

**EFFECTIVENESS OF YOUTUBE AS A MARKETING TOOL: A STUDY
OF AUDIENCE ANALYSIS**

MASTER OF COMMERCE AND MANAGEMENT

Project Report

Submitted by

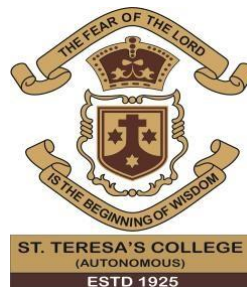
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Under the guidance of

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In partial fulfilment of requirements for award of the post graduate degree of

Master of Commerce and Management



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

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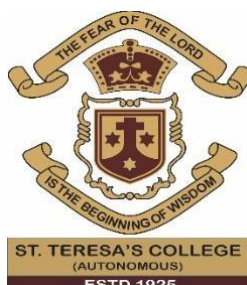
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CERTIFICATE

This is to certify that the Project report submitted by **SIMITHA VS** Towards partial fulfilment of the requirement for the award of the Degree of Master of Commerce and Management is a record of Bona-fide carried out during the academic year 2020-2022.

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Date: 26/08/2022

DECLARATION

Myself SIMITHA VS do hereby declare that this Project report **“EFFECTIVENESS OF YOUTUBE AS A MARKETING TOOL: A STUDY OF AUDIENCE ANALYSIS”** , has been prepared by me under the guidance of Ms. Shana Xavy, Co-Convenor, Department of commerce, St Teresa’s College, Ernakulum.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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SIMITHA VS

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**EFFECTIVENESS OF YOUTUBE AS A MARKETING
TOOL: A STUDY OF AUDIENCE ANALYSIS**

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Social media is a digital social network that has become for many users a normal activity of everyday life. People create and use social Medias to communicate with loved ones and share their news, ideas, and personal accomplishments. Social media is an important aspect of marketing. With at least so many of internet users on social media, it's a valuable way for businesses to reach their audience. Social media has helped brands connect with their customers all over the world. In fact, business use social media primarily for increased exposure, followed closely by increased traffic, and increased lead generation. Though most business understood the need for social media content, it can be overwhelming, and you might be unsure about where to start. Social media have become an important platform for companies to connect with their target audience and make a good impression. With the rise of digital platforms effectiveness of advertisements has become an important to study for marketers to determine the most efficient and appropriate medium of communication to place their advertisements. In YouTube advertising, company can utilise its many video ad formats or use it in part with display campaigns. YouTube itself has over two billion monthly logged-in users, with 500 hours of video content upload every minute to the platform. Each visitor, on average, spends 15 minutes and 25 seconds on YouTube every day, and every visit to YouTube on average leads to 7.5 page views. Advertising on YouTube, produces many opportunities for companies to expand their online marketing strategies. The importance of video in online marketing has been increasing all the time, and investing in quality video ads online will bring more results for any advertising campaign online. Comparing video in your content marketing, and using YouTube ads in your content distribution strategies, is an essential step in modern online marketing strategies. Companies can utilise YouTube advertisement to increase the brand awareness, grow sales, interact with target audiences, promote events, or share helpful product and service-related content. Every business with different marketing aims can utilise YouTube to a variety of extents to receive a broader audience to their marketing efforts.

1.2 SIGNIFICANCE OF STUDY

Connecting with audience, Advertisements that play on or run next to YouTube videos can help to connect with target customers in a unique and memorable way. You can be personal, share your expertise with the world, or put the camera on yourself and explain how your product or service can benefit your audience. This study was to analyse YouTube advertising effectiveness based on the media richness theory. This study is conducted to collect information from individuals about their experiences with YouTube advertisements.

1.3 SCOPE OF THE STUDY

This study is to find out the behaviour of people towards YouTube advertisement and examine the influence of this behaviour on their purchase decisions which advertised on YouTube. Drawing on the media richness theory framework, this study investigates YouTube advertising effectiveness based on the multiplicity of cues in the videos and the possible feedback channels offered by the platform.

1.4 OBJECTIVES

1. To identify and analyse how do people react to online YouTube advertisement
2. To identify how do YouTube ads impact the purchase decisions of people
3. To identify what cues are necessary for the viewer to engage or relate with advertisement on YouTube
4. To analyse how much YouTube advertisement helps to promote the services of a company

1.5 HYPOTHESIS

H₀: There is no significant relationship between Interest in watching you tube and Purchase Intention of You tube.

H₁: There is a significant relationship between Interest in watching you tube and Purchase Intention of You tube.

H₀: There is no significant relationship between Cues that make Advertisement Memorable and Purchase Intention of You tube.

H₁: There is a significant relationship between Cues that make Advertisement Memorable and Purchase Intention of You tube.

H₀: There is no significant relationship between Reaction to Advertisement and Purchase Intention of You tube.

H₁: There is a significant relationship between Reaction Advertisement and Purchase Intention of You tube.

H₀: There is no significant relationship between Cues in the Advertisement for better understanding and Purchase Intention of You tube.

H₁: There is a significant relationship between Cues in the Advertisement for better understanding and Purchase Intention of You tube.

H₀: There is no effect of feedback mechanism increases the positive perception of the advertisement and Purchase Intention of You tube.

H₁: There is an effect of feedback mechanism increases the positive perception of advertisement for better understanding and Purchase Intention of You tube.

H₀: There is no significant relationship between identification of brand or product after watching an advertisement and Purchase Intention of You tube.

H₁: There is a significant relationship between identification of brand or product after watching an advertisement and Purchase Intention of You tube

H₀: There is no significant correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products.

H₁: There is a significant correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products.

H₀: There is no significant correlation between Did you use skip option on You Tube Advertisement and Did you skip the promotion part of the video made by the You tubers.

H₁: There is a significant correlation between Did you use skip option on You Tube and Did you skip the promotion part of the video made by the You tubers.

H₀: There is no significant correlation between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube.

H₁: There is a significant correlation between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube

1.6 METHODOLOGY

1.6.1 RESEARCH DESIGN

The present study is both descriptive and analytical in nature. It is descriptive in the sense that it tries to identify the various characteristics of research problem under study and the present situation of the issue. It is analytical in the sense that it analyses and interprets data in order to arrive at conclusions.

1.6.2 COLLECTION OF DATA

To study the objectives both primary and secondary data have been used.

1.6.3 SAMPLING DESIGN

- Sampling technique: convenient sampling is used
- Area of study: Ernakulam
- Sample size: 50 samples

1.6.4 TOOLS OF ANALYSIS

The data collected from respondents has been classified, analyzed and interpreted keeping in view the objectives of the study. Data collected are properly presented through tables, bar diagrams, and pie charts, thereby making it easy to draw inferences. The statistical tool used for study is paired sample t test and Pearson Product Moment Correlation Coefficient

1.7 LIMITATIONS

In spite of all the sincere efforts, the study is not fool proof in nature. It suffers from various limitations due to the following reasons:

- The area of study was limited to Cochin City only.
- Lack of accuracy in primary and secondary data
- . The selected sample might not give a true representation of population.

1.8 KEY WORDS

- YouTube promotion
- YouTube Advertisement
- Customer satisfaction
- YouTube marketing

1.9 CHAPTERISATION

Chapter 1 – Introduction

Chapter 2 – Review of Literature

Chapter 3 – Theoretical Framework

Chapter 4 – Data analysis and Interpretation

Chapter 5 – Findings, Suggestions and Conclusion

CHAPTER 2
REVIEW OF LITERATURE

REVIEW OF LITERATURE

Shinnawy & Marcus (1997),

Platforms on social media are crucial for getting a company's messages in front of its intended audience. Given the growing importance of digital platforms, channel selection has become a crucial field of research for marketers to ascertain the most effective and accurate means of communication to send a message

Calder, Malhouse, & Schaedel, 2009; Coursaris, Osch, & Balogh, 2016; Li & Lo, 2014, according to studies on social media advertising effectiveness, Consumer engagement and advertising efficiency are said to be related

D'ambra, O'Connor, and Rice (1998), Dennis and Kiney (1998), and Kwak (2012) based on the media richness hypothesis, this have concentrated on the value of a medium's richness in lowering uncertainty and contend that the more rich the medium, the more successfully the message is communicated in the workplace. The key conclusions have been on cues and feedback for assessing performance and lowering the ambiguity of the message and task. According to this research, cues and feedback are essential because they help people execute their jobs more effectively.

Dennis et al. (1999) Study examined how a lean and rich medium performed, as well as how decision-making time and communication satisfaction were impacted. The research revealed that using leaner media didn't demand the teams to work harder, therefore the decision-making process took longer than the teams expected to. However the communication satisfaction was higher in the case of richer mediums. Study also shown that women were more affected by a medium's wealth than with men. It is crucial to think about how gender may affect the effectiveness of YouTube advertisements.

Otondo et al. (2008) focused on the efficiency of the media to study two facets of the media richness theory. They looked at the relationship between media richness and communication outcomes related to the type of media. According to the study, media type was more closely linked to satisfaction than efficacy, and message content and media type were more closely related to communication outcomes than media richness. This study shows that the media richness theory performs poorly in predicting the influence of media type on communication outcomes. This study fills a knowledge gap by examining the impact that a certain media channel can have on a communication's outcome.

Kwak's (2012) According to media use and communication goals, online media can be viewed as rich or lean,. Based on their needs for social and business communication, the author looked at how customers actively use various communication channels. According to the study, mediums that offer more clues and advantages are more suited for ambiguous tasks, whereas richer mediums are better suited for instrumental incentives and leaner mediums are typically employed for ritual purposes. It may be argued that YouTube can be evaluated based on the advantages and signals the channel delivers because this study supports the idea that some mediums are richer than others depending on the cues the communication channel presents.

In comparison, **Flanagin and Metzger (2001)** examined how people use new media. Compared to traditional media, particularly the internet and the demands that these new forms of media could potentially Media environment. According to the report, communication requirements have not altered as a result of the development of new media it was discovered that people use mass media for information and recreation. Technologies that facilitate interpersonal communication were used for private encounters such Relationship building, issue solving, and persuasion objectives. The research uncovered ten needs. The information, learning, play, entertainment, and persuasive needs that new media satisfies forming and maintaining relationships, solving problems, gaining status, and gaining knowledge.

