
| RESEARCH ARTICLE

Advertising Appeals influencing the Brand Engagement of Gen Y and Z in terms of Social Media Pre-roll Advertisements

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| ABSTRACT

This study focused on how advertising appeals affect the brand engagement of Generations Y and Z in terms of pre-roll advertisements found on Facebook and YouTube. The objective of this study was to know what specific advertising appeal captures the attention of both Gen Y and Gen Z, as well as enumerate what advertising appeal captures their attention individually. Lastly, to identify which particular advertising ABPs increase the brand engagement of Gen Y and Z. According to studies, three advertising appeals positively affect brand engagement; Emotional Appeals, Visual Appeals, and Ethical Appeals. A total of 300 respondents answered the online survey via Google forms, 145 respondents for Gen Y and 155 respondents for Gen Z. The survey questionnaire was conducted with three different parts, which are; Profiling, Ad testing, and General Questionnaire. To answer the different research questions in this study, the following statistical treatment tools were used; Kruskal-Wallis H Test and Post Hoc Test, Mann-Whitney U Test, and Multivariate Regression Analysis, all at 0.05 and 0.1 levels of significance. For the results of this study, the researchers found out that Ethical pre-roll advertisements capture Gen Z's attention using the Post Hoc Test. On the other hand, Emotional pre-roll advertisements capture Gen Y's attention based on the Mann-Whitney U Test. The study successfully identified advertising ABPs of the Gen Y and Z that significantly influenced their brand engagement. If these ABPs garnered a high score, the probability of a high brand engagement score towards the particular pre-roll advertising appeal also increases.

| KEYWORDS

Brand engagement, Pre-roll Advertisement, Advertising Appeals, Social Media, Generation Y, Generation Z

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1. Introduction

The internet provides us with the ease of access to different food services through different online platforms such as social media. According to the statistics provided by Talkwalker, the age distribution of social media consumption in the Philippines is dominated by the age group of 18-24 years old (Gen Z), garnering 52.7% of the population of active social media users. In addition, the age group of 25-40 years old (Gen Y) has the second-highest proportion at 31% of the total population of active social users, which proves that social media has been an integral part of everyday lives of consumers. These generations and age groups are chosen since they have a significant impact and distinction to the peak and rise of technology. According to Think with Google's consumer insights article in 2019, individuals from Generation Y were born in the era during the early creation of digital technology and even before the internet became of evident use without smartphones and social networking sites involved. On the other hand, some individuals belonging to Generation Z were born with smartphones, and social networking sites were being developed into further advanced and effective innovations of technology like what we have today. This study focuses on the Pre-roll advertisements generated by the fast-food industry on the social media platforms of Facebook and YouTube. Pre-roll advertisements are defined as video advertisement that automatically plays directly before a featured video on both mobile and desktop. Businesses believe that this is the most effective placement for advertisements to entice consumers to be interested in a product or a brand being advertised. As consumers' exposure to visual advertising grows, it becomes more difficult for advertisers to capture people's attention and increase the appeal of products depicted in advertising (S. Farace et al., 2020). This study believes that there is already

an abundance of different food advertisements scattered across different social media platforms to which consumers are often displeased about the frequency of these ads, thus ignoring them. Hence, advertisers must find a common interest in each market segment or age group that will be able to capture their attention and cravings for the particular food that is being advertised, which will hypothetically influence them in their buying decisions. With that in mind, the target participants of this study are Gen Z and Gen Y due to the heavy consumption of these generations on different social media platforms, which makes them suitable contributors to this study.

To be able to explore these advertising appeals, the researchers constructed the following research questions; (1) Which advertising appeal of pre-roll advertisements captures attention to both Gen Y and Z?; (2) Which advertising appeal of pre-roll advertisements captures attention to the Gen Y and Gen Z individually?; and lastly, (3) Among the advertising appeals stated, which advertising ABPs have significant influences to the brand engagement of Gen Y and Gen Z? Identifying the proper advertising approach that is applicable and effective to Gen Y and Z who have different sets of collective personalities and interests is one of the main focuses of this study. According to (Campbell et al., 2017). As mentioned by (Cam, 2020), the study suggests, the growth of video advertising is a crucial part of the brand identity of an organization; therefore, this study believes that in order for a product to be sellable to the Gen Y and Z, it should have a brand identity that fits their lifestyle and personality. This would only be made possible by understanding each collective set of advertising ABPs of each generation mentioned and producing pre-roll advertisement material that they can relate to and connect with. Generation Y is deemed to be more enticed with emotional advertisements portraying humor, joy, sadness, surprise, etc., given that they were born in the television era wherein telenovelas and soap operas were often aired and embraced. On the other hand, Generation Z is deemed to be more enticed by ethically appealing advertisements which portray honesty, respect, integrity, selflessness, etc., given that they are born in the digital era wherein there is an abundance of social media platforms in which users can voice out their stand in current societal issues and the freedom to share thoughts, ideas, and opinions are often welcomed.

2. Rationale

Pre-roll advertisements have played a large role in today's advertising, which it is utilized by different organizations to raise brand awareness, increase brand memorability, and sustain brand engagement. The production of pre-roll advertisements is written through storyboards that are centered on a particular appeal. These are themes that allow the advertisement to spike interest in audiences. In this study, these themes are defined as advertising appeals and are segmented into three categories; (1) emotional appeal, (2) visual appeal, (3) ethical appeal. Moreover, this study identified the impact of the three pre-roll advertising appeals mentioned on the brand engagement of Gen Y and Gen Z.

Related literature is similar to this study in a way that it aims to understand the different perceptions, beliefs and responses of consumers towards online advertisements. They are also related in providing a similar discussion of the most effective way of placing advertisements which is in the form of pre-video or pre-roll to get the attention of the individual users. Moreover, it is also similar in the way that it identifies whether this kind of advertising format is recognized as persuasive communication rather than simply having entertainment content. Lastly, both include information on how the creation of communities through the use of social media and advertising can be beneficial for both consumers and modern businesses.

Despite all the similarities, numerous journal articles failed to include advertising appeals as a variable in their study, which is deemed to be the heart and soul of the advertisement since it is the root of persuasion and interest. In addition, related works of literature also failed to narrow their study to specific age groups and generations, whereas this study focuses its efforts on Gen Y and Gen Z only. Moreover, this study explores pre-roll advertising in a way that it only considers three advertising appeals which are the common themes in modern advertisements. Likewise, these advertising appeals (emotional, visual, ethical) are deemed to increase the overall brand engagement of Gen Y and Gen Z towards pre-roll advertisements.

This study aims to enumerate the most influential advertising appeal for each generation (Gen Y and Gen Z) and identify the advertising ABPs (attitudes, behaviors and preferences) that have significant influences on their brand engagement. Furthermore, this study was formulated to help advertisers, marketers, organizations, and business startups in the production of their pre-roll advertisements and maximize their engagements. It also aims to contribute to the field of advertising by widening the knowledge of pre-roll advertisements.

