

**WATCHING TV IN A POST-TV WORLD: HOW PERSONAL INVOLVEMENT,
EQUIFINALITY, AND AD AVOIDANCE TENDENCIES AFFECT A VIEWER'S
WILLINGNESS TO WATCH ADVERTISEMENTS**

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SIGNATURE PAGE

THESIS: WATCHING TV IN A POST-TV WORLD: HOW
PERSONAL INVOLVEMENT, EQUIFINALITY, AND
AD AVOIDANCE TENDENCIES AFFECT A
VIEWER'S WILLINGNESS TO WATCH
ADVERTISEMENTS

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ABSTRACT

With the emergence of digital streaming substitutes, the television market needs to adapt to what may be a disruptive technology. This thesis examines whether the traditional advertising based revenue stream will remain viable by measuring whether a high level of involvement with a television program extends to an increased willingness to watch advertisements during the show. New technology allows viewers to watch their favorite programming while simultaneously working toward other goals. When a single goal (watching television shows) is achievable through a variety of means (a television, PC, Tablet, smartphone, rental DVDs, DVR), it is said to provide an equifinality set. This thesis examines how equifinality affects a viewer's willingness to watch advertisements.

To test our hypotheses we collected data from 298 students enrolled in marketing classes and analyzed using multiple regression. The results affirmed that involvement positively influenced an individual's willingness to watch their favorite show with advertisements and to watch advertisements they believed were closely related to the show. We also affirmed that advertising avoidance negatively influenced their willingness to watch online programming containing advertisements. Examining the effects of an equifinality set resulted in surprising results. Contrary to expectation, the equifinality set was found to be positively related to the willingness to watch. We did find that equifinality set moderates the impact of involvement on a respondent's willingness to watch, confirming our hypothesis, but we found no evidence that equifinality set moderate the impact of advertising avoidance on willingness to watch.

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CHAPTER 1

INTRODUCTION

Chapter Overview

This Master's Thesis project is a study of consumers' self-reported attitudes toward watching commercials when streaming tv shows online. The study examines if there is a correlative relationship between individual's Personal Involvement Inventory (PII) (Zaichkowsky 1994; 1985) and their self-reported willingness to watch advertisements for a particular online streaming narrative program. The study also examines the effect of modern technology on this decision by examining how the increase in the number of means of viewing television shows moderates the effect of involvement on an individual's willingness to watch. This was measured using Goal Systems Theory (Kruglanski, Shah, Fischbach, Friedman, Chun, and Sleeth-Keppler 2002). According to Goal Systems theory, a device that can satisfy multiple goals (a smartphone) has a higher value than a simpler device, but the additional goals attainable by the device might dilute association with a user's focal goal (Zhang, Fischbach, & Kruglanski, 2007). This thesis examines how viewers' level of involvement with a particular show, and their aversion to advertising, affect their willingness to watch online streaming programming that contains visually narrative commercial content. Does a high level of involvement translate into a self-reported high level of willingness to watch commercials? Does a low level of involvement translate into a self-reported low level of willingness to watch commercials? What role does advertising aversion play? Does level of involvement influence the decision more than an individual's aversion to

advertising? This paper also examines how the equifinality sets of modern devices affect a consumer's ad avoidance tendencies.

This chapter contains a background of the research problem, followed by questions which prompted this examination. The background information is followed by a presentation of the research objectives and the importance of the questions being asked. This study examines a number of specific hypotheses that provided the basis for an attitudinal survey. The chapter concludes with a brief discussion of the limitations of the research done in this thesis and provides some definitions central to the discussion.

Background

This background section discusses the television market, and how it is currently at a crossroads. There has been a significant disruption to the traditional revenue model of the television industry, which has been dependent upon advertising revenue raised based on audience access (Klopfenstein, 2011). This disruption has been caused by the internet and technologies that have shifted viewer attitudes and the ability to track the audience (Wilbur, 2008).

In the past twenty years, American media corporations have witnessed significant changes in the way their audiences consume entertainment media. Prior to the 1990s, the distribution and consumption of music and television was tied to individual physical products like cassette tapes, LP records, VHS tapes, CDs, and DVDs. A significant change in the market started in the mid-90s with the widespread public application of the mp3 file format (Berman, 2004). This format allowed for the growth of electronic transactions between internet users by enabling easy transfer of data files between parties without any monetary exchange through the use of peer-to-peer (P2P) software

like Napster and bit-torrent. The rise in the use of P2P software resulted in a high volume of illegal content sharing (Bhattacharya, Scott, and Arthur, 2006).

According to Saul Berman, there has been a sea-change in the way entertainment media is being consumed by the markets (2004; 36). This is because “more content is available in more formats than ever, and everybody wants something different from every piece of content” (2004; 36). Kevin Kelly has argued that changes like digital file-sharing undermine the established economics of the music industry (Kelly, 2002; 19-21). Preston and Rogers point to the flood of new content being distributed through new technologies that allows for the democratic distribution of entertainment as a major challenge facing traditional content providers (2011; 10). Modern media companies are currently grappling with the crucial dilemma of an evolving market in which companies may not be able to sustain profits using the conventional means of media distribution. According to Bruce Klopfenstein (2011), “Both broadcast and cable television in the United States are facing historic challenges in their ability to deliver audiences to advertisers. In many ways, TV is feeling the same effects that devastated the music recording industry and continue to pummel the newspaper and magazine industries. Digital media are making an assault on television the likes of which have not been seen since television replaced devastated network radio in the 1950s.”

The trend to freely distribute entertainment content without payment – and its effects on an industry’s bottom line -- can be seen in how the music industry’s declining revenues over the past decade. As Saul Berman argues in *Not for Free*, “business model disruption is rampant, not because companies have stopped offering products that people

want but because consumers stopped being willing to pay for many products at the same level... 'free' took hold of consumer consciousness" (2011; 1).

As the trend toward digital consumption of movies, books, and music continues to grow, content providers face the challenge of replacing declining, old revenue streams – like television advertising and the purchasing of content – with newer revenue streams – like specifically tailored in-stream advertising and subscription fees to content portals such as Hulu – that take advantage of the digital media landscape (Berman, Battino, and Feldman 2011).

While there has been study of the music industry's response to changes in the marketplace, there are enough differences in the television industry's responses that examining how television networks respond to the challenge of raising revenue and generating profits deserves study separate from the challenges of other industries. Saul Berman points to one television executive as stating, "music may have gotten hit by a bus when peer-to-peer sharing blew up the revenue model, but television is just committing suicide" (2011; 3). Since the origins of the U.S. television market, the content distributed by television networks and its ability to generate revenue have been tied to advertising (Bhattacharya, Scott, & Arthur, 2006; 272). W. Russell Neuman describes the traditional television revenue model as follows:

Advertisers pay fees based on audience size, in effect, a fixed sum per viewer or reader. Because the numbers are so critical to the economics of the industries, audience sizes for various media are carefully monitored by independent agencies... The key term in the industry is 'cost per thousand audience members'" (Neuman 1991; 156).

In this model, a television network's primary customer is the advertisers who pay for advertising spots interspersed throughout the content that airs on the network. The product that advertisers are paying for is the television network's viewing audience. Networks sell advertisers access to their viewers. These viewers watch network programming and engage with the advertisements paid for by the advertisers.

Problem

In the past, the advertising-based revenue model has been a highly profitable model. But the model is changing radically as new media technologies emerge (Berman, Battino, and Feldman 2011). The traditional revenue model has been undermined by what Saul Berman calls the "phenomenon of the free" (Berman, 2011; 1). The model has also been undermined by the introduction of substitutes such as "the DVR, DVDs, video-on-demand (VOD), and mobile video" (Klopfenstein, 2011). Viewers are no longer tied to "time and date" viewing of television programming and can increasingly watch content at a time of their own choosing. There are also a number of means by which consumers can minimize or eliminate their exposure to advertising. Such as fast-forwarding through commercials when using a DVR. New devices give consumers new tools with which to engage in "zipping" (fast forwarding content) and "zapping" (complete ad avoidance) behavior (Cronin and Menelly, 1992, Wilbur 2008, Chen, Shang, and Lin, 2008). A viewer could go to a P2P (Peer to Peer) service like bit-torrent and download the content after someone has edited out the advertising. Even if a downloaded show retains the advertising, these content viewings might be difficult for independent agencies to accurately track the number of "impressions" any advertisement is receiving.

In response to the rapid changes in the means of distribution of content, television networks have implemented a number of revenue-generating techniques and have created a number of alternative methods of getting customers to interact with advertisers' content. For example, placing and discussing products directly inserted into the narrative content of a show or "product placement" which embeds advertisements unavoidably within the narrative content (Klopfenstein, 2011). A large number of these alternative methods involve the use of the internet. As the internet increasingly becomes the hub for both commerce and distribution, how effectively the networks use the internet as a source of distribution and revenue-generation will determine whether and how the networks survive. Viewers are increasingly engaging in multi-tasking while viewing television: "Nielsen estimates that 57% of television viewers (128 million) who have internet access watch TV and surf, and the numbers are growing" (Klopfenstein, 2011; 6).

Purpose of the Study

This study examines consumers' willingness to watch advertising during online streaming programming. This is vital because of how central advertisements have traditionally been to the revenue model of the television industry (Bhattacharya, Scott, & Arthur, 2006; 272). Modern technology allows for increased "zipping" and "zapping" behavior, but it also allow for a greater ability to analyze consumer preferences:

While, at present, certain digital technologies undermine the traditional economics of the media business, many existing and new digital technologies

create a business structure that improves business intelligence, enabling the open media firm to identify higher-value business components and assets (Berman 2004).

With a better understanding of consumer preferences, the television industry will be able to use new technologies to replace older revenue models with more sophisticated consumer interactions. Bhattacharya, Scott, & Arthur argue that ads relevant to a consumer's life are less likely to be skipped or thought of negatively (2006; 273).

This study also examines how goal-setting and goal-striving affect a consumer's behavior with regard to viewing advertisements during online streaming entertainment. While new technologies allow users to use individual devices to engage in multiple tasks, consumers may also utilize multiple devices to engage in the same task. According to Goal Systems theory, this should dilute the association of a device with any specific attached goal, including focal goals (Orehek, Kruglanski, Mauro, and Marthe van der Bles, 2012). This may mean that viewers who use a large number of different devices for television consumption may also have a higher tendency to avoid advertisements as they shift from one goal to the next.

Significance of the Study

The findings in this study will provide important information that may be used by television networks as they adapt their business models to address these changing technologies and contribute to the scholarship about television viewer behaviors with regard to involvement and ad avoidance by updating it to the modern market.

According to Berman, Battino, and Feldman, television networks are at a crossroads that is both a revenue challenge and an opportunity (2011; 44). If they cannot

find enough revenue using the internet and new media devices to compensate for the revenue being due to consumers abandoning older technologies, they may go out of business. The end of the larger television networks might also have significant effects on the future of visual narrative content. Large budget content requires large investments of capital. If it becomes difficult to raise large quantities of capital through the sale of advertisements, it might affect the ability of networks to provide expensive programming.

Since “digital management capabilities will likely become a core competency and differentiator” (Berman 2004), looking at those techniques that have been most successful in responding to the changing marketplace may help television networks remain profitable in a changing marketplace.

There is a body of rich research regarding the effects of new technologies like VCRs and DVRs on television advertising. However this research has yet to extend into investigations regarding the internet marketplace. The use of computer technologies (PCs, Tablets, and Phones) to consume network programming differs in magnitude from past technologies in that users of such technologies have a multitude of goals they seek to fulfill when using these technologies (ComScore 2011).

There has been very little study of the effects of multifinality and equifinality sets upon the viewing behavior of consumers. Do viewers who watch television primarily through their television behave differently than those who use smartphones, computers, or tablets?

This paper synthesizes some existing research regarding the effects of file sharing on the music industry, and research regarding the effects of viewing alternatives

on television advertising. In doing so, it examines how personal involvement and advertising aversion affect consumer behavior regarding online streaming programming. This study also examines how consumers' goals, and the means available to achieve those goals, moderates the roles of involvement and ad avoidance with regard to their willingness to watch advertisements in online streaming programming.

Hypotheses

Bhattacharya, Scott, & Arthur argue that ads relevant to a consumer's life are less likely to be skipped or thought of negatively (2006; 273). This study examines whether this statement can be expanded to include advertisements within an internet viewing context. Internet viewing provides many new means of viewing programming that allow advertising avoidance. Based on the research by Bhattacharya, Scott, & Arthur and Saul Berman, it is possible that consumers will self-report that they are more willing to watch advertisements in shows that they have a high level of personal involvement than those with a low level of personal involvement.

This study used an attitudinal survey in which the respondents self-reported their willingness to view programs containing advertisements when these programs are viewed through online viewing portals. The survey used in this project contains a number of measurements. To measure the level of personal involvement, the study uses the revised Personal Involvement Inventory (Zaichkowsky 1994; 1985). Respondents were asked to rank their willingness to watch programming containing advertisements during their favorite television program when viewed streaming online. The respondents were asked to select which subscription fee services like Hulu Plus, Netflix, or Amazon Prime they used in their television viewing. The respondents were also asked to select

the pay to watch services they use to watch shows online. Pay to watch services include those where you can purchase or rent access to programming such as iTunes and Amazon. Finally, the survey asked participants to select the devices they use to watch television. This provided a list of their equifinality, the set many means of achieving the goal of watching programming. This was examined to gain an understanding of the moderating or magnifying role the users' versatility of device usage has on their level of ad avoidance (Jung, Min, Kellaris, 2011) and involvement.

This survey was distributed to 298 students at California State Polytechnic University, Pomona, and distributed using procedures recommended by Dillman's (2007) Tailored Design Method through the use of Qualtrics and the Cal Poly's Sona Systems subject pool management system at <http://csupomona-marketing.sona-systems.com/>. This allowed students to take the survey at a time that suited their schedules. The Survey was distributed to business students with the assistance of professors in the International Business and Marketing department.

- H1:** Viewers' specific willingness to watch their favorite show streaming online with advertisements will be positively influenced by their Personal Involvement with the show.
- H2:** Viewers' specific willingness to watch an advertisements during an online streaming viewing of their favorite show will be positively influenced by Their Personal Involvement with an object strongly featured or related to a show.

- H3:** Viewers' general willingness to watch online streaming programs with advertisements will be negatively influenced by their level of advertisement avoidance.
- H4:** A large equifinality set will negatively influence a viewer's willingness to watch an online streaming program that contains advertisements.
- H5:** The size of a person's equifinality set will moderate the impact of an individual's involvement with a show on the individual's willingness to watch an online streaming program that contains advertisements such that the positive impact will be attenuated (magnified) among those with large (small) equifinality set.
- H6:** The size of a person's equifinality set will moderate the impact of an individual's ad avoidance tendency on the individual's willingness to watch an online streaming program that contains advertisements such that the negative impact will be magnified (attenuated) among those with large (small) equifinality set.

Limitations

This study measures reported willingness to watch entertainment containing advertisements and how that relates to an individual's personal involvement. Therefore, it suffers from the weaknesses associated with asking threatening questions (Sudman & Bradburn, 1982; 54 – 57). The study is also limited due to its survey sample. This study uses a convenience sample, so its findings will not be generalizable. Larger surveys, experimental studies, and real world tracking metrics can expand on the hypotheses

discussed in this study and determine if the actual behavior of consumers aligns with the results of this study.

Definition of Terms

Broadcasting – The offering of visual narrative content via a centralized network of affiliates that offers programming only at specific times.

Programming – Visual narrative entertainment content traditionally provided by television networks at a given time and place, a television show.

P2P – Peer to Peer file sharing as can be done with torrent software or other services.

Smart Phone – a cellular phone that has full internet access capability and is optimized for entertainment media purposes.

Streaming Video – Is the use of the internet to deliver narrative visual entertainment to consumers. This entertainment includes traditional television programming as well as content designed specifically for the internet.

Television Network – a provider of narrative visual entertainment that has traditionally distributed content through mass broadcast or cable distribution.

For our purposes, we are discussing ABC, NBC, CBS, FOX, The CW, and TNT.

Tablet – a microcomputer that is portable and highly optimized for entertainment media purposes.

Zapping – the process of avoiding an advertisement by changing channels, changing devices, or leaving the room.

Zipping – the process of avoiding an ad by fast forwarding a VCR or DVR device, or shifting from one web browser tab to another. The ad makes some impression on the viewer, but it is lessened by the “zipping” activity.

Chapter Summary

This thesis examines whether there is a relationship between consumers’ personal involvement index regarding their favorite television show and their self-reported willingness to watch advertisements while watching such programming. This is an important question due to the centrality of advertising in the traditional revenue model of the television industry, since it has been based on advertising revenue raised based on audience access. This revenue model has been disrupted by the internet and technologies that have shifted viewer attitudes and the ability to track the audience. One of the means of disruption is through the effect that P2P networks have had on the “consumption value” construct of purchasing behavior (Chen, Shang, and Lin, 2008, 413). Consumers weight the “gains” and “gives” of a transaction. The consumption value of P2P sharing can be operationalized as the consumers’ surplus between gross utility and price (in terms of advertisements watched) of viewing show ($u - p$) in the case of legal viewing, and the difference between utility and the cost of downloading ($u - c$) in the case of illegal file-sharing/viewing (413). In other words, “is the value of a legal transaction worth more to the consumer than the value of an illegal transaction?”

