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A study on viewer's behaviour towards skippable you tube advertisement

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Abstract--Social media have become an important platform for companies to connect with their target audience and make an impression. With the rise of digital platforms, effectiveness of advertisements has become an important area of study for marketers to determine the most efficient and appropriate medium of communication to place their advertisements. At first, advertising techniques were created for traditional media and explained by fundamental marketing theories. Due to the rapid growth of technologies, chronic advertising channels are switching broadcast direction to the Internet. Nowadays, significant advertising flow is held by social media, where YouTube keeps one of the highest positions. YouTube is the top website preferred for searching video content and watching videos on various topic. YouTube.com is penetrated heavily in our day to day lives. Despite of the age group, profession, religion or country we all are heavy consumers of YouTube content. Which made YouTube.com one of the best platforms to advertise different products and services. YouTube have various advertising formats and placements, one of the most highly used advertisements placement is Ins-stream videos ads. Instream video advertisements are the ads played at the initial part of the video.

Keywords--YouTube, Live, Advertisement, Monetization, social media, Revenue generation.

Introduction

YouTube introduced skippable ads which means the viewer of the ad can skip the advertisement after 5secs by clicking the skip ad button and the lower right corner of the video. Introduction of skipping ad made the advertising effectively on the YouTube more challenging as now the advertisers have only about 5 secs at the initial stage of the advertisement to grab the attention of the viewer so that he/she will continue to watch the advertisement and won't skip the ad. Hence because of which studying the behaviour of viewers of YouTube have become very crucial and understanding their behaviour towards the skippable have become equally important to frame the advertising strategy and content right.

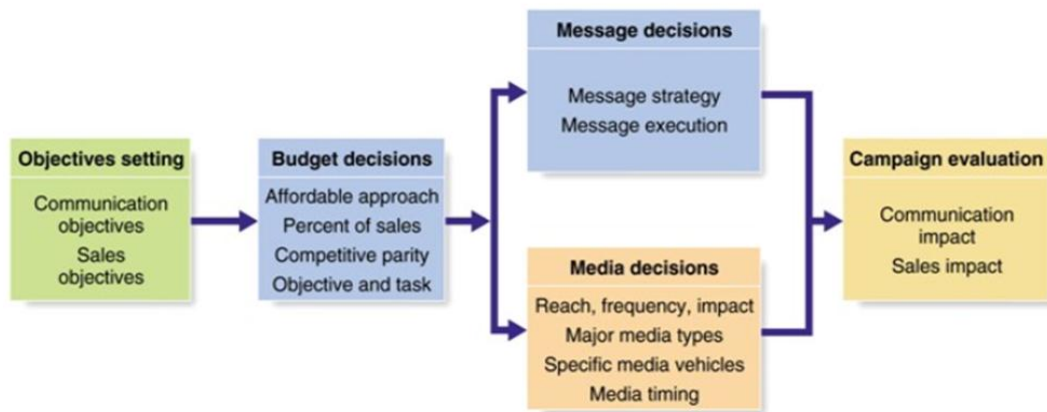
This research help to understand the different types of YouTube advertisements available. Studying the In-Stream advertisements in detail. The sole purpose of this research is to study the viewer behavior and the pattern towards the skippable ads through a well-defined survey which will help the researcher to suggest few strategies to the advertisers which can reduce the skip rate on their advertisements and maximize effectiveness of the advertisement. In this research paper the researcher also studies the characteristic so few successful YouTube advertisements of various brand which had low skip rate due to their creative strategies. Which helps us to find the common characteristics of these successful advertisements if there are. And to use in other advertisement to achieve high degree of effectiveness.

Literature Review

Advertisement objectives

Good advertising depends on which side of the fence you are standing. The advertiser's definition is cost-effective, stimulating and positive communication of brand's virtues (Nigel M. & Annette P. 2001, 24) Ask twenty -five people what advertising is, and you will probably get twenty -five different answers. Even advertising professionals differ in their definitions. (Jeanette S. 1994, 2). The marketing process begins, continues and ends with customers. As a first step, marketers need to understand customers' needs and wants and the marketplace, within which they operate. (Armstrong, G & Kotler, P 2005, 7). Understanding of what to suggest to whom is one step of success but it is important to know not only what, why and how of advertising but when and where to advertise and to who(m) to direct the ad message. And that is not all of it.