Below are some journal articles which have been the source of the construction of this study

3. Literature Review

3.1 The Growth of Social Media Advertising

The growth of video advertising today is critical regarding branding (Cam, 2020). According to Cam (2020), digital video advertising is forecasted to increase by 75% in the upcoming years, with an average of 18 million reported in 2019. YouTube being the most prominent and renowned platform that utilizes video advertising, has been a great contributor to the success of the

abrupt upsurge of online video advertisement viewing (Cam, 2020). Advertisements have been a prevalent marketing medium for informing and persuading consumers to purchase a certain product or service. The fundamental and underlying goal of having an effective advertisement is persuasion. (Mafael et al., 2021). It has aided advertisers, entrepreneurs, and firms to gain profit from their businesses further. It plays a vital role in a company or brand's image and lifecycle as the vehicle that can lead to sales. The continuous growth of the internet made it accessible for producers to gather information and engage with their potential customers (Jibril et al., 2019). According to (Campbell et al., 2017), there has been a surge in the share of total digital and mobile ad spending for video advertising and an increase of 114% in Digital video advertising since 2014. With this being said, more advertisers will gradually optimize digital and video advertising since it is easily accessible and less costly for further marketing activities evident on social media platforms. The majority commonly uses Facebook for corporate advertising (Gavilanes et al., 2018) and YouTube, with more than 1 billion users (Belanche et al., 2020), facilitates ad interaction with different types of linear advertisement such as pre-roll, mid-roll, and post-roll ads to be discussed in the study as well. For advertising and personal sales, both Facebook and Instagram have manifested vigorous competitors to traditional marketing communication tools (Jibril et al., 2019).

Social media, as broadly defined, is a "group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content" (Voorveld, 2019). Numerous pieces of evidence reinforce the fast-paced growth of the Internet serves as a driving force for pre-purchase information gathering. (Jibril et al., 2019). As a result, there is increased use of social media platforms to gather information, turning away from traditional media channels such as television, radio, and magazines. (Schivinski and Dabrowski, 2016) Advertisements have played a significant role on social media platforms, specifically on Facebook and YouTube giving consumers an instant method to be informed or persuaded by a brand or product. It is evident that social media has become a significant part of every consumers' daily lives to which; It has been estimated that in the year 2018, 2.62 billion people worldwide used social media platforms at least a month, while the average time spent by these consumers have constituted to 135 minutes per day (Voorveld, 2019). Companies and Brands are aware of this phenomenon given that there is an allocated marketing budget dedicated to social media advertisements. According to the 2018 CMO Survey, the longest-running non-commercial survey among top marketers in the field of marketing, states that the average social media spending accounts for 13.8% of brands' total marketing budgets (Voorveld, 2019). The increase in utilization is due to the fact that social media platforms offer an opportunity for its consumers to interact with other consumers as well as allow businesses to interact with other companies leading to companies no longer being the primary source of brand communication (Schivinski and Dabrowski, 2016).

3.2 Capturing Viewer's Attention through Pre-roll Advertising

Various kinds of video advertisements are normally visible on numerous online platforms. There are types of video formats for video advertising, such as Pre-roll, Mid-roll, and Post-roll, but this study only focuses on Pre-roll advertisements alone. According to (Campbell et al., 2017), pre-roll advertising is an evident form of online advertisement typically exposed for five seconds before viewing the desired video content that provides an option to skip after viewing a brief forced segment of the ad. Pre-roll advertisements take part precisely in the interface where the intended content is viewed by the consumer (Campbell et al., 2017). Moreover, it is also considered a notable and distinctive form of online advertising. Although pre-roll advertisements are proven to be effective, the quick five seconds for pre-roll ads are vital for advertisers and agencies; hence, powerful content and highly creative ad characteristics are requisite for consumers to view an ad consistently (Campbell et al., 2017). This being said, advertisers constantly face challenges in producing content that will significantly capture the attention of their audiences.

There are a lot of pre-roll advertisements that have gone viral on social media platforms leading to high brand engagement in the past years. YouTube being the most prominent and renowned platform that utilizes video advertising, has been a great contributor to the success of the abrupt upsurge of online video advertisement viewing (Cam, 2020). However, there are certain disadvantages associated with using the pre-roll ad format from the consumer's point of view. Pre-roll ad from the prefix of "pre" is used to denote 'before' or 'prior' and so, as mentioned earlier, ads will appear before the desired video content to be viewed, causing interruption to the consumer, thus inducing irritation and ad avoidance (Campbell et al., 2017). The interruption linked with the pre-roll ads can trigger undesirable effects or ad intrusiveness which is eventually led to negative results (Cam, 2020). According to Campbell et al., 2017, whenever an ad is considered an intervention from the consumer's point of view, the cognitive response in the consumers' minds is to anticipate either ad avoidance or ad-skipping. If the consumer still chooses to view the remainder of an ad before watching the video content, it is reckoned as ad-skipping, which is less extensive than ad avoidance. (Campbell et al., 2017). YouTube and Facebook are the few social media platforms that allow users to skip a video advertisement after watching it for a few seconds, and it was concluded that for a video advertisement, it only takes 10 seconds or less to get the user to be enticed towards an ad since the average human attention span is only 8 seconds (Wei, 2020). According to the study by Wei (2020), their data showed that compared to other platforms, YouTube is the most flexible social media platform when it comes to video advertisement with the short and skippable option provided, which makes it convenient for the users. As for Facebook, video

advertisements are regularly visible on a user's news feed, but due to the unnecessary and excessive video advertisements being shown, the respondents view this as unfavorable on their end (Wei, 2020).

The viewer's attention is critical in a pre-roll advertisement since this will signify if the advertisement being shown is worth watching or skipping for the audience. From an advertiser's point of view, this will be very beneficial for them to know if they have executed an effective advertisement that has left a remarkable impression on its audience. From that point, they can collate insights from the audiences through their comments and feedback on the advertisement that will serve as their basis for improvement in future video advertisements that they will be producing.

These kinds of online video advertisement formats are often recognized and used on social media platforms such as Facebook and YouTube with features to either like, comment, or share posts. This is where most advertisers and brand owners nowadays utilize advertising their products and services to reach a broader audience and optimize targeted or personalized content. This phenomenon is called online behavioral advertising on the internet, where advertisers monitor online behavior and use the information to target a specific audience (Boerman et al., 2017). Thus, social media serves as a medium where information can be easily gathered for consumers and companies (Belanche et al., 2020).

3.3 Three Advertising Appeals that Influences Brand Engagement

In the context of advertising, the word influence is the effect on the behavior of the consumers. The effects demonstrate how the consumers will respond subsequently to the advertisement and how it can affect brand engagement through the advertising appeals (ex., Emotional, Visual and Ethical). In this study, Advertising Appeals are defined as central, recurring ideas or messages in an advertisement that intend to stimulate a desired action from the consumers. This part introduces the three common Advertising Appeals that are commonly seen in pre-roll advertisements scattered around the social media platforms of Facebook and Youtube. These appeals can serve a vital role in persuading and capturing the attention of the viewers, which can result in increased brand engagements and buying decisions.

3.4 Emotionally Appealing Advertisements

Existing research (Thompkins, 2019) shows that consumers have a limited understanding of the importance of online advertising than offline settings and are less tolerant of disruption. This finding affects the effective communication of businesses to consumers as they start not to overcome their hesitancy about engaging with the brand, which leads to an increase in mental avoidance of online advertisements (Thompkins, 2019). Advertisers progressively utilize various methods to counter this pattern to make their ads more compelling to consumers (Thompkins, 2019). According to (Han et al., 2019), there are two classifications of advertising strategies that are connected to the content and ad message, which is called functional/cognitive ads and emotional ads. Functional/cognitive ads (Han et al., 2019) is utilized to make the customers feel attached or linked to the product by objectively conveying its product features and other attributes such as quality and price. While emotional ads exhibit the benefits in a subjective and symbolic way to direct consumer's expectations that will generate a positive emotion or feeling towards a product (Han et al., 2019). The findings from the previous articles showed that emotions played a significant role in generating intention in attracting viewers. Emotions play a large role in influencing the consumer's attitude towards advertisements that show up on social media platforms. This shows that the gravity of emotions present in an advertisement can be an effective utility that can result in a positive impact on engagements (Thompkins, 2019), highlight certain complex emotions such as humor (Thompkins, 2019), and is relied upon to cause high arousal (Thompkins, 2019).

