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Audience Perception of YouTube Bumper Advertisement in "Journalist Hangout" and "Politics Today" in Nigeria

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Abstract

With a staggering statistic of over 1 billion hours of video watched daily, YouTube has become an important platform for digital advertising. However, due to user skipping behaviour on YouTube, the platform introduced bumper video advertisements in 2016. This study examined respondents' perceptions of YouTube bumper advertisements in relation to viewers' engagement, brand recall and recognition, brand attitude, and purchase intention among viewers of two Nigerian political programmes—"Journalist Hangout" and "Politics Today". **Methodology:** The study adopted a survey method, using the Elaboration Likelihood Model (ELM) as an interpretive theoretical framework. Data were collected through an online questionnaire, and the Taro Yamane formula was used to calculate a sample size of 399 respondents with 343 valid responses from a convenience sample. **Results:** The findings indicated that many respondents reported favourable perceptions of bumper advertisements in relation to viewers' engagement with the two programmes. Many respondents reported that they could recall and recognise brands advertised through bumper advertisements. Respondents also reported favourable attitudes towards advertised brands and purchase intentions, although these responses do not establish actual purchasing behaviour. **Conclusion:** This study concludes that bumper advertisements increase viewers' interest in the YouTube programmes. It submits that viewers can easily recall the brands outside of viewing the programmes on YouTube; the majority easily recognise the brands in the bumper advertisements as seen on both programmes. Exposure to bumper advertisements improves viewers' attitude towards the advertised brand.

Keywords

YouTube Channels, YouTube Advertising, Bumper Advertisements, Marketing Communication, Journalist Hangout, Politics Today

1. Introduction

The advent of Information and Communication Technology (ICT) has changed the modus operandi of virtually all business operations, with the advertising and marketing communications sector being no exception (Kokt & Thakane, 2013). In the advertising sector, the rapid growth necessitated by the fourth industrial revolution and development in ICT is evident in the realm of digital advertising. According to Mishra and Mahalik (2017), digital advertising is a promotional tool which utilizes the World Wide Web (WWW) to deliver marketing messages to customers effectively. In a similar vein, Ihinmoyan (2022) avers that digital advertising involves contextual advertising on search engine pages, banners, social network advertising, advertising networks and e-mail marketing, including e-mail spam. The position of the aforementioned scholars brings to the foreground that with the proliferation of social media platforms and mobile devices, digital advertising has emerged as a veritable tool in reaching and engaging with target audiences. Through techniques such as search engine optimisation (SEO), pay-per-click (PPC) advertising, social media marketing, and email campaigns, businesses can now tailor their advertising efforts to specific demographics, interests, and behaviours of consumers (GU, 2024).

Among the myriad of social media platforms that necessitate the utilisation of digital video advertising (DVA), YouTube stands out as a particularly prominent mechanism. This is due to its formidable framework that enables easy and fast video sharing experience among users (Sabuncuoğlu-İnanç et al. (2020)). Also, with over 2.3 billion logged-in viewers who visit YouTube each month (Statista, 2021), YouTube provides enormous opportunities for businesses to engage with their target audience through video content (Lin et al., 2021).

There are different types of advertisements used to reach users and generate advertising revenues on YouTube. Among them are display ads, overlay ads, and sponsored ads which do not disrupt the content viewers are watching (Lin et al., 2021). Conversely, other types of ads such as skippable video ads, non-skippable video ads, and bumper ads interfere with the contents viewers watch as they are inserted before, during, or after main videos (Tandyonomanu, 2018). Despite YouTube offering options for viewers to become paid members and avoid ads, most viewers opt to watch videos for free (Kelly et al., 2010). Consequently, viewers often find themselves spending time watching skippable ads before or during videos, which in turn may lead to irritation, reduce viewing experience and facilitates ad avoidance (Dodoo & Wen, 2021). A study by Baek and Morimoto (2012) revealed that viewers who are forced to watch in-stream ads tend to click the skip-ad button as a result of frustration, and this in turn leads to ad ineffectiveness.

