

Impact of YouTube advertising on Customers' Purchase Intention

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Abstract

After the arrival of computerised technology, it has proved its worth in every field of life. Due to its vast penetration, advertisers started using this technology for marketing purposes. YouTube is one of the online platforms which is subscribed by millions of users and has become an attractive medium for advertising. However, effectiveness of YouTube advertising is still a question mark. Present study investigates the impact of four factors of YouTube advertising i.e., entertainment, informativeness, customisation, and irritation towards customers' purchase intention. For this purpose, 315 student respondents were recruited from a public university in Pakistan and data were collected through a structured questionnaire. Data were analysed on SPSS software. Results demonstrate that YouTube advertising has positive impact on customers' purchase intention.

Key Words: Advertising, Brand Awareness, Purchase Intention, Youtube

Introduction

An advertising campaign can be successful if it grabs the attention of vast audience. In today's digital era, social media has got the attention of advertisers due to its high popularity and usage. Around 88% of the companies were spending on social media advertising in 2014. At that time, organisations were spending about 5% of their advertising budget on social media advertising and it was projected that it will be doubled in 2018 (Nielsen, 2012; Social media report, 2015).

This study investigates the impact of YouTube advertising on customers' purchase intention. YouTube, a well regarded social media platform was launched in 2005. It enables the users to post, watch, like or dislike and comment shared contents (videos). In every minute, 100 hours of videos are uploaded on YouTube. More than one billion users visit this site per month. These visitors watch approximately six billion hours of videos every month and they like, share and comment on various videos. These calculations make YouTube the 3rd highly visited web site of the world (Bradshaw and Garrahan, 2008). Perrin, (2015) stated that two third of YouTube users are youngsters between 18-34 years of age. These users visit this YouTube more frequently and watch videos on YouTube more than any television channel.

YouTube has massive data about various markets and consumers. Many countries have launched localised versions of YouTube facilitate users to watch the

customised contents (Bradshaw and Garrahan, 2008). YouTube is considered as a major advertising medium by worldwide organisations due to its large number of subscribers (Nielsen, 2012). YouTube facilitated its advertisers by launching a program to calculate the percentage of the revenues earned by YouTube advertisements (Kotler & Armstrong, 2013).

YouTube has attracted the attention of worldwide advertisers. Advertisers are allowed to link their advertisements with specific video contents. YouTube offers the “in-video advertising” and “in-stream video advertising”. All the advertisements on YouTube belong from one of these advertising categories. In-video advertisement contents are shown on the bottom of the video. Viewers can close the advertisement content any time. Duration of these advertisements is normally 15 seconds. On the other hand, in-stream advertisements are shown within the video. Viewers can skip these advertisements after five seconds or they can watch whole advertisement if they want (Pikas & Sorrentino, 2014 ; Adage). Television advertisements have stable impact had been considered as primary advertising channel. However, growth of social media channels e.g., YouTube has attracted the advertisers to be considered as a major advertising medium (Adage; Clancey, 1994).

Effectiveness and impact of YouTube advertising on customers’ purchase intention has not been studied in prior literature. Therefore, YouTube advertisers’ knowledge about the critical aspects of YouTube advertising strategies is limited which is a gap in existing knowledge. This generates need to study this area of research. Thus, present research is a step forward to fill the prevailing gap in existing literature by answering the question that how YouTube advertising affects the advertisement value and customers’ purchase intention. For this purpose, an integrated model of YouTube advertising has been tested in present research. This study is aimed to answer the following research questions:

- What is the impact of YouTube advertisements in formulation of customers’ intentions to purchase?
- Which factors influence the value of YouTube advertisement?
- Does customisation of YouTube advertisements influences the effectiveness?

