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Effectiveness of YouTube advertisement among viewers in Chennai City

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Abstract--Nowadays digital platform plays a prominent role in marketing. The transition from traditional marketing methods to modern marketing tools drastically changed the behavior of the viewers in their purchase decision. Outreach of a product is much more in online advertisements. Facebook, YouTube ,Instagram has created a wider platform for online advertisement . This study aims at analyzing the factors which influence the viewers of YouTube on their purchase decision. This study also aims at understanding the perception of the viewers towards YouTube advertisement. The study was conducted with the help of a structured questionnaire and sample size used for the study is 100.The statistical tools used for the study are percentage analysis, weighted average, One way ANOVA and factor analysis. This study helps to find out the the effectiveness of YouTube advertisement. This study suggest that most watched videos should be chosen for giving ads so that numerous viewers watch the advertisement effectively. Efforts can be taken by the advertisers for creating interest level among viewers so that viewers spend their time in watching the videos without skipping the ads.

Keywords--YouTube, viewers, YouTube advertisement, viewers behavior, viewers perception, digital platform.

Introduction

Digital era forces digitalization every here and there. Advertisement strategy and methods have been drastically changed during modern times. Digital platform has

created an ease amongst advertisers to advertise the product conveniently with low cost. Face book stands first in the field of social media advertisement. Pandemic times created an urge amongst the advertisers to go for online advertisements. During Pandemic period creating a YouTube channel becomes a fashion and trend. This helps the advertisers for choosing YouTube channels to showcase their ads attractively and interestingly. YouTube is an American Online media sharing platform which allows users to upload their videos. It allows the viewers to like, subscribe, comment, share, suggest and review the videos. YouTube has created a digital platform for creating ads and reaching the mass consumers easily. Nowadays advertisements through YouTube, facebook has great outreach among viewers which turn changed the mind set of viewers. Marketers use this digital platform to the fuller extent and explore their product. Effectiveness of the advertisements lies on how the advertisement is placed informative and creative.

Review of Literature

Duffet RG, Edu T, Negrecia IC, Zaharia RM(2020) attempted to investigate the purchase intention among Generation Y in African and Romanian Country. The sample size is 400 Romanian and 400 African respondents. The analytical tools used for the study is SEM and multi SEM analysis. It has concluded that number of advertisements viewed, age, access, log on frequency has a significant effect on the purchase behavior.

D Lakshmanan, Dr. S Rabiyaathul Basariya (2019) tried to know the impact of content and advertising on consumer's purchase behavior. This study is conducted with the help of survey. It has concluded that an unknown product or low quality advertisement will create a negative impression in the minds of the consumers which in turn leads to non purchase of the product. If the product is well known then consumers attempts to buy the product.

Firat(2018) investigated the factors that affect the YouTube advertising value and its effect on purchase intention. The sample size is 420. The analytical tools using ANOVA analysis. It has concluded that YouTube advertising value factors differ according demographic variables

Supriya Verma(2016) attempted to study about the effect and behaviour of people towards YouTube advertising. Advertisement play on important role to create awareness among people about the product & services. The sample size 100 and percentage analysis used. This study showed that there was an influence of YouTube advertising determine the purchasing intention.

Objectives of the Study

- To examine the effectiveness of YouTube advertisement
- To analyze the factors which influence the viewers in their purchase behavior and intention
- To give suggestions for improvement

Research Methodology

This is an analytical study conducted with the help of a structured questionnaire with a sample size of 100 respondents through convenient sampling in and around Chennai. Secondary data was collected with the help of magazines, journals and analyzed using percentage analysis, Weighted average method, ANOVA and factor analysis.

Table No 1 Demographic Profile and YouTube usage of respondents

Demographic profile	Dominant Group	Percentage
Gender	Female	90%
Occupation	Students	57%
Age	18-22	59%
Qualification	Graduate	46%
Family Income(InRs.)	Above 35000	49%
Hours spend	Less than 2 hours	87%
Years of usage	Above 3 years	68%
Skip/Watch ads	Skip ad	90%

Source: Primary data(Questionnaire)

ANOVA is done to analyse whether there is any significant difference between income and number of hours spend in YouTube

Hypothesis

Ho : there is no significant difference between mean score of income and the number of hours spend to watch YouTube

H1: there is a significant difference between mean score of income and the number of hours spend to watch YouTube

Table No -2 ANOVA(Relationship between income and number of hours spend on YouTube)

Income	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.611	2	1.806	1.037	.358
Within Groups	181.061	104	1.741		
Total	184.673	106			

Since P value 0.358 more than 0.05 the null hypothesis is accepted at 5% level of significant. Hence it is concluded that there is no significant difference between the mean score of income and the number of hours spent to watch YouTube.

