

**A STUDY ON EFFECTIVENESS OF YOUTUBE AS AN
ADVERTISING PLATFORM**

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BY

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CERTIFICATE

This is to certify that the project report entitled “**A STUDY ON EFFECTIVENESS OF YOUTUBE AS AN ADVERTISING PLATFORM**” submitted in partial fulfilment of requirements for the completion of the degree **BACHELOR OF COMMERCE (HONOURS)** is the bonafide record of the independent work carried out by **Ms. JAYATHI.R** under my guidance and supervision.

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DECLARATION

I hereby declare that this project work entitled “**A STUDY ON EFFECTIVENESS OF YOUTUBE AS AN ADVERTISING PLATFORM.**” submitted in partial fulfilment of requirements for the completion of degree **BACHELOR OF COMMERCE (HONOURS)**, University of Madras is a record of original project work done by me.

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CHAPTER-I

INTRODUCTION

INTRODUCTION

1.1 MARKETING:

Marketing refers to the activities of a business related to buying and selling a product or service. It involves finding out what consumers want and determining whether it is possible to produce it at the right price. The company then makes and sells it. At the core of marketing is an understanding of what customers need and value. A company's long-term success depends on learning what its customers' needs are. It then finds ways to add value through different approaches.

1.2 DEFINITION:

According to the **American Marketing Association (AMA)** Board of Directors, "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Dr. Philip Kotler defines marketing as "the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services."

1.3 MARKETING MIX:

The combination of all the activities conducted to satisfy the needs of a target market is called marketing mix. It focuses on how to satisfy the needs and wants of the customers so marketing mix is a dynamic concept. It is the mixture of the essential ingredients of marketing in order to push up. There are several components of the marketing mix and they are product, price, place, promotion.

1.4 ELEMENTS OF MARKETING MIX:

The elements of marketing mix have been classified under four heads—product, price, place and promotion. That is why marketing mix is said to be a combination of four P's. Decisions relating to the product include product designing, packaging and labelling, and varieties of the product. Decision on price is very important because sales depend to a large extent on product pricing.

1.4.1 Product: represents an item or service designed to satisfy customer needs and wants. To effectively market a product or service, it's important to identify what differentiates it from competing products or services. It is also important to determine if other products or services can be marketed in conjunction with it.

1.4.2 Price: refers to the money which a buyer pays for a product is called as price of the product. The price of a product is indirectly proportional to its availability in the market. Lesser its availability, more would be its price and vice versa.

1.4.3 Place: refers to the location where the products are available and can be sold or purchased. Buyers can purchase products either from physical markets or from virtual markets. In a physical market, buyers and sellers can physically meet and interact with each other whereas in a virtual market buyers and sellers meet through internet.

1.4.4 Promotion: Promotion is the process of marketing communication involving information, persuasion and influence. Promotion has three specific purposes. It communicates marketing information to consumers, users and resellers. It is not enough to communicate ideas. Promotion persuades and convinces the buyer and enters into this consumer behavior.

Promotion refers to the range of methods used by an organization in order to communicate with its customers, both actual and potential, and includes advertising, publicity, personal selling and sales promotion. The effective marketer recognizes that each of the four elements of promotion—advertising, publicity and public relations, personal selling, and sales promotion—has certain strengths.

1.5 ADVERTISEMENT:

Advertisement (ad) is an efficient and effective technique to promote goods, services, and ideas. It is a paid form of non-personal communication wherein business information is made available for potential customers.

Advertisement promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is – it carries factual information with fascinating emotional appeal. Hence, without a proper advertisement no business can prosper.

1.6 OBJECTIVES OF ADVERTISEMENTS:

The fundamental idea behind advertisement is to increase the business by selling goods/services. Besides, there are many other objectives of advertisement, significant of them are –

- To promote newly launched products among the potential customers.
- To promote personal selling program.
- To create awareness among maximum people about your business in a short period of time.
- To enter national or even international market and motivate new group of customers.
- To enhance the goodwill and build credibility among the customers by promising to provide better quality of products and services

1.7 TYPES OF ADVERTISING:

1.7.1 Newspaper: Newspaper advertising can promote business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.

1.7.2 Magazine: Advertising in a specialist magazine can reach target market quickly and easily. Readers tend to read magazines at their leisure and keep them for longer, giving advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality).

1.7.3 Radio: Advertising on the radio is a great way to reach target audience. If target market listens to a particular station, then regular advertising can attract new customers.

1.7.4 Television: Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy.

1.7.5 Directories: Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have often already made up their mind to buy - they just need to decide who to buy from.

1.7.6 Outdoor and transit: There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles.

1.7.7 Direct mail catalogues and leaflets: Direct mail means writing to customers directly. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. Catalogues, brochures and leaflets can also be distributed to your target area. Including

a brochure with your direct mail is a great way to give an interested customer more information about your products and services.

1.7.8 Online: Being on the internet can be a cost-effective way to attract new customers. They can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from

1.8 ADVANTAGES OF ADVERTISING:

There are a number of reasons marketers are attracted to advertising as a method for promoting their products. These advantages include:

1.8.1 Quickly Reach a Large Audience – Advertising not only has the potential to reach a sizeable audience, it can do so in a very short period of time (e.g., TV ad watched by millions of potential customers)

1.8.2 Helps in Gaining Product Distribution – For consumer goods marketers, the inclusion of advertising within a marketing plan may be a convincing factor in gaining the support of resellers (e.g., wholesalers, retailers).

1.8.3 Provides Effective Targeting and Tracking – Newer approaches to advertising offer marketers highly effective methods for targeting customers and also tracking their response.

1.8.4 May Reach Customers at Different Times – With the rise of social media and video sharing sites (e.g., YouTube), advertisements are not restricted to being delivered through a single media outlet (e.g., TV ad only) or only at a specific time (e.g., single showing of ad during a television program). This is because customers can still be exposed to an ad even though it is not in the media outlet where it was originally presented.

1.8.5 Effective When Addressing Certain Issues – Advertising is often the best promotional method for responding to serious or sensitive issues, such as addressing a major catastrophe.

1.9 DISADVANTAGES OF ADVERTISING:

While advertising is often hailed as the best way to promote a product, it does come with several negative issues. These disadvantages include:

1.9.1 Can Be Highly Expensive – Some forms of advertising are extremely expensive to create and distribute; consequently, these may not be a viable option for many businesses, especially smaller marketers.

1.9.2 Number of Exposures Needed to Reach Customers is Increasing –

Due to the large number of advertisements customers experience every day, the number of exposures to an advertiser's message (i.e., see or hear an ad) that are needed before the message is fully comprehended by the target market appears to be increasing.

1.9.3 Often Requires Hiring Creative People – To be effective with advertising often requires creative skills that may not be the forte of many smaller marketers, thus requiring they spend money hiring or outsourcing the creative process if they want to produce effective advertisements.

1.9.4 Increase in Customer Avoidance to Ads – Because of the constant onslaught of advertising across numerous outlets, many customers have taken a negative view and intentionally try to avoid exposure to ads (e.g., use a digital video recorder to skip ads).

1.9.5 Potential Environmental Issues – Some forms of advertising have raised environmental concerns (e.g., ads on car windshields become loose increasing trash found in public spaces).

1.9.6 Increase in People Sharing Dislike of Ads – People exposed to ads they dislike are more likely to share their displeasure with a larger group (e.g., on social media).

1.10 SOCIAL MEDIA ADVERTISING:

Social media advertising, or social media targeting, are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform. In many instances, when target market aligns with the user demographics of a social platform, social advertising can provide huge increases in conversions and sales with lower cost of acquisition.

1.11 TYPES OF SOCIAL MEDIA PLATFORMS TO SERVE ADS:

1.11.1 Social ads on Facebook: Facebook is the world's largest social media platform, with one of the largest user bases (especially when you add in WhatsApp, Instagram, and Messenger.) Their advertising platform is solid and reliable. Aside from having an enormous potential audience, it has the advantage of being extremely visual and offering multiple and detailed segmentation options, from demographics to lookalike audiences.

1.11.2 Social ads on Instagram: As an extremely visual social media, users are inclined to consume a large quantity and variety of posts. To take maximum advantage of Instagram's potential, find examples of Instagram advertising that you would like to emulate and focus on optimizing your images and videos.

1.11.3 Social ads on Twitter: This little blue bird network also offers very interesting social ads options, letting advertisers create campaigns adapted

to various different objectives (conversion, leads, app installs, etc.) and increase their potential audience with Twitter Audience Platform. If you want to make the most of it, combine it with an artificial intelligence tool!

1.11.4 Social ads on YouTube: Video marketing on YouTube is the closest form to traditional advertising that exists. Make the most of its potential to tell audience stories they will connect with. 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.

1.11.5 Social ads on TikTok: TikTok is one of the newest social media platforms, but don't underestimate its potential, especially with younger audiences. TikTok advertising is a new and exciting option in the world of social ads, and it's safe to say the ads will be just as creative as the content on their platform.

1.11.6 Social ads on Pinterest: Pinterest brings a largely female audience to social media and is an absolute hotspot for topics such as weddings, cooking or fashion, making it very useful for advertisers in this niche.

1.11.7 Social ads on LinkedIn: This social media platform with a large professional user base brings an advertising solution for those looking to reach out to a corporate audience, with B2B marketing.

1.12 YOUTUBE ADVERTISING:

YouTube advertising is a pay-for-placement system that allows brands to reach YouTube's more than one billion users through targeted advertisements. These ads (videos, banners, or text) can be shown before the requested video plays, as an overlay while a video plays, or in the right

margin of the page. YouTube advertising, done through Google Ads, is a way of advertising video content on YouTube or in search results so they can maximize the user reach. This ad video will be playing before a user views another's video or showing up in YouTube search results for people to watch in full.

YouTube has always been a source of entertaining content, but it's also staking its claim as an essential tool for marketers. In fact, nearly half of all marketers (48%) plan to add YouTube to their marketing strategy. One-third of total time online is spent watching videos, and YouTube has more than a billion active users. The platform is so extensive that it can be accessed in 76 different languages, accounting for 95% of the world's population. YouTube gives an opportunity to big and small businesses promote their videos to people who might be interested in them, also through YouTube Analytics is possible to get your target customers by demographics, topics or interests, etc. The System of payment works the same as Google AdWords Pay-Per Click: advertisers pay each time someone views their video. It is possible to choose where and which format your ad will appear.

YouTube statistics show as on 2017:

- YouTube users – 1,300,000,000.
- 300 hours of video are uploaded to YouTube every minute.
- Almost 5 billion videos are watched on YouTube every single day.
- 30 million visitors per day.