Literature Review

Entertainment

Entertainment refers to the elements that entertain the users of a particular media which is used for advertising (Eighmey and McCord, 1998). If users of a particular media are provided with high level of entertainment, they will spend more time on that media (Pollay & Mittal, 1993) as it will be a source of pleasure and enjoyment for them (Lee & Choi, 2005). Advertisements play a vital role in actualisation of the hedonic needs of the customers (Rodgers and Thorson, 2000). Social media can be used to enhance the hedonic needs of the customers (Edwards, Li, & Lee, 2002a, 2002b; Fischer & Reuber, 2011). It has been studied that users will share the information with other social media users if they find entertainment in that content

(Kim, Sohn, & Choi, 2011). It reflects the importance of entertainment and its ability to enhance customers' desires for their emotional release and enjoyment (Muntinga, Moorman, & Smit, 2011). Many organisations have incorporated the element of entertainment in their advertisements to reach more and more customers. Kotler & Armstrong (2013) studied that common type of entertainment is product placement and it can attract more customers.

Smartphones market is expanding with the passage of time. After the introduction of multi touch screen mobile phones in 2007, a large number of people adopted smartphones. About two billion people were using smartphones till 13 October 2015. This figures raised up to 2.16 billion within next few months (Kissonergis, 2016). Due to the increasing usage of smartphones, most of the retailers are receiving more than 50% of online traffic from smartphones instead of computers or laptops. Google play and Apple App store's statistics show that the number of downloads through smart phones was more than 268 billion in 2017. Smartphone applications enable users to perform a variety of tasks like searching, retrieving and sharing the information, bill payment, map navigation, and purchasing. It has been studied that customers are highly attached with social media through smartphone apps (Kim & Han, 2014). Due to high customer involvement in mobile apps, many companies have developed their smartphone applications to advertise their products (Kim, Wang, & Malthouse, 2015).

Informativeness

Ducoffe, (1995a, 1995b) and Chen, (1999) studied that informativeness is a degree that provide with the useful information to the users. Social media users accept the advertisement if it is providing information to them (Clancey, 1994). Informativeness can lead customers towards making the purchase decision of products (Ducoffe, 1995a, 1995b). Customers try to get maximum information about the products before making purchase decision (Erdem, Swait, & Valenzuela, 2006) and they gather most of the information by informal means (Mooij & Hofstede, 2010). These informal means include social media platforms e.g., YouTube. It has been found that social media is a better place to provide with detailed information to the customers (Lee and Choi, 2005).

Irritation

Eighmey and McCord, (1998) stated that irritation means that the social media user find a content on the internet which is which is chaotic and irritating for them. Previous researches proved that people who watch television, do not like the advertisements and get their selves busy in some other activity during the time of commercial ads (Speck and Elliott, 1997; Clancey, 1994). Social media users are also disturbed and irritated by the online advertisements like pop up ads and banner ads (Edwards et al., 2002a, 2002b). Benway, (1998) and Cho et al., (2004) studied that because of the factor of annoying in online ads users normally avoid these advertisements. These online ads in the form of banners can easily divert the attention of the consumers and hence irritate them (Ducoffe, 1995a, 1995b). When the online advertising starts annoying the users then they consider that these are irritating and disturbing (Pasadeos, 1990; Edwards et al., 2002a, 2002b). Corstjens and Umblijs, (2012) studied that the social media advertising such as you tube advertisement may irritate the consumers and feel that they cause the disturbance of their privacy.

Customization

DeZoysa, (2002) studied that when the advertisements are customized according to the lifestyle of the customers then they advertisement will be more attractive for them. Thus the advertisers should study the consumer needs and the patterns of their consumption and design the advertisements according to that (Rao and Minakakis, 2003). When the message which is advertised cause the exchange of information between advertiser and the customer then it will work more efficiently (Ducoffe, 1995a, 1995b). Customers avoid watching those advertisements which are not customized according to their needs whether they pay more attention to those advertisements which are personalized and customized (Liu, Li, Mizerski, and Soh, 2012). Zeng, Huang, and Dou, (2009) exposed that the advertising trends can be changed with the help of social media due to its customized features i.e. customers are able to build their profile and through this, their activities can be tracked on the basis of their geographic locations and their demographics. Thus YouTube is a platform which enables the advertisers to advertise their products according to the customer needs in the form of video content while using social media.