Soukup (2014) concentrated on the use of social media, particularly YouTube. He contends that the enormous platform of YouTube can be exploited for advertisements, archival work, education, entertainment, and many other uses journalism, political communication, fine and performing arts, religion, medicine, the armed forces, and fandom Observation and interpersonal communication. Due of the variety of this platform, the author Contends that in order to study this platform, communication theories will need to be reconfigured. It is always changing.

Calder et al. (2009), Consumer engagement and advertising efficacy were examined, who discovered that both social and personal interactive engagements had an impact on how people reacted to advertisements and, consequently, on how effective they were. The engagement of the user with the website where the advertisement was placed was also found to be a factor in the effectiveness.

Based on customer views, **Pikas and Sorrentino (2014)** examined the efficacy of online advertisements, particularly those on social media platforms like Facebook, Twitter, and YouTube. The majority of people were found to be unresponsive to and irritated by social media marketing, according to the survey. Their general conclusion was that advertising on these social media platforms was not proving to be beneficial. Another important result was that enabling individuals to skip the advertisements after a few seconds was ineffective because they typically did not willingly choose to view the adverts. This study supports the idea that further research should be done on YouTube commercials and that efficacy should be examined from a different angle.

Authors Li and Lo (2014) in a context of online video advertising, it examined the effects of ad length, location, and context congruity. According to the study, ad duration did have an impact on brand identification, with longer ads being more remembered and well-recognized. The study also discovered that brand

familiarity and efficacy rose if the advertisement was relevant to the video the user was about to watch. The study's findings generally indicated that context and ad duration were essential for brand recognition and efficiency.

Coursaris et al. (2016), the findings of a theoretical combination of three standpoints for understanding brand messages purchase participation, message appeal, and message richness were examined by. The authors looked at whether the more invested a consumer is in a brand, the more informative the message appeal, and whether the less invested the customer is in a brand, the more transformative the message appeal. The authors also looked at whether consumer engagement increased with the appeal of a message's transformational power. According to the study, message attractiveness and purchase participation are related; the more richly developed the medium, the more enticing the message. Knowing what consumers find appealing and what can lead to a purchase is essential for assessing if YouTube commercials are effective.

Eighmey & McCord, (1998), what is entertaining for media users is defined by entertainment in media channels. Offering more entertainment value, according to earlier study, is likely to provide media consumers with benefits that motivate them to utilise the greater media exposure.

Stokes (2013), YouTube was initially created as a digital information and entertainment platform for ICT, but over time it grew to be a substantial revenue-generating medium. Although YouTube material is accessible, it makes money by using smart phones for marketing communications. YouTube has significantly accelerated growth. For businesses engaged in marketing communications, YouTube offers a wide range of alternatives and styles

Chadha, (2018), with about 80% of marketers claiming that YouTube is a marketing communication channel through useful online digital video, YouTube

Marketing Communication (YMC) has emerged as a crucial promotional tool for businesses. So it comes as no surprise that YouTube Marketing Communication (YMC) is in charge of the larger portion of the promotion money, which amounts to 25%.

(Rao & Minakakis, 2003), Advertising is now more acceptable to consumers since it is individualised and relevant to their lifestyle. As a result, marketers must pay attention to consumer demands, profiles, and consumption trends

(Nielsen, 2012; Social media report, 2015), a successful advertising campaign will draw in a large audience. Because of its widespread use and appeal in the modern digital era, social media has caught the attention of marketers. 88 percent of businesses spent money on social media advertising in 2014. Social media advertising was estimated to account for around 5% of businesses' advertising budgets at the time, and by 2018, that percentage was expected to have doubled.

Adage; Clancey, (1994), Television ads have a consistent influence and were formerly the main form of advertising. However, the expansion of social media platforms like YouTube has drawn advertisers and is now seen as a significant advertising tool

According to a study by **Lipsman, Mudd, Rich, and Bruich (2012)**, social media marketing helps consumers establish opinions about the items. As a result, budgets for social media advertising have increased since social media marketing enables firms to engage with their customers. Customers may find YouTube advertising to be creative and decide against watching it a second time since various featured videos on YouTube advertising may have greater brand attribution. However, prior studies on advertising on You Tube did not concentrate on the aspects that affect the effectiveness of advertising, how it affects consumer brand awareness and buy intent.

Rodriguez,(2017), A campaign is a type of marketing activity used to make an audience aware of itself. Product-focused campaigns take place in settings where businesses must highlight the distinctiveness of their products. As a result, it will now be a campaign using the most widely utilised digital platforms, which are frequently the YouTube platform.

CHAPTER 3
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK

Given that YouTube is the second most viewed website in the world, after Google, with 22.8 billion monthly visitors, it may now provide a variety of advantages to businesses. Companies can create YouTube channels for advertising, and the platform is more than just a well-known entertainment channel. A huge client base, brand promotion, product or business promotion, and increased sales volume are all made possible through YouTube channels. Businesses can gain more visibility, which grows their consumer base. Brands may rank higher on Google by producing in-depth tutorials, live streaming, guides, and lectures. Another reason businesses utilise the online video sharing service is to run advertisements, which promote brands and attract new customers. It is also far less expensive than sponsored advertising on Facebook and Instagram. Businesses can increase exposure and attract new audiences by optimising keywords in headlines and producing tutorials, commentary, product evaluations, Q&As, and video listicle articles. Brands are unable to foresee who or when would see their videos. If the title and description of the material include the appropriate keywords, someone searching for information may come across a particular video, stick around the channel, and purchase the advertised good. Additionally, businesses can raise brand recognition by adding watermarks and company logos to videos. Given that YouTube is a global corporation, it enables marketers to expand their markets. The platform aids in bringing in leads from many nations who speak the same language. The main advantage of YouTube is the opportunity it offers for successful business promotion. Older ad types are gradually being supplemented by newer ad types. Businesses now employ online advertising in addition to television and radio advertisements. Online advertising is increasingly being employed in social media. Social media have evolved alongside the Internet, and their combined usage has grown quickly. The initially limited number of social media platforms has also grown over time, including social media websites like blogs, Facebook, Twitter, Instagram, and YouTube. Social media has become almost universally accessible, especially with the introduction of smartphones, making it a significant platform. By doing so; you can create social businesses, hold competitions, and advertise on well-known

social media platforms. And YouTube is no different. YouTube was initially created as a digital information and entertainment platform for ICT, but over time it grew to be a substantial revenue-generating medium. Although YouTube material is accessible, it makes money by using smartphones for marketing communications. YouTube has significantly accelerated growth. For businesses engaged in marketing communications, YouTube offers a wide range of alternatives and styles (Stokes, 2013). With about 80% of marketers claiming that YouTube is a marketing communication channel through useful online digital video, YouTube Marketing Communication (YMC) has emerged as a crucial promotional tool for businesses. So it comes as no surprise that YouTube Marketing Communication (YMC) is in charge of the larger portion of the promotion money, which amounts to 25%. (Chadha, 2018). The majority of the budget for many organisations was spent on MC. Marketing communication initiatives using social media, such YouTube, but without knowledge of how these initiatives will affect consumer perceptions. MC activities result in purchases. Utilizing web analytics makes measurement simple (Youtube, 2018). Several research that look at Generation Y's qualitative and quantitative data look at the success of YMC. According to several findings, Generation Y reacts to the company's activity via YouTube Marketing Communication. Generation Y's purchase selections will be influenced and their cognitive attitudes will be encouraged. As a social media platform, YouTube facilitates user discovery of things like fresh music, new artists, and funny videos. Because of this rise in usage, YouTube has become a crucial channel for companies to use to connect with their target markets. Technology is constantly evolving. Technology is initially simply employed to assist humans in carrying out their daily duties. Human behaviour is always influenced by technology since it makes it easier for us to interact, find information, and access enjoyment. Using technology for communication helps solve issues with distance. Someone from one area can link to another via technology. Therefore, technology advancements alter how people communicate, make purchases, and access entertainment. Internet users have increased by 33% globally in recent years. It might gain more customer acceptance as a tool for information retrieval and deciding whether to make a purchase of goods or services (Gerrikagoitia et al., 2015). Marketing professionals may segment consumers easily and practically by using

demographic traits. As a result, a lot of studies look into the relationship between consumer attitudes toward advertising and advertising efficacy. According to research by Alwitt and Prabhaker (1992), respondents with higher incomes tend to dislike television advertising less, watch less television, and also likely to be older. A video-sharing platform named YouTube. Steve Chen, Chad Hurley, and Jawed Karim, three ex-employees of the American e-commerce company PayPal, registered it on February 14, 2005. They assumed that the general public would love sharing their "home movies." The company's headquarters are in San Bruno, California. It is currently owned by Google and is the second most frequently visited website after Google Search. Each month, more than 2.5 billion people use YouTube, watching more than 1 billion hours of video per day. Since being acquired by Google, YouTube has expanded beyond only its core website to include mobile apps, network television, and the ability to interact with other platforms. One of the video genres on YouTube is music videos. Other video genres include news, news clips, short films, feature films, documentaries, audio recordings, movie trailers, teasers, live streams, vlogs, and other forms of videos. One individual produces the majority of the content, including collaborations between YouTubers and corporate sponsors. Famous media firms including Disney, Paramount, and Warner Bros. Discovery have also created and extended their individual corporate YouTube channels in an effort to reach a larger audience for advertising. Internet trends, popular culture, and the rise of wealthy celebrities have all been influenced by YouTube to an unheard-of extent. Despite its growth and success, YouTube has come under a lot of fire. YouTube has drawn criticism for encouraging the spread of false information, routinely violating users' privacy, enabling censorship, and jeopardising the safety and wellbeing of minors. From various angles, some researches talk about how various social media usages affect consumers' purchasing decisions (Bouhleb et al., 2010; H. Y. Hsu & Tsou, 2011; C. L. Hsu et al., 2013; Mir & Zaheer, 2012; Saxena, 2011; Febriyantoro & Arisandi, 2019). talking about YouTube, the first website most users think of. When you perform a search on Google, the YouTube website always appears at the top; this demonstrates how unique YouTube is compared to other platforms. Since YouTube is one of the sites where consumers check for product information before making a purchasing decision, a lot of video is uploaded there every day, some of it related to products. The aspects that affect

customer purchase intentions in YouTube advertising videos must therefore be studied by marketers. By investigating how user-generated material in YouTube videos affects customer purchase intentions and how brand awareness and brand image are related, this study aims to add to the body of knowledge on consumer behaviour. It is becoming more and more usual to advertise on YouTube due to the platform's considerable potential for engaging both new and existing target audiences through highly interactive video advertising. On YouTube, however, the vast bulk of user-generated content is criticised for being of lower quality. Because of this, marketing professionals are very interested in how resources can be dispersed among channels in the most efficient way, as well as how successful YouTube is as an advertising channel. Ads that run alongside or during YouTube videos can assist organisations in developing a distinctive and lasting relationship with viewers. You have three options when describing how your product or service will benefit your target market: be sincere, share your knowledge with the world, or turn the camera on yourself. A customer's decision to purchase a product or brand will be influenced by their past experiences, personal preferences, and external factors like advertising. According to Khan, a customer's intention to buy something depends on how familiar they are with a particular brand. Deghani, et al. came to the conclusion that advertising value would influence purchase intention through brand awareness. In addition, Mkik, et al. discovered brand awareness to be a mediating variable for the association between the attitude toward advertising and behaviour intention.