To answer the question whether personal involvement decreases the effect of consumption value on a viewer’s willingness to watch advertisements during online programming, an attitudinal survey will be distributed to students. This survey contained several personal involvement inventory questions and questions addressing

self-reported willingness to watch advertisements during a given program. One should expect to find a correlation between levels of personal involvement and a reported willingness to watch commercials in order to have access to the content for free. If this hypothesis holds true, it may aid television networks in designing future revenue models. One should expect to find a significant increase in a viewer's self-reported ad avoidance tendencies when a user watches programming using multiple devices that are each used for a large number of functions.

CHAPTER 2

LITERATURE REVIEW

Overview

This Master's thesis project is a study of consumers' self-reported attitudes toward watching commercials during televisions shows viewed as online streaming content. The study examines the relationship between individual's Personal Involvement Inventory (PII) (Zaichkowsky 1994; 1985) and their self-reported willingness to watch advertisements for a particular online streaming narrative program. The central question of the thesis is whether individuals' level of involvement in a particular show affects their willingness to watch commercials during a given show. Does a high level of involvement translate to a self-reported high level of willingness to watch commercials? Does a low level of level of involvement translate to a self-reported low level of willingness to watch commercials?

This chapter looks at research regarding Personal Involvement Inventory (PII) as well as research regarding what constitutes effective advertising. This research includes examinations of the effectiveness of message repetition, increased personalization, and cross channel advertising techniques. Additionally, this chapter reviews research discussing the television market and whether it needs to look for revenue substitutes, an evolution in the methods of advertising, and the potential ways networks can monetize viewers' concurrent usage of multiple devices while watching programming.

This chapter also examines current research in the field of Goal Systems Theory. According to this theory, goal systems may be represented as networks where goals are associated with their corresponding means and other goals (Kruglanski, Shah, Fischbach,

Friedman, Chun, and Sleeth-Keppler, 2002; 333). These goal system networks have two major aspects of interest, their form and their strength (334). When there are numerous means available to achieve a single goal, this is called an equifinality set (“all roads lead to Rome). When a number of goals are linked to a given means, this is called a multifinality set (“many birds with one stone”) (334). With regard to equifinality sets, the size of the network determines the amount of available choice and the range of substitutability of one means for another if one path fails to achieve the goal (334). For example, if someone can watch television programming on a television set, a computer, a smartphone, and a personal tablet, that person has a large equifinality set of highly substitutable options. By the same token, if people watch television on their personal computer, they can also use it to do homework, to surf the web, to read the news, to play games, or to write a novel. This makes up the multifinality set.

Personal Involvement Inventory

One’s personal involvement is a measurement that represents the level of perceived personal importance and relevance evoked by a particular stimulus within a particular condition (Wang 2009, 858). According to Judith Lynne Zaichkowsky (1985), the personal involvement scale measures whether a person has “low involvement” or “high involvement” with regard to a particular object or product (p. 341). Zaichkowsky (1985) provides Block and Richins’ and Houston and Rothschild’s three areas that affect a person’s involvement level: personal, physical, and situational.

The personal represents “inherent interests, values, or needs that motivate one toward the object.” The physical describes “characteristics of the object that cause differentiation and increase interest.” The situational area represents, “something that

temporarily increases relevance or interest toward the object” (p. 342). The characteristics that increase personal involvement are not always characteristics about the object itself, but can also be an involvement in a thing (physical) associated with the object. Zaichkowsky (1985) points out that “variation in the type of media – print versus audio – influenced the response given to the same message (physical)” (p. 342).

As Wang (2009) states, “Personal involvement plays a contingent role in the consequence of advertising processing that corresponds to the media involved in the process” (p. 858). The medium of the message is an important consideration when determining an individual’s personal involvement with a given object. A person may experience a high level of involvement with an object in one medium but a lower level in a different medium. This is significant when discussing advertising inserted into or surrounding streaming narrative video because a subject may not have the same level of involvement with internet advertising as with television advertising. It is also important because “when consumers have higher personal involvement with a particular product or brand, increased capacity is allocated to process the advertising message associated with the product or brand” (Wang 2009, p. 859).

H1: Viewers’ willingness to watch an online streaming program that contains advertisements will be positively influenced by their personal involvement with the show.

Message Repetition

Advertisements in streaming video, like those in television, are usually viewed more than once. The effect that any given ad has on a viewer due to repeated exposure to the same advertisement is called the *repetition effect*. The repetition effect is

“assumed to be the incremental effect of each additional advertising exposure” (Chang and Thorson 2004, p. 75). Repetition effects can result in two distinct phenomena called “worn in” and “worn out” (Pechmann and Stewart 1988, p.286). An ad is considered worn in if, “when consumers are exposed to it, it has a significant positive effect on them” (p. 286). Likewise, an ad is considered worn out if “when the consumers are exposed to it, it *no longer has any significant effect* on them or even has a *significant negative effect*” (p. 286). According to Yuhmiin Chang and Esther Thorson, several studies “have directly and indirectly suggested that people would be more motivated to pay attention to and process multiple-source messages than repetitive messages” (Chang and Thorson 2004, p. 75).

Personal Involvement and Personalization of Advertising

As the process of delivering information about consumer behavior becomes more transparent and accurate, individual advertisements will be able to be crafted to the individual viewer based on measurements of the personal involvement with a wide array of topics, subjects, and objects. According to Andrew Gregory, “When we start talking about embedding certain pieces of metadata in the actual content itself, that leads it to the ability to drive that advertising to that specific affinity group. Then when you get to the affinity group, it’s just another tweak down the pathway to that individual user. Without question, that whole pathway is in front of us. It’s going to be driven out because of everybody going completely digital, then the metadata flow from classification to affinity group down to the individual” (Moon 2009, 156)

Gregory points out how viewers responded when the viewers had higher levels of personal involvement: “we concluded that automated spot insertions, speaking to very

specific consumer cohorts, not only are less intrusive, but they get results at points-of-sale” (Moon 2009, 158). This coincides with Bhattacharya, Scott, and Arthur’s (2006) observations regarding the changing nature of internet advertising: “Already, online advertising has gone through an early evolution. From the early days of intrusive banner and pop-ups ads, online advertising is finally moving towards search-based ads and streaming ads that accompany online content. The power of search-based advertising is the relevancy of its content. And studies have shown that the more relevant an ad is to the consumer’s life, the less likely that they will skip it or react negatively” (p. 273).

Based on Bhattacharya, Scott, and Arthur’s observations regarding the relevancy of ads to the consumer’s life, one would expect to find:

H2: Viewers’ willingness to watch an advertisement during an online streaming viewing experience will be positively influenced by their personal involvement with an object strongly featured or related to a show.

Evolution of the Medium’s Revenue Model

Berman, Battino, and Feldman (2011) believe that the media and entertainment market faces a significant threat from technology that substitutes for traditional media: “substitution is a critical issue given the heavy reliance on online ad-supported models that have yielded a substantially lower unit return” (p. 47). Revenues in the television medium are generally raised through the use of a cost per thousand or “CPM” model. Under this model, the traditional price of an ad has been $[(1000 * \text{AdPrice}) / \text{AudienceSize}]$, but with the ability of viewers to skip ads or “zip”

through them on YouTube, advertisers are looking into more efficient pricing models which might result in lower prices for many ads (Wilbur, 2008).

Given that the internet model of visual narrative entertainment delivery mirrors in many ways television broadcast, one might believe that substitution is less of a threat to television than it has been to music. Berman, Battino, and Feldman (2011) point out that “a value discrepancy also exists in the world of broadcast, with a broadcast TV viewer estimated to bring in three times the value of an online viewer” (p. 47). This is not due to online ads individually generating less revenue; rather it is due to level of advertising in the medium: “the number of ads shown during programs on the most popular sites is only 20 – 25 percent of what is shown on broadcast TV. Many industry experts believe Internet audiences simply will not tolerate as many commercials as there are on TV” (p. 47).

However perceived wisdom may not be accurate. In 2010, the CW Network used data from ComScore and DoubleClick to analyze web viewer’s tolerance for ads. They found that the tolerance was much higher than expected (Steinberg, 2010). The study found “online fans of ‘Vampire Diaries,’ ‘Gossip Girl,’ and other fare in September watched fully 95% of the commercials that accompanied the streaming of the show to completion – and 97% of them to their midpoint. And this is after the CW started this season to run nearly as many ads online as it does on TV” (Steinberg, 2010). As of 2011, this trend seems to be continuing for shows viewed online at CWTV.com where “the number of unique viewers of full episodes on CWTV.com has increased 55 percent, and the amount of time viewers spend watching online shows has climbed 175 percent” (Szalai, 2011). Additionally, comScore data released in April 2012 reveal that

the number of visual ad impressions on the internet is increasing, and reached record numbers in March, 2012 (comScore, 2012). What was most revealing is that the total ad minutes encountered by consumers across a number of content portals, Hulu – an online streaming television portal – dominates with an average of 50.7 ads per viewer (comScore, 2012). This far outstrips that of the Google Sites and CBS Interactive (17.2 and 17.8 respectively) and almost twice that of ESPN at 26.4.

Since the CW Network’s viewers are primarily within the 18 – 49 year old age cohort (Steinberg, 2010), this seems to hint that digital streaming of visual narrative content is an evolution of broadcast rather than purely a substitution. Berman, Battino, and Feldman (2011) point out another interesting development in the evolution of visual broadcast entertainment, concurrent participation. “More consumers are using multiple devices concurrently. For example, NBC, and American television network, found that during its coverage of the Olympics, a significant number of viewers used two screens simultaneously, such as a PC and TV, or a mobile device and a TV” (p. 49).

The CW study also hints that we may be approaching a normalization of the digital marketplace as a profitable distribution medium. Skiff Wager (2007) predicted that even though “piracy continues to cut into legitimate sales, piracy growth will slow during the next five years as more aggressive enforcement continues. The availability of legal digital alternatives and rising incomes serve to increase demand for spending through authorized channels” (p. 5).

Advertising Avoidance

Consumers have always been able to avoid the advertisements associated with the television shows they watch. Initially, they could do so by physically leaving the

room. With the development of the remote control they could do so at the push of a button by changing the channel, a behavior sometimes referred to as “zapping” (Siddarth and Chattopadhyay, 1998). With the emergence of VCRs, a new method of avoiding ads was made available to the viewer with the invention of the ability to fast forward through the content. This behavior has sometimes been referred to as “zipping” (Cronin and Menelly, 1992). The DVR further empowered individual consumers in their ability to “zip” television advertisements. Kenneth Wilbur (2008) argued that “The fundamental effect of DVR proliferation is a shift in control, from television networks and advertisers, to viewers” (p. 143). As was discussed in Chapter 1, this trend has only increased with the migration toward digital transmission of entertainment content. The digital media marketplace combines the zipping behavior allowed by the invention of DVRs and VCRs, and adds to it a new form of zapping. Users can now zap ad content by downloading shows from P2P networks (Chen, Shang, and Lin, 2008) and by switching browsers to engage in other activities. Knowing this, research into ad avoidance behavior is crucial to understanding how consumers in the digital marketplace will behave.

In their study, “To Zap or Not to Zap,” Siddarth and Chattopadhyay (1998) created a conceptual framework that examines the zapping problem and develops a zapper profile. They viewed zapping as “a behavioral measure of a viewer’s motivation (or lack thereof) to watch an ad” (125), and defined zapping as changing a channel from one program to another mid-broadcast. Their research used NPD/Nielsen data containing information regarding 1,712 households from an unspecified market. In reviewing the data, Siddarth and Chattopadyay discovered that the average probability of

zapping was relatively low at 2.7% (135), which hints that the CW study (Steinberg, 2010) may be an indication that online viewing behaviors are similar to traditional television viewing behavior.

Siddarth and Chattopadhyay also determined that prior category purchase behavior had a negative relationship with switching probability (133). Those who had made prior purchases within a product category were less likely to zap advertising content in that category. This suggests that there might be a relationship between involvement and zapping tendencies. In addition to the product category relationship, the researchers found that the number of times a viewer had previously been exposed to an advertisement influenced their decision to zap or not in a nonlinear (J-shaped) pattern. Initial exposure to an ad had a negative relationship with zapping, but repeated viewings increased the chance that an individual would zap (134).

Performing a pilot study incorporating a much narrower subject pool of 33 undergraduate students, Cronin and Menelly (1992) examined the zipping behavior of viewers watching television programming that had been recorded on a video tape. In this study only 25% of the advertisements were viewed in their entirety and 68% were fully or partially zipped (3). There was some not readily classifiable behavior, such as a “zipper stopp[ing] in the middle of a commercial after zipping the preceding one” (3). Cronin and Menelly (1992) expanded upon the observations of their pilot study with a field study that used student volunteers to recruit adult non-student subjects who lived around the university. This snowball sample contained 83 participants ages 18-65. All of these subjects owned a VCR (4). In the field study, 38% of the commercial content was viewed in its entirety and 60.8% of the content was zipped by the viewer (5). In

later “blocks” of commercial content, the tendency to zip through the entire block increased. This means that as the shows progressed, viewers weren’t zipping past individual commercials rather they were zipping past entire blocks of advertising. The Siddarth and Chattopadhyay study (1998), as well as the recent market study by the CW Network (Steinberg, 2010) suggest that the Cronin and Menelly study might be an anomaly, but what cannot be easily dismissed is argument by Cronin and Menelly that “it may be that electronic zipping is partially a replacement for physical zapping” (7).

We know from Siddarth and Chattopadyay (1998) that prior category purchase behavior has a negative relationship with zipping/zapping behavior (133). This implies that there is a connection between Personal Involvement and a willingness to watch commercial content, but we also know that there are some other factors that affect one’s decision to zap or not. In their 1997 study examining consumers’ perceptions regarding the ethics of product placements in movies, Pola Gupta and Stephen Gould created a number of measures by which they examined an individual’s overall aversion to advertising (Gupta and Gould, 1997). They included seven statements that they used to create a measurement of general advertising avoidance; these statements were both behavioral and attitudinal in nature. Behavior statements included “I frequently watch rented movies,” and “While watching a TV program, I frequently flip channels to escape watching ads.” Attitudinal statements included “I hate watching ads on television,” and “I watch movies (at the theater or rented) to escape from the barrage of TV ads” (45). Gupta and Gould found that these measurements of advertising aversion had a reliability with regard to acceptability of product placement in movies of $\alpha = .66$ using Cronbach’s α (Cronbach 1951). Cronbach’s α is a “measurement that may be used to gauge the

reliability (i.e. accuracy) of psychological and educational measurements” (Cronbach and Shavelson 2004, 392). While Gupta and Gould argued based on (Bearden, Netemeyer, and Mobley 1993) that a reliability between .6 and .7 was acceptable, an $\alpha = .66$ isn't as strong as one would hope for.

One might imagine that the specific statements Gupta and Gould used to measure ad avoidance tendencies contributed to this less than ideal alpha score. Their avoidance measurements primarily targeted television viewing behavior and attitudes toward television advertising. It is not surprising that these statements had a lower alpha with regard to product placements within movies. This assumption seems to pan out with the investigations of Chang-hoan Cho and Hongsik John Cheon, who investigated advertising avoidance on the internet using similar statements to those of Gupta and Gould to measure basic ad avoidance (Cho and Cheon 2004). In their study, Cho and Cheon use affect, cognition, and behavioral measures to evaluate avoidance with internet advertisements. The statements that Cho and Cheon used mirrored those of Gupta and Gould, but they had a much higher alpha ($\alpha = .81$ for cognitive, .87 for affective, and .80 for behavioral statements) (92). The study by Cho and Cheon was “the first attempt to build a comprehensive theoretical model explaining advertising avoidance on the internet” (93), though it failed to examine how advertising avoidance would influence ones willingness to watch television commercial style advertisements within streaming content on the internet. Such an examination is necessary.

H3: Viewers' willingness to watch an online streaming program that contains advertisements will be negatively influenced by their level of advertisement avoidance.

A Theory of Goal Systems

In “A Theory of Goal Systems,” Kruglanski, Shah, Fischbach, Friedman, Chun, and Sleeth-Keppler (2002) outlined a cognitive approach to motivation that represented the pursuit of goals as networks. These goal system networks have two major aspects of interest, their form and strength (334). When there are a large number of means available to achieve a single goal this is called an equifinality set (“all roads lead to Rome). When a number of goals are linked to a given means this is called a multifinality set (“many birds with one stone”) (334).

In equifinality sets, the size of the network determines the amount of available choice and the range of substitutability of one means for another if one path fails to achieve the goal (334). For example, if someone can watch television programming on a television set, a computer, a smartphone, and a personal tablet, they have a large equifinality set of highly substitutable options.

