

A STUDY ON CONSUMER ATTITUDE TOWARDS YOUTUBE ADVERTISEMENT

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ABSTRACT

As the world becoming technologically advanced, demand for two-way communication between Brand and Consumer is has also emerged. This study tries to establish a relationship between the rise in new media formats and various brands' YouTube channels, which focuses on categorizing their video content into the 3 following categories: Musical Performances, Historical Narratives and Behind-the-scenes footages. The Study found that as Social Media becomes more dominant in today's social system; various brands are steering away from brand advertisements and promoting brand entertainment to increase customer engagement. Companies from almost all the industries can utilize the findings of this study to create advertising content that is more entertaining, which can help them to reach across their target audience.

Keywords: Technology, Two-way communication, Consumer, Brand, YouTube Advertisements.

Introduction

Online product reviews and ratings are generated by users, known as User Generated Content(UGC). Although Twitter, Facebook and YouTube represents different kind of Social Media, and generally users access these platforms with different level of Motivation. UGC has attracted great attention on such popular social platforms. Specifically about YouTube, due to its unique features, it encourages users to "Broadcast Yourself", which enables users to be Performer and Celebrity by uploading their videos. Moreover, unlike any other Social Media platforms which are mostly limited to textual and static picture content, YouTube provide those vivid video images and detailed information as narratives. It is for sure that YouTube is a Best platform for people who are passionate about showcasing and evaluating their purchases and also a great network to get in touch with other users by leaving related comments. Satisfaction or dissatisfaction, advantage or disadvantages for particular product can be discussed on YouTube across the world.

YouTube

"Our Mission is to give everyone a voice and show them the world." –**Chad Hurley, YouTube**

Promoters of YouTube must be proud of he has achieved inrecentyears. Time magazine did get it right when it named YouTube the Best Invention of 2006. YouTube gives opportunity to small and big businesses to promote their videos to people who are interested in their products or services, also through YouTube Analytics it is possible to get information of potential customers and their demographics, topics or interests areas etc. the payment system also works as per Google Ad Words, Pay-Per Click; advertisers pay each time someone views their video ad. It is possible to select in which format and where you want your ad to be appeared.

YouTube statistics shows that:

- Over 2 billion users worldwide
- Every minute 400 hours of videos are uploaded to YouTube
- Every single day almost 5 billion videos are watched on YouTube
- Per day almost 30 million visitors on YouTube

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The additional charm of YouTube is Brand attributes: YouTube has built itself as a reference pioneer website for internet video in various countries and observed by its users to be the most innovative website of its kind. YouTube has enjoyed a very wide network externality momentum. Coming out in mid-2005, it has already entered into the list of The Hundred Most visited websites by early 2006, became the 5th most popular website on the internet by July 2007.

YouTube: What do we watch?

YouTube is where the world chooses to watch videos. YouTube is a platform where thousands of brands come to connect with their audience .apart from being largest video resource online; YouTube is also second-largest search engine (right after its parent company Google). Just like Google YouTube use various ranking factors to determine which videos end up at the top of the search results page (SERP). YouTube looks at your video's number of views, how long users watch it and how many positive ratings and comments are there. YouTube's search engine is easier to find: YouTube platform suggests its' users to click on "Popular". Here viewers can get the most searching content in past few days. These are most searched things on YouTube:

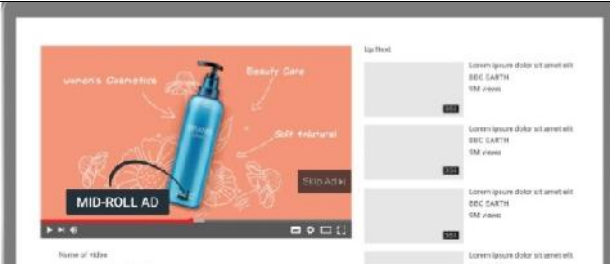
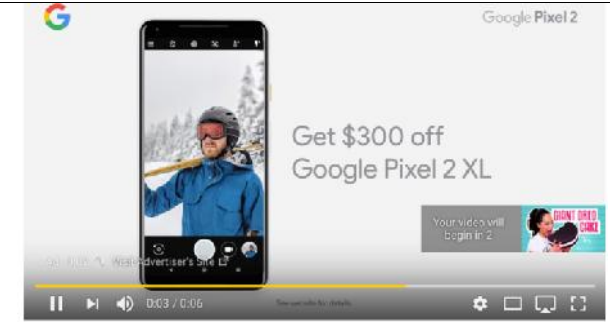
- Music (236 million)
- Mine craft video games (44.3 million)
- Movies (17 million)
- Drake play station (12.2 million)
- Bayonne music album (13 million)
- Frozen (11.7 million)
- Happy pharrel Williams music (58.7 million)