Emotions are one of the critical advertising appeals that affect consumers' behavioral intentions (Han et al., 2019) and customer satisfaction (Han et al., 2019). Thus, researchers believed it is still relevant to know how the influence of advertisement on consumers affects a business's success rate (Sebastian et al., 2021). There is an argument that positive emotions of consumers would lead to better results, such as positive evaluations and behavioral intentions towards the product (Han et al., 2019). According to Poels and Dewitte (2019), anger versus sadness varied the preferences for advertised products. Angry people reacted more positively when the product was advertised as active than sad people. Moreover, positive moods would only deal with specific and positive data and inhibit the negative ones for consistent positive attitudes (Han et al., 2019). Therefore, when a customer has a positive emotion toward an advertisement, their probability to engage in the experience is enhanced (Han et al., 2019).

3.5 Visually Appealing Advertisements

Visual imagery has long been an important research topic in the subjects of advertising and marketing (Kim et al., 2019). According to prior advertising research, visual arrangements affect cognitive, evaluative, and behavioral consumer responses (Farace et al., 2020). Creativity is deemed to be one of the most significant aspects of advertising, given that it serves as a medium to leave a lasting impression in the minds of consumers (Mogaji, 2016). A study entitled "The Image realism effect: The Effect of Unrealistic Product Images in Advertising" (Kim et al., 2019) discussed a situation wherein if consumers see unrealistic images of a hamburger on the Burger King's website, consumers who were seeing an unrealistic image would less likely imagine consuming the product, compared to viewing a realistic image of that product. Also, the study stated that Food looks less healthy when it looks unrealistic

than when it looks realistic (Kim et al., 2019). Another study entitled "How Color Affects the Effectiveness of Taste-versus Health-Focused Restaurant Advertising Messages" (Wang et al., 2020) suggests that message and color congruency of restaurant advertisements increases message persuasiveness. For taste-focused messages commonly advertised by restaurants with unhealthy food offerings, color designs increase ad effectiveness. On the other hand, health-focused messages are suggested to be matched with Black and White designs to increase advertising effectiveness (Wang et al., 2020). In a study conducted by (Farace et al., 2020) entitled "Patterns in Motion: How Visual Patterns in Ads Affect Product Evaluations", advertisers can increase product evaluations by facilitating a mental simulation, which can occur by combining a regular arrangement of visual elements with headlines that highlight motion. Results show that visual elements found in advertisements can have an effect on consumer evaluations which extends to the brand logo, packaging, shelf design and web page and app interfaces. Concluding the previous studies that were discussed, this proves that visual imagery and how it is executed is indeed a contributing element that affects the effectiveness of an advertisement since it gives consumers positive or negative feelings and impressions towards a particular brand or product. The proponents of this study, therefore, considered visual imagery as an independent variable in this research since it contributes a large part in gaining the attention of consumers in food advertisements.

3.6 Ethically Appealing Advertisements

As defined from a moral perspective, advertising ethics is "what is right or good in the conduct of the advertising function and what ought to be done, not just what legally must be done" (Belanche 2019). This is to identify that normative ethics ('what ought to be done') signifies the limit between appropriate and inappropriate practices in the search for normal and accredited moral standards (Belanche, 2019). Advertising can be a vehicle through which brands express compassion and care and alleviate the suffering of their stakeholders (Ertimur and Coskuner-Balli, 2021). Advertising scholars have explored how public accountability of a corporation informs consumers' trust in that corporation; companies bolstering public accountability gains an identity of trustworthiness, thus eliciting more favorable consumer attitudes toward its brand (Ertimur and Coskuner-Balli, 2021). Ethics is a part of human nature to which it becomes a moral responsibility; ethically-inclined advertisements are deemed to attract the consumers' attention, considering that it is subconscious to human nature to know what is right and wrong. Empowering ethics in brand advertisements leads to positive consumer judgements about a brand (Ertimur and Coskuner-Balli, 2021). According to a study entitled "Brands Expressing Compassion and Care through Advertising" (Ertimur and Coskuner-Balli, 2021), brands that respond to social crises with compassion contribute to their cultural branding. Cultural branding is where brands derive their value, thus being icons due to their ability to deliver powerful messages that help raise awareness in society.

According to the study, "Do you want me to watch this ad on social media?: The effects of norms on online video ad watching " by (Lee et al., 2017); there are social norms approaches that influence individual to watch online video ads on social media. Findings in this study reveal that personal injunctive and subjective norms resulted in positive predictors that influence high ethical-level intention to watch online video ads. Personal injunctive norms are individuals' belief in watching an ad approved by their peers or significant other. In contrast, subjective norms are the social pressure felt by peers to watch online video ads on social media platforms (Lee et al., 2017). In recent years there has been preeminent progress in LGBTQ acceptance globally, according to NBC News reported in 2019. Thus, many companies have produced advertising with homosexual imagery to have a better target in the community and the mainstream market (Eisend and Hermann, 2019). Findings in the study appeared that "Homosexual consumers are more persuaded by a homosexual than heterosexual portrayals in advertisements", and homosexual consumers react negatively with regard to heterosexual imagery as opposed to prior research (Eisend and Hermann, 2019). It was also mentioned that in highly masculine countries, homosexual portrayals have an adverse reaction towards heterosexual consumers (Eisend and Hermann, 2019). This related literature on ethically-themed advertisements shows that companies must take into consideration their social responsibility for consumers to patronize and trust in them. This study believes that ethically-themed advertisements are indeed an independent variable towards brand engagement since a company that exhibits solidarity, trust and resilience raise brand awareness and memorability to their consumers resulting in their advertisements gaining more views and engagements.

3.7 Measuring and Defining Brand Engagement

According to (Jibril et al., 2019), brand engagement in the advanced setting of advertising has the ability to change the behavior of consumers. It is a relationship marketing form where the bond between consumers and brands leads to consistent brand engagement that strengthens as the level of engagement uplifts. Consumers with a greater level of brand engagement reflected brand loyalty, consumer satisfaction, and the perceived value of a brand (Razmus, 2021). The formation of online-based-brand communities on the various social media platforms supports and strengthens the consumer-brand engagement and relationship through the advertising appeals (emotional, visual, and ethical) stated in the findings from the previous works of the literature. In fact, according to Cornwell (2019), much of what is measured as engagement in business marketing, advertising, and sponsorship is brand-related social media interactions (e.g., likes, shares, and comments) gained on a certain advertisement. The potency of consumer engagement is profoundly reliant upon the sorts of media that have been introduced for brand communication, specifically social platforms, situational variables such as advertising, and involved subjects such as brand communities (Gavilanes et al., 2018). Moreover, Consumers' response and perceptions towards the advertisement and their experiences can further support

the advertiser’s decision-making about which messages to use in social media advertisements and what platforms may be active to attract more viewers (Voorveld, 2018).

