

A study on
THE EFFECTIVENESS OF MEDIA IN ADVERTISEMENT WITH SPECIAL
REFERENCE TO YOUTUBE ADS AND TELEVISION ADS

Project Report

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Under the guidance of

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In partial fulfillment of the requirement for the Degree of
BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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CERTIFICATE

This is to certify that the project titled " **THE EFFECTIVENESS OF MEDIA IN ADVERTISEMENT WITH SPECIAL REFERENCE TO YOUTUBE ADS AND TELEVISION ADS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Aleena Suku, Ms. Emi Ann Mathews and Ms. Vaishnavi Pramod** , under my supervision and guidance during the academic year 2020-23

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We Ms. Aleena Suku, Ms. Emi Ann Mathews, Ms. Vaishnavi Pramod, final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled “THE EFFECTIVENESS OF MEDIA IN ADVERTISEMENT WITH SPECIAL REFERENCE TO YOUTUBE ADS AND TELEVISION ADS” submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Mrs. Lekshmi C, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

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CHAPTER- 1

I. INTRODUCTION

Advertising is the most effective means of reaching out to customers. Customers are better informed about the products available in the market and the diversity of goods obtainable to them thanks to advertising. Everyone, including children, young and aged are exposed to advertising. It is accomplished through the use of multiple media types, as well as the most appropriate techniques and methods.

Companies are increasingly using YouTube as well as other social media in advertising to communicate with their customers. Since the rise of digital platforms, advertisement channel selection has become a key area of research for marketers looking to determine the most effective and precise means of communicating a message. YouTube, which is owned by Google and was founded in 2005, is an online video sharing and social media platform. With over one billion monthly users watching more than one billion hours of videos per day, it is the second most popular website that exemplifies what ordinary people have to say. Online video advertising is an important part of Google's YouTube monetization strategy.

Television advertising is the sending of promotional messages or media content to one or more potential program viewers. The viewers are influenced by the messages, resulting in actions that benefit the advertiser.

From the past decade, advertising on other platforms has taken an uptrend. Media like Instagram, Twitter, and Facebook etc are a few main sources for advertising.

The average consumer watches nearly an hour and 45 minutes of digital video content daily. That's a lot of videos!

According to one study, 66% of people cite videos as their primary source of information, and industry research reveals their strong influence on consumer purchasing decisions.

For businesses to benefit from video content, they should meet customers where they are, which starts with understanding how video consumption has shifted over the years. While TV was once at the forefront, the internet has transformed the course of video advertising by introducing streaming platforms like YouTube.

INTRODUCTION TO ADVERTISING ON YOUTUBE

Since YouTube is owned by Google, YouTube advertising shares many of the features of Google except the big difference that they are videos. There are many ads that are displayed on the Google search engine whenever a search query is made in the Google search bar, but most of them are in text format whereas YouTube presents the ads in the video format. YouTube ads can be played at the starting, in between the video, and at the end of the video. Some YouTube ads can be skipped by viewers after the ad is played for few seconds, while others are non-skippable. This depends on the type of YouTube ad posted by the business which we will discuss further in the blog. YouTube advertising can be PPC ads depending on their length and placement.

YouTube advertising is video promotions that appear on the channel's website or app, as well as on its partner sites known as the Google display network (GDN). The Google ads YouTube advertising displays results from the viewer's search history and their YouTube viewing habit. Target ability is what makes YouTube advertising so compelling since the company's video promotion can be featured alongside relevant YouTube videos that millions of people choose to watch for education or entertainment purposes.

INTRODUCTION TO ADVERTISING ON TELEVISION

Whenever something, be it a social message, an event, or the products or services of a brand, is advertised on the television it is called television advertising.

The advertisements containing movement and sound are broadcasted during intermissions in the TV programmes as commercials, while the text-based graphical ones are displayed alongside the TV program on the bottom or the side of the screen as overlays.

TV commercials are the most prominent kind of **television advertising** and are supposed to be really good for target marketing while overlays are really useful for news channels.

In spite of great competition from OTT and other digital formats, **television advertising** is still a dominant mode of advertising. **Television advertising** is a fairly flexible option for advertisers.

Based on their budget and preferences, advertisers can either provide the tv channel an advertisement or have the channel create one for them.

They can also choose between different times for the airing of the ad based on their target audience and budget. Television advertising avails quality customer engagement, a wide reach, high frequency, and a lasting impact to your advertisement.

ADVERTISING MEDIA AND ITS IMPORTANCE

Advertising media is a wide range of channels aimed at promotion. Brands use various advertising media to communicate their message to potential customers. The right channels help companies increase sales and build long-lasting relationships with their audience.

Advertising in the media is crucial for every brand. Each channel is an intermediary between a brand and its customers. Finding a perfect channel allows brands to present their product successfully, communicate their value, and maintain trustful relationships with the target audience.

With the correct channel and well-thought-out advertising message, companies build brand awareness, create buzz around their brand, showcase and demonstrate the benefits of their products, increase their sales volume and revenue, and collect clients' personal information that allows them to craft highly relevant and personalized offers.

To reach these goals, you need to choose the best channel or a mix for your brand. So, let's discover the types.

YOUTUBE VS. TELEVISION: A BRIEF REVIEW

Television advertising started in the early 1940s. Through TV advertising, businesses could promote their products and services by placing advertisements between TV programming schedules. As television technology advanced, gaining wider distribution and better graphics, television advertising quickly became a profitable industry.

However, the birth of the internet and the launch of video streaming platforms like YouTube revolutionized the video advertising industry and changed the future of television forever.

Aside from creating a new avenue for businesses to promote their products and services, it provided viewers with an entirely new video consumption experience. By enabling viewers to watch on demand and allowing them to access media conveniently through their smartphones, YouTube overcame the limitations of traditional television.

As of 2022, YouTube has over 2.1 billion monthly active users and over one billion hours of daily viewership, while television viewership continues to decline.

YouTube's success shows businesses how they might leverage this powerful platform to reach their markets.

II. STATEMENT OF THE PROBLEM

Advertisement copywriters employ various elements of communication like sound or music, actions, pictures and colors so as to share meaning with the consumers or viewers. These elements are usually beautifully packed by the copywriters to make the specified impact and arouse the viewers' interest and possibility spur them into action.

Advertisements are done to reach the intended consumers regarding the product or service a company provides. Advertisements from different sources

provide information about different products and it always has a great impact on people's behaviour. Watching television and YouTube is very common among all age groups nowadays and intentionally or unintentionally some advertisements do catch certain people's attention. That's why it is important to point out the reason for consumer's buying behaviour. Thus, the study raises the following questions.

1. What are the factors affecting the urge to purchase intent in different age groups?
2. Which media do people commonly prefer and feel effective while advertised about products and services?

III. SIGNIFICANCE OF THE STUDY

This study is very essential and helpful for every sort of industry who wants to increase the sales of their product. Through this research, an evaluation on how the business zone and all the advertising agencies can progress in their commercials to attract a majority of the population is done. This research is also helpful for society to know the future of Television or YouTube; It is also expected that this research would significantly add to the already existing body of facts and figures, mostly, on the influence of advertisements on children's behavior and on media effects. This research might be useful for industries because the situations and environments of every state are changed.

IV. OBJECTIVE OF THE STUDY

- This study aims to do a comprehensive evaluation of advertisements on YouTube and Television.
- To identify the impact of advertisement on sales of a product.
- To study about the consumer perception related to advertisements in general.

V. METHODOLOGY

Data is the lowest unit of information from which other measurements and analysis are done. Data in itself can't be understood and to urge information from the data one must interpret it into meaningful information. There are various methods of interpreting data. Data sources are broadly classified into two:

Primary Data: Primary data are first-hand information collected specifically for a purpose through surveys, questionnaires, and direct interviews. In this study, the primary data was collected using a structured questionnaire prepared digitally in Google forms. The questionnaires were sent to respondents. Data were collected from 176 citizens belonging to the age group 15 – 70. Responses on various measures used in the study were obtained as multiple choices of their preferences.

Secondary Data: Secondary data are the data that have been already collected and readily available from other sources. Such data are more quickly obtainable compared to the primary data. Secondary data for the study was collected from various books, published journals, and websites.

VI. SCOPE OF THE STUDY

The scope or area of the study is not limited to any particular place. The data for the study can be collected from people belonging to the age group 15-70s.

The main purpose of the study is to find out the effect of advertisements on YouTube and other media on people and to the negative effects of advertisements in it.

VII. LIMITATIONS OF THE STUDY

- Inherent limitations of sampling may affect the study to a certain extent
- There may be only a limited awareness about Return on Investments from advertisements on Television and YouTube.
- It might be a time constraint on the research.
- The data collected cannot be fully relied on as the targeted audience may either have access to only television or YouTube.

Finally the reliability to this study is low, as the content is extracted from secondary data.

CHAPTER- 2
REVIEW OF LITERATURE

Authors: Dan-Cristian Dabija and Prof. Dr. Dr. h.c. Horst Todt

Year: 2009

Advertising is one of the most common and frequently used means of communication of the supply side in order to address the demand side. It is not just dominant but more or less in line with sales promotion, fairs and exhibitions, sponsoring, direct marketing. All these instruments have their position within strategic scheduling of firms and serve both the general operational goals and addressing the target groups. In order to attract the attention of target groups and to intrude into the minds of consumers modern media have developed unconventional methods, and nonconformist contents. These forms of advertising comprise Ambient Media, Tattoodvertising, Foodvertising, Sandvertising, Advergaming, Mobile and Pixel Advertising. Another challenging way of advertising “even within a classical framework “is advertising with a sexual appeal or messages that hurt religious feelings or social norms.