You should be wholly familiar with exactly what are the present and would-be customers 'motivations- what makes them want or need the product or service. (Jeanette S. 1994, 1). Although advertising is used mostly by business firms, a wide range of non-profit organizations to promote their causes to various target public (Kotler P. & Armstrong, G 2008, 426). Advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be classified by primary purpose - whether the aim is to inform, persuade or remind. (Kotler P. & Armstrong, G 2008, 426). As you can see in the table below:



Project details

To study the different types of YouTube advertisements, specifically skippable YouTube advertisements. To understand the consumer/viewer behaviors towards the skipping of advertisements. To learn the characteristics the successful advertisements, have in common. And to have a holistic view on the pattern and behavior of the ad viewers towards skippable advertisements. This chapter consist of the following sections:

- 1) Objectives
- 2) Hypothesis
- 3) Limitations
- 4) Methodology
- 5) Sources of data
- 6) Data collection instrument
- 7) Sample Design

Objectives

- To learn about the ad skipping behaviour of the viewer.
- What characteristics the successful advertisements which are not skipped have in common.
- Determine what, if anything, advertisers can do to maximize the impact of their skippable advertisements

Hypothesis

Hypothesis 1:

H0 = The viewers skip the advertisement because they have cultivated a habit of skipping.

H1 = The views do not skip the advertisement because of their habit of skipping.

Hypothesis 2:

H0 = The frequency of skipping the ad of the viewer is same at every location. (Home, Travelling and Office)

H1 = The frequency of skipping the ad by the viewer is different at different locations. (Home, Travelling and Office)

Limitations

Any study based on survey through questionnaire suffers from the basic limitation of possibility of difference between what is recorded and what is the truth, no matter how carefully the questionnaire has been designed. This is because respondents may not deliberately report their true perceptions and even if they want to do so, there are bound to be differences owing to problems in filters of communication process. The error has been tried to be minimized by conducting interviews personally, yet there is no way of obviating the possibility of error creeping in. In addition to this:

- Time Constraints.
- Limited number of Survey Respondents
- Area limited to Mumbai.

Methodology

Descriptive Research Methodology

Descriptive research is “aimed at casting light on current issues or problems through a process of data collection that enables them to describe the situation more completely than was possible without employing this method.”

Sources of data

Primary Data:

To meet the objectives of the study, primary data was collected through a predesigned, structured questionnaire. Various studies were reviewed to have a thorough understanding about various parameters to be included in questionnaire and accordingly a self-administered and structured questionnaire (as given in the Appendix) was designed to collect information from the respondents.

Secondary Data:

Secondary data was collected through articles and studies available on internet and references book.

Data collection instrument

Questionnaire:

A thorough questionnaire was made with close ended questions as well as open ended questions.

Sample design

The research was carried out in various phases that constituted an approach of working from whole to part. For the study a sample of 125 persons was chosen from Mumbai. The sample was judgmental, and methodology was convenient random sampling.

Sample Size	125
Sampling Technique	Convenient sampling
Locations:	Mumbai

TABLE No.1**TABLE SHOWING AGE GROUP OF THE SAMPLE**

AGE GROUP	NO. OF RESPONSES	PERCENT
16 YEARS TO 20 YEARS	25	20%
21 YEARS TO 35 YEARS	25	20%
36 YEARS TO 46 YEARS (MALE)	25	20%
36 YEARS TO 46 YEARS (FEMALE)	25	20%
45 YEARS AND ABOVE	25	20%
TOTAL	125	100%