In the quest to address user skipping behaviour on YouTube, the platform introduced bumper video advertisements in 2016. These unskippable 6-second ad units were hailed as a solution to engage viewers effectively. In Lin et al. (2021), major brands use bumper ads to achieve upper-funnel objectives such as enhancing ad recall and raising awareness, all at a reasonable cost. Also, Google's exten-

sive testing which comprised over 300 bumper campaigns, revealed that 9 out of 10 bumper advertisements drove a significant uplift in ad recall. Despite their brevity, bumper advertisements may provide value in ensuring that brands' messages resonate with the audience.

The emergence of bumper advertisements as an advertising format has led to significant interest among advertisers and marketers seeking new ways to engage consumers. A study conducted by Wohlwend (2017) revealed that bumper advertisements played a crucial role in sustaining YouTube's advertising income, while also allowing advertising brands to enhance their visibility. Similarly, a research conducted by Odia and Dania (2014) showed that advertisers use of ads has resulted in a significant increment in their brand recall rates. Another study conducted by Marci (2018) revealed a higher brand recall in bumper advertisements compared to 15-second and 30-second ads, with viewers generally expressing more positivity towards bumper advertising. As bumper ads swiftly became a standard ad format for digital media, they have now become the preferred choice for overcoming consumers' "ad avoidance" tendencies (Sloane, 2017). Also, brands are increasingly favouring 6-second short ads over longer formats due to consumers growing intolerance towards intrusive and lengthy advertisements (Shutterstock, 2017). This is because frequent and short advertisements, such as bumper ads, are particularly effective in enhancing immediate brand recognition, as they quickly capture viewers' attention without causing fatigue (Trivedi, 2020).

It is noteworthy to say that political commentary on social media platforms has grown over the years. This is because social media platforms offer individuals an avenue to express opinions, engage in discussions, and stay informed about current affairs. With the rise of platforms like YouTube which creates a mechanism for content creators share their perspectives on various political issues, the landscape of political commentary has evolved significantly (Edgerly et al., 2019). YouTube channels in Nigeria such as "Journalist Hangout" operated by Television Continental (TVC News) and "Politics Today" operated by Channels Television, play a crucial role in shaping public opinion and by providing audiences with insightful analysis, debates, and interviews on pressing political topics. Given the influence and reach of these channels within the realm of political commentary on social media, this study seeks to examine the viewers' perception of bumper advertisements specifically on the YouTube channels "Journalist Hangout" and "Politics Today".

1.1. Statement of Problem

Bumper advertisements often referred to as a six-second video advert, designed to quickly capture viewers' attention is a subject of increasing interest within the field of online advertising. These short-form ads, commonly known as bumpers, have gained prominence due to their ability to convey a message efficiently in a brief period. Although previous studies have examined YouTube bumper advertisements, however, further research is needed to understand how viewers perceive

these advertisements in the context of Nigerian news and political commentary programmes.

Political commentary on platforms like YouTube has emerged as a significant force shaping public discourse and opinion formation. Channels like "Journalist Hangout" and "Politics Today" serve as prominent platforms for disseminating news, analysis, and opinion pieces on political matters. Despite the growing influence of these channels, the available literature reviewed for this study provides a basis for further examining audiences' perceptions of bumper advertisements in Nigerian political and current-affairs programming.

While previous empirical studies such as Pugalendhi (2023), Sabuncuoğlu-İnanç et al. (2020), Trivedi (2020), amongst others have investigated the effectiveness of advertisements on YouTube, there is a paucity of empirical studies on bumper advertisements and their impact on audiences' perception during viewership of news and political contents on YouTube.

1.2. Research Objectives

1) Evaluate bumper advertisements on viewer engagement of "Journalist Hangout" and "Politics Today".

2) Assess bumper advertisements in enhancing brand recall and recognition among the viewers of "Journalist Hangout" and "Politics Today".

3) Examine bumper advertisements exposure on brand attitude and purchase intention among the viewers of "Journalist Hangout" and "Politics Today".