YouTube Advertising's Effectiveness: A Study of Audience Analysis Platforms on social media are crucial for getting a company's messages in front of its intended audience. Given the growing importance of digital platforms, channel selection has become a crucial topic of research for marketers to ascertain the most effective and precise means of communicating a message (Shinnawy & Marcus, 1997). According to the media richness idea, some communication channels can convey information more effectively than others due to their unique qualities, particularly their ability to provide feedback and indications (Dennis & Kinney, 1998). The theory has primarily been tested in the context of conventional forms of communication, such as face-to-face interactions, emails, and so forth (Dennis & Kinney, 1998; Otondo, Scotter, Allen & Palvia, 2008). As

a result, traditional media have received the majority of the attention in the research. The hypothesis has only been tested in relation to social media used in the workplace (Lo & Lie, 2008; Shinnawy & Marcus, 1997), which presents an opportunity to investigate its applicability in relation to social media geared toward specific persons. Despite asserting itself as a crucial tool for marketers, YouTube has long been a source of enjoyable material. In actuality, YouTube accounts for 55% of all marketers' marketing efforts. Thoughts like "That's fantastic, but my audience isn't on YouTube" can cross your mind. But reconsider. YouTube has more than two billion active users globally, and one-quarter of online users spend 10 hours or more every week watching videos. 76 different languages can be used to access the platform because it is so vast. Advertising is now more acceptable to consumers since it is individualised and relevant to their lifestyle. As a result, marketers must pay attention to consumer demands, profiles, and consumption trends (Rao & Minakakis, 2003). According to Ducoffe (1995), advertising is most effective when both consumers and marketers are exposed to it. Others advise clients to focus on highly targeted advertisements that are more tailored while avoiding less flexible advertisements (Liu et al., 2012). Social media, which offers the benefit of customisation and analyses customer activity based on location and demographics for each user, can transform how advertising works (Zeng et al., 2009). As one of the most popular social media platforms for millennials, YouTube offers a possible platform for carrying out business objectives by distributing and creating video content tailored to user preferences and individual needs. Brands may efficiently strengthen close customer relationships. According to Huang and Sarigöllü (2012), brand awareness is defined as brand recognition or recall. Huang, R and E. Sarigöllü (2012). Today's new media not only enhances existing customer-company and company-to-customer interactions, but also highlights the emergence of a new paradigm in traditional choices, enhancing the company's capacity to engage in consumer discourse and, as a result, their communication tools. Brand recognition can grow and be increased through social media (Stephen & Toubia, 2010). Since the vast majority of people utilise social media, brands that are dispersed throughout the network will inform and spread users, boosting brand recognition.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

1. Gender

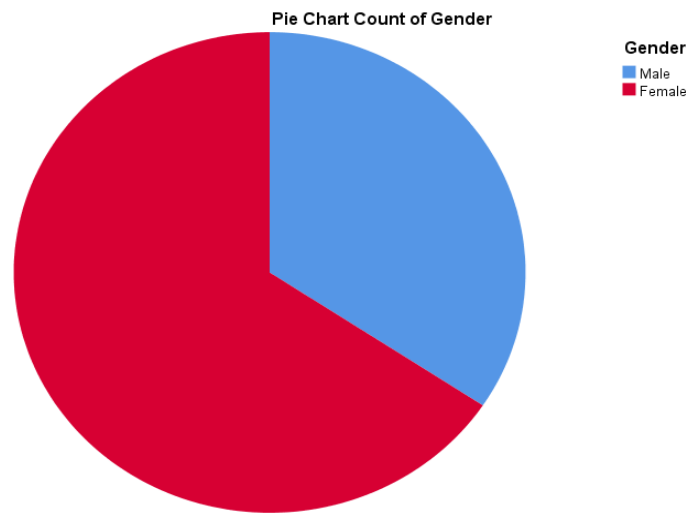


FIGURE 3.1 Showing gender of the respondents

Gender			
		Frequency	Valid Percent
Valid	Male	46	34.3
	Female	88	65.7
	Total	134	100.0

TABLE 3.1 Showing genders of the respondents

Interpretation

From the above table and figure it is evident that 65.7 percent of the respondents are female and 34.3 percent of the respondents are Male.

2. Age

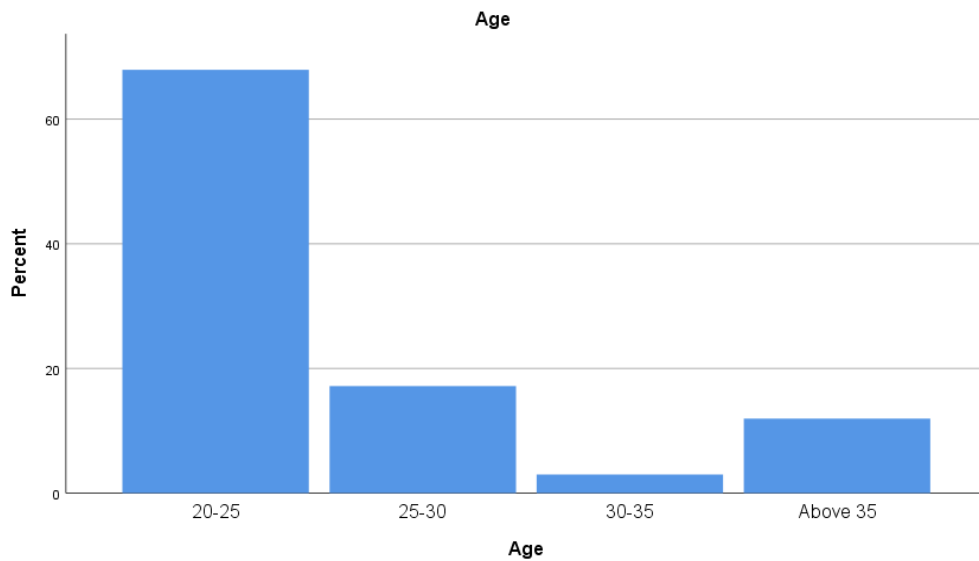


FIGURE 3.2 Showing age of respondents

AGE			
		Frequency	Valid Percent
Valid	20-25	91	67.9
	25-30	23	17.2
	30-35	4	3.0
	Above 35	16	11.9
	Total	134	100.0

TABLE 3.2 Showing age of respondents

Interpretation

From the above figure and table it is evident that 67.9 percent of the respondents belong to the age category of 20-25, 17.2 percent of the respondents belong the age category of 25-30, 11.9 percent belong to the age category of above 35 and 3 percent belong the age category of 30-35.

3. Occupation

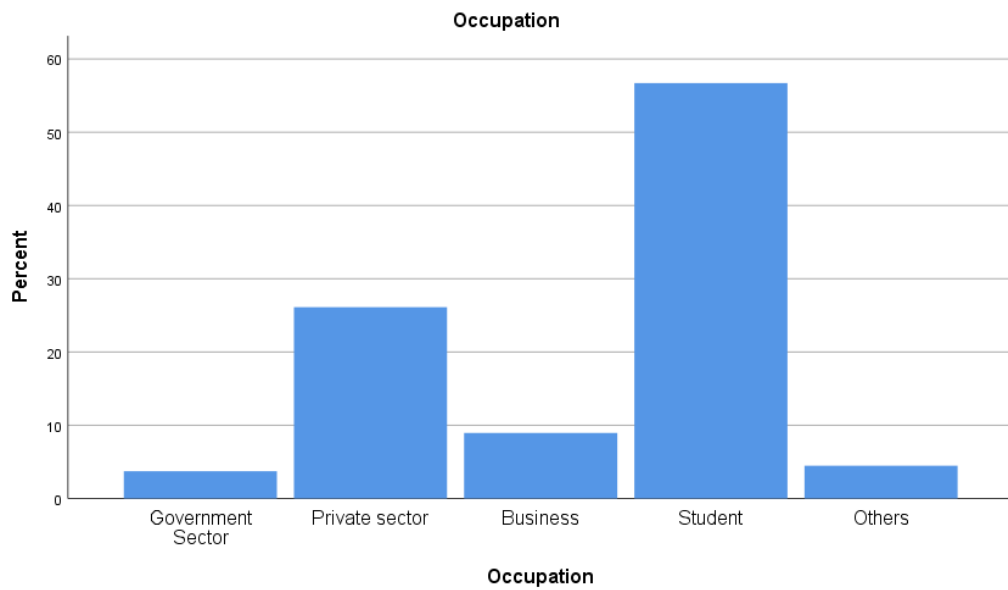


FIGURE 3.3 Showing occupation of respondents

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Sector	5	3.7	3.7	3.7
	Private Sector	35	26.1	26.1	29.9
	Business	12	9.0	9.0	38.8
	Student	76	56.7	56.7	95.5
	Others	6	4.5	4.5	100.0
	Total	134	100.0	100.0	

TABLE 3.3 Showing occupation of respondents

Interpretation

From the above figure and table, it is evident that 56.7 percent of the respondents belong to student category, 26.1 percent of the respondents are working in Private Sector, 9 percent of the respondents are doing business, 4.5 percent belong to other category and 3.7 percent belong to Government Sector.

