

ANALYZING THE IMPACT OF IRRITATING YOUTUBE ADS ON VIEWER ENGAGEMENT AND AD EFFECTIVENESS

Dissertation submitted to St. Teresa's College (Autonomous) Ernakulam,
Affiliated to Mahatma Gandhi University in partial completion of **PGDM –
BUSINESS ANALYTICS**

Submitted by

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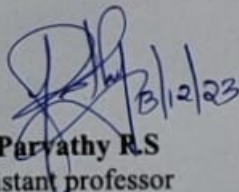
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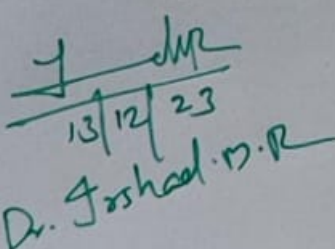


CERTIFICATE

This is to certify that the dissertation entitled "**Analyzing the Impact of Irritating YouTube Ads on Viewer Engagement and Ad Effectiveness**" is a bonafide record of the project work carried out by **Ms. ROSE MARY (Reg No: SM22PGDM010)** final year student of **PGDM – Business Analytics** under my supervision and guidance during 2022-2023. The project report represents the work of the candidate and is hereby approved for submission.


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DECLARATION

I hereby declare that the project entitled “**Analyzing the Impact of Irritating YouTube Ads on Viewer Engagement and Ad Effectiveness**” submitted to St. Teresa’s College (Autonomous), Ernakulam, is a record of an original work done by me under the guidance of Ms. Parvathy P S, St. Teresa’s College, Ernakulam, and this project work is submitted in the partial fulfilment of the requirement of the award of the Degree of PGDM-Business Analytics. The result embodied in this project report has not been submitted to any other University or Institute for the award of any Degree or Diploma.

Rose Mary

Place: Ernakulam

Date:

ACKNOWLEDGEMENT

An undertaking of work life - this is never an outcome of a single person; rather it bears the imprints of some people who directly or indirectly helped me in completing the present study. I would be failing in my duties if I don't say a word of thanks to all those who made my training period educational and pleasurable.

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CHAPTER 1
INTRODUCTION

1.1 OVERVIEW

In the vast and dynamic landscape of digital marketing, few platforms rival the influence and ubiquity of YouTube. Founded in 2005, YouTube has grown to become the largest online video-sharing platform in the world, boasting over 4 billion daily views. This digital cosmos is not just a repository of user-generated content; it is an ever-evolving ecosystem where creativity meets commerce, and where the art of capturing and retaining an audience's attention unfolds in real-time. As the popularity of YouTube has skyrocketed, so too has the role of advertising on this platform. It has transformed from a mere marketing channel to an integral part of the content consumption experience. The digital marketer's challenge, therefore, is not only to create compelling advertisements but also to navigate the fine line between engaging viewers and, regrettably, irritating them. The 'Skip Ad' button has become both a savior and a nemesis in the world of YouTube advertising. It empowers viewers to swiftly escape the clutches of an unappealing or disruptive ad, but it also presents a dilemma for advertisers, who must capture their audience's attention in mere seconds. The stakes are high, with the effectiveness of YouTube ads directly impacting brand recognition, message retention, and conversion rates. Yet, not all YouTube ads are created equal. Some seamlessly integrate into the viewing experience, providing entertainment or valuable information, while others, rather regrettably, are perceived as intrusive, irrelevant, and simply irritating. These irritating ads often prompt viewers to take action - the very action advertiser's dread - clicking 'Skip Ad' or employing ad-blockers. In the quest to maximize ad effectiveness, understanding the impact of these irritating ads on viewer engagement becomes paramount. This research embarks on an exploration into the subtle dynamics that exist between viewer engagement and ad effectiveness within the realm of YouTube advertising. It delves deep into the questions surrounding what makes an ad irritating, how it influences the viewer's experience, and whether it sabotages or enhances ad effectiveness. This understanding not only serves the interests of content creators and advertisers but also enriches the broader discourse on digital advertising strategies and viewer engagement. In the chapters that follow, we will navigate the intricacies of irritating YouTube ads and their impact on viewer engagement and ad effectiveness. We aim to provide insights that can empower advertisers, content creators, and digital marketers to strike a harmonious balance between capturing attention and providing value, as we continue to ride the waves of YouTube's vast digital ocean.

1.2 STATEMENT OF THE PROBLEM

The study aims to find and identify the impact of irritating YouTube ads on viewer engagement and ad effectiveness. It seeks to understand what makes ads irritating to viewers, how this irritation affects engagement metrics, and whether it hampers or enhances ad effectiveness

1.3 LITERATURE REVIEW

Karen Nelson-Field: The World of 'Skip Ad': What Happens When You Press That Button?(2012)

Nelson-Field's study delves into the dynamics of viewers pressing the Skip Ad button on YouTube. The research uncovers how this action affects viewer engagement and ad effectiveness, shedding light on the challenges advertisers face when creating engaging content.

Stefan F. Bernritter, et al.: The Advertising Performance of Preattentive, Contextual, and Sensory Ad Features in a Video Consumption Context (2017)

This study investigates various ad features and their impact on advertising performance. The authors analyze how sensory and contextual elements influence viewer engagement and ad effectiveness, providing valuable insights into ad creation strategies on YouTube.

Matthew Pittman and Kim Sheehan: Situational Determinants of Video Ad-avoidance(2015)

Pittman and Sheehan's research focuses on the situational determinants of video ad-avoidance. They explore when and why viewers skip ads on YouTube, emphasizing the role of situational factors in viewer engagement and ad effectiveness.

Karen Whitehill King: Interactive Advertising: The Potential of Interactivity in Multimedia Contexts(2009)

In this study, King investigates the potential of interactivity in multimedia advertising. The research explores how interactive elements can mitigate viewer irritation and enhance ad effectiveness in digital advertising, including on YouTube.

Jikai Zou and Jonathan J. H. Zhu: Advertising in Online Video Sharing: A Comparison of YouTube and Television (2016)

Zou and Zhu compare advertising on YouTube with traditional television. Their study assesses the effectiveness of YouTube advertising and the factors that influence viewers' interaction and engagement, shedding light on the unique dynamics of the platform.

Giovanni M. Batista and Felipe Besson: The Impact of Ad Format and Placement on Viewer's Experience and Effectiveness on YouTube(2018)

This study by Batista and Besson explores the impact of ad format and placement on the viewer's experience and ad effectiveness on YouTube. The authors analyze the role of ad format and placement in mitigating viewer irritation and enhancing ad engagement.

1.4 SIGNIFICANCE OF THE STUDY

The study lies in its exploration of the dynamics between viewer engagement, ad effectiveness, and the influence of irritating YouTube ads. By understanding how viewers react to irritating ads, we can provide valuable insights for marketers and content creators. Moreover, the examination of age-related differences in YouTube video-watching habits offers a nuanced perspective on audience segmentation. This research contributes to the marketing and advertising field by shedding light on the complexities of viewer responses to online advertisements, ultimately aiding in the development of more effective ad strategies and a better understanding of viewer behavior.

1.5 SCOPE OF THE STUDY

The scope of this project encompasses an in-depth investigation into the impact of irritating YouTube ads on viewer engagement and ad effectiveness. It focuses on understanding how viewers react to and interact with such ads, taking into account various factors such as age groups, viewing frequencies, and specific ad characteristics. The study employs both quantitative and qualitative methods, including surveys and data analysis, to provide a comprehensive view of the subject matter. While the research primarily centers on YouTube ads, its findings may have broader implications for digital advertising and viewer behavior in the online ecosystem. The scope extends to the analysis of multiple variables, allowing for a nuanced examination of factors influencing viewer responses to irritating ads.

1.6 OBJECTIVES

1. Examine the age-related impact on YouTube video-watching frequency.
2. Analyze how irritating YouTube ads affect viewer behavior.
3. Identify factors influencing viewer engagement and ad effectiveness in response to YouTube ads.

