

## Research Article 05

# Moderated Mediation Model of Online Video Advertisements on Impulsive Buying Tendency: Evidence from University Students in Sri Lanka

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### Abstract

Young consumers are currently making more impulsive decisions due to growing exposure to TikTok in an online setting. Despite TikTok's importance as a marketing tool, there is still a dearth of study on the impact of TikTok ads on the impulsive purchasing habits of various client segments. Therefore, this study was conducted to investigate the factors influencing young consumers' propensity for impulsive purchases through the mediation effect of attitudes, with a specific focus on various gender groups. Through a comprehensive survey conducted among 200 undergraduates at the University of Ruhuna, data were collected based on a convenience sampling technique. Additionally, Smart PLS 4 software was used to evaluate the gathered data. The results showed that opinions regarding online video commercials are positively impacted by the Informativeness, Personalization, and Credibility of these adverts. Additionally, the mediating effect was demonstrated to show that young customers create their attitudes through Credibility, Personalization, and Informativeness, which in turn influences their impulsive purchasing decisions. Furthermore, the impact of attitudes on impulse buying behavior was shown to be considerably altered by Gender as a moderating variable, indicating that there are clear distinctions between male and female behavior in this regard. In order to stimulate impulsive purchases, the study offers marketers and brand managers useful guidance on how to improve consumers' perceptions through the Informativeness, Entertainment, Personalization, and Credibility of the video advertisement.

*Keywords:* Attitudes toward advertising, gender, Generation Z, impulsive buying tendency, social media marketing

## **Introduction**

Video advertisements are currently among the most popular forms of marketing content (Dwinanda et al., 2022). One of the most widely used types of marketing content at the moment is video advertising (Dwinanda et al., 2022). TikTok is one of the most well-known social media sites with a video content component, having 1.7 billion monthly active users (Dataportal, 2023). TikTok is a smartphone app that lets users create short films and share them with other TikTok users (Chen et al., 2021). It was the most downloaded mobile app globally at the end of 2023, with over 232 million downloads (Statista, 2023). TikTok users spend 52 minutes watching the video each day (Mohammad, 2022). Furthermore, according to Statista (2023), 63.1% of TikTok users will be young people between the ages of 18 and 34 by the end of 2023. Because of this problem, businesses can create their own content and utilize the TikTok app to advertise their products.

Dwinanda et al. (2022) found that TikTok users who have a strong parasocial relationship with an influencer and find them entertaining are more likely to buy a product. Young consumers are more likely to buy a product if the advertisement has a strong brand image and engaging content, according to additional research on internet video ads by Genoveva (2022). Visually appealing Digital Advertising can increase positive customer reviews and company recognition, claims Genoveva (2022). Additionally, a study by Zheng et al. (2019) showed that Gen Z's inclination to buy things marketed on TikTok is influenced by their expertise, social connections, and trusted entertainment. In addition, Zheng et al. (2019) discovered that three elements, portability, aesthetic appeal, and interpersonal influence, are responsible for consumers' prompt purchases in online sales due to digital advertising. Furthermore, Chen et al. (2021) found that if users like the products and have faith in the recommender, they can be encouraged to make impulsive purchases on the WeChat app. Furthermore, Koay et al. (2021) believed that the credibility of Instagram influencers affected consumers' impulsive purchases. Despite the fact that TikTok is a valuable marketing tool, there is currently a dearth of studies on the platform (Koay et al., 2021; Chen et al., 2021; Zheng et al., 2019). Therefore, by determining the elements that influence young consumers' impulsive purchasing behavior with the mediating effect of attitudes of different gender groups, the current study sought to address this knowledge gap.

## **Research Objectives and Questions**

With a focus on different gender groups, this study examined the factors influencing young consumers' inclination for impulsive purchases through the mediation of attitudes. In order to accomplish this goal, the study concentrated on how Gender functions as a moderator in the relationship between Online Video Advertisements and Impulse Buying Behavior, with the mediating effect of attitude formation.

The aforementioned objective guided the development of the following research questions.

### *Research Questions*

1. Do Online Video Advertisements influence on Changing Consumer Attitudes?
2. Do Attitudes influence the Impulse Buying Tendency of Consumers?
3. Do Attitudes mediate the relationship between Online Video Advertisements and Impulse Buying Behavior?

#### 4. Does Gender moderate the Mediating effect of Attitudes on the relationship between Online Video Advertisements and Impulse Buying Behavior?

### **Literature Review**

#### **Impulsive Buying Behavior**

The likelihood that a person would make impulsive, unplanned, and unthinking purchases is known as impulsive buying behavior (Badgaiyan & Verma, 2014). Additionally, Sun and Wu (2011) define impulsive buying as a consumer's propensity to make purchases impulsively, unconsciously, instantly, and kinetically. Furthermore, an unplanned purchase that happens when a person receives a certain trigger including new purchases that deviate from the typical buying pattern is referred to as impulse buying in a study by Lina and Ahluwalia (2021).

