

**DIGITAL NATIVES' ATTITUDE TOWARD ONLINE VIDEO
ADVERTISEMENT EFFECT ON IMPULSIVE BUYING TENDENCY
IN JAFFNA DISTRICT: EVIDENCE FROM INSTAGRAM**

By

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ABSTRACT

This study examines the influence of digital natives' attitudes on impulsive buying tendency, with particular emphasis on the mediating role of attitude toward online video advertisement. The research was conducted in the Jaffna District of Sri Lanka, focusing on Instagram users identified as digital natives. It explores four key dimensions of digital natives' attitudes, namely informativeness, entertainment, personalization, and credibility, and analyzes how these dimensions affect both attitude toward online video advertisement and impulsive buying tendency.

Primary data were collected using a structured questionnaire administered to 400 respondents through convenience sampling. The study employed descriptive statistics, correlation analysis, regression analysis, and mediation testing to investigate the relationships among the variables.

The findings reveal that all four components of digital natives' attitudes significantly enhance attitude toward online video advertisement. Additionally, attitude toward online video advertisement exerts a strong positive influence on impulsive buying tendency. Among the attitude factors examined, credibility emerged as the most influential, while attitude toward online video advertisement was confirmed as a mediator between digital natives' attitudes and impulsive buying tendency.

This research contributes both theoretically and practically by deepening the understanding of how digital natives engage with online video advertisements and the factors driving their impulsive buying behavior. The insights gained offer valuable guidance for marketers and advertisers aiming to develop more effective and engaging video content that resonates with digital natives.

Keywords: *Digital Natives' Attitudes, Informativeness, Entertainment, Personalization, Credibility, Attitude toward Online Video Advertisement, Impulsive Buying Tendency*

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