1.7 RESEARCH AND METHODOLOGY

The research methodology integrates both primary and secondary data sources to holistically explore the impact of irritating YouTube ads on viewer engagement and ad effectiveness. The primary data collection involves a sample survey through a structured questionnaire distributed to the target audience. This survey aims to gather direct insights from viewers regarding their perceptions of irritating ads on YouTube. Simultaneously, secondary data is drawn from an extensive array of sources, including books, journals, magazines, and various online databases. This secondary data provides a foundational understanding of theoretical perspectives, industry trends, and relevant insights from academic and professional literature. The combination of primary and secondary data sources enriches the research, offering a robust foundation for a comprehensive analysis of the dynamics surrounding irritating YouTube ads and their influence on viewer engagement. The data analysis process employs a multifaceted approach, incorporating both descriptive and inferential statistical methods, and leveraging visualization techniques. Tables, pie diagrams, and bar charts are utilized to present a clear and visually engaging representation of the analyzed data. The statistical analysis is conducted using the SPSS software. Descriptive statistics, such as frequencies and percentages, are presented through tables and pie diagrams to provide a snapshot of key patterns in viewer responses. Furthermore, inferential statistics, including the chi-square test, are employed to examine relationships between categorical variables, shedding light on associations within the data. Factor analysis, a sophisticated statistical technique, is used to explore underlying factors influencing viewer engagement with irritating ads. By employing SPSS for these analyses, the research aims to extract meaningful insights and patterns from the collected data, providing a comprehensive understanding of the impact of irritating YouTube ads on viewer engagement.

1.8 STATISTICAL PACKAGES

SPSS (Statistical package for the social sciences)

It is a software package used for interactive, batched, statistical analysis. It is also used by market researchers, government. Educations etc. marketing Organizations etc. The basic application of this program is to analyses scientific data related with the social science. With the help of SPSS Statistics, you can analyze and better understand your data and solve complex research and business problems. It helps to understand large and complex data sets quickly with advanced statistical procedures

1.9 LIMITATIONS

Response Authenticity:

The study relies on the assumption that participants provided genuine responses. The accuracy of the findings is contingent upon the sincerity of the respondents.

Limited Demographic Representation:

Due to the specific sample used, the study may lack diversity in viewer demographics. This limitation could impact the generalizability of the results to a broader audience.

Subjective Nature of Irritation:

The interpretation of what constitutes an irritating ad is inherently subjective. Different viewers may perceive irritation differently, introducing a degree of subjectivity in the study's assessment.

CHAPTER 2
INDUSTRY AND COMPANY PROFILE

2.1 INDUSTRY

The digital advertising industry has witnessed a transformative shift in recent years, largely driven by the exponential growth of video marketing. With consumers increasingly turning to digital platforms for entertainment and information, video ads have become a potent medium for advertisers to connect with their target audience. In this context, YouTube, a leading video-sharing platform, has emerged as a powerhouse for digital advertising, offering advertisers a dynamic and influential channel to reach their audience.

Digital advertising is a multi-billion-dollar industry, encompassing a broad spectrum of formats and platforms. Among these, video advertising holds a significant share of the market, with its growth trajectory showing no signs of slowing down. As an industry, it combines creative content, data analytics, and sophisticated targeting to deliver tailored messages to viewers worldwide. The metrics for measuring success in video marketing are diverse, spanning viewer engagement, ad recall, brand perception, and purchase intent.

In the realm of digital advertising, the impact of YouTube is undeniable. Its user base is diverse and vast, allowing advertisers to target a broad range of demographics. Brands utilize YouTube for various marketing objectives, including brand awareness, product launches, and driving conversions. However, one challenge that advertisers face is ensuring that their ads resonate positively with viewers. This brings us to the heart of project: the analysis of irritating YouTube ads and their effect on viewer engagement and ad effectiveness.

Understanding how viewers react to and engage with irritating ads on YouTube is essential for marketers and advertisers. Irritation can lead to adverse effects, including brand disfavor, decreased ad recall, and negative purchase intent. By conducting an in-depth analysis of the interplay between viewer engagement, ad effectiveness, and irritating YouTube ads, your project provides valuable insights into the digital advertising landscape, equipping industry players with knowledge to fine-tune their advertising strategies.

2.2 COMPANY PROFILE

YouTube, a subsidiary of Google's parent company, Alphabet Inc., stands at the forefront of the digital media landscape as the world's largest video-sharing platform. Launched in 2005, YouTube has grown exponentially, becoming an integral part of contemporary culture and an indispensable

tool for content creators, brands, and advertisers alike. With an astonishing user base that exceeds two billion logged-in monthly users, the platform hosts a staggering variety of video content, spanning from informative tutorials to entertaining vlogs, music videos, and live streams.

While YouTube is renowned for its user-generated content, it is also a haven for professionally produced videos and an advertising behemoth. Advertisements on YouTube have emerged as a potent means of reaching audiences across the globe. YouTube's ad ecosystem is vast, featuring a spectrum of formats tailored to meet diverse advertising objectives, from engaging bumper ads to immersive True View ads. Among these formats, advertisers have the flexibility to employ skippable ads, non-skippable ads, overlay ads, and display ads, ensuring they have a means to capture the attention of their target audience.

Crucially, YouTube's strength lies in its extensive targeting capabilities, allowing advertisers to precisely tailor their campaigns. They can select target demographics, preferences, and online behaviors to ensure their messages reach viewers who are most likely to engage with their content. This precise targeting is complemented by YouTube's advanced analytical tools that provide advertisers with insights into ad performance and viewer engagement. As a result, YouTube plays an integral role in digital advertising, especially within the realm of video ads.

However, the effectiveness of advertising on YouTube isn't solely dependent on its targeting capabilities. Advertisers face the challenge of balancing viewer engagement and annoyance. The platform's vastness and diversity mean that different ads can elicit varying reactions from viewers. Irritating ads, in particular, pose a unique concern, as they have the potential to deter viewers, negatively impacting brand perception and ad effectiveness. In the context of this dynamic digital landscape, understanding how such irritating ads influence viewer engagement and ad effectiveness on YouTube becomes pivotal for brands, advertisers, and marketers striving to optimize their advertising strategies.

CHAPTER 3
ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

3.1 Age categories of Respondents

Table 3.1

Table showing the Ages Categories of Respondents

Age Category	Counts	Percentage%
Under 18	49	23.7
18-24	79	38.2
25-34	51	24.6
35-44	12	5.8
45 and above	16	7.7

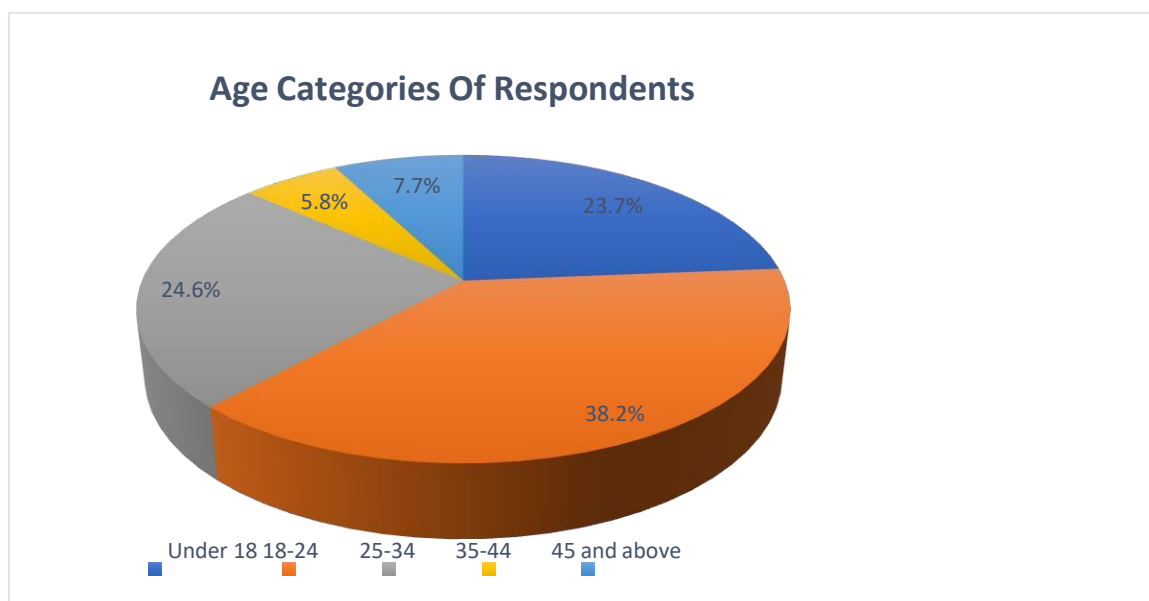


Fig 3.1

INTERPRETATION

From the above table presents the age categories of survey respondents, revealing that the majority fall within the 18-24 age group, constituting 38.2% of respondents. 25-34 and Under 18 categories also have significant representation, at 24.6% and 23.7%, respectively, indicating a diverse age

range in the sample. In contrast, the 35-44 and 45 and above categories make up smaller proportions of 5.8% and 7.7%, respectively, demonstrating a lesser presence of older respondents in the survey.