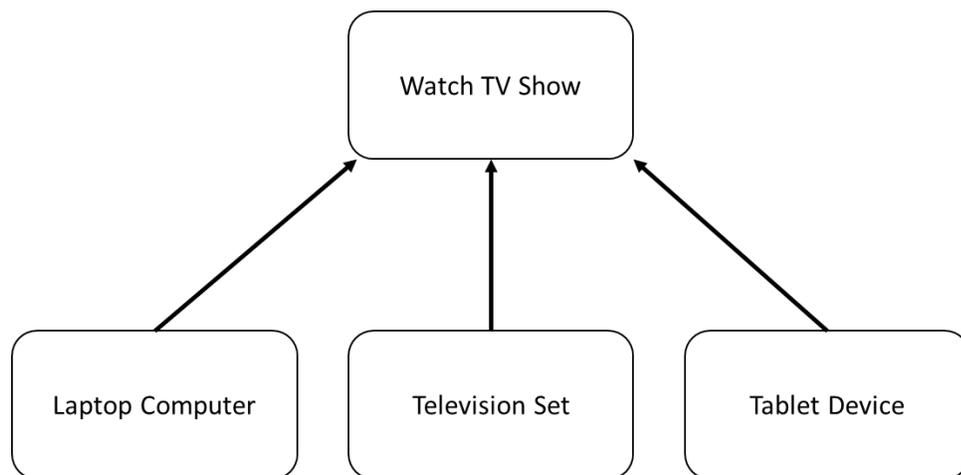


Figure 1. The equifinality set.

Similarly, an individual’s home computer provides a substantial multifinality set. The individual can use that computer to do homework, surf the web, read the news, play games, write a novel, or watch a television show. This makes up the multifinality set.

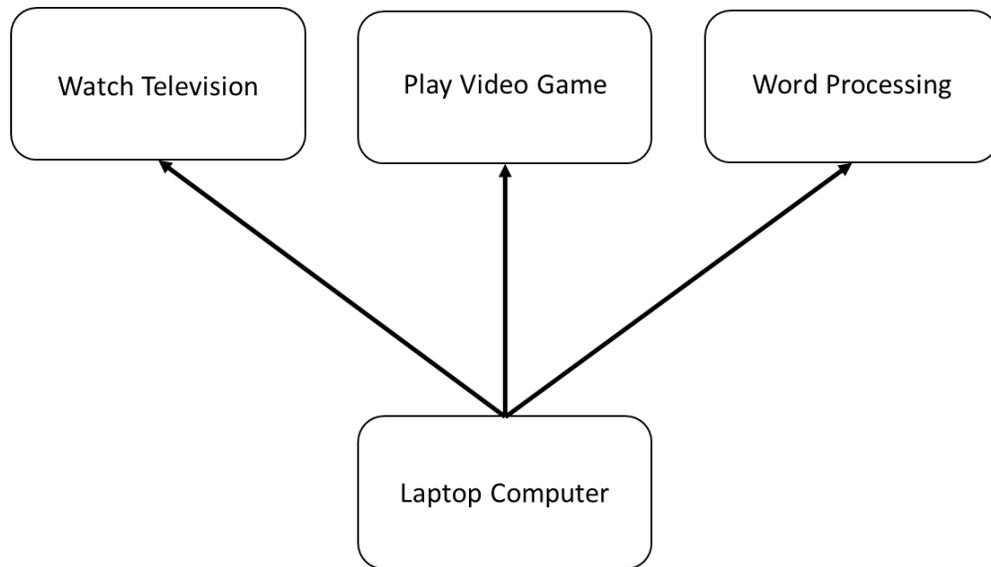


Figure 2. The multifinality set.

Within goal sets some means are more strongly associated with specific goals than are other means (Orehek, Kruglanski, Mauro, van der Bles 2012). This has behavioral consequences because individual “actors are unlikely to commit to an activity unless it is perceived to be instrumental to a valuable goal (22).” When there are several means associated with a given goal, it dilutes the strength of the cognitive association between any given means and the goals attainable through that means, including the focal goal (Zhang, Fishback, and Kruglanski 2007). For example, when a person can watch television programming on televisions, phones, tablets, and computers the cognitive association between these means (devices) and the end goal of watching television is diluted. This causes the means to lose instrumentality for the user (22).

H4: A large equifinality set will negatively influence a viewer’s willingness to watch an online streaming program that contains advertisements.

Size of Equifinality Set, Cognitive Association, and Involvement

Cognitive association is also lessened when a given means can achieve multiple goals. When a person can use their phone to make calls, send email, play games, watch television, or read books, the cognitive association between the device and any given goal is reduced (Kruglanski et al. 2002, 335). This leads to the question of what happens regarding a goal that has a multitude of means for access, and where those means each can achieve multiple goals there would be a weakening of cognitive association. We know that a large equifinality set reduces cognitive association (Zhang et al. 2007), and we know that a large multifinality causes a similar reduction in cognitive association (Kruglanski et al. 2002).

The means by which the modern television viewer can watch television programming is an example where both of these reductions of cognitive association might come into play. This is because television programming can be accessed through multiple devices, and each of these devices – possibly even the television set itself – can be used to achieve a wide variety of goals (potentially giving these goal networks both a large equifinality set and a large multifinality set). Based on the phenomenon of dilution of cognitive association (Orehek et al. 2012), one might imagine that a television viewer who watches programming using a large equifinality set would be less likely to watch online streaming programming as they have access to more means of “zapping” the advertisement and a lower association with the end goal, because the equifinality set for many television viewers is growing (ComScore 2011) and contains many multifinal devices. Orehek, Kruglanski, and their associates have begun to examine how multifinal

goal networks affect utilization, but there has not been much research attention given to the tradeoff between association strength and value components (Orehek et al. 2012).

What research has been done has focused on how multigoal systems reduce instrumentality, but little has been done regarding equifinal systems with multiple means.

According to Zaichkowsky (1985) involvement is related to personal relevance (342). An individual's purchase decision is motivated by a high level of relevance and in general "high involvement means high personal relevance" (342). The individual's consumer behavior is also goal oriented (Köpetz, Kruglanski, Arens, Etkin, and Johnson, 2011). If a large equifinality set reduces an individual's cognitive association with a means' ability to accomplish a specific goal, it might also reduce the impact that the personal relevance has on that actor's willingness to watch shows with advertisements. In other words, it is possible that a large equifinality set will have a moderation effect on how involvement influences a consumer's willingness to watch. According to Baron and Kenny, "a moderator is a qualitative (e.g., sex, race, class) or quantitative (e.g. level of reward) variable that affects the direction and/or strength of the relation between an independent or predictor variable and a dependent or criterion variable" (1986; 1174).

H5: The size of a person's equifinality set will moderate the impact of an individual's involvement with a show on the individual's willingness to watch an online streaming program that contains advertisements such that the positive impact will be attenuated (magnified) among those with large (small) equifinality set.

Size of Equifinality Set, Cognitive Association, and Ad Avoidance

According to the multifinality principle (Chun, Sleeth-Keppler, Kruglanski, Friedman, 2011), a “means that is multifinal maximizes value, because it serves a background goal in addition to serving the focal goal; on these grounds it may be preferred to an equifinal means that serves only the focal goal” (1125). This hints that users might value their tablet computers over a television set for viewing programming, even though one is more strongly associated with the goal of watching programming, because the tablet satisfies additional goals.

The value of multifinal means is increased in other ways as well. Thus when goals come into conflict, “a maximally rational response may be to find an integrative solution allowing all the conflicting goals to be attained” (Köpetz, Faber, Fishbach, and Kruglanski, 2011). For example, if a person wants to watch a television program and play a video game at the same time, they will see an integrative solution like watching a television set while also using a tablet for gaming purposes. As mentioned earlier, we are already in an environment where people simultaneously watch television and browse the internet (Klopfenstein, 2011; 6).

Like other behaviors, consumer behavior is goal oriented (Köpetz, Kruglanski, Arens, Etkin, and Johnson, 2011). What is interesting about consumer behavior from a Goal Systems Theory perspective is that a consumer’s variety seeking within a single category of product (several flavors of snacks for example), “seems to suggest that variety-seeking is not fulfilling a singular goal, but rather represents a quest for multifinality whereby a consumer attempts to simultaneously fulfill his/her focal goal...as well as other background goals, outside that category, that may be chronic (i.e.

need for stimulation)” (217). Given that consumer behavior is goal oriented (Köpetz et al. 2011) and Siddarth and Chattopadhyay (1998) presented zapping (ad avoidance) as “a behavioral measure of a viewer’s motivation (or lack thereof) to watch an ad” (125), we can posit that ad avoidance is itself a goal – though possibly a secondary goal to the focal goal of watching television programming.

If these are true a consumer might choose to use a tablet device to watch television if that consumer had several background goals the device could satisfy. As such this increases the likelihood that the use of a device with a large equifinality set would increase the tendency of a viewer to engage in ad avoidance behavior as the viewer would seek to find a means that fulfills both the focal goal of watching television and the background goal of ad avoidance. This would mirror the desire of the consumer “to find an integrative solution allowing all the conflicting goals to be attained” (Köpetz, Faber, Fishbach, and Kruglanski, 2011). Given the ad avoiding capabilities of a television viewing equifinality set, one imagines that cognitive association with television viewing will be diminished even for a show the viewer has high involvement with. It is also possible that an individual’s background goals will have a greater influence on their behavior and thus will magnify the person’s ad avoidance tendencies. This would put place the equifinality set in the context of a moderator because it is “an interaction between a focal independent variable and a factor that specifies the appropriate conditions for its operation” (Baron and Kenny, 1986; 1174). In lay terms, the use of devices in an equifinality set fall between the goal of watching and the factor of involvement that would inspire a desire to watch in the first place.

H6: The size of a person's equifinality set will moderate the impact of an individual's ad avoidance tendency on the individual's willingness to watch an online streaming program that contains advertisements such that the negative impact will be magnified (attenuated) among those with large (small) equifinality set.

Chapter Summary

This chapter discussed Personal Involvement Inventory (PII) as well as research regarding advertising avoidance behavior. We also examined up to date research in the field of Goal Systems Theory which differentiates between equifinal goal networks ("all roads lead to Rome), multifinal goal networks ("many birds with one stone), and unifinal networks ("one means and one goal") (Kruglanski, Shah, Fishbach, Friedman, Chun, and Sleeth-Keppler, 2002; 333). We will be using these tools to explore how personal involvement, ad avoidance, and the equifinality set affect a consumer's self-reported willingness to watch advertisements.

CHAPTER 3

METHODOLOGY

Chapter Overview

This chapter discusses the survey instrument that was used to evaluate the hypotheses presented in Chapter 2. The chapter begins with a discussion of the research design. This is followed by a section on the sample used in the research as well as the different measures used to test the hypotheses. Finally, the chapter discusses how the primary data was collected and analyzed.

Study Design

This study uses an e-survey research design that examines how involvement with a show and products associated with the show, as well as the respondents' general ad avoidance tendencies affect an individual's willingness to watch advertisements during the viewing of online streaming entertainment. The study also examines how the number of means respondents use to watch television programming, the "equifinality set," moderates the influence of involvement and ad avoidance. To test our hypotheses, 298 undergraduate students were recruited from IBM 301 Principles of Marketing classes in exchange for extra credit for their participation. These students were asked to be respondents in an attitudinal survey that evaluated their self-reported willingness to view advertisements during television programs viewed through online viewing portals like Hulu. The project contained a number of measures. First, the study measured the respondent's level of involvement with their favorite television show using the Revised Personal Involvement Inventory (Zaichkowsky 1994; 1985) which is a 10-item, 7-point, Likert-type scale. In our study the involvement measure had a Cronbach's α of .869.

Second, the respondents were asked to name a brand or product they most closely associate with their favorite show and were asked questions following the Zaichkowsky model to evaluate their involvement with these brands and products and this measure had a Cronbach's α of .955. The questions regarding involvement were followed by questions asking respondents to self-report their willingness to watch online streaming programs that contain advertisements. These questions were based on Dodds, Monroe, and Grewal's "Willingness to Buy" indicators (Dodds, Monroe, and Grewal 1991).

Third, respondents were asked a series of questions to determine their individual level of advertising avoidance (Gupta and Gould, 1997, 45 and Cho and Cheon 2004). In addition to these questions, the respondents were asked to select the means they use in their online entertainment consumption in order to determine their equifinality set with regard to television viewing. Based on Kruglanski, Shah, Fishbach, Friedman, Chun, and Sleeth-Keppler research into Goal Systems Theory, the equifinality set composed of the self-reported number of means they use to watch television (2002, p. 335). The smaller the set, the larger the association between the means and the goal will be (p. 335). The selections included options for subscription services like Hulu, Netflix, or Amazon Prime, purchasing services like iTunes, and Peer to Peer file sharing. The respondents were asked to select the means they use from a list.

Measures

Independent Variables

Personal Involvement. In the present study, the level of involvement was measured using the 10 item Revised Personal Involvement Inventory scale developed by Judith Lynne Zaichkowsky (1994; 1985). Participant involvement was measured for

both respondents' favorite television show and the product they believe is most closely related to that show. Respondent's involvement with their favorite show was coded as INVOLVE 1 in the models and their involvement with the product they believe most closely related to the show was coded as INVOLVE 2. The 10 Personal Involvement Inventory item scale consists of word pairs which the respondents answer by selecting a point between the word pairs that most closely matches their thoughts about the item. These word pairs included a number of concepts associated with involvement (e.g., "Important | Unimportant," "Worthless | Valuable," and "Fascinating | Mundane"). The answers respondents provided were then converted to ratings from 1 (low) to 7 (high) which were used to form the involvement construct (Zaichkowsky 1985, 349-350). In repeated use by Zaichkowsky, the Personal Involvement Inventory consistently had high Cronbach alphas (.9) (Zaichkowsky 1994, 61). The involvement measures in this study had alphas of .869 when measuring involvement with favorite show and .955 when measuring involvement with products associated with the show. The list of items in the scale is as follows (asterisked items were reverse coded):

Table 1

Personal Involvement Inventory Scale

| <u>Personal Involvement Inventory</u> | |
|---------------------------------------|------------------|
| Important | Unimportant* |
| Boring | Interesting |
| Relevant | Irrelevant* |
| Exciting | Unexciting* |
| Means Nothing | Mean a Lot to me |
| Appealing | Unappealing* |
| Fascinating | Mundane* |
| Worthless | Valuable |
| Involving | Uninvolving* |
| Non Needed | Needed |

Zaichkowsky (1994)

Advertising Avoidance was measured using a combination of the measurement items from Chang-hoan Cho and Hongsik John Cheon's measurement for determining advertising avoidance behaviors when using the internet (Cho and Cheon 2004), Gupta and Gould's attitudinal measures regarding ad avoidance behaviors when watching television (1997), and Speck and Elliot's television ad avoidance scale (1997). Cho and Cheon's instrument had a high alpha (.80), Gupta and Gould's had a moderate alpha of (.66), and Speck and Elliot's had a good alpha (.76). Among the items included in the measures of ad avoidance were comments geared to the technological changes affecting the television viewing market (e.g., "I hate watching ads during online streaming programs" and "While watching an online streaming program, I frequently change tabs on my browser to escape from watching ads"). In our study, the ad avoidance scale had an alpha of .780 and was coded as AD AVERSION.

Table 2

Items Used to Measure Ad Avoidance

| <u>Ad Avoidance Scale Items</u> |
|---|
| 1. I hate watching ads on television |
| 2. I hate watching ads during online streaming programs |
| 3. I hate watching ads while viewing television shows online |
| 4. I hate watching ads while viewing my favorite television show online |
| 5. While watching a TV program, I frequently flip channels to escape watching ads. |
| 6. While watching an online streaming program, I frequently change tabs on my browser to escape watching ads. |
| 7. I watch television shows on Netflix to escape from the barrage of TV ads. |
| 8. I watch television show DVDs (purchased or rented) to escape from the barrage of TV ads. |
| 9. I download television programs from Peer to Peer networks to escape from the barrage of TV ads. |

Dependent Variables

Willingness to Watch Favorite Show with Ads was measured through the use of an adapted version of Dodds, Monroe, and Grewel's (1991) Willingness to Buy Indicator. This indicator used a 7-point Likert style scale which ranged from very high (7) to very low (1) and was phrased as follows, "My willingness to watch my favorite television show streaming online with advertisements is." The respondents' willingness to watch their favorite show streaming online with advertisements was coded as WILLING 1.

Willingness to Watch Shows with Ads (General) was recorded when respondents self-reported their general willingness to watch online streaming content that contained advertisements, as can be done through an internet service like Hulu. Respondents were asked about their general willingness to watch shows with so that it could be compared with their willingness to watch a specific show in order to evaluate the influence of a viewer's involvement. Respondents' general willingness to watch television shows with advertisements was coded as WILLING 2. The two types of willingness were correlated at .523

Willingness to Watch Advertisements (General) scale was used to ask respondents their willingness to watch advertisements during online streaming entertainment, so that we could examine whether respondents would be willing to watch actual advertisements while watching narrative programming online. General willingness to watch advertisements was coded as AD 1 and correlated with WILLING 1 at .376 with a p-value < .001.