3.8 Social Media Behavior of Generations Y and Z

Generation Z is defined as people born in 1991 up to the present date, while Generation Y is classified as people born in the year 1981-1990 (Yadav and Rai, 2017). According to the study “The Generation Z and their Social Media Usage: A Review and a Research Outline” (Yadav and Rai, 2017). Gen Z is the first generation to have ready access to internet technology to which they have been exposed to an unmatched amount of technology in their upbringing. Moreover, Gen Y also has early and frequent exposure to technology, making them adaptive to internet technology. (Bolton et al., 2013). The internet usage of Gen Z and Y is unmatched among other generations. They are the most technologically literate giving them an advantage in navigating different web platforms such as social media. Although social media may result in positive effects, it can also bring negative effects such as feelings of animosity, rage, grudges which results in a variety of reactions online and offline. (Yadav and Rai, 2017). Generation Z is identified as the regular consumers and contributors of online content to the extent that they prefer to engage and remain connected to technology (Yadav and Rai, 2017). Moreover, Gen Z desires to explore and experience the virtual social society and for the same use social networking platforms to socialize. (Yadav and Rai, 2017). Early exposure to technology has both positive and negative consequences at the individual and organizational levels, and the impact of social media is also prevalent at a societal level. Many social networking platforms, such as YouTube, Facebook, WhatsApp, and Twitter, are now following the trend of efficiently publicizing awareness on vital issues such as health and hygiene, education, consumer awareness, and other critical social issues, creating consciousness in societies at large, particularly Generation Z. On the other hand, Generation Y’s social media use affects consumers’ identity formation, their expectations regarding service, formation of habits, engagement with brands and firms, participation in value co-creation, brand loyalty, purchase behavior and lifetime value, and (ultimately) the value of the firm. (Bolton et al., 2013). Furthermore, Gen Y heavily relies on technology for entertainment, online interaction, and emotional regulation (Bolton et al., 2013). According to (Bolton et al., 2013), Gen Y’s social media use may have salutary effects on their psychological and emotional well-being. With this, it gives these recipients both advantages and disadvantages in terms of cognitive, emotional, and social outcomes. Both Gen Y and Gen Z heavily consume content on social media, wherein both are also susceptible to encountering pre-roll advertisements. Furthermore, this study serves as a medium to explore the collective and individual behavior of Gen Y and Gen Z for these behaviors to be utilized in increasing the influence of pre-roll advertisements.

4. Conceptual Framework

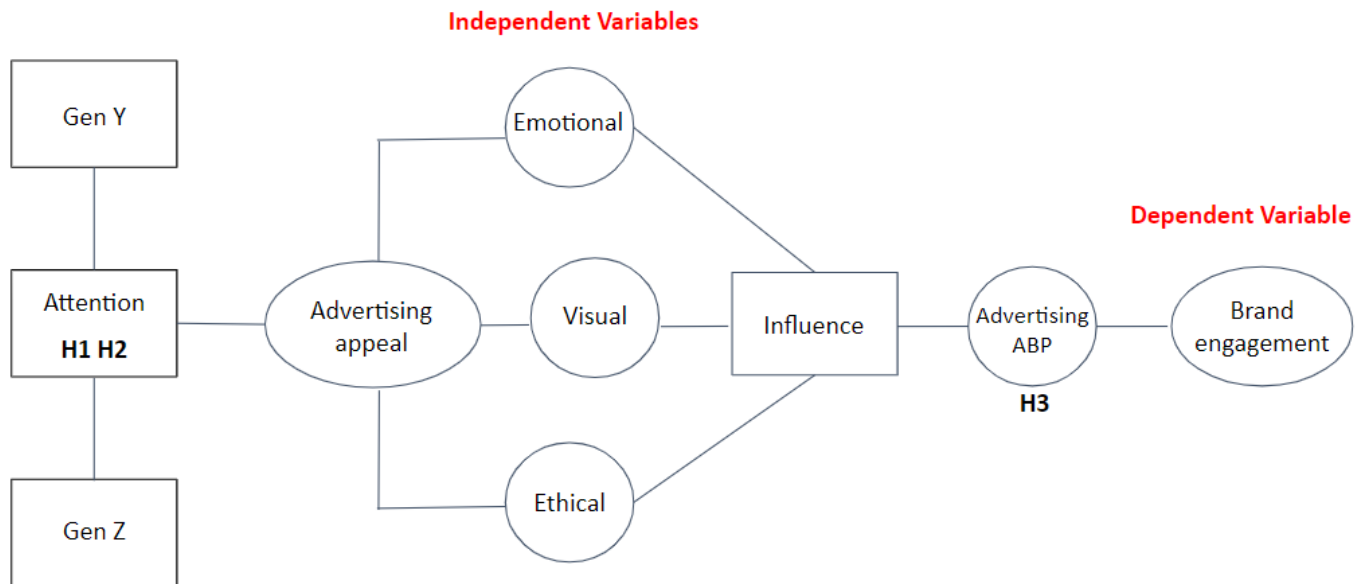


Figure 1. Proposed Conceptual Framework

This framework is intended to explain the flow of the process and concepts in this study. The subjects are Gen Y and Gen Z. To be able to capture their attention, advertising appeals are used as a medium to stimulate their interest. These advertising appeals are segmented into three categories which are the following; Emotional Appeals (Thompkins, 2019), Visual Appeals (Mogaji, 2016),

and Ethical Appeals (Belanche, 2019). Furthermore, the mentioned advertising appeals are mediums to provide influence to Gen Y and Gen Z through the advertising ABPs which are the specific attitudes, behaviors, and preferences of these individuals towards the Pre-roll advertisements. The advertising ABPs, therefore, leads to the Brand Engagement of Gen Y and Gen Z, wherein it increases the probability of them sharing the pre-roll advertisement with their family, friends, and colleagues, which is the emphasis of brand engagement in this study.

5. Methodology

The proponents utilized a descriptive-comparative research design. A descriptive-comparative research design aims to evaluate two variables that are not manipulated and institute a systematic procedure to determine which has a significant value over the other. Since the goal of this study is to determine whether the independent variable, which are the advertising appeals (emotional, visual, ethical), affects the outcome or the dependent variable, which is the brand engagement of Gen Y and Z. This method is done by comparing two or more groups of individuals, this study compared the factors influencing the brand engagement of Generation Z and Generation Y in watching fast food Pre-roll advertisements.

The participants of this study are classified into two generational groups based on the Age Range tool (Beresford Research, 2020): Generation Z [18-24 years old] and Generation [25-40 years old]. Individuals between the ages of 18 and 40 who live in Manila and Quezon City in the Philippines were qualified to participate in this study. The researchers limited the residency of its respondents to Manila and Quezon City since both are deemed to have the largest percentage of the population in the National Capital Region. The criteria used to estimate the sample size are; a confidence level of 0.90, a power of 95%, an effect size of 0.15, and 46 independent variables. GPower version 3.1.9.7 is used to calculate the sample size. It is estimated that 274 respondents are needed for the study. To well-represent the two generations, 137 respondents will be recruited from Generation Y and another 137 from Generation Z.

In regards to the current global pandemic, there are certain limitations to the accessibility of recruiting participants; hence, Google Forms was utilized to gather data and useful information while still observing the current safety protocols and measures brought by the pandemic. This is also to ensure the safety and security of the respondents and as well as the researchers of this study.