Advertisement value

It indicates the significance or usefulness of advertisement for the customers so it can be used to measure the advertising effectiveness (Edwards et al., 2002a, 2002b; Rao and Minakakis, 2003). When a particular message which is given in ad is pertinent to the customers' needs then they will feel that the advertisement is valuable. When advertisement works successfully, then its value is transferred to the viewers/customers (Golding). So we can say that the overall judgment of the significance of the social media advertisement indicates its value for the customers.

Brand Awareness

Tsimonis and Dimitriadis, (2014) stated that the relationship between customers and the companies can become vigorous with the help of brands. The acknowledgement of the remembrance of a brand is called the brand awareness (Huang and Sarigöllü, 2012). Social media as a new medium of advertising has boosted the efficiency of the organizations to interact effectively with their customers and has strengthened the relationship between the customers and the organizations (Tsimonis and Dimitriadis, 2014). Stephen and Toubia, (2010) studied that brand awareness can be created and elevated by advertising through social media. As it has a large number of its users so if the brand name is extended over the social media then it can create the brand awareness (Golding).

Purchase Intention

Previous studies stated that the attitude towards advertisement leaves its impact on brand effectiveness which generates the purchase intention of the customers (Wu, 2006; Chen, 1999). Customer purchase intention and brand awareness is affected by customer attitude towards advertisement (MacKenzie and Lutz, 1989). The behavioral intention in the environment of the social media which is used for the purpose of advertisement is positively related to the advertising value (Zeng et al., 2009). Previous studies recognized that purchase intention is derived by advertisement value through

advertisement on social media (Kim et al., 2011). Customers' purchase intention is affected by a particular brand's value as well as by recommendations shared by other users (Dehghani and Tumer, 2015).

YouTube Advertising

Dehghani, Nourani, and Choubtarash, (2012) studied that the new style of online advertising have the characteristics of social media as well as television advertising which were not present in the conventional advertising system. Lipsman, Mudd, Rich, and Bruich, (2012) studied that social media advertising helps the customers to form the experiences about the products which has increased the amount of budgets for advertising through social media as the brands are able to interact with their consumers due to social media advertising. Customers may find the You Tube advertising imaginative and do not want to watch the advertising second time as brands may be found more attributed on the different featured videos on you tube advertising. However, past researches on advertisement through You Tube did not focused on the factors which influence the value of advertising, its influence on the awareness of brand and the purchase intention of the customers. Furthermore, past researches suggested that irritation, entertainment and informativeness are the factors which are affiliated to advertisement but the direct impact of the customization of advertisements is not studied yet. So this research considers the advertising customization as an important factor and links the attitude of the customers towards the ad value, brand value & customers' intent to buy the product.

Theoretical Framework and Hypotheses Development

In this portion, theoretical model has been developed and the hypotheses are designed on the base of previous literature discussed above. Effectiveness of advertisement can be measured through brand valuebrand awareness and customer intent to purchase (Cobb-Walgren, Ruble, and Donthu, 1995; Dehghani et al., 2013) the product which is developed after assessing the physical features of the product from multiple sources of information/ advertising (Lipsman et al., 2012; Pikas and Sorrentino, 2014).