Authors: Muhammad Aqsa and M. Risal

Year: 2015

The rapid development of technology today makes Internet users continues to increase. This is supported by the ease of internet users access the internet either

through a PC, laptop, mobile phones, tablets and other media. The increase in Internet users this makes the internet into a proper promotion using online advertisement. The study was conducted on students of public and private universities in the city of Makassar. The method used was a quantitative analysis using the technique of purposive sampling method with a sample of 340 people. Testing this hypothesis using structural equation modelling (SEM). The results showed that online advertisement has an influence on consumer attitudes online. Dimensions interactivity of online advertisement provides the highest influence on the attitudes and interests of consumers purchasing online.

Authors: Elisabetta Corvi and Michelle Bonera

Year: 2010

The paper is discusses a possible methodology to investigate the degree of coincidence / discordance between what is conveyed through the advertising and what is actually understood by some consumers. Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, we should seek to develop and apply methods and measures for a partial verification of results.

Authors: Peter J. Danaher and Tracey S. Dagger

Year: 2018

In this study, the authors develop an inexpensive method to help firms assess the

relative effectiveness of multiple advertising media. Specifically, they use a firm's loyalty program database to capture media exposure, through an online media survey, for all the media in which the firm advertises. In turn, the exposure data are matched with the purchase history for these same respondents, thereby creating single-source data. The authors illustrate their method for a large retailer that undertook a short-term promotional sale by advertising in television, radio, newspaper, magazine, online display ad, sponsored search, social media, catalogue, direct mail, and e-mail channels.

Author: Nikhita Vedula, Hyunhwan Lee, Mitsunori Ogihara and Gang Ren

Year: 2017

The recent advancement of web-scale digital advertising saw a paradigm shift from the conventional focus of digital advertisement distribution towards integrating digital processes and methodologies and forming a seamless workflow of advertisement design, production, distribution, and effectiveness monitoring. In this work, we implemented a computational framework for the predictive analysis of the content-based features extracted from advertisement video files and various effectiveness metrics to aid the design and production processes of commercial advertisements. We validate our approach using subjective ratings from a dedicated user study, the text sentiment strength of online viewer comments, and a viewer opinion metric of the likes/views ratio of each advertisement from YouTube video-sharing website.

Authors: Harshita Gupta, Saumya Singh and Priyanka Sinha

Year: 2016

Multimedia has embraced the marketing industry with its innovative tools. Advertising as a part of marketing is not an exception. Social media is one of its tools which is growing with an accelerating speed and facilitating meaningful participation. YouTube is the second largest search engine after Google and is considered to leverage its features to provide nothing but the best to its users. Marketers of beauty products have also realized its potential and are using YouTube as a powerful marketing tool. A framework has been proposed that may be useful for the managers who develop promotional strategies for the organizations. AIDA model has been used to validate the framework.

Authors: Milad Dehghani, Mojtaba Khorram Niaki Iman Ramezani, Rasoul Sali

Year: 2016

Nowadays, we have been faced with an increasing number of people who are spending tremendous amounts of time all around the world on YouTube. To date, the factors that persuade customers to accept YouTube advertising as an advertising medium are not yet fully understood. The present paper identified four dimensions towards YouTube advertising (i.e., entertainment, Informativeness, Customization and irritation) which may be affected on advertising value as well as brand awareness, and accordingly on purchase intention of consumers. The conceptual model hypothesizes that ad value strategies are positively associated with brand awareness, which in turn influence perceived usefulness of You Tube and continued purchase

behaviour.

Authors: Max Pashkevich, Sundar Dorai-Raj, Melanie Kellar, Dan Zigmund

Year: 2012

In 2010, YouTube introduced TrueView in-stream advertising online video advertisements that allowed the user to skip directly to the desired video content after five seconds of viewing. Google sought to compare these “skippable” in-stream advertisements to the conventional (non-skippable) in-stream video advertising formats, using a new advertising effectiveness metric based on the propensity to search for terms related to advertising content. Google's findings indicated that skippable video advertisements may be as effective on a per-impression basis as traditional video advertisements.

Author: Herbert e. Krugman

Year: 1965

Does television advertising produce sales by changing attitudes? Not always, says Herbert E. Krugman in his presidential address before the American Association for Public Opinion Research. It may do so, he states, just by changing perceptions of the product in the course of merely shifting the relative salience of attitudes, especially when the purchaser is not particularly involved in the message. This arresting thesis has important implications for non-commercial as well as commercial persuasion efforts.

Authors: Mingyu Joo, Kenneth C. Wilbur, Bo Cowgill, Yi Zhu

Year: 2013

Despite a 20-year trend toward integrated marketing communications, advertisers seldom coordinate television and search advertising campaigns. We find that television advertising for financial services brands increases both the number of related Google searches and searchers' tendency to use branded keywords in place of generic keywords. The elasticity of a brand's total searches with respect to its TV advertising is 0.17, an effect that peaks in the morning. These results suggest that practitioners should account for cross-media effects when planning, executing, and evaluating both television and search advertising campaigns.

Authors: George P. Moschis and Roy L. Moore

Year: 1982

While many research questions regarding the effects of television advertising in consumer socialization require longitudinal research designs, nearly all previous research studies in the area have been cross-sectional or experimental. This article presents the results of a longitudinal study using a two-wave panel of adolescents with lag greater than a year. The study attempts to answer some questions regarding the effects of television advertising in the short run as well as in the long run.

Authors: Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga and Fred Bronner

Years: 2018

This study examines how consumers' engagement with social media platforms drives engagement with advertising embedded in these platforms and, subsequently, evaluations of this advertising. Our survey maps social media users' engagement experiences with Facebook, YouTube, LinkedIn, Twitter, Google+, Instagram, Pinterest, and Snapchat and their experiences with and evaluations of advertising on these platforms. Advertisers are enthusiastically integrating social media into their advertising programs to drive digital engagement. The effectiveness of such digital engagement programs is usually assessed with social media monitoring tools providing quantitative metrics, such as the number of likes, shares, comments, opens, views, followers, or clicks, as indicators of level of engagement or valence of engagement.

Authors: Ini Vanwesenbeeck, Liselot Hudders, and Koen Ponnet

Year: 2020

This study conducts an experiment to examine how preschool children's responses to video advertising (20-second toy commercial) vary between YouTube and television viewing. The results suggest that almost half of the children were able to distinguish advertising from regular media content, and almost 70% of the children could

correctly identify that the video was advertising. No differences were found between the two media. Children were not skeptical toward the video advertisement. With regard to ad effects, the results show low brand and product recall, whereas aided recall was higher (around 40% of the children could correctly recognize the product and brand shown in the advertisement). These findings suggest that 4–5-year-old children already have a proper understanding of advertising, but lack a critical attitude. Furthermore, children's advertising literacy does not vary between YouTube and television advertising.

Authors: David Weibel¹, Roman di Francesco, Roland Kopf, Samuel Fahrni, Adrian Brunner, Philipp Kronenberg, Janek S. Lobmaier¹, Thomas P. Reber, Fred W. Mast¹ and Bartholomäus Wissmath.

Year: 2019

In an experiment, effects of commercials that are either shown within a TV program or embedded in YouTube videos were compared. These two media environments have not yet been compared empirically in terms of their advertising impact. A within-subjects design and a multi-method approach were used. Eye tracking data show that more attention is allocated to advertisements that appear within a TV program compared to the YouTube-condition and the viewing experience elicited more positive emotions in the TV-condition. The use of moving images outside the TV set is steadily increasing. Since its launch in 2005, YouTube provides moving images to a wide audience and has established itself as the most successful and most visited online video-sharing service.

Authors: Porismita Borah, Erika Fowler and Travis Nelson Ridout

Year: 2018

Few studies have examined political content on YouTube, especially in comparison to the traditional television spots. Relying on both audience- and platform-based theories, we develop expectations of differences in content between political ads posted online and aired on television. We use content analysis to compare both online political ads and televised political ads from the 2012 presidential campaign, relying upon data from YouTube and the Wesleyan Media Project. We find that negative ads are more likely to be sponsored by groups than candidates on both television and YouTube. Online ads are less negative and less policy focused. By comparing ads made for TV uploaded to YouTube and those only on YouTube, we find that there is no difference in viewership between the two types, but online ads are more likely to be shared.

Author: R.T. Kempers

Year: 2020

With the rise of social media users, social media platforms became more relevant to marketers, one of those platforms is YouTube. In this paper, YouTube advertising is compared to a similar traditional marketing tool, TV advertising. The comparison is based on three independent variables: advertisements relevance, credibility and irritation. Their influence on purchasing intention is measured using a regression

analysis. Moreover, the effect of demographics variables in this relationship is researched. The results show that ad credibility and irritation have no significant relationship with purchase intention. However, ad relevance has a significant positive relationship with consumers' purchasing intention. Findings also display that TV advertising shows better ad credibility and relevance and for young people purchase intention than YouTube ads. As regards demographics results display that difference in gender has no influence on the four variables mentioned earlier, but there are some interesting differences between the age groups, mainly young people (16-35) score higher on most variables.