Table No 3 Weighted Average Method(Viewers Perception towards YouTube Advertisement)

	5	4	3	2	1	W _x	W _x /x	RANK
YouTube advertisement seems to interrupt the interest while watching video	31	36	25	4	4	386	25.73	1
YouTube ads create awareness about product/service	14	52	27	4	3	370	24.66	3
YouTube Advertisement gives me adequate information about product/service	17	36	37	6	4	356	23.73	5
Users often buy unnecessary item because of advertising.	24	37	29	6	4	371	24.73	2
YouTube ads gives me brand information.	20	36	34	5	5	361	24.06	4

Weighted average method was used to analyse the viewers perception towards YouTube advertisement. Viewers find an interruption when an ad is placed while watching videos and ranked as 1. Viewers felt that they bought unnecessary item due to advertisement and hence ranked as 2. Advertisements create an awareness about new product or service and ranked as 3. Ads give information about the brand and hence ranked as 4. The viewers perceive that no adequate information about product /service is provided and ranked as 5.

Factor Analysis

Factor analysis were used to analyze the factors that enhances the effectiveness of YouTube Advertisement among viewers. Cronbach Alpha Value was 0.905. KMO measure of sampling adequacy was 0.858 and Bartlett's test showed significance level of 0.000. Therefore factor analysis could be applied to 14 variables measuring the effectiveness of YouTube advertisement among viewers. It was observed that all measures of sampling adequacy being more than 0.05, all variables could be subjected to factor analysis. The total variance explained was 66.333

Table no 4(Viewers Perspective of YouTube Advertisement effectiveness)

Factor	Variable	Loadings
Content related factor	If a celebrity places an ad may influences you	.828
	I will make a purchase decision when presented by celebrity	.775
	If i can understand the ads can force me to watch the ads	.725
	If the ads is placed in more watched and liked videos	.724
	Emotional video ads	.679

	influences you to watch the video	
Influencing factor	If you feel the video is worth watching you will watch	.808
	When the ads are innovative and creative ,makes me to watch the ads without skipping	.760
	Makes you feel that ads placed is interesting and informative	.660
	Quality of the ads also likely to influence me	.619
	If the information regards the ad is trustful	.567
Pessimistic factor	I get irritated while an ads is placed in videos	.890
	I feel annoyed when ads create unwanted interruption	.863
	Advertisement length determines you to view the ads	.539
	Suggestions and Recommendations can influence you to view the ads	.468

Looking at Table no 4 ,we found that 3 component is extracted from 14 variables. Celebrity placed ads, Celebrity endorsement, Understandability, emotional content and frequency with a cumulative variance of 27.545 is clubbed together and the factor 1 is named as “Content related factor”. Faithful ads, Ad Quality, Communicative ad, Worth of ad and innovative ads with a cumulative variance of 22.514 is converged to factor 2 and named as Influencing factor. Third factor is named as pessimistic factor with 4 variables including suggested ad, ad length, interruption and displeasure.

Major Findings

- If an ads is presented by a celebrity , viewers were interested in watching the ads instead of skipping the ads
- Celebrity endorsement is the major influencing factor that influences viewers purchase behavior.
- Weighted average method showed that viewers lose their interest in watching videos while an ads is placed in the videos.

Suggestion

- Advertisers can make the advertisement creative and interesting for enhancing the effectiveness of YouTube Advertisement

- Celebrity endorsement can be done for making the Viewers to watch the ads without skipping the ads
- Mid roll advertisements can be increased and Unskippable ads can be avoided
- Most watched videos can be chosen for placing the ads.

Conclusion

This study focused on investigating the effectiveness of You Tube advertisement among Viewers. It is concluded that ads by celebrity had a positive impact on viewers watching pattern and viewers behavior. Celebrity placed ads is welcomed by viewers and influence their purchase decision.

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