However, Google trend words are updated every 24 hrs. On Google Trends.com, YouTube trends are updated on every second on their main website Youtube.com. Unlike Google, there is difference in what do we search from what do we really watch. The list follow includes the most popular types of videos people usually watch on YouTube:

- Product Reviews
- How-to videos
- Vlogs
- Gaming Videos

Types of Advertising on YouTube

Display Ads	
Overlay Ads	

Skippable Ads	
Non skippable video ads	
Mid-roll ads	
Bumper ads	
Native mobile ads	

Review of Literature

An advertisement is defined as paid non-personal form of communication that informs about the organization, product, service or idea. Advertisement is the most important promotion technique especially for a company that wants to target mass consumers. Technological up gradations have also made changes in advertisements. The media for advertisements moved from traditional to the digital media, one of which is the videos on YouTube.

Advertising value is defined as “subjective evaluation of the relative value or utility of advertising to the customer”, and used as a useful tool for measuring the effectiveness of advertising. Consumers find value in advertising when the advertised message is relevant to their needs. As stated before, there are four antecedents of advertising value that would be examined in this study, namely entertainment, informativeness, interactivity, and engagement.

The term “entertainment” refers to the customer’s response to the pleasant and enjoyment found in the advertisement; enjoyment and escapism are positive and negative responses, resulting to customers to feeling satisfaction or disappointment. Entertainment could be described as the ability to meet the needs of an audience for escape, distraction, aesthetic pleasure, or emotional pleasure while watching advertisements.

Informativeness can be defined as the advertising ability to inform the customer about an alternate product or service, and therefore, it could satisfy the customers. Information is perceived by the customer as a positive aspect of advertising in situations where they learn about new products, such as product benefits, and comparative product information.

Furthermore, Lee and Choi stated that social media provides the right tools in the exchange and provision of information because of the format that displays more product information. Customization is how ads can customize the information that suits the interest and needs of the audience. Customization involves adjusting user-generated information, where users can actively determine the content they want to receive. Customization allows users to inform their systems of interest through “personal settings” and to see themselves as those who dictate the delivery process and the delivery of the information itself.

Customization is possible to do so because of the interactivity provided by the Web. Companies can collect and update information according to customer preferences from surveys directly in place and from traces left by customers as they navigate through the Website.

Online advertising such as banner ads and pop-up ads were also considered as annoying advertisement. People tend to avoid online advertising because of those annoying aspects of advertising. In social media like YouTube, irritation is related to ads that indicate a disruption of purpose and customer concerns about losing their privacy.

Research Methodology

• Research Approach

The purpose of this study was to understand how to create successful advertising video on YouTube with using selected advertising features. According to Ducoffe F. research of advertising value model, Entertainment and Informativeness aspects of advertising were chosen for implication from traditional media channel TV to YouTube. Other characteristics as Interactivity and Engagement were taken due to the usage of addressable media technologies and fast connection with viewers. There is no previous research of implementation advertising value model into YouTube because of the novelty of the platform and the methodologies of its use for commercial purposes. Similar researchers of Google and 3rd party 2013-2016 were made. They contain a meta-analysis of 56 case studies across 8 countries, mainly focus group of UK, France and Germany shows that advertising on YouTube delivered a higher Return on Investment (ROI) than TV advertisements in early 80% of cases.