3.2 Gender of respondents

Table 3.2

Table showing the Gender of the respondents

Category	No of Respondents	Percentage %
Male	73	35.3
Female	134	64.7
Total	207	100

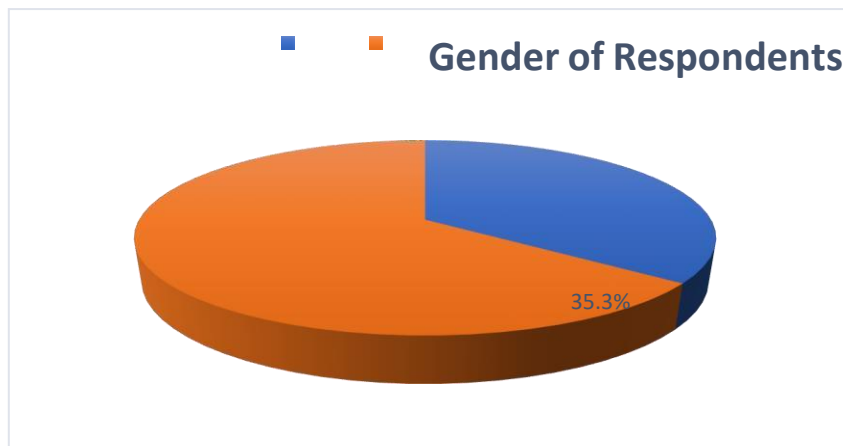


Fig 3.2

INTERPRETATION

As shown in the above table and pie chart 64.7% of the respondents are female and 35.3% are male. We can conclude that, majority of the respondents are female.

3.3 YouTube Video Watching Frequency

Table 3.3

Table showing the YouTube Video Watching Frequency

Frequency	No of Respondents	Percentage%
Daily	126	60.9
Several times a week	56	27.1
Once a week	12	5.8
Rarely	13	6.3

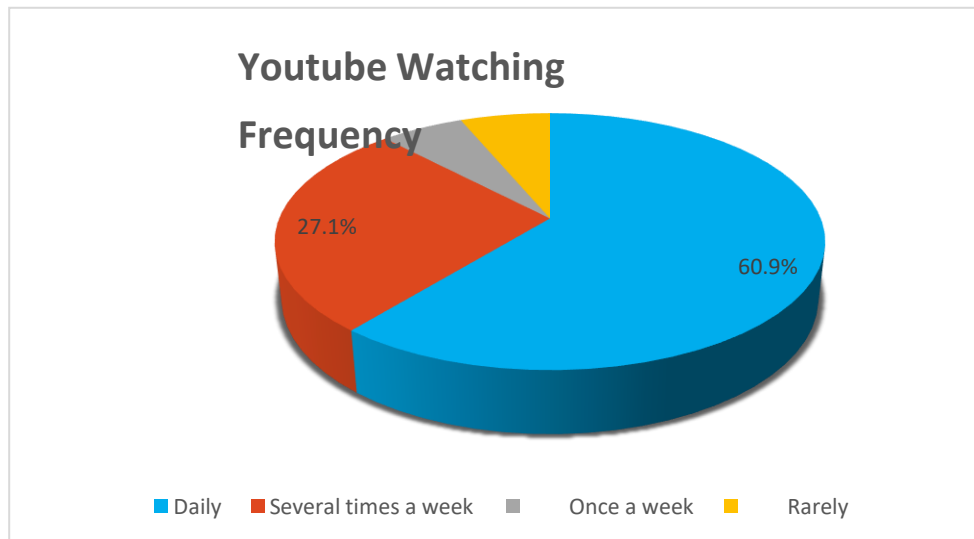


Fig 3.3

INTERPRETATION

From the above tables and Figures we can see that, the frequency of YouTube video watching among respondent's shows that a majority (60.9%) watch YouTube videos daily, followed by 27.1% watching several times a week. A smaller proportion watches once a week (5.8%), while 6.3% watch rarely

3.4 YouTube Ad Encounter Frequency

Table 3.4

Table showing the YouTube Ad Encounter Frequency

Ad Encounter Frequency	No of Respondents	Percentage%
Very Frequently	82	39.6
Frequently	87	42
Occasionally	28	13.5
Rarely	10	4.8

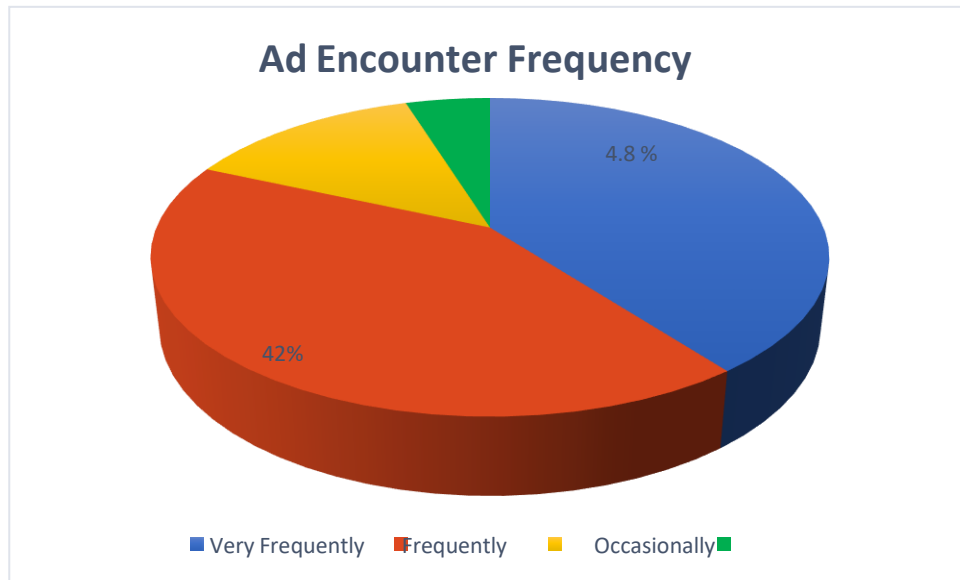


Fig 3.4

INTERPRETATION

From the above table and pie chart displays the frequency of encountering ads while watching YouTube videos among respondents. The majority, 39.6%, reported encountering ads Very Frequently, followed closely by 42% who stated they encounter ads frequently. A smaller proportion of respondents, 13.5%, reported encountering ads occasionally, while only 4.8% said they encounter ads rarely.