4. Do You use social media You Tube

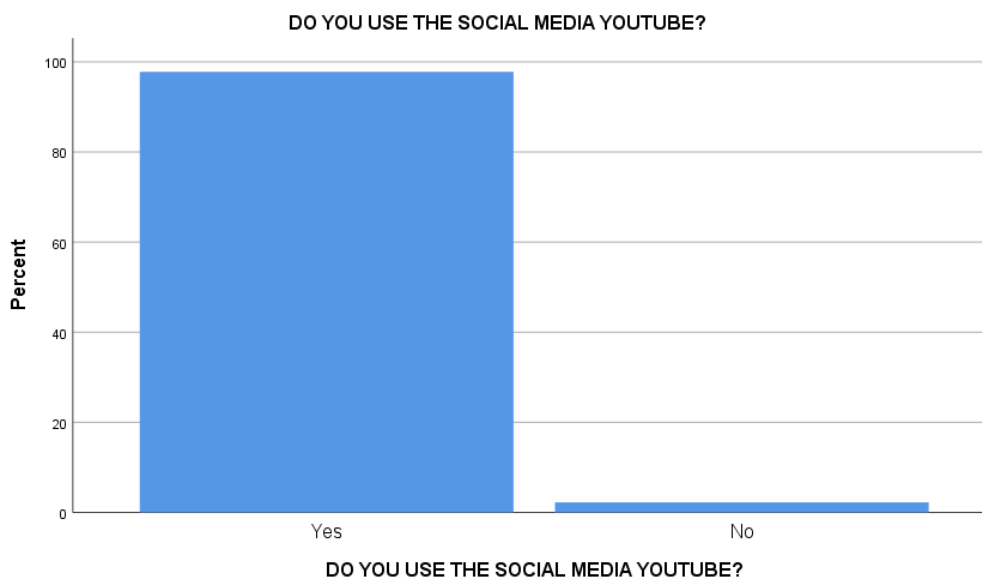


FIGURE 3.4 Showing usage of social media

DO YOU USE THE SOCIAL MEDIA YOU-TUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	131	97.8	97.8	97.8
	No	3	2.2	2.2	100.0
Total		134	100.0	100.0	

TABLE 3.4 Showing usage of social media

Interpretation

From the above figure and table, it can be inferred that 97.8 percent of the respondents use the social media you-tube.

5. Have you ever watched you tube advertisement

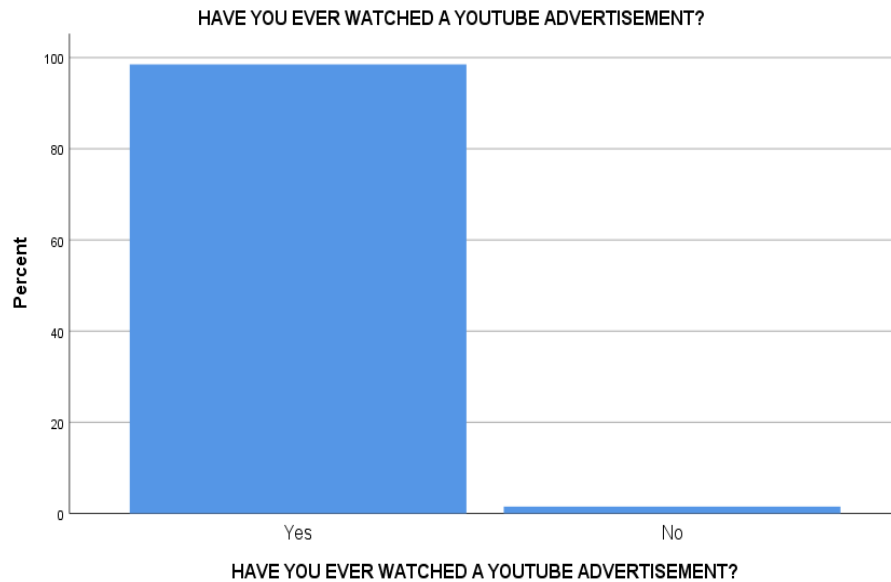


FIGURE 3.5 Showing watching of YouTube advertisement

HAVE YOU EVER WATCHED A YOU-TUBE ADVERTISEMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	98.5	98.5	98.5
	No	2	1.5	1.5	100.0
Total		134	100.0	100.0	

TABLE 3.5 Showing watching of YouTube advertisement

Interpretation

From the above figure and table, it is evident that 98.5 percent of the respondents have watched You tube advertisement and 1.5 percent of the respondents have not watched You tube advertisement.

6. Do you like watching video advertisements in you-tube

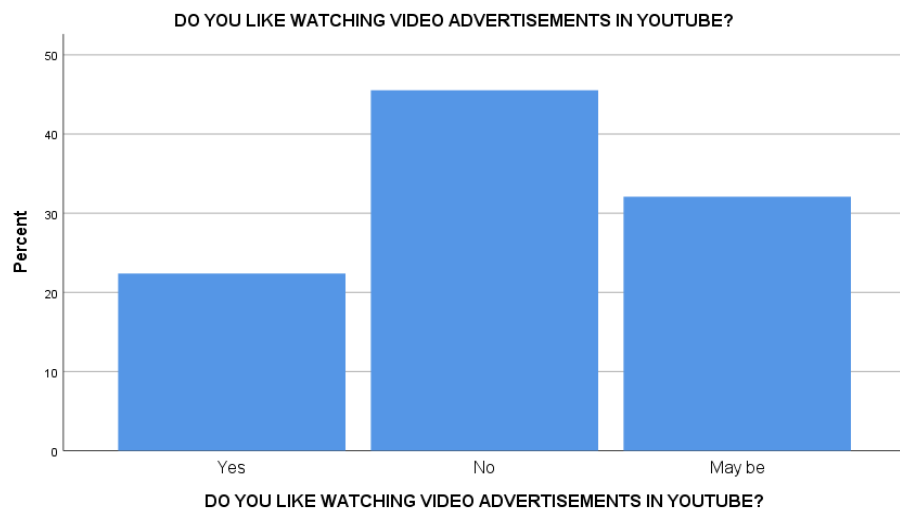


FIGURE 3.6 Showing liking of watching YouTube ads

DOYOU LIKE WATCHING VIDEO ADVERTISEMENTS IN YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	22.4	22.4	22.4
	No	61	45.5	45.5	67.9
	May be	43	32.1	32.1	100.0
	Total	134	100.0	100.0	

TABLE 3.6 Showing liking of watching YouTube ads

Interpretation

From the above figure and table, it is evident that 67.9 percent of the respondents do not like watching video advertisements in you-tube, 32.1 percent of the respondents have a neutral stand may be, and 22.4 percent of the respondents like watching advertisements in you-tube.

7. After watching advertisement do you identify the brand/product or service launching ad.

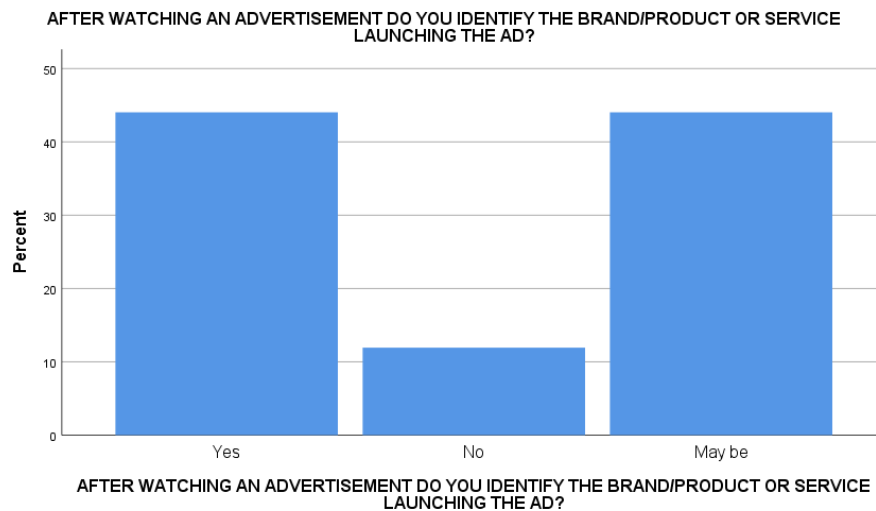


FIGURE 3.7 Showing identification of brand/product

AFTER WATCHING AN ADVERTISEMENT DO YOU IDENTIFY THE BRAND/PRODUCT OR SERVICE LAUNCHING THE AD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	59	44.0	44.0	44.0
	No	16	11.9	11.9	56.0
	May be	59	44.0	44.0	100.0
	Total	134	100.0	100.0	

TABLE 3.7 Showing identification of brand/product

Interpretation

From the above figure and table, it is evident that 44 percent of the respondents identify the brand or product, 44 percent of the respondents opined that they may identify the brand or product and 11.9 percent of the respondents do not identify the brand or product.

8. Do you use comment section in You tube

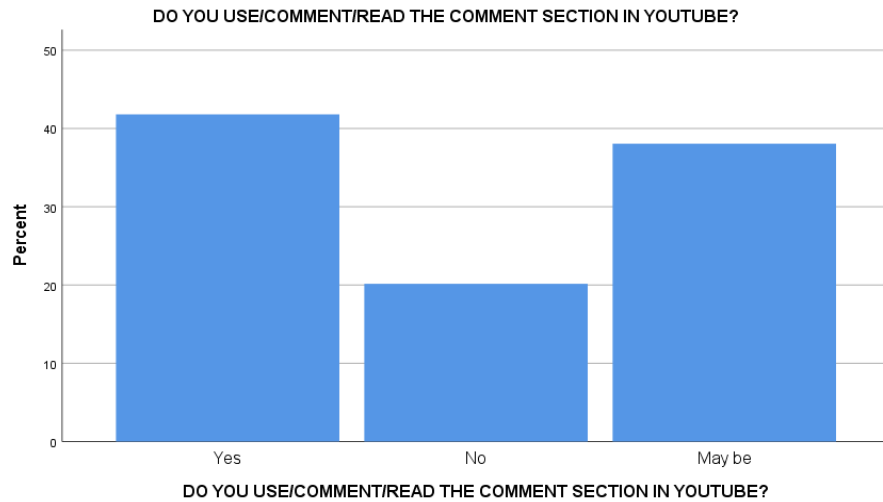


FIGURE 3.8 Showing usage of comment section

DO YOU USE/COMMENT/READ THE COMMENT SECTION IN YOUTUBE					
NYOU-TUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	41.8	41.8	41.8
	No	27	20.1	20.1	61.9
	May be	51	38.1	38.1	100.0
	Total	134	100.0	100.0	

TABLE 3.8 Showing usage of comment section

Interpretation

From the above figure and table, it can be inferred that 41.8 percent of the respondents use Comment/read the comment section in you-tube, 38.1 percent may use comment/read the comment section and 20.1 percent do not use comment/read the comment in you-tube.