• An Implication on Research Method

In this study combination of Qualitative and Quantitative research method was selected for collecting data on wider scale; quantitative online method helped to cover a large number of respondents and test the hypothesis with additional information. Qualitative data shows results of success from video advertising according to formula as well as compare data from Questionnaire.

Scope of Study

This research can help to raise the effectiveness of YouTube advertising with a better understanding of a central idea, consumption desire or how to interpret the product or service being launched in social media platform.

This study can contribute to existing research, but with a different perspective not explored yet and can fill the research gap on this topic. This study can adjust with an implementation of theory into practical YouTube advertising campaign.

Data Collection

This study includes collection of Primary Data through Structured Questionnaire and Secondary data was taken from Various Articles, Research Papers, Websites, and Magazines etc.

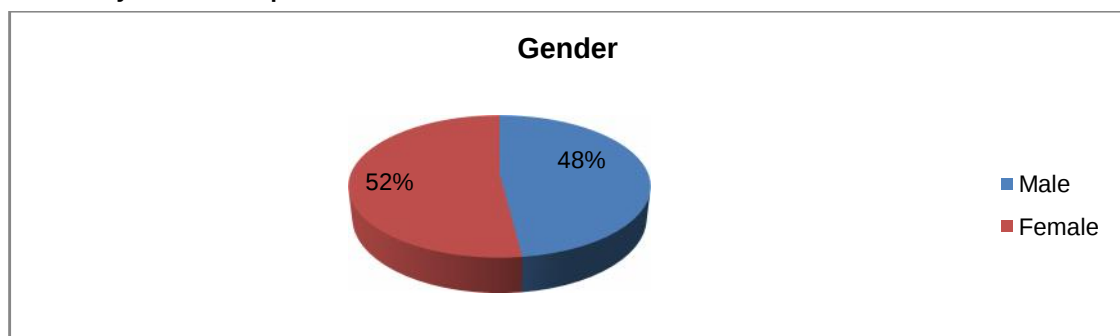
Research Design

Analytical and Descriptive research design was used to conduct this study.

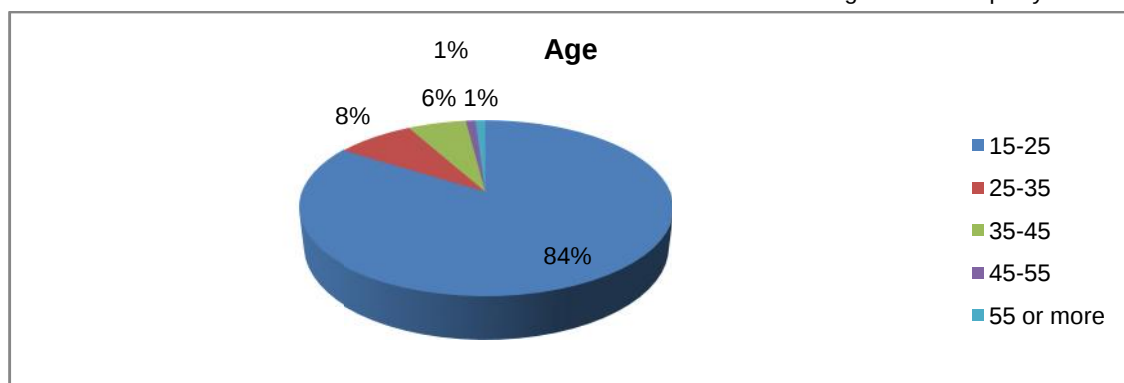
Sampling Plan

100 people of Rajkot were selected through Stratified Random Sampling technique. Respondents were contacted through E-mail and Google form.