Analysis

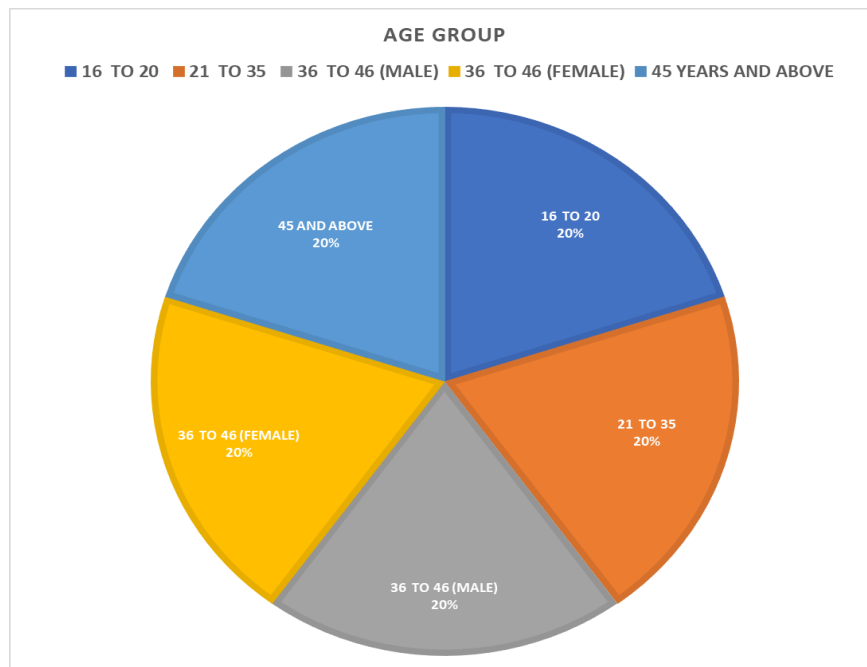
The above table shows that 25 respondents are in 16 years to 20 years bracket, 25 respondents are in 21 years to 35 years bracket, 25 each respondent in 36 years to 46 years Male and Female, and 25 are above 45 years of age.

Interpretation

By analysing the age group brackets we can name 16 years to 20 years age bracket as Teenagers (School or College going individuals). 21 years to 35 years age bracket can be named as the MBAs or Post graduates and Working individuals. 36 years to 46 years bracket can named as hard-core Working Professionals or Business owners. And 45 years above bracket can be named as the senior citizens. From the above table we can say that the sample is equally distributed in all the age brackets.

TABLE No.2**TABLE SHOWING USE OF YOUTUBE FOR WATCHING VIDEO**

USAGE	NO. OF RESPONSES	PERCENTAGE
YES	125	100%
NO	0	0%
TOTAL	120	100%



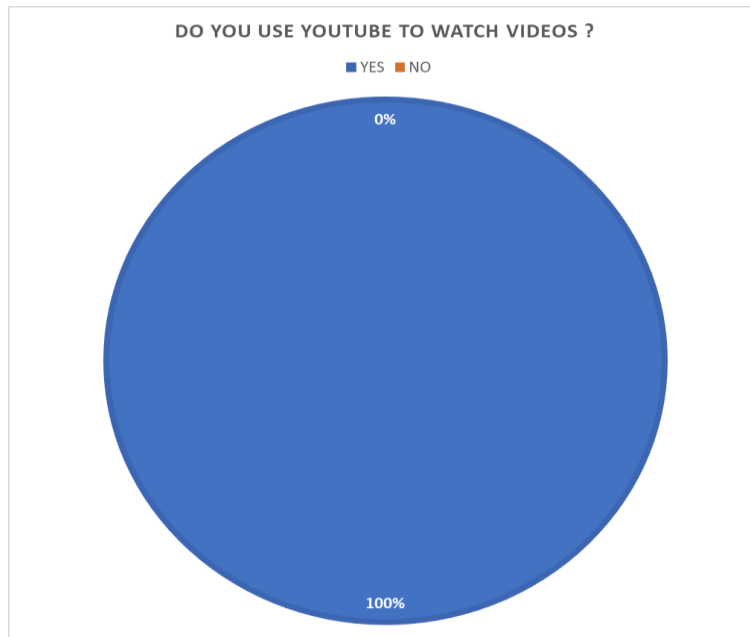
Graph no.1 Showing age group of the sample

Analysis

The above table shows that the all the 125 respondents answered yes when they were asked do they use YouTube for watching videos

Interpretation

From the above analysis we can say that the penetration of YouTube.com for watching online videos from various categories is high irrespective of the age groups. All the respondents are users of YouTube for watching videos.