Willing to Watch Advertisements Related to Favorite Show was determined in a manner similar to the willingness to watch programming questions. Respondents were asked a separate question regarding willingness to watch advertisements related to their favorite television show. This was done in order to evaluate the effect that involvement might have on a respondent's self-reported willingness to watch advertisement content. Willingness to watch advertisements closely related to respondents' favorite show was coded AD 2 and correlated with AD 1 at .316 with a p-value < .001. This demonstrates that the respondents willingness to watch advertisements in general versus their willingness to watch advertisements related to their favorite show are different concepts.

All survey questions are included in (Appendix A) and all of the willingness to watch questions use a 7-point Likert style scale because this includes a neutral rating of 4, as recommended by Sudman and Bradburn to “include the middle category unless there are persuasive reasons not to” (Sudman & Bradburn, 1982; 141).

Moderator

Equifinality Set was measured by having respondents select from a list of existing means to watch television programming and was based on the goal theory research of Kruglanski, Shah, Fishbach, Friedman, Chun, and Sleeth-Keppler (2002). The sum of all the means used by the respondent to watch television programming was used as the value of the EQUIFINALITY variable because the larger the number of selected means that a respondent uses to watch television programming, the larger their equifinality set. If a respondent informed us that he or she used 7 individual means to watch television programming, the value of their equifinality set would have been coded as 7. This method varies slightly from that in Orehek, Kruglanski, Mauro, and van der Bles (2012) and Fishbach, Shah, and Kruglanski (2004) in that those prior studies asked respondents open ended questions where they were asked to list a goal and then provide two or three means to achieve that goal. Our survey listed fifteen variables, one of which was a catch all “other” category, and asked respondents to select all the means they use to watch or purchase television programming. The moderator effect will be tested according to the methods listed in Baron and Kenny (1986).

Control Variables

Demographic Variables. Respondents were asked to include information regarding their age, nationality, gender, race/ethnicity, educational attainment and

household income. These questions took the form of multiple choice selections and fill in the blank.

Procedures

Due to the limits of time and resources, the sample used was a non-probability sample of students at Cal Poly Pomona. According to Sudman (1976), this type of sample is appropriate for the development of hypotheses and for limited graduate studies. This also fits within the sample size guidelines provided by Hair, Anderson, Tatham, and Black (1998) in their text *Multivariate Data Analysis*, “As a general rule, the minimum is to have at least five times as many observations as there are variables to be analyzed” (p. 98-99).

The survey was distributed to 298 students from California State University Polytechnic, Pomona using procedures adapted from Dillman’s (2007) Tailored Design Method through the use of Qualtrics and the Cal Poly’s Sona Systems subject pool management system. The Survey was distributed to students in the Principles of Marketing Management course at California State University Polytechnic, Pomona with the assistance of professors in the International Business and Marketing department.

Participation in the study was solicited by professors who offered extra credit to students who participated in the panel. Once the students signed up for the study they were given a link to the Qualtrics based survey. The questionnaire was structured using advice from Sudman & Bradburn (1984), Sudman, Bradburn, & Schwarz (1996), Peterson (2000), and Turner & Martin (1984).

An Informed Consent Form was presented along with the surveys. The form explained that the information would be used solely for the purpose of a graduate

research project. This consent form is included in (Appendix B). The respondents had to accept the terms of the Informed Consent Form in order to begin the survey. If respondents “clicked” reject, then they were be unable to participate in the survey.

The Consent Form stated that the respondents may freely withdraw from the survey at any time, and that they could feel free to leave any question unanswered. The Consent Form stressed that the information gathered from the survey will remain confidential and that once the raw data has been collected, any connection between the respondents and the data will be destroyed.

Sample

The target population was comprised of California State Polytechnic students enrolled in IBM 301 Principles of Marketing Management. The survey included 298 respondents. According to Hair, Anderson, Tatham, and Black (1998) the minimum number of respondents to a given survey should “have at least five times as many observations as there are variables to be analyzed (p. 98-99).” The survey instrument used for this research contains 35 questions containing analyzed variables and this provides a minimum of 175 respondents to meet the threshold. The sample of 298 respondents was more than sufficient to meet the threshold provided in Hair.

The survey was distributed to 301 students, but 3 of the students refused to participate in the study beyond the consent form. The mean age of participants was 22.02 years old with males making up 48% of the respondents and females comprising 52%. A majority of the respondents (77.5%) listed their nationality as US citizens, with Chinese (4.2%), Malaysian (3.0%), and Korean (2.6%) comprising the next largest nationalities. Most of the respondents have lived for long periods in the United States,

but 16.4% of the respondents had lived in the US for 8 or fewer years. The respondent pool was diverse with the Asians representing the largest cohort (36.2%) followed by White/Caucasian (25.5%), Hispanic (25.2%), Pacific Islander (4%), and African-American (3.7%). While the respondents were drawn from the undergraduate population at California State University Polytechnic, Pomona, a sizeable portion of the sample reported having completed a 2-year degree (10.1%).

Chapter Summary

This chapter has discussed the methodology used in this study. It explained the research design, sampling method, and how the primary data was collected. It also speculated how some additional data might be obtained through the use of snowball techniques. The data for this study will be an attitudinal survey of undergraduate students and social media users. The survey and analysis will help explore whether Level of Involvement can be correlated with a willingness to view advertising, and the mitigating effects of the goal system network on that willingness.

CHAPTER 4

RESEARCH FINDINGS

Chapter Overview

This chapter describes the survey sample in terms of demographics. Following this initial discussion of sample characteristics, there is a brief overview of responses provided to relevant survey questions that provides a picture of respondent preferences. This will be followed by a discussion of our research findings and how the hypotheses performed based on survey responses.

Participants

A total of 298 subjects participated in this study. The respondents had above average (4) involvement levels with their favorite show (mean Involvement with Show = 5.42, SD = 1.05) and slightly above average levels of product involvement (mean product involvement = 4.64, SD = 1.60). The results for involvement with show and the related product were similar among Males (Involvement with Show = 5.47, SD = 1.02; Involvement with Product = 4.68, SD = 1.46) and Females (Involvement with Show = 5.37, SD = 1.09; Involvement with Product = 4.60, SD = 1.72), though Females had a larger standard deviation in their answers.

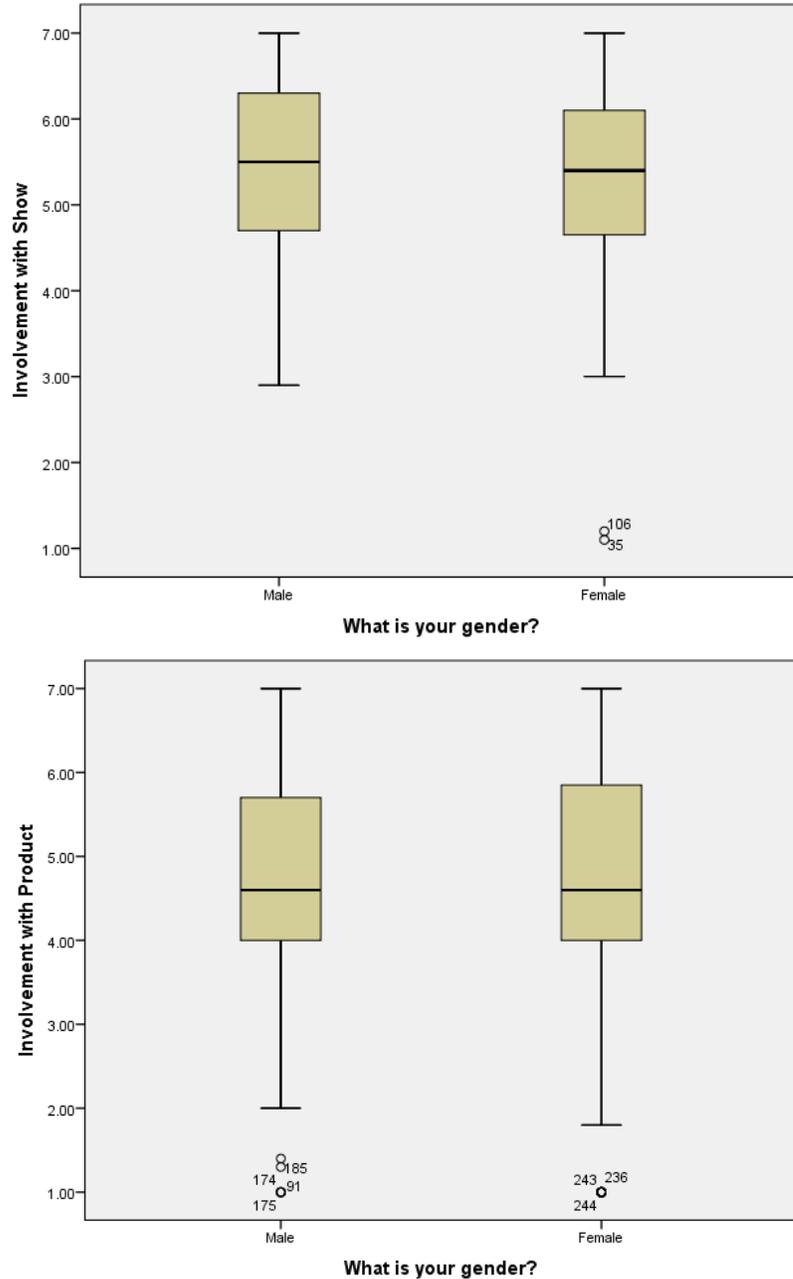


Figure 3. Involvement with show and product by gender.

Levels of involvement with show were similar across racial demographics, White/Caucasian (Involvement with Show = 5.51, SD = .995; Involvement with Product = 4.61, SD = 1.76), African American (Involvement with Show = 4.96, SD = 1.51; Involvement with Product = 4.81, SD = 1.83), Hispanic (Involvement with Show = 4.96, SD = .999; Involvement with Product = 4.64, SD = 1.67), Asian (Involvement with

Show = 5.40, SD = 1.11; Involvement with Product = 4.65, SD = 1.43), Native American (Involvement with Show = 5.70, SD = .283; Involvement with Product = 3.60, SD = .566), and Pacific Islander (Involvement with Show = 5.30, SD = .875; Involvement with Product = 4.51, SD = 1.95).

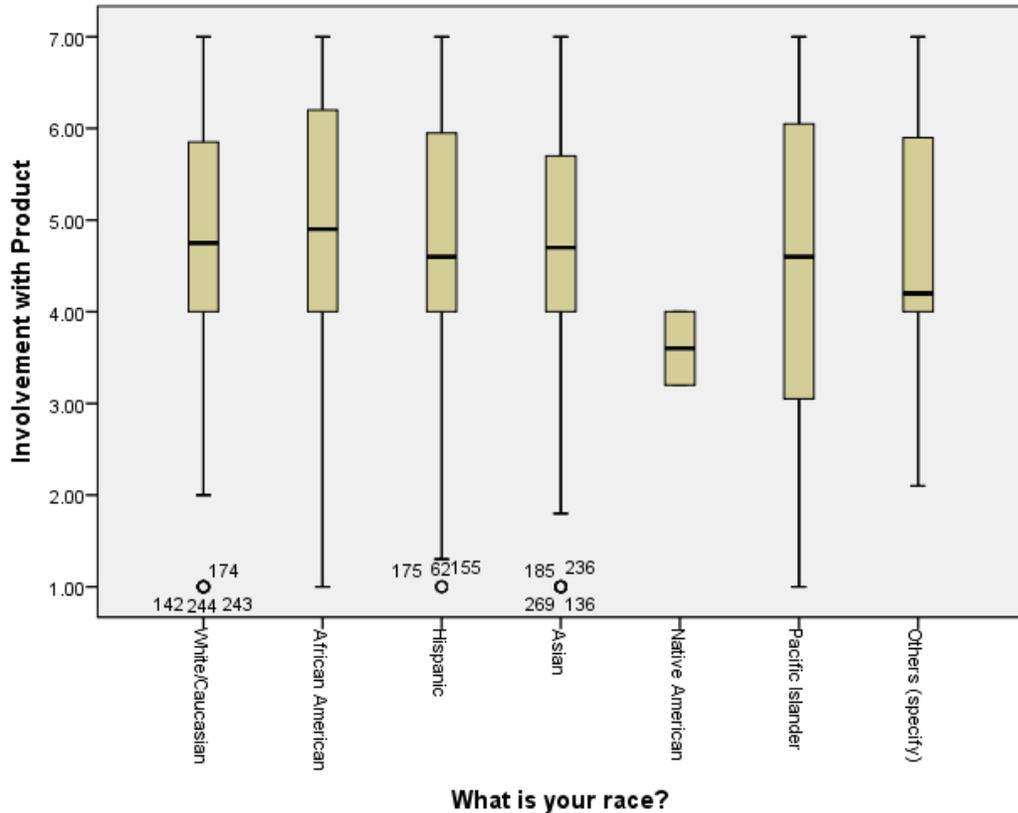


Figure 4. Involvement with show by race.

Both male (Mean Ad Aversion = 5.24, SD = 1.16) and female (Mean Ad Aversion = 5.31, SD = .950) respondents had above average levels of ad aversion. The racial categories of White/Caucasian (Mean Ad Aversion = 5.20, SD = 1.03), African American (Mean Ad Aversion = 4.93, SD = 1.06), Hispanic (Mean Ad Aversion = 5.24, SD = 1.05), Asian (Mean Ad Aversion = 5.36, SD = 1.07), Native American (Mean Ad Aversion = 5.31, SD = 1.86), and Pacific Islander (Mean Ad Aversion = 5.54, SD =

1.29) all had baseline ad aversion ratings above four which signifies that all groups had some level of aversion to advertising.

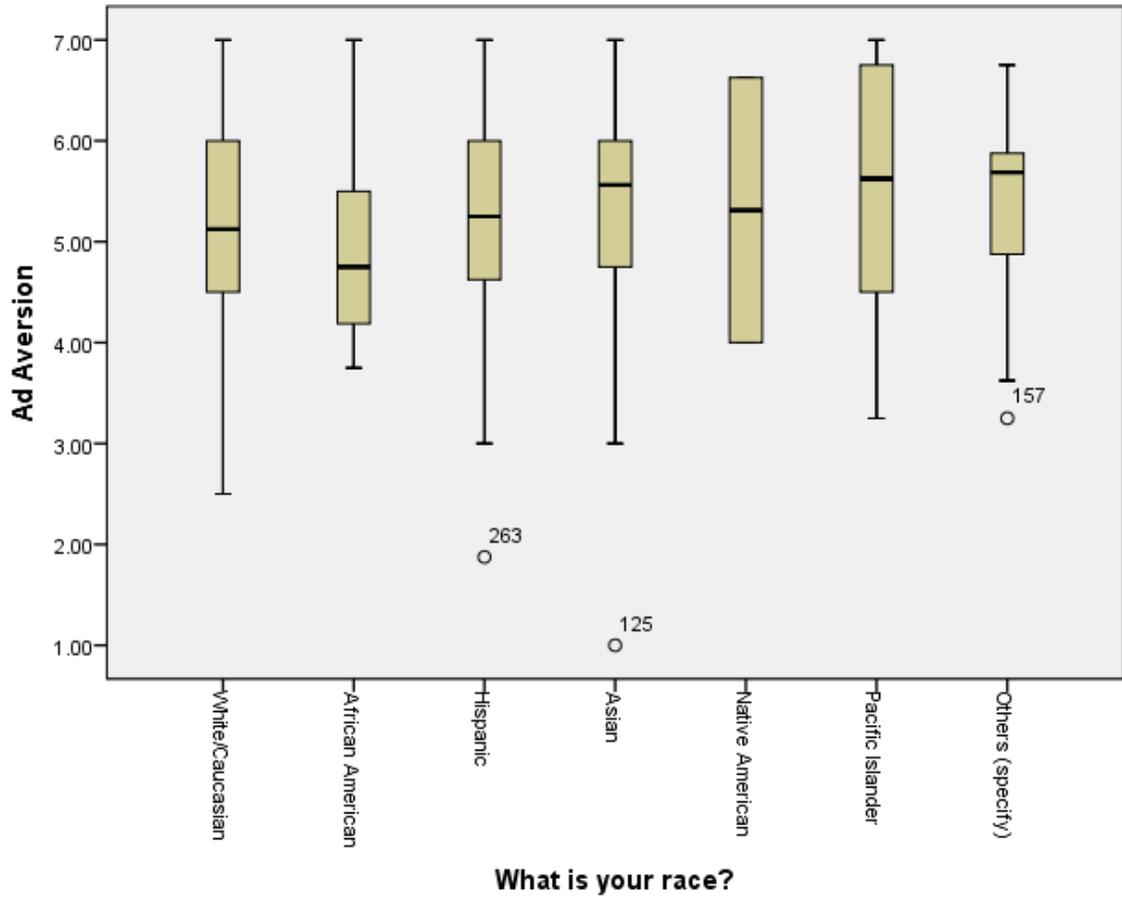


Figure 5. Mean ad aversion by race.