9. Does You-tube made you purchase any product?

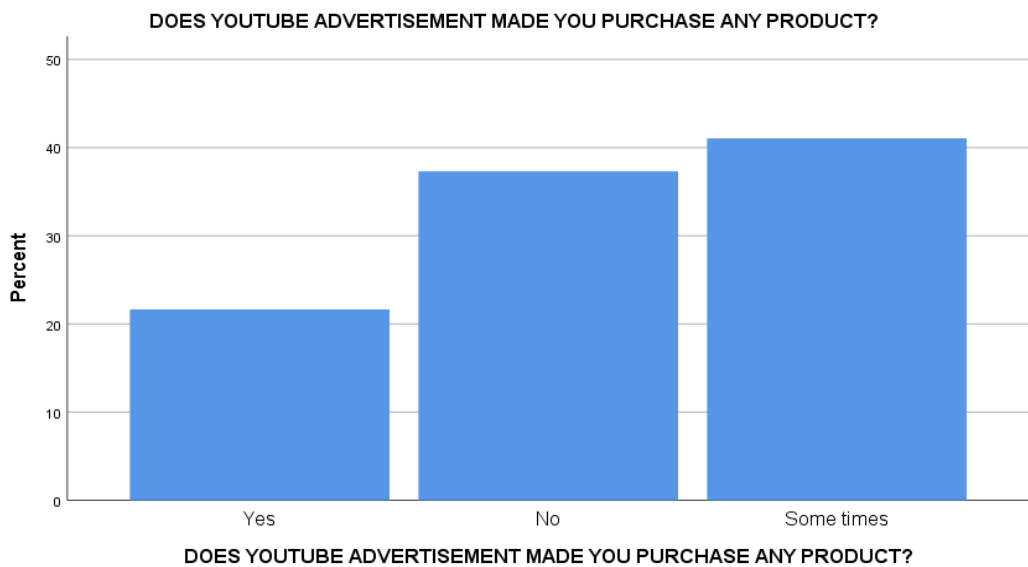


FIGURE 3.9 Showing purchasing of product from ads

DOES YOU TUBE ADVERTISEMENT MADE YOU PURCHASE ANY PRODUCT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	21.6	21.6	21.6
	No	50	37.3	37.3	59.0
	May be	55	41.0	41.0	100.0
	Total	134	100.0	100.0	

TABLE 3.9 Showing purchasing of product from ads

Interpretation

From the above figure and table, it is evident that 41 percent of the respondents opined that they may purchase products by watching you tube advertisement, 37.3 percent of the respondents opined that they will not purchase products through you-tube advertisement and 21.6 percent of the respondents opined that they purchased products by watching you-tube advertisement.

10. How often you spend money on product/services shown in advertisement

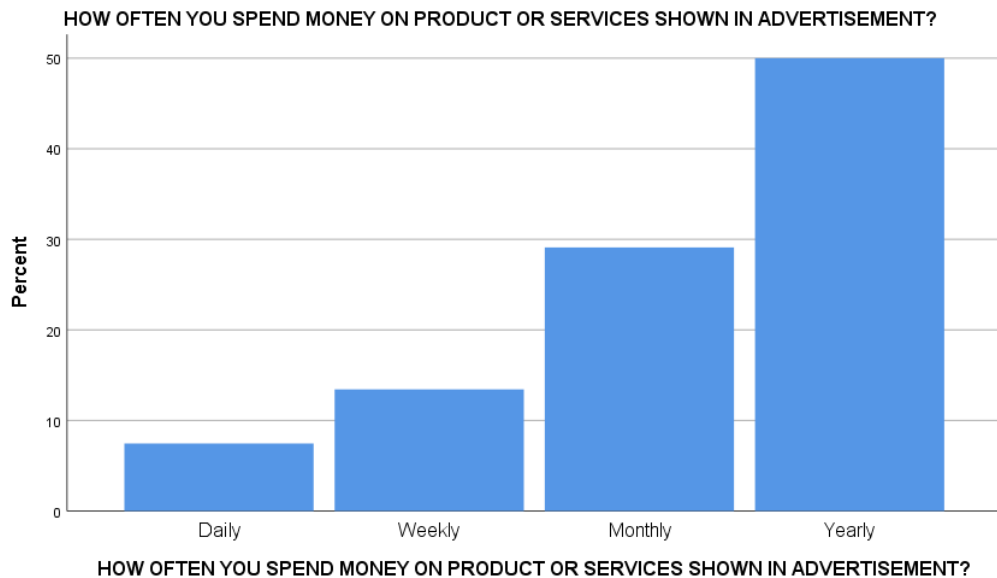


FIGURE 3.10 Showing spending of money on product/services

HOW OFTEN YOU SPEND MONEY ON PRODUCT OR SERVICES SHOWN IN ADVERTISEMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	10	7.5	7.5	7.5
	Weekly	18	13.4	13.4	20.9
	Monthly	39	29.1	29.1	50.0
	Yearly	67	50.0	50.0	100.0
	Total	134	100.0	100.0	

TABLE 3.10 Showing spending of money on product/services

Interpretation

From the above figure and table, it is evident that majority of the respondents (50 percent) spend money on product or services shown in advertisement yearly, 29.1 percent of the respondents spend money monthly, 13.4 percent spend weekly and 7.5 percent spend money on product or services shown in advertisement daily.

11. Have you used any affiliate links provided by the you-tubers for purchasing products in the referred video

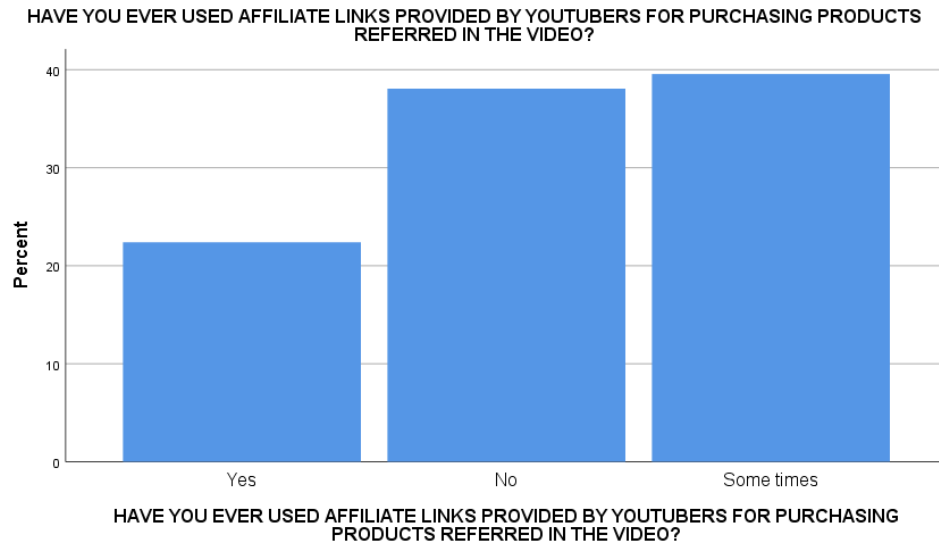


FIGURE 3.11 Showing usages of affiliate links for buying products

HAVE YOU EVER USED AFFILIATE LINKS PROVIDED BY YOUTUBERS FOR PURCHASING PRODUCTS REFERRED IN THE VIDEO					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	22.4	22.4	22.4
	No	51	38.1	38.1	60.4
	May be	53	39.6	39.6	100.0
	Total	134	100.0	100.0	

TABLE 3.11 Showing usages of affiliate links for buying products

Interpretation

From the above figure and table, it is evident that 39.6 percent of the respondents opined that they might have used the links provided by you-tubers for purchasing the products referred in the video, 38.1 percent have opined that they did not

purchase any products through the affiliate links and 22.4 percent have opined that they purchased through the affiliate links provided by you-tubers for purchasing the products referred in the video.

12.Are you willing to purchase you tube premium membership for avoiding advertisement

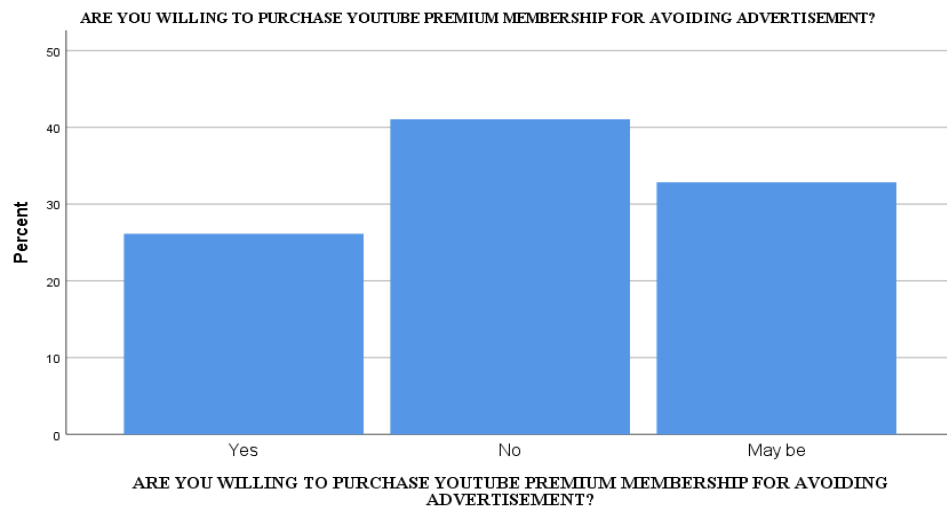


FIGURE 3.12 Showing purchase of YouTube premium

ARE YOU WILLING TO PURCHASE YOU TUBE PREMIUM MEMBERSHIP FOR AVOIDING ADVERTISEMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	35	26.1	26.1	26.1
	No	55	41.0	41.0	67.2
	May be	44	32.8	32.8	100.0
	Total	134	100.0	100.0	

TABLE 3.12 Showing purchase of YouTube premium

Interpretation

From the above figure and table, it is evident that 41 percent of the respondents are not willing to purchase you tube premium membership for avoiding

advertisement, 32.8 percent of the respondents opined that they might purchase you tube premium membership and 26.1 percent opined that they will purchase you tube premium membership for avoiding advertisement.