2. Literature Review

2.1. YouTube Advertisement

The fourth industrial revolution which has resulted in the exponential development of technology, has enabled the promotion of products via social media platforms, with YouTube emerging as a pivotal focus owing to its expansive user base (Schwemmer & Ziewiecki, 2018). The exponential growth and widespread popularity of YouTube have positioned it as one of the most potent advertising platforms which has enabled businesses to effortlessly engage with their target audiences.

YouTube advertising involves the promotion of videos either uploaded to the online video sharing platform or targeted towards relevant search terms within YouTube Search. Given that YouTube is under the control of Google, the primary avenue for promotion is through Google Ads (Babiera & Parado, 2023). Consequently, YouTube advertising offers opportunities for companies to bolster their online marketing strategies. As a result of various ad formats offered by YouTube Ads businesses can convey their intended message to potential consumers in alignment with their brand identity (Engaiodigital, n.d).

Google (2017), as cited in Babiera and Parado (2023) contends that YouTube ads are 84% more likely to capture viewers' attention compared to TV commer-

cials. Expounding further, the scholars articulated that users exposed to advertisements on YouTube exhibit higher levels of brand recognition, ad recall, and consideration. With over 2 billion monthly active users and more than 7 billion hours of video content watched weekly, YouTube ads present immense potential for brands.

In 2022, YouTube amassed a staggering 4.5 billion users globally and generated $37 billion in advertising revenue across all video-sharing platforms (Pugalendhi, 2023). This substantial revenue places YouTube at the forefront of over a quarter of the total planned advertising expenditures. As a result of the foregoing, organizations are increasingly leveraging YouTube's marketing capabilities to gain insights into trends in consumer behaviour. This trend is particularly important considering the escalating costs associated with traditional advertising channels, coupled with the fact that more than 80% of young consumers regularly visit YouTube (Smith, 2018).

2.2. Bumper Advertisements

Bumper ads on YouTube are concise, six-second video ads designed to deliver a quick and impactful message to viewers (Pugalendhi, 2023). Despite their brevity, bumper ads can be remarkably effective in capturing audience attention and driving brand awareness. These short-form advertisements can be used in mobile viewing contexts, where users often prefer shorter content that can be consumed quickly. Bumper ads leverage the power of storytelling and visual imagery to convey a brand's message or memorably highlight a product/service within a short timeframe. Because of their limited duration, bumper ads require advertisers to summarize their key message down to its essence. A study carried out Sabuncuoğlu-İnanç et al. (2020), discovered that strategic advertisement placements, such as bumpers, can keep audiences interested and discourage them from switching channels. Similarly, Chu and Kim (2018), who argued that shorter ad formats like bumper ads tend to be more acceptable to viewers, as concise and non-intrusive advertisements have a higher likelihood of maintaining viewer engagement.

Because of its short time frame, bumper ads are often used in conjunction with other ad formats (Oetting, n.d). As a result of succinct format and ability to deliver high-frequency impressions, bumper ads play a crucial role in driving brand recall and complementing longer-form advertising campaigns on YouTube.

Building on these insights into the structure, appeal, and strategic value of bumper advertisements on YouTube, scholars across different regions and contexts have further examined how these short-form ads shape audience attitudes, engagement, and behavioral responses.

Sarıoğlu (2022) explored the key attitudes and factors influencing the effectiveness of YouTube's 6-second unskippable bumper advertisements. The survey research method was adopted and using correlation and regression analysis, the acquired data were examined within a predictive model designed to elucidate atti-

tudes toward these ads. Findings from this study revealed significant correlations between attitudes toward bumper ads and factors such as entertainment value, informativeness, credibility, irritation, exposure frequency, and perceived advertising worth.

Frade, Oliveira and Giraldi (2022) studied the Skippable or non-skippable? Pre-roll or mid-roll? Visual attention and effectiveness of in-stream ads. They submitted that in-stream ads are one of the most common ad formats on the Internet nowadays, especially on YouTube. However, there has not been enough research on visual attention and advertising effectiveness, especially regarding the effect of ad position, and whether skippable or non-skippable ads are more effective. Therefore, with a 2 (skipping characteristic: skippable/non-skippable) × 2 (ad position: pre-roll/mid-roll) between-subjects experimental design, they investigated the effect of skipping characteristic and ad position on visual attention and effectiveness (i.e., brand recall, attitude, and intrusiveness) of in-stream ads. The findings bring conceptual contributions to the domain of advertising. Through theories of interactivity, duration of exposure, and moment of interruption, they showed the superiority of non-skippable and pre-roll ads concerning visual attention and advertising effectiveness.