The additional magic of YouTube is its brand attributes: YouTube has built itself as the reference pioneer site for Internet video in many countries and is perceived by its users to be the most innovative site of its kind. Clearly, YouTube has enjoyed a very large network externality momentum. Coming out in mid - 2005, it already entered the list of the hundred- most-visited sites by early 2006, and became the fifth most popular site on the Web by July 2007.

1.13 TYPES OF YOUTUBE ADS:

There are six types of YouTube ads:

- TrueView ads
- Non-skippable instream ads
- Bumper instream ads
- Sponsored card ads
- Overlay ads
- Display ads

1.13.1 TrueView ads: TrueView ads give viewers the most control over the advertisements they see. Because of this, Google reports that eight out of ten viewers prefer TrueView to other in-stream video ad formats.

Advertisers only pay for TrueView ads when users watch for at least 30 seconds, watch an entire short video, or interact with an ad in some way, such as clicking on a call-to-action.

1.13.2 Non-skippable instream ads: Non-skippable in-stream ads are essentially the same as TrueView in-stream ads except viewers aren't able to skip them. Because viewers have less control over these ads, they're not considered 'TrueView. 'In fact, YouTube killed off the 30-second unskippable ad format last year. Today, non-skippable ads must be between 15 and 20 seconds.

1.13.3 Bumper instream ads: Bumper YouTube ads are the third type of YouTube video ad available to marketers. These non-skippable video ads

play before a viewer's chosen video and must be less than 6 seconds long. Many brands use them as part of a larger YouTube advertising campaign featuring other ad formats.

1.13.4 Sponsored card ads: Sponsored cards are a very unobtrusive form of YouTube advertising. A small 'i' symbol pops up in the upper right-hand corner of a video and when a viewer clicks on it, the card expands.

1.13.5 Overlay ads: Overlay ads are perhaps the simplest form of YouTube advertising. These are banner ads that appear along the bottom of videos.

1.13.6 Display ads: Display ads are another simple YouTube advertising format. These ads have been around for a while and appear in the right-hand sidebar above the suggested videos list.

1.14 YOUTUBE MARKETING STRATEGY:

With YouTube being touted as the world's second largest search engine, it is a valuable opportunity for marketers to get their brands and organizations discovered and to connect via video. Your YouTube Marketing Strategy should include:

1. Audience Research
2. Creative Content
3. Partnerships
4. Links Back to Website
5. Calls-to-Act
6. Consistency

1.15 FACTORS THAT INFLUENCE THE ADVERTISING VALUE:

If marketers are able to create video ads with effective factors, then video online advertising will be a great tool for marketers to combine traditional media with the interactivity of the internet so that it is more attractive for consumers with millennial preferring to consume video ads rather than

avoiding them. After knowing these factors, it is important for marketers to ensure whether the factors designed to influence purchase intention are assessed as a sign of online marketing success. Video ads that are the choice of marketers in advertising their products / services show that the format is considered as an effective method of influencing purchase intention from YouTube consumers. However, the pre –test that researchers conducted showed that in terms of purchase intention, 33.3% of respondents were not affected at all by the video ads they watched on YouTube, while 60% said they were rarely affected. Therefore, factors that will be designed must also be able to influence consumer buying interest in order to fulfill the advertising goals themselves.

1.15.1 Advertising Value:

Some of the studies suggest that video advertising has a significant effect on purchase intention, and consumer decision process. Advertising value can be viewed representation of the value of the ads itself.

1.15.2 Entertainment:

Entertainment in advertising indicates the likelihood of happy and satisfaction that consumers are feeling in the advertising exposure. The advertising environment on social media that provides entertainment value favoured by consumers can win more consumer needs.

1.15.3 Informativeness:

Informativeness can be defined as the level at which users get good and useful information.

1.15.4 Credibility:

Credibility refers to consumer trust in content from advertising. Credibility also indicates how useful and reliable an advertisement is. Several studies have hypothesized that there is a relationship between emotional appeal and creativity that can affect consumer attitudes. Each sub-chapter will explain

further about the principle of emotional appeal, and creativity in advertising on social media that relates to the topics that researchers take.

1.15.5 Emotional Appeal:

Emotional appeal is a persuasive method designed to create an emotional response to a message using emotional content (horror films, sad stories, thrilling music, etc.). Emotional appeal is predicted to influence consumers who have the motivation or ability to process messages in a small cognitive effectively. Emotions that a person has can be positive such as pleasure and love, as well as negatives such as fear, anger, and sadness.

1.15.6 Creativity:

Creativity shows how far an advertisement is original and unpredictable by consumers. Creative messages attract more attention and influence positive attitudes towards the products offered. In addition, also states that corporate investment in highly creative advertising results in twice the sales of non-creative ones. In their study, found that creative advertising increases consumer motivation to process these advertisements, thereby increasing consumers' positive attitudes towards advertising and brands. Therefore, concluded that creativity greatly influences the effectiveness of an advertisement.

1.16 BENEFITS OF YOUTUBE ADVERTISING:

1.16.1 Reach:

As YouTube has over one billion users on the platform and over one billion unique visits each month, YouTube advertising has the potential to reach a large percentage of the population when they are highly engaged.

1.16.2 Targeting:

YouTube, as part of the Google Empire, has a wealth of knowledge that only Facebook can rival. This knowledge of preferences and interests can help target the right people with YouTube advertising. Be careful not to over optimize targeting and limit reach.

1.16.3 Data:

The reports received during advertising campaigns are in-depth and provide information about not just ads but also those who interacted with them. Get to know the audience who interacted with content.

1.16.4 Users:

After a person has visited website and shown interest in the product or services, don't wait for them to come back again – build a relationship with them. As part of the Google suite, remarketing can help the target people with ads if they have visited website, meaning that it can lead them back to same website, build trust with them, and, hopefully, make a sale in the future.

1.16.5 Flexibility:

YouTube advertising is not static; it is constantly changing, and so can ads. They can change targeting, ad schedule, ad copy, etc. In real time they need to ensure to get the most out of advertising budget with YouTube.

1.17 EFFECTIVENESS OF YOUTUBE ADVERTISEMENT:

YouTube is probably one of the most powerful online marketing tools, the potential of which if explored can work wonders for any business. This medium is emerging as an important tool for online marketing that is being

used by businesses large, medium and small to create an impactful presence in the digital world.

More and more people are resorting to watching videos online rather than reading blocks of text information on websites. Also there has been a noticeable shift in people spending more time to watch stuff online rather than on TV. These fact make it all the more crucial to take up YouTube as an online marketing tool. Here are some reasons why every business should take to this marketing channel.

1.17.1 Helps in branding:

Videos are shared in massive numbers. Although it cannot be focus solely on it going viral, they can definitely bank upon the shareable factor of videos. To connect to niche and convey messages about the brand. Visual images leave a lasting impression as compared to only text content. New product lines, launches, partnerships, etc. can all be conveyed through videos.

1.17.2 Improves SEO:

Google loves sites that have their presence on YouTube and having images on website will improve the visibility of site and engage audiences more, giving an edge over with competitors. Besides having YouTube videos will enable to add video schema to website that will improve SEO.

1.17.3 Connect to niche audience:

Videos are a great way to connect to target audiences. If video is engaging and interesting, one viewer is sure to refer to share it with others making it viral and reach out to potential customers.

1.17.4 Easy to make

Videos are easy to make that can be put in place with a simple webcam or even phone camera with recording. This way helps to produce original content by spending negligible amount of money.

However, planning to make use of this potent marketing tool, there are a few things that are ought to keep in mind are

- Take a close look at what competitors are doing and including in their videos. Study successful video campaigns of similar businesses and understand what people like and what they are not.
- It is important to use Google_Keyword_Tool to earmark the keywords that shall work best and include them in video so that it shows up when people search those keywords.
- They can make more than one video for business. Think innovatively to include variety in videos so that people are always interested and curious to see your videos.
- Be consistent in sharing a message. Having more than one video, it can be confusing for viewers, to convey different messages in various videos. They have to be consistent and this will help build the brand image. Consistency can be in the format, logo, music or theme song, etc. that shall assist audiences to identify brand.
- Pay attention to quality, well edited with good sound quality and not over stuffed with text matter. Keep the video simple but superior technical.

1.18 STATEMENT OF THE PROBLEM:

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. Drawing on the media richness theory framework, this study investigates YouTube advertising effectiveness based on the multiplicity of cues in the videos and the possible feedback channels offered by the platform. There are many ways to reach people at moments that matter using YouTube ads. With a wide variety of targeting methods such as demographic groups, interests, placements, and remarketing lists, They can reach specific or niche audiences based on who they are, what they're interested in, and what content they're viewing.

1.19 NEED FOR THE STUDY:

The success of the organization is highly dependent on sales, to increase the sales the organization needs to promote their products/services through advertisement. The organization has to implement the effectiveness of advertisement. Social media platform plays major role in distributing company message to target audience. Advertising in YouTube is one of the most powerful platforms for business trying to capture customer's attention. YouTube is highly effective form of advertising as it helps to connect with the audience. Building an effective advertisement strategy helps organizations to acquire new customers and also helps customers to know about different products available in the market. The aim of YouTube advertising is to help customers to find the product. A catchy slogan or prominent company name throughout the video can keep on people's mind long after they've seen a message online. This study attempts to assess the effectiveness of advertisement.

1.20 SIGNIFICANCE OF THE STUDY:

This research can help to raise the effectiveness of YouTube advertising with a better understanding of a central idea, consumption desires or how to interpret the products or services being launched in this social media

platform. The study found that advertisement length did have an effect in brand recognition, where the longer ads were more recognized and memorable. The study also found that if the advertisement was related to the video the user was about to observe, the brand recognition and effectiveness increased. The significance of this study is to educate the subscribers or viewers of YouTube on how ads are shown in a certain channel and how do YouTube organize the process of distribution of ads.

1.21 OBJECTIVE OF THE STUDY:

1. To identify the factors that influences the advertising value in YouTube.
2. A study on effectiveness of YouTube as an advertising platform.
3. To study the association between demographic factors & effectiveness of YouTube as an advertisement platform.

1.22 RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods and techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi square, how to apply particular research techniques, but they also need to know the methods or techniques.

1.23 RESEARCH DESIGN:

The research design refers to the overall strategy that, to choose and to integrate the different components of the study in a coherent and logical

way, thereby, ensuring it will effectively address the research problem. It constitutes the blueprint for the collection, measurement and analysis of data.