13. Do you use skip option on you-tube ad

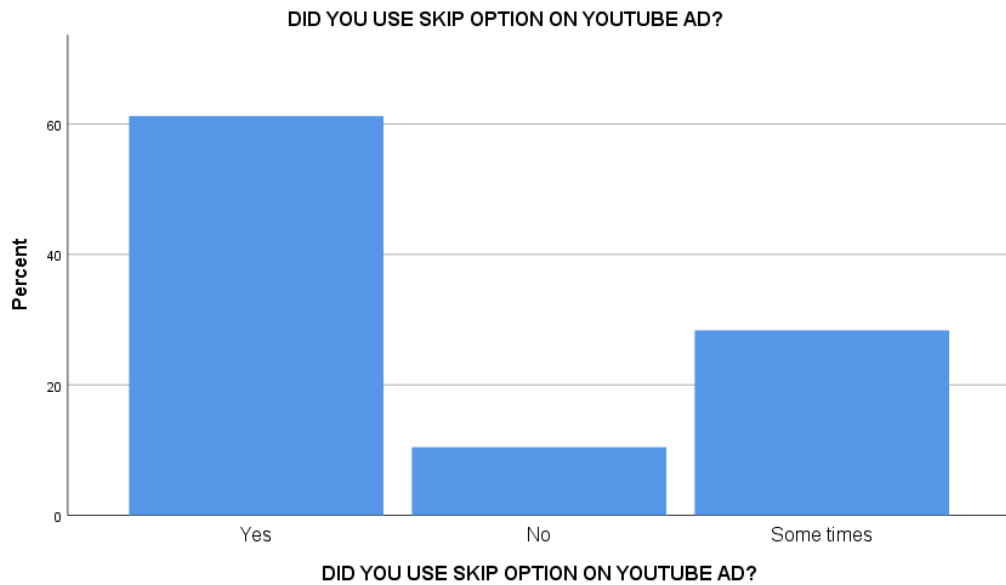


FIGURE 3.13 Showing using of skip option

DID YOU USE SKIP OPTION ON YOU-TUBE AD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	82	61.2	61.2	61.2
	No	14	10.4	10.4	71.6
	Some times	38	28.4	28.4	100.0
	Total	134	100.0	100.0	

TABLE 3.13 Showing using of skip option

Interpretation

From the above figure and table, it is evident that majority of the respondents i.e., 61.2 percent of the respondents use skip option on you-tube ad, 28.4 percent might use skip option and 10.4 do not use skip option on you tube.

14. Do you prefer 5 second skippable ad or 30 second skippable ad?

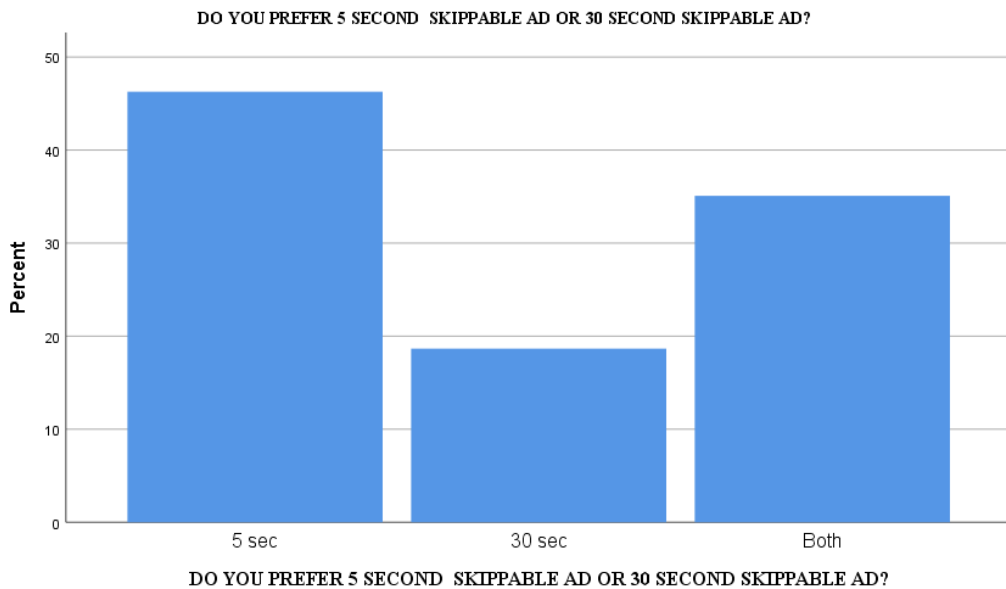


FIGURE 3.14 showing choice of 5 sec or 30 sec skip option

DO YOU PREFER 5 SECOND SKIPPABLE AD OR 30 SECOND SKIPPABLE AD					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 sec	62	46.3	46.3	46.3
	30 sec	25	18.7	18.7	64.9
	Both	47	35.1	35.1	100.0
	Total	134	100.0	100.0	

TABLE 3.14 showing choice of 5 sec or 30 sec skip option

Interpretation

From the above figure and table, it is evident that 46.3 percent of the respondents prefer 5 second skippable ad, 35.1 percent prefer both and 18.7 percent prefer 30 sec skippable ad.

15. Do you skip the promotion part of the videos made by you tubers

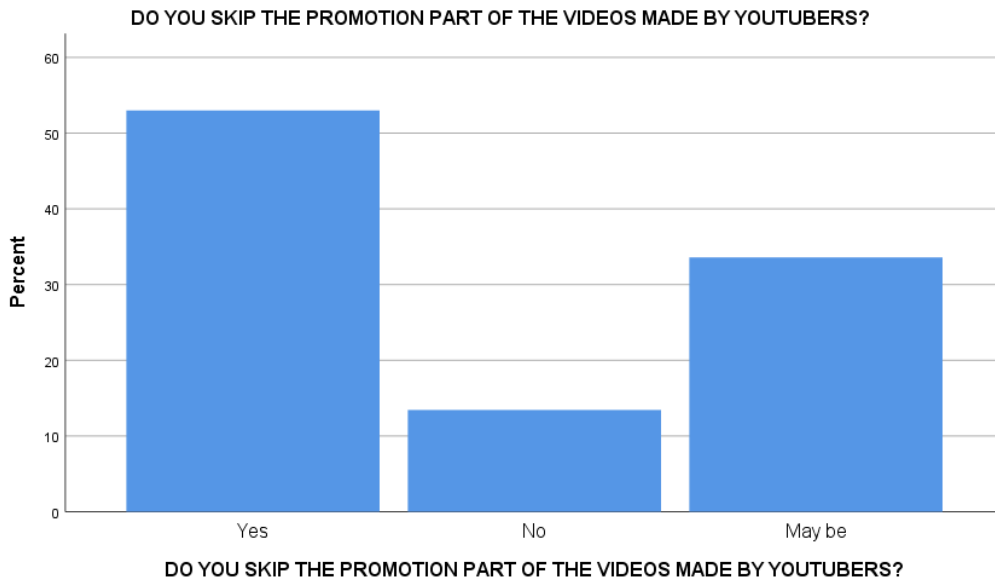


FIGURE 3.15 Showing skipping of promotion part

DO YOU SKIP THE PROMOTION PART OF THE VIDEOS MADE BY YOUTUBERS					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	71	53.0	53.0	53.0
	No	18	13.4	13.4	66.4
	May be	45	33.6	33.6	100.0
	Total	134	100.0	100.0	

TABLE 3.15 Showing skipping of promotion part

Interpretation

From the above figure and table, it is clear that 53 percent of the respondents skip the promotion part of the videos made by you-tubers, 33.6 might skip and 13.4 percent will not skip the promotion part of the videos made by you-tubers.

16. Have you ever received inappropriate ads from you-tube?

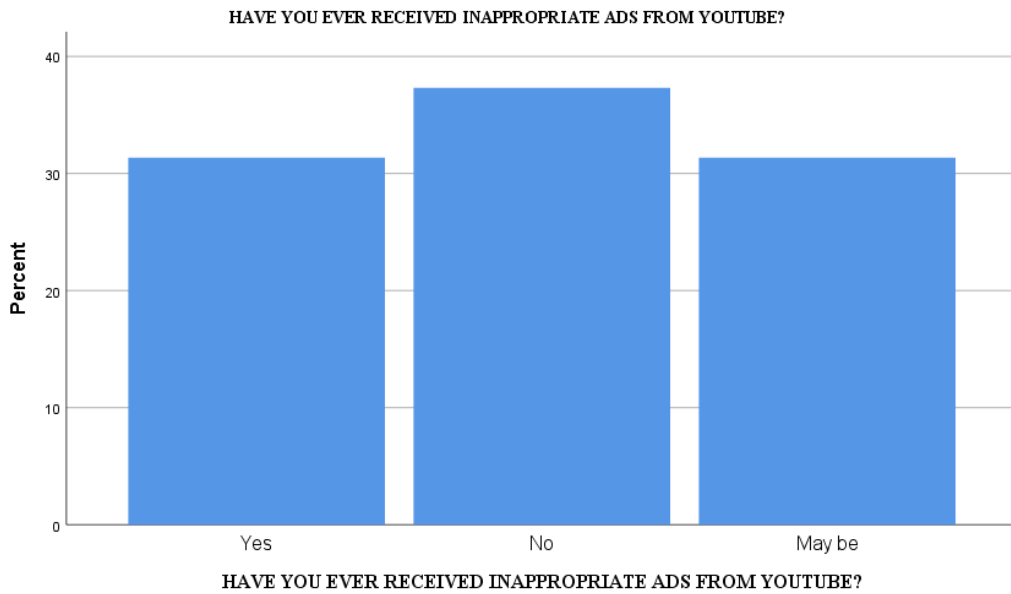


FIGURE 3.16 Showing receiving inappropriate ads

HAVE YOU EVER RECEIVED INAPPROPRIATE ADS FROM YOUTUBE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	42	31.3	31.3	31.3
	No	50	37.3	37.3	68.7
	May be	42	31.3	31.3	100.0
	Total	134	100.0	100.0	

TABLE 3.16 Showing receiving inappropriate ads

Interpretation

From the figure and table, it can be inferred that 37.3 percent of the respondents did not receive inappropriate ads from you-tube, 31.3 percent of the respondents received and 31.3 percent of the respondents opined that they might have received inappropriate ads from you-tube.

