept the advertising message and less likely to ignore, skip, or block advertisements, while unfavorable attitudes would increase such advertising avoidance (Clancey, 1994; Speck & Elliott, 1997).

Prior studies have continually demonstrated that willingness to engage with advertising is positively related to favorable attitudes; the

relationship between negative attitudes and avoidance of advertising is also significant (Kaynak et al., 2011; Ling et al., 2010; Kelly et al., 2010; Rojas-Mendez & Davies, 2005). Informational and emotional values in ads increase acceptance and decrease tendency to avoid ads (Mitchell & Olson, 1981; Heath & Stipp, 2011). Therefore, as a rule, consumers with more positive attitudes toward advertising will tend to show lower levels of avoidance of advertising.

Hypothesis H4. Attitude toward advertising has a negative effect on Generation Z's advertising avoidance behavior.

According to behavioral psychology, attitude represents a fundamental psychological state that translates individuals' evaluations of external stimuli into subsequent behavioral responses (Eagly & Chaiken, 1993; MacKenzie & Lutz, 1989). In the context of digital advertising, consumers who perceive advertisements as irritating are more likely to develop unfavorable attitudes because such advertisements are viewed as intrusive and disruptive to their online activities (Aaker & Bruzzone, 1985; Edwards et al., 2002). Conversely, advertisements that provide useful and relevant information are more likely to foster positive attitudes by satisfying consumers' information needs and

enhancing the perceived value of advertising (Ducoffe, 1995, 1996; Xu, 2008). Likewise, excessively long advertisements increase perceived interruption and psychological reactance, resulting in less favorable attitudes toward advertising (Raditya et al., 2020; Gesenhues, 2014). These attitudes subsequently shape consumers' coping responses, whereby negative attitudes increase advertising avoidance, whereas positive attitudes reduce such behavior (Cho & As, 2004; Kelly et al., 2021). Therefore, attitude toward advertising is expected to function as the underlying psychological mechanism through which perceived irritation, perceived informativeness, and advertisement length influence advertising avoidance behavior. Accordingly, the following hypotheses are proposed:

Hypothesis H5. Attitude toward advertising mediates the relationship between perceived irritation and advertising avoidance behavior.

Hypothesis H6. Attitude toward advertising mediates the relationship between perceived informativeness and advertising avoidance behavior.

Hypothesis H7. Attitude toward advertising mediates the relationship between advertisement length and advertising avoidance behavior.

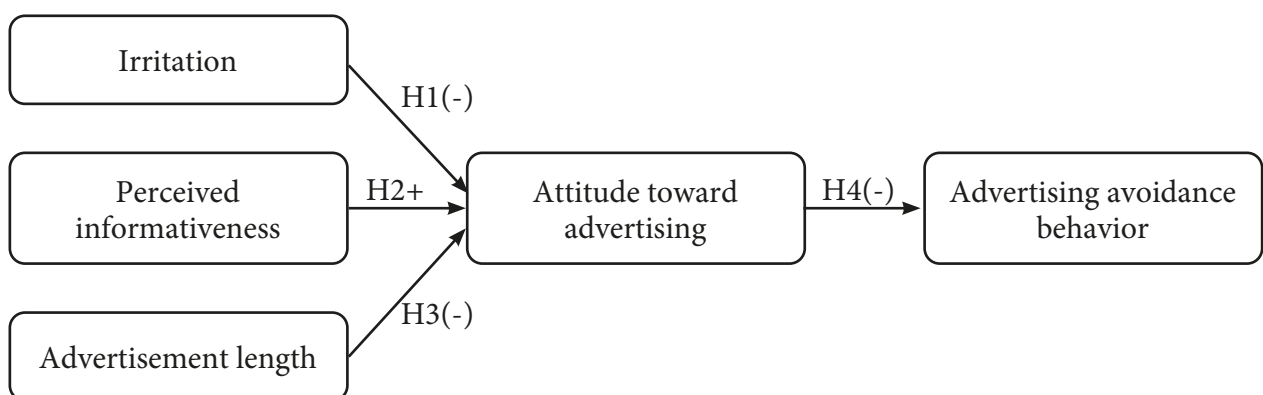


Figure 1. Proposed Research Model

3. Methodology

The research data were collected via convenience sampling through social media and online community forums using an online questionnaire as the survey instrument implemented by Google Forms. This method is quick to access target respondents in digital environments, saves time and resources, and still ensures a sufficient sample size for advanced analytical techniques. The period of data collection was from December 2025 to February 2026. It also adds to its practicality under constraints of limited time and research resources. The target population was all consumers of Generation Z aged between 18 and 28 years, living, studying, or working in Ho Chi Minh City. A key screening criterion was that respondents had previously seen online video advertisements on social media platforms.