Authors: Dhiyaa Nadhifa Aziza and Rifelly Dewi Astuti

Year: 2019

The use of YouTube advertising by companies to communicate with their customers is increasing nowadays, along with the increasing number of YouTube audiences. But only a few scholars have examined the effectiveness of YouTube advertising on customers' purchase intention. This study aims to analyze the factors of YouTube advertising (e.g. entertainment, informativeness, customization, and irritation) and their impact on perceived YouTube advertising value; and to evaluate the effect of YouTube advertising towards customers' purchase intention. This was a conclusive quantitative research with 261 respondents aged 18 – 29 years. This study found that the more entertaining and the more informative the YouTube advertising, the higher the YouTube advertising value. However, the customization and irritation factors that were assumed to influence the YouTube advertising value, were not proven. Finally, the YouTube advertising value significantly positively influenced the customers'

purchase intention and was partially mediated by brand awareness.

Authors: Djafarova, Elmira; Kramer, Kristina

Year: 2019

Advertising on YouTube is becoming increasingly popular due to its large potential in engaging existing and new target audiences via highly interactive video advertisements. However, YouTube is criticised for providing mostly lower value user-generated content. This leads to major concerns among marketers regarding how resources can be allocated most efficiently across channels and how effective YouTube is as an advertising channel. The purpose of this study is to evaluate existing literature exploring the effectiveness of YouTube advertising. This research contributes to academic literature by compiling a set of measures to assess advertising effectiveness and identifying factors affecting it in the context of online video advertising. In order to identify relevant criteria and frameworks for evaluating advertising effectiveness in the context of YouTube video advertising, the characteristics of social media and online video advertising were analysed and the theoretical foundations of online advertising were established.

CHAPTER 3

THEORETICAL FRAMEWORK

Advertising is any paid form of communication from an identified sponsor or source that draws attention to ideas, goods, services or the sponsor itself. Most advertising is directed toward groups rather than individuals, and advertising is usually delivered through media such as television, radio, newspapers and, increasingly, the Internet. Ads are often measured in impressions (the number of times a consumer is exposed to an advertisement).

Advertising is a very old form of promotion with roots that go back even to ancient times. In recent decades, the practices of advertising have changed enormously as new technology and media have allowed consumers to bypass traditional advertising venues. From the invention of the remote control, which allows people to ignore advertising on TV without leaving the couch, to recording devices that let people watch TV programs but skip the ads, conventional advertising is on the wane. Across the board, television viewership has fragmented, and ratings have fallen.

Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc. Basically they are channels through which companies can advertise their products and services to reach to customers.

Advertising media plays a pivotal role in business and marketing for companies. There are many companies who offer products and services to customers. However, it is impossible for every customer to know about every brand or product. This is why companies advertise and use advertising media to reach to customers, and to increase their market share.

Depending upon the customer demographics, advertising budget, targets of the company, advertising objectives etc., companies can choose the type of media they want and they can do an advertising campaign. This helps to create a buzz about the

brand, showcase the product and service utilities to the customer and build a strong brand.

CLASSIFICATION OF ADVERTISING

1. Print Advertising - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

2. Broadcast Advertising - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.

3. Outdoor Advertising - Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshow are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.

4. Covert Advertising - This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie Minority Report.

5. Public Service Advertising - As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

RISE IN NEW MEDIA

As the Internet came into effect, many new advertising opportunities raised. Pop-up, Flash, banner, email advertisements, etc. are now common. Since the rise of "entertaining" advertising, some people may like an advertisement so much and they wish to watch it later or show it to a friend. Generally, the advertising community has not yet made this scenario easy. But, some have used the Internet to widely distribute their advertisements to anyone who are willing to watch or hear them.

1. Niche marketing

Another important trend relating to the future of advertising is the growing significance of the niche market that uses niche or targeted ads. Brought about by the Internet and the theory of the long tail, advertisers will have a growing ability to reach certain audiences. In the older times, the most efficient method to deliver a message was to cover up the largest mass-market audience as possible. However, usage tracking, customer profiles and the increasing popularity of contents in niche brought about from blogs to social networking sites, gave advertisers with audiences that are smaller but defined in a much better manner, leading to ads that are more important to viewers and more effective for organizations that market products. Niche marketing could also be helped by bringing the problem of color into advertisements. Various colors play major roles when it comes to marketing strategies. For example, seeing the blue can promote a sense of calmness and gives a feeling of security which is the reason why many social networks such as Facebook use blue in their logos.

2. Crowd sourcing

This concept has given way to the trend of user-generated advertisements. User-generated ads are the ones created by people, as opposed to an advertising agency or the company themselves. This results from brand sponsored advertising competitions. For the 2007 Super Bowl, the Frito-Lays division of PepsiCo held the "Crash the Super Bowl" contest, allowing people to make their own Doritos commercials. Chevrolet held a similar competition for their tag line of SUVs. Another example of companies using crowd sourcing successfully and efficiently is the beverage company Jones Soda that motivates consumers to participate in the label design themselves.

3. Global advertising

Advertising has gone through five distinct stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are mainly four, possibly competing, business objectives that must be kept balanced when developing in the worldwide advertising area: building a brand while speaking with a single voice, developing economies of scale through a creative process, maximizing local effectiveness of advertisements and improving the company's speed in implementation. Advertising research is a key to determine the success of an advertisement in any of the country or region. The ability to identify which elements or moments in an ad contribute to its success is how the economies of scale are brought to the maximum. Once a person comes to know what works in an ad, that ideas can be imported by any other market.

4. Foreign public messaging

Foreign governments, specifically those that have marketable commercial products or services, usually promote their interests and positions through the advertising of such goods. This is because the target audience is not only largely unaware of the forum as a vehicle for foreign messaging but they are also willing to receive the message while in a mental state of absorbing information from advertisements during commercial breaks in TV, while reading a periodical etc. An example of this messaging technique is advertising campaigns used to promote international travel. While advertising

foreign places and services may take place from the typical goal of increasing income by bringing in more tourism, some travel campaigns carry out additional or alternative intended purpose of promoting good sentiments or increasing the ones which exist among the target audience to a given nation or region.

5. Diversification

In the domain of advertising agencies, continued industry diversification has noticed. Observers view that "large global clients don't need big global agencies any more". This is reflected by the growth of non- traditional agencies in several global markets, such as Canadianbusiness TAXI and SMART in Australia and has been referred to as "a revolution in the ad world " .

CHARACTERISTICS OF ADVERTISING

Advertising is a paid form of communication. The space and time for advertisements are brought from media. It is a non- personal presentation or communication. There is no personal contact in advertising. It focuses on a large number of customers and uses mass media covering large audience such as newspapers, magazines, television and internet.

1. Persuasion and Exchange:

The nature of advertising is persuading and attracting customers who bring in money for exchange for the product or service. Advertisements aim to persuade customers in a certain way. The basic nature of advertising is persuasion and exchange.

2. Mass Communication:

The basic purpose of advertising is to give information, to attract attention, to create awareness and finally to influence the buying behaviour of the consumers. It facilitates mass communication of products and services offered by a firm. It helps in large scale marketing of goods and services.

3. Dependence on Media:

For advertising, advertisers use various media favoured by the target audience. Traditionally, media such as television, radio, newspaper were used for advertising. But in the modern times, media such as internet and mobile phone are also used by the advertisers. Social networking sites are the focus of the most of the companies for online advertising.

4. Paid form of Communication:

Advertising is a form of paid communication. The firm has to pay to the media for advertising its products or services.

5. Non- Personal Presentation:

Advertising is non- personal in character as against salesmanship which is personal (face to face communication). In advertising, the message is communicated to all and not to any particular individual. This rule is applicable to all advertising media.

6. Existence of a Sponsor:

Sponsor is the person who pays for the advertisement. He identifies and discloses the ideas, message and information to be advertised.

7. Identifiable:

In advertising, the sponsor (advertiser), message and presentation can be recognised by receivers and customers.

8. Target Oriented:

Specific market or specific segment of consumers can be selected for advertising. Children in the case of toys and ladies in the case of cosmetics are few examples for specific market segments. The selection of a specific market is called target market. Advertising becomes effective when it is target oriented. The waste in advertising can be minimized through such target oriented advertising.

9. Art, Science and Profession:

Advertising is an art because it needs creativity for improving its effectiveness. Advertising is a science because it has certain principles and rules. Advertising is

treated as a profession because there are professional bodies the field of advertising and codes of conduct to monitor the activities of its members.

10. Element in Marketing Mix:

Advertising is an important element in marketing mix. It supports the sales promotion efforts of the manufacturer and makes positive contribution in sales promotion. Marketing firms spend large amount of money for advertising.

11. Creativity:

Creativity is the essence of advertising. It is considered as a tool for presenting a product in an artistic, attractive and agreeable manner. Creativity can be introduced by creative people (professionals) in the field of advertising. They innovate and introduce new techniques of advertising.

12. Controlled:

The time, place, message and direction of an advertisement are controlled by the advertiser. Effective controlling makes advertisements purposive and productive.

MERITS OF ADVERTISING

The merits of advertising are as follows:

1. Mass Reach

Advertising has a mass reach as it can reach a large number of people at a time. For example, advertisements by the government to get vaccinated against Covid-19 reached mass through advertisements in newspapers, televisions, radio, etc.

2. Enhancing Customer Satisfaction and Confidence

A product that is publicly advertised gets authenticity as there is a proof for it. The products which are advertised widely are preferred more by the customers as they feel more comfortable. Advertising wins the confidence and trust of the customers about the product and they feel more satisfied.

3. Expressiveness

Advertising has become one of the most prominent mediums of communication as it uses the latest techniques, graphics, and media. Modern advertising makes products more attractive, appealing, and expressive.

4. Economy

As advertising targets mass, it is economical. The total cost of advertising is spread over a large number of people and because of this, the per unit cost of reaching a prospective buyer is less as compared to other promotional techniques.