#### **TikTok Video Advertisements**

TikTok is a smartphone app that lets users create short films and share them with other TikTok users (Li et al., 2021). This Chinese-made smartphone app gained popularity in several countries, including Sri Lanka. This app is expected to surpass Instagram in terms of users due to its significant growth (Mohammad, 2022; Li et al., 2021). With more than 232 million downloads by the end of 2023, it was the most downloaded mobile app worldwide (Statista, 2023). 52 minutes a day are spent watching videos on TikTok, according to 63.1% of young people (ages 18 to 34) who use the app as of the end of 2023 (Mohammad, 2022). Businesses have the chance to thrive independently because of this issue. Nowadays, companies can use the TikTok app to promote their goods and services.

Customers evaluate online video advertisements based on their informational value, which could influence their opinion of the ads (Yasa & Mahatmavidya, 2020; Motwani & Haryani, 2018). The entertaining value of internet video ads affects how consumers view them (Jamalzadeh et al., 2012; Motwani & Haryani, 2018). The degree to which consumers trust the source can affect their perceptions of online video advertisements (Wang et al., 2018). However, it investigates views on online video advertisements. Understanding how consumers perceive video advertising is crucial, according to research that is being presented in the literature (Yasa & Mahatmavidya, 2020).

#### *Informativeness*

Because the amount and caliber of information provided can significantly change the way consumers perceive and feel about the commercial, informativeness is acknowledged as a crucial aspect of advertising (Jamalzadeh et al. 2012). Additionally, it is suggested that consumers' perceptions of mobile advertising may be improved by informational content (Motwani & Haryani, 2018). Mahatmavidya and Yasa's (2020) study highlights the importance of informativeness in advertising by showing how it positively affects attitudes about Instagram Stories ads and perceptions of advertising value. Customers' perceptions of a company and its goods are influenced by the caliber of the information shown in a mobile advertisement. (Ünal and others, 2011).

Also, according to Jung (2017), the influence of perceived ad relevancy on social media advertising, informativeness is a crucial aspect of ad relevance since consumers are more likely to receive meaningful information from relevant advertising. Additionally, the Lee et al. (2017) study examines the impact of context awareness and advertisement value on consumer attitudes and buy intention in smartphone advertising. Furthermore, Wang et al.

(2018) found a favorable correlation between consumers' attitudes toward viral video advertising and their perceptions of informativeness.

H1: Online advertisements' informativeness has a significant impact on the formation of attitudes

### *Entertainment*

Since humorous content in commercials can encourage brand choice and customer loyalty, entertainment is emphasized as a good aspect of advertising (Czarnecka & Schivinski, 2019; Jamalzadeh et al., 2012). According to Motwani and Haryani's (2018) research, entertainment plays a significant role in assessing how effective web-based ads are. Moreover, Gaber et al. (2019) believed that ads that make people happier will draw in more consumer attention.

The significance of entertainment in influencing consumers' perceptions of mobile advertising is acknowledged by Motwani and Haryani's (2018) findings. It suggests that customers' perceptions of brands are positively impacted by captivating and alluring advertising (Gaber et al., 2019; Wang et al., 2018; Motwani & Haryani, 2018). One of the most important factors affecting consumers' perceptions of mobile advertisements is entertainment (Jamalzadeh et al., 2012). According to Motwani and Haryani (2018), consumers are drawn to and devoted to messages that are brief and humorous.

Additionally, Gaber et al.'s (2019) findings address the beneficial impact of humorous advertising on brand attitudes. Customers' experiences with advertising exchanges can be improved by advertising's capacity to amuse. Furthermore, Jung's (2017) study primarily addresses privacy concerns and perceived ad relevance; yet, advertisements' entertainment value also plays a big role in advertising efficacy. In light of this, H2 was created to evaluate the following effects of online entertainment advertisements.

H2 – Entertainment of Online Advertisement positively influence on Attitude Formation

### *Personalization*

The provided snippets don't particularly address personalization; the study highlights the importance of providing pertinent and customized information that satisfies customer preferences (Zhu et al., 2020). Marketing communications are more effective when they are personalized, which involves tailoring content to individual preferences (Motwani & Haryani, 2018). Further, the findings of Mahatmavidya and Yasa (2020), explain personalization by examining advertisers' ability to create highly individualized ad images based on user factors such as geographic location, gender, age, and hobbies. This is in line with the broader trend of customisation in digital advertising, where specific audience segments are being engaged with tailored and targeted content (Gaber et al., 2019), which explores how personalization affects consumers' perceptions of ads.