The measurement scales used in this study were adapted from prior research and refined to fit the research context through a three-step adaptation process. First, the scales were independently translated from English into Vietnamese. Second, the translated version was reviewed and refined through discussions with two lecturers and three experts in the field of consumer behavior to ensure semantic and content equivalence. Third, a pilot study was conducted with 22 consumers who had prior experience with video advertising avoidance in order to assess the clarity, comprehensibility, and initial reliability of the questionnaire. Based on the pilot results, the questionnaire was revised and finalized for large scale data collection. Regarding the specific constructs, advertising avoidance behavior was measured using five observed variables adapted from Bang et al. (2018). Perceived informativeness was measured using four items based on Kim et al. (2023). Irritation was measured with five observed variables adapted from Phuong et al. (2023). Advertisement length was measured using four items based on Kim et al. (2023). Finally, attitude toward advertising was measured using four observed variables adapted from Ling et al. (2010). (*see Appendix 1 online*)

In total, 300 questionnaires were handed out. After eliminating incomplete and invalid responses, 226 valid questionnaires were retained for the final analysis. Therefore, the research sample included 226 valid respondents in Ho Chi Minh City, with 51.8% females and 48.2% males, fairly balanced in terms of gender distribution. The age group of 21 to 23 years accounted for the largest proportion (38.9%), followed by the 18 to 20 age group (27.4%), illustrating typical Generation Z characteristics with high exposure to online video advertising. In terms of education, students made up 63.3% of the respondents, an appropriate mix for assessing issues related to advertising avoidance behavior, followed by self-employed persons at 10.2%. Monthly income or allowance for the majority of the student sample mainly fell within the segment below VND 5 million (50.9%). The group with an income ranging from VND 5 to 10 million accounted for 30.1%, while only 19.0% of respondents reported an income above VND 10 million. These characteristics imply that, in this sample, Generation Z tends to be sensitive to value and actively seeks useful information for making decisions about consumption in the presence of budget constraints (*see Appendix 2 online*).

The data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach.

CMB was evaluated by Harman's single-factor test (Podsakoff et al., 2003). An exploratory factor analysis (EFA) was performed by inputting all measurement items to an unrotated principal component analysis. The findings revealed that multiple factors with eigenvalues greater than 1 were extracted, and the first unrotated factor accounted for 25.180% of the total variance, which is less than the recommended threshold of 50% (Podsakoff et al., 2003). Thus, in this research, common method bias is not likely to be a major problem; therefore, it can be assumed that the relationships observed among the variables are not seriously affected by common method variance.

4. Results

4.1. Measurement model assessment

The reliability and convergent validity of the measurement model were assessed using Cronbach's alpha, composite reliability, and average variance extracted (AVE), as presented in Appendix 3 (*see Appendix 3 online*). The results indicate that the outer loadings of the observed variables range from 0.692 to 0.895, all exceeding the minimum threshold of 0.6 (Sarstedt et al., 2021). Therefore, all observed variables were retained in the model.

The variance inflation factors (VIFs) range from 1.000 to 2,704, below the threshold of 3, indicating the absence of multicollinearity. Furthermore, all constructs meet the reliability criteria, with Cronbach's alpha and composite reliability values above 0.7. In addition, the AVE values of all constructs exceed 0.5, confirming convergent validity and internal consistency in accordance with the recommendations of Fornell and Larcker (1981).