Graph no.2 Showing use of youtube for watching video

Table 3

Table showing the no. of respondents who encountered ads while watching videos on youtube

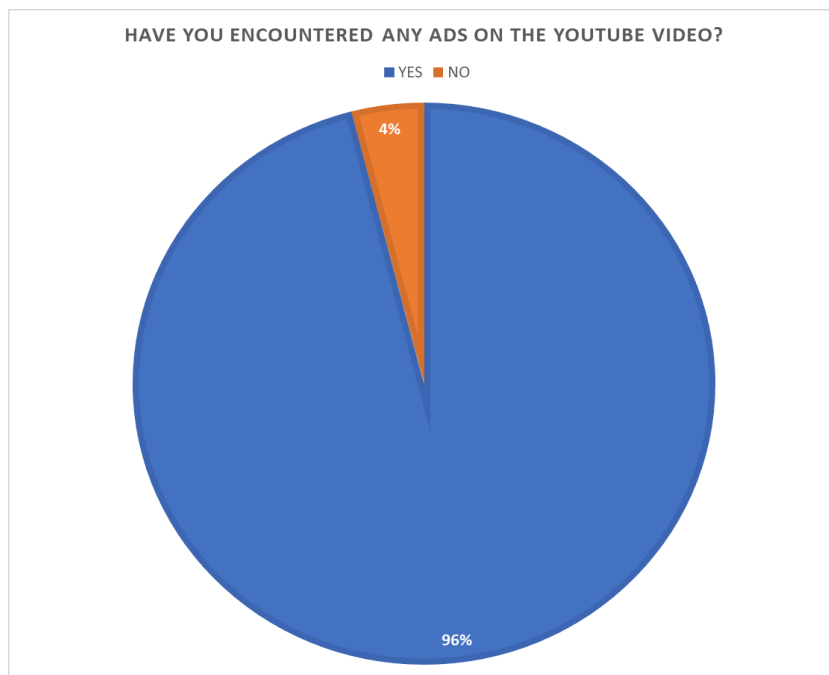
ENCOUNTER OF ADS	NO. OF RESPONSES	PERCENTAGE
YES	120	96%
NO	5	4%
TOTAL	125	100%

Analysis

The above table show that about 96% of the respondents from the sample encountered advertisements of various types while browsing and watching videos on YouTube.com. And only about 4% of the respondents from the sample did not encounter any sort of advertisements while watching videos on YouTube

Interpretation

From the above analysis we can observe that majority that is 96% of the sample encountered advertisements. Hence advertisements on the YouTube.com are inevitable. But only 4% replied that they did not encounter any advertisements while watching videos, which can be due to the ambiguity whether it was an advertisement or then video played, because according to YouTube strategy there are hardly any channels you don't have advertisements on their videos



Graph No.3. Showing the no. of respondents who encountered ads while watching videos on youtube