It suggests that ads that present engaging and tailored content may lead to a favorable perception of mobile ads (Motwani & Haryani, 2018). One distinctive aspect of mobile advertising is personalization, which enables marketers to connect with prospective clients one-on-one to shape their opinions and enhance consumer engagement (Wang et al., 2018). Based on factors including customer demographics, time, location, and priorities, customized mobile advertisements can be issued (Ünal et al., 2011). Personalization is a key component of ad relevance, according to Jung (2017), and the study highlights how perceived relevance influences the formation of attitudes.

H3 – Personalization of Online Advertisement positively influence on Attitude Formation

#### *Credibility*

Building trust and dependability in advertising communications, which can influence consumer attitudes and actions, requires credibility (Jamalzadeh et al., 2012). Furthermore, a study by Wang et al. (2018) looks at the topic of credibility in relation to viral marketing. It discusses the dangers and problems associated with uncontrolled viral marketing campaigns, highlighting the potential effects on consumers' faith in the contents and the people disseminating them (Motwani & Haryani, 2018). Furthermore, Mahatma Vidya and Yasa (2020) believed that attitudes are directly impacted by the veracity of online advertising communications.

Another study by Unal et al. (2011) clarified this, showing that consumer perceptions regarding ads are positively influenced by the believability of mobile advertising messaging. In the advertising literature, the subject of commercial credibility has been extensively studied and is regarded as one of the primary factors influencing the formation of attitudes (Jamalzadeh et al., 2012). Based on the aforementioned data, the current study's H4 was determined as follows.

H4 – Credibility of Online Advertisement positively influence on Attitude Formation

#### **Relationship between Attitudes on Impulse Buying Behavior**

Online ads have a big impact on customer attitudes and buying habits, particularly on sites like TikTok (Ramadhani et al., 2020). These commercials' eye-catching imagery, exclusive deals, and captivating content can engender a feeling of excitement and urgency that encourages impulsive purchasing (Barcelona et al., 2022). Furthermore, customer trust and purchase intention can be influenced by attitudes toward internet advertising (Souiden et al., 2017). Furthermore, consumers who have favorable opinions about internet advertising are more inclined to believe the information they see in advertisements and base their purchases on it, according to Yang et al. (2020).

Furthermore, the study by Lina and Ahluwalia (2021) discovered that the impulsive online purchasing behavior of Generation Z customers is significantly and favorably predicted by cognitive and affective attitudes. Furthermore, researchers found that attitudes toward internet ads can affect consumers' propensity for impulsive purchases in a number of ways. Among these, Zheng et al. (2019) emphasized that favorable opinions of online ads could result in more people seeing promotional material, which could then encourage impulsive purchasing.

Lastly, Chen et al. (2021) believed that views regarding online ads can be influenced by social connections and online word-of-mouth, which in turn can influence impulse buying inclinations. H5 was created to examine the relationship between attitudes regarding internet ads and impulse purchase behavior based on the background material mentioned above.

H5 - Attitudes toward Online Advertisement positively influence on Impulse Buying Tendency

#### **Moderating Role of Gender on the Relationship between Attitudes and Impulse Buying Behavior**

Globalization processes have created numerous opportunities for consumers to buy impulsively (Unger & Raab, 2015). Consumers buy goods and services to satisfy their needs,

but many of these purchases are unplanned and carried out on impulse (Czarnecka & Schivinski, 2019). Further, according to the existing literature, there are studies investigating the effect of biological sex on consumers' impulse buying behavior (Ozdemir & Gamze, 2019). Gender is society's social difference between men and women, their roles and the way everybody in the society socially constructs who a woman or a man is (Kang'ethe, 2009). Every society has different standards for what constitutes appropriate behavior for men and women, each with unique opportunities (Ahmed et al., 2015). When considering the gender of the customers, there is a significant difference between male and female customers in their decisions (Klaus & Bailey, 2008). Men generally tend not enjoy shopping as much as women do, giving room to the speculation by using the browsing method when making purchases. This could result in reducing the chances of making an impulsive purchase decision (Mburu 2010).

Although biological sex plays an important role in impulse buying, studies investigating the effect of gender identity on consumers' impulse buying behavior and whether this effect differs in terms of gender are quite limited (Ozdemir & Gamze, 2019; Czarnecka, & Schivinski, 2019).

H6 - Gender moderates the relationship between attitudes and impulsive buying tendency

### Conceptual Framework

The conceptual framework used in this research is based on the Theory of Reasoned Action (TRA) to explain the relationships between variables related to young consumers' attitudes toward online video advertisements and their impulsive buying tendencies on the TikTok platform. The Theory of Reasoned Action (TRA), states that attitudes and subjective norms influence behavioral intentions, which in turn affect actual action. In this context, the stimuli that trigger attitudes include informativeness, Entertainment, and personalization; credibility is tied to subjective norms. By utilizing the TRA as the theoretical foundation and constructing a conceptual framework that outlines the relationships between key variables, the research aims to provide insights into the factors influencing young consumers' attitudes toward online video ads and their impulsive buying behavior on the TikTok platform.