DEMERITS OF ADVERTISING

The demerits of advertising are as follows:

1. Less Forceful

As there is no direct contact between the buyers and the marketer, it is less forceful. The messages conveyed through advertising are impersonal and buyers sometimes do not pay attention to them.

2. Lack of Feedback

Evaluation of the effectiveness of the advertisement cannot be done easily, as there is no immediate and accurate feedback from the customers. It is one-sided communication.

3. Inflexibility

Advertisement is inflexible, as it cannot be modified as per the requirements of different target groups. It uses standardised messages to communicate with people, and once an advertisement is made, it is very difficult to change it, as it involves a lot of costs.

4. Low Effectiveness

Advertisement has low effectiveness as in this fast-changing world, advertisements are increasing in numbers and it has become very difficult to make the

advertisement heard by the target group. Further, there is no scope to clear the queries and doubts of the target groups due to a lack of two-way communication.

OBJECTIVES AND FUNCTIONS OF ADVERTISEMENT

The ultimate objectives of advertising are to sell something- a product, a service, or an idea.

1. To create demand:

Advertising aims at energizing demand for a particular product by making people aware of the new products and the existing uses of the old products., It tempt attention, creates interest, etc. among the consumers.

2. To face competition:

Advertising is designed in Such a way as to face new competition. It aims to bring about loyalty to the advertised brand and to built permanent customers. It wins the confidence of the customers in the quality of the advertised products.

3. To build goodwill:

Advertising programs which are well planned build goodwill for the organisation and its products. Advertising improves the image and prestige of the advertiser by highlighting the advantages of the products and services.

4. To support salesman:

Advertising creates awareness about the advantages and disadvantages of the advertised products. By explaining the unique features and uses of products, repeated buying is motivated. Advertised goods enjoy a ready market and little sales efforts are required for them. Dealers are always willing to deal with such stocks of goods.

5. To educate customers:

Advertising gives useful details about the uses and features of the products. It educates customers in buying better functional goods.

6. To eliminate middleman:

Advertised products enjoy recognition and acceptance from the public. A direct link is made in between the producers and the consumers. Advertising puts down the need for a middleman in order to sell goods that lowers the retail rate of a commodity.

7. To improve living standards:

Advertising gives a better desire for a better living. It energizes hard work and improves the living standard of people.

8. To introduce new products:

Advertising helps in the launch of a new product and making it popular in the market. It helps in convincing the customers about the superiority of a brand new product over the competitive products that already exist in the market.

BENEFITS OF ADVERTISEMENT

Benefits of Advertisements for the Business

1. Meeting competition:

Since, today a number of products on the same need of the consumers are available in the market, it is obvious that no company will be able to make profits for a long time if the customers keep on changing their brands. Hence, advertisements attract the consumers towards a particular product and urge them to stick to that brand.

2. Steady demand:

Certain products that have only a seasonal demand. For example, umbrellas can be used only in the rainy season but the advertising asks us to use it in summer to prevent ourselves from the direct rays of the sun. Hence, the firms do not need to close themselves during the off-season.

3. Higher sales volume:

Advertisements help the producers to reach the consumers quickly and improve their sales. If we are pursued by products, we buy those products which we do not need at that moment. It's obvious that we are also influenced by the timely offers the producers give. If the offer lasts only for a certain period of time, we show our hurry to buy that product quickly.

4. Introduction of new products:

The producers find it really easy launch of new products to the consumers in a very efficient and cost-effective manner through advertisements. It makes the work easy for a salesman and it also allows no customers to reach out to other products.

5. Economies of scale:

Advertisements also allow the producers to increase the volume of production which in turn increases the benefits they get from production on a large scale. It is a fact that if we buy things in bulk, we get it a cheaper rate. The same thing is also applicable to the production process. We will also be able to eliminate middleman such as wholesalers that brings down the cost for the customers by reducing the profit margin. Commercial Banks also grant financial support to such firms whose products are advertised.

6. Goodwill:

If a particular company producing cosmetic products uses an actress or actor to advertise the products of its brand, it shall definitely bring reliability for its products. The public can trust that company and their products which subsequently shall

increase the valuation of the goodwill and the image of the firm. It helps the firm to face strict competition during the business conditions of depression when all the consumers develop mistrust against a particular product.

7. Employee morale:

When the employees know that the products of a firm is advertised and have developed sufficient trust in the public, they shall be assured that their jobs will be safe and they can receive bonuses on account of profits made by the firm. It also enhances the qualities of a good salesman.

Benefits of Advertisements to the Consumers

1. Convenience:

When we know that we have to purchase the product of a particular brand, we should not waste our time in searching the best one. We can make a choice even before going to the market.

2. Education of the consumers:

Advertisements help a person to become aware about the uses of a new product. If there are no advertisements, a person will not be able to know about the new companies that enter the market or the launching of new and better products in the market.

3. Fair prices: Advertisements reduces the cost of the product by giving the organizations with the advantages of economies of scale and the elimination of the middleman. As a result of this, customers get goods at lower prices. Lot of expensive products of previous years has come within the reach of the common people due to continuous advertising and consequent fall in prices. Prices of largely advertised products tend to be stable during adverse business conditions such as depression.

4. Better quality:

As said before, the producers always try to hold their old consumers and make new ones by bringing out some special changes in their product to make them different from the others. Manufacturers are forced to keep better standards of the commodity to retain consumers.

5. Contact between producers and consumers:

Advertisements provide links or contact numbers of the product or the service so that the customers can report their grievances against the use of certain products so that the quality can be improved. Hence, it brings the customers and the producers closer to each other.

Benefits of Advertisements for the Society

1. Generates employment:

Advertisements provide employment opportunities to people all around the world who are concerned in every field of work. Since through advertisements producers improve the sales and reach out to the customers quickly, it improves the employment level in the country as more labour will be required to bring up the production.

2. Standard of living:

Advertisements help in improving the quality of the products and it also helps the firms to introduce variable and different kinds of products with some special features. Hence, it improves the standard of living of people by allowing them to buy goods relating to the current standards.

3. Sustains the press:

Most of us get the newspapers at a nominal cost of Rs.2 to Rs.4. But there is a large number of costs involved in its production. Hence, to make it affordable for the lower class people, newspapers sustain themselves by publishing advertisements on each page.

4. Stimulates research and developments:

If you have gone through the cost sheet of any firm, you will notice that a large

amount of money is spent on the research and development of the product. Every firm tries to convince its old consumers and make new customers by developing some new types of products or making some improvements in the existing product.

5. Promote art and culture:

Advertisements have promoted the art of our country by showing the customs and traditions of old tribal and rural people to a large extent. It also acts as a source of entertainment for the people.

CRITICISMS OF ADVERTISING

1. Higher prices:

Advertisements involve huge expenditure and hence it leads to increasing the cost of distribution. Manufacturers and traders charge higher rates from the customers to cover up their costs.

2. Artificial living;

Advertising louden the need of people. It encourages wasteful consumption. It influences people to buy those goods which they do not need or cannot. People are even motivated to buy products that are harmful to their health like cigarettes, alcohol, etc.

3. Misleading:

Advertising is sometimes deceptive and it misguides consumers. Exaggerated and a lot of false claims are made in the advertisements. Bogus testimonials and other questionable methods are used to sell products.

4. Wastage of national resources:

The role of industries in Indian economy is incomparable. Manufacturers create artificial differences in the products in order to develop brand loyalty through advertising. The natural resources, capital requirements, and labor that are used in production leads to wastes as these could be better employed in the making of new

industries. Here, the public enterprises help the economy to conserve natural resources as there is very little competition between the public enterprises.

5. Unethical;

Many advertisements are highly objectionable in nature because they undermine values and ethics that are to be followed. Vulgar advertisements like that of Axe offend public decency and bring about materialism in society.

IMPACT OF ADVERTISING TO THE SOCIETY

Advertising is very useful, not just to producers but customers as well, and even the society at large. Advertising performs many functions in the society such as, giving information about the benefits of a product or service, which influences, targets or aims the attitudes and behaviors of customers by using different media outlets to capture their attention. For instance, an average American sees hundreds, and even thousands of advertisements in a day. Therefore, advertisement plays a very important role in shaping opinions of products and politics.

Also, it supports many institutions, such as news outlets, the television industry, search engine companies, and social media websites. For example, advertising contributes up to 80 percent of revenue for newspaper, and therefore is critical to maintaining the circulation of the press (Newspaper Association, 2014).

It is also used in convincing customers to buy new products that are introduced in the market, while also giving the existing customers of a particular product a reason to continue buying the product. It also works the other way by, trying to persuade the customers to switch from the existing brand they are using to another product. For example, giving the customer reasons why a brand or product is better than the other. For instance, Milo and Ovaltine, or Omo and Sunlight.

It helps in educating people, for instance there are some social issues in which advertising deals with like child labour, liquor consumption, female child murders, smoking, family planning education. In other words, advertising creates awareness in

society not just on convincing people to buy products, but also informing about social issues around them or in the society.

It also serves as an art form or way of communicating with the customers. This deals with communication skills and convincing power. This helps in increasing demand of products on the side of the producers, at the same time increasing sales.

It is highly used especially in this age whereby competition is very high. So, it helps one to know, one's competitors and plan to be able to meet up with the competition.