Table 3

Correlations of Key Measures

| Correlations and Descriptive Statistics in Sample | | | | | | | | |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|--------------|
| | Willing 1 | Willing 2 | Ad 1 | Ad2 | Involve 1 | Involve 2 | Ad Aversion | Equifinality |
| Willing1 | 1 | | | | | | | |
| Willing 2 | .523 ^{***} | 1 | | | | | | |
| Ad 1 | .376 ^{***} | .471 ^{***} | 1 | | | | | |
| Ad 2 | .216 ^{***} | .199 ^{***} | .316 ^{***} | 1 | | | | |
| Involve 1 | .240 ^{***} | .144 [*] | .063 | .211 ^{**} | 1 | | | |
| Involve 2 | .118 [*] | .067 | -.007 | .494 ^{***} | .428 ^{***} | 1 | | |
| Ad Aversion | -.021 | -.149 ^{**} | -.159 ^{**} | -.085 | .147 [*] | .131 [*] | 1 | |
| Equifinality | .135 [*] | .131 [*] | .079 | .121 [*] | .234 ^{***} | .190 ^{***} | .118 [*] | 1 |
| Mean | 4.88 | 4.06 | 2.92 | 3.77 | 5.42 | 4.64 | 5.27 | 5.67 |
| SD | 2.00 | 2.01 | 1.90 | 2.40 | 1.05 | 1.60 | 1.06 | 2.28 |
| Min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Max | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 11 |

Note: * < .05; ** < .01; *** < .001 (two-tailed);

Willing 1 = Willingness to Watch Favorite Show

Willing 2 = General Willingness to Watch Shows

Ad 1 = General Willingness to Watch Advertisements

Ad 2 = Willingness to Watch Ad Associated with Favorite Show

Involve 1 = Involvement with Favorite Show

Involve 2 = Involvement with Ad Related to Favorite Show

Equifinality = Viewer's Equifinality Set

Testing Hypothesis 1: *Viewers' willingness to watch an online streaming program that contains advertisements will be positively influenced by their Personal Involvement with the show.*

$$\text{WILLING 1} = \beta_1 + \beta_{\text{INVOLVE 1}}$$

An independent variable measuring involvement was created using Judith Lynne Zaichkowsky's Personal Involvement Inventory (1994; 1985) and a dependent variable for willingness to watch was constructed by adapting Dodds, Monroe, and Grewel's Willingness to Buy Indicator. This indicator used a 7-point Likert style scale which ranged from very high (7) to very low (1). There were 298 subject responses to these variables.

To test H1, a regression analysis on the effect of involvement on willingness to watch was run. Results revealed that there was a significant correlation between involvement and willingness to watch and that as involvement increased, so too did a viewer's willingness to watch their favorite show $\text{WILLING 1 (298)} = 2.40 + .456(\text{INVOLVE 1})$, $t=4.247$, $p < 0.05$). For every 1 point of measured involvement, the reported willingness to watch a favorite show increased by .456 on a scale of 1 to 7.

Table 4

The Influence of Involvement on Willingness to Watch

| Coefficients^a | | | | | | |
|---------------------------------|-----------------------------|------------|---------------------------|------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 2.406 | .592 | | 4.063 | .000 |
| | Involvement with Show | .456 | .107 | .240 | 4.247 | .000 |

a. Dependent Variable: Willingness to Watch Favorite Show with Ads

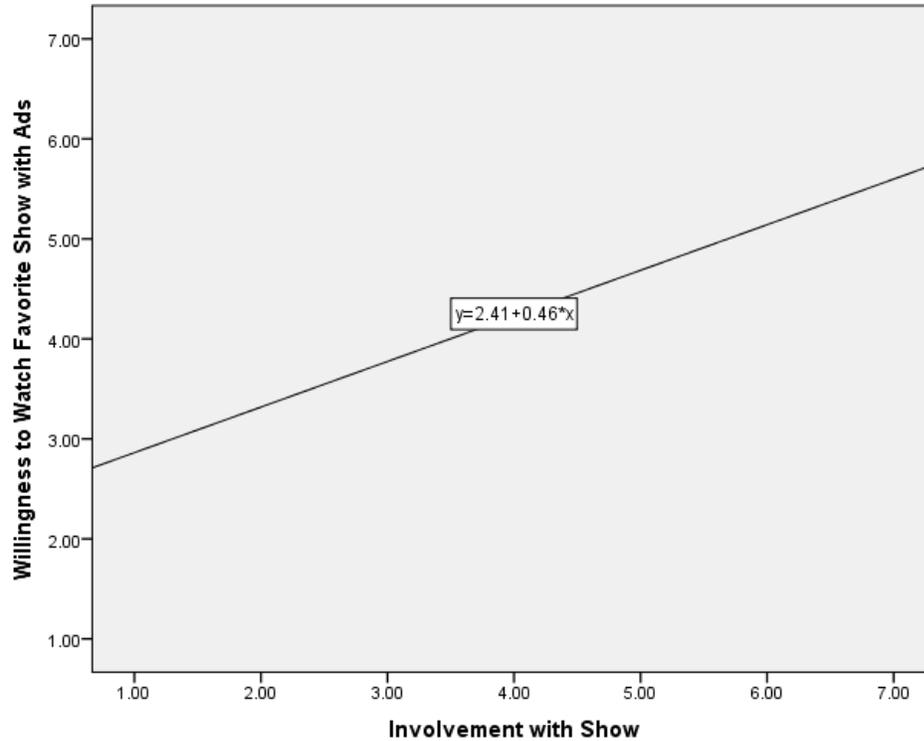


Figure 6. Effect of involvement on willingness to watch.

This clearly demonstrates that there is a positive relationship between how involved a viewer is with their favorite show and their willing to watch advertisements while watching it.

Testing Hypothesis 2: *Viewers' willingness to watch an advertisement related to their favorite show during an online streaming viewing experience will be positively influenced by their Personal Involvement with the object that is strongly featured or related to the show.*

$$AD\ 2 = \beta_1 + \beta_{INVOLVE\ 2}$$

Respondents were asked what product they most closely associated with their favorite show and an independent variable measuring involvement was created for this product using Judith Lynne Zaichkowsky's Personal Involvement Inventory (1994;

1985). Respondents were then asked their willingness to watch an advertisement about this specific product creating a dependent variable based on Dodds, Monroe, and Grewel's Willingness to Buy Indicator. The indicator used a 7-point Likert style scale which ranged from very high (7) to very low (1). There were 298 subject responses to these variables.

Table 5

Effect of Product Involvement on Willingness to Watch Ads

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| | (Constant) | .662 | .352 | | 1.878 | .061 |
| 1 | Involvement with Product | .603 | .074 | .444 | 8.163 | .000 |

a. Dependent Variable: Willingness to Watch Ads About Related Product

The regression model demonstrates that there is a significant connection (t-score of 8.163 and p-value of .000 < .05) between an individual's involvement with a particular product and their willingness to watch advertisements about the product with a prediction of AD 2 (298) = .662 + .603*(INVOLVE 2). For every point of reported involvement with the product related to their favorite show, the respondent's reported willingness to watch should increase by .603.

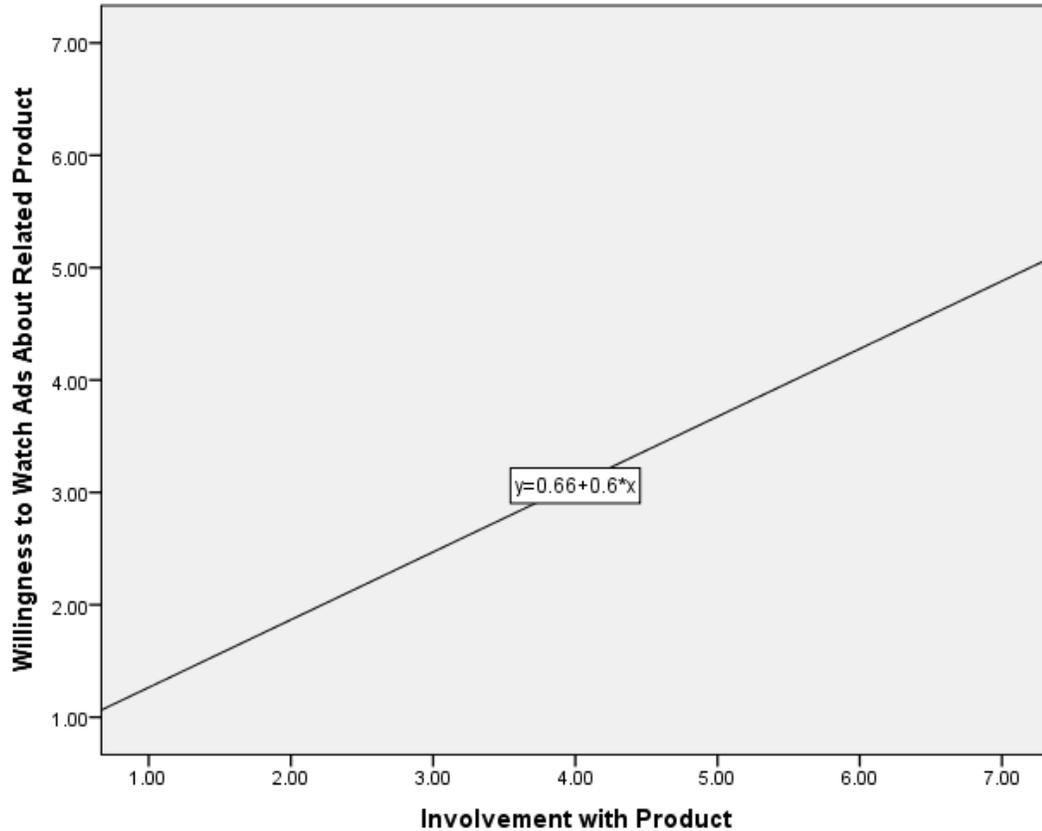


Figure 7: Effect of involvement on willingness to watch advertisement.

It appears that our hypotheses that involvement has a consistent and measurable positive affect on viewers' behavior is consistent with the evidence produced in the study.

Testing Hypothesis 3: *Viewers' willingness to watch an online streaming program that contains advertisements will be negatively influenced by their level of advertisement avoidance.*

$$WILLING\ 2 = \beta_1 + \beta_{AD\ AVERSION}$$

Respondents were asked a series of 8 questions to determine their level of advertising avoidance. This measure was a combination of the measurement items

designed by Chang-hoan Cho and Hongsik John Cheon for determining advertising avoidance behaviors when using the internet (Cho and Cheon 2004), Gupta and Gould's attitudinal measures regarding ad avoidance behaviors when watching television (1997), and Speck and Elliot's television ad avoidance scale (1997). We expanded upon the television model of ad avoidance by adding comments targeting the technological changes affecting the television viewing market (e.g., "I hate watching ads during online streaming programs" and "While watching an online streaming program, I frequently change tabs on my browser to escape from watching ads"). In our study, the ad avoidance scale had an alpha of .780.

The mean level of advertising avoidance in the study was 5.27 and had a SD = 1.06 demonstrating that the baseline level of advertising avoidance was a full standard deviation above our assumed mean of 4. This also indicates that they had some level of negative sentiment toward ads and engaged in some ad avoidance behaviors like switching channels or changing tabs on their browser.

In testing our hypothesis that advertising avoidance negatively influenced a respondent's willingness to watch a program containing advertisements we found that there was a significant relationship between the two measures (t -value = -2.599, $p < .05$). The model predicts that with a baseline willingness to watch a program containing advertisements of 5.565 and that each point of advertising avoidance will reduce the willingness to watch by -.285. This provides us with the following model $WILLING_2 = 5.565 + -.285*(AD\ AVERSION)$.

Table 6

Effect of Ad Avoidance on General Willingness to Watch

| Coefficients ^a | | | | | | |
|---------------------------|--------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.565 | .589 | | 9.446 | .000 |
| | Ad Avoidance | -.285 | .110 | -.149 | -2.599 | .010 |

a. Dependent Variable: General Willingness to Watch Shows with Ads

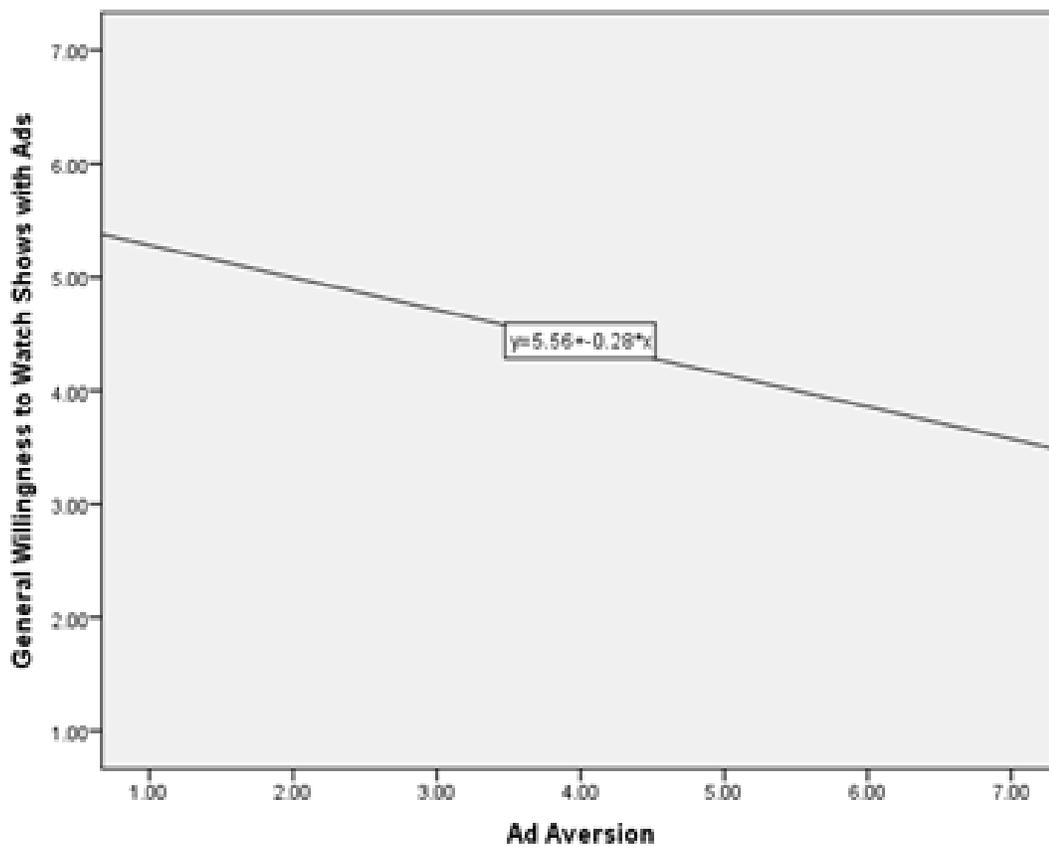


Figure 8. Effect of advertising avoidance on general willingness to watch

The effects of advertising avoidance for a respondent's self-reported favorite were less pronounced ($WILLING\ 1 = 5.084 + -.039*(AD\ AVERSION)$), and they were not found to be statistically significant t -value = $-.358$ and p -value of $.721$. From this evidence, we can hypothesize that while advertising avoidance influences viewer behavior in general, involvement has enough influence to make the effects of advertising avoidance become insignificant.

Table 7

Effect of Ad Avoidance on Willingness to Watch Favorite Show with Ads

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 5.084 | .593 | | 8.576 | .000 |
| | Ad Avoidance | -.039 | .110 | -.021 | -.358 | .721 |

a. Dependent Variable: Willingness to Watch Favorite Show with Ads

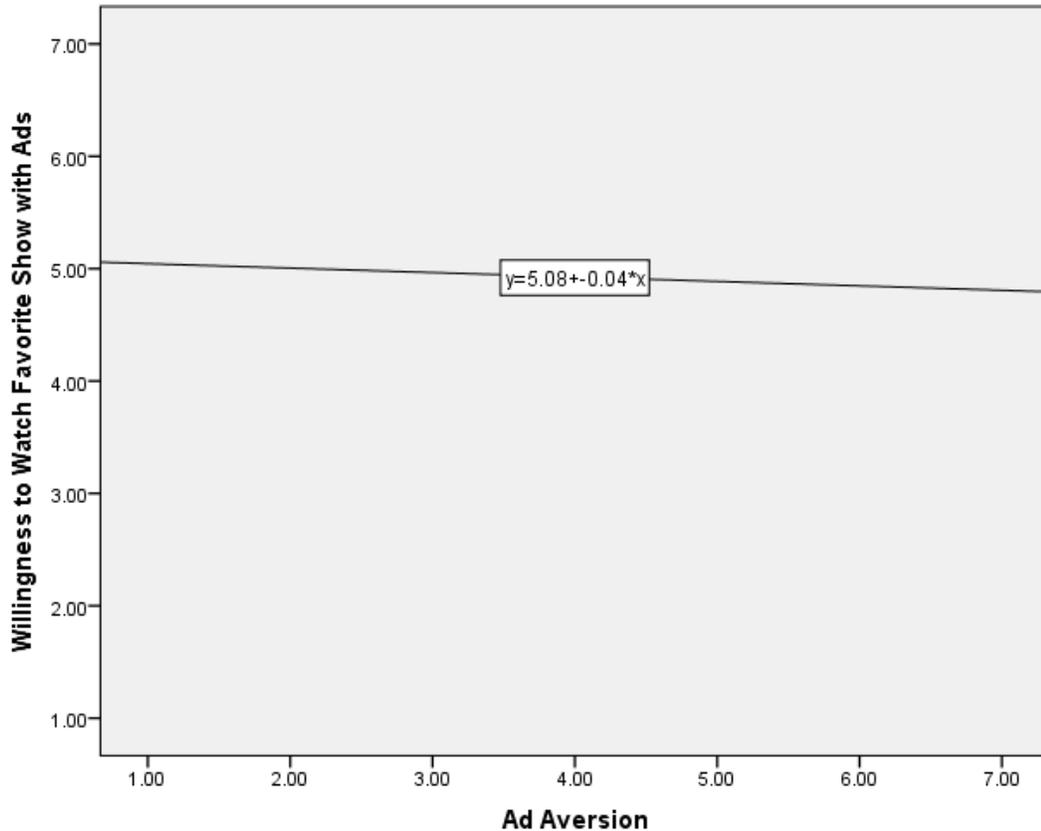


Figure 9. Effect of advertising avoidance on willingness to watch favorite.