1.24 SOURCES OF DATA:

The two sources of data collection: Primary data and Secondary data;

- **Primary data**

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source—where the data originally originates from and are regarded as the best kind of data in research.

- **Secondary data**

It is usually readily available to the public at little or no cost. It can also be used for extended length of time. It includes journal, documents, reports, books and articles related to the topic.

1.25 SAMPLING:

Sampling is a process used in statistical analysis in which a predetermined number of observations are taken from a larger population. The methodology used to sample from a larger population depends on the type of analysis being performed, but may include simple random sampling or systematic sampling.

1.26 SAMPLE SIZE:

Sample size refers to number of individual pieces of data collected in a survey. It is important in determining the accuracy and reliability of survey findings. The sample size of the study is limited to 100 respondents. Convenient sampling method was used to identify the respondents.

1.27 DATA COLLECTION:

Data collection is the process of gathering and measuring data, information or any variables of interest in a standardized and established manner that enables the collector to answer or test hypothesis and evaluate outcomes of the particular collection.

1.28 QUESTIONNAIRE:

A questionnaire was prepared to get the relevant information from the respondents. The questions are based on close ended and the final two questions are based on five point likert's scale. .The questions are intended to be answered by the respondents who have a good knowledge and capable of providing answers to the questionnaire. The questionnaire was dealt in three parts, part one was about the demographic characteristics of the respondents; part two was about the factors influencing the advertising value in YouTube and part three was about the effectiveness of YouTube as advertisement platform. Prior to, the administering the questionnaire, the respondent effectiveness was obtained.

1.29 STATISTICAL TOOLS:

Statistical tool used in this study are: Percentage analysis, Descriptive analysis, and Chi-Square.

PERCENTAGE ANALYSIS:

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each point or grouping of data. It is useful method of expressing the relative frequency of survey responses and other data. Many times, percentage frequency distributions are displayed as tables or as bar graphs or pie charts. Percentage method is useful for comparing certain features.

$$\text{Simple percentage} = \frac{\text{Sum of frequency}}{\text{No. of respondents}} \times 100$$

DESCRIPTIVE STATISTICS:

Descriptive statistics are brief descriptive co-efficient that summarize a given data set, which can be either a representation of the entire population or a sample of it. Descriptive statistics are broken down into measures of central tendency and measures of variability. Measures of central tendency include the mean, median and mode, while measures of variability include the standard deviation or variance, the minimum and maximum variables and the kurtosis and skewness.

CHI-SQUARE:

The chi-square is used to test the statistical significance of the observed association in a cross tabulation. It assists us in determined whether a statistically significant association exists between two variables that chi-square statistics provides a test of statistical significance of the observed association in a co-efficient, Cramer's V and the lambded co-efficient provides measures of the strength of association between the variables. Chi square can be obtained by using the formula:

$$\chi^2 = \sum \frac{(\text{Observed value} - \text{Expected value})^2}{\text{Expected value}}$$

1.31 CHAPTERIZATION:

CHAPTER I - Introduction:

This chapter deals with the general introduction and research design. The general introduction has been explained based on the topic which includes meaning, objectives, statement of the problem, Need for the study, objectives and limitations. The research is a detailed outline of how a research will take place. A research design will include how data is to be collected, what instrument will be employed, how the instruments will be used and the intended means for analyzing data collected.

Chapter II - Review of Literature:

This chapter reveals a collection of information on similar studies, which includes the related reviews about the present study. A literature review is a critical and in depth evaluation of previous research.

Chapter III - Analysis and Interpretation:

This chapter presents detailed information on the analysis and interpretation of data collected. Descriptive statistics, Chi Square and Percentage Analysis is used.

Chapter IV - Findings, suggestions and Conclusions:

A summary is an overview of content that provides the reader with the reader with the overarching theme but does not expand on specific details. The finding of the research reveals the findings from the research. Suggestions are given by the researcher as the result of the research is conducted. All of the points that have been made so far are combined to create a single opinion in the form of conclusion.

CHAPTER – II

REVIEW OF LITERATURE

REVIEW OF LITERATURE

The term ‘review’ means to organize the knowledge of the specific area of research to evolve an edifice of knowledge to show that this study would be an addition to this field. The task review of literature is highly creative and tedious because researcher has to synthesize the available knowledge of the field in a unique way to provide the rationale for the study. The review of literature is a critical summary and an assessment of the current state of knowledge or current state of art in a particular field.

A literature review surveys scholarly articles, books, dissertations, conference proceedings and other resources which are relevant to a particular issue, area of research, or theory and provides context for a dissertation by identifying past research. Research tells a story and the existing literature helps us identify where we are in the story currently. It is up to those writing a dissertation to continue that story with new research and new perspectives but they must first be familiar with the story before they can move forward.

Advertising has become a form of communication and a great source for promoting services and products for any business in the whole market because of its broader impact. The main idea of an advertisement is to get the attention of the consumers, build up the product’s strong image in their mind and provide information to help the consumer to make a purchase decision. So, the central focus in today’s diverse global marketplace is the consumer. Companies exert a lot of effort to find out the best ingredients that should be in an effective advertising and identifying its influence on the consumer’s mind.

AnishPadhi(2021)^[1], Various opportunities in “Word-of-mouth communication” are provided through “web based technologies”. Through extensive use of “electronic commerce shopping communities”, the technique of communication of customers as well as product detail sharing with several other techniques is transformed. In the field of academic researches, it was observed that area of “e-commerce shopping communities” has remained unexplored. “Customer’s buying decisions” is greatly influenced by the online reviews shared by their customers. These reviews provide importance to the “concept of word of mouth”. In social media platform, YouTubers have already achieved a status of biggest influencers with loyal audience to support them. Therefore with the enhancement in YouTubers’ fame.

Wajeeha Aslam, Kashif Farhat andImtiaz Arif(2021)^[2], Instream advertisements have become a popular choice of brands. However, limited studies have compared the attitudes of customers toward in-stream advertisement types, specifically, skippable advertisements and full-length advertisements. This study explores the attitudes of consumers toward both types of in-stream video advertising and their effect on shopping intention. A total of 289 responses for skippable advertisements and 270 responses for full-length advertisements were used to test hypotheses using the technique of partial least squares structural equation modeling (PLS-SEM). The findings showed that in skippable advertisements, the effect of irritation on attitude is less compared to full-length advertisements. For full-length advertisements, entertainment, advertising value, and emotional appeal significantly contribute to the creation of a positive attitude, whereas informativeness contributes to development of a positive attitude only for skippable

advertisements. Further, the attitude toward advertising contributes to the intention to shop for both skippable and full-length advertising.

Jaehee Park, Carolynn McMahan (2020) ^[3], This study is designed to explore how 200 leading national advertisers use Youtube.com as their communication tool. Content analysis was utilized for exploring current YouTube marketing communications. The names of the 200 leading national advertisers in 2018, listed by Adage, were key word searched in the YouTube's search engine, and the first ten YouTube videos were selected for analyses. Video sources, video types (User generated content vs. professionally generated content), message tones (pros vs. cons), and message appeals (rational / humor/ fear / sensuality / bandwagon) were typologies in order to examine marketing communication via YouTube. In addition, characteristics of the YouTube marketing will be examined based on industry types of 200 leading national advertisers. This study provided insight into usage of the YouTube marketing communication among the 200 national leading national advertisers and managerial implications.

Wu, Weige (2020) ^[4], The objective of this research is to examine the relationship between digital advertising and e-commerce retail sales in China and Japan. Digital advertising is classified as banner advertising, search advertising, social media advertising, and video advertising. Using a data sample from 2008 to 2018, the results show that all the four formats of digital advertising has positive substantial impact on e-commerce retail sales in Japan. In China, social media advertising and video advertising also show strong positive relationship with e-commerce retail sales. On the contrary, findings indicate insignificant positive impact of banner advertising and non-positive impact of search advertising in China. However, these two variables

are justified by literature. While this study is restricted within China and Japan, the findings may correspond to those areas where digital advertising is also a major form of advertising strategy and advertisers can use these results for reference when launching advertising events.

Rodney G Duffett(2020)^[5], YouTube is the largest global digital video information and communication technology channel and has become an important channel for companies and their brands to reach younger target markets with their marketing communications. The main objectives of this research are to determine the effect of YouTube marketing communications (YTMC) on traditional and non-traditional attitudinal relationships, and to establish whether demographic variables and usage factors have an effect on traditional attitudinal relationships among the South African millennial cohort. A multi-stage sampling method was employed and 1,900 millennial cohort members (aged 18-32 years old) participated in the survey. Structural equation modelling (SEM) was used to assess the hypothesized attitudinal relationships. The study found that YTMC had a positive effect on all of the traditional (and one non-traditional) attitudinal relationships.

Irene Santoso, Malcolm Wright, Giang Trinh, Mark Avis(2020) ^[6], A crucial task for digital advertising is to influence choice despite consumers' lack of attention. Yet, there is little evidence about digital advertising effectiveness or about the source factors that affect consumers under conditions of low attention. Using a mixed factorial experiment, we find clear evidence that digital advertising is effective despite low attention. The results for brand familiarity and product characteristics are more nuanced; the effects are greater for unfamiliar brands, and also for familiar brands that are utilitarian. These findings are encouraging for digital advertisers who may feel

released from the imperative to design attention-grabbing advertisements. However, the results also emphasize the need for advertising theory to take better account of low attention and the opportunity to further investigate the circumstances under which low-attention advertising will be most effective.

Anne Walder, (2019) ^[7], Over the past several years, the trend has slowly shifted from online image advertising to online video advertising (OVA). With a recent acceleration, online video watching is now five times more enthralling compared to images, and binge watching has emerged as the new normal behaviour (Baisch, 2017). In this context, many users are engaging in watching videos in the raw without even thinking about what they are viewing. Therefore, the purpose of this study is to explore this phenomenon from the perspective of consumers. The study's main research objective is to uncover the influencing power of OVA on consumers' purchasing behaviors. The research questions focus on digital users' habits, notably binge watching, purchasing impact, trustworthiness, and attractiveness comparison between online static image advertising and OVA.

Michelle Foong Ern Cher, Vijayesvaran Arumugam (2019) ^[8], The main aim of this research is to evaluate the effectiveness of online video advertising concentrating on Malaysian consumers' perspective towards advertisements on YouTube. Design/methodology/approach: Hypothesis testing study in quantitative approach. Sampling technique is used in quantitative approach to quantify the findings which will be tabulated along a continuum in numerical form to identify the relationship between dependent variable and independent variables. A review and conceptual framework pertaining to factors affecting the effectiveness of online video advertising does not have a focus study on Malaysian consumers' perspective towards ads on YouTube. Hence, this

research is designed to provide insights on the platform particularly among Generation Y consumers.