Descriptive Statistics			
	N	Mean	Std. Deviation
	Statistic	Statistic	Statistic
Int1	134	3.46	1.224
Int2	134	2.76	1.152
Int3	134	2.72	1.166
Int4	134	2.46	1.212
ad_mem1	134	2.21	1.124
ad_mem2	134	2.61	1.188
ad_mem3	134	2.33	1.116
ad_mem4	134	2.58	1.240
ad_mem5	134	2.61	1.213
Rea1	134	2.70	1.257
Rea2	134	3.07	1.199
Rea3	134	2.51	1.225
Rea4	134	2.46	1.212
Rea5	134	2.43	1.311
Be_und1	134	2.19	1.120
Be_und2	134	2.47	.947
Be_und3	134	2.59	.928
Be_und4	134	2.49	.994
PI1	134	2.16	1.027
PI2	134	2.28	1.001
PI3	134	2.42	.968

PI4	134	2.35	1.119
PI5	134	2.47	1.031
Valid (listwise)	N 134		

TABLE 3.17 Showing descriptive analyses

Notes: SD -Standard Deviation. S.E -Standard Error.

Int- Interest in watching you tube; ad_mem- Cues that make ad memorable; Rea - Reaction towards you tube ad; Be_und: Cues in Ad for better Understanding; PI - Purchase Intention of Paid You-tube. N= Sample Size.

Hypothesis 1

H₀: there is no significant relationship between Interest in watching you tube and Purchase Intention of You tube.

H₁: There is a significant relationship between Interest in watching you tube and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465 ^a	.216	.210	.71712
a. Predictors: (Constant), Interest in watching You Tube				

TABLE 3.18 showing hypothesis1 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.711	1	18.711	36.385	.000 ^b
	Residual	67.882	132	.514		
	Total	86.593	133			
a. Dependent Variable: Purchase Intention of You Tube						
b. Predictors: (Constant), Interest in watching You tube						

TABLE 3.19 Showing hypothesis1 anova

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.060	.221		4.801	.000
	Int	.448	.074	.465	6.032	.000

a. Dependent Variable: Purchase Intention of You Tube

TABLE 3.20 Showing hypothesis1 coefficients

Interpretation

A simple linear regression was calculated to analyse the relationship between Interest in watching you tube and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 36.385, p < .001$), with an R^2 of 0.216. The predictor was found to be significant ($B = 0.573, p < .001$). The model explained approximately 21.6 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 2

H₀: there is no significant relationship between Cues that make Advertisement Memorable and Purchase Intention of You tube.

H₁: There is a significant relationship between Cues that make Advertisement Memorable and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.335	.330	.66066

a. Predictors: (Constant), ad_mem

TABLE 3.21 showing hypothesis2 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.979	1	28.979	66.395	.000 ^b
	Residual	57.614	132	.436		
	Total	86.593	133			

a. Dependent Variable: PI
b. Predictors: (Constant), ad_mem

TABLE 3.22 Showing hypothesis2 anova

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.138	.158		7.210	.000
	ad_mem	.486	.060	.578	8.148	.000

a. Dependent Variable: PI

TABLE 3.23 Showing hypothesis1 coefficients

Interpretation

A simple linear regression was calculated to analyse Cues that make Advertisement Memorable and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 66.395, p < .001$), with an R^2 of 0.335. The predictor was found to be significant ($B = 0.578, p < .001$). The model explained approximately 33.5 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 3

H_0 : there is no significant relationship between Reaction to Advertisement and Purchase Intention of You tube.

H₁: There is a significant relationship between Reaction Advertisement and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.588 ^a	.346	.341	.65520

a. Predictors: (Constant), Rea

TABLE 3.24 showing hypothesis3 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.928	1	29.928	69.716	.000 ^b
	Residual	56.666	132	.429		
	Total	86.593	133			

a. Dependent Variable: PI
b. Predictors: (Constant), Rea

TABLE 3.25 Showing hypothesis3 anova

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.753	.198		3.804	.000
	Rea	.601	.072	.588	8.350	.000

a. Dependent Variable: PI

TABLE 3.26 Showing hypothesis1 coefficients

Interpretation

A simple linear regression was calculated to analyse Reaction to Advertisement and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 69.716, p < .001$), with an R^2 of 0.346. The predictor was found to be

significant ($B=0.578$, $p<.001$). The model explained approximately 34.6 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 4

H₀: there is no significant relationship between Cues in the Advertisement for better understanding and Purchase Intention of You tube.

H₁: There is a significant relationship between Cues in the Advertisement for better understanding and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340 ^a	.116	.109	.76170
a. Predictors: (Constant), Be_Und				

TABLE 3.27 showing hypothesis4 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.009	1	10.009	17.250	.000 ^b
	Residual	76.585	132	.580		
	Total	86.593	133			
a. Dependent Variable: PI						
b. Predictors: (Constant), Be_Und						

TABLE 3.28 Showing hypothesis4 anova

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.437	.227		6.338	.000
	Be_Und	.370	.089	.340	4.153	.000

a. Dependent Variable: PI

TABLE 3.29 Showing hypothesis1 coefficients

Interpretation

A simple linear regression was calculated to Cues in the Advertisement for better understanding and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 17.25, p < .001$), with an R^2 of 0.116. The predictor was found to be significant ($B = 0.340, p < .001$). The model explained approximately 11.6 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 5

H₀: there is no effect of feedback mechanism increases the positive perception of the advertisement and Purchase Intention of You tube.

H₁: There is an effect of feedback mechanism increases the positive perception of advertisement for better understanding and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.351 ^a	.123	.117	.75838

a. Predictors: (Constant), Pos_per

TABLE 3.30 showing hypothesis5 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.676	1	10.676	18.562	.000 ^b
	Residual	75.918	132	.575		
	Total	86.593	133			
a. Dependent Variable: PI						
b. Predictors: (Constant), Pos_per						

TABLE 3.31 Showing hypothesis5 anova

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.674	.167		10.002	.000
	Pos_per	.258	.060	.351	4.308	.000
a. Dependent Variable: PI						

TABLE 3.32 Showing hypothesis5 coefficients

Interpretation

A simple linear regression was calculated to analyse effect of feedback mechanism increases the positive perception of the advertisement and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 18.652, p < .001$), with an R^2 of 0.123. The predictor was found to be significant ($B = 0.351, p < .001$). The model explained approximately 12.3 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 6

H_0 : there is no significant relationship between identification of brand or product after watching an advertisement and Purchase Intention of You tube.

H₁: There is a significant relationship between identification of brand or product after watching an advertisement and Purchase Intention of You tube.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 ^a	.046	.038	.79124
a. Predictors: (Constant), Identification of brand/product				

TABLE 3.33 showing hypothesis6 summary

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.954	1	3.954	6.316	.013 ^b
	Residual	82.640	132	.626		
	Total	86.593	133			

TABLE 3.34 Showing hypothesis6 anova

a. Dependent Variable: PI

b. Predictors: (Constant), Identification of brand/product

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.971	.161		12.250	.000
	Identification of brand	.183	.073	.214	2.513	.013
a. Dependent Variable: PI						

TABLE 3.35 Showing hypothesis6 coefficients

Interpretation

A simple linear regression was calculated to analyse effect of feedback mechanism increases the positive perception of the advertisement and Purchase Intention of You tube. A significant regression equation was found ($F(1,132) = 6.316, p < .001$), with an R^2 of 0.046. The predictor was found to be significant ($B = 0.214, p < .001$). The model explained approximately 4.6 % of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

Hypothesis 7

H_0 : there is no significant correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products.

H_1 : there is a significant correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products.

Correlations			
		DOESYOUTUBEADVERTISEMENTMADEYOUPURCHASEANYPRODUCT	HAVEYOUEVERUSEDAFFILIATELINKSPROVIDEDBYYOUTUBEFORPURCHASINGSINGPRODUCTS
DOESYOUTUBEADVERTISEMENTMADEYOUPURCHASEANYPRODUCT	Pearson Correlation	1	.614**
	Sig. (2-tailed)		.000
	N	134	134
HAVEYOUEVERUSEDAFFILIATELINKSPROVIDEDBYYOUTUBEFORPURCHASINGSINGPRODUCTS	Pearson Correlation	.614**	1
	Sig. (2-tailed)	.000	

YYOUTUBERSFO N RPURCHASINGPR O	134	134
**. Correlation is significant at the 0.01 level (2-tailed).		

TABLE 3.36 Showing hypothesis7 correlations

Interpretation

A Pearson Product Moment Correlation was computed to analyse the relationship between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products. The correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products is significant ($r=0.614$, $p<.01$).

Hypothesis 8

H₀: there is no significant correlation between Did you use skip option on You Tube Advertisement and Did you skip the promotion part of the video made by the You tubers.

H₁: there is a significant correlation between Did you use skip option on You Tube and Did you skip the promotion part of the video made by the You tubers.

Correlations		
	DIDYOUUSESKIPOPTIONONYOUTUBEAD	DOYOU SKIP THE PROMOTION PART OF THE VIDEO MADE BY YOUTUBERS
DIDYOUUSESKIPOPTIONONYOUTUBEAD	Pearson Correlation	1
	Sig. (2-tailed)	.586**
	N	.000
		134
		134

DOYOU SKIP THE P	Pearson	.586**	1
ROMOTION PART O	Correlation		
FTHE VIDEO SMAD	Sig. (2-tailed)	.000	
EBY YOUTUBERS	N	134	134
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 3.37 Showing hypothesis 8 correlations

Interpretation

A Pearson Product Moment Correlation was computed to analyse the relationship between Did you use skip option on You Tube Advertisement and Did you skip the promotion part of the video made by the You- tubers. The correlation between Did you use skip option on You Tube Advertisement and Did you skip the promotion part of the video made by the You tubers is significant ($r=0.586$, $p<.01$).

Hypothesis 9

H₀: there is no significant correlation between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube.

H₁: there is a significant correlation between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube.