Testing Hypothesis 4: *A large equifinality set will negatively influence a viewer's willingness to watch an online streaming program that contains advertisements.*

$$(H4) \text{ WILLING } 2 = \beta_1 + \beta_{\text{EQUIFINALITY}}$$

Increasingly, the narrative that best describes what it is to view television programming is “all roads lead to Rome.” Where once television viewing was confined to a single device in the family living room, television viewing now takes place through a wide variety of devices that forms the individual viewer’s equifinality set. The diversity of how television viewing is done in the modern age is demonstrated by the means our respondents reported using to view television shows. Our responses used a mean of 5.72 devices to watch television programming (SD = 2.22). Looking at Figure

9, we can see that the distribution of equifinality sets roughly approximated a normal distribution.

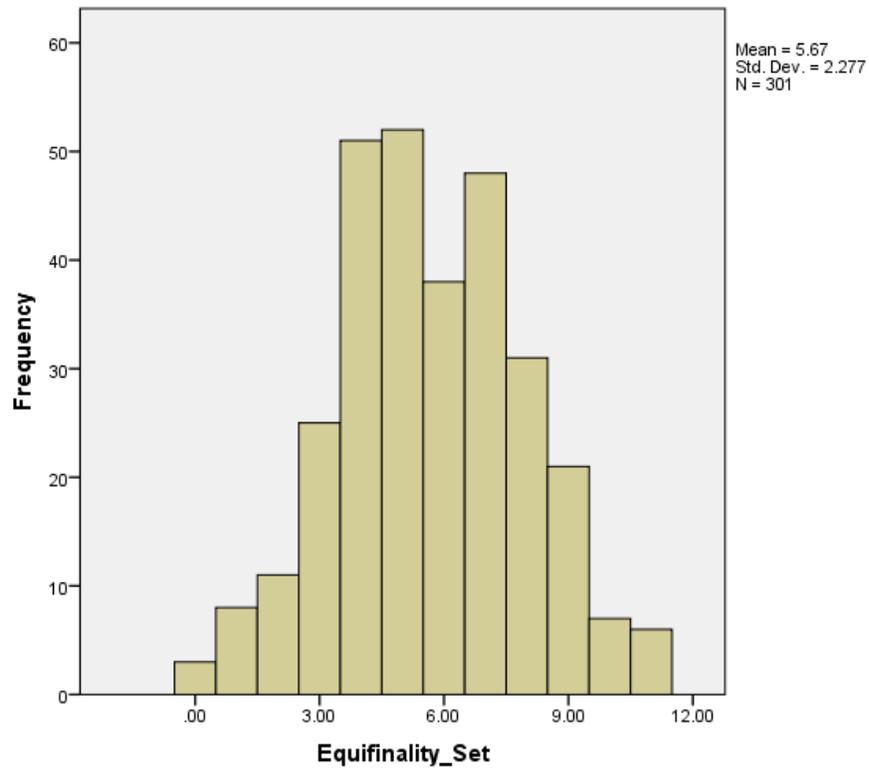


Figure 10. Distribution of equifinality set.

The four most common means of viewing television programming (Figure 10) were laptop computers (247), television sets (237), Netflix (213), and YouTube (208). Only 35 students claimed to watch television programming using peer-to-peer networks.

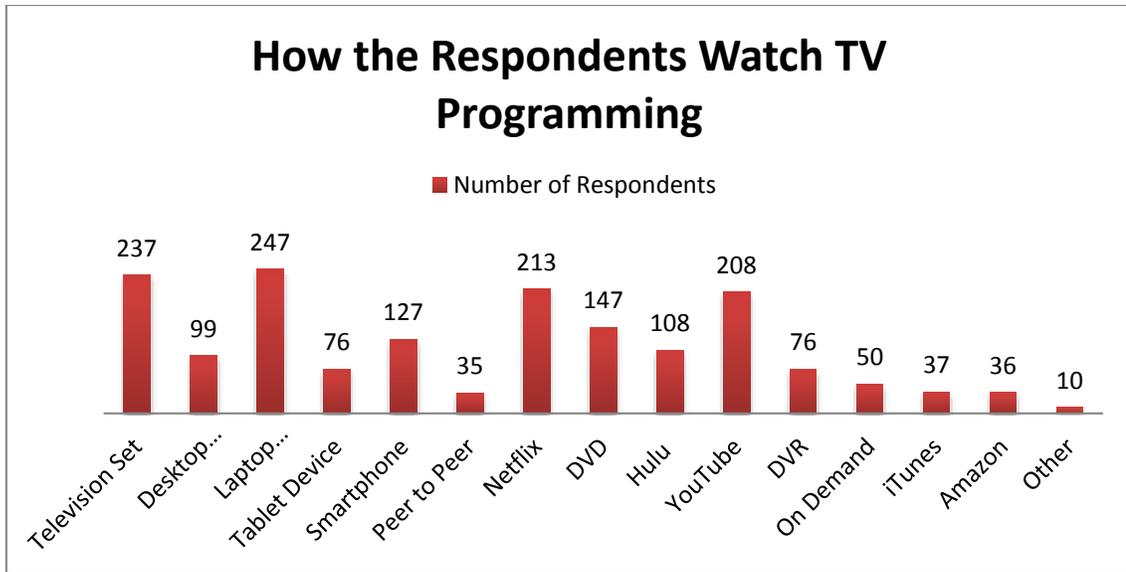


Figure 11. Means of watching television programming.

There was a range of size of equifinality set by racial identity. In our respondent group Whites had a mean equifinality set of 6.14 (SD = 2.36), African Americans 5.72 (SD = 1.95), Hispanics 6.01 (SD = 2.15), Asians 5.10 (SD = 2.07), Native Americans 8.00 (SD = 4.24), Pacific Islander 6.33 (SD = 1.67), and Others 5.86 (SD = 2.38). While some of the cohorts are too small for us to generalize from, it is clear that all groups demonstrated a high level of equifinality with regard to how they watched television programming.

Table 8

Mean Equifinality Sets by Race

| Equifinality_Set | | | |
|--------------------|--------|-----|----------------|
| What is your race? | Mean | N | Std. Deviation |
| White/Caucasian | 6.1447 | 76 | 2.35912 |
| African American | 5.7273 | 11 | 1.95402 |
| Hispanic | 6.0133 | 75 | 2.15289 |
| Asian | 5.1019 | 108 | 2.07315 |
| Native American | 8.0000 | 2 | 4.24264 |
| Pacific Islander | 6.3333 | 12 | 1.66969 |
| Others (specify) | 5.8571 | 14 | 2.38125 |
| Total | 5.7248 | 298 | 2.21522 |

Within the reported equifinality sets are a number of means that are more or less associated with the specific goal of watching television programming. Following Orehek, Kruglanski, Mauro, van der Bles (2012), we should see a negative influence on viewing because individual “actors are unlikely to commit to an activity unless it is perceived to be instrumental to a valuable goal (22).” That was our expected finding. Surprisingly, we found an opposite effect. For general viewing a larger equifinality set corresponded with a higher willingness to watch ($WILLING_2 = 3.383 + .119*(EQUIFINALITY)$, $F = 5.151$, $p < .05$).

Table 9

Effect of Equifinality on General Willingness to Watch

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 20.590 | 1 | 20.590 | 5.151 | .024 ^b |
| | Residual | 1183.199 | 296 | 3.997 | | |
| | Total | 1203.789 | 297 | | | |

a. Dependent Variable: In general, my willingness to watch online streaming television shows with advertisements is:-Very Low:Very High

b. Predictors: (Constant), Equifinality_Set

| Coefficients^a | | | | | | |
|---------------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.383 | .321 | | 10.527 | .000 |
| | Equifinality_Set | .119 | .052 | .131 | 2.270 | .024 |

a. Dependent Variable: In general, my willingness to watch online streaming television shows with advertisements is:-Very Low:Very High

This finding also holds true for the respondents' self-reported favorite television show ($WILLING\ 1 = 4.177 + .122*(EQUIFINALITY)$, $F = 5.485$, $p < .05$).

Table 10

Effect of Equifinality on Willingness to Watch Favorite Show

| ANOVA ^a | | | | | | |
|--------------------|----------------|----------|-------------|--------|-------|-------------------|
| Model | Sum of Squares | df | Mean Square | F | Sig. | |
| 1 | Regression | 21.695 | 1 | 21.695 | 5.485 | .020 ^b |
| | Residual | 1170.711 | 296 | 3.955 | | |
| | Total | 1192.406 | 297 | | | |

a. Dependent Variable: My willingness to watch my favorite show streaming online with ads -Very Low:Very High

b. Predictors: (Constant), Equifinality_Set

| Coefficients ^a | | | | | | |
|---------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.177 | .320 | | 13.066 | .000 |
| | Equifinality_Set | .122 | .052 | .135 | 2.342 | .020 |

a. Dependent Variable: My willingness to watch my favorite show streaming online with ads -Very Low:Very High

This is a surprising result when one considers the research being done on Goal Theory, but it makes a certain amount of sense if the respondents strongly associate these means with television viewing. Equifinality set and involvement are correlated at a statistically significant level ($p < .001$) for the viewer's favorite show and ads related to that show. The cognitive association of this equifinality set with television viewing would be a possible place for further investigation in later studies. It is possible that the reason that people who use multiple means to watch television do so because they are involved with television programming in general. This could be tested by adding a measure for baseline involvement with television programming.

Table 11

Correlation between Involvement and Equifinality Set

| Correlations | | |
|--|----------------------------|--------------|
| | Involvement | Equifinality |
| Involvement with Show | Pearson Correlation 1 | |
| Equifinality Set | Pearson Correlation .234** | 1 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | |

Testing Hypothesis 5: *The size of a person’s equifinality set will moderate the impact of an individual’s involvement with a show on the individual’s willingness to watch an online streaming program that contains advertisements such that the positive impact will be attenuated (magnified) among those with large (small) equifinality set.*

$$(H5) \text{ WILLING } 1 = \beta_1 + \beta_{\text{INVOLVE } 1} + \beta_{\text{EQUIFINALITY}} + \beta_{\text{INVOLVE } 1 \times \text{EQUIFINALITY}}$$

As with hypothesis 4, when we tested to see if the equifinality set would moderate the impact of an individual’s involvement with a show such that the positive impact of involvement would be reduced for a large set the analysis suggested that our hypothesis was looking in precisely the wrong direction. It initially appeared that both the respondents’ involvement and equifinality set are positively associated with willing to watch commercials during one’s favorite show, but our initial results included multicollinearity effects which inflated our initial results.

The variance inflation factor (VIF) for the equifinality measure and the interaction variable for our initial analysis were quite high. The VIF for EQUIFINALITY was 24.137 and the VIF for INVOLVE 1 x EQUIFINALITY was 33.937 which suggests there is a great deal of multicollinearity between involvement and the equifinality set which can create difficulties in interpreting results from our model.

One of the primary solutions to this problem is to center the variables and use their z-scores. This is the process recommended by (Aiken and West, 1991) wherein the mean is subtracted from each score and then dividing that result by the standard deviation. This results in an interaction that is the product of these centered values that can be used for further analysis and that prevents a strong correlation between lower order terms and their interactions.

When we reran the regression analysis using the mean centered z-scores the VIF of INVOLVE1 was lowered to 1.073, EQUIFINALITY was lowered to 1.070, and INVOLVE1 x EQUIFINALITY was lowered to 1.021. All of these values are well below the Neter et al. (1985) cut off point of 10 – our model remains statistically significant ($F = 7.799$, $p < .05$).

As in our pre-centered model, the level of involvement of the respondent is indicative of a willingness to watch ads, but neither the equifinality set nor the interaction term were significant at $p < .05$. The interaction term is significant at a $p < .10$, which is only marginally significant but it does demonstrate that the interaction has the effect of lessening the effect of involvement. The equifinality set just misses this threshold demonstrating that while equifinality has an effect as an interaction variable, it is not a significant contributor on its own. The evidence here seems to indicate that involvement is the primary driver of willingness to watch ads during a favorite show.

This seems to partially run contrary to the Kruglanski, Shah, Fishbach, Friedman, Chun, and Sleeth-Keppler (2002) findings that a large equifinality set would signal a larger number of decision paths which would lessen the connection with the end goal. As mentioned, our findings indicate that a large equifinality set might instead be a reflection

of involvement. It is only when we examine the interaction between the equifinality set and involvement that we see a moderating effect, but only at a marginally significant level. While our hypothesis that a large equifinality set by itself would indicate a lower level of willingness to watch was disconfirmed, our hypothesis that the equifinality set would moderate the effect of involvement was confirmed. Any inconsistency may be a result of the measures we used in having respondents select items on a list rather than providing their primary viewing means from memory, and it may also be due to the list of factors within our equifinality construct.

Table 12

Interaction between Involvement and Equifinality Set

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 87.898 | 3 | 29.299 | 7.799 | .000 ^b |
| | Residual | 1104.508 | 294 | 3.757 | | |
| | Total | 1192.406 | 297 | | | |

a. Dependent Variable: Willingness to Watch Favorite Show with Ads

b. Predictors (Mean Centered Z-Scores): (Constant), Involvement x Equifinality, Equifinality, Involvement with Show

| Coefficients ^a | | | | | | |
|---------------------------|----------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.913 | .115 | | 42.807 | .000 |
| | Involvement with Show | .417 | .117 | .208 | 3.577 | .000 |
| | Equifinality | .194 | .120 | .094 | 1.623 | .106 |
| | Involvement x Equifinality | -.185 | .106 | -.099 | -1.754 | .080 |

a. Dependent Variable: Willingness to Watch Favorite Show with Ads

Testing Hypothesis 6: *The size of a person's equifinality set will moderate the impact of an individual's ad avoidance tendency on the individual's willingness to watch an online streaming program that contains advertisements such that the negative impact will be magnified (attenuated) among those with large (small) equifinality set.*

$$(H6) \text{ WILLING } 2 = \beta_1 + \beta_{AD \text{ AVERSION}} + \beta_{EQUIFINALITY} + \beta_{AD \text{ AVERSION} \times EQUIFINALITY}$$

Our analysis of the interaction between a respondent's equifinality set and their ad avoidance provided a null finding for our hypothesis. As in Hypothesis 5, we found that the VIF values for EQUIFINALITY (22.349) and AD AVERSION x EQUIFINALITY (29.506) were quite high suggesting that there is a multicollinear relationship. In order to re-evaluate the model we means centered the independent variables.

The means centered model for WILLING 2 was statistically significant at the same level as our pre-centered model, but centering the model did reduce the VIF numbers to acceptable levels – AD AVERSION = 1.046, EQUIFINALITY = 1.014, AD AVERSION x EQUIFINALITY = 1.032. In the mean centered model both Ad avoidance tendencies and the equifinality set variables were significant at $p < .05$, but the interaction term was not significant. Ad avoidance tendencies were negatively associated with a general willingness to watch ads (AD AVERSION = $-.357$, $t = -3.046$, $p < .05$), which is unsurprising, but the size of equifinality set was positively associated with a willingness to watch (EQUIFINALITY = $.312$, $t = 2.628$, $p < .05$) at a level which almost cancels out the effects of ad avoidance tendencies. This is a further clue that our operationalization of equifinality set is associated with a general level of involvement with television programming. The interaction term was slightly negative but statistically insignificant (AD AVERSION x EQUIFINALITY = $-.109$, $t = -1.00$, $p > .10$).