Duygu Firat(2019)^[9], This study investigated the factors that affect the YouTube advertising value and its effect on purchasing intention. The data were gathered through a 52-item questionnaire administered to YouTube users. Multiple regression analysis determined the effect of the factors on YouTube advertising value, and simple regression analysis determined the effect of its value on purchasing intention and ANOVA test was run to determine the differences of demographic groups via YouTube ads value. The findings indicated that informativeness and entertainment and trendiness had a positive effect on YouTube advertising value; however, irritation had a negative effect. In addition, the findings showed that YouTube advertising value had a positive effect on purchasing intention.

Yuping Liu-Thompkins(2019)^[10], Since the appearance of the first banner ad, online advertising has evolved significantly and now accounts for a substantial portion of all advertising spending. As online advertising tools proliferate, academic research in this area has also matured over time. To capture these developments, this article offers a synthesis of more than 300 articles on online advertising published in major advertising and marketing journals over the past 10 years. The key literature is summarized around six themes: (1) online advertising effectiveness; (2) online advertising mechanisms; (3) creative elements in online advertising; (4) the role of context in online advertising; (5) online personalization; and (6) search advertising. Knowledge gaps in existing research are identified, and important future research questions are suggested.

Fedric Kujur, Saumya Singh(2018)^[11], YouTube has emerged as the most innovative social networking sites (SNS) with exclusive features at that time which allowed users to post, view, comment and link to videos on the site. The purpose of this paper is to investigate the way emotional appeals are being used in YouTube advertisements to promote their products by considering various big brands of different industries in emerging market like India. The advertisement that induces consumer's emotions can cause subconscious reactions which supersede consumer's logical and pragmatic responses to create the unbreakable bond with a brand.

Ginger Rosenkrans, Keli Myers. (2018)^[12], This exploratory field research examined the effectiveness of using predictive analytics to optimize mobile location-based ads by measuring the click-through rates from small-radius "micro" geofenced web and app ads to large-radius "macro" geofenced web and app ads. This study makes a significant contribution to the field of advertising by exploring how to harness big data by using predictive analytics to better target mobile consumers at the right place and time with contextually relevant messages. It also offers suggestions for future research to explore how advertisers could gain more value out of mobile advertising by capitalizing on predictive technologies.

Harshita Gupta, Saumya Singh, Priyanka Sinha(2017)^[13], Multimedia has embraced the marketing industry with its innovative tools. Advertising as a part of marketing is not an exception. Social media is one of its tools which is growing with an accelerating speed and facilitating meaningful participation. YouTube is the second largest search engine after Google and is considered to leverage its features to provide nothing but the best to its users. Marketers

of beauty products have also realized its potential and are using YouTube as a powerful marketing tool.

Sophie C Boerman, Sanne Kruikemeier, Frederik J Zuiderveen Borgesius(2017)^[14], Advertisers are increasingly monitoring people's online behavior and using the information collected to show people individually targeted advertisements. This phenomenon is called online behavioral advertising (OBA). Although advertisers can benefit from online behavioral advertising, the practice also raises concerns about privacy. Therefore, online behavioral advertising has received much attention from advertisers, consumers, policymakers, and scholars. The framework suggests that the outcomes of online behavioral advertising are dependent on advertiser-controlled factors and consumer-controlled factors advertisers.

Hale Fulya Yüksel (2016)^[15], YouTube is one of the new social media platforms that have received minimal research related to consumer purchase behavior. This paper aims to identify the factors that affect purchase intention of consumers who watch product related YouTube videos. Online questionnaires for consumers who watch make-up/beauty videos on YouTube are used to investigate the hypotheses. Structural equation modeling approach is used to explore the relationships in the model with a total of 8685 valid questionnaires. The findings reveal that product related videos on YouTube are important for influencing consumers' purchase intentions. In addition, several factors affect purchase intention on different levels. This study is one of the rare studies that combine YouTube videos and their effects on purchase intention and by using YouTube videos; this study extends previous research on purchase intention related to other social media platforms. Also it introduces new factors that are specific to YouTube.

Milad Dehghani, Mojtaba Khorram Niaki, Iman Ramezani, Rasoul Sali(2016)^[16], Nowadays, we have been faced with an increasing number of people who are spending tremendous amounts of time all around the world on YouTube. To date, the factors that persuade customers to accept YouTube advertising as an advertising medium are not yet fully understood. The present paper identified four dimensions towards YouTube advertising (i.e., entertainment, Informativeness, Customization and irritation) which may be affected on advertising value as well as brand awareness, and accordingly on purchase intention of consumers. The results shows that entertainment, informativeness and customization are the strongest positive drivers, while irritation is negatively related to YouTube advertising. On the other hand, advertising value through YouTube affects both brand awareness and purchase intention of consumers accordingly.

Dwivedi, Yogesh K.; Kapoor, Kawaljeet Kaur; Chen, Hsin(2015)^[17], Social media has recently gained tremendous fame as a highly impactful channel of communication in these modern times of digitised living. It has been put on a pedestal across varied streams for facilitating participatory interaction amongst businesses, groups, societies, organisations, consumers, communities, forums, and the like. This subject has received increased attention in the literature with many of its practical applications including social media marketing (SMM) being elaborated, analysed, and recorded by many studies. This study is aimed at collating the existing research on SMM to present a review of seventy-one articles that will bring together the many facets of this rapidly blooming media marketing form. The surfacing limitations in the literature on social media have also been identified and potential research directions have been offered.

Charles G Jobs, David M Gilfoil (2014) ^[18], Many firms are struggling with how to measure their return on investment (ROI) related to social media activities. Varying and sometimes conflicting views on social media return on investment measurement are posited in the literature. Social media as a promotional channel is more complex than traditional media, and may be more critical to a firm's success in the long run; however, strategic organizations should not evaluate social media return as an activity independent of traditional media. Instead, companies should gain competitive advantage and improve their financial ROI through a reallocation of advertising investment-a portion of monies spent on traditional media should be shifted to social media.

Hazem Rasheed Gaber, Len Tiu Wright(2014) ^[19], The purpose of this paper is to explore the factors that affect young Egyptian consumers' attitudes towards fast-food advertising in Facebook which is considered the most widely used social media network. 4 focus groups were conducted with young consumers from 2 Egyptian cities. Content analysis was applied for the Egyptian fast-food Facebook fan pages. The findings of this exploratory study have shown that young consumers are accepting the idea of fast food advertising in Facebook. Moreover, the research provides a framework for the factors that lead to consumers' engagement with the advertisements on Facebook. With the increase in the popularity of social media websites among the young generation, fast-food marketers find it a more effective medium for advertising for their chains among that segment. The research provides insights for marketers to make their advertisements more effective on Facebook.

Prateek Maheshwari, Nitin Seth, Anoop Kumar Gupta (2014)^[20], In today's highly competitive, dynamic and technology driven business circumstances, marketers are under steady pressure to deliver the best. Organizations are continuously improving and upgrading themselves to meet customer expectations and demands. Technology has not only changed the way in which business is done in modern times but has also transformed the way to reach out to target audience. Marketers have identified most recent media options to communicate and convince potential customers. Numerous scholars have studied the research domain of advertising and have tried to recognize different measures of advertisement effectiveness in context of various media. The objective of this paper is to critically review accessible literature on advertisement effectiveness in context of varied advertising media, recognize major gaps in the literature and identify future research prospects on the basis of critical analysis of literature.

Adeyanju Apejoye (2013)^[21], Advertising is a very strong component of business in any society. It possesses pervasive and persuasive power. Though primarily designed by firms in order to create awareness about goods and services, it also encourages the development of new and better products, thereby giving consumers wider varieties of choices. According to Vivian, "... advertising generates most of the operating revenue for newspapers, magazines, television and radio." Initially advertising was used primarily to create awareness about goods or services, but as the line between product differentiation in terms of quality and reliability grows thinner and becomes almost completely blurred as a result of availability of cut edge technology, it also becomes obvious that advertisers employ strategies that will confer credibility and increase the popularity of such a product over the others.

Swati Bisht(2013)^[22],Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. Some products or brands will hold a stronger position in the mind of the customers compared to others from the same category. Position of a brand in the mind of the customer is always relative. When a brand's name is recalled before others it is called top of the mind positioning of that brand. Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall. The focus of this paper is to understand if TV Advertisements have an impact of youth purchase decisions.

Taezoon Park, Gavriel Salvendy(2012)^[23], Advertising delivered via mobile phones constitutes a promising approach to marketing because it enables easy targeting, content personalization, and interactive communication. We conducted a laboratory experiment with 48 participants using a 24-item structured questionnaire about important emotional components involved in using mobile phones for advertising. The data revealed 3 factors that explained 63% of the total variance. Factor 1 included activation, restfulness, desire, affection, gratitude, and urgency. Factor 2 included anger, fear, sadness, and irritation. Factor 3 included skepticism and boredom. Stepwise multiple regression analysis indicated that boredom accounted for 45% of the

variance in attitudes toward the advertisements. These findings imply that low-intensity negative feelings are important contributors to the success of advertisements presented on mobile phones and that engagingness is the most important emotional component in effective cell phone advertising.

Avi Goldfarb and Catherine E. Tucker(2011)^[24], Advertisers use online customer data to target their marketing appeals. This has heightened consumers' privacy concerns, leading governments to pass laws designed to protect consumer privacy by restricting the use of data and by restricting online tracking techniques used by websites. We use the responses of 3.3 million survey takers who had been randomly exposed to 9,596 online display (banner) advertising campaigns to explore how privacy regulation in the European Union (EU) has influenced advertising effectiveness. The loss in effectiveness was more pronounced for websites that had general content (such as news sites), where non-data-driven targeting is particularly hard to do. The loss of effectiveness was also more pronounced for ads with a smaller presence on the webpage and for ads that did not have additional interactive, video, or audio features.

