

# **EVALUATING THE FACTORS INFLUENCING INTENTIONS TO WATCH ONLINE VIDEO ADVERTISEMENTS**

**By**

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of the MBA degree**



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**SUPERVISOR'S APPROVAL STATEMENT**

**Supervisor-Student Meeting Record**

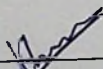
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## ABSTRACT

The current study provides extensive research on the factors influencing the intention of the customers/consumer in regards to watch online video advertisements. Multiple variables and their relationship amongst is examined. The theory of reasoned action is collaborated with the constructs to provide a considerable meaning. Intentions to watch online video advertisement, attitude towards watching and subjective norms positively relates to variables; entertainment, information, escape, relaxation, social interactions and passing time. The research is quantitative in nature, while the questionnaire contains 31 questions which and the ranking is based on likert scale. However, data is collected through both primary and secondary resources. Watching online video advertisements matters on one's attitude, subjective norm and as well as people tend to watch when they need an escape, or for passing time, relaxation and even to interact within social circles to communicate likewise, while information and entertainment be the most preferred reasons to tune online video advertisements. Nevertheless, factors simultaneously relate to each other which further leads to the intention to watch online video advertisements.