Table 13

Interaction between Ad Avoidance, Equifinality, and General Willingness

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|-------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 57.638 | 3 | 19.213 | 4.928 | .002 ^b |
| | Residual | 1146.151 | 294 | 3.898 | | |
| | Total | 1203.789 | 297 | | | |

a. Dependent Variable: General Willingness to Watch Shows with Ads
 b. Predictors (Mean Centered): (Constant), Aversion x Equifinality, Means of Watching TV, Ad Aversion

| Coefficients^a | | | | | | |
|---------------------------------|----------------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 4.068 | .115 | | 35.349 | .000 |
| | Ad Aversion | -.357 | .117 | -.177 | -3.046 | .003 |
| | Equifinality | .312 | .119 | .151 | 2.628 | .009 |
| | Ad Aversion x Equifinality | -.109 | .109 | -.058 | -1.000 | .318 |

a. Dependent Variable: General Willingness to Watch Shows with Ads

Table 14

Results for Hypotheses

| Results for Hypotheses | | | | | | | | | | | |
|----------------------------|-------------------------|-------------------|-------------------------|------------------------------------|------------------------------------|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------|----------------------|
| | H1 | H2 | H3 | H3 | H4 | H4 | H4 | H5 | H5 | H6 | H6:S |
| | Willingness Favorite | Willingness Ad | Willingness Favorite | General Willingness Favorite | General Willingness Favorite | General Willingness Favorite | Willingness Favorite | Willingness Favorite | Willingness Favorite | Willingness Ad | Willingness Ad |
| | (Standardized) | | | | | | | | | | |
| | (Standardized) | | | | | | | | | | |
| Involvement with Show | 0.46*** (0.11) | | | | | | 0.83** (-0.26) | | | | 0.42*** -0.18 |
| Involvement with Product | | 0.60*** (0.07) | | | | | | | | | |
| Ad Avoidance | | | -0.04 (0.11) | -0.28** (0.11) | | | | | | -0.081 (0.26) | -0.357*** (0.117) |
| Equifinality Set | | | | | 0.12* (0.05) | 0.12* (0.05) | 0.50* (0.25) | 0.19 (0.12) | 0.376 (0.25) | | 0.312*** (0.119) |
| Involvement x Equifinality | | | | | | | -0.08 (0.04) | | | | -0.19* (0.11) |
| Avoidance x Equifinality | | | | | | | | | | -0.045 (0.05) | -0.109 (0.11) |
| _cons | 2.41*** (0.59) | 0.66 (0.35) | 5.08*** (0.59) | 5.56*** (0.59) | 3.38*** (0.32) | 4.18*** (0.32) | -0.08 (1.42) | 4.91*** (.115) | 3.72** (1.40) | | 4.068*** (.115) |
| N | 298 | 273 | 298 | 298 | 298 | 298 | 297 | 297 | 297 | 297 | 297 |

Standard errors in parentheses

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Discussion

Involvement. This study's findings reveal that there is a significant effect of involvement on a respondent's self-reported willingness to watch an online streaming program that contains advertisements. The study also revealed that involvement had a statistically significant effect on a respondent's willingness to watch an advertisement about a product closely related to their favorite television show. The results support the first two hypotheses of the study. Interestingly, involvement seemed to have a slightly stronger effect when the respondent was female. This could lead to some interesting future research questions.

Advertising Avoidance. The findings regarding the effects of advertising avoidance tendencies on respondents' self-reported willingness to watch were mixed. Advertising avoidance had a significant effect upon a respondents' willingness to watch shows in general, but had no statistically significant effect on their reported willingness to watch their favorite show. This finding suggests that the respondents' perceptions of how willing they actually were to watch television programming with advertisement might not be reflective of actual behavior. An experiment could be designed to test how subjects respond under real conditions of visual narrative content viewing.

Equifinality Set. In this study, we asked respondents to select all of the means they used to watch television programming from a predetermined list of possible means. The total number of means used was determined to be their equifinality set and we hypothesized that a larger equifinality set would lead to a lower self-reported willingness to watch. The statistical analysis demonstrated an opposite relationship to the one we expected. Instead of decreasing the respondents' willingness to watch shows with

advertising, a larger equifinality set corresponded with a higher willingness to watch. This might be due to the items contained within the equifinality construct. Having items like Hulu and YouTube, both of which are ad supported services, might have skewed the measurement. The study's findings supported our hypothesis regarding the moderating effect of a large equifinality set on involvement, but failed to support our final hypothesis regarding the moderating effect of the equifinality set on advertising avoidance.

Chapter Summary

This chapter reported the findings of our research and affirmed our first two hypotheses regarding involvement and partially affirmed our third hypothesis regarding advertising avoidance. The findings also rejected our final three hypotheses regarding how one's equifinality set would influence self-reported viewing behavior.

CHAPTER 5

SUMMARY AND RECOMMENDATIONS

Chapter Overview

This chapter will give a brief summary of the outcomes of the study and will provide recommendations for future research.

Findings

This study began with an analysis of a sea change in the way that television programming was being consumed. This sea change hinted that television producers might be facing a threat to their traditional advertising revenue model. Consumers have altered the way they consume television programming and the means they use allow them to bypass advertising through zipping and zapping methods. A key component of this study was an analysis of those things that would make consumers more likely to engage with advertising content, and it tested the hypothesis that a high level of involvement with programs and products related to those programs would likely lead to an increased willingness to watch advertisements during programming.

In order to determine whether this was the case, this study examined respondents' self-reported willingness to watch advertising during online streaming programming and examined the effects of a number of factors on the respondents' willingness. The answers that resulted from the research questions provided an optimistic picture for the future of the television industry to continue to generate revenue, and offered one interesting surprise. The research affirmed the hypothesis that involvement does in fact increase willingness to watch shows with advertisements, and that the magnitude of the effect of involvement was greater than the effect of ad

avoidance tendencies. This is good news indeed because advertisements have traditionally been to the revenue model of the television industry (Bhattacharya, Scott, & Arthur, 2006; 272) and they continue to be the primary means by which the industry is supported. While modern technologies allow for increased “zipping” and “zapping” behavior, modern technologies also allow for a greater ability to analyze consumer preferences (Berman 2004).

Since viewers’ involvement plays a significant role in determining their willingness to watch advertisements, companies can be confident that their efforts to use technology to create more sophisticated consumer interactions will be fruitful. This study reinforces Bhattacharya, Scott, & Arthur argument that ads relevant to a consumer’s life are less likely to be skipped or thought of negatively (2006; 273). Not only did this study demonstrate that there is a statistically significant role in respondents’ self-reported willingness to watch ad supported programming when they are watching their favorite television program, it also demonstrated that involvement also played a statistically significant role in respondents’ willingness to watch advertising in general, so long as it was somehow associated with their favorite television show. Consumers experience involvement with products as well as with programming. If providers can successfully target consumers with ads they have high levels of involvement with, or that they believe are related to high involvement programs, then providers will ensure high levels of engagement from viewers.

While the findings on involvement matched our expectations, there was one area of inquiry that contained some surprising results. This was true of the study’s examination of how goal-setting and goal-striving affect a consumer’s behavior with

regard to viewing advertisements during online streaming entertainment. While new technologies allow users to use individual devices to engage in multiple tasks, consumers may also utilize multiple devices to engage in the same task. According to Goal Systems theory, this should dilute the association of a device with any specific attached goal, including focal goals (Orehek, Kruglanski, Mauro, and Marthe van der Bles, 2012). Based on this information, our assumption was that the use of multiple devices to view television programming would dilute the effects of involvement and lead to a lower willingness to watch. To test this, the study examined how the number of means that respondents' used influenced their self-reported willingness to watch shows with advertisements, both with regard to their favorite show and in general. As has been stated, we expected to find that a large equifinality set reduced the respondents' willingness to watch advertisements as alternative means could be used to achieve the goal of watching television programming. The study found evidence that leads us to reject this hypothesis as formulated and tested. The size of the equifinality set did not reduce willingness to watch; instead it seemed to increase it. The size of equifinality set was also positively associated with willingness to watch when testing for the influence of advertising avoidance. This is a wonderfully interesting finding and deserves further exploration. Is the use of a large equifinality set a possible indicator of high levels of involvement with television viewing in general? The existence of initial multicollinearity effects suggests that it is, and this is potentially great news for providers as it might mean that advancements in streaming technology and viewing devices offer an expansion of advertising opportunities rather than a disruption. When the model was

corrected for the effects of multicollinearity, the interaction term did demonstrate a marginally significant negative influence on overall willingness to watch.

Implications for Theory and Future Research Direction

The observations in this study contribute to the body of marketing literature by demonstrating that the traditional television advertising revenue model remains a viable practice even with the technological challenges that come with disruptive technologies. It also contributes to the body of Goal Systems Theory by beginning to examine how individuals utilize multi-task devices in their television viewing habits and by letting us ask whether large equifinality sets might suggest high levels of interest. While the findings come into conflict with some of the assumptions of Goal Systems theory, they match with the behavior observed by ComScore (2011). Viewers use some of the additional devices to interact with their entertainment in new ways that increase involvement, sometimes engaging with a program on multiple devices at once. If the results of the study's analysis regarding a large equifinality set increasing willingness to watch, it provides opportunities for marketers to incorporate ads that simultaneously interact on multiple devices. Consumers might engage with an advertisement on television at the same time that they are engaging with a similar ad on Twitter. The results of the advertising avoidance hypotheses call into question the Gupta and Gould (1997) research regarding the ethics of product placement in programming. Gupta and Gould's research implied a moral resistance to advertisements and product placement, but we found that involvement had stronger influence on reported behavior. Given that involvement cancelled out the effects of ad avoidance in our sample, it seems that opinions regarding individual's sentiments toward advertising content within their

entertainment media are more complex than some have asserted.

Limitations

While this study attempted to measure the effects that a large equifinality set would have on self-reported willingness to watch behavior, the equifinality measure may have been flawed in its design. It is common in Goal Systems studies to ask respondents open ended questions such as “name as many ways to do x as you can” in order to create an individualized equifinality set. Our study used a predetermined list of means that may have influenced the results due to overlapping categories like Hulu and YouTube which are ad supported viewing portals. It would be useful to repeat this part of the study asking an open ended question as that will provide a truer portrait of what individuals perceive their equifinality set to be. In addition to modifying how the equifinality set is acquired, future research should continue to be aware of possible multicollinearity effects, especially with regard to interaction terms that might affect respondents’ use of their television viewing means. If a person has multiple goals and can achieve some of those goals during periods when ads occur, it may increase ad avoiding behavior.

Additionally, while there was statistical significance on the power of involvement and a respondent’s self-reported willingness to watch a show with advertisements, we would get stronger evidence in support of our theories in an experimental design. It would be useful to be able to do both a controlled experiment monitoring viewer behavior in controlled circumstances as well as some sort of field experiment. Some people might view questions of television viewing behavior to be sensitive questions regarding moral behavior and may have altered their answers to provide socially acceptable responses. While the survey instrument was confidential, and

the respondents were notified of the confidentiality, there is the possibility that we did not receive candid responses.

This study was conducted using students at California State Polytechnic University, Pomona and that likely had a significant impact on the findings. It would be useful to replicate the study with a broader audience to see if the findings hold true for other cohorts as well.

Conclusion

Our research began as an exploration of how a person's involvement with a given show affected their willingness to watch that show online with advertisements. It expanded to include the concepts of advertising avoidance and equifinality. We found that the relationship between involvement and willingness to watch was statistically significant. We also found evidence that advertising avoidance tendencies lowered self-reported willingness to watch for shows in general, but had no statistically significant effect on how willing an individual was to watch advertisements during their favorite show. This is an area that is in need of further study as it runs contrary to Goal Systems theory to some degree.

These are all very exciting findings for those who work in the television industry and hint that television's existing and evolving revenue model is much more robust and adaptive than that of the film or music industries. Rather than requiring a re-imagining of the whole model, the television industry needs to find ways to ensure that the right advertisements are targeting the right customers. The industry must still ensure that the content it provides creates levels of involvement for viewers, but this has always been the challenge for content creators and an answer to that is beyond the scope of this study.

Chapter Summary

This chapter summarized the findings of our study and discussed how the study contributes to existing scholarship. Additionally, some possible avenues for further refinement and research were provided due to the limits of the study and surprising results.

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APPENDIX A

RESEARCH QUESTIONS

- H1:** Viewers' willingness to watch an online streaming program that contains advertisements will be positively influenced by their Personal Involvement with the show.
- H2:** Viewers' willingness to watch an advertisement during an online streaming viewing experience will be positively influenced by their Personal Involvement with an object strongly featured or related to a show.
- H3:** Viewers' willingness to watch an online streaming program that contains advertisements will be negatively influenced by their level of advertisement avoidance.
- H4:** A large equifinality set will negatively influence a viewer's willingness to watch an online streaming program that contains advertisements.
- H5:** The size of a person's equifinality set will moderate the impact of an individual's involvement with a show on the individual's willingness to watch an online streaming program that contains advertisements such that the positive impact will be attenuated (magnified) among those with large (small) equifinality set.
- H6:** The size of a person's equifinality set will moderate the impact of an individual's ad avoidance tendency on the individual's willingness to watch an online streaming program that contains advertisements such that

the negative impact will be magnified (attenuated) among those with large (small) equifinality set.

APPENDIX B

CORRELATIONS OF KEY MEASURES

| Correlations and Descriptive Statistics in Sample | | | | | | | | |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|--------------|
| | Willing 1 | Willing 2 | Ad 1 | Ad2 | Involve 1 | Involve 2 | Ad Aversion | Equifinality |
| Willing1 | 1 | | | | | | | |
| Willing 2 | .523 ^{***} | 1 | | | | | | |
| Ad 1 | .376 ^{***} | .471 ^{***} | 1 | | | | | |
| Ad 2 | .216 ^{***} | .199 ^{***} | .316 ^{***} | 1 | | | | |
| Involve 1 | .240 ^{***} | .144 [*] | .063 | .211 ^{**} | 1 | | | |
| Involve 2 | .118 [*] | .067 | -.007 | .494 ^{***} | .428 ^{***} | 1 | | |
| Ad Aversion | -.021 | -.149 ^{**} | -.159 ^{**} | -.085 | .147 [*] | .131 [*] | 1 | |
| Equifinality | .135 [*] | .131 [*] | .079 | .121 [*] | .234 ^{***} | .190 ^{***} | .118 [*] | 1 |
| Mean | 4.88 | 4.06 | 2.92 | 3.77 | 5.42 | 4.64 | 5.27 | 5.67 |
| SD | 2.00 | 2.01 | 1.90 | 2.40 | 1.05 | 1.60 | 1.06 | 2.28 |
| Min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Max | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 11 |

Note: * < .05; ** < .01; *** < .001 (two-tailed);

Willing 1 = Willingness to Watch Favorite Show

Willing 2 = General Willingness to Watch Shows

Ad 1 = General Willingness to Watch Advertisements

Ad 2 = Willingness to Watch Ad Associated with Favorite Show

Involve 1 = Involvement with Favorite Show

Involve 2 = Involvement with Ad Related to Favorite Show

Equifinality = Viewer's Equifinality Set

APPENDIX C

TABLE OF HYPOTHESIS RESULTS

| Results for Hypotheses | | | | | | | | | | | | |
|----------------------------|-------------------------|-------------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------|---|-------------------------------------|
| | H1 | H2 | H3 | H3 | H4 | H4 | H4 | H5 | H5 | H6 | H6:S | |
| | Willingness Favorite | Willingness Ad | Willingness Favorite | General Willingness | General Willingness | Willingness Favorite | Willingness Favorite | Willingness Favorite | Willingness Favorite | Willingness Ad | Willingness Favorite (Standardized) | Willingness Ad (Standardized) |
| Involvement with Show | 0.46*** (0.11) | | | | | | 0.83** (-0.26) | | | | 0.42*** | |
| Involvement with Product | | 0.60*** (0.07) | | | | | | | | | -0.18 | |
| Ad Avoidance | | | -0.04 (0.11) | -0.28** (0.11) | | | | | | -0.081 (0.26) | | -0.357*** (0.117) |
| Equifinality Set | | | | | 0.12* (0.05) | 0.12* (0.05) | 0.50* (0.25) | | | 0.376 (0.25) | 0.19 (0.12) | 0.312*** (0.119) |
| Involvement x Equifinality | | | | | | | -0.08 (0.04) | | | | -0.19* (0.11) | |
| Avoidance x Equifinality | | | | | | | | | | -0.045 (0.05) | | -0.109 (0.11) |
| _cons | 2.41*** (0.59) | 0.66 (0.35) | 5.08*** (0.59) | 5.56*** (0.59) | 3.38*** (0.32) | 4.18*** (0.32) | -0.08 (1.42) | | | 3.72** (1.40) | 4.91*** (1.15) | 4.068*** (1.15) |
| N | 298 | 273 | 298 | 298 | 298 | 298 | 297 | 297 | 297 | 297 | 297 | 297 |

Standard errors in parentheses
 * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