2.3. Journalists' Hangout on Television Continental News (TVC)

Television Continental News popularly known as TVC is a Nigerian 24-hour news television channel based in Lagos, Nigeria. TVC has been broadcasting since February 28, 2013 and has reached approximately five million households across Africa and Europe via cable and satellite (Ogah & Kenechukwu, 2021). Among its standout programs is "Journalists Hangout," a flagship current affairs show which airs on weekdays at 5 pm Nigerian time and a Sunday edition since October 2020. The program engages audiences through live phone calls and social media participation to enhance discussions on socio-political issues.

Over the years, the programme has attracted prominent figures like former Military President Ibrahim Badamasi Babangida, former Vice President Yemi Osinbajo, as well as other distinguished individuals including elder statesmen, governors, senators, and army generals, who have all appeared on the programme.

The program has gathered widespread attention, both nationally and internationally, for its compelling analysis of socio-political issues within Nigeria. It boasts a significant following, with daily viewership ranging from 2000 to 3000 on YouTube alone, and on special occasions, the program has attracted up to 5000 live viewers (Ogah & Kenechukwu, 2021).

2.4. Politics Today on Channels Television

Politics Today is a leading television political program hosted by Seun Okinbaloye on Channels TV every weekday at 7 pm and Sunday nights at 8 pm. With a sharp focus on recent political developments in Nigeria, the program offers a comprehensive analysis of national issues, which contributes to a deep understanding of

the country's political landscape (Murkthar, 2017).

Politics Today is a Nigerian political programme broadcast by Channels Television. Any audience or subscriber figures cited in this study should be attributed to the specific programme or YouTube channel to which they belong, based on verified source information. Moreover, the program serves as a platform for political aspirants to showcase their platforms and campaign messages to a broad audience, further solidifying its position as a cornerstone of Nigerian television programming (Murkthar, 2017).

Politics Today's YouTube channel boasts an impressive subscriber base of around 3 million dedicated followers. YouTube bumper advertisements are six-second, non-skippable video advertisements served through the platform. They should be distinguished from sponsorship messages and advertisements embedded directly into programme content. These bumper ads, which are brief in nature, provide exposure for a variety of brands and initiatives, and also contribute to the financial sustainability of the program while offering relevant and engaging content to the audience.

2.5. Elaboration Likelihood Model

This study is anchored on the Elaboration Likelihood Model (ELM) developed by Richard E. Petty and John T. Cacioppo in 1986. The Elaboration Likelihood Model explains how attitudes are developed and altered through the reception of stimuli (Inyang, 2020).

The ELM proposes two major routes to persuasion: the central route and the peripheral route (Asemah et al., 2022). The central route involves extensive cognitive processing, where individuals carefully evaluate the strength and logical soundness of arguments. Messages processed through this route lead to the formation of enduring attitudes, resistant to counterarguments, as they stem from careful and thoughtful consideration of information (Asemah et al., 2022). Attitudes formed through the central route are enduring and resistant to change because individuals invest significant effort in integrating them with their preexisting belief systems (O'Keefe, 2013; Lazard & Atkinson, 2015).

On the other hand, the peripheral route to persuasion involves mental shortcuts or heuristics, where individuals rely on superficial cues rather than deep cognitive processing to understand information (McDonald, 2021). This approach emphasises surface-level aspects of a message, such as the appeal, credibility, and expertise of the message source, rather than the substantive arguments within the message itself (Yocco, 2014; Ogah & Abutu, 2021). Attitudes formed through the peripheral route are considered less enduring and more susceptible to change, as they lack the cognitive elaboration and linkages to preexisting beliefs characteristic of the central route (McDonald, 2021). This theory is relevant to this study as it charts a framework to understand the varying degrees of persuasive impact that bumper advertisements on "Journalist Hangout" and "Politics Today" may have on viewers. In this study, the Elaboration Likelihood Model provides an interpre-

tive framework for discussing respondents' perceptions of bumper advertisements.