To gather useful insights, an online survey questionnaire was constructed by the researchers having three parts. The first part consists of basic information or screening questions to profile the respondents and qualify them for this study. The second part of the survey is constructed to be an Ad testing survey wherein the participants will be asked to view advertisements with different advertising appeals related to the schematic of this study which is; Emotional, Visual, and Ethical appeals. The advertisements will only run for 30-45 seconds each and will be evaluated by the participants through a set of questions related to the feelings, believability, relevance, uniqueness, and message of each advertisement. This process helped the researchers collect quality data based on the ad's performance, allowing them to confirm how it stands out to the viewers. The last part of the survey will consist of two overall questions about the effectiveness of the video advertisement provided.

A structured questionnaire was formed by the researchers regarding the influence of Pre-roll advertisements on the brand engagement of Generation Z and Y. The researchers conducted pilot testing on thirty (30) people to evaluate the reliability and validity of the questionnaire. Once the questionnaire was confirmed that it was reliable and valid, purposive or convenience sampling was used to recruit respondents since there are current health protocols and guidelines that should be followed during the global pandemic; at the beginning of the survey, a consent form was shown to the participants to ensure that they agreed that the information gathered from them will only be used for this research's purpose only, as well that the researchers are well-aware of RA NO. 10173 or "Data Privacy Act of 2012".

After collecting all the necessary data, SAS 9.4 and Microsoft Excel 2013 are used to analyze, graph, and test the data in parametric and non-parametric methods depending on the success or failure in the completion of underlying assumptions. Kruskal-Wallis H Test was also used to determine the most effective advertising appeal of pre-roll advertisements to gain brand engagement for both Generations Y and Z. It is a rank-based nonparametric test that is used to determine if there are statistically significant differences between two or more groups. The variable should be at least ordinal in terms of the level of measurement. In this study, the variable that was used is the rating of the respondents on how likely they will recommend the advertisement to a friend or colleague. Another statistical treatment tool that would be beneficial to this study is the Mann-Whitney U Test which is performed to determine which generation is more influenced by emotionally, visually appealing and ethically-centered pre-roll advertisements. It is used to determine if there are statistically significant differences between two groups when the variable is at least ordinal in terms of the level of measurement.

To evaluate if there is a significant relationship between the specific feelings, behaviors, and preferences of pre-roll advertisements and brand engagement for each generation and advertising appeal, the Chi-Square Test of Independence, Likelihood Ratio Chi-

Square, and Cramer's V Coefficient will be computed for feelings, behaviors, and preferences which are at nominal and ordinal levels of measurement. For specific feelings, behaviors, and preferences which are at interval and ratio levels of measurement, Spearman's Rho Correlation Analysis will be computed. Lastly, the Multivariate Regression Analysis (Alexopoulos, 2010) will be used to determine the specific feelings, behaviors, and preferences of pre-roll advertisements, which significantly influence the brand engagement for each generation and advertising appeals. This will help explain which independent variables have a statistically significant relationship with and influence the response variable.

6. Results

(In this particular section of the study, each table is the result of the statistical treatment tools that were utilized in order to answer each research question stated in this study.)

Legend: * - 5% Level of significance
 ** - 10% Level of significance
 NS - No Significance

RQ1: Which advertising appeal of pre-roll advertisements captures the attention of **both** Gen Y and Z?

RQ 1 Table 1. Results of Post Hoc Test in Generation Z towards Emotional, Visual and Ethical Pre-roll Advertisements

| Generation | Advertisements | N | Sum of Scores | Expected Under H0 | Std Dev Under H0 | Mean Score | One-Sided Pr> Z | Significance Level ([*] for 5% and [**] for 10%) |
|------------|----------------|-----|---------------|-------------------|------------------|------------|-----------------|--|
| Z | Emotional | 155 | 22482.50 | 24102.50 | 776.155934 | 145.048387 | 0.0185 | ** |
| | Ethical | 155 | 25722.50 | 24102.50 | 776.155934 | 165.951613 | 0.0189 | ** |
| | Visual | 155 | 22482.50 | 24102.50 | 776.155934 | 145.048387 | 0.0185 | ** |

At a 10% level of significance, further post hoc tests are required to determine which advertising appeal of pre-roll ads captures the attention of both generations since there was no sufficient evidence to say that there was no significant difference in the distribution of the Gen Z respondents' ratings across the three advertisements using the Kruskal-Wallis Test. As the p-values in the table are less than .05, it indicates that there is no sufficient evidence to say that there is no significant difference between emotional and ethical pre-roll ads, as well as visual and ethical pre-roll ads, when it comes to capturing the Generation Z's attention, at the 5% level of significance. Furthermore, since the mean score for ethical is relatively higher than that of emotional and visual, which is 165.951613, the finding indicates that generation Z will be more willing to share ethical advertisements with friends or colleagues than emotional or visual advertisements.

RQ 1 Table 2. Results of Kruskal-Wallis Test in Generation Y towards Emotional, Visual and Ethical Pre-roll Advertisements

| Generation | Advertisements | N | Sum of Scores | Expected Under H0 | Std Dev Under H0 | Mean Score | Significance Level | Kruskal-Wallis Test | |
|------------|----------------|-----|---------------|-------------------|------------------|------------|--------------------|---------------------------|--------|
| Y | Emotional | 145 | 30483.50 | 31610.0 | 1211.44501 | 210.231034 | NS | <i>Chi-Square</i> | 3.4587 |
| | Ethical | 145 | 33863.00 | 31610.0 | 1211.44501 | 233.537931 | NS | <i>DF</i> | 2 |
| | Visual | 145 | 30483.50 | 31610.0 | 1211.44501 | 210.231034 | NS | <i>Pr > Chi-Square</i> | 0.1774 |

To determine which advertising appeal of pre-roll ads captures the attention of both generations, the Kruskal-Wallis Test is utilized in RQ 1 Table 2. The test was applied based on the survey questionnaire asking the respondents, "How likely is it that you would share this advertisement with a friend or colleague?" The significance of the difference in ratings of Gen Y to the three ad appeals can be shown through the $Pr > Chi\text{-}Square$ of 0.1774, which indicates that there is no significant difference in the distribution of the ratings of the Gen Y respondents among the three advertisements (Emotional, Ethical, and Visual).

RQ2: Which advertising appeal of pre-roll advertisements captures the attention of Gen Y and Gen Z individually?

RQ2 Table 1. Results of Mann Whitney U-Test in Gen Y vs. Gen Z's Brand Engagement towards Emotional Appealing Pre-roll Advertisements

| Generation | N | Sum of Scores | Expected Under H0 | Std Dev Under H0 | Mean Score | One-Sided $Pr > Z$ | Significance Level ([*] for 5% and [**] for 10%) |
|------------|-----|---------------|-------------------|------------------|------------|--------------------|---|
| Y | 145 | 23559.50 | 21822.50 | 741.551064 | 162.479310 | 0.0096 | ** |
| Z | 155 | 21590.50 | 23327.50 | 741.551064 | 139.293548 | 0.0096 | ** |

To determine which pre-roll advertising appeal captures the individual attention of the Gen Y and Z, the Mann-Whitney U-Test is utilized in RQ 2 Table 1. The test was applied based on the survey questionnaire asking the respondents, "How likely is it that you would share this advertisement with a friend or colleague?" (Part II: Emotional, Question #9), which is a question that relates to their brand engagement of emotional advertisements. The significance of the difference in ratings of Gen Y vs. Gen Z can be shown through the One-sided $Pr > Z$ having a value of 0.0096, which is less than 0.5, making it a significant difference at a 5% level of significance. Furthermore, The mean score of Generation Y (162.479310) is relatively higher than Gen Z (139.293548) when sharing emotionally appealing advertisements with their friends and colleagues.