Yann Truong, Geoff Simmons(2010)^[25], With the growth of advertising utilizing digital media, negative consumer perceptions relating to intrusiveness are believed to be challenging the claimed added-value of this medium over traditional media. Building from this context, there has been little empirical work that addresses inherent strategic marketing challenges – indeed this can be applied more generally to strategic marketing challenges surrounding various aspects of new media, such as blogs and social networks. Building from this, internet and mobile digital media platforms form the locus of a qualitative study of 20 consumers, which explores perceptions of digital

advertising within the intrusiveness context. A unique contribution of this study is the linking of perceived consumer intrusiveness, with strategic marketing implications relating to the push/pull context. Key outputs of this study are strategic implications for marketers in utilizing digital media for advertising, while also providing a unique contribution to extant thinking in the area, and a basis for further study in a formative, yet increasingly important area of strategic marketing.

CHAPTER – III
ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION

TABLE NO. 3.1

GENDER WISE CLASSIFICATION

GENDER	TOTAL	PERCENTAGE
MALE	37	37
FEMALE	63	63
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.1 it is observed that 37% of the respondents are of male and 63% of the respondents are female. Thus the majority of the respondents are female.

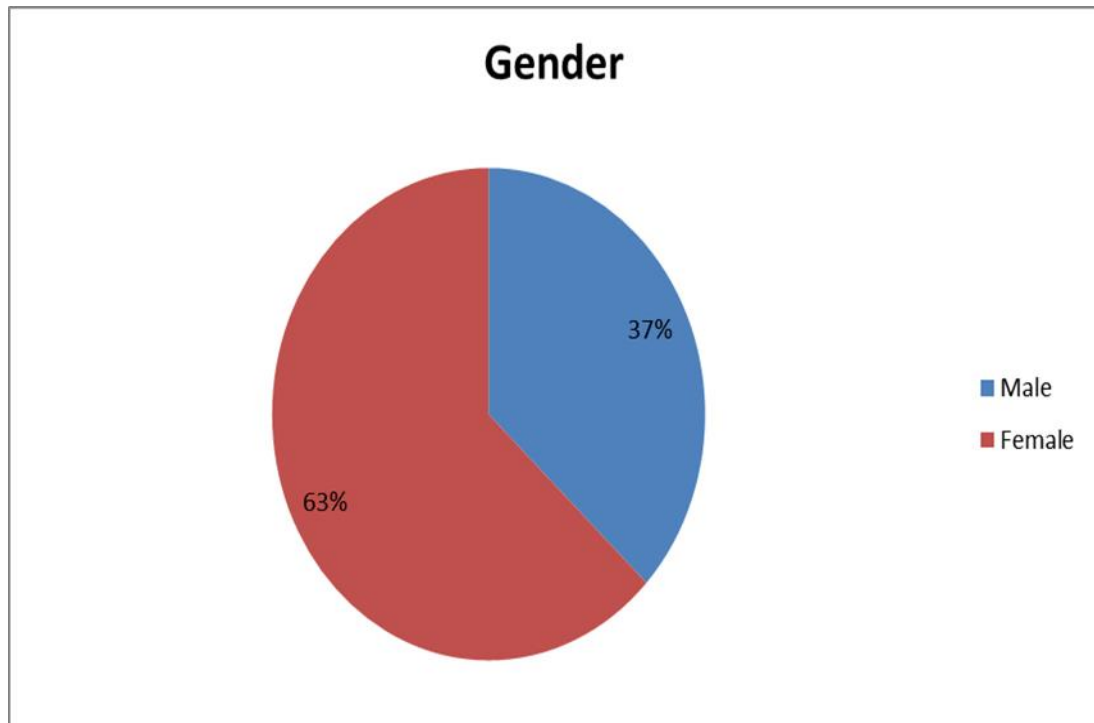


Chart No: 3.1

TABLE NO. 3.2
AGE WISE CLASSIFICATION

AGE	TOTAL	PERCENTAGE
15-25 years	71	71
25-35 years	17	17
35-45 years	5	5
45-55 years	6	6
Above 55 years	1	1
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.2 it shows that 71% of the respondents are of 15-25 years, 17% of the respondents are of 25-35 years, 5% of the respondents are of 35-45 years and 6% of the respondents are 45-55 years, 1% of the respondents are above 55years. Therefore it can be concluded that majority of the respondents are between the age of 15-25 years.

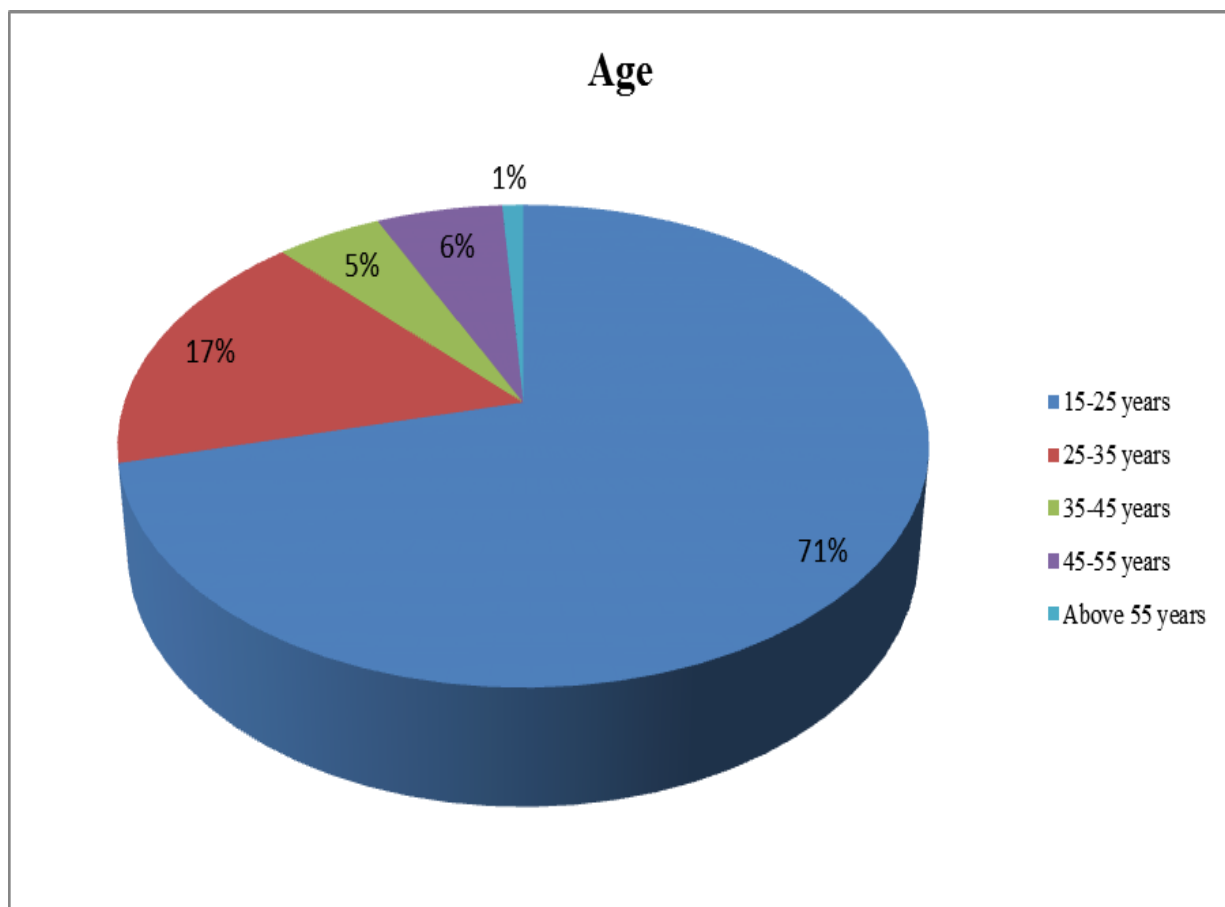


Chart No: 3.2

TABLE 3.3
QUALIFICATION WISE CLASSIFICATION

QUALIFICATION	TOTAL	PERCENTAGE
School level	6	6
Undergraduate	46	46
Post graduate	29	29
Professional	18	18
Others	1	1
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.3 it is observed that out of 100 respondents, 6% of the respondents are school level, 46% of the respondents are under- graduates, 29% of the respondents are post graduate students, 18% of the respondents are professionals and 1% of them have done other qualification. It is concluded that the majority of respondents are qualified and maximum of them have done under-graduates.