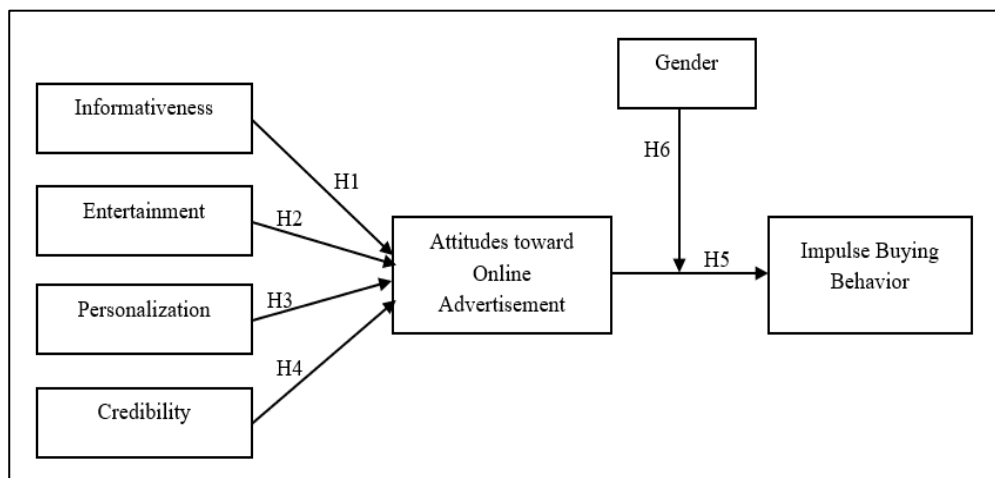


Figure 1: Conceptual Framework

Source: Developed by the researcher based on the previous literature (2025)

## **Research Methodology**

### **Research Approach**

As a philosophical approach that emphasizes the use of empirical evidence and scientific methods to study social phenomena, positivism has been used in the current study to examine the impact of online video advertisements on impulse buying behavior with the mediating effect of attitudes (Hair et al, 2016; Saunders et al, 2009). The researchers used a quantitative approach to collect and analyze data, which is consistent with positivism. As a result, the study aimed to establish causal relationships between variables and test hypotheses using statistical analysis.

### **Sample Design**

The particular set of people or things chosen to take part in a research study is known as the study sample (Atma & Yogyakarta, 2023a). It is a crucial component of the research design since, depending on the features of the chosen sample, the study's conclusions and findings are frequently extrapolated to the broader population. University students who are exposed to TikTok ads make up the study's population. Using a straightforward sampling technique, 200 undergraduate students from the University of Ruhuna were chosen as a sample. Convenience sampling was used because it was feasible and accessible to participants, which matched the study's time and resource constraints. This approach entails choosing participants who are eager and able to join; they are frequently picked based more on their accessibility than on their unique qualities. Convenience sampling has the potential to induce bias, but its effectiveness in recruiting a varied group of participants within the parameters of the study exceeds these drawbacks.

### **Data Collection**

In order to gather information from a sample of 200 university students, the primary data gathering approach was a survey-based questionnaire. The questionnaire design procedure was conducted using a number of systematic stages to guarantee accuracy and relevance. The researchers initially thoroughly described the main goals and research questions of the survey in order to direct the development of its items. The selection of pertinent dimensions and variables for the questionnaire was then guided by a comprehensive review of the literature. Then, with a focus on respondent comprehension and clarity, brief and clear questions were developed. The proposed questionnaire underwent a thorough pre-testing process to guarantee its effectiveness and enhance its structure. In the end, the validated questionnaire was made available to the target sample, which facilitated data collection in a manner that aligned with the study's goals.

### **Model Specification and Data Analysis**

Since Smart PLS is the finest statistical software for testing a multidimensional model with a categorical moderator variable, it was used in the current investigation as a standard PLS-SEM program to evaluate both reflective and formative dimensions (Hair et al., 2016; Henseler, 2016).

## Results and Interpretations

In this study, Structured Equation Modeling in SmartPLS 4 was utilized to test hypotheses and validate measurement properties. Out of the two SEM models, the measurement model was employed to evaluate the measurement attributes' quality, whilst the structural model measured the relationship. Each indicator's factor loading, multi-collinearity, validity, and reliability were examined using the measurement model. The path coefficients, confidence interval, and coefficient of determination (R<sup>2</sup>) were used to examine the link between the latent variables within the structural model.

### Measurement Model Analysis

For the purpose of measuring the quality of the constructs, statistics relevant to factor loadings, reliability, validity, and multicollinearity were determined as follows.

