

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

Duong Thi Thu Thinh¹, Le Thanh Giang², Pham Minh Phong³,
Tran Tuan Anh^{2*}, Nguyen Van Dieu⁴

¹Nong Lam University, Ho Chi Minh City, Vietnam

²Hoa Sen University, Ho Chi Minh City, Vietnam

³Thanh Dong Resources and Education Development, Vietnam

⁴People's Police University, Ho Chi Minh City, VietNam

*Corresponding author: Email: anhrantuan804@gmail.com

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Appendix 1. Research Measurement Scales

Construct	Code	Measurement items	Source
Irritation	IR1	Online video advertisements make me feel annoyed.	Phuong et al. (2023)
	IR2	Online video advertisements interrupt my viewing experience.	
	IR3	Online video advertisements are intrusive to my personal space.	
	IR4	Online video advertisements create discomfort while I am watching content.	
	IR5	Online video advertisements disturb my overall experience.	
Perceived informativeness	PIV1	Online video advertisements provide useful information to me.	Kim et al. (2023)
	PIV2	Online video advertisements deliver information that is relevant to my needs.	
	PIV3	Online video advertisements help me make better consumption decisions.	
	PIV4	Online video advertisements contain valuable and meaningful information.	
Advertisement length	ADL1	Online video advertisements are too long for me.	Kim et al. (2015)
	ADL2	The duration of online video advertisements is excessive.	
	ADL3	Online video advertisements take too much of my time.	
	ADL4	The length of online video advertisements reduces my interest in watching them.	
Attitude toward advertising	ATT1	I have a positive attitude toward online video advertisements.	Bang et al. (2018)
	ATT2	I find online video advertisements appealing.	
	ATT3	I consider online video advertisements to be valuable.	
	ATT4	I enjoy watching online video advertisements.	
	ADA1	I tend to skip online video advertisements whenever they appear.	

Construct	Code	Measurement items	Source
Advertising avoidance behavior	ADA2	I deliberately ignore online video advertisements during viewing.	Ling et al. (2010)
	ADA3	I avoid watching online video advertisements whenever possible.	
	ADA4	I use tools or features to block or reduce online video advertisements.	
	ADA5	I actively try to avoid exposure to online video advertisements.	

Appendix 2. Sample Characteristics of the Study

Characteristics		Frequency	Percentage (%)
Gender	Male	109	48.2
	Female	117	51.8
Age	18 to 20 years old	62	27.4
	21 to 23 years old	88	38.9
	24 to 26 years old	50	22.2
	27 to 28 years old	26	11.5
Occupation	Student	143	63.3
	Office worker	44	19.5
	Self employed	23	10.2
	Others	16	7.0
Monthly income	Below 5 million VND	115	50.9
	From 5 to 10 million VND	68	30.1
	Above 10 million VND	43	19.0
Advertising exposure	Occasionally	158	40.6
	Frequently	157	40.4
Total		226	100.0

Appendix 3. Results of Reliability and Validity Analysis of the Measurement Scales

Variable	OL	CA	CR	AVE	VIF
Irritation		0.851	0.893	0.626	
IR1	0.758				1.708
IR2	0.765				1.772
IR3	0.846				2.054
IR4	0.791				1.837
IR5	0.793				1.710
Perceived informativeness		0.859	0.892	0.675	
PIV1	0.845				2.152
PIV2	0.895				1.973
PIV3	0.841				2.001
PIV4	0.692				1.897
Advertisement length		0.879	0.914	0.728	
ADL1	0.857				1.899
ADL2	0.833				2.446
ADL3	0.869				2.220
ADL4	0.853				2.484
Attitude toward advertising		0.859	0.904	0.701	
ATT1	0.812				1.914
ATT2	0.846				2.057
ATT3	0.834				1.895
ATT4	0.858				2.074
Advertising avoidance behavior		0.895	0.922	0.702	
ADA1	0.831				2.089
ADA2	0.866				2.704
ADA3	0.821				2.147
ADA4	0.801				2.096
ADA5	0.870				2.324