3.5 Rating YouTube Ad Irritation

Table 3.5

Table showing the Rating YouTube Ad irritation

Ad Irritation Level	Count	Percentage %
Extremely irritating	73	35.3
Irritating	79	38.2
Neutral	43	20.8
Not Irritating	6	2.9
Not sure	6	2.9

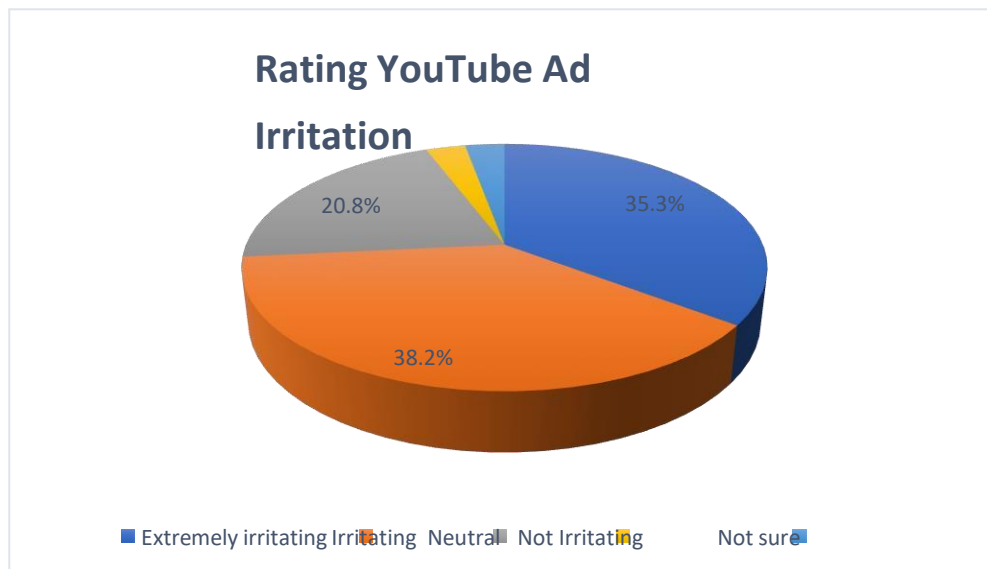


Fig 3.5

INTERPRETATION

From the above table, it shows that a significant portion of respondents found YouTube ads to be either extremely irritating (35.3%) or Irritating (38.2%), indicating a substantial level of irritation. A smaller percentage of participants reported feeling Neutral (20.8%), while

Very few found the ads Not Irritating (2.9%), and an equally small group expressed uncertainty with not sure (2.9 %)

3.6 Frequency of Abandoning YouTube Videos Due to Irritating Ads

Table 3.6

Table showing Abandoning YouTube Videos Due to Irritating Ads

Frequency of Abandonment	No of Respondents	Percentage %
Very Likely	55	26.6
Likely	52	25.1
Neutral	71	34.3
Unlikely	19	9.2
Very Unlikely	10	4.8

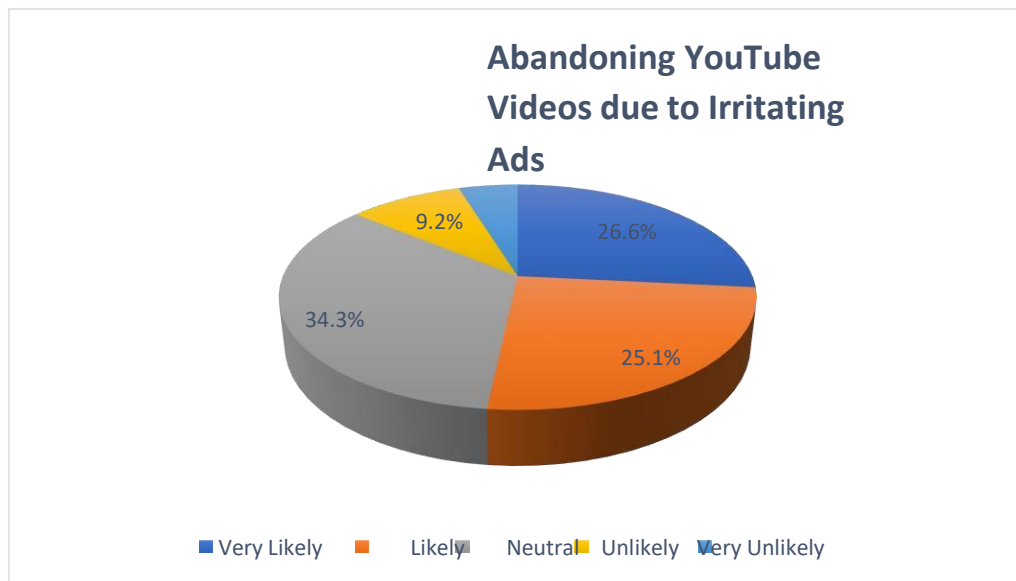


Fig 3.6

INTERPRETATION

From the above table, it can be observed that a significant portion of respondents (26.6%) indicated that they are Very Likely to abandon a video or leave YouTube due to irritating ads. Additionally, 25.1% mentioned they are Likely to do so. On the other hand, a notable proportion (34.3%) chose the Neutral option, suggesting a moderate tolerance for ads. Fewer respondents expressed an Unlikely (9.2%) or Very Unlikely (4.8%) inclination to abandon videos due to ads.

3.7 Effect of Ads on YouTube Watch Time

Table 3.7

Table showing Effect of Ads on YouTube Watch Time

Impact on Watch Time	No of Respondents	Percentage %
Decreases watch time significantly	75	36.2
Decreases watch time moderately	63	30.4
No significant effect on watch time	39	18.8
Increases watch time moderately	23	11.1
Increases watch time significantly	7	3.4

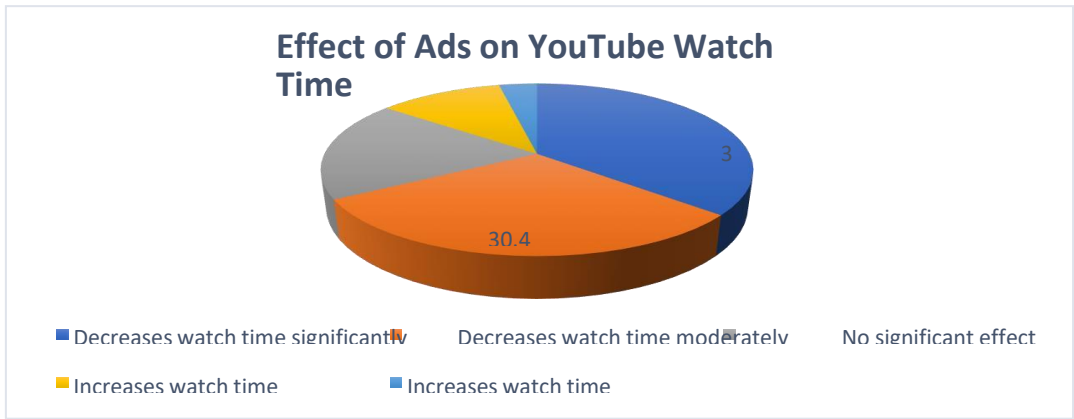


Fig 3.7

INTERPRETATION

Above table and graph illustrates how the presence of ads affects YouTube watch time among respondents. A significant portion (66.6%) reports decreased watch time, with 36.2% experiencing a significant decrease and 30.4% a moderate decrease. Meanwhile, 14.5% note increased watch time, comprising 11.1% moderately and 3.4% significantly. A minority (18.8%) indicates that ads have no significant effect on their watch time.

3.8 Influence of YouTube Ads on Brand Perception

Table 3.8

Table showing the Influence of YouTube Ads on Brand Perception

Responses	Count	Percentage %
Yes	65	31.4
No	60	29
May be	65	31.4
Not sure	17	8.2

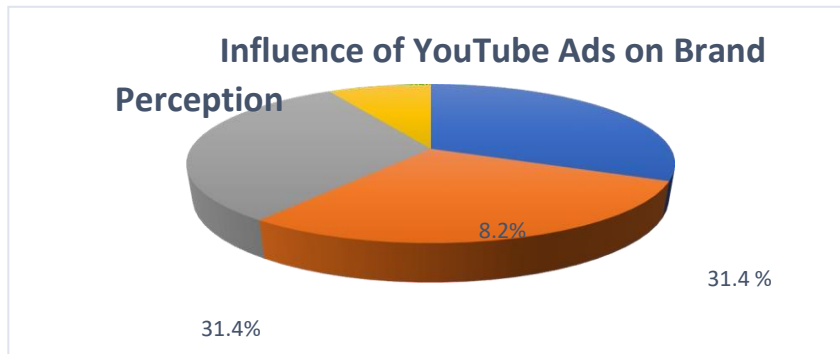


Fig 3.8

INTERPRETATION

From the above table and graph illustrates that survey respondents perceptions of YouTube ads influence on brands or products vary. Approximately 31.4% of respondents believe that YouTube ads do influence their perception positively (Yes and Maybe combined), while 29% feel that they do not have such an impact (No). Additionally, 8.2% of respondents are unsure about the influence. This suggests a mixed sentiment regarding the effectiveness of YouTube ads in shaping brand perception.