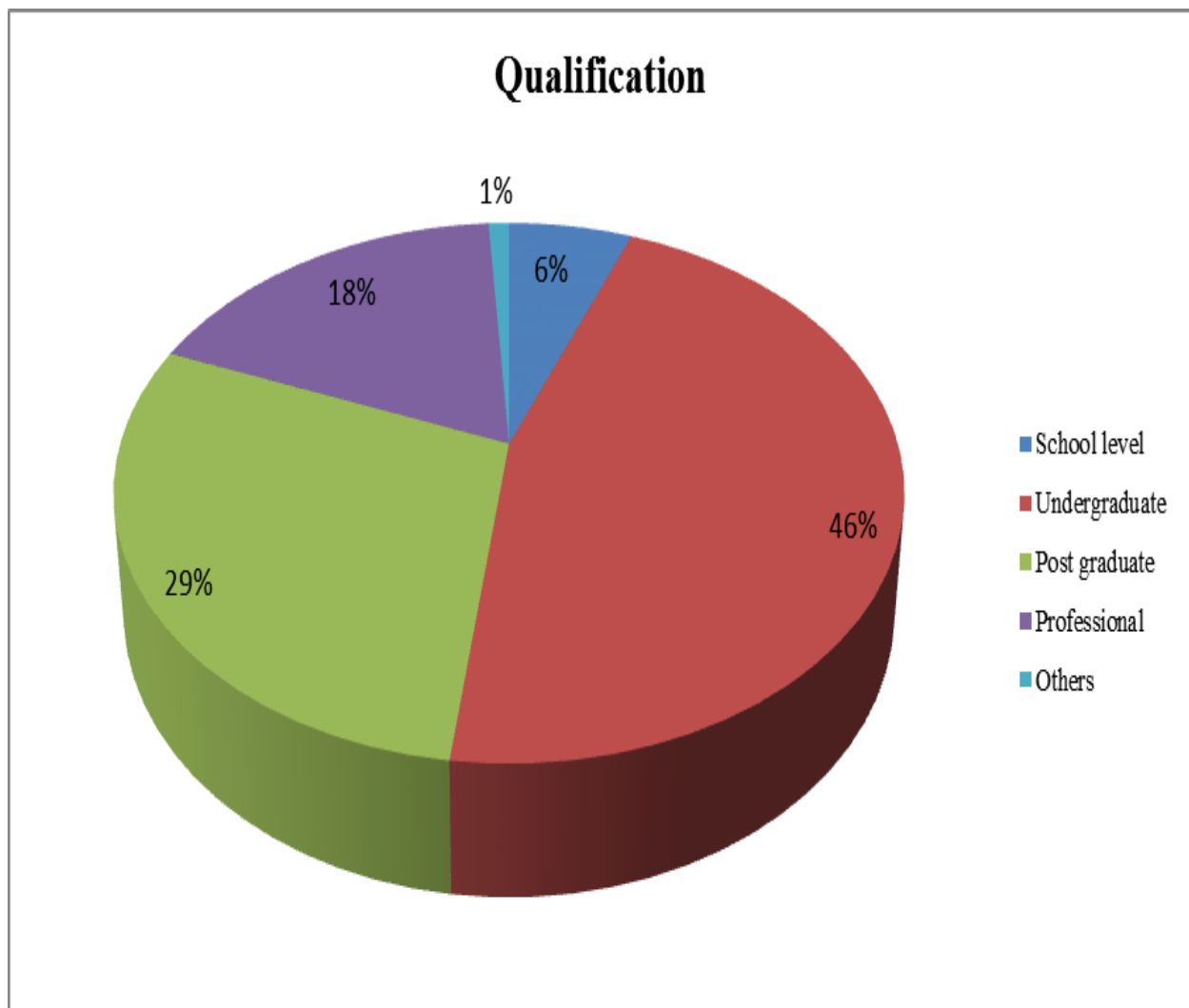


Chart No: 3.3

TABLE 3.4
MARITAL STATUS WISE CLASSIFICATION

MARITAL STATUS	TOTAL	PERCENTAGE
SINGLE	80	80
MARRIED	20	20
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.4 it is observed that 80% of the respondent is single and 20% of the respondents are married. Thus the majority of the respondent is single.

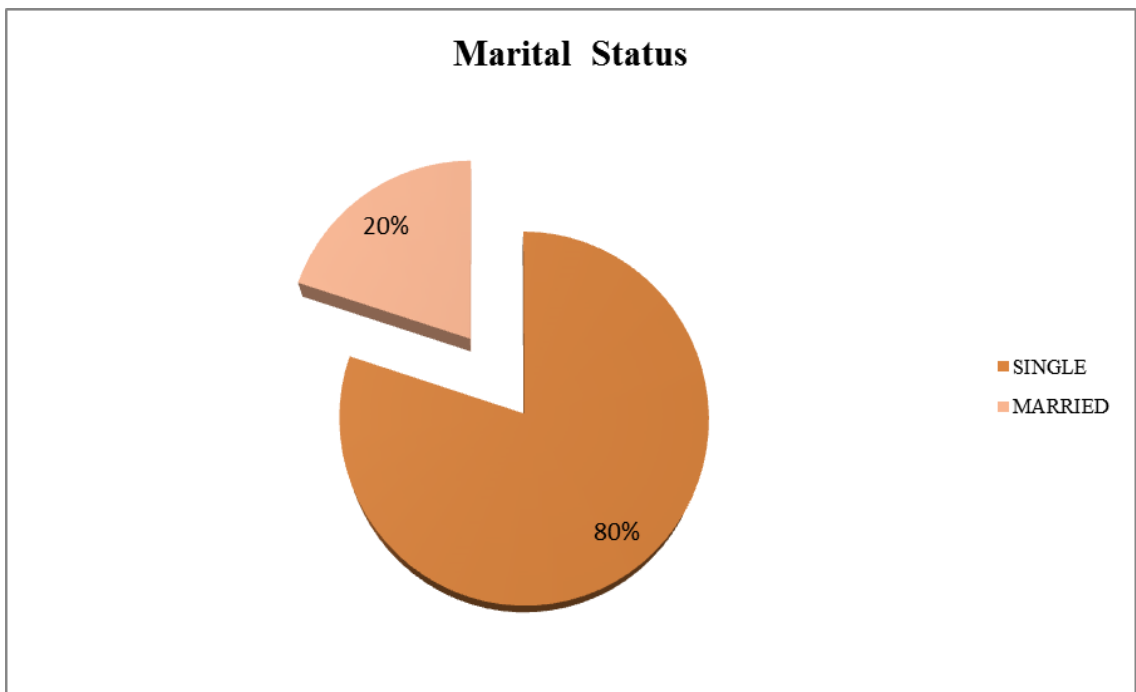


Chart No: 3.4

TABLE 3.5
MONTHLY INCOME WISE CLASSIFICATION

INCOME	TOTAL	PERCENTAGE
Less than 20000	61	61
20000-30000	23	23
30000-40000	8	8
Above 40000	8	8
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.5 it is observed that 61% of the respondents earn below 20000, 23% of the respondents earn 20000-30000, 8% of the respondents earn 30000-40000 and 8% of the respondents earn above 40000. Therefore, the vast majority of them earn less than 20000.

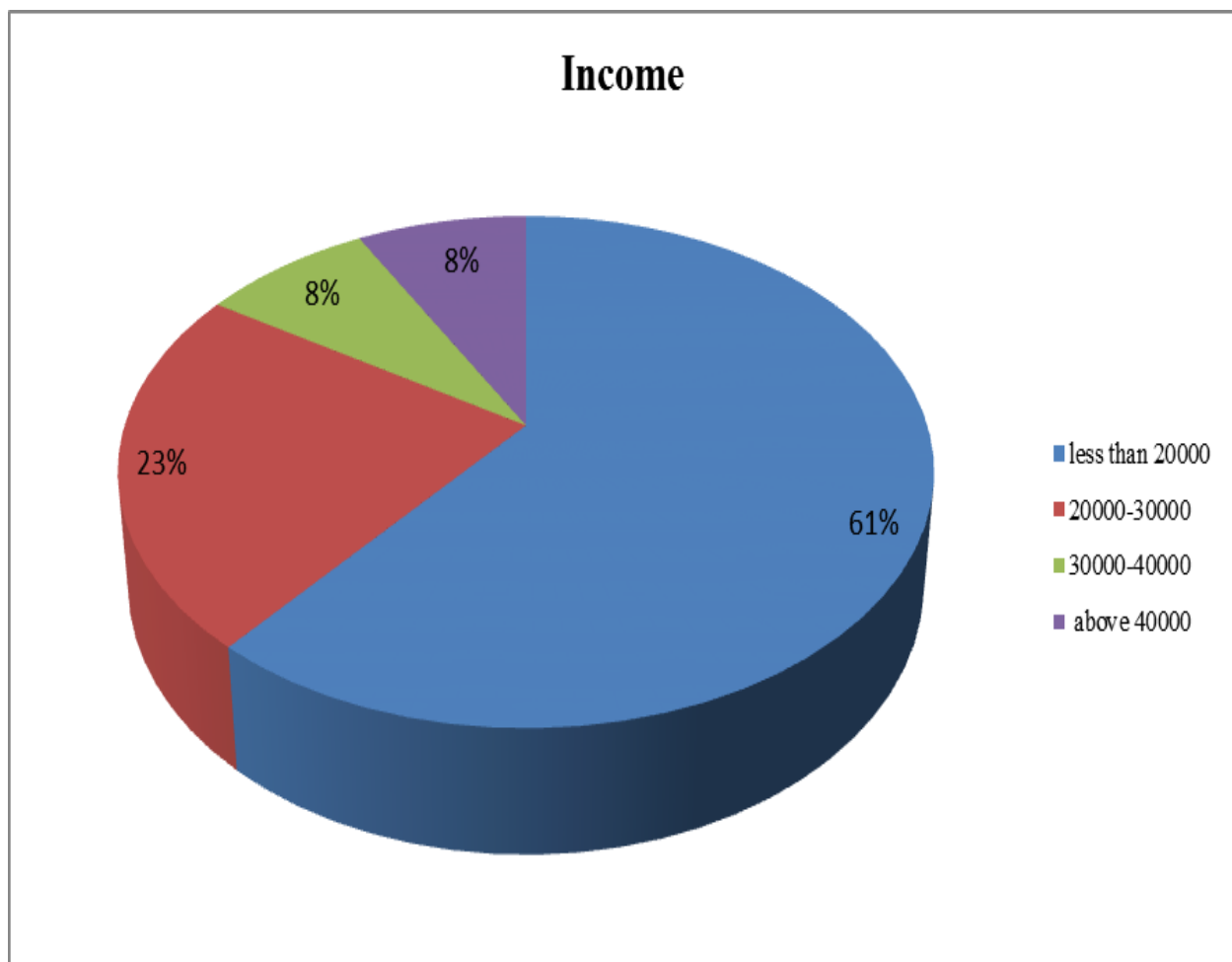


Chart No: 3.5

TABLE 3.6
OCCUPATION WISE CLASSIFICATION

OCCUPATION	TOTAL	PERCENTAGE
Business or self employed	6	6
Salaried employee	59	59
Retired	2	2
Student	33	33
Others	0	0
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.6 it is observed that 6% of the respondents are business or self-employed, 59% of the respondents are salaried employee, 2% of the respondents are retired and 33% of the respondents are student. Thus the majority of the respondents are salaried employee.