TABLE No.4

TABLE SHOWING THE RELEVANCE OF ADVERTISEMENT ON YOUTUBE VIDEOS

RELEVANCE OF ADS	NO. OF RESPONSES	PERCENTAGE
YES	31	24.8%
NO	38	30.4%
MAYBE	56	44.8%
TOTAL	125	100%

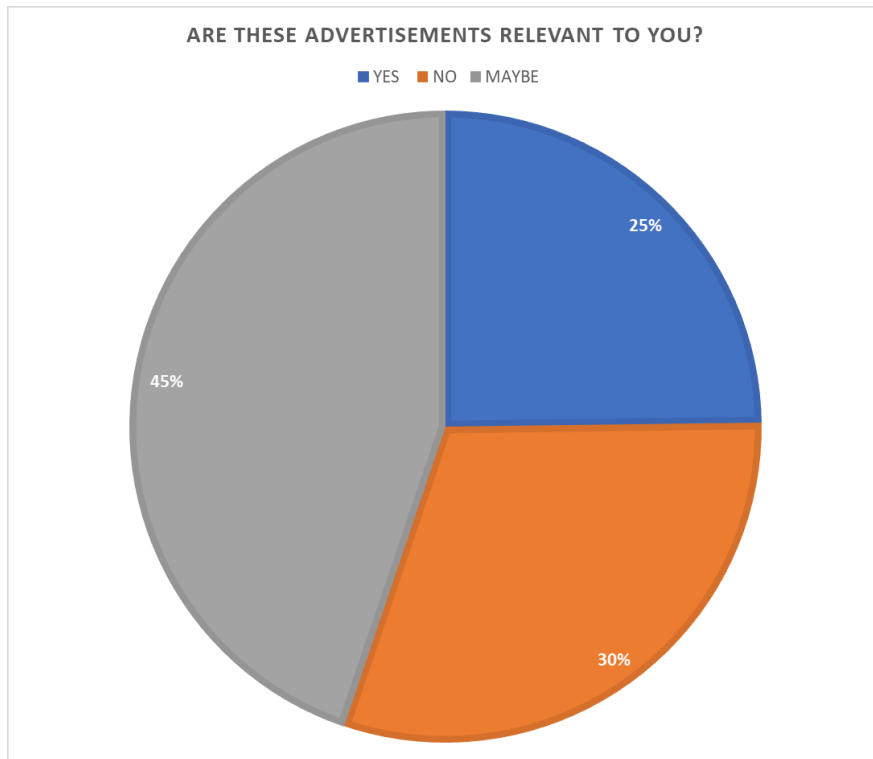
Analysis

The above shows that only about 24.8% of the sample said the instream ads shown at the initial part of the video are relevant to them, 30.4% replied that these advertisements are irrelevant to them and 44.8% that's 56 respondents from 125 respondents answered "Maybe" towards the relevance of the YouTube advertisements show to them.

Interpretation

From the above analysis we can interpret that majority of the respondents are either confused or are very sure that the advertisements are not relevant to them.

Which questions the advertising strategy used by YouTube or the algorithm used to place advertisement on the YouTube videos. Because only 24% of the samples agree that the advertisements are relevant to them.



Graph no.4. Showing the relevance of advertisment on youtube videos

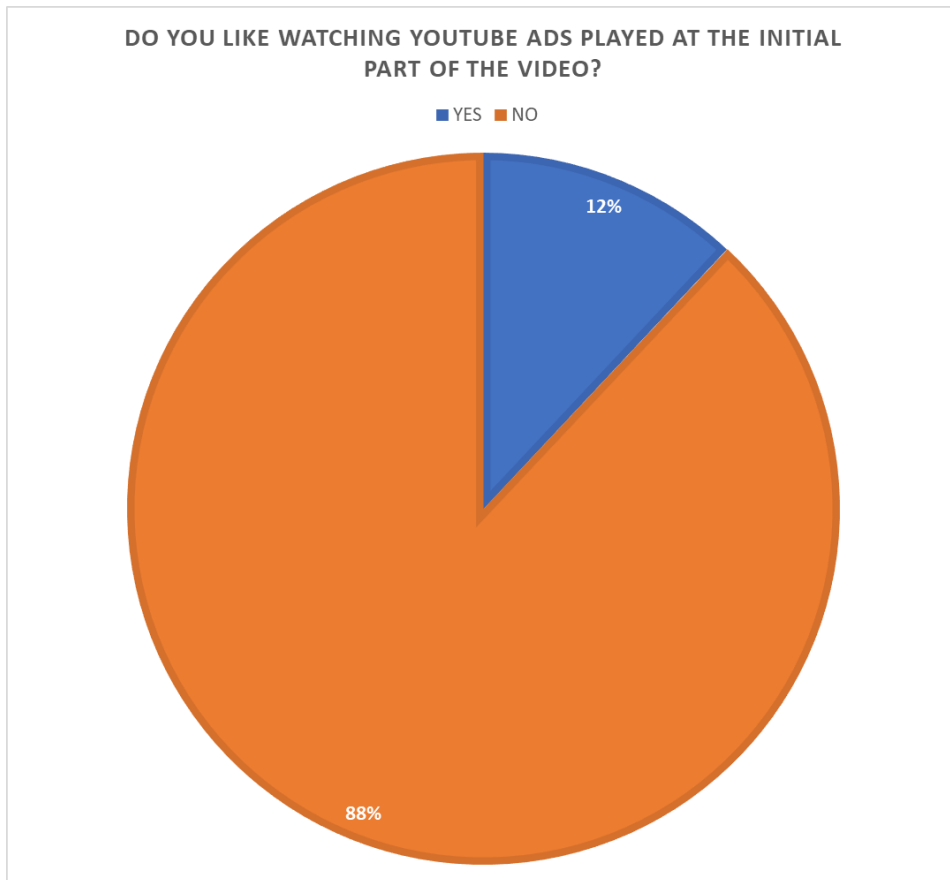
LIKNESS TOWARDS THE ADS	NO. OF RESPONSES	PERCENTAGE
YES	15	12%
NO	110	88%
TOTAL	125	100%