Appendix 4 (*see Appendix 3 online*) presents the results of the discriminant validity assessment using the Heterotrait-Monotrait (HTMT) ratio. The results show that all HTMT values between construct pairs are below 0.85, meeting the strict threshold recommended in PLS-SEM. This confirms that the latent variables are clearly distinct and do not exhibit conceptual overlap.

The average variance extracted for each construct exceeds its correlations with other constructs. This confirms that discriminant validity is established according to the Fornell and Larcker criterion.

4.2. Structural model results

The results of the model estimation presented in Table 6 indicate that all direct relationships are statistically significant. Specifically, Irritation has the strongest negative effect on Attitude toward advertising ($\beta = -0.290$), followed by Perceived informativeness with a positive effect ($\beta = 0.287$), and Advertisement length with a negative effect ($\beta = -0.259$). Furthermore, Attitude toward advertising has a significant negative impact on Advertising avoidance behavior ($\beta = -0.466$), representing the strongest relationship in the model. Therefore, hypotheses H1, H2, H3, and H4 are all supported. The findings also confirm that when Generation Z develops more positive attitudes toward advertising, the tendency to avoid advertisements, such as skipping or ignoring them, decreases substantially. While Irritation and Advertisement length act as inhibiting factors that undermine attitudes, Perceived informativeness serves as a driving factor that enhances favorable attitudes, thereby indirectly reducing Advertising avoidance behavior.

Table 1. Results of hypothesis testing

Hypothesis	Original Sample	T-Statistics	P-Values	Accept
Direct Effects				
H1 IR → ATT	-0.290	5.333	0.000	Yes
H2 PIV → ATT	0.287	2.868	0.004	Yes
H3 ADL → ATT	-0.259	4.706	0.000	Yes
H4 ATT → ADA	-0.466	9.476	0.000	Yes
Indirect Effects				
H5 IR → ATT → ADA	0.135	4.697	0.000	Yes
H6 PIV → ATT → ADA	-0.134	2.692	0.007	Yes
H7 ADL → ATT → ADA	0.121	4.090	0.000	Yes

The R^2 value for Attitude toward advertising is 0.175, and for Advertising avoidance behavior is 0.217, indicating that the model demonstrates an acceptable level of explanatory power for the dependent variables in the context of complex psychological and behavioral research.

Table 2. R^2 , Q^2 Results

	R Square	R Square Adjusted	Q Square
ADA	0.217	0.214	0.143
ATT	0.175	0.163	0.112

The blindfolding results indicate that the endogenous constructs exhibit predictive relevance, as all Q^2 values are greater than zero. Specifically, ADA achieved a Q^2 value of 0.143, indicating small-to-moderate predictive relevance, while ATT obtained a Q^2 value of 0.112, suggesting a small level of predictive relevance (Hair et al., 2022). Regarding effect size (f^2), ATT exerted a moderate effect on ADA ($f^2 = 0.278$), whereas ADL, IR, and PIV showed small effects on ATT ($f^2 = 0.069, 0.095$, and 0.084 , respectively). These findings indicate that attitude toward advertising is the most influential predictor of advertising avoidance in the proposed model, while the remaining antecedents contribute modestly to explaining consumers' attitudes.

Table 3. f^2 Results

	ADA	ADL	ATT	IR	PIV
ADA					
ADL			0.069		
ATT	0.278				
IR			0.095		
PIV			0.084		

4.3. Discussion

The analysis gives an insight into the factors influencing avoidance behavior of online video advertising among Generation Z in Ho Chi Minh City.