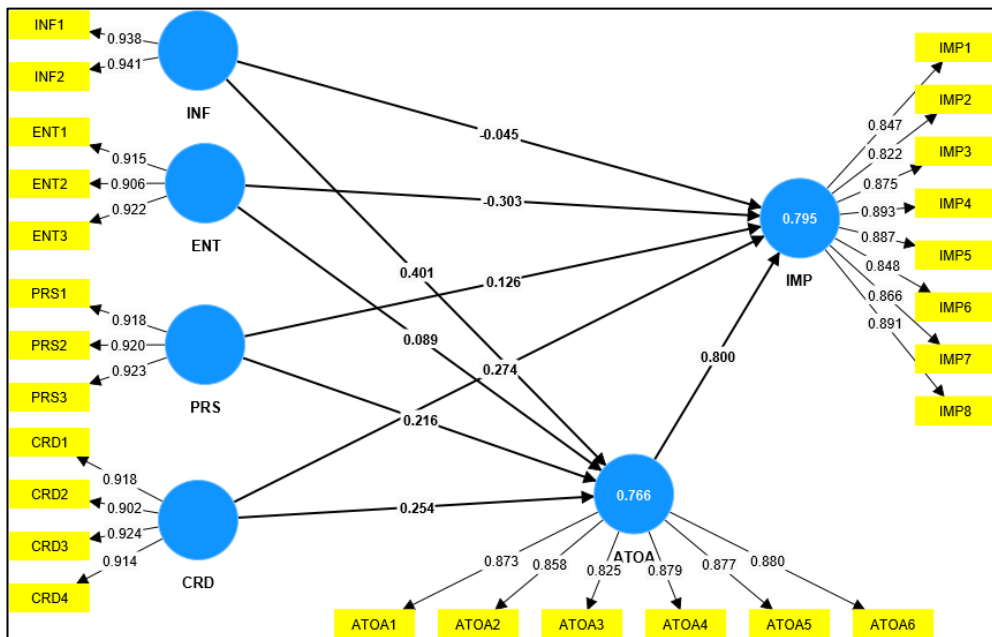


Figure 2: Measurement Model  
 Source: SmartPLS output (2025)

### Unidimensionality

Factor loadings span from -1.0 to +1.0; greater absolute values indicate a closer relationship between the items falling within each category (Hair, et al., 2016a). The following table illustrates the visual representation of the factor loading for the dimensions.

**Table 1: Unidimensionality**

<b>Variable</b>	<b>Factor Loading</b>	<b>Variable</b>	<b>Factor Loading</b>
Informativeness		Attitudes Toward Online Advertisement	
INF1	0.938	ATOA1	0.873
INF2	0.941	ATOA2	0.858
		ATOA3	0.825
Entertainment		ATOA4	0.879
ENT1	0.915	ATOA5	0.877
ENT2	0.906	ATOA6	0.88
ENT3	0.922		
Personalization		Impulse Buying Behaviour	
PRS1	0.918	IMP1	0.847
PRS2	0.920	IMP2	0.822
PRS3	0.923	IMP3	0.875
		IMP4	0.893
Credibility		IMP5	0.887
CRD1	0.918	IMP6	0.848
CRD2	0.902	IMP7	0.866
CRD3	0.924	IMP8	0.891
CRD4	0.914		

Source: SmartPLS data output (2025)

According to the data in Table 01, every item under each dimension had loading points higher than the suggested threshold of 0.7. As a result, none of the questions on the current list were eliminated. As a result, figure II can be used to further analyze this model.

### *Reliability*

Reliability is the degree of consistency across several measurements of a variable (Gronemus et al., 2010). According to Hair, et al. (2010), the reliability statistic is used to verify that results remain consistent when measurements are made again. Thus, based on the recommendations of Hair et al (2010), the reliability of the current study was explored as follows.

**Table 2: Reliability**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted</b>
Informativeness	0.867	0.868	0.938	0.883
Entertainment	0.902	0.904	0.939	0.836
Personalization	0.910	0.910	0.943	0.847
Credibility	0.935	0.935	0.953	0.836
Attitudes Toward Online Advertisement	0.933	0.934	0.947	0.749
Impulse Buying Behavior	0.952	0.953	0.960	0.751

Source: SmartPLS data output (2025)

As per the data on Table 02, all the Cronbach's alpha values for Informativeness, Entertainment, Personalization, Credibility, Attitude toward online advertisement, and Impulsive Buying behavior are lied between 0.867 and 0.952 exceeding the threshold level of 0.7. In addition to that, the statistics for composite reliability have also fallen between 0.868 and 0.953, further proving that the items used to measure each dimension are good enough to measure that particular construct.

### *Validity*

According to the findings of the existing theories, the validity of the current study was determined considering the content and construct validity as follows.