RQ2 Table 2. Results of Mann Whitney U-Test in Gen Y vs Gen Z’s Brand Engagement towards Ethical Appealing Pre-roll Advertisements

| Generation | N | Sum of Scores | Expected Under H0 | Std Dev Under H0 | Mean Score | One-Sided Pr > Z | Significance Level ([*] for 5% and [**] for 10%) |
|------------|-----|---------------|-------------------|------------------|------------|------------------|--|
| Y | 145 | 20978.0 | 21822.50 | 736.532145 | 144.675862 | 0.1259 | NS |
| Z | 155 | 24172.0 | 23327.50 | 736.532145 | 155.948387 | 0.1259 | NS |

To determine which pre-roll advertising appeal captures the individual attention of the Gen Y and Z, the Mann-Whitney U-Test is utilized in RQ 2 Table 2. The test was applied based on the survey questionnaire asking the respondents, “How likely is it that you would share this advertisement with a friend or colleague?” (Part II: Emotional, Question #9), which is a question that relates to their brand engagement of ethical advertisements. The significance of the difference in ratings of Gen Y vs. Gen Z can be shown through the One-sided Pr > Z having a value of 0.1259, which indicates that there is no statistically significant difference in the distribution of the ratings between Gen Y and Gen Z respondents for ethical advertisement at 5% level of significance.

RQ2 Table 3. Results of Mann Whitney U-Test in Gen Y vs. Gen Z’s Brand Engagement towards Visual Appealing Pre-roll Advertisements

| Generation | N | Sum of Scores | Expected Under H0 | Std Dev Under H0 | Mean Score | One-Sided Pr > Z | Significance Level ([*] for 5% and [**] for 10%) |
|------------|-----|---------------|-------------------|------------------|------------|------------------|--|
| Y | 145 | 21637.0 | 21822.50 | 739.849730 | 149.220690 | 0.4013 | NS |
| Z | 155 | 23513.0 | 23327.50 | 739.849730 | 151.696774 | 0.4013 | NS |

To determine which pre-roll advertising appeal captures the individual attention of the Gen Y and Z, the Mann-Whitney U-Test is utilized in RQ 2 Table 3. The test was applied based on the survey questionnaire asking the respondents, “How likely is it that you would share this advertisement with a friend or colleague?” (Part II: Emotional, Question #9), which is a question that relates to their brand engagement of visual advertisements. The significance of the difference in ratings of Gen Y vs. Gen Z can be shown through the One-sided Pr > Z having a value of 0.4013, which indicates that there is no statistically significant difference in the distribution of the ratings between Gen Y and Gen Z respondents for visual advertisement at 5% level of significance.

RQ3: Among the advertising, appeals stated, which advertising ABPs have significant influences on the brand engagement of Gen Y and Gen Z?

RQ3 Table 1. Results of Multivariate Linear Regression Analysis for Generation Y and Z towards Emotionally Appealing Pre-roll Advertisements

| Emotionally Appealing Pre-roll Advertisements | | | | |
|---|------------|---------|--------------------|---|
| ABPs | Generation | Pr > t | Parameter Estimate | Significance Level ([*] for 5% and [**] for 10%) |
| Advertisement is their Preferred Genre | Y | 0.0801 | 0.3086 | ** |
| Willingness to buy the product based on the concept of the ad | Y | <.0001 | 0.3519 | * |
| Willingness to share the advertisements on Facebook account | Y | <.0001 | 0.4687 | * |
| Well communicated ad messages | Y | 0.0108 | 0.1862 | * |
| Strong feelings towards the advertisement | Z | 0.0018 | 0.2920 | * |
| Willingness to buy the product based on the concept of the ad | Z | <.0001 | 0.3966 | * |
| Willingness to share the ad on Facebook account | Z | <.0001 | 0.4020 | ** |
| Capturing the main message of the ad | Z | 0.0543 | 0.5272 | ** |

Based on the ABPs from the table of results, Multivariate Regression Analysis was used to determine the advertising ABPs of Gen Y and Z that significantly influence their brand engagement. It appeared that the p-value (Pr > [t]) of all the advertising ABPs ranged from less than 0.05 and 0.1 alpha which is significant. From this result, it is derived that from everyone point increase in the advertising ABPs, the estimated brand engagement score from (How likely is it that you would share this advertisement to a friend or colleague?) or the dependent variable coming from the Parameter Estimate, will increase as well while holding other variable constant. The following advertising ABPs that significantly influence the brand engagement of Gen Y are: 1) If the emotional pre-roll advertisement is their preferred genre, 2) If they are willing to buy the product based on the emotional concept of the ad, 3) If they are willing to share the ad on their Facebook account and lastly, 4) If the ad message is well-communicated. The advertising ABPs that significantly influence the brand engagement of Gen Z are: 1) If they have strong feelings towards the ad, 2) If they are willing to buy the product based on the emotional concept of the ad, 3) If they are willing to share the ad on their Facebook account and lastly 4) If they have captured the main message of the ad. The point increase on the advertising ABPs indicates a positive influence as the parameter estimate for the brand engagement gains higher value.

RQ3 Table 2. Results of Multivariate Linear Regression Analysis for Generation Y and Z towards Visually Appealing Pre-roll Advertisements

| Visually Appealing Pre-roll Advertisements | | | | |
|---|------------|---------|--------------------|---|
| ABP | Generation | Pr > t | Parameter Estimate | Significance Level ([*] for 5% and [**] for 10%) |
| Advertisement is their Preferred Genre | Y | 0.0366 | 0.5394 | * |
| Liked the visual elements of the ad | Y | 0.0035 | 0.3016 | * |
| Ad is visually appealing compared to other existing ads. | Y | 0.0033 | 0.3327 | * |
| Willingness to buy the product based on the concept of the ad | Y | <.0001 | 0.3910 | * |
| Willingness to share the ad on Facebook account | Y | <.0001 | 0.5738 | * |
| Fond of partially watching ads | Y | 0.0535 | 0.3176 | ** |
| Willingness to share the ad on Facebook account with friends | Y | 0.0878 | 0.3070 | ** |
| Strong feelings towards the advertisement | Z | 0.0006 | 0.3054 | * |
| Willingness to share the ad on Facebook account | Z | <.0001 | 0.6298 | * |
| Advertisement is their Preferred Genre | Z | 0.0676 | 0.5633 | ** |
| Craved for the food while watching the ad. | Z | 0.0584 | 0.1580 | ** |

For Visually appealing pre-roll advertisements for Gen Y and Z, Multivariate Regression Analysis was used to determine the advertising ABP's that significantly influence their brand engagement. All of the advertising ABPs for both generations have a significant p-value (Pr > |t|) ranging from less than 0.05 and 0.1. It is translated that from everyone point increase in the advertising ABPs, the brand engagement score or parameter estimate (How likely is it that you would share this advertisement to a friend or colleague?) also increases. This results in a positive influence from brand engagement. The following advertising ABPs for Generation Y are: 1) If the advertisement is their preferred genre, 2) If they liked the visual elements of the ad, 3) If the ad is visually appealing compared to other ads, 4) If they are willing to buy the product based on the visual concept of the ad, 5) If they are willing to share the ad on their Facebook account to their friends, 6) If they are fond of partially watching the ad, 7) If they are willing to share the ad on Facebook with their friends. On the other hand, the following advertising ABPs for the generation Z are: 1) If they have strong feelings towards the ad, 2) If they are willing to share the ad on their Facebook account, 3) If the advertisement is their preferred genre and, 4) If they craved for the food while watching the ad. The high scores for parameter estimates signify that the advertising ABPs have a positive influence on brand engagement.