KEY PLAYERS IN ADVERTISING INDUSTRY

Advertising is a prominent industry across the world that serves as a connecting link between manufacturers and consumers. The composition of the industry ranges from micro advertising firms to giant multinational advertising companies. The industry generates employment opportunities to large number of people which includes painters, creative writers, musicians, graphic designers, multimedia experts, performing artists, technicians and various skilled and unskilled personnel. The key players in the advertising industry are described;

1. Advertiser/ Client:

Advertising begins with the advertiser. The advertiser is the person or organisation using advertisement to convey a product or service related message to the target market. From the perspective of an advertising agency, the advertiser is known as the client for whom an advertising campaign is created and implemented. The advertiser makes the final decision about the advertising campaign, media, budget (fund allocation) and the period of ad campaign. The advertiser chooses the advertising agency for making and managing the ad campaign and pays the cash for the services delivered.

2. Advertising Agency:

Advertising agencies are specialised institutions that plan and implement advertisement campaigns for the advertiser (client). The advertising agency possesses

the strategic and creative expertise resources, media knowledge and talented personnel to deliver the advertising services to the clients.

3. Media:

Media include channels of communication that carry the message of advertising from the advertiser to the target audience. Newspapers, television channels, internet and social media are few examples for the media in advertising.

4. Advertising Suppliers/Vendors:

Advertising suppliers are persons and institutions that assist the advertisers, advertising agencies and media to create and implement advertising campaigns. Advertising suppliers include artists, script writers, photographers, videographers, directors, printers etc.

5. Target Audience/Customers:

Customers of the advertiser are most important parties in advertising. The ads are meant to influence the buying decisions of the customers. The advertiser and the advertising agency are required to create ads to impress the customers. Advertising campaigns should be based on the emotions and sentiments of the customers. If an ad campaign fails to impress the customers, then it would be difficult for the advertiser to meet his advertising objectives.

DRAWBACKS OF ADVERTISING

As every technology has some good and bad points, the same holds for advertisement. It has its share of disadvantages. An advertisement creates an artificial demand for things that we don't need. It compels us to purchase expensive items. It has also been seen to generate disagreement within the family when the children make wishes for all those advertised goods that they see on television that are beyond the spending capacity of parents.

Watching your favourite stars promoting alcohol, cigarettes, etc., negatively impacts people who follow them. Another disadvantage of advertisement is that superior quality products that are not advertised lose their worth, and inferior ones enjoy more

visibility in the market. This proves a means to cheat the innocent public. Buyers also suffer as the cost of advertisement adds to the entire production cost.

IMPACT OF ADVERTISEMENT IN CHILDREN

Children's minds develop at a very fast rate and they are much faster at grasping and remembering information than adults. All the marketers and advertisers are also very well acquainted with this fact. Therefore, you can find more and more number of advertisements on the TV these days, which are targeting our young children for marketing their products. The advertisements that are broadcasted in between the children's shows promote all kinds of products like toy sets, food items, energy boosters and apparel brands etc.

Although, these advertisements are very short lived and on an average, span for only 10-20 seconds on air, but their repetitive screening and specially their content & visuals have very deep impacts on the young thinkers. Their brains are easily influenced by what they see and hear. Also, children are now exposed to all the commercials, which the print media like newspapers, journals, etc. and social media are flooded with.

Some TV Commercials which are made with a genuine intention to make children aware about the brand, without giving them any wrong messages, may actually be helpful for them. For example, a Biscuit brand that associates itself with the word 'Genius', powered a campaign about letting children hone their creativity, thereby, grooming themselves into true geniuses. Because of such advertisements, children begin to recognize brands and they might sometimes even help their parents in making the decision about what to buy.

IMPACT OF ADVERTISEMENT IN TEENAGERS

Advertising affects teenagers in various ways, many of which are negative. Teenagers become attracted to various forms of advertisements. As they grow older, they encounter more advertisements, thereby affecting their personalities. Children are surrounded by advertisements during every stage of development. Extensive research conducted has revealed that teenagers play a key role in various markets owing to their purchase and consumption patterns (Berger 2011).

The major motivation behind teenage purchases is the influence that originates from advertisements posted on magazines, newspapers, and the internet (Kirsh 2010). According to research, teenagers are the top consumers in America, contributing about \$150 billion every year through purchase of goods and services (Schudson 2013).

A study conducted by Music Television (MTV) revealed that many teenagers are attracted to advertisements and programs that include provocative features related to sex, antisocial behavior, and violence (Schudson 2013). In addition, the study found out that many adolescents proceed to model different actions and behaviors depicted on such commercials and TV shows. Similar studies have provided results that various companies and organizations use in developing marketing strategies for their products and services.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

A survey was conducted with twenty questions to collect responses from common people of different age groups to know about the effectiveness of media in advertising with reference to YouTube and television. Data from people belonging to the age group of 15 – 70 were collected. One hundred and seventy six people participated in the survey. The responses for each question are as follows:

The primary conclusion inferred from the data collected as that most of the respondents are favouring YouTube as the media they use mostly. 84.7% of the people use YouTube more than Television (15.3%). These differences are due to multiple reasons. The next few questions help to understand the reasons for the difference in the satisfactory level.

4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

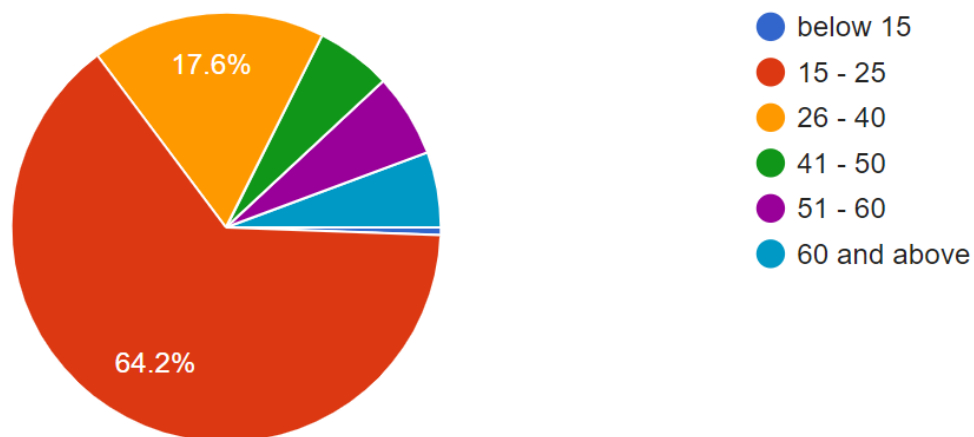


Table 4.1
AGE OF THE RESPONDENTS

AGE	FREQUENCY	PERCENTAGE
Below 15	1	0.6
15 – 25	113	64.2
26 – 40	21	17.6
41 – 50	10	5.7
51 – 60	11	6.3
Above 60	10	5.7

4.2 MOST CAPTIVATING MEDIA

From the survey took, 84.7% of the people find YouTube as the captivating media to use for advertising. From this, we could understand that YouTube Ads have a wider reach than that of Television Ads or maybe in any platforms like broadcasts, network or cable platform. Viewers pay more attention to YouTube than TV Ads through precise targeting and quick adjustments improve campaign performance.

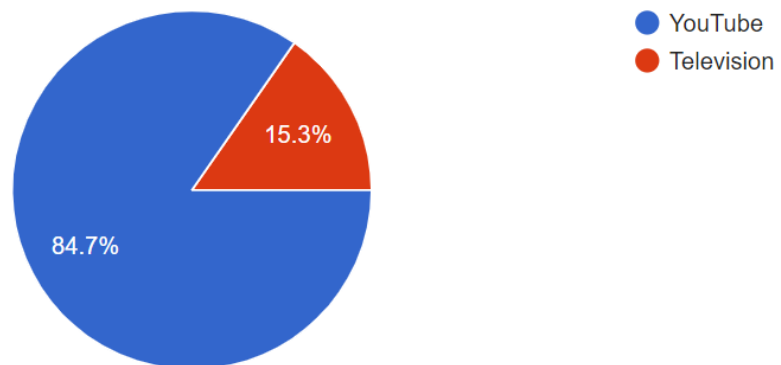


Table 4.2
MOST CAPTIVATING MEDIA

MEDIA	FREQUENCY	PERCENTAGE
YOUTUBE	149	84.7
TELEVISION	27	15.3

4.3 HOW OFTEN DO PEOPLE SKIP OFF ADS WITHOUT WATCHING IT

People usually skip off ads as they may find it hard to concentrate due to a lot of movements. And from the findings, 44.9% of the people always skip off the advertisements and only less than 0.1% don't.

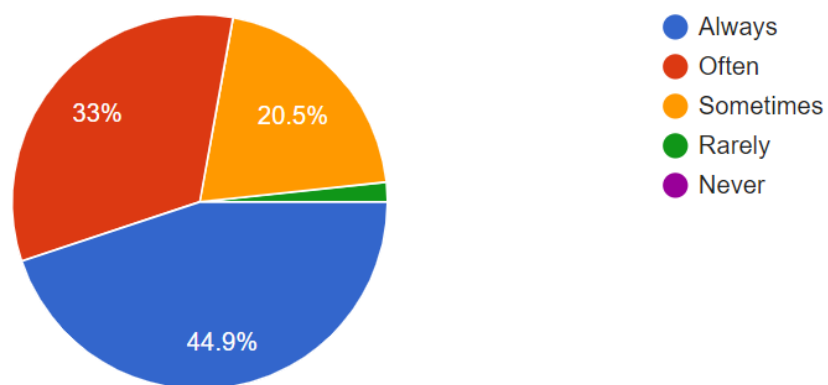


Table 4.3
HOW OFTEN DO PEOPLE SKIP OFF ADS WITHOUT
WATCHING IT

STATUS	FREQUENCY	PERCENTAGE
Always	79	44.9
Often	58	33
Sometimes	36	20.5
Rarely	3	1.7
Never	0	0

4.4 WATCHING FAMILIAR ADS

Effective Advertisements make people remember Ads, but 42.6% of people do not watch advertisements that they are familiar with. Only 21% of the people still watch the Advertisements that they are familiar with. The reason for this situation is; even though the ads may be familiar for the people, it may not be relevant to them.