3.9 Brand/Product Recall Likelihood

Table 3.9

Table showing the Brand / Product Recall likelihood

Recall Likelihood	Count	Percentage %
Very Likely	30	14.5
Likely	46	22.2
Neutral	89	43
Unlikely	26	12.6
Very Unlikely	16	7.7

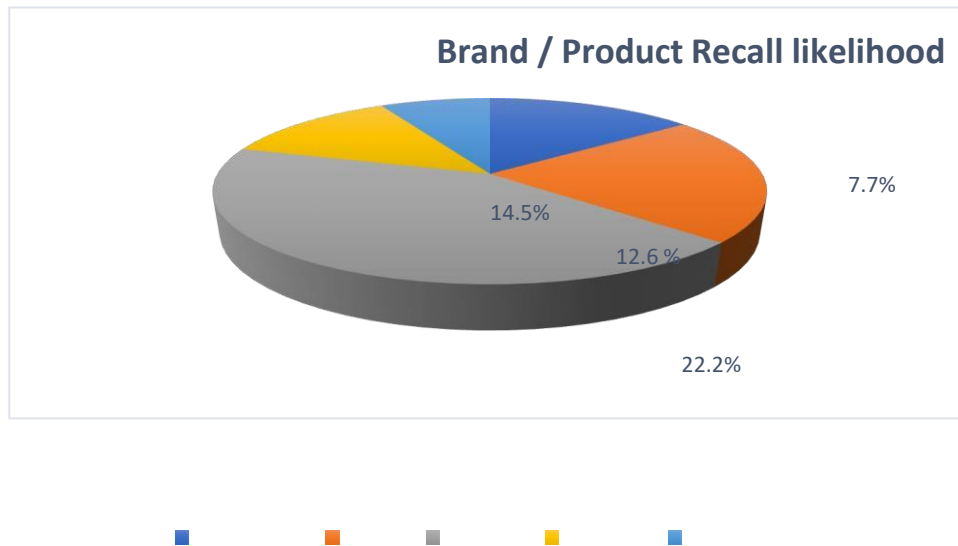


Fig 3.9

INTERPRETATION

From the above table and graph illustrates the likelihood of brand or product recall after encountering a YouTube ad among survey respondents. A substantial 36.7% (combining Very Likely and Likely) express a high probability of recall, while 43% remain neutral. However, a notable proportion, 20.3% (combining Unlikely and Very Unlikely).

3.10 User Reactions to Interruptive YouTube Ads

Table 3.10

Table showing the User Reactions to Interruptive YouTube Ads

User Reactions to Interruptive YouTube Ads	Count	Percentage %
Annoyed	80	38.6
Frustrated	76	36.7
Indifferent	35	16.9
Others	16	7.7

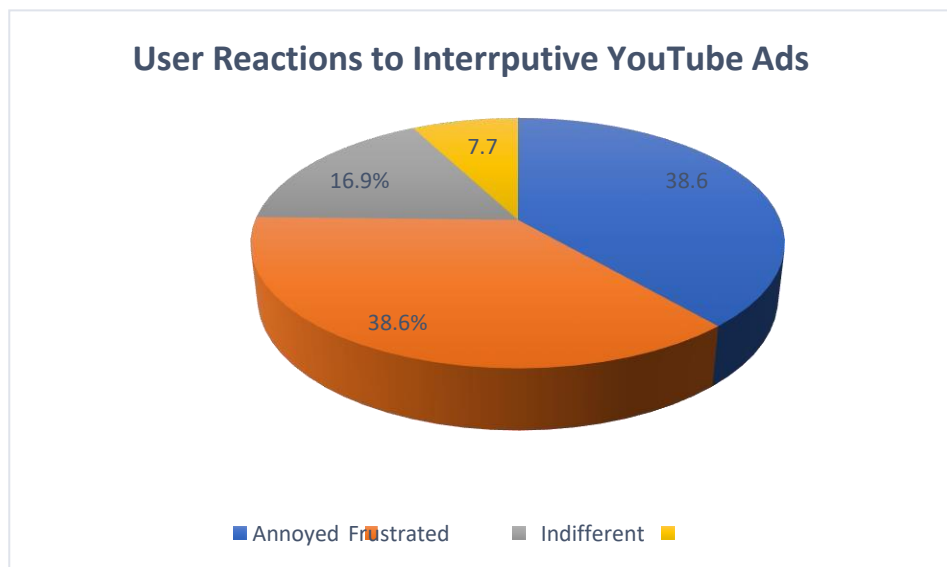


Fig 3.10

INTERPRETATION

From the above table and graph indicates that a significant portion of users find interruptive YouTube ads to be annoying (38.6%) or frustrating (36.7%). A smaller percentage of users are indifferent to these interruptions (16.9%), while a minority find them fascinating (7.7%). These findings suggest that a substantial majority of users have negative reactions to interruptive YouTube ads, with annoyance and frustration being the most common sentiments.

3.11 Most Irritating Characteristics of YouTube Ads

Table 3.11

Table showing Most Irritating Characteristics of YouTube Ads

Irritating Characteristics of YouTube Ads	Counts
Excessive repetition	91
Intrusive formats (e.g., pop-ups, unskippable ads)	107
Irrelevant content	67
Lengthy ads	97
Loud audio	38
Others	19

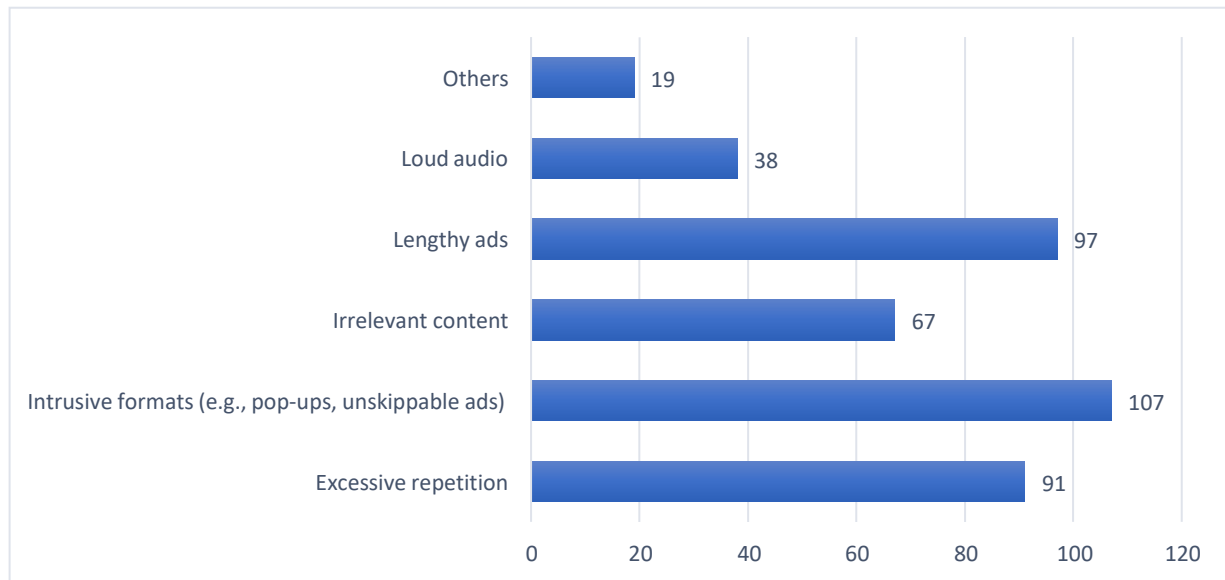


Fig 3.11

INTERPRETATION

From the above table and graph shows that among the listed characteristics of YouTube ads, Intrusive formats (107 counts) and Excessive repetition (91 counts) are the most irritating to users. Lengthy ads (97 counts) also significantly contribute to user irritation. Additionally, a substantial number of users find Irrelevant content (67 counts) to be bothersome, while a smaller portion are annoyed by Loud audio (38 counts). Others (19 counts) represent unique sources of irritation mentioned by users, indicating a diverse range of concerns.