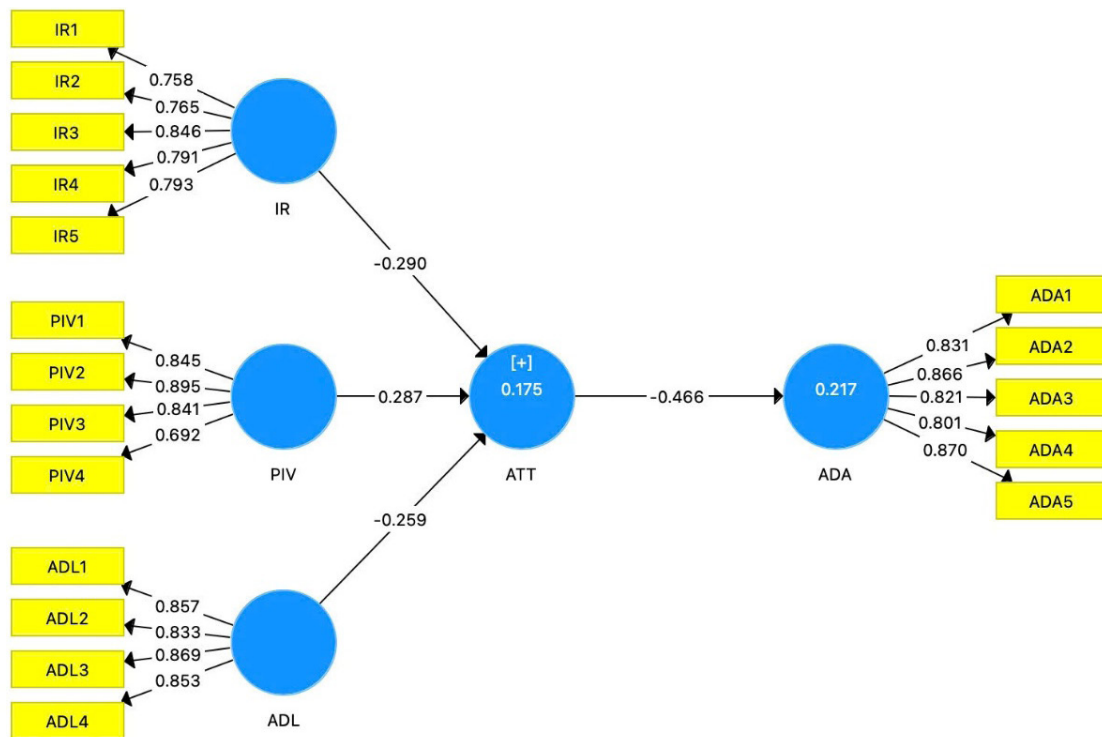


Figure 2. PLS-SEM estimation results of the research model

The results support those cognitive evaluations of advertising content, including Perceived Informativeness, Irritation, and Advertisement Length, significantly influence users' Attitude toward Advertising. Among these factors, Irritation is the strongest negative predictor of Attitude toward Advertising ($\beta = -0.290$), followed by the positive effect of Perceived Informativeness ($\beta = 0.287$) and the negative effect of Advertisement Length ($\beta = -0.259$). These results are consistent with studies that were realized earlier. For instance, it has been shown that irritation is a major source of negative advertising evaluations because of its intrusive and disruptive nature (Cho & As, 2004; Spotts et al., 2022; Lütjens et al., 2022). The positive influence of Perceived Informativeness echoes previous findings that consumers tend to evaluate ads more positively when they are useful and supply pertinent information (Lütjens et al., 2022). This negative relationship between Advertisement Length and Attitude toward Advertising also coincides with previous studies in that longer ads are

more likely to be perceived as interruptions, reducing user acceptance (Minh et al., 2021; Raditya et al., 2020; Kim et al., 2023).

The findings add to the literature by considering positive and negative features of online video advertising in one model. Most previous studies have mainly emphasized the informative value or negative aspects of advertisements. The present results show that consumers evaluate advertising with both beneficial and disruptive characteristics. Specifically, Perceived Informativeness enhances Attitude toward Advertising, while Irritation and Advertisement Length weaken it. Additionally, the study offers further empirical evidence in the Vietnamese context, suggesting that Generation Z consumers in Vietnam consider their advertising experience important in forming their evaluations of online video advertisements.

The results also support the merging VAB framework and the SOR model. Attitude toward Advertising has a substantially negative

impact on Advertising Avoidance Behavior ($\beta = -0.466$, $p < 0.001$); in other words, more favorable attitudes reduce the likelihood of avoiding advertisements. Furthermore, the significant indirect effects show that Perceived Informativeness, Irritation, and Advertisement Length influence Advertising Avoidance Behavior through Attitude toward Advertising. Since direct paths from these antecedents to Advertising Avoidance Behavior were not estimated in the present study, results should be interpreted as supporting an indirect mechanism rather than as ruling out the possibility of direct effects. In general, this set of results supports the VAB framework, which underscores the role of attitude in connecting evaluations with behavioral responses, and the SOR model, which defines attitude as an internal response to external stimuli. Thus, these results help in understanding the psychological mechanism of online video advertising avoidance among Generation Z consumers.