RQ3 Table 3. Results of Multivariate Linear Regression Analysis for Generation Y and Z towards Ethically Appealing Pre-roll Advertisements

| Ethically Appealing Pre-roll Advertisements | | | | |
|---|------------|---------|--------------------|---|
| ABP | Generation | Pr > t | Parameter Estimate | Significance Level ([*] for 5% and [**] for 10%) |
| Relevance of the ad to societal issues | Y | 0.0760 | 0.1145 | ** |
| Well communicated ad messages | Y | 0.0089 | 0.1967 | * |
| Willingness to buy the product based on the concept of the ad | Y | 0.0047 | 0.2054 | ** |
| Willingness to share the ad on Facebook account | Y | <.0001 | 0.7280 | ** |
| Strong feelings towards the ad | Z | <.0001 | 0.2704 | * |
| Uniqueness of the ad compared to other existing | Z | 0.0078 | 0.1689 | * |
| Willingness to share the ad on Facebook accounts | Z | <.0001 | 0.6185 | * |

Lastly, for the Ethically-appealing pre-roll advertisement, Multivariate Regression Analysis was used as a measurement to identify the advertising ABP's of both generations that significantly influence their brand engagement. The p-value (Pr > |t|) of all ABPs included in the table are significant, ranging from less than 0.05 and 0.1. After knowing if there indeed is a significance by the p-value, the ABPs that influences the brand engagement will be identified, and for generation Y, these are: 1) If the ad is relevant to the current societal issues, 2) If the ad messages are well-communicated, 3) If they are willing to buy the product based on the ethical concept of the ad, and 4) If they are willing to share the ad on their Facebook account. As for Generation Z, the following are the ABPs: 1) If they have strong feelings towards the ad, 2) If the ad is unique compared to other existing ad and, 3) If they are willing to share the ad on Facebook. Mentioned in the previous tables, if the brand engagement score or parameter estimate is high, then there is a positive influence on the brand engagement.

7. Discussion

In order for this study to answer RQ 1 (Which advertising appeal of pre-roll advertisements captures attention to both Gen Y and Gen Z?), the Kruskal-Wallis H Test was utilized. From there, it was concluded that there was no sufficient evidence that suggests that there is a universal pre-roll advertising appeal that can be utilized to entice both Generations. Although upon conducting the Post hoc test, it was derived that Generation Z is more willing to share ethically appealing pre-roll advertisements rather than emotionally and visually appealing pre-roll advertisements. Therefore the null **H1** is rejected since, based on the (RQ 1 Table 1) even if there is no universal advertising appeal that is applicable to both Gen Y and Gen Z, Gen Z has a higher mean score of 165.951613 in the Post hoc test when it comes to ethical pre-roll advertisements. As a result, Gen Z is more willing to share ethical pre-roll advertisements with their friends, family and colleagues. This can be associated based on the study of (Yadav and Rai, 2017), which states that the specific trait of Gen Z that distinguishes it from Gen Y is its exposure and deep involvement in publicizing awareness on vital issues such as health, education, consumer awareness, and other social issues found on social networking platforms such as YouTube, Facebook, WhatsApp, and Twitter. As a result, the ethical pre-roll ad with the content of McDonald's helping people affected by the pandemic supported the notion that when exposed to ads with such content, the attention of Gen Z is captured. This type of appeal could create consciousness and significantly affect Gen Z's behavior when deciding which ad to watch or which brand to support.

To answer the RQ 2 (Which advertising appeal of pre-roll advertisements captures attention to Gen Y and Gen Z individually?), results from the Mann Whitney U-Test suggested that the mean score of Generation Y towards emotionally appealing pre-roll advertisements is relatively higher when compared to the mean score of Generation Z in emotionally appealing pre-roll advertisements. As a result, it can be deemed that Generation Y is more significantly influenced by emotional advertisements, wherein Gen Y will most likely share emotional advertisements with their family, friends and colleagues, signifying an increase in their brand engagement. Thus making emotional advertisements capture individual attention towards Gen Y. Furthermore, the null **H2** is also rejected since the results of the Mann-Whitney U Test only gave sufficient evidence for Gen Y's individual attention in the emotional advertisement, whereas the remaining advertising appeals (visual and ethical) stated no sufficient evidence of capturing individual attention to Gen Y and Gen Z. This can be attributed to the study conducted by (Bolton et al., 2013) which states that the Gen Y heavily relies on technology for emotional regulation. Emotional regulation in a way that Generation Y deals with feelings of anger, excitement, and frustration, anxiety, mood by consuming social media content for their entertainment. This might be a factor to consider why Gen Y's attention is abruptly captured when exposed to emotional advertisements on social media. According to (Bolton et al., 2013), Gen Y's social media use may have salutary effects on their emotional well-being. With this, it can be deemed that emotional advertisements can have health-giving or positive effects on Gen Y's emotional needs.

Lastly, the RQ 3 (Which advertising ABPs of Gen Y and Z significantly influences their brand engagement?), the results of the Multivariate Linear Regression Analysis rejects the null **H3** since it suggests that there are indeed ABPs that significantly influences brand engagement (How likely is it that you would share this advertisement to a friend or colleague?) of Gen Y and Gen Z. Hence when an individual gave a high score on a particular ABP, they would most likely share the advertisement to their family, friends and colleagues resulting in a high brand engagement score. As for Generation Y in emotionally appealing advertisements, the following advertising ABPs increase their brand engagement score if: (1) The emotional pre-roll advertisement is their preferred genre, (2) If they are willing to buy the product based on the emotional concept of the ad (3) If they are willing to share the ad to their Facebook account, 4) If the ad message is well-communicated. On the other hand, Generation Z in emotionally appealing advertisements, the following advertising ABPs increase their brand engagement score if; (1) They have strong feelings towards the ad, (2) If they are willing to buy the product based on the emotional concept of the ad, (3) If they are willing to share the ad on their Facebook accounts, and lastly, (4) If they have captured the main message of the ad. The highest brand engagement score or parameter estimate for the advertising ABPs of both generations Y and Z for emotionally appealing pre-roll advertisement is both their willingness to share the ad on their Facebook account with a score of 0.4687 and 0.4020, sequentially. While the lowest brand engagement score for generation Y is if the ad message was well-communicated with 0.1862, and for gen Z is about the strong feelings they have towards the advertisement with a score of 0.2920. To support this result, a study (Han, 2019) states that emotions play a critical role in greatly affecting the consumers' behavioural intentions and customer satisfaction. In the same study, two classifications of ads were defined, namely: functional/ cognitive ads and emotional ads. In this part, the emotional ad is relevant in terms of the video advertisement shown in the survey questionnaire, and it may be possible that the advertisement failed to communicate the right message to the Gen Y respondents in the emotionally appealing pre-roll advertisement; hence the low brand engagement score for the ad message is well communicated. On the other hand, (Han et al., 2019) positive emotions from consumers are that are likely to lead to better and positive emotions in relation to the product. The same goes with the theory of the Elaboration Likelihood model by (Gaddes, 2016), which explains that the processing of information towards an advertisement to the consumer will affect whatever their attitude is at the moment; for example, there are people who experienced negative emotions towards an advertisement of a specific product, then the next time that they will see an advertisement of the same product then they are likely to feel negative emotions as well. This is especially relevant to the low brand engagement score for the Gen Z respondents about having strong feelings towards the ad, and in that point of time that they were watching the emotional advertisement shown in the survey, it may be possible that there are negative factors affecting their attitude that contributed to the low brand engagement score.