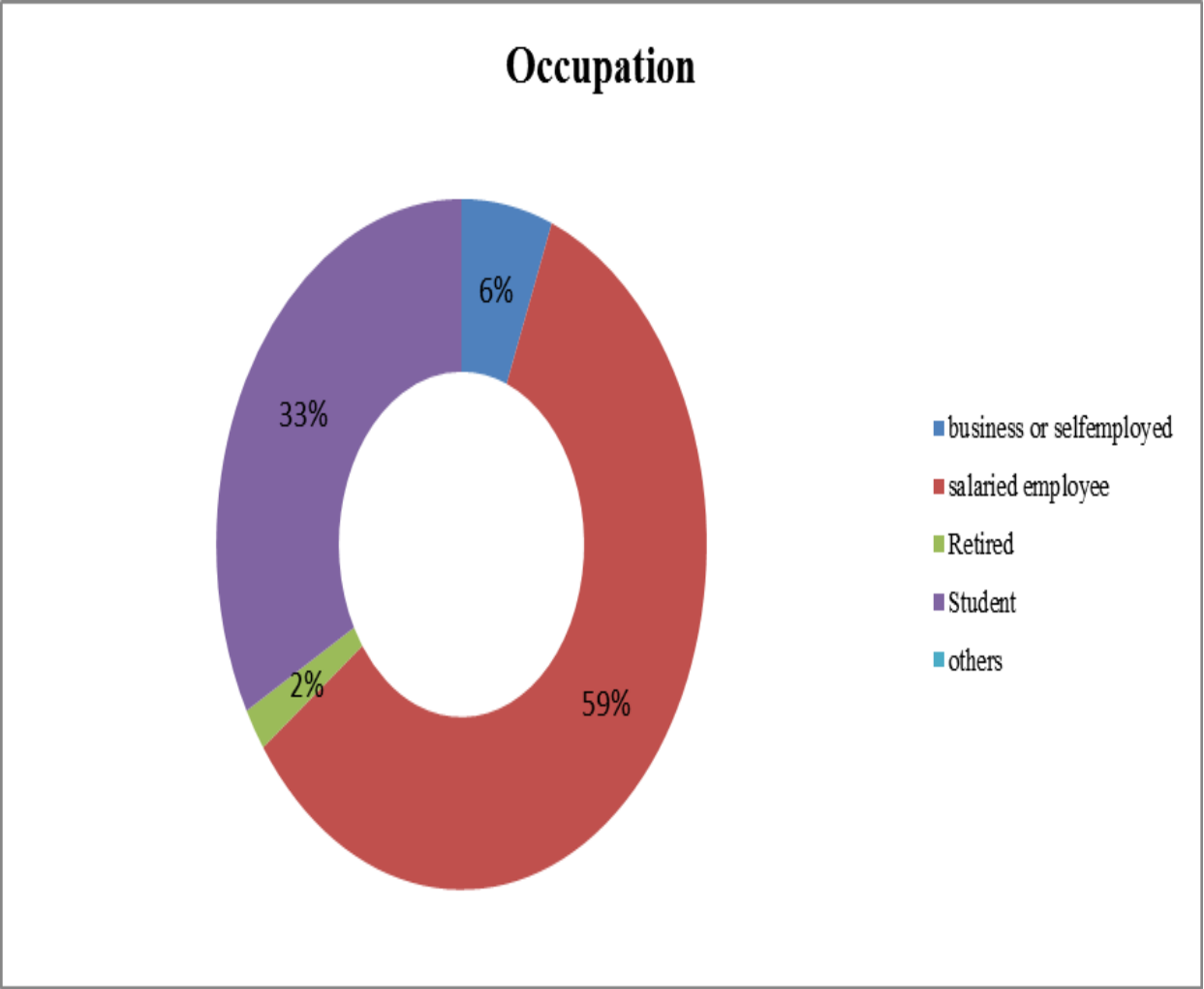


Chart No: 3.6

TABLE 3.7
FAMILY BASED CLASSIFICATION

FAMILY TYPE	TOTAL	PERCENTAGE
Nuclear family	61	61
Joint family	39	39
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.7 it is observed that 61% of respondents are nuclear family and 39% of respondents are joint family. Therefore the majority of respondents are living in nuclear family.

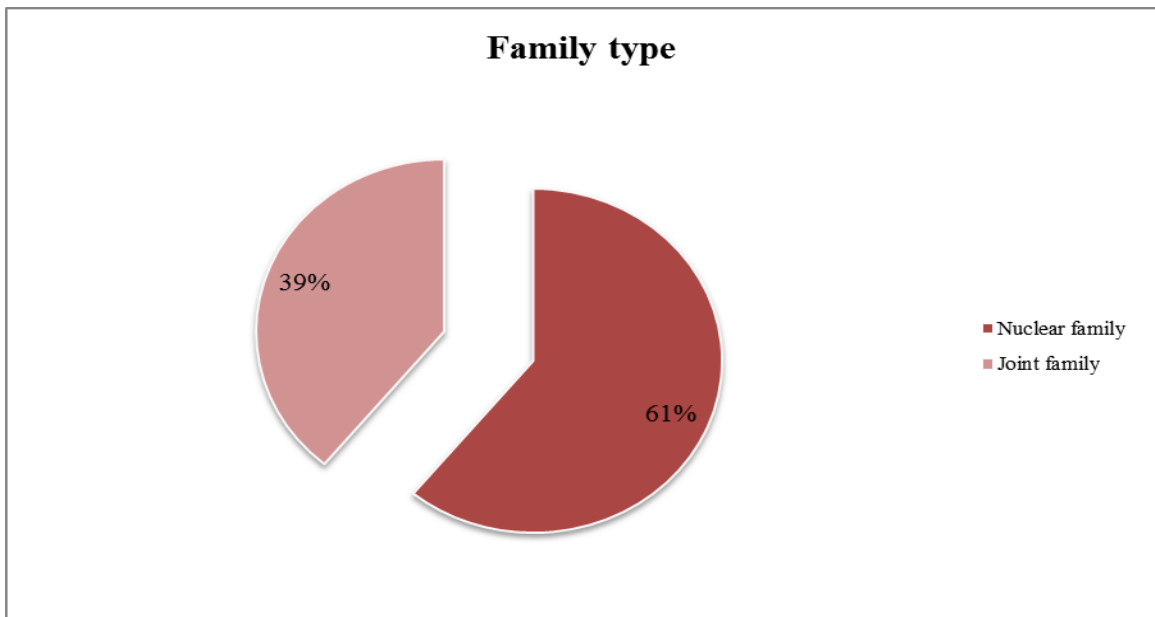


Chart No: 3.7

TABLE 3.8
TIME SPENDING ON YOUTUBE

TIME SPENDING ON YOUTUBE	TOTAL	PERCENTAGE
Yes	94	94
no	6	6
TOTAL	100	100

(Source: Primary data)

Interpretation: From the above table 3.8 it is observed that 94% of respondents are watching YouTube and 4% of people are not watching YouTube. Hence the majority of the respondents are watching YouTube most often.

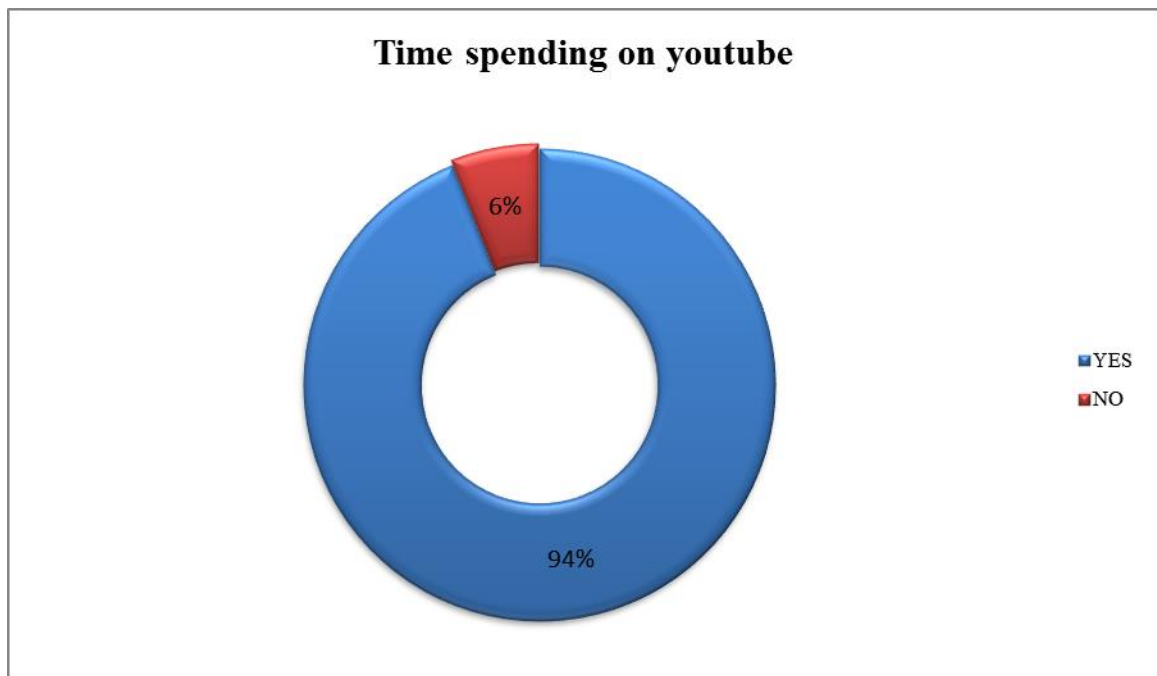


Chart No: 3.8

TABLE 3.9
HOW OFTEN WATCHING YOUTUBE

HOW OFTEN WATCHING YOUTUBE	TOTAL	PERCENTAGE
Daily	68	68
2-3 times in a week	23	23
Once in a week	4	4
2-3 times in a month	3	3
Once in a month	2	2
TOTAL	100	100

(Source: Primary data)

Interpretation: From above Table 3.9 it is shown that 68% of people are watching YouTube daily, 23% of people are watching YouTube 2-3 times in a week, 4% of people are watching YouTube once in a week, 3% of people are watching YouTube 2-3 times in a month, 2% of people are watching YouTube once in a month. Hence majority of people are watching YouTube daily.