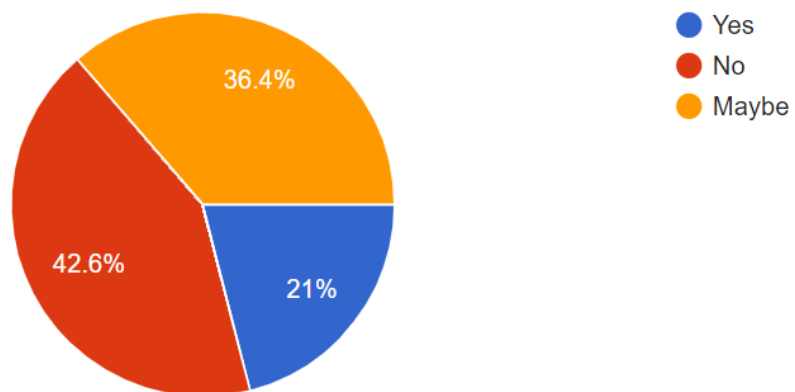


Table 4.4
WATCHING FAMILIAR ADS

STATUS	FREQUENCY	PERCENTAGE
Yes	37	21
No	75	42.6
Maybe	64	36.4

4.5 COST EFFECTIVE MEDIA

“Social media advertising is a popular choice for small businesses, because the cost is relatively affordable and you can be highly selective with the audience you target.” As the result shows, 85.2% have voted YouTube to be the cost-effective media in advertising. From this we can understand how the digital advertising is becoming more efficient and effective in terms of cost.

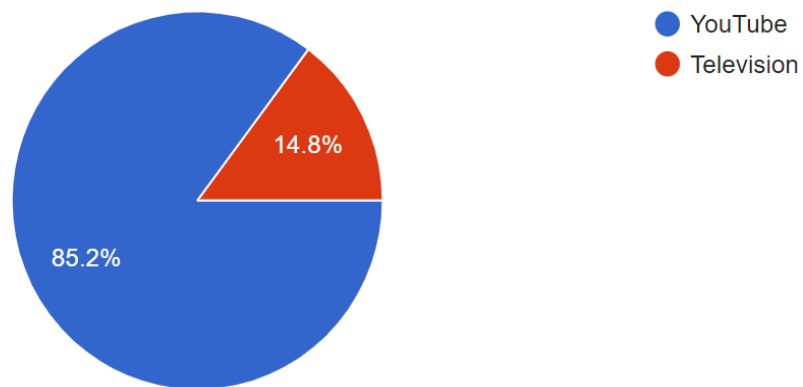


Table 4.5
MEDIA THAT COST LESS

MEDIA	FREQUENCY	PERCENTAGE
YOUTUBE	150	85.2
TELEVISION	26	14.8

4.6 MOST RELATABLE MEDIA IN ADVERTISING

This chart shows which media – (YouTube ads or TV ads) are more relatable. Out of the collected respondents, 65.3% have opted for YouTube and the rest have opted TV ads. From this, we could understand how YouTube advertising provides fast results and how it connects to the audience easily.

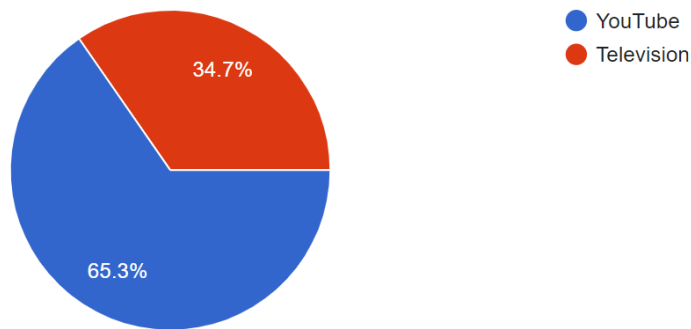


Table 4.6
MOST RELATABLE MEDIA IN ADVERTISING

MEDIA	FREQUENCY	PERCENTAGE
YOUTUBE	115	65.3
TELEVISION	61	34.7

4.7 MEDIA THAT BUSINESSES BE CHOOSING TO ADVERTISE FOR A HIGHER REACH

There are a variety of Medias that can be chosen by the businesses for advertising to get a higher reach. From the data, 63.6% of the people have chosen YouTube as the media to get a higher reach and 29.5% have chosen television. But apart from this, some have also mentioned other Medias like LinkedIn, Instagram, Facebook, Tik Tok and other social Medias can be considered to get a better outcome for the businesses. Along with this, some have mentioned, “it has got more to do with the outcome which businesses try to achieve and the kind of customer they target. If it’s reach for professional forum/job requirement then it would be LinkedIn, if it is for masses then YouTube would be effective and Instagram for younger group of people.”

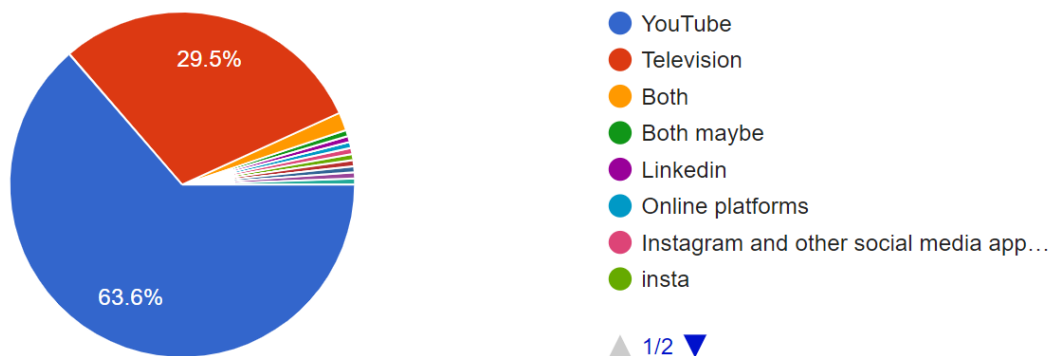


Table 4.7

MEDIA THAT BUSINESSES BE CHOOSING TO ADVERTISE FOR A HIGHER REACH

MEDIA	FREQUENCY	PERCENTAGE
YouTube	112	63.6
Television	52	29.5
Both	4	2.3
Others	8	4.6

4.8 MEDIA THAT HAS A GREATER IMPACT

To promote and market media, product, service or a brand, Media advertising has a greater impact in the business. 53.4% of the people have chosen YouTube as the media for attaining a greater impact. A percentage of 44.3 has voted for Television and a very few have said, Instagram has the efficiency to attain a greater impact on the business.

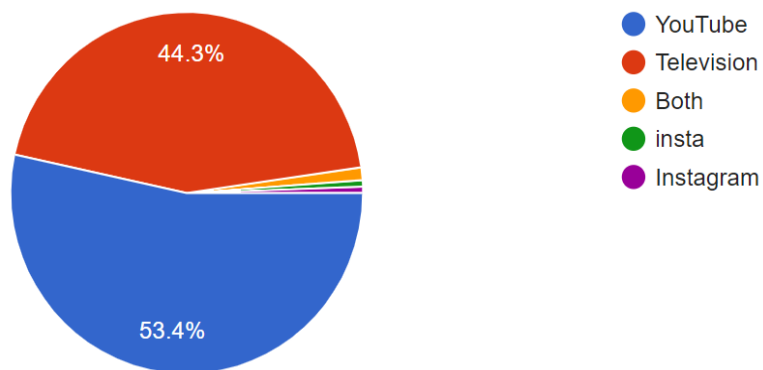


Table 4.8
MEDIA THAT HAS A GREATER IMPACT

MEDIA	FREQUENCY	PERCENTAGE
YouTube	94	53.4
Television	78	44.3
Both	2	1.1
Others	2	1.2

4.9 HOW OFTEN DO PEOPLE WATCH TELEVISION ADS

55.1% (24.4+30.7) of the people have an opinion of not frequently watching Television Ads and only a 12.5% (4.5+8) of people would be watching TV ads. Also From the survey taken, 32.4% have an opinion of may or may not be watching those television ads.

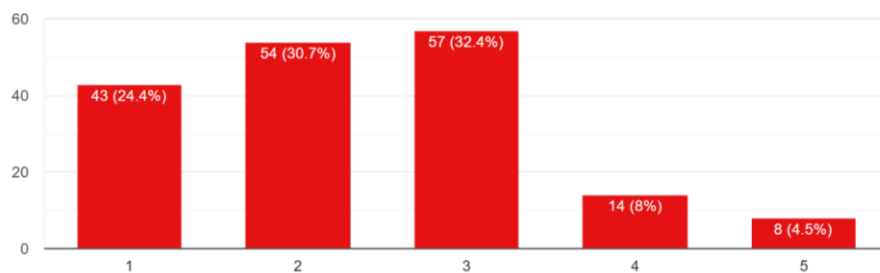


Table 4.9

HOW OFTEN DO PEOPLE WATCH TELEVISION ADS

STATUS	FREQUENCY	PERCENTAGE
Always	8	4.5
Often	14	8
Sometimes	57	32.4
Rarely	54	30.7
Never	43	24.4

4.10 HOW OFTEN DO PEOPLE WATCH YOUTUBE ADS

Here from the survey taken, 56.3 (29+27.3) people don't watch YouTube Ads and a percentage of 19.9 (13.1+6.8) watches YouTube Ads. And 23.9% of the respondents may or may not watch YouTube Ads.