### *Content Validity*

In the current study, a sufficient number of items were used to measure the phenomena. Under those 12 items for four dimensions (Informativeness, Entertainment, Personalization and Credibility) of the independent variable, 06 items for the mediating variable and 08 items for the dependent variable was used consequently.

### *Convergent Validity*

Convergent Validity of the present study was determined considering the AVE values greater than 0.5 as the threshold level. In here, all the dimensions have higher Average Variance Extracted values, proving the items used to measure the dimensions are converged together. Further, Informativeness (0.883) has the highest AVE value, and Attitudes toward Online Advertisement (0.573) has the lowest AVE.

### *Discriminant Validity*

The degree of distinction between two conceptually similar ideas is known as discriminant validity (Hair, et al., 2010). The researchers of the present study utilized the most popular method of calculating discriminant validity as follows.

*Fornel and Larcker Criterion*

As per the data on Table 3, all the AVE values across the diagonal are greater than their correlation with all other constructs. So, Discriminant Validity of the current study was decided based on the higher AVE values across the diagonal.

**Table 3: Fornel and Larcker Criterion**

	<b>Attitudes Toward Online Advertisement</b>	<b>Credibility</b>	<b>Entertainment</b>	<b>Impulse Buying Behavior</b>	<b>Informativeness</b>	<b>Personalization</b>
Attitudes Toward Online Advertisement	0.866					
Credibility	0.798	0.914				
Entertainment	0.722	0.710	0.914			
Impulse Buying Behavior	0.861	0.761	0.528	0.866		
Informativeness	0.825	0.777	0.738	0.699	0.939	
Personalization	0.781	0.788	0.731	0.711	0.749	0.920

Source: SmartPLS data output (2025)

*Indicator Multi-Collinearity*

In addition to the above decision criteria, the data on Table 4 further proved that there is no issue of multi-collinearity having the VIF values less than the threshold level 5.

**Table 4: Indicator Multi-Collinearity**

<b>Exogenous Variable</b>							
Informativeness	VIF	Entertainment	VIF	Personalization	VIF	Credibility	VIF
	INF1		2.414		ENT1		3.017
INF2	2.414	ENT2	2.619	PRS2	3.006	CRD2	3.179
		ENT3	2.995	PRS3	3.111	CRD3	3.897
						CRD4	3.475
<b>Mediation Variable</b>		<b>Endogenous Variable</b>					
Attitude Toward Online Advertisement	VIF	Impulse Buying Tendency	VIF				
	ATOA1		3.014	IMP1	2.860		
	ATOA2	2.776	IMP2	2.607			
	ATOA3	2.474	IMP3	3.966			
	ATOA4	3.321	IMP4	4.224			
	ATOA5	3.338	IMP5	3.680			
	ATOA6	3.195	IMP6	3.231			
			IMP7	3.302			
			IMP8	4.109			

Source: SmartPLS data output (2025)

### **Structural Model Analysis**

The structural model defines how particular latent constructs influence changes in the values of other latent constructs in the model, whether directly or indirectly (Byrne, 2010). Thus, the detailed explanation of path coefficients, confidence intervals, model fit, and R<sup>2</sup> can be elaborated as follows.

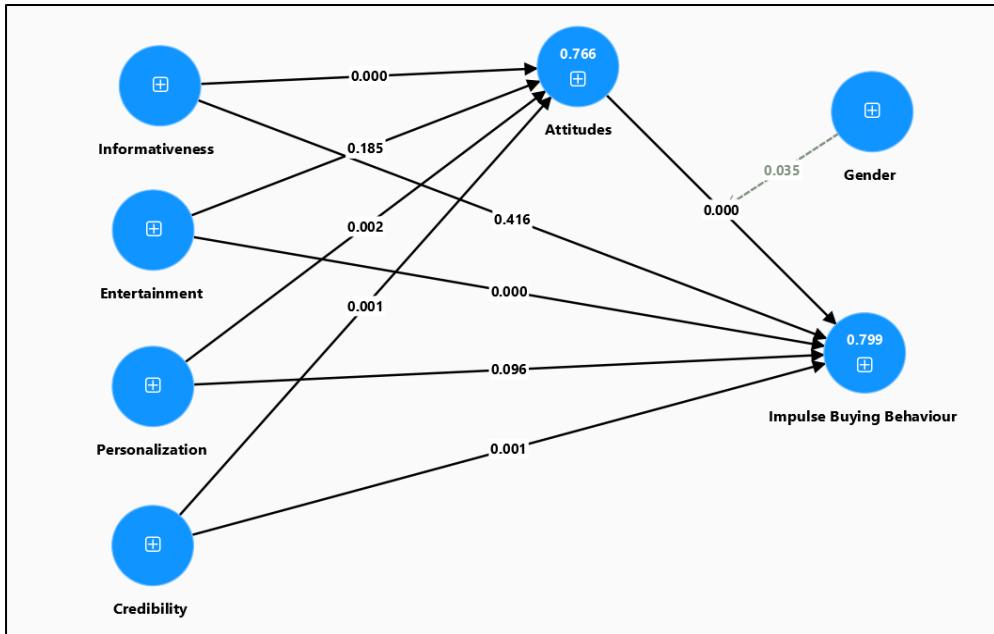


Figure 3: Structural Model  
 Source: SmartPLS output (2025)