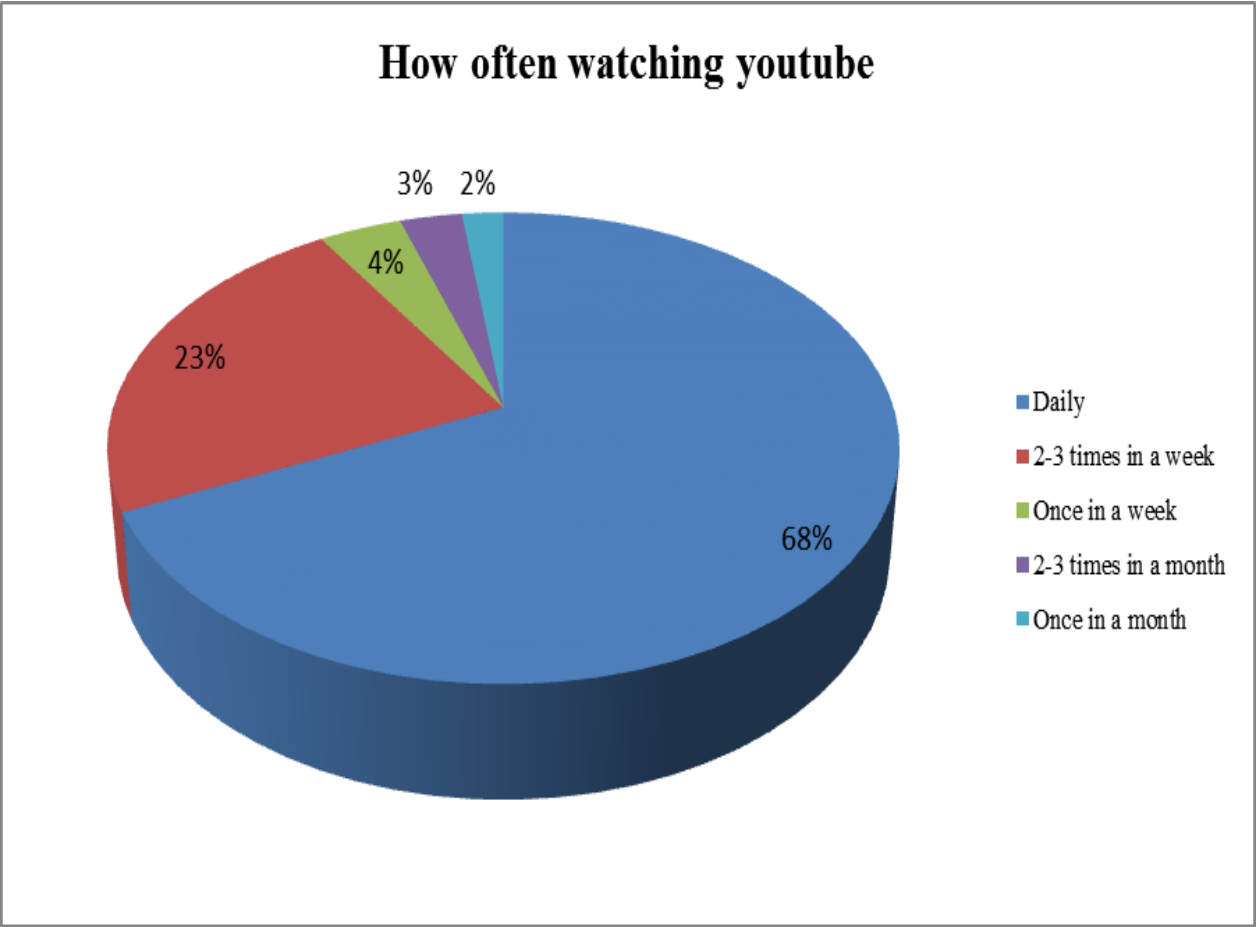


Chart No: 3.9

TABLE NO: 3.10
DESCRIPTIVE STATISTICS

Key Factors Influencing the Advertising value in YouTube

Factors	N	Minimum	Maximum	Mean	Std. Deviation
Entertainment	100	1	5	4.26	.824
Information	100	1	5	3.94	.930
Customization	100	1	5	3.57	.891
Irritation	100	1	5	3.62	1.135
Creditability	100	1	5	3.54	.915
Purchase intention	100	1	5	3.64	.980
Attracts to young customers	100	1	5	4.09	.975
Ads are skip able	100	1	5	3.64	1.194
Valid N (list wise)	100				

(Source: Computed data)

Interpretation: From the above table 3.10, the factors influencing the advertisement value in YouTube are measured on five point scale. From this it shows that the highest value (4.26) factors are commonly influenced to watch YouTube for entertainment purpose and the least value (3.54) factors influencing the viewer is creditability.

TABLE NO: 3.11
DESCRIPTIVE STATISTICS
Effectiveness of YouTube as an advertising platform

Effectiveness	N	Minimum	Maximum	Mean	Std. Deviation
Brand recognition	100	1	5	4.23	.920
Clear Communication of message	100	1	5	3.97	.881
Reach is enormous	100	1	5	3.96	.931
Consumer engagement	100	1	5	3.64	.871
Based on demographic	100	1	5	3.74	.872
Connected to target customer	100	1	5	3.84	.918
Valid N (list wise)	100				

(Source: Computed data)

Interpretation: From the above table 3.11, the effectiveness of YouTube as an advertising platform is measured on five point scale. From the above it shows that the most effective of YouTube advertisement (4.23) is the Brand recognition of the products and the least effectiveness (3.64) is consumer engagement.

TABLE NO: 3.12

CHI-SQUARE

**ASSOCIATION BETWEEN INCOME OF THE RESPONDENTS AND
FACTORS INFLUENCING THE ADVERTISING VALUE IN
YOUTUBE**

Factors	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	57.144 ^a	54	.359
Likelihood Ratio	53.922	54	.477
Linear-by-Linear Association	5.101	1	.024
N of Valid Cases	100		

(Source: Computed data)

Interpretation:

The table suggests that Pearson chi-square (0.359) is greater than (0.05) which implies that the income of the respondents is not significantly associated with the factors influencing the advertising value in YouTube.

TABLE NO: 3.13

CHI-SQUARE

**ASSOCIATION BETWEEN OCCUPATION OF THE RESPONDENT
AND FACTORS INFLUENCING THE ADVERTISING VALUE IN
YOUTUBE**

Factors	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	49.730 ^a	54	.640
Likelihood Ratio	40.255	54	.918
Linear-by-Linear Association	1.322	1	.250
N of Valid Cases	100		

(Source: Computed data)

Interpretation:

The table suggests that Pearson chi-square (0.640) is greater than (0.05) which implies that the occupation of the respondents is not significantly associated with the factors influencing the advertising value in YouTube.

TABLE NO: 3.14

CHI-SQUARE

**ASSOCIATION BETWEEN AGE OF THE RESPONDENTS AND
EFFECTIVENESS OF YOUTUBE AS AN ADVERTISING
PLATFORM**

Effectiveness	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.940 ^a	60	.791
Likelihood Ratio	49.033	60	.843
Linear-by-Linear Association	2.497	1	.114
N of Valid Cases	100		

(Source: Computed data)

Interpretation:

The table suggests that Pearson chi-square (0.791) is greater than (0.05) which implies that the age of the respondents are not significantly associated with the effectiveness of YouTube as an advertising value.

TABLE NO: 3.15

CHI-SQUARE

**ASSOCIATION BETWEEN QUALIFICATION OF THE
RESPONDENTS AND EFFECTIVENESS OF YOUTUBE AS AN
ADVERTISING PLATFORM**

(Source: Computed data)

Effectiveness	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	54.497 ^a	60	.676
Likelihood Ratio	65.109	60	.304
Linear-by-Linear Association	1.175	1	.278
N of Valid Cases	100		

Interpretation:

The table suggests that Pearson chi-square (0.676) is greater than (0.05) which implies that the qualification of the respondents is not significantly associated with the effectiveness of YouTube as an advertising value.

CHAPTER – IV
FINDINGS, SUGGESTIONS
AND CONCLUSION

FINDINGS, SUGGESTIONS, CONCLUSION

FINDINGS OF THE STUDY:

DEMOGRAPHIC FACTORS

- Majority (63%) of the respondents are female.
- Majority (71%) of the respondents belong to the age group 15 – 25 years.
- Majority (46%) of the respondents have completed UG.
- Majority (80%) of the respondents are unmarried.
- Majority (61%) of the respondents earn below 20000 as their monthly income.
- Majority (59%) of the respondents are salaried employee.

GENERAL FINDINGS:

- Majority (61%) of the respondents are nuclear family.
- Majority (94%) of the respondents are spending time on YouTube.
- Majority (68%) of the respondent are most often watches YouTube daily.
- Many respondents are influenced by the factors of YouTube advertising value is Entertainment.
- The most effectiveness of YouTube as an advertising platform is the Brand recognition of the products.
- There is no association between income and occupation of the respondents with the factors influencing the advertising value in YouTube.

- There is no association between age and qualification of the respondents with the effectiveness of YouTube as an advertising value.

SUGGESTIONS:

- Many people suggested they need to improve effective consumer engagement between the brand and ads.
- They need to improve credibility about the viewer's personal information regarding the contents they are viewing.
- YouTube ads need to be more creative as the people will be willing to spend time on watching ads.
- In YouTube there must be an option to block the advertisements in which the people are not interested.
- There must be a reduction of pop-up ads that viewers are not willing to see ads before their content.
- YouTube ads need to focus more on the customization of the people choice.
- People suggested generally there are more ads in YouTube; it will be useful if the ads can be reduced.

SCOPE FOR FURTHER STUDIES:

- A similar study can be done both in rural and urban areas.
- A comparative study can be done between YouTube advertisement and Facebook advertisement.

CONCLUSION:

In an environment where competition is increasing day by day, businesses are looking for different ways to influence consumers. Social media is also one of the ways to influence consumers. In recent years, increased usage of social media has created new business opportunities. As a social media channel, YouTube has attracted the attention of businesses. YouTube is probably one of the most powerful online marketing tools. This medium is emerging as an important tool for online marketing that is being used by businesses large, medium and small to create an impactful presence in the digital world. Advertising on YouTube gives a chance to access the world's second-largest search engine and largest video-sharing platform out there to improve and diversify online marketing strategy. It also helps to connect with potential customers in a unique and memorable way.

The present study was conducted on effectiveness of YouTube as an advertising platform. This study examined factors that influence YouTube ads' value and its effectiveness. Also, the study examined whether YouTube advertising value factors differ according to demographic variables. The key factors are the entertainment and attracts young customers which influences the advertising value in youtube and also the effectiveness of video advertising is brand recognition as the customer are easily able to connect with the products through youtube. Since youtube gives opportunity to company, to advertise more effectively to people who are searching for a particular brand or product.

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ANNEXURE

ANNEXURE

A STUDY ON EFFECTIVENESS OF YOUTUBE AS AN ADVERTISING PLATFORM.

1. Name

2. Gender

☐ Male

☐ Female

3. Age

☐ 15-25 years

☐ 25-35 years

☐ 35-45 years

☐ 45-55 years

☐ Above 55 years

4. Qualification

☐ School level

☐ Under graduation

☐ Post-graduation

☐ Professional

☐ Other:

5. Marital Status

- ☐ Single
- ☐ Married

6. Income

- ☐ Less than 20000
- ☐ 20000-30000
- ☐ 30000-40000
- ☐ Above 40000

7. Occupation

- ☐ Business or self-employed
- ☐ Salaried employee
- ☐ Retired
- ☐ Student
- ☐ Other:

8. Family Type

- ☐ Nuclear family
- ☐ Joint family

9. Do you spend time on YouTube?

- ☐ Yes
- ☐ No

10. How often do you watch YouTube?

- ☐ Daily
- ☐ 2-3 times in a week
- ☐ once in a week
- ☐ 2-3 time in a month
- ☐ once in a month

11. Factors influencing the advertising value

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Entertainment and Trendiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irritation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creditability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase Intention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracts to young customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ads are skipable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Effectiveness of YouTube as an advertising platform

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand recognition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear Communication off message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reach is enormous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer engagement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Based on demographic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connected to target customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>