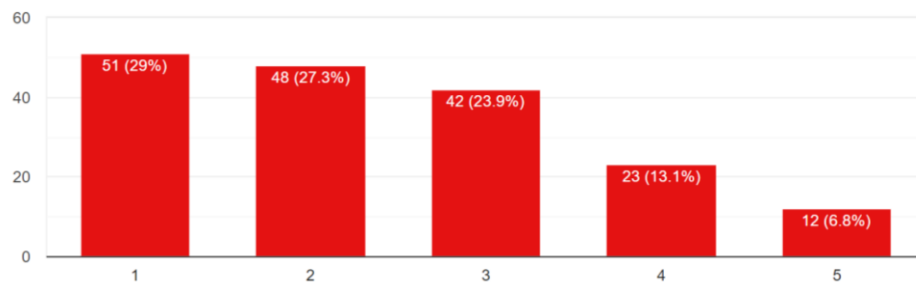


Table 4.10

HOW OFTEN DO PEOPLE WATCH YOUTUBE ADS

STATUS	FREQUENCY	PERCENTAGE
Always	12	6.8
Often	23	13.1
Sometimes	42	23.9
Rarely	48	27.3
Never	51	29

**4.11 AFFECTIVE FACTORS THAT INFLUENCE
YOUTUBE ADVERTISING**

There are a lot of affective factors which influences YouTube advertising in advertisements. Some of the mentioned factors are entertainment, informativeness, and customization and so on...From the survey taken, 46% have voted all of the above points to be the influential value for the customers on YouTube Advertising. 34.1% have said YouTube Ads are just pure entertainment, 24.4% have voted for informativeness and 17.6% have said YouTube Ads is good in Customisation.

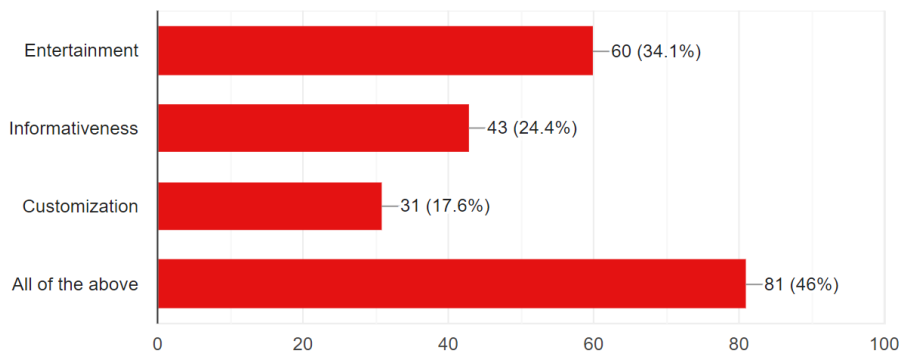


Table 4.11
AFFECTIVE FACTORS THAT INFLUENCE YOUTUBE
ADVERTISING

ITEMS	FREQUENCY	PERCENTAGE
Entertainment	60	34.1
Informativeness	43	24.4
Customisation	31	17.6
All of the above	81	46

4.12 DO PEOPLE LIKE TO WATCH FREQUENTLY APPEARING TV ADS

84.7% of the people don't like to watch those frequently appearing TV Ads. And only 4.5% of the people love to watch frequently appearing TV Ads. Sometimes those frequently appearing TV ads can make viewers lose interest in that product as they may get bored while watching it continuously.

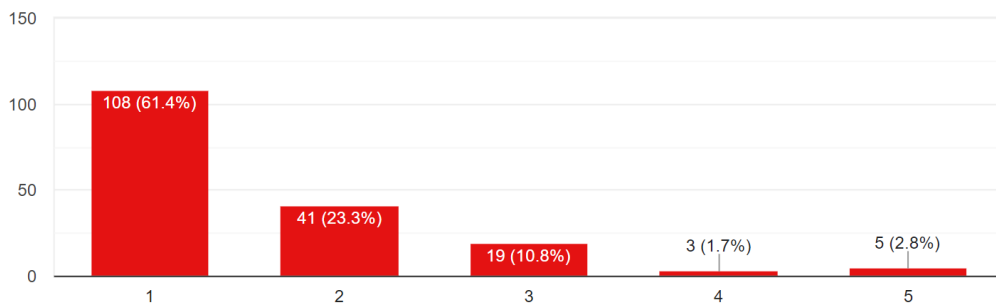


Table 4.12

DO PEOPLE LIKE TO WATCH FREQUENTLY APPEARING TV ADS

STATUS	FREQUENCY	PERCENTAGE
Always	5	2.8
Often	3	1.7
Sometimes	19	10.8
Rarely	41	23.3
Never	108	61.4

4.13 DO PEOPLE LIKE TO WATCH FREQUENTLY APPEARING YOUTUBE ADS

From the survey taken, 83.6% of the people do not like watching frequently appearing YouTube Ads and only 4% like to watch those Advertisements. Here, sometimes the interruption of YouTube Ads in the middle of a video stream can make the viewers get irritated and may lose interest in watching rest of the video.

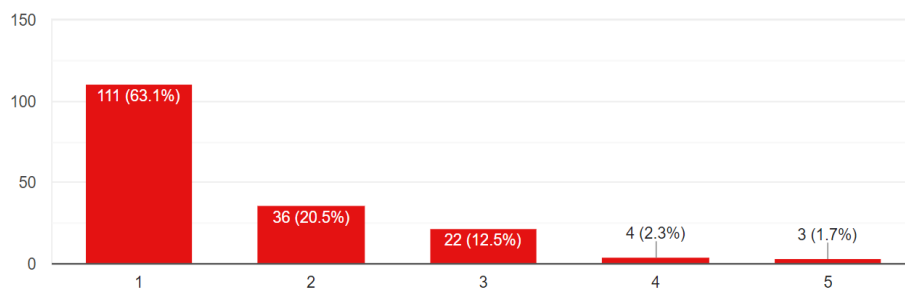


Table 4.13

**DO PEOPLE LIKE TO WATCH FREQUENTLY APPEARING
YOUTUBE ADS**

STATUS	FREQUENCY	PERCENTAGE
Always	3	1.7
Often	4	2.3
Sometimes	22	12.5
Rarely	36	20.5
Never	111	63.1

**4.14 YOUTUBE PREMIUM – IS IT A BARRIER FOR
THE ADVERTISERS**

With YouTube Premium, we can watch millions of videos without interruptions by ads before and during a video, including video overlay ads. We will also not see third-party banner ads and search ads. Here from the survey taken, 40.3% of the people believe that YouTube premium is a barrier for the advertisers, and only 19.9% believe that YouTube premium isn't a barrier for the advertisers.

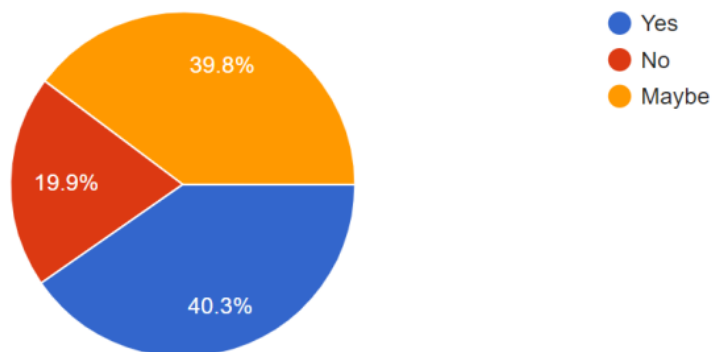


Table 4.14

YOUTUBE PREMIUM – BARRIER FOR THE ADVERTISERS

STATUS	FREQUENCY	PERCENTAGE
Yes	71	40.3
No	35	19.9
Maybe	70	39.8

4.15 ADVERTISEMENTS LENGTH

The length of an advertisement does matter. Pre-roll ads that are tailored for YouTube can have a big impact despite the fact that users generally dislike watching them. Yes, so 84.7% says, YouTube Ads length does matter. And 6.8% of the respondents disagrees, for them the length of an advertisement doesn't matter.

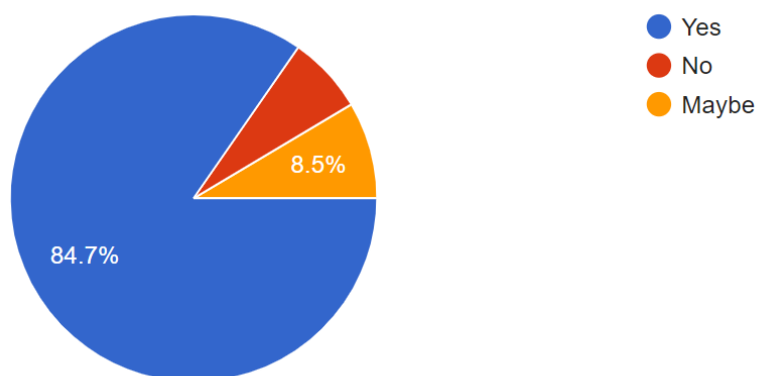


Table 4.15

ADVERTISEMENTS LENGTH

STATUS	FREQUENCY	PERCENTAGE
Yes	149	84.7
No	12	6.8
Maybe	15	8.5

4.16 TYPE OF ADS – MORE EFFECTIVE

In YouTube, there are different types of advertisements and the most effective among them, according to the survey is skippable ads (39.8%) and a 37.5% of the people have opted for bumper ads to be more effective for the brands.