Appendix 4. Results of Discriminant Validity Analysis Using the HTMT Criterion

	ADA	ADL	ATT	IR	PIV
ADA					
ADL	0.168				
ATT	0.515	0.231			
IR	0.117	0.232	0.323		
PIV	0.097	0.436	0.117	0.278	

Appendix 5. Results of the Fornell Larcker criterion

	ADA	ADL	ATT	IR	PIV
ADA	0.838				
ADL	0.161	0.853			
ATT	-0.466	-0.215	0.838		
IR	0.106	0.205	-0.281	0.791	
PIV	0.066	0.363	0.130	0.216	0.822

Appendix 6. EFA analysis**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.540	25.180	25.180	5.540	25.180	25.180
2	3.883	17.648	42.828			
3	2.693	12.240	55.068			
4	2.017	9.167	64.234			
5	1.296	5.893	70.127			
6	.606	2.753	72.880			
7	.560	2.545	75.425			
8	.535	2.433	77.858			
9	.510	2.319	80.177			
10	.476	2.165	82.342			
11	.442	2.011	84.353			
12	.412	1.870	86.224			
13	.403	1.830	88.054			

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
14	.386	1.756	89.810			
15	.333	1.516	91.326			
16	.318	1.445	92.771			
17	.304	1.381	94.152			
18	.295	1.340	95.492			
19	.284	1.290	96.782			
20	.261	1.187	97.969			
21	.240	1.093	99.062			
22	.206	.938	100.000			

Extraction Method: Principal Component Analysis.

Outer Loadings

	ADA	ADL	ATT	IR	PIV
ADA1	0.831				
ADA2	0.866				
ADA3	0.821				
ADA4	0.801				
ADA5	0.870				
ADL1		0.857			
ADL2		0.833			
ADL3		0.869			
ADL4		0.853			
ATT1			0.812		
ATT2			0.846		
ATT3			0.834		
ATT4			0.858		
IR1				0.758	
IR2				0.765	
IR3				0.846	
IR4				0.791	
IR5				0.793	
PIV1					0.845

	ADA	ADL	ATT	IR	PIV
PIV2					0.895
PIV3					0.841
PIV4					0.692

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ADA	0.895	0.912	0.922	0.702
ADL	0.879	0.912	0.914	0.728
ATT	0.859	0.865	0.904	0.701
IR	0.851	0.864	0.893	0.626
PIV	0.859	0.891	0.892	0.675

Fornell-Larcker Criterion

	ADA	ADL	ATT	IR	PIV
ADA	0.838				
ADL	0.161	0.853			
ATT	-0.466	-0.215	0.838		
IR	0.106	0.205	-0.281	0.791	
PIV	0.066	0.363	0.130	0.216	0.822

Heterotrait-Monotrait Ratio (HTMT)

	ADA	ADL	ATT	IR	PIV
ADA					
ADL	0.168				
ATT	0.515	0.231			
IR	0.117	0.232	0.323		
PIV	0.097	0.436	0.117	0.278	

Appendix 7. Structural Model Results

Collinearity Statistics (VIF)

Outer VIF Values

	VIF
ADA1	2.089
ADA2	2.704

ADA3	2.147
ADA4	2.096
ADA5	2.324
ADL1	1.899
ADL2	2.446
ADL3	2.220
ADL4	2.484
ATT1	1.914
ATT2	2.057
ATT3	1.895
ATT4	2.074
IR1	1.708
IR2	1.772
IR3	2.054
IR4	1.837
IR5	1.710
PIV1	2.152
PIV2	1.973
PIV3	2.001
PIV4	1.897

Inner VIF Values

	ADA	ADL	ATT	IR	PIV
ADA					
ADL			1.175		
ATT	1.000				
IR			1.070		
PIV			1.180		

R Square

	R Square	R Square Adjusted
ADA	0.217	0.214
ATT	0.175	0.163

f Square

	ADA	ADL	ATT	IR	PIV
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ADA					
ADL			0.069		
ATT	0.278				
IR			0.095		
PIV			0.084		
Path Coefficients					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ADL -> ATT	-0.259	-0.258	0.059	4.426	0.000
ATT -> ADA	-0.466	-0.470	0.050	9.374	0.000
IR -> ATT	-0.290	-0.294	0.051	5.714	0.000
PIV -> ATT	0.287	0.280	0.107	2.678	0.008
Specific Indirect Effects					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ADL -> ATT -> ADA	0.121	0.121	0.030	4.014	0.000
IR -> ATT -> ADA	0.135	0.138	0.029	4.654	0.000
PIV -> ATT -> ADA	-0.134	-0.132	0.053	2.504	0.013