An empirical study was conducted on the aspects of irritation on advertisement value by (Edwards et al., 2002a, 2002b) that negatively affects the customers' attitude regarding advertisements. Rao & Minakakis, (2003) studied that there is a +ve correlation between ad value and informativeness and there is a -ve relationship between ad value and irritation which affects the customers' attitude towards advertisement. Irritation, entertainment and informativeness are the factors which have relation with ad value and influence the customers' attitude towards advertisement (Waters, Canfield, Foster, and Hardy, 2011). Lee & Choi, (2005) stated that the researchers have considered the positive facet of social media to study informativeness and entertainment representing the cognitive and affective values. However Aaker and Bruzzone, (1985) studied that irritation and ad value are not interrelated with each other either positively or negatively but can demonstrate the -ve reaction(s) of the customers if the social media advertisement is not delivered completely. On the bases of previous studies, credibility, pleasure and informativeness can be increased by customized advertisements. As customized ads are able to win the interest of the customers so these

advertisements are capable to minimize the level of irritation and has an indirect impact on the customers through entertainment, credibility and informativeness (Lee, Kim, & Sundar, 2015). Cobb-Walgren et al., (1995); Dehghani & Tumer, (2015) suggested that the brand awareness of a customer which is shaped through advertisement on social media can influence the customers' intentions to purchase. Kim, Kim, & Park, (2010) adopted an empirical test to verify this procedure and found that the customers' purchase intention influenced by their attitude towards advertisement. Hence the following hypotheses are designed for this empirical study;

- H1:** Advertising value is positively affected by perceived entertainment of the advertisement from You Tube advertisement.
- H2:** Advertising value is positively affected by perceived informativeness of the advertisement from You Tube advertisement.
- H3:** Advertising value is positively affected by perceived customization of the advertisement from You Tube advertisement.
- H4:** Advertising value is negatively affected by perceived irritation of the advertisement from You Tube advertisement.
- H5:** Brand awareness is positively affected by ad value from You Tube advertisement.
- H6:** Purchase intention of the customers is positively affected by brand awareness from You Tube advertisement.

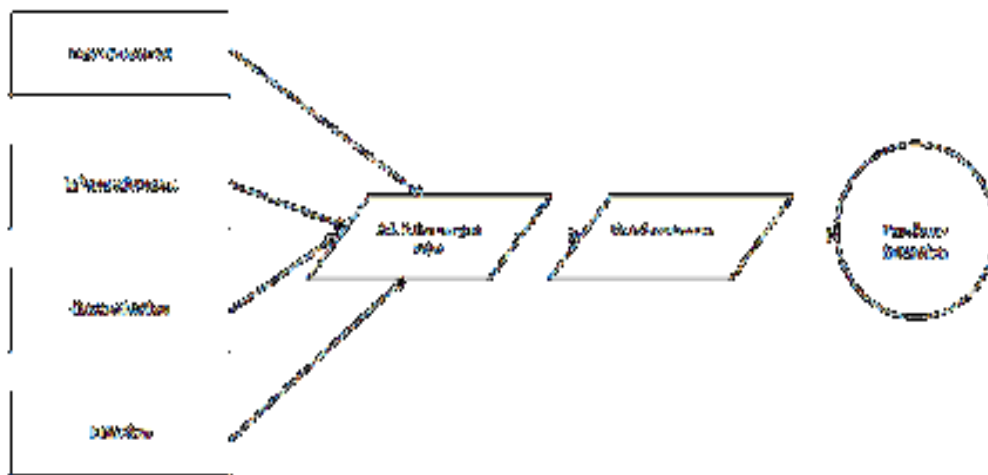


Figure 1 Model

Material and Methods

Sampling and collection of data

For this research, data was collected from a sample of 315 students studying in University of the Punjab Gujranwala Campus, an oldest university in Pakistan as

sample size of 300 is considered enough for a research. Questionnaires were used to collect the data from respondents. During 2014, 82% of the youngsters of age group ranging from 18- 29 years used the You Tube (Norman, 2010). The data was collected by using simple random sampling technique due to lack of resources. 30 additional questionnaires were filled up by the respondents as a margin to cover up the incomplete responses. All the respondents claimed that they use the internet up to 7 hours daily. The respondents claimed that they are using the social media from three and a half years on average. 45% of the total respondents were males and remaining were females. Their average age is 23 years.