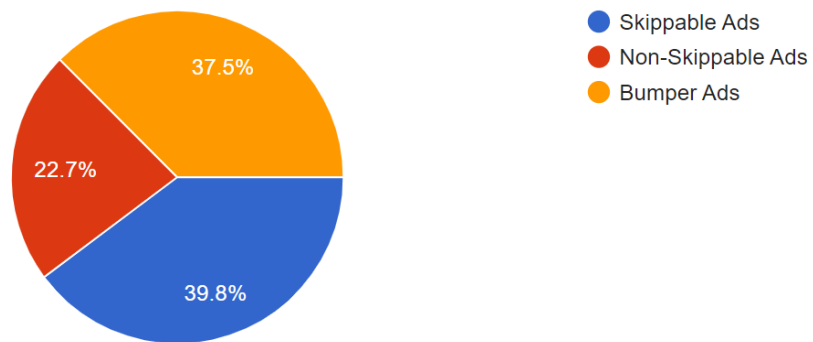


Table 4.16
TYPE OF ADS – MORE EFFECTIVE

TYPES	FREQUENCY	PERCENTAGE
Skippable Ads	70	39.8
Non-Skippable Ads	40	22.7
Bumper Ads	66	37.5

4.17 BUMPERS ADS FOR TV ADVERTISEMENTS

Bumper ads are Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed. Hence, 46% of the people agree that sbumper ads should be followed in TV advertisements. And 22.2% of people disagree with the statement.

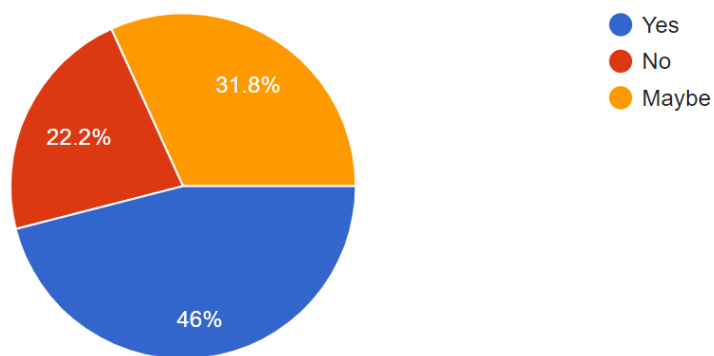


Table 4.17

BUMPERS ADS FOR TV ADVERTISEMENTS

STATUS	FREQUENCY	PERCENTAGE
Yes	81	46
No	39	22.2
Maybe	56	31.8

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

Today, companies spend a massive amount of their earnings on advertising in different media such as television, radio, magazine, online platforms, etc. Advertising is an indirect message that consists of the information by which payments are made continuously and acceptable in nature about products, services, or by well-known sponsors through different media (Datta, 2008). The promoter aspires to broaden his ideas about the product and offerings amidst the estimate. The popularization of the products is thus, the basic aim of advertising (Ramaswami & Namakanan, 2004).

Advertising is a method of marketing transmission that engage a publicly sponsored indirect message in order to promote or sell a product, service, or an idea. Sponsors of commercials are generally businesses wishing to advance their products or services. Advertising is altered from public relations in that manner an advertiser makes payment for and has command over the message. It diverges from personal selling in that sense where the message is indirect or non- personal, is not directed to a specific person.

Commercials are transmitted through variety of mass media, consisting of traditional media like newspapers, magazines, television, radio, etc... and new media like search results, blogs, social media, or text messages. The real presentation of the message through a medium is mentioned to as an advertisement, or "ad" or advert in short.

5.2 OBJECTIVE OF THE STUDY

- This study aims to do a comprehensive evaluation of advertisements on YouTube and Television.
- To identify the impact of advertisement on sales of a product.
- To study about the consumer perception related to advertisements in general.

5.3 FINDINGS

Based on the data analysis that was carried out in chapter four, the following are the major findings of the study:

5.3.1 DEMOGRAPHIC FINDINGS

In this section the findings regarding demographic profile of the respondents are given below:

- Majority of the people (64.2%) belong to 15- 25 age group.
- Majority of the respondents (61.9%) were students.
- Majority of the respondents have agreed that they use YouTube media more than television.
- A large part of the respondents (84.7%) prefer to watch YouTube advertisements than television ads.
- A major part of respondents (39.8%) suggested that they think brands prefer skippable ads rather than non- skippable or bumper ads.

5.3.2 DESCRIPTIVE FINIDINGS

This section deals with the findings regarding the descriptive statistics:

- Most of the respondents were not interested in watching ads that they were familiar with.
- Majority of the respondents prefer to skip off ads without watching them.
- It was evident, according to the respondents that advertising on YouTube was more cost effective than advertising on television.
- Most of the respondents find YouTube ads more relatable than television ads according to their interest.
- Even though there are other medias that impact advertising, majority of the respondents claim that YouTube advertising has a greater impact.
- A large part of the respondents has admitted that they do not often watch advertisement on either media.
- Majority of the respondents do not like to watch frequently appearing ads on both the medias.
- According to the respondents; entertainment, informativeness and customization are some of the affective factors that influence the value of YouTube advertising in advertisements.
- A large share of respondents believe that YouTube premium is a barrier for the advertisers.
- From the data collected, most of the respondents have claimed YouTube as the media which businesses be choosing to advertise for a higher reach.

- Apart from the above statement, some respondents have claimed other social medias like LinkedIn, Instagram, TikTok and Facebook etc., can also be chosen by the businesses for a higher reach.
- Most of the respondents have suggested that television ads should follow bumper ads.
- Many respondents also believe that length of the advertisements matter while advertising.
-

5.4 SUGGESTIONS

- YouTube should consider limiting advertisements in playing in between videos more than a couple of times.
- Television media may use Bumper ads like on YouTube as they can be useful for the brands.
- Advertisements on Television media should be customized more according to the interest of target customers.
- Television ads should be shorter enough to compete with the viral videos and shortening attention span among the target customers.
- Television media should consider taking survey like that of YouTube in order to be more creative and customer friendly.
- Contents on television media seems to be outdated as people are switching to connected tv and most households use YouTube on connected tv which is a huge drawback for the television media.
- Even if television media ads don't get a wider reach, they can target specific audiences in key locations and advertise while using various

promotion strategies.

- Television media advertisers can consider second screen advertising to keep the audience engaged with the company on its website, during the live program on their mobile phones.

5.5 CONCLUSION

In this research, various aspects regarding YouTube and television advertisements were analysed. In this study we compared the effectiveness of advertising on television and YouTube media.

According to our findings, YouTube advertisements have a greater immediate impact on the recipient than television media. It yields more interest and positive emotions. 84.7% of the respondents of our survey have favoured YouTube to be the better media for advertising, during our study we found that a staggering 70% of the consumers report buying a product after seeing it in a YouTube ad, and the platform's mobile advertising is 84% more likely to hold viewers' attention than television advertising.

YouTube allows businesses to provide more precise targeting options than Television, which helps to ensure advertisers to reach the right buyer persona. YouTube media allows personalization of ads which is a key factor in attracting target customers and thus helping numerous brands.

Even though majority of the customers get irritated by frequently appearing YouTube advertisements and tend to skip them off as soon as they can; most of the respondents find YouTube advertisements more relatable, interesting and engaging to watch than television advertisements.

QUESTIONNAIRE

1. Name

2. Age

- Below 15
- 15- 25
- 26- 40
- 41- 50
- 51- 60
- 60 and above

3. Your Occupation

- Student
- Homemaker
- Working Professionals
- Others

4. Which media do you use the most?

- Television
- YouTube

5. Which media do you think is more interesting?

- Television
- YouTube

6. How often do you skip off ads without watching it?

- Always
- Often
- Sometimes
- Rarely
- Never

7. Do you watch ads that you are familiar with?

- Yes
- No
- Maybe

8. Which media do you think would cost less in advertising?

- YouTube
- Television

9. Is YouTube or Television more relatable according to your interest?

- YouTube
- Television

10. Which media should businesses be choosing to advertise for a higher reach?

- Television
- YouTube
- Others

11. Which platform has a greater impact while advertising?

- Television
- YouTube
- Others

12. How often do you watch Television ads?

Never

- 1
- 2
- 3
- 4
- 5

Always

13. How often do you watch YouTube ads ?

Never

- 1
- 2
- 3
- 4
- 5

Always

14. From the following what according to you will be the affective factors that influence the value of YouTube advertising in advertisements?

- Entertainment
- Informativeness
- Customization
- All of the Above

15. Do you like to watch frequently appearing TV Ads?

No

- 1
- 2
- 3
- 4
- 5

Yes

16. Do you like to watch frequently appearing YouTube Ads?

No

- 1
- 2
- 3
- 4
- 5

Yes

17. Do you think YouTube premium is a barrier for the advertisers?

- Yes
- No
- Maybe

18. What do you think from the following is more effective for the brands to advertise in YouTube? (skippable ads, non skippable ads, bumper ads)

- Skippable Ads
- Non- Skippable Ads
- Bumper Ads

*(BUMPER ADS are Short, non-skippable video ads of up to 6 seconds that must be watched before a video can be viewed)

19. Do you think TV ads should follow bumper ads as of YouTube?

- Yes
- No
- Maybe

20. Does the length of the advertisement matters?

- Yes
- No
- Maybe

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