3. Methodology

A descriptive survey method was adopted to examine audiences' perceptions of YouTube bumper advertisements in relation to viewers' engagement, brand recall and recognition, brand attitude, and purchase intention. The study population comprised all viewers and subscribers who regularly watch "*Journalist Hangout*" and "*Politics Today*" YouTube channels. The sample size for this study was determined using Taro Yamane's formula, with the population drawn from the most viewed videos on Journalist Hangout and Politics Today. The selected video from Politics Today recorded 77,000 views, while the selected video from Journalist Hangout recorded 148,000 views, giving a total of 225,000 viewers. These figures indicate potential audience reach but do not establish the number of unique viewers, because repeat viewing and overlapping audiences may occur. Using this figure and a 5% margin of error, the Taro Yamane formula was used to calculate the sample size for the study, which was approximately 399 viewers. The convenience sampling technique was used to select respondents online who were easily accessible and willing to participate. Using an online questionnaire administered through Google Forms, the researchers obtained 343 (86%) valid responses from the sample size of 399 respondents. Participation was voluntary, and 343 valid responses were retained for analysis. The questionnaire contained five-point Likert-scale items developed by the researchers, relating to viewer engagement, brand recall and recognition, brand attitude, and purchase intention. The reliability of the instrument was determined using the Cronbach's alpha reliability test with an internal consistency of 0.81. Content validity was adopted where the instrument was given to experts in the field of advertising, marketing communication and academics for constructive review; afterwards, observations were incorporated into the instrument before administration to respondents.

4. Results and Discussion

Table 1 presents perceptions of viewers' engagement in relation to bumper advertisements. The results indicate that over 60% of the viewers reported favourable perceptions of bumper advertisements assessment on viewers' engagement of "Journalist Hangout" and "Politics Today" on YouTube channels. These findings describe respondents' perceptions and do not establish that bumper advertisements caused changes in engagement. This finding aligns with the assertion of Sabuncuoğlu-İnanç et al. (2020), who stressed that strategic advertisement placements, such as bumpers, can keep audiences interested in the programmes and discourage them from switching channels. Similarly, the results are in tandem with the position of Chu and Kim (2018) when they opined that concise and non-intrusive advertisements like bumper ads have a higher likelihood of maintaining viewer engagement.

Table 1. Bumper advertisements assessment on viewers' engagement of "Journalist Hangout" and "Politics Today" YouTube channels.

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Bumper Advertisements increase my interest in continuing to watch these programs.	16 (4.7%)	20 (5.8%)	69 (20.1%)	169 (49.3%)	69 (20.1%)	343
Bumper advertisements enhance the overall viewing experience of these programs.	23 (6.7%)	16 (4.7%)	81 (23.6%)	123 (35.9%)	100 (29.2%)	343
Bumper advertisements increase my engagement with the topics and discussions on these programs.	26 (7.6%)	20 (5.8%)	66 (19.2%)	121 (35.3%)	110 (32.1%)	343
The presence of bumper advertisements positively influences my perception of the quality of "Journalist Hangout" and "Politics Today".	24 (7%)	18 (5.2%)	74 (21.6%)	139 (40.5%)	88 (25.7%)	343

Source: Field study, 2025.

Table 2 shows that 69.4% of the viewers can easily recall the brands outside viewing the programmes on YouTube, while 67.6% can easily recognize the brands in the bumper advertisements as seen on both programmes. However, these responses do not constitute an objective memory test, or specify a recall interval, and therefore cannot establish long-term brand recall. This result aligns with the assertion of Odia and Dania (2014), who observed that advertisers' use of ads results in an increase in brand recall rates. It also confirms the findings of Marci (2018), which reported higher brand recall for bumper advertisements than for 15-second and 30-second ads.

Table 2. Bumper advertisements in enhancing brand recall and recognition among viewers of "Journalist Hangout" and "Politics Today".