In terms of visually appealing advertisements, the following advertising ABPs will increase the brand engagement score of Generation Y if; (1) They liked the visual elements shown in the ad, (2) The advertisement is their preferred genre, (3) The ad is visually appealing compared to other ads, (4) They are willing to buy the product based on the ad's concept, (5) They are willing to share the advertisement in their Facebook account to their friends, and (6) They are willing to share the ad in Facebook account to their friends, (7) If they are fond of partially watching the ad. When it comes to visually appealing advertisements for Generation Z, an increase in the score of the advertising ABPs presented will increase their brand engagement if: (1) They have strong feelings towards the ad, (2) If they are willing to share the advertisements on their Facebook account, and (3) If the advertisement is their preferred genre, and 4) If they craved for the food while watching the ad. The highest brand engagement score for both generations Y and Z for the visually appealing pre-roll advertisement is their willingness to share the ad on their Facebook account, with a parameter estimate of 0.5738 and 0.6298, consequently. The ABPs with the lowest brand engagement score or parameter estimate of Gen Y is about if they liked the visual elements of the ad with a parameter estimate of 0.3016, and for Gen Z is if they craved the food while watching the ad with a score of 0.1580. To support this result, a study conducted by (Wang et al., 2020) mentions that message and color congruency is vital for restaurant advertisement that will most likely increase message persuasiveness. This

is also true, given that advertisements can leave a long-lasting impression in the minds of the consumers (Mojagi, 2016). Color designs were stated to have increased the ad effectiveness for the taste-focused messages (Wang et al., 2020). In the same study, it was suggested that Black and White's designs are likely to increase ad effectiveness for health-focused messages. In the case of the visually appealing advertisement shown in the survey, it may be a factor that the elements in the pre-roll advertisement lacked visual elements and attributes that may attract the gen Y respondents' expectations and definition of visually appealing advertisement, which resulted in a low brand engagement score for the likeness of the visual elements from the ad. Another study by (Mojagi, 2016) states that consumers seeing an unrealistic image of a hamburger is less likely to imagine consuming it compared to realistic imageries of the product. Unrealistic food imageries were deemed to look less healthy than realistic ones (Kim et al., 2019). This signifies that the food shown in the visually appealing advertisement in the survey looks unrealistic and not that visually appealing, which resulted in a low brand engagement score from the Gen Z respondents stating that if they craved the food while watching the ad.

Lastly, for ethically appealing advertisements, the following ABPs will increase the brand engagement score of Generation Y if; (1) The ad is relevant to the current societal issues, (2) If the ad messages are well-communicated, (3) They are willing to buy the product based on the ethical concept of the ad (5) They are willing to share the ad on their Facebook account. For the Gen Z of ethically appealing advertisement, it goes the same with the previous generation that will have an increase in brand engagement when the following ABPs gains a score if; (1) They have strong feelings towards the ad (4) The ad is unique compared to other existing ads, (5) They are willing to share the ad on their Facebook account. The highest brand engagement score or parameter estimate for both generations is their willingness to share the ad on their Facebook accounts, with a score of 0.7280 and 0.6185 for gen Y and Z, respectively. For the lowest ABPs for gen Y, it is about the relevance of the ad to current societal issues with a parameter estimate of 0.1145 and for gen Z, the uniqueness of the ad compared to other existing ads with a score of 0.1689. To support this result, a study by (Ertimur and Coskuner-Balli, 2021) stated that to have a positive consumer judgement on a brand, creating and empowering ethical advertisement will be beneficial, and consumers will elicit trust worthiness in the brand that is more likely to produce favorable consumers. In the same study, cultural branding is defined as an avenue for brands where they derive values that will help them in delivering powerful messages to raise awareness of societal issues, and this being said, it is more likely that consumers will prefer brands that respond and contribute to social crises with compassion. The low brand engagement score for the relevance of the ad to current societal issues of Gen Y respondents may have lacked the criteria of an appealing ethical advertisement and may not have shown timely societal issues that contributed to the low score. At the same time, the uniqueness of the ad for Gen Z respondents may have also resulted in a low brand engagement score considering that there are previous advertisements tackling the same societal issues, and respondents may have wanted advertisements about topics that are seldomly being talked about or taboos that are relevant in today's society.

8. Conclusion

This study concludes that pre-roll advertisements are indeed an effective advertising medium to capture the attention of Gen Y and Gen Z, especially when advertising appeals are applied to the content being featured. Furthermore, the findings in this study suggest that in order for the Fast Food Industry to have higher brand engagement in terms of its Social Media Pre-roll advertisement toward Gen Z, it should make efforts in creating ethically appealing pre-roll advertisements. This is proven through the RQ1 of this study which the results of the Kruskal Wallis H Test and Post Hoc Test suggest that Gen Z are more inclined to engage in ethically appealing advertisements since the statistics have shown significant differences compared to Gen Y when it comes to the different advertising appeals. This could be attributable to Gen Z raising the consciousness of vital issues such as health and hygiene, education, consumer awareness, and other social issues due to its influential exposure and deep involvement with technology (Yadav and Rai, 2017). For companies to be successful in targeting pre-roll advertisements for Gen Y, it is suggested to make efforts to produce emotionally appealing advertisements since the results of the Mann-Whitney U Test in the RQ2 of this study stated that Gen Y showed statistically significant differences in terms of them being exposed to emotional pre-roll advertisements. This might be in relation to Gen Y finding comfort and emotional regulation in emotional advertisements that include a variety of feelings to relate to their audiences (Bolton et al., 2013). Lastly, the RQ3 of this study identified the specific Advertising ABPs (attitudes, behaviors, and preferences) of Gen Y and Gen Z to which the beneficiaries of this study can utilize this information in order to increase the probability of their target generation engaging in their brand. For example, if Gen Y is exposed to an emotional pre-roll advertisement that is their preferred genre, they are more likely to give a high brand engagement score. As for Gen Z, if they are exposed to an ethical advertisement wherein they had strong feelings about it, they would most probably give a high brand engagement score. An attractive and enticing advertisement can leave a lasting impression on the consumer's mind stated by (Mojagi, 2016). Mentioned in earlier works of literature, creativity is considered one of the most significant advertising aspects. Creativity towards an advertisement can also be applied and associated not just with the visually appealing advertisement but with all advertising appeals and ABPs, which can help future advertisers and researchers to create meaningful advertisements that will most likely leave a remarkable impression on their viewers and audiences. In conclusion, the company must consider specific aspects of each generation's attitude, behavior and preferences before producing a pre-roll advertisement. Considering these specific aspects will hypothetically lead to more efficient and engaging targeted pre-roll advertisements that

would captivate the attention of Generations Y and Z. As a result, it can ultimately help entice Gen Y and Gen Z consumers to patronize and buy products within their brand. With these being said, the researchers suggest that the following data stated in this study should be utilized in order to generate more appealing social media pre-roll advertisements to further let Gen Y and Gen Z engage with their brand. The following data are useful for targeting specific demographic segments since the study identified numerous advertising ABPs that can influence Gen Y and Gen Z's brand engagement. Advertisers and business owners can take advantage of these findings to have a better understanding of what kind of pre-roll advertisement should be produced in order to maximize their reach and engagement, which can result from increasing in sales and profit.

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