Analysis:

The above table shows the likability of the advertisements to be placed at the initial part of YouTube videos. But only 12% says "yes" they like advertisements placed at the starting of the video. But 88% of the respondents do not prefer or do not like advertisements to be placed at the start of YouTube videos.

Interpretation:

From the above analysis we can clearly state that majority of the people don't like advertisements paced at the starting of the videos, because of which people are resistance towards the ads and which makes it more challenging for an advertiser to make an effective advertising plan. Hence the advertisers really need to make ads catching and attention seeking.



Graph no.5. Showing whether the viewer like watching ads at the initial part of video

Table no.6
Showing whether the viewer skip the ads

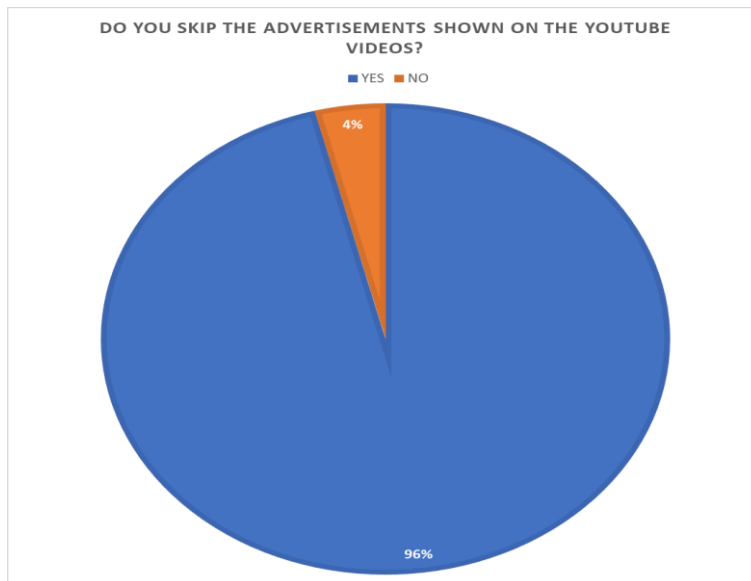
SKIP RATE	NO. OF RESPONSES	PERCENTAGE
YES	120	96%
NO	5	4%
TOTAL	125	100%

Analysis:

The above shows whether the viewers skip the YouTube advertisements or not. 96% of the sample skips the advertisements played at the starting of the YouTube videos. And only 4% watches the complete ad played at the starting.

Interpretation:

From the above analysis we can state that majority of the viewers that is about 96% of the viewers skip the advertisements and doesn't bother to watch the whole ad. Which creates a challenge to the advertiser to grab the attention of the viewers within 3secs to 5 secs of the ad because after which the view can skip the ad.