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
The brands advertised in the bumpers of "Journalist Hangout" and "Politics Today" are easy to recall after watching.	23 (6.7%)	18 (5.2%)	64 (18.7%)	128 (37.3%)	110 (32.1%)	343
I recognize the brands advertised in the bumpers when I see them outside of the shows.	24 (7.0%)	25 (7.3%)	62 (18.1%)	115 (33.5%)	117 (34.1%)	343
Bumper advertisements make the brands more memorable while watching "Journalist Hangout" and "Politics Today".	24 (7.0%)	25 (7.3%)	62 (18.1%)	115 (33.5%)	117 (34.1%)	343
I can easily recall the brands featured in bumper advertisements during "Journalist Hangout" and "Politics Today" when I think about the shows.	22 (6.4%)	18 (5.2%)	63 (18.4%)	125 (36.4%)	115 (33.5%)	343

Source: Field study, 2025.

Table 3 shows that 72.3% of the viewers expressed that exposure to bumper advertisements improves their attitude towards the advertised brand and that the brands are more appealing. 69.9% viewers are likely to consider purchasing the advertised brands. However, stated intentions do not establish actual purchasing

behaviour, and the descriptive results do not demonstrate causal effects. These findings align with Trivedi (2020), where it revealed that informative bumper advertisements are the most effective in enabling purchasing intentions amongst customers. It also confirms the submission of Pugalendhi (2023) who opined that bumper ads on YouTube are designed to deliver a quick and impactful message to viewers to enhance recall.

Table 3. Bumper advertisements exposure on brand attitude and purchase intention among the viewers of "Journalist Hangout" and "Politics Today".

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Exposure to bumper ads improves my attitude toward the advertised brands	22 (6.4%)	19 (5.5%)	54 (15.7%)	137 (39.9%)	111 (32.4%)	343
The brands advertised in the bumpers are more appealing after seeing the ads	18 (5.2%)	24 (7%)	53 (15.5%)	137 (39.9%)	111 (32.4%)	343
The bumper ads increase my likelihood to consider purchasing products from the advertised brands	21 (6.1%)	18 (5.2%)	64 (18.7%)	137 (39.9%)	103 (30%)	343
The bumper ads increase my interest in trying the advertised brands	21 (6.1%)	21 (6.1%)	70 (20.4%)	131 (38.2%)	100 (29.2%)	343

Source: Field study, 2025.

5. Conclusion

This study examined audiences' perception of YouTube bumper advertisement in relation to viewers' engagement, brand recall and recognition, brand attitude, and purchase intention among viewers of "Journalist Hangout" and "Politics Today" in Nigeria. This study concludes that bumper advertisements increase viewers' interest in the YouTube channels. It submits that bumper advertisements enhance the overall viewing experience of both programmes. Viewers can easily recall the brands outside viewing the programmes on YouTube, while majority easily recognize the brands in the bumper advertisements as seen on both programmes. Exposure to bumper advertisements improves viewers' attitude towards advertised brand. It also concludes that viewers are likely to consider purchasing the advertised brands in the bumper advertisement. The study recommends that advertisers should consider concise, relevant, and clearly communicated bumper advertisements while recognising that audience responses may vary.

6. Suggestions for Further Studies

This study was limited by the use of convenience sampling, which restricts the generalisability of the findings. The questionnaire relied on self-reported perceptions, which may be affected by recall errors and agreement bias. The study did not objectively test brand recall, establish long-term memory retention, or measure actual purchasing behaviour. In addition, exposure to specific six-second,

non-skippable advertisements was not independently verified. The combined video-view counts did not establish a population of unique viewers. Finally, the two programmes were analysed together, and the questionnaire did not measure the constructs needed to test the Elaboration Likelihood Model directly.

Author Contributions

First Author: Writing, Conceptualisation, Editing, Proofreading, Supervision. Second Author: Writing, Conceptualisation, Analysis, Editing.

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Ethical Consideration

Participation in the study was voluntary. Respondents were informed of the study's purpose and were free to provide their responses. The questionnaire did not require respondents to provide information that directly identified or harmed them. The responses were handled confidentially and used solely for the study.

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Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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