5. Conclusion and managerial implications

5.1. Conclusion

This study clarifies the factors influencing online video advertising avoidance behavior among Generation Z in Ho Chi Minh City by integrating the VAB framework and the SOR model. The results indicate that Irritation and Advertisement length have negative effects, while Perceived informativeness has a positive effect on Attitude toward advertising. In turn, Attitude toward advertising plays a decisive role in shaping Advertising avoidance behavior. Notably, the mediating role of attitude is confirmed, suggesting that avoidance behavior does not occur directly but is formed through users' psychological evaluation processes.

In terms of contributions, the study provides empirical evidence in the context of highly personalized short video platforms, while extending existing approaches by integrating both positive and negative factors within a single model to explain advertising avoidance behavior. The findings

also reflect key characteristics of Generation Z, particularly their strong preference for controlling their digital experiences and their tendency to respond quickly to irrelevant or intrusive content. Based on these findings, several managerial implications are proposed as follows:

First, Attitude toward advertising is identified as the strongest and most direct predictor of Advertising avoidance behavior ($\beta = -0.466$; $p < 0.001$), indicating that such behavior is primarily formed through consumers' psychological evaluation processes. Therefore, rather than focusing on directly reducing avoidance behavior, firms should prioritize fostering and maintaining positive Attitude toward advertising as a more effective regulatory mechanism.

Regarding the antecedents of attitude, both Irritation and Advertisement length have statistically significant negative effects, with Irritation exhibiting a stronger influence ($\beta = -0.290$ compared to $\beta = -0.259$). This suggests that perceived disruption and intrusion into personal experience are the core factors that undermine users' evaluations. Therefore, firms should limit intrusive advertising formats, control exposure frequency, and avoid excessive repetition of content. Notably, reducing Irritation may yield more substantial improvements in Attitude toward advertising than merely shortening advertisement duration.

In addition, Perceived informativeness has a significant positive effect on Attitude toward advertising ($\beta = 0.287$), indicating that advertising content that is useful, relevant, and supportive of decision making can foster more favorable evaluations from viewers. Therefore, content strategies should focus on enhancing informational quality and practical value rather than relying solely on form or entertainment elements.

Finally, although Advertisement length has a negative effect, its impact is weaker than that of Irritation, suggesting that the issue lies not

only in duration but also in how the content is delivered. Optimizing message structure, particularly within the first few seconds, can help sustain attention and reduce negative responses from viewers.

5.2. Limitations and directions for future research

Although this study has made several theoretical and practical contributions, certain limitations should be acknowledged. First, the data were collected from 226 Generation Z individuals in the urban area of Ho Chi Minh City using a convenience sampling method, which may limit representativeness and generalizability, particularly to populations in rural areas or other geographic regions. Second, the use of a cross-sectional design combined with self-reported measures at a single point in time restricts the ability to infer causal relationships and may introduce the risk of common method bias. Third, the moderate levels of explained variance (R^2 ranging from 0.174 to 0.217) indicate that the model accounts for only part of the variation in Attitude toward advertising and Advertising avoidance behavior, suggesting that other important factors have not yet been incorporated, such as entertainment value, privacy concerns, or social influence.

Accordingly, future research should expand the scope of investigation to more diverse contexts and populations in order to enhance generalizability. It is also recommended to employ longitudinal or experimental research designs, combined with actual behavioral data, to strengthen causal inference. In addition, future studies should extend the theoretical model by incorporating additional relevant variables and integrating qualitative approaches to provide deeper insights into the psychological mechanisms underlying advertising avoidance behavior in digital environments.

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Data availability

Data will be made available on request.

Declaration of generative AI and AI-assisted technologies in the writing process

During the preparation of this work the first author used ChatGPT to improve readability and language. After using this tool, the authors reviewed and edited the content as needed and take full responsibility for the content of the publication.

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