Graph no.6. Showing whether the viewer skip the ads

Table no.7
Showing the location at which the skip the ads most

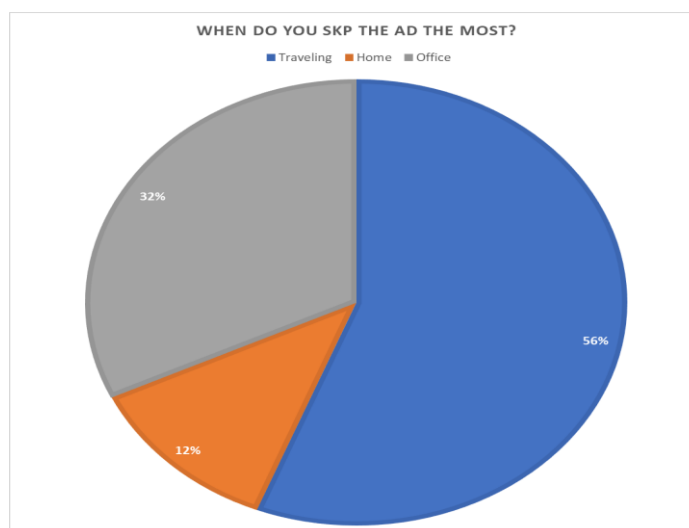
LOCATION OF SKIPPING	NO. OF RESPONSES	PERCENTAGE
TRAVELING	70	56%
HOME	15	12%
OFFICE	40	32%
TOTAL	125	100%

Analysis:

The above table shows when does the viewer skip the advertisements the most. 56% of the sample said that they skip the advertisements the most when they are travelling (train, bus, cab, car etc.). About 32% of the sample responded that they skip the advertisements the most when they are in office. And a very less amount of sample which is about 12% said they skip the advertisements the most when they are at home.

Interpretation:

From the above analysis we observed that the skip rate or the as skipping behavior differs from location to location (home, office, travelling) which can help the advertisers to strategize the advertisements according to the location of the consumer is accessible. Eventually it will help to boost effectiveness of the advertisement by lowering the skip rate.



Graph no.7 Showing the location at which the skip the ads most

Table no.8
Showing the reasons for skipping the ad on youtube

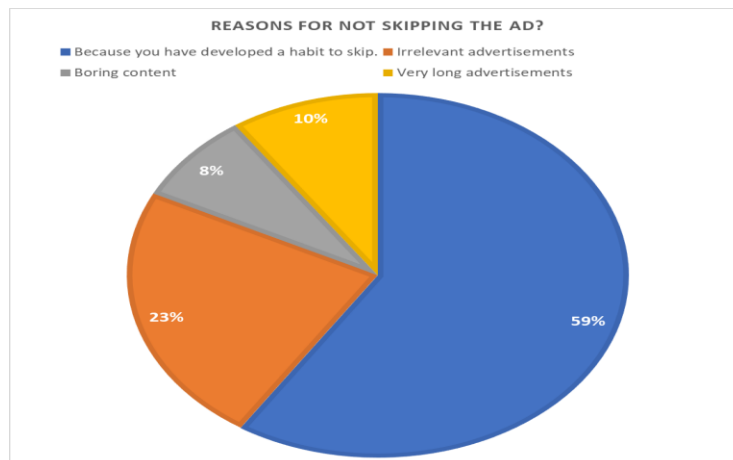
REASONS FOR SKIPPING THE AD	NO. OF RESPONSES	PERCENTAGE
Because you have developed a habit to skip.	74	59%
Irrelevant advertisements	29	23%
Boring content	10	8%
Very long advertisements	12	10%
TOTAL	125	100%

Analysis:

The above table shows the reasons because of which the viewers skip the advertisements. 37.6% says that the skip the ad because they have developed a habit to skip the ad whenever they watch a video. 23.2% said that the advertisements are not relevant because of which the skip the advertisements. 22.4% said the content or the advertisement is boring to watch which turns them off to skip the ad. 16.8% said that the ad was too long to wait and watch hence they skip the ad.