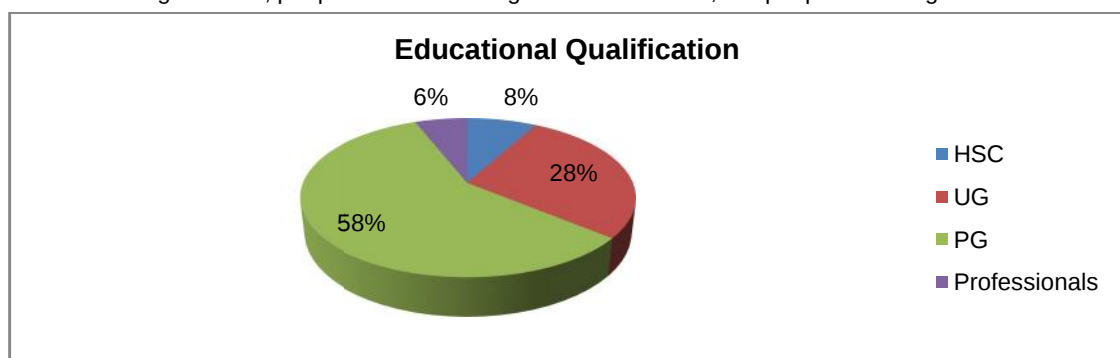
Data Analysis and Interpretation



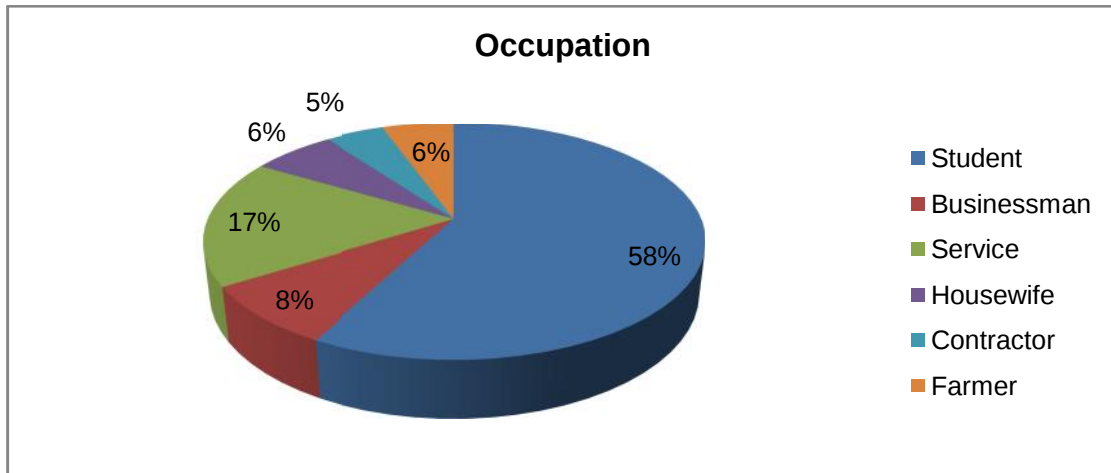
From the above chart it can be said that both male and female are surfing YouTube equally.



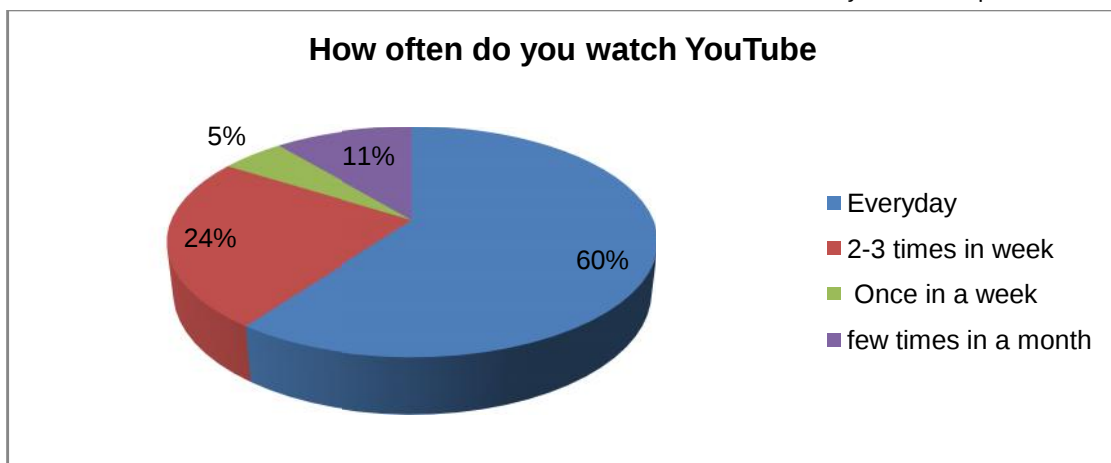
The above chart shows that 54% of the respondents are between the ages 15 to 25.5% of them are between ages 25-35; people between the ages 35-45 are 39%, 1% people are of age more than 45.