Correlations			
		DO YOU SKIP THE PROMOTION PART OF THE VIDEO MADE BY YOUTUBERS	HAVE YOU EVER RECEIVED INAPPROPRIATE ADS FROM YOUTUBE
DO YOU SKIP THE PROMOTION PART OF THE VIDEO MADE BY YOUTUBERS	Pearson Correlation	1	.456**
	Sig. (2-tailed)		.000
	N	134	134
HAVE YOU EVER RECEIVED INAPPROPRIATE ADS FROM YOUTUBE	Pearson Correlation	.456**	1
	Sig. (2-tailed)	.000	
	N	134	134
**. Correlation is significant at the 0.01 level (2-tailed).			

TABLE 3.38 Showing hypothesis9 correlations

Interpretation

A Pearson Product Moment Correlation was computed to analyse the relationship between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube. The correlation between did you skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube is significant ($r=0.456$, $p<.01$).

CHAPTER 5
FINDINGS, CONCLUSIONS AND SUGGESTIONS

FINDINGS

- Around 98% of respondents are using social media app YouTube and 99% of respondents watched YouTube ads. Only 2% of respondents are not watched the YouTube ads.
- According to this survey, half of the respondents are not liked to watch the YouTube ads and use the skip options. Rest 33% of the respondents are neutral liked to watch the ads on YouTube and others are liked to watch ads on YouTube.
- Since it has 5 sec skip option and 30 sec skip option, 47% of respondents say that they prefer 5 sec skip option and 19% respondents use both skip options.
- Since lot of people are not interested in watching YouTube advertisement and there is an option for premium membership in YouTube to avoid advertisements, 27% of respondents are ready to purchase the membership to avoid ads and 41% says they are not willing to shift/purchase YouTube premium membership and rest might purchase
- Since YouTube is famous for advertisements and promotions 44% of respondents says that they can identify the brand or product that shown in the advertisement and only 12% says that they didn't identify and rest says they might identify the brand or product in the advertisement.
- YouTube has wide range of youtubers that make promotions. 40% of respondents might have used the links provided by youtubers for purchase the products referred in the video and 39% says they did not purchase from affiliated links that provided buy youtubers.
- According to survey, half of people are not interested in spending money on buying product or services shown in advertisements. But some people spend money for purchase of products shown in the advertisement weekly or daily.

- Since YouTube have so many youtubers for promotional activities, half of respondents say that they always skip the promotion part made by youtubers and some says they may skip.
- Some respondents say that YouTube is a best way to promote a product.
- The analysis concluded that there is a significant relationship between Reaction Advertisement and Purchase Intention of You tube.
- The analysis concluded that there is a significant correlation between You tube made you purchase any product and whether you have links provided by You-tubers for purchasing products.
- From the responses of the respondents there is a significant relationship between Interest in watching you tube and Purchase Intention of You tube.
- The analysis concluded that there is a significant correlation between skip the promotion part of the video made by the You-Tubers and have you ever received appropriate ads from You-Tube.
- From the data it is inferred that there is a significant relationship between Cues that make Advertisement Memorable and Purchase Intention of You tube.
- From the responses received there is a significant relationship between Cues in the Advertisement for better understanding and Purchase Intention of You tube.
- From the data there is an effect of feedback mechanism increases the positive perception of advertisement for better understanding and Purchase Intention of You tube.
- From the responses there is a significant relationship between identification of brand or product after watching an advertisement and Purchase Intention of You tube.
- The analysis concluded that there is a significant correlation between use of skip option on You Tube and skip the promotion part of the video made by the Youtubers.

SUGGESTIONS

- Short video advertisement could be used rather than using a skip able advertisement
- Adds should be more precise and less time taking
- Know your customers and their preferences to create an add
- Using tags and keywords will help to reach maximum customers
- Adds must create a customer engagement
- YouTube surveys and feedback (about product or an add) should be collected time to time
- Collaborations and paid advertisement will help to reach different set of customers

CONCLUSION

Businesses are seeking for various strategies to influence customers in a market where competition is growing daily. Another technique to sway consumers is through social media. New business prospects have emerged as a result of rising social media usage in recent years. Businesses have become interested in YouTube as a social media platform, therefore this study looked at the variables that influence the value of YouTube ads and how they affect consumers' intentions to buy. The study also looked into whether demographic differences affected the value of YouTube advertising differently. The findings of this study have shown that a variety of cues is necessary for an advertisement to be more successful. People prefer to interact with communication channels that offer more cues since doing so makes the message easier to understand and reduces the possibility of misunderstandings. People continue to choose the channels of communication that, in their opinion, best meet their needs; as a result, it is vital for businesses to understand not only what those needs are but also what cues an advertisement should give in order to be effective. Additionally, this study demonstrated that customers do not feel the need to provide feedback on advertising. People typically better understand the message on social media platforms like YouTube, where the most crucial cues are displayed, and don't feel the need to remark or provide feedback as a result. Companies can decide where their advertising spending will be most profitable and where their message will be more effectively delivered by taking into account these criteria.

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APPENDIX

QUESTIONNAIRE

- 1) NAME
- 2) GENDER
 - a) MALW
 - b) FEMALE
 - c) PREFER NOT TO SAY
- 3) AGE
 - a) 20-25
 - b) 25-30
 - c) 30-35
 - d) ABOVE 35
- 4) EDUCATION
 - a) SSLC
 - b) PLUS TWO
 - c) GRADUATION
 - d) POST GRADUATION
 - e) OTHER
- 5) OCCUPATION
 - a) GOVERNMENT SECTOR
 - b) PRIVATE SECTOR
 - c) BUSINESS
 - d) STUDENT
 - e) OTHER
- 6) DO YOU USE THE SOCIAL MEDIA YOUTUBE?
 - a) YES
 - b) NO
- 7) HAVE YOU EVER WATCHED A YOUTUBE ADVERTISEMENT?
 - a) YES
 - b) NO
- 8) DO YOU LIKE WATCHING VIDEO ADVERTISEMENTS IN YOUTUBE?

- a) YES
- b) NO
- c) SOMETIMES

9) ARE YOU INTRESTED IN WATCHING YOUTUBE ADVERTISEMENT?

	AGREE	STRONG LY AGREE	NEUTR AL	DISAGRE E	STRONGLY DISAGREE
YES I LOVE TO WATCH YOUTUBE AD					
YOUTUBE ADS GIVE ME INFO ABOUT PRODUCT AND SERVICES					
IM NOT INTERESTE D IN WATCHING ADS ON YOUTUBE					
I ALWAYS SKIP YOUTUBE ADS					

10) WHAT CUES MAKE ADVERTISEMENT MEMORABLE?

	STRONGLY AGREE	AGREE	NEUTRAL	STRONGLY DISAGREE	DISAGREE
MUSIC					
TONE OF VOICE					
ACTORS APPREARENCE					
SCENERY					
NARRATION					

11) AFTER WATCHING AN ADVERTISEMENT DO YOU IDENTIFY THE BRAND/PRODUCT OR SERVICE LAUNCHING THE AD?

- a) YES
- b) NO
- c) MAYBE

12) DO YOU USE/COMMENT/READ THE COMMENTS SECTION IN YOUTUBE?

- a) YES
- b) NO
- c) MAYBE

13) DOES FEEDBACK MECHANISM INCREASES POSITIVE PERCEPTION OF THE ADVERTISEMENT?

- a) STRONGLY AGREE
- b) AGREE
- c) NEUTRAL
- d) STRONGLY DISAGREE
- e) DISAGREE

14) AFTER WATCHING A YOUTUBE ADVERTISEMENT HOW DO YOU REACT TO IT?

	STRONGLY AGREE	AGREE	NEUTRAL	STRONGLY DISAGREE	DISAGREE
RESEARCH ABOUT THE PRODUCT					
PURCHASE THE PRODUCT					
GET ANNOYED FOR HAVING VIDEO INTERRUPTED					
IGNORE ADVERTISEMENT					
USE SKIP OPTION					

15) RANK WHAT CUES IN THE VIDEO HELP FOR BETTER UNDERSTAND?

	1	2	4	5
BRAND				
MESSAGE				
REASON OF PURCHASE				
BENEFIT OF PRODUCT				

16) DOES YOUTUBE ADVERTISEMENT MADE YOU PURCHASE ANY PRODUCT?

- a) YES
- b) NO
- c) SOMETIMES

17) HOW OFTEN YOU SPEND MONEY ON PRODUCTS OR SERVICES SHOWN IN ADVERTISEMENT?

- a) DAILY
- b) WEEKLY
- c) MONTHLY
- d) YEARLY

18) HAVE YOU EVER USED AFFILIATE LINKS PROVIDED BY YOUTUBERS FOR PURCHASING PRODUCTS REFERRED IN THE VIDEO?

- a) YES
- b) NO
- c) SOMETIMES

19) ARE YOU WILLING TO YOUTUBE PREMIUM MEMBERSHIP FOR AVOIDING ADVERTISEMENT?

- a) YES
- b) NO
- c) MAYBE

20) IF YES WHY?

	AGRE E	STRONGL Y AGREE	NEUTRA L	DISAGRE E	STRON GLY DISAG REE
IT HELPS TO AVOID ADS					
VIDEO WILL					

NOT BE INTERRUPTED BY ADS					
WILL NOT SEE THIRD PARTY BANNER ADS					
WILL NOT SEE THE SEARCH ADS					
IT OFFERS AD FREE OLAYBACK, DOWNLOADS AND MUSIC STREAMING					

21) DID YOU USE SKIP OPTION ON YOUTUBE AD?

- a) YES
- b) NO
- c) SOMETIMES

22) DO YOU PREFER 5 SECOND NON SKIPPABLE AD OR 30 SECOND SKIPPABLE AD?

- a) 5 SEC
- b) 30 SEC
- c) BOTH

23) DO YOU SKIP THE PROMOTION PART OF THE VIDEOS MADE BY YOUTUBERS?

- a) YES
- b) NO
- c) MAYBE

24) HAVE YOU EVER GETTING INAPPROPRIATE ADS FROM YOUTUBE?

- a) YES
- b) NO
- c) MAYBE

25) WHAT WILL BE THE REASON FOR CHOOSING YOUTUBE FOR MARKETING?

26) WHAT IS YOUR OPINION ABOUT YOUTUBE ADVERTISING