*Model Fit*

The overall fit of the structural model was evaluated to determine how well the suggested causal relationships between the latent constructs fit the research data before delving into the outcomes of the hypotheses presented by the current investigation. According to the data in Table 5, the SRMR value of 0.041 which is less than 0.08 highlighted that the residual error is 4.1 and it is quite good. Then, the Normative Fit (NFI) value of 0.872 which is closer to the threshold level of 0.9 denoted that the structural model has a good fit.

**Table 5: Model Fit**

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.041	0.041
d_ ULS	0.578	0.578
d_ G	0.622	0.622
Chi-square	723.822	723.822
NFI	0.872	0.872

Source: SmartPLS data output (2025)

*Path Coefficient*

A direct path involves an exogenous variable (independent) directed towards a specific endogenous (dependent) variable, whereas an indirect path involves the influence of one latent variable mediated by one or more additional latent variables on an endogenous latent variable (Garson, 2016). The following Table 6 visually represents the results of path coefficients, t values, and p values.

**Table 6: Path Coefficients**

		<b>Original Sample</b>	<b>Sample Mean</b>	<b>Standard Deviation</b>	<b>T statistics</b>	<b>P values</b>
Gender	->	0.052	0.053	0.065	0.791	0.429
IMP						
Credibility	->	0.254	0.265	0.074	3.449	0.001
ATOA						
Credibility	->	0.276	0.273	0.080	3.436	0.001
IMP						
Entertainment	->	0.089	0.086	0.067	1.324	0.185
ATOA						
Entertainment	->	-0.293	-0.290	0.074	3.989	0.000
IMP						
Informativeness	->	0.401	0.385	0.088	4.542	0.000
ATOA						
Informativeness	->	-0.053	-0.047	0.065	0.813	0.416
IMP						
Personalization	->	0.216	0.222	0.069	3.129	0.002
ATOA						
Personalization	->	0.123	0.121	0.074	1.664	0.096
IMP						
ATOA -> IMP		0.877	0.876	0.077	11.384	0.000
Gender x ATOA -> IMP		-0.126	-0.128	0.060	2.106	0.035

Source: SmartPLS data output (2025)

As per the data shown in Table 06, Informativeness, Personalization, and Credibility are directly influencing on Attitude formation of Online Advertisements having the t values greater than 1.96 with the p values less than 0.05. Based on the above statistics it can be concluded that H1, H3 and H4 were accepted. Additionally, the relevant t value and p values for the impact of Attitudes on Impulse Behaviour are also in line with the threshold levels proving that Attitude Formation is directly influencing Impulsive Buying Behaviour accepting H5. However, Entertainment has no significant influence on Attitude formation of Online advertisements having the t values less than 1.96 with higher p values which is greater than 0.05. So, H3 of the present study was rejected. Despite the fact that entertainment as a component of online video advertisements has been found to play a key influence in earlier research findings, the current study found no significant relationship between entertainment and attitude formation. The cultural differences between markets in different countries are the cause of this negligible association. Young consumers in Sri Lanka are more exposed to digital advertising's informativeness, credibility, and personalization than they are to entertainment when compared to Western societies.

When it comes to the moderating effect, Hypothesis 06 was approved revealing that Gender as a moderator significantly moderates the relationship between attitude formation and impulse buying behaviour having t value 2.106 with p value 0.035.

### *Coefficient of Determination ( $R^2$ )*

It indicates the degree of variance in the endogenous variables that may be accounted for by each of the associated exogenous variables (Hair et al, 2022). Furthermore, the combined effects of the exogenous latent variable on the endogenous latent variable are represented by the coefficient. The data on table 07 visually illustrates the coefficient of determination.

**Table 7: Coefficient of Determination ( $R^2$ )**

	<b>R-square</b>	<b>R-square Adjusted</b>
ATOA	0.766	0.761
IMP	0.799	0.790

Source: SmartPLS data output (2025)

As per the data on above table 07, the first  $R^2$  value of 0.766 highlighted that 76.6% of changing Attitudes toward online video advertisement are determined by Informativeness, Entertainment, Personalization and Credibility.

In addition to that, the second  $R^2$  value of 0.795 highlighted that 79.9% of changing Consumer Impulsive Buying Tendency are determined by Attitude Toward Online advertising. So, the current study's model was approved, resulting in a respectable  $R^2$  value for Attitude Toward Online Advertising.