Measurement

Variables' relationships were measured to check their reliability. 5 degree likert scale was used to record the responses (1 for strongly disagree, 5 for strongly agree). Questionnaire was consisted upon 15 items used in previous researches (Waters et al., 2011; Rao & Minakakis, 2003; Speck & Elliott, 1997). Irritation, customization, informativeness and entertainment were measured by detach items (Kim et al., 2010). To measure the relations between the first mediator, the second mediator and the dependent variable the scales developed in previous researches were used. The coefficient of reliability of questionnaire was "0.97", and it was measured while using "Cronbach alpha".

Results

Entertainment, informativeness, customization and irritation are the factors through which YouTube advertisement effectiveness can be measured. So the effectiveness of YouTube advertisement can be concluded by supporting the H1, H2, H3 and H4.

Testing of Hypotheses

The t- tests are assumptions used to estimate the normality of means' distribution. The "Central Limit Theorem" showed that the means are distributed normally apart from their original distributions if the size of sample is higher than five or ten for each group. Additionally, researchers concluded that we can use the t-test with abnormal distributions and with irregular variances while using the Likert scale and the conclusions will not be wrong. The results of these researches are reliable with the even 80 years old empirical literature (Norman, 2010). The relationships of the variables were studied by them through "Friedman test" and "Parametric t-tests". Variables which are causative for the impact of the You Tube advertising on customer attraction are described in Table 1. Likert scale was used to rate the score of the individuals on questionnaire. The stated means of all the variables indicated that in our sample size, standard deviations and the means of all the factors are close to each other.

Table 1

Variance	Standard deviation	Means	Hypotheses
0.420	0.6586	3.2264	Advertising value is positively affected by perceived entertainment of the advertisement from You Tube advertisement
0.463	0.6832	3.1215	Advertising value is positively affected by perceived informativeness of the advertisement from You Tube advertisement
0.399	0.6330	3.4330	Advertising value is positively affected by perceived customization of the advertisement from You Tube advertisement
0.487	0.7071	3.1680	Advertising value is negatively affected by perceived irritation of the advertisement from You Tube advertisement
0.478	0.7002	3.2120	Brand awareness is positively affected by ad value from You Tube advertisement
0.400	0.6328	3.4710	Purchase intention of the customers is positively affected by brand awareness from You Tube advertisement

Impact of entertainment on advertising value

To check the impact of “entertainment” on “advertising value” (H1), t- test was applied (Table 2). The value of mean is “3.2264” which is larger than median & “ $p < 0.05$ ” & “ $t = 5.9125$ ” so we can not reject the H1. So we can conclude that the advertising value on You Tube is affected by the perceived entertainment of the advertisement.

Table 2
Students’ t distribution

Test Value = 3						
Mean	Std. Deviation	<i>t</i>	<i>df</i>	SE mean	Sig. (2-Tailed)	Mean differences
3.22643	0.6586	5.9125	314	0.0375	0.0001	0.2264

Impact of informativeness of advertisement on advertising value

To find that whether the “advertisement value” is affected by the “advertising informativeness” (H2), “t-test” was applied (Table 3). The results showed a significant impact for this relationship. As “mean=3.1215” slightly larger value than that of the median whereas “ $t = 2.9565$ ” & “ $p < 0.05$ ” so the H2 cannot be rejected and we can conclude that the advertising value on You Tube is affected by the “perceived informativeness” of advertisement.

Table 3
Students' t distribution

Test Value = 3						
Mean	Std. Deviation	<i>t</i>	<i>df</i>	SE mean	Sig. (2-Tailed)	Mean differences
3.1215	0.6832	2.9565	314	0.0380	0.0035	0.1215

Impact of customization of advertisement on advertising value

To find that whether the “advertisement value” is affected by the “advertising customization” (H3), “t-test” was applied (Table 4). The results showed a significant impact for this relationship. As “mean=3.4330” slightly larger value than that of the median whereas “t=12.1075” & “p<0.05” so the H3 cannot be rejected and we can conclude that the “advertising value” on You Tube is affected by the “perceived customization” of advertisement.