3.12 Frequency of Exploring Ad-Blocking Due to Irritating YouTube Ads

Table 3.12

Table showing the Frequency of Exploring Ad-Blocking Due to Irritating YouTube Ads

Frequency of Exploring Ad Blocking	Count	Percentage %
Very Often	53	26.6
Often	56	27.1
Occasionally	73	35.3
Rarely	16	7.7
Never	9	4.3

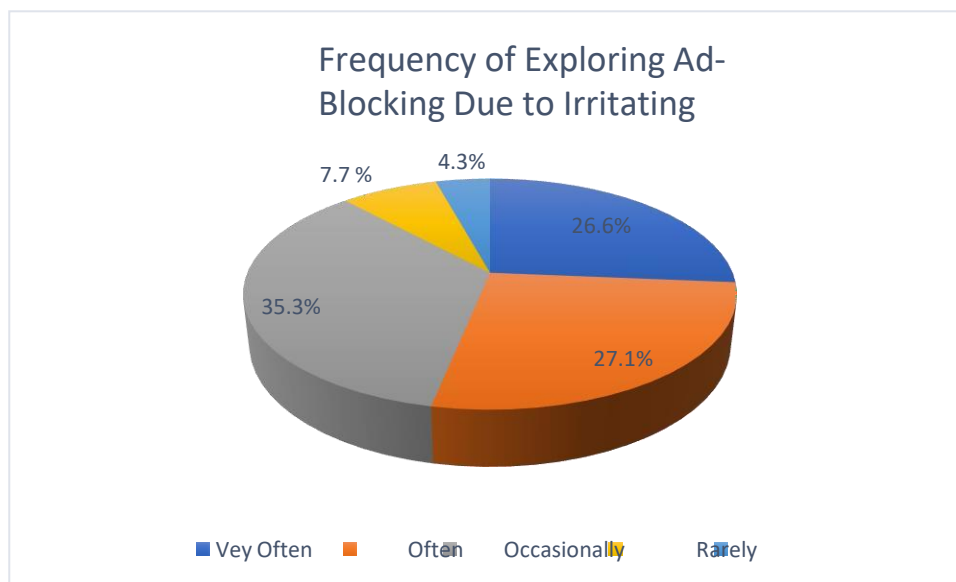


Fig 3.12

INTERPRETATION

From the above table and graph illustrates that a substantial number of users, accounting for over half, either Often (27.1%) or Occasionally (35.3%) explore ad-blocking solutions in response to irritating YouTube ads. A smaller percentage of users do so Very Often (26.6%). However, a minority, comprising a total of 12%, either explore such solutions Rarely (7.7%) or Never (4.3%), suggesting a diverse range of responses to ad irritation among users.

3.13 Likelihood of Subscribing to Ad-Free YouTube Service

Table 3.13

Table showing the Likelihood of Subscribing to Ad free YouTube Service

Likelihood of Subscribing to Ad-Free Service	Count	Percentage %
Very likely	49	23.7
Likely	31	15
Neutral	63	30.4
Unlikely	38	18.4
Very Unlikely	26	12.6

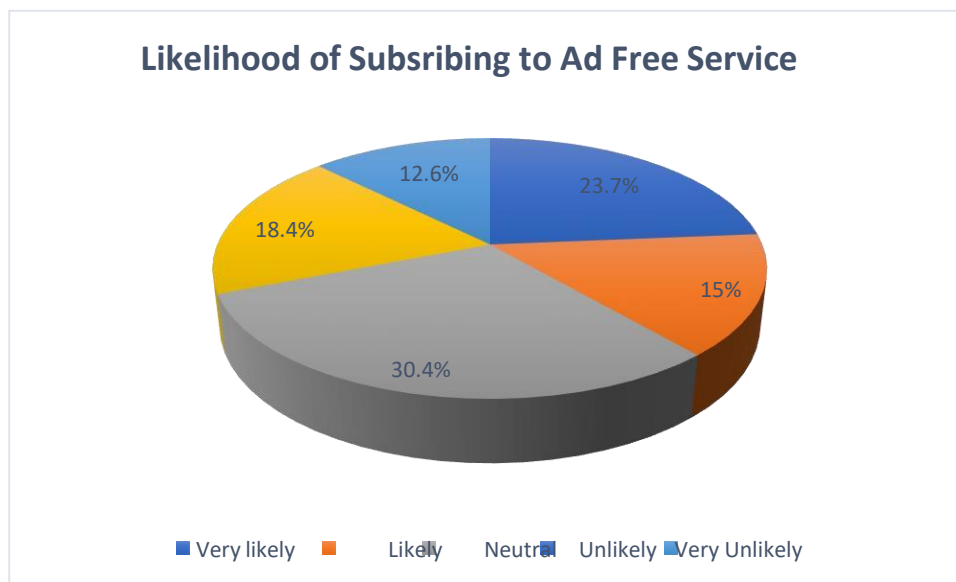


Fig 3.13

INTERPRETATION

From the above table and graph indicates that a significant portion of users are open to subscribing to an ad-free YouTube service, with 23.7% expressing they are Very likely and 15% saying they are Likely to do so. A substantial number of users remain Neutral (30.4%) on this possibility, suggesting potential interest but also indecision. Meanwhile, 18.4% find it Unlikely, and 12.6% deem it Very Unlikely, indicating some resistance to subscribing to an ad-free service to avoid irritating ads.

3.14 Willingness to Pay to Remove YouTube Ads

Table 3.14

Table Showing the Willingness to Pay to Remove YouTube Ads

Willingness to Pay	Count	Percentage %
Definitely	43	20.8
Maybe	62	30
I wouldn't pay	69	33.3
Not sure	33	15.9

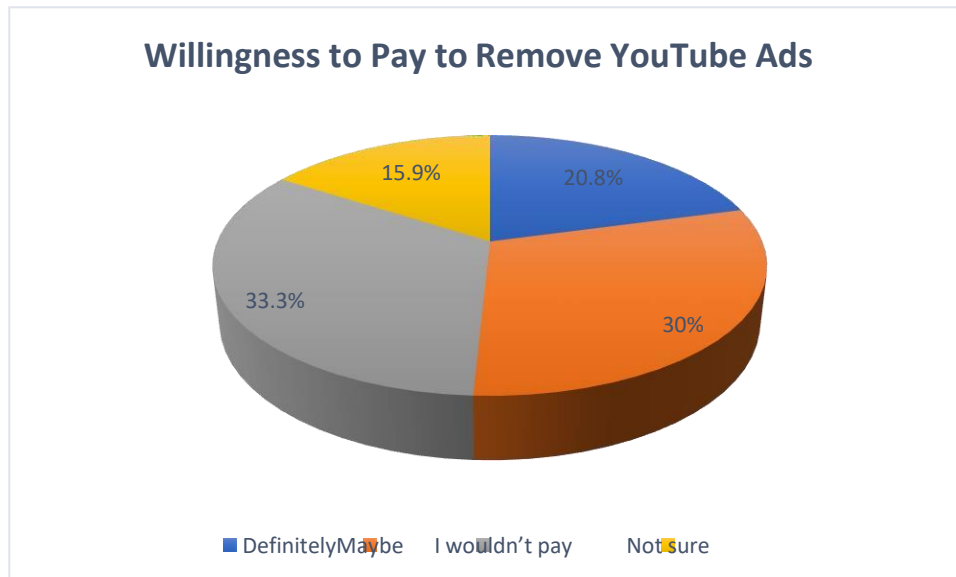


Fig 3.14

INTERPRETATION

From the above table and graph demonstrates varying degrees of willingness among respondents to pay for an ad-free YouTube experience. A notable portion, accounting for 20.8%, express a definite willingness to pay, while 30% fall into the Maybe category, suggesting potential interest. However, a significant proportion, totaling 33.3%, assert that they wouldn't pay for such a service. Additionally, 15.9% of respondents are not sure about their willingness to pay, reflecting a degree of uncertainty on this matter among the surveyed individuals