### **Hypothesis Testing**

As per the data shown in Table 08 below, three of the four elements of online advertising were shown to have a positive influence on the formation of attitudes among young people. Among the four components, informativeness has the biggest impact on attitude development ( $t = 4.542$ ,  $p = 0.000$ ), with a t value bigger than 1.96 and a p value less than 0.05. The adoption of Hypothesis 04, which claims that credibility has the second-highest impact on attitude, was then settled upon. Thirdly, the statistics ( $t=3.129$ ,  $p = 0.000$ ) demonstrated that, while acknowledging Hypothesis 03, personalization of online ads had a positive influence on the attitude format of young customers. However, it should be noted that entertainment has no bearing on the formation of attitudes, hence rejecting hypothesis 02 ( $t = 1.324$ ,  $p = 0.185$ ). In the end, it was shown that attitude formation has a favorable impact on the impulsive buying behavior of young clients, hence supporting Hypothesis 05.

**Table 8: Hypothesis Testing**

Hypothesis		Original Sample	Sample Mean	Standard Deviation	T statistics	P values	Results
H1	INF -> ATOA	0.401	0.385	0.088	4.542	0.000	Supported
H2	ENT -> ATOA	0.089	0.086	0.067	1.324	0.185	Not Supported
H3	PRS -> ATOA	0.216	0.222	0.069	3.129	0.002	Supported
H4	CRD -> ATOA	0.254	0.265	0.074	3.449	0.001	Supported
H5	ATOA -> IMP	0.800	0.799	0.068	11.730	0.000	Supported
H6	Gender x ATOA -> IMP	-0.126	-0.128	0.060	2.106	0.035	Supported

Source: SmartPLS data output (2025)

## Discussion

This study aims to examine the role of online video advertisements on Impulse buying behavior with the mediating role of attitudes toward online video ads. The study used a deductive approach to assess how four aspects of internet video commercials affected the establishment of attitudes and the subsequent impulsive buying behavior.

Based on the study results produced by smart pls 4.0, it was discovered that out of four, three components of online advertising had a beneficial impact on young people's attitude formation. Informativeness, with a t value larger than 1.96 and a p value less than 0.05, has the greatest influence on attitude formation among the four elements, supporting hypothesis 01 ( $t = 4.542$ ,  $p = 0.000$ ). Next, it was decided to adopt Hypothesis 04, which states that Credibility has the second-highest influence on attitude. Thirdly, it was shown that, while accepting Hypothesis 03, personalization of online advertisements had a favorable influence on the attitude format of young customers, as evidenced by the statistics ( $t=3.129$ ,  $p = 0.000$ ). It should be highlighted, nonetheless, that entertainment has no effect on how attitudes are formed, refuting hypothesis 02 ( $t = 1.324$ ,  $p = 0.185$ ). Ultimately, it was demonstrated that young customers' impulsive purchasing behavior is positively influenced by attitude formation, supporting Hypothesis 05. Further, Hypothesis 06 was accepted proving that Gender as a moderator significantly moderates the relationship between attitude formation and impulse buying behavior having t value 2.106 with p value 0.035. These findings are consistent with prior studies showing that young consumers' propensity to make impulsive purchases due to internet advertising varies by gender worldwide.

## **Conclusion and Recommendation**

This study was carried out to examine the factors influencing young consumers' preference for impulsive purchases through the mediation impact of attitudes, with a particular focus on Gender differences. The findings demonstrated that the Informativeness, Personalization, and Credibility of online video advertisements have a significant influence on people's perceptions of them. Additionally, it was shown that the mediating impact influences young consumers' impulsive buying decisions by demonstrating how Credibility, Personalization, and Informativeness shape their perspectives. Furthermore, it was highlighted that Gender, as a moderating variable, significantly changed the impact of attitudes on impulse buying behavior, suggesting that there are distinct differences between male and female conduct in this area.

The study's findings provide insightful knowledge in the following domains. This study is the first in Sri Lanka to investigate the impact of internet video commercials on impulse buying behavior with the mediating effect of attitude formation. It also addresses the necessity to focus on the underrepresented young consumer demographic. Second, the results of this study offer useful information to markets regarding the use of Tik Tok advertisements as a platform for promoting youth goods. Third, policymakers at the federal level can take the required steps to slow down social media's excessive growth, which would result in unneeded consuming habits.

The discussion suggests potential future research directions, such as exploring impulsive buying tendencies on other social media platforms like Instagram and YouTube, examining different generations' behaviors on TikTok, and expanding the research framework to various platforms to compare results. Second, it would be more advantageous for future researchers to test the model of the current study through a longitudinal investigation in order to more clearly identify the causal relationships that are already in place

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