Table 4
Students' t distribution

Test Value = 3						
Mean	Std. Deviation	<i>t</i>	<i>df</i>	SE mean	Sig. (2-Tailed)	Mean differences
3.4330	0.6330	12.1075	314	0.0360	0.0000	0.4330

Impact of irritation of advertisement on advertising value

To find that whether the “advertisement value” is affected by the “advertising irritation” (H4), “t-test” was applied (Table 5). The results showed a ‘negative’ impact for this relationship. As “mean=3.1680” slightly larger value than that of the median whereas “t=4.0155” & “p<0.05” so the H4 cannot be rejected and we can conclude that the “advertising value” on You Tube is affected by the “perceived irritation” of advertisement.

Table 5
Students' t distribution

Test Value = 3						
Mean	Std. Deviation	<i>T</i>	<i>df</i>	SE mean	Sig. (2-Tailed)	Mean differences
3.1680	0.7071	4.0155	314	0.0403	0.0001	0.1680

Relationship between “customer perception” and “purchase intention”

To study the link between the independent variable and the dependent variable, the impact of “first mediator” on “second mediator” and the impact of “second mediator” on “dependent variable” were studied.

Impact of “advertising value” on “brand awareness”

To find that whether the “brand awareness” is affected by the “advertising value” (H5), “t-test” was applied (Table 6). The results showed a significant impact for this relationship. As “mean=3.2120” slightly larger value than that of the median whereas “t=5.5065” & “p<0.05” so the H5 cannot be rejected and we can conclude that the “brand awareness” is affected by the “advertising value” through You Tube advertisement.

Table 6
Students’ t distribution

Test Value = 3						
Mean	Std. Deviation	T	df	SE mean	Sig. (2-Tailed)	Mean differences
3.2120	0.6836	5.5065	314	0.0360	0.0001	0.2120

Impact of “brand awareness” on “customer purchase intention”

To find that whether the “customer purchase intention” is affected by the “brand awareness” (H6), “t-test” was applied (Table 7). The results showed a significant impact for this relationship. As “mean=3.4810” slightly larger value than that of the median whereas “t=13.4075” & “p<0.05” so the H6 cannot be rejected and we can conclude that the “customer purchase intention” is affected by the “brand awareness” through You Tube advertisement.

Table 7
Students’ t distribution

Test Value = 3						
Mean	Std. Deviation	t	df	SE mean	Sig. (2-Tailed)	Mean differences
3.4810	0.6328	13.4075	314	0.0450	0.0001	0.4810

Conclusion

The purpose of our research was to determine the elements which may leave their impact on the value of an advertisement through You Tube advertising as well as to develop the relationship between “customer perception” and their intent to purchase. In this paper, hypotheses from No. 1 to No. 4, analyzed four contents related to social media advertising i.e. advertising through You Tube and to check the effect of

“advertising value” on “brand awareness”, the 5th hypothesis was developed. And the final hypothesis of this research (H6) analyzed the impact of advertising through You Tube on the “purchase intention” of the customers. Hence the findings of this study are showing that there is a significant impact of “You Tube advertising” over the “purchase intention” of the customers. So now we can be confident that we have got the answer of our research question “Is there an impact of you tube advertising in formulation of customers’ intentions to purchase?”

Our research is providing an opening to the scholars to study the factors which have their impact on the advertising value on the effectiveness of the advertising using You Tube as an advertising media. By doing this, it is contributing into multiple managerial as well as theoretical implications. In addition, as our study is discussing an issue regarding the advertisement through You Tube (social media), so the firms which are considering the You Tube as a medium for their advertising, can get the benefit from this work.

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