APPENDIX D

QUESTIONNAIRE'S CONSTRUCTION GUIDE AND TREATMENT FOR DATA

| Construct Definition | Operationalization of the construct | Source | Type of Scale | Related Hypothesis | Type of Variable |
|--------------------------|---|--------------------|---|--------------------|---|
| Involvement with Show | <p>Rates an individual's involvement with an object through the use of a 10 item scale.</p> <p>Question # 1:</p> <p>“What is your favorite television show?”</p> <p>To me (my favorite television show) is:</p> <ol style="list-style-type: none"> 1. Important: 1 2 3 4 5 6 7 Unimportant* 2. Boring 1 2 3 4 5 6 7 Interesting 3. Relevant 1 2 3 4 5 6 7 Irrelevant* 4. Exciting 1 2 3 4 5 6 7 Unexciting* 5. Means Nothing 1 2 3 4 5 6 7 Mean a Lot to me 6. Appealing 1 2 3 4 5 6 7 Unappealing* 7. Fascinating 1 2 3 4 5 6 7 Mundane* 8. Worthless 1 2 3 4 5 6 7 Valuable 9. Involving 1 2 3 4 5 6 7 Uninvolving* 10. Non Needed 1 2 3 4 5 6 7 Needed <p>*indicates item is reverse scored.</p> | (Zaichowsky, 1994) | <p>Descriptive Scales</p> <p>- General question</p> <p>- Categorical/ Nominal</p> | H1, H2, H3, H4, H5 | <p>Descriptive statistics</p> <p>Independent Variable</p> |
| Involvement with Product | <p>Think of a product associated with your favorite television show.</p> <p>What is this product?</p> <p>To me (product associated with my favorite television show) is:</p> <ol style="list-style-type: none"> 1. Important: 1 2 3 4 5 6 7 Unimportant* 2. Boring 1 2 3 4 5 6 7 Interesting 3. Relevant 1 2 3 4 5 6 7 Irrelevant* 4. Exciting 1 2 3 4 5 6 7 Unexciting* 5. Means Nothing 1 2 3 4 5 6 7 Mean a Lot to me 6. Appealing 1 2 3 4 5 6 7 Unappealing* 7. Fascinating 1 2 3 4 5 6 7 Mundane* 8. Worthless 1 2 3 4 5 6 7 Valuable 9. Involving 1 2 3 4 5 6 7 Uninvolving* 10. Non Needed 1 2 3 4 5 6 7 Needed <p>*indicates item is reverse scored.</p> | (Zaichowsky, 1994) | <p>General Question</p> <p>Categorical Personal Involvement Inventory</p> <p>Interval Scale</p> | H2, H5 | Independent Variable |

| Construct Definition | Operationalization of the construct | Source | Type of Scale | Related Hypothesis | Type of Variable |
|-------------------------------|---|--|---|------------------------|------------------------|
| Willingness to Watch the Show | <p>I am willing to watch my favorite television show streaming online with advertisements is:</p> <p style="text-align: center;">7 6 5 4 3 2 1 Very Willing Not at All Willing</p> <p>In general, I am willing to watch online streaming television shows with advertisements is:</p> <p style="text-align: center;">7 6 5 4 3 2 1 Very Willing Not at All Willing</p> | Dodds, Monroe, and Grewal (1991) | Likert Scale (7-point, Numerical) - General question - Interval | H1, H2, H3, H4, H5, H6 | Dependent Variable |
| Equifinality Set | <p>Please select all the ways you watch television programming:</p> <ul style="list-style-type: none"> • on a television set. • on a desktop computer. • on a laptop computer. • on a tablet device. • on a smartphone. • downloaded from Peer to Peer networks. • on Netflix. • on DVD. • on Hulu. • on You Tube. • from a DVR. • other On Demand Service. | Kruglanski, Shah, Fishback, Friedman, Chun, Young, Sleeth-Keppler, David. (2002) | -Interval | H5, H6 Control | Descriptive statistics |

| Construct Definition | Operationalization of the construct | Source | Type of Scale | Related Hypothesis | Type of Variable |
|-----------------------------|--|--|----------------------------------|---------------------------|-------------------------|
| Advertising Avoidance | <p>I hate watching ads on television</p> <p>I hate watching ads during online streaming programs</p> <p>I hate watching ads while viewing television shows online</p> <p>I hate watching ads while viewing my favorite television show online</p> <p>While watching a TV program, I frequently flip channels to escape watching ads.</p> <p>While watching an online streaming program, I frequently change tabs on my browser to escape watching ads.</p> <p>I watch television shows on Netflix to escape from the barrage of TV ads.</p> <p>I watch television show DVDs (purchased or rented) to escape from the barrage of TV ads.</p> <p>I download television programs from Peer to Peer networks to escape from the barrage of TV ads.</p> | Cho and Cheon (2004), Gupta and Gould (1997) | Likert Scale (7-point Numerical) | H3, H6 | Dependent Variable |

| Construct Definition | Operationalization of the construct | Source | Type of Scale | Related Hypothesis | Type of Variable |
|-------------------------|---|--------|---|--------------------|---|
| Demographic Information | <p>Your Age: _____ (please fill in)</p> <p>Your Gender: Male ___ Female ___</p> <p>Your Race/Ethnicity</p> <ul style="list-style-type: none"> -American Indian or Alaska Native -Asian -Black or African American -Native Hawaiian or other Pacific Islander -White Non-Hispanic/Latino White -White Hispanic/Latino -Other <p>Highest Level of Education Attained:</p> <ul style="list-style-type: none"> a. Some high school, but did not finish b. Completed high school c. Some college, but did not finish d. Two-year college degree / A.A / A.S. e. Four-year college degree / B.A. / B.S. f. Some graduate work g. Completed Masters or professional degree h. Advanced Graduate work or Ph.D. <p>Total Household Annual Income:</p> <ul style="list-style-type: none"> a. Less than \$40,000.00 b. \$40,000.01 - \$64,999.99 c. \$65,000 - \$94,999.99 d. \$95,000.00 -- \$124,999.99 e. \$125,000 + | | <p>Ratio Scale</p> <p>Nominal Scale</p> <p>Nominal Scale;</p> <p>multiple choice</p> <p>Multiple-choice (determinant -choice) question</p> <p>- Specific question</p> <p>- Categorical/ Nominal</p> | | <p>Control Variable</p> <p>Descriptive statistics</p> |

APPENDIX E

CORRELATIONS AND DESCRIPTIVE STATISTICS IN SAMPLE

Correlations and Descriptive Statistics in Sample

| | Willing 1 | Willing 2 | Ad 1 | Ad2 | Involve 1 | Involve 2 | Ad Aversion | Equifinality |
|--------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|--------------|
| Willing1 | 1 | | | | | | | |
| Willing 2 | .523 ^{***} | 1 | | | | | | |
| Ad 1 | .376 ^{***} | .471 ^{***} | 1 | | | | | |
| Ad 2 | .216 ^{***} | .199 ^{***} | .316 ^{***} | 1 | | | | |
| Involve 1 | .240 ^{***} | .144 [*] | .063 | .211 ^{**} | 1 | | | |
| Involve 2 | .118 [*] | .067 | -.007 | .494 ^{***} | .428 ^{***} | 1 | | |
| Ad Aversion | -.021 | -.149 ^{**} | -.159 ^{**} | -.085 | .147 [*] | .131 [*] | 1 | |
| Equifinality | .135 [*] | .131 [*] | .079 | .121 [*] | .234 ^{***} | .190 ^{***} | .118 [*] | 1 |
| Mean | 4.88 | 4.06 | 2.92 | 3.77 | 5.42 | 4.64 | 5.27 | 5.67 |
| SD | 2.00 | 2.01 | 1.90 | 2.40 | 1.05 | 1.60 | 1.06 | 2.28 |
| Min | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Max | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 11 |

Note: * < .05; ** < .01; *** < .001 (two-tailed);

Willing 1 = Willingness to Watch Favorite Show

Willing 2 = General Willingness to Watch Shows

Ad 1 = General Willingness to Watch Advertisements

Ad 2 = Willingness to Watch Ad Associated with Favorite Show

Involve 1 = Involvement with Favorite Show

Involve 2 = Involvement with Ad Related to Favorite Show

Equifinality = Viewer's Equifinality Set

APPENDIX F

STUDEN INFORMED CONSENT

California State Polytechnic University, Pomona Informed Consent Form for Research Involving Human Subjects

You are being invited to participate in a research study, which the Cal Poly Pomona Institutional Review Board (IRB) has reviewed and approved for conduct by the investigators named here. This form is designed to provide you with information about this study. The Investigator or his/her representative will describe this study to you and answer any of your questions. You are entitled to an Experimental Research Subject's Bill of Rights and a copy of this form. If you have any questions or complaints about the informed consent process of this research study or your rights as a subject, please contact the Compliance Office within Cal Poly Pomona's Office of Research and Graduate Studies at (909) 869-4215.

Project Title: Watching TV in a Post TV World

Principal Investigator: Christian Lindke

Thank you for agreeing to participate in this research project. This study examines how people are responding to the changes in the television marketplace. Your participation will help us better understand the different means viewers use to watch shows. You will be asked to take a brief consumer opinions survey that asks about your viewing habits. Please answer the questions as honestly as possible and at your own pace. There are no known risks or discomforts involved with participation in this study.

Your participation in this research is entirely voluntary. For participation in this study you will be given extra credit by your instructor in a marketing class you identify as accepting such extra credit. By participating in this study, you will gain a better understanding of marketing research processes. The procedures we employ in this study are similar to the procedures that other researchers employ. It takes approximately 20 to fill out the questionnaire. You may refuse to participate or withdraw from the study at any time without losing your extra credit. You may skip any questions you prefer not to answer. Not participating in the project will not affect your grade or create prejudice against you, excepting that if you do not participate in this study at all it cannot be counted as one of your extra credit activities. If you decide to not participate in this study, you will still be able to get research participation credit by a means determined by your professor. Your answers will be anonymous. Nowhere in the data will your name be recorded. Only your opinion expressed in the questionnaire will be coded. None of your answers can be directly traced back to you.

Please feel free to ask any questions now. If you later have questions, concerns, or complaints about the research please contact me at (323) 687-8527, christianj@csupomona.edu or Dr. Jung at (909) 869-2449, jmjung@csupomona.edu.

If you have questions regarding your rights as a research participant, you may contact Bruce Kennedy, IRB director at (909) 869-4215, bkennedy@csupomona.edu.

Consent Statement

You must be 18 years of age or older to consent to participate in this research study. Signing up for the study on-line implies that you have read the information in this form and consent to participate in the research.

Please keep this form for your records or future reference. Thank you very much for your willingness to consider participating in this study.

Sincerely,

Christian Lindke

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APPENDIX G

SURVEY INSTRUMENT

Consumer Opinion Survey

INSTRUCTIONS

(Please read before proceeding.)

The purpose of this survey is to understand how the modern viewer watches television programming. It is very important that you provide honest, thoughtful responses to each item. The integrity and usefulness of the research depends completely upon your effort.

Your participation in this study is entirely voluntary and you may withdraw from participation at any time. It takes approximately 20 minutes to complete the attached material. Your identity will not be revealed in the results. We are interested in overall averages and group level comparisons.

As you complete this questionnaire please follow these instructions:

1. Answer the questions in the order they appear.
2. Once you have answered a question, please do not go back and change your answer.
3. Read carefully the end point of each scale, and do not leave any scale or question unanswered as much as possible.
4. Please work on your own material. Do not talk to other students during the study. When you are finished, please go to see the researcher.

Thank you very much!

Part 1: The Purpose of this study is to measure a person’s online viewing preferences and favorite products. To take this measure, we need you to judge this show against a series of descriptive scales according to how YOU perceive the show.

List all of the television shows you watch on a frequent basis:

Of these shows, which one is your favorite?

INSTRUCTION: Here is how you are to use these scales:

If you feel that your favorite television show is very closely related to one end of the scale, you should answer by rating selecting 7 or a 1 depending on which end of the scale the show is related to.

If you feel that it is quite closely related (but not extremely related), you should mark a 6 or a 2.

If you feel that the show is only slightly, but not really neutral you should check a 5 or a 3

For example: If your favorite television show is “quite closely related to” irrelevant, you would mark 2.

Your Favorite Television Show is:

| | | | | | | | | |
|---------------|---|---|---|---|---|---|---|-------------------|
| Important | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unimportant |
| Boring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Interesting |
| Irrelevant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Relevant |
| Exciting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unexciting |
| Means Nothing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Means a Lot to Me |
| Appealing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unappealing |
| Fascinating | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Mundane |
| Worthless | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Valuable |
| Involving | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Uninvolving |
| Not Needed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Needed |

List the name of all the Products and Brands that you would consider closely associated with your favorite television show:

Of these Products and Brands, which one do you consider to be the most closely associated with your favorite television show:

INSTRUCTION: Here is how you are to use these scales:

Please picture the product or brand you just associated with your favorite television show.

If you feel this product or brand is very closely related to one end of the scale, you should answer by rating selecting 7 or a 1 depending on which end of the scale the show is related to.

If you feel that it is quite closely related (but not extremely related), you should mark a 6 or a 2.

If you feel that the show is only slightly, but not really neutral you should check a 5 or a 3

For Example: If the product is video games and you believe that video games are closely related to Exciting show is “quite closely related to” irrelevant, you would mark 2.

This Product or Brand is:

| | | | | | | | | |
|---------------|---|---|---|---|---|---|---|-------------------|
| Important | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unimportant |
| Boring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Interesting |
| Irrelevant | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Relevant |
| Exciting | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unexciting |
| Means Nothing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Means a Lot to Me |
| Appealing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Unappealing |
| Fascinating | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Mundane |
| Worthless | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Valuable |
| Involving | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Uninvolving |
| Not Needed | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Needed |

Part 2: In the next few pages, you will find a series of general statements. Each represents a commonly held opinion and there are no right or wrong answers. You will probably disagree with some items and agree with others. We are interested in the extent to which you agree or disagree with such matters of opinion.

INSTRUCTION:

Please indicate the extent to which each of the following statements accurately describes your opinion by circling an appropriate number on the scales provided.

Very Low Very High

1 2 3 4 5 6 7

In general, my willingness to watch online streaming television shows with advertisements is:

1 2 3 4 5 6 7

My willingness to watch my favorite television show streaming online with advertisements is:

1 2 3 4 5 6 7

INSTRUCTIONS: Please select any technology you use to watch television programming.

| | |
|--|--|
| Television set. | |
| Desktop computer. | |
| Laptop computer. | |
| Tablet device. | |
| Smartphone. | |
| Downloaded from Peer to Peer networks. | |
| Netflix Streaming. | |
| DVD. | |
| Hulu. | |
| You Tube. | |
| DVR | |
| Other On Demand Service. | |

INSTRUCTIONS:

Please indicate the extent to which you agree or disagree with each of the following opinion statements by circling an appropriate number on the scales provided.

| Strongly Disagree | Disagree Somewhat | Disagree | Neither Disagree Nor Agree | Somewhat Agree | Agree | Strongly Agree |
|-------------------|-------------------|----------|----------------------------|----------------|-------|----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I hate watching ads on television.

1 2 3 4 5 6 7

I hate watching ads during online streaming programs.

1 2 3 4 5 6 7

I hate watching ads while watching my favorite television show online.

1 2 3 4 5 6 7

While watching a TV program, I frequently flip channels to escape watching ads.

1 2 3 4 5 6 7

While watching an online streaming program, I frequently change tabs on my browser to escape watching ads.

1 2 3 4 5 6 7

I watch television show DVDs (purchased or rented) to escape from the barrage of TV ads.

1 2 3 4 5 6 7

I download television programs from Peer to Peer (P2P) networks to escape from the barrage of TV ads.

1 2 3 4 5 6 7

I watch television shows on Netflix to escape from the barrage of TV ads.

1 2 3 4 5 6 7

I frequently download television programs from Peer to Peer (P2P) networks.

1 2 3 4 5 6 7

I frequently use Netflix to watch television shows.

1 2 3 4 5 6 7

I frequently rent DVDs in order to watch television shows.

1 2 3 4 5 6 7

I frequently purchase television shows on iTunes, Xbox Video, or Amazon.com.

1 2 3 4 5 6 7

Part 3: This final section concerns about your background for statistical purposes only.
Please check the appropriate answer for each question.

1. YOUR GENDER: Male___ Female___ (please check one)

2. YOUR AGE: _____ (please fill in)

3. YOUR RACE/ETHNICITY:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- Non Hispanic/Latino White
- Hispanic/Latino White
- Non-White Hispanic/Latino
- Other

4. HIGHEST LEVEL OF EDUCATION ATTAINED:

- Some high school, but did not finish.
- Completed high school.
- Some college, but have not finished.
- Two-year college degree/ A.A./A.S.
- Four-year college degree/B.A./B.S.
- Some graduate work.
- Completed Masters or Professional degree.
- Advanced Graduate work or Ph.D.

4. What is your Household's Annual Income Level?

- Less than \$40,000.00
- \$40,000.01 - \$64,999.99
- \$65,000 - \$94,999.99
- \$95,000.00 -- \$124,999.99
- \$125,000 +