Interpretation:

Above analysis states that from the other 3 reasons main reason for skipping the advertisement is the have cultivated a habit to skip the video whenever whatever they are watching, hence breaking this habit really needs a good lucrative advertisement. The other two reasons which had almost equal weightage are irrelevant ads and boring ads which clears help the advertisers to make ad more interesting and helps YouTube to correct their algorithm for the ad placement.



Graph no.8 showing the reasons for skipping the ad on youtube

Table no.9
Showing the reasons for not skipping the ad on youtube

REASONS FOR NOT SKIPPING THE AD	NO. OF RESPONSES	PERCENTAGE
Advertisement has curious starting	25	20%
I like the brand of which the ad is playing	27	21.6%
The ad was short enough to wait	33	26.4%
I didn't know, I could skip the ad.	10	8%
The advertisement was relevant	30	24%
TOTAL	125	100%

Analysis:

The above table shows the reasons for not skipping the advertisements. About 26.4% of the sample said that the ad was short enough to wait and watch completely. 21.6% of the sample said they liked the brand of which the advertisement was playing. 24% said the ads were relevant, 20% said the ad had a curious start and about 8% responded that they were unaware of the skip button.

Interpretation:

Above analysis helps us to understand the different reason why viewers have not skipped certain advertisements the behavior of the viewers of ad skipping can be clearly understand by this analysis. Advertisers need to make ads with curios starting and length of the advertisement should not be too long which drives off the customer to wait for the whole ad and at the very first place the advertisements should be relevant also.

Findings

HYPOTHESIS 1:

H0 = The viewers skip the advertisement because they have cultivated a habit of skipping.

H1 = The views do not skip the advertisement because of their habit of skipping

We accept the Null Hypothesis that "The viewers skip the advertisements because they have cultivated a habit to skip."

HYPOTHESIS 2:

H0 = The frequency of skipping the ad of the viewer is same at every location. (Home, Travelling and Office)

H1 = The frequency of skipping the ad by the viewer is different at different locations. (Home, Travelling and Office)

We accept the Alternate Hypothesis that "The frequency of skipping the ads by the viewer is different at different locations"

Objective 1:

To learn about the ad skipping behavior of the viewer.

Findings:

- 1) 100% of the sample uses YouTube as a platform to surf and watch videos.
- 2) 96% of the respondents from the sample encountered advertisements of various types while browsing and watching videos on YouTube.com. And 4% of the respondents did not encounter any sort of advertisements while watching videos on YouTube.
- 3) 24.8% of the sample said the instream ads shown at the initial part of the video are relevant to them, 30.4% replied that these advertisements are irrelevant to them and 44.8% that's 56 respondents from 125 respondents answered "Maybe" towards the relevance of the YouTube advertisements show to them.
- 4) 12% says "yes" they like advertisements placed at the starting of the video. But 88% of the respondents do not prefer or do not like advertisements to be placed at the start of YouTube videos.
- 5) 96% of the sample skips the advertisements played at the starting of the YouTube videos. And only 4% watches the complete ad played at the starting.
- 6) 56% of the sample said that they skip the advertisements the most when they are travelling (train, bus, cab, car etc.). About 32% of the sample responded that they skip the advertisements the most when they are in office. And a very less amount of sample which is about 12% said they skip the advertisements the most when they are at home.

Objective 2:

What characteristics the successful advertisements which are not skipped have in common.

Findings:

Following are the common characteristics most of the successful YouTube skippable videos have in common.

1. Story Line 2. Humanizing 3. Humorous 4. Creativity

Most of the successful advertisements which had less skip rate on YouTube skippable advertisements uses humour in their advertisements so that the consumers enjoy the ads and are hooked on to the ad. Though the advertisers just get 5 secs to communicate their message so effectively that the viewer either continue the ad or at least has a brand recall when he/she watches some other ad of the same brand. Some of the well-known brands like Ford, Volkswagen, Audi and Horlicks through creativity communicated the message they wanted to convey in just 5 seconds, so that the consumers got the message clearly ad the ad got over before the skip button becomes active.

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