3.2 HYPOTHESIS TESTING

CHI SQUARE TEST BETWEEN AGE GROUP AND FREQUENCY OF WATCHING YOUTUBE VIDEOS

H0: There is no Relationship between Age Group and Frequency of Watching YouTube Videos

H1: There is Relationship between Age Group and Frequency of Watching YouTube videos

Table 3.2.1

**Age category * Frequency of Watching YouTube videos
Cross Tabulation**

			Frequency of Watching YouTube Videos				Total
			Daily	Once a week	Rarely	Several times a week	
Age Group	18-24	Count	38	4	9	28	79
		Expected Count	48.1	4.6	5.0	21.4	79.0
	25-34	Count	33	2	3	13	51
		Expected Count	31.0	3.0	3.2	13.8	51.0
	35-44	Count	9	3	0	0	12
		Expected Count	7.3	.7	.8	3.2	12.0
	45 and above	Count	9	2	1	4	16
		Expected Count	9.7	.9	1.0	4.3	16.0
	Under 18	Count	37	1	0	11	49
		Expected Count	29.8	2.8	3.1	13.3	49.0
Total		Count	126	12	13	56	207
		Expected Count	126.0	12.0	13.0	56.0	207.0

Table 3.2.2

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	27.751 ^a	12	.006
Likelihood Ratio	30.698	12	.002
N of Valid Cases	207		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .70.

The key result in the Chi-square Tests table is the Pearson Chi-Square

- The value of the test statistic is 27.751^a
- The footnote for this statistic pertains to the expected cell count assumption (i.e. expected cell counts are all greater than 5) no cells had an expected count less than 5, so this assumption was met.
- The corresponding p-value of the test statistic is $p=0.006(0.006<\alpha=0.05)$

INTERPRETATION

Since the p-value 0.006 is lesser than our chosen significance level $\alpha =0.05$, we reject the null hypothesis. Therefore, we conclude that there is a Relationship between age group and Frequency of Watching YouTube Videos.

FACTOR ANALYSIS: FACTORS THAT INFLUENCE VIEWER ENGAGEMENT AND AD EFFECTIVENESS IN RESPONSE TO IRRITATING YOUTUBE ADS.

Factor analysis is used here for analyzing the factors that influence Viewer Engagement and Ad Effectiveness in Response to Irritating YouTube Ads . Here, 5 factors are choosing for conducting a factor analysis. The information gained about the interdependencies between observed variables can later be used to reduce the set of variables in a dataset, which is a common rationale behind the factoranalytic method.

Analyzing the factors that influence Viewer Engagement and Ad Effectiveness in Response to Irritating YouTube Ads

The factor analysis has been done with given 5 variables. Here, we got two factors which influences Viewer Engagement and Ad Effectiveness in Response to Irritating YouTube Ads by reducing these variables. Here, the table shows the KMO and Bartlett's test which analyze the data. If a KMO value greater than 0.5 indicates that there is significant correlation in the data.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.553
Bartlett's Test of Sphericity	Approx. Chi-Square	37.766
	Df	10
	Sig.	.000

Since, the KMO (Kaiser- Meyer- Olkin) value is greater than 0.5, we can conclude that there is a significant correlation in the data and that the data is suitable for factor analysis. The components for the KMO test are Brand Recall Likelihood ,Brand/Product Likability Rating , Purchase Intend From Ads, Engagement with Interesting Ads, Interaction Frequency with YouTube Ads. Factor analysis was done with these variables. So, we got 5 factors which influence the influences Viewer Engagement and Ad Effectiveness in Response to Irritating YouTube Ads by reducing from all other variables

Table 3.2.3

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.486	29.712	29.712	1.486	29.712	29.712
2	1.031	20.630	50.342	1.031	20.630	50.342
3	.965	19.305	69.647			
4	.880	17.608	87.254			
5	.637	12.746	100.000			

Extraction Method: Principal Component Analysis.

Initial Eigenvalues: The first three columns list all the factors in the data set. There are a total of 5 factors which are involved in this. Because factor analysis always yields the same number of facts as variables. By looking at the percent of variance column, you can determine how much of the variance in the dataset each factor can account for. Here, we check the initial eigenvalue which is greater than 1. From this table, we have 2 component which is Brand Recall Likelihood and Brand / Product Likability Rating.

Extraction sums of squared loading: We had instructed SPSS to use an extraction criterion of eigenvalues greater than 1, and this section only shows that it was met. The eigenvalue for each factor is displayed in the total column. SPSS extracted five factors from the factor analysis in this case.

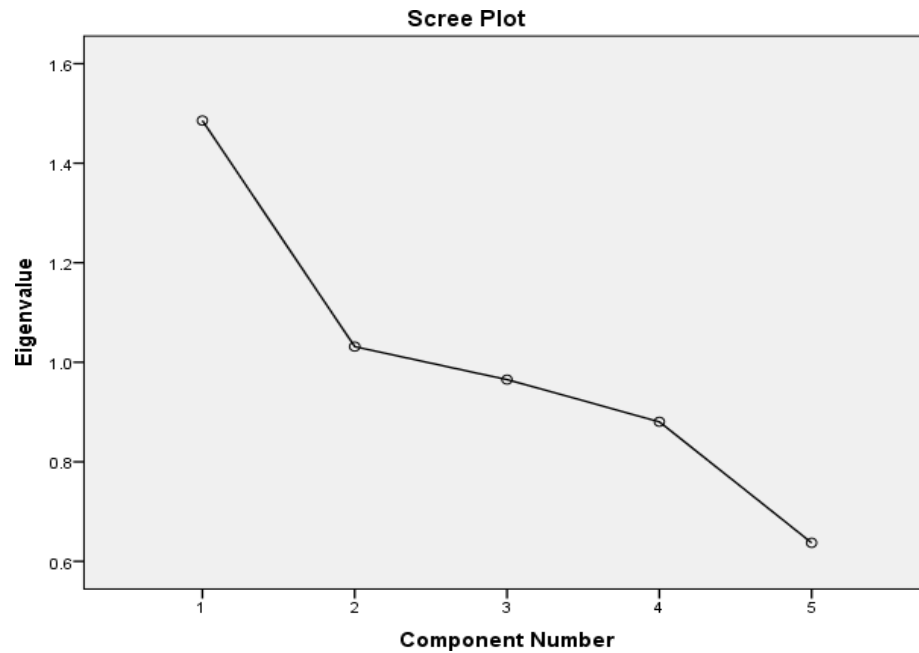


Figure 3.2.1

Scree plot is a straight forward line segment plot that displays the eigen values for each individual principle component. This graph depicts the five factors for our eigenvalue for our factor. This can help you decide which elements to keep. These plots frequently show a point on the curve (elbow plot) where the eigenvalues level out and begin to decline. The eigenvalues above this point may still be significant enough to be retained, whereas the others may not.

Component Matrix^a

	Component	
	1	2
BrandRecall_Likelihood	.769	-.138
Rating YouTube Advertised Brands/Products Likability	-.290	.476
Likelihood of Purchasing Advertised Products/Services through YouTube Ads	.546	.103
Engagement with Interesting YouTube Ads: Frequency	.714	.197
Frequency of Interaction with YouTube Ads	.055	.858

Table 3.2.4

The Component Matrix table illustrates the loadings (correlations) between the original factors and the extracted components. In provided component matrix, it's evident that Likelihood of Purchasing Advertised Products/Services through YouTube Ads has the highest loading with Engagement with Interesting YouTube Ads: Frequency at 0.546. Following closely, Engagement with Interesting YouTube Ads: Frequency" has a strong positive relationship with BrandRecall_Likelihood at 0.714, indicating that engaging with interesting ads is a key factor associated with brand recall.

Additionally, BrandRecall_Likelihood has a notable negative relationship with Rating YouTube Advertised Brands/Products Likability at -0.290, suggesting that as likability decreases, brand recall likelihood tends to increase. These relationships provide insights into the factors that play a significant role in purchase decisions and the overall effectiveness of YouTube advertisements.