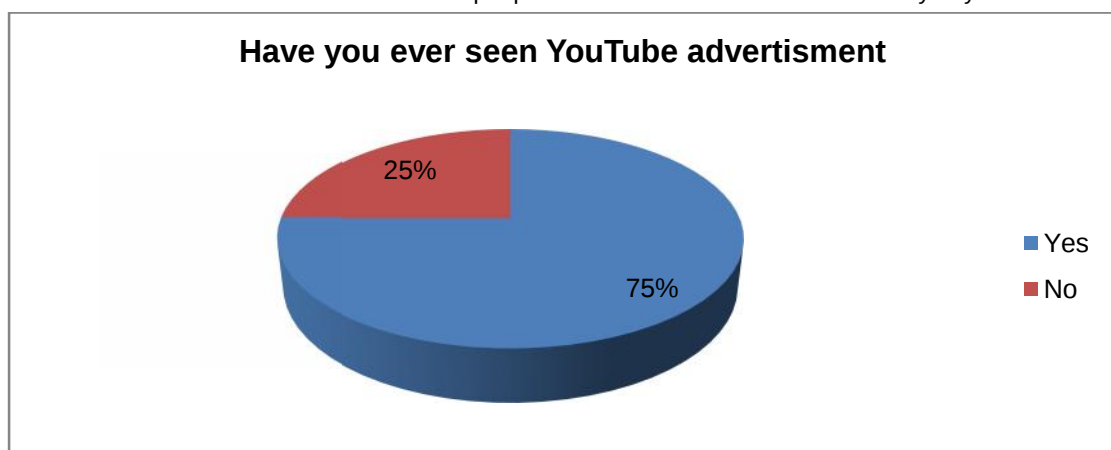
It is clear from the above chart that people who possess post graduate and graduate level education surf more YouTube in compare to others.



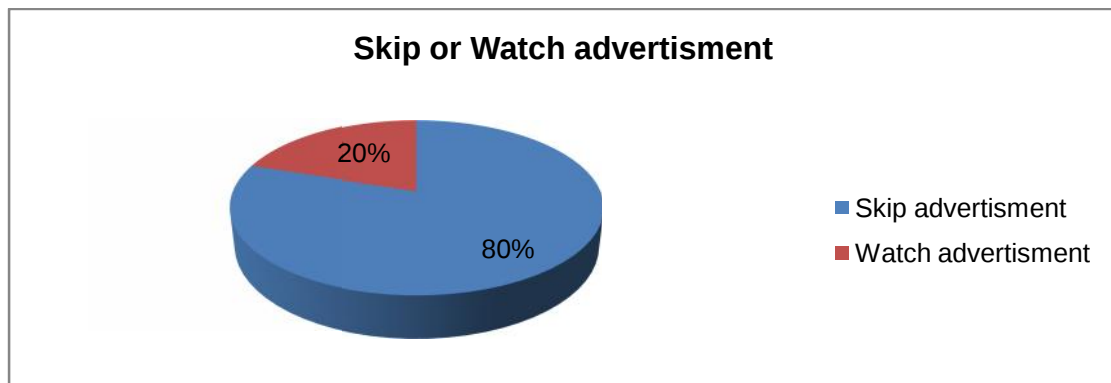
From the above chart it is clear that students visit YouTube more than any other occupation.