CHAPTER 4
FINDINGS AND CONCLUSION

FINDINGS

Age Categories: The survey revealed a diverse age range among respondents, with 18-24-year-olds being the largest group at 38.2%. 25-34 and Under 18 categories also had significant representation at 24.6% and 23.7%, respectively. In contrast, the 35-44 and 45 and above categories had smaller proportions of 5.8% and 7.7%, indicating a lesser presence of older respondents.

Gender Distribution: A significant majority of respondents were female, constituting 64.7% of the sample, while 35.3% were male.

Frequency of YouTube Video Watching: The study found that 60.9% of respondents watch YouTube videos daily, with 27.1% watching several times a week. A smaller proportion watches once a week (5.8%), while 6.3% watch rarely.

Frequency of Encountering Ads: A majority of respondents (39.6%) reported encountering ads very frequently, with 42% encountering ads frequently. Only 4.8% stated they encounter ads rarely.

Irritation Levels: A significant portion of respondents found YouTube ads to be either extremely irritating (35.3%) or irritating (38.2%), while 20.8% felt neutral. Only 2.9% found the ads not irritating, and 2.9% expressed uncertainty.

Likelihood of Abandoning Videos: 26.6% of respondents indicated they were very likely to abandon a video due to irritating ads, with 25.1% likely to do so. A significant proportion (34.3%) chose the neutral option, suggesting moderate tolerance.

Effect on Watch Time: The presence of ads affected YouTube watch time significantly, with 66.6% reporting decreased watch time. Of those, 36.2% experienced a significant decrease, while 30.4% experienced a moderate decrease.

Influence on Brand Perception: Approximately 31.4% of respondents believed that YouTube ads positively influenced their perception of brands or products (combining "Yes" and "Maybe"). 29% felt that ads did not have such an impact ("No"), while 8.2% were unsure.

Brand/Product Recall: 36.7% of respondents (combining "Very Likely" and "Likely") expressed a high probability of brand/product recall after encountering a YouTube ad. 43% remained neutral, and 20.3% were less likely to recall.

Perception of Interruptive Ads: The majority of users found interruptive YouTube ads to be either annoying (38.6%) or frustrating (36.7%). A smaller percentage were indifferent (16.9%), and a minority found them fascinating (7.7%).

Irritating Ad Characteristics: Among the listed characteristics of YouTube ads, intrusive formats (107 counts) and excessive repetition (91 counts) were the most irritating to users. Lengthy ads (97 counts) also significantly contributed to user irritation.

Exploring Ad-Blocking Solutions: Over half of the users, accounting for 62.4%, either often (27.1%) or occasionally (35.3%) explored ad-blocking solutions in response to irritating YouTube ads.

Subscribing to Ad-Free Service: A significant portion of users (39.7%) indicated that they are very likely (23.7%) or likely (15%) to subscribe to an ad-free YouTube service.

Willingness to Pay for Ad-Free Experience: Respondents displayed varying degrees of willingness to pay for an ad-free YouTube experience. A total of 50.8% expressed some level of willingness, with 20.8% definitely willing to pay and 30% in the "Maybe" category.

CONCLUSION

This study has shed light on the significant influence of irritating YouTube ads on viewer engagement and ad effectiveness. The findings highlight that while the majority of respondents reported encountering ads frequently and watching YouTube videos daily, a substantial portion expressed irritation towards these ads. The presence of irritating ads was shown to negatively affect watch time, with a majority reporting decreased engagement. Furthermore, these ads had a mixed impact on brand perception and recall, indicating that viewer attitudes towards ads are multifaceted. The study also revealed that a considerable proportion of users explore ad-blocking solutions and consider subscribing to ad-free services. These results emphasize the need for advertisers to strike a balance between brand exposure and viewer satisfaction on the YouTube platform. The study provides actionable insights for marketers aiming to improve ad effectiveness and viewer engagement while navigating the challenges posed by irritating YouTube ads.

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APPENDIX

Questionnaire

Analyzing the Impact of Irritating YouTube Ads on Viewer Engagement and Ad Effectiveness

1. Name :
2. What is your age category?
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45 and above
3. Gender
 - Male
 - Female
 - Prefer not to say
4. How frequently do you watch Youtube videos?
 - Daily
 - Several times a week
 - Once a week
 - Rarely
5. How often do you encounter ads while watching Youtube videos?
 - Very frequently
 - Frequently
 - Occasionally

- Rarely
6. On average, how many Youtube ads do you encounter during a typical video-watching session?
- None
 - 1-2 ads
 - 3-5 ads
 - 6-10 ads
 - More than 10 ads
7. Do you find Youtube ads generally irritating?
- Yes
 - No
 - Sometimes
8. What types of Youtube ads do you find most irritating? (Select all that apply)
- Unskippable ads
 - Long ads (over 30 seconds)
 - Repetitive ads
 - Loud or intrusive ads
 - Irrelevant ads
 - Others
9. How would you rate the overall level of irritation caused by Youtube ads?
- Extremely irritating
 - Irritating
 - Neutral
 - Not irritating
 - Not sure

10. How do irritating Youtube ads affect your engagement with the videos? (Select all that apply)

- Decreased interest in the video
- Skip or click away from the video
- Decreased likelihood of subscribing to the channel
- Negative impression of the advertised brand/product
- No impact on engagement
- Other

11. How likely are you to click on Youtube ads?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

12. How often do you abandon a video or leave Youtube altogether due to irritating ads?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

13. Which specific characteristics of Youtube ads irritate you the most? (Select all that apply)

- Excessive repetition
- Intrusive formats (e.g., pop-ups, unskippable ads)
- Irrelevant content
- Lengthy ads
- Loud audio
- Others

14. How does the presence of ads affect your overall watch time on Youtube?
- Decreases watch time significantly
 - Decreases watch time moderately
 - No significant effect on watch time
 - Increases watch time moderately
 - Increases watch time significantly
15. Do Youtube ads influence your perception and attitude towards the advertised brand or product?
- Yes
 - No
 - Maybe
 - Not sure
16. In your opinion, what makes a Youtube ad effective in capturing your attention and keeping you engaged? (Select all that apply)
- Humor
 - Emotional appeal
 - High-quality visuals
 - Relevance to your interests or needs
 - A clear and compelling message
 - Others
17. How likely are you to recall the brand or product advertised after encountering a Youtube ad?
- Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely

18. How do you feel when Youtube ads interrupt your viewing experience?

- Annoyed
- Frustrated
- Indifferent
- Others

19. How likely are you to actively skip or close Youtube ads that you find irritating ?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

20. How often do irritating Youtube ads lead you to explore ad-blocking solutions?

- Very often
- Often
- Occasionally
- Rarely
- Never

21. How often do you engage with Youtube ads that are engaging or interesting?

- Very often
- Often
- Rarely
- Never

22. How do you feel about personalized Youtube ads based on your browsing history and interests
- Appreciate the relevance
 - Neutral, doesn't bother me
 - Concerned about privacy
 - Find it irritating
23. How do you perceive the presence of a "Skip Ad" button in Youtube ads?
- It's a relief, and I use it often
 - It doesn't matter to me
 - It sometimes interrupts the viewing experience
 - I prefer ads without a "Skip Ad" option
24. How likely are you to subscribe to a Youtube premium or ad-free service to avoid irritating ads?
- Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely
25. How likely are you to recall the brand or product advertised after encountering a YouTube ad?
- Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely
26. How would you rate the likability of brands or products advertised through YouTube ads?
- Very likely
 - Likely
 - Neutral
 - Unlikely
 - Very unlikely

27. How likely are you to consider purchasing a product or service advertised through YouTube ads?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

28. How often do you engage with Youtube ads that are engaging or interesting?

- Very often
- Often
- Rarely
- Never

29. How often do you interact with YouTube ads by clicking on them or exploring more information?

- Very often
- Often
- Occasionally
- Rarely
- Never

30. How often do you actively provide feedback of report irritating YouTube ads?

- Very often
- Often
- Occasionally
- Rarely
- Never

31. Would you be willing to pay a small fee to remove irritating ads from your YouTube experience?

- Definitely
- Maybe
- I wouldn't pay
- Not sure