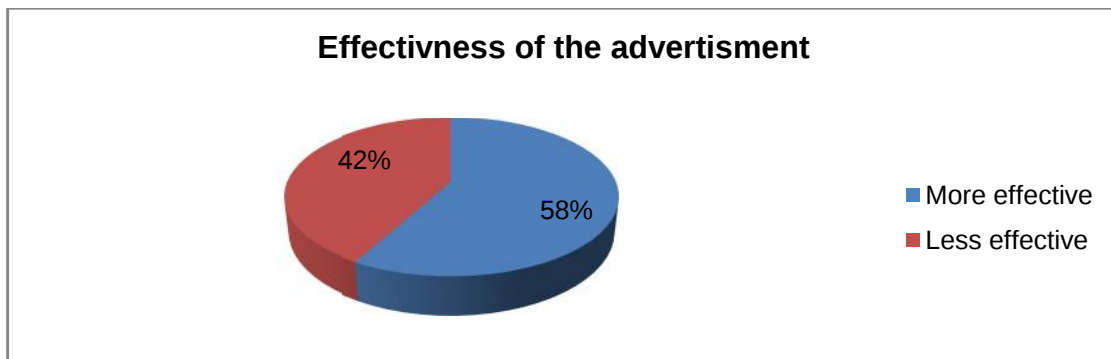
As the chart shows 60% of the people like to watch YouTube almost every day.



75% of the people watch advertisements while surfing YouTube.



80% of the respondents choose to skip the advertisement as and when the skip button is available.



From above chart it is clear that 58% of people believe that YouTube advertisements are more effective compare to advertisements on TV or social media.

Hypothesis Testing through Chi-Square

1	H1 = The perceived advertising value on YouTube is positively affected by its perceived entertainment.	Accepted
2	H1 = The perceived advertising value on YouTube is positively affected by its perceived informativeness.	Rejected
3	H1 = The perceived advertising value on YouTube is positively affected by its perceived interactivity.	Rejected
4	H1 = The perceived advertising value on YouTube is positively affected by its perceived engagement.	Rejected

Findings

The perceived advertising value on YouTube is positively affected by its perceived entertainment. It has a positive impact on video advertising on YouTube by making it enjoyable, entertaining, pleasant and attractive. Entertainment had the strongest effect on advertising value. Thus, there is strong support for H1 - The perceived advertising value on YouTube is positively affected by its perceived entertainment was accepted by qualitative and quantitative Analysis.

According to the results from PLS statistics, Informativeness has the lowest effect on Advertising Value. YouTube is a platform for timely information, it enables user to have information according to their need. In addition, it can help consumers to have latest information about latest products and services. But as some users don't have enough credibility to trust the information provided in the video, the hypothesis of credibility can be suggested for future for future research that could be done in this field.

Interactivity is the second strongest effect on advertising value on YouTube, with statistically significant effects on each of the samples. Interactivity allows users to have more active control on YouTube and gives two-way communication. Also, there is a high possibility of interaction into future studies about advertising in various social media platforms.

Perceived consumer engagement has same level of effect on advertising value on YouTube, with significant effect on each sample. Hypothesis was checked with chi square statistical test. Engagement creates interaction between consumer and marketer through YouTube; by pressing like or dislike buttons, leaving comments and sharing videos with friends and family members. Consumer engagement can be suggested for further research in other social media platforms.

Suggestions

- It is a good advertising media which gives more detail.
- YouTube advertisement is perfect advertising platform because many youngsters and other age group people frequently surf YouTube.
- Generally these advertisements are really useful in the middle of interesting video is irritating.
- YouTube advertisement plays vital role in today's era because the world is becoming more Tech-friendly.
- Whenever we saw some favorite videos mid-roll ads distracted a lot. Something should be done for this.
- Advertisement should be place either at the beginning or at the ending of the video.

Conclusion

Advertising on YouTube is still a "wild animal" since in many cases it is difficult to predict the results. It can be compared to directionless pointing with the hope that you accidentally get the hit. Advertising has proved on a new platform with the possibility of different formats and therefore it should be carried out with a modern concept of giving and receiving advertising messages. Sometimes, it is literally not possible to provide through researcher for each change on YouTube. As sure as the universal law of expediency says, "in order to build something new, the old one is needed to be destroyed..." In a nutshell, the results exceed expectations and researcher would say the work can contribute to future researchers and serve as basis for further studies.

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