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## Effectiveness of You Tube advertisement in purchase decision

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### Abstract

As the world is moving towards digitalization, brands have also evolved with time, in terms of their marketing strategies. YouTube is a very common & extensively used platform for well established brands to market their product. A lot of deliberation has been done on the question, i.e., do these advertisements actually drive sales / drives customer to purchase the product, or does it simply create awareness about the product & the brands. YouTube is the second most visited website globally, after Google search. This gives a concrete platform for brands to showcase their products & reach out to a large number of audiences.

This research aims to study the effectiveness of these advertisements in driving customers towards purchase decision. Various factors such as the content, audio / visual, performing artist, product information etc is taken into consideration while measuring the effectiveness of YouTube ads. This research will be beneficial for brands in understanding whether YouTube platform is an appropriate mode of marketing their product or not, given their objective is to increase sales.

**Keywords:** Effectiveness, purchase decision, You Tube advertisement

### Introduction

**Table 1:** About YouTube Advertisement

	Skippable in-stream	In-feed	Non-skippable in-stream	Bumper	Outstream
Selling point:	Users can skip so you are only charged for views	Shows to highly engaged users in the discovery and searching phase	Users can't skip so they view your whole message	Quick message that can't be skipped to raise awareness or reinforce other ads.	Raise awareness to users outside of Google when they are browsing their favorite sites
Where does it serve?	YouTube videos, GVP	You Tube Home feed, YouTube Search	YouTube videos, GVP	YouTube videos, GVP	GVP
Max video length?	No max length (less than 3 mins recommended)	No max length	15–20 seconds	6 seconds	No max length
Views reported in Google Ads?	Yes	Yes	No	No	Yes
Can increment public view count?	Yes (videos less than 10 seconds will not)	Yes	No	No	Yes
Can remarket to viewers?	Yes	Yes	No	No	Yes

\*Source: YouTube Help (<https://support.google.com/youtube/answer/2375464?hl=en>)

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### Objectives

- 1) To understand effectiveness of ads on the basis of – Content, Audio/visuals, performing artists, product information.
- 2) To identify if customers were persuaded to buy the product or not.

**Table 2:** Literature Review

Sr. No	Title of Paper	Name of Author	Remark
1	Evaluating The Effect of YouTube Advertising towards Young Customers' Purchase Intention	Dhiyaa Nadhifa Aziza, Rifelley Dewi Astui (Indoneasia)	Age group – 18 to 29 to analyze the factors of YouTube advertising (e.g. entertainment, informativeness, customization, and irritation) and their impact on perceived YouTube advertising value; and to evaluate the effect of YouTube advertising towards customers' purchase intention.
2	Effectiveness of YouTube advertisement among viewers in Chennai City	N Sukanya, S. Subbulakshmi	This study suggests that most watched videos should be chosen for giving ads so that numerous viewers watch the advertisement effectively.
3	Millennials' attention and retention to You Tube advertisements in Nigeria	Evaristus Adesina, Mowaninuoluwa Owoeye, Babatunde Adeyeye, Yartey Darlynton, Stella Aririguzoh, Thelma Ekanem	This study seeks to find out the millennials' attention and retention towards advertisements on the YouTube platform and how advertisers utilize this knowledge to effectively influence the purchase decision of the millennials. The study is anchored on the Individual Differences Theory.
4	YouTube advertising value and its effects on purchase intention	Duyug Firat	Age group – 18 to 29. Study focuses particularly on intension of purchase & not the decision of purchase.
5	Creating Brand Awareness Through YouTube Advertisement Engagement	Arman Hj. Ahmad, Izian Idris, Jian XiangWong	Aims to investigate & examine the relationship & importance of consumer engagement in YouTube advertisement toward consumer's brand awareness
6	The Persuasive Power in Virtual Reality Advertising on YouTube	Achini Ranaweera	Usage of virtual reality in youtube advertisement.
7	TV vs. YouTube: TV Advertisements Capture More Visual Attention, Create More Positive Emotions and Have a Stronger Impact on Implicit Long-Term Memory		A comparative study between TV ads & Youtube ads its impact on the audience memory.
8	A study on consumer attitude towards youtube advertisement	Dharah Mevada* Dr. Haresh B Vaishnani**	Consumers are influenced more with ads have entertaining content.

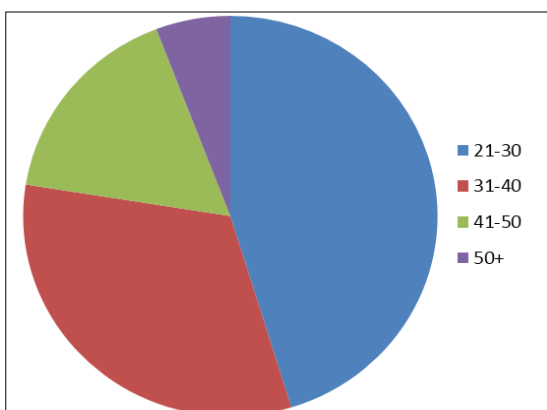
**Table 3:** Research Methodology

Parameter	Methodology
Type of Research	Descriptive Research
Sampling Type	Probability sampling
Sampling Method	Simple random sampling
Population	Infinite
Sample Size	384
Method of data collection – Primary Data	Structured questionnaire
Secondary Data	YouTube Web

**Table 4:** Data Analysis & Interpretation

1. Age

Age	Respondents	Percentage
21-30	171	45%
31-40	122	32%
41-50	66	17%
50+	25	6%
Total	384	100%

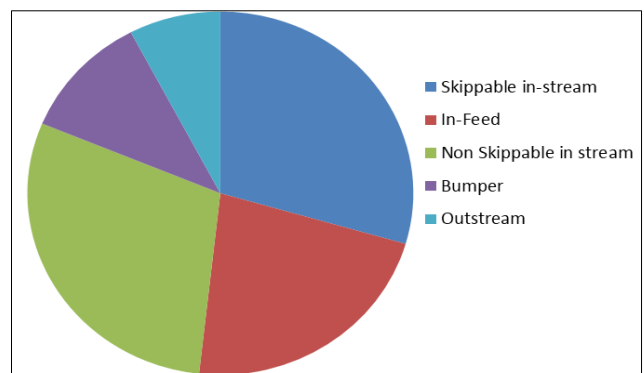


**Fig 1:** Age

The age groups of 21 to 30 & 31 to 40 are more active in terms of YouTube streaming, as compared to 41 & above. Usage of television is common in every house hold, especially for people aged 40 & above.

**Table 5:** Awareness about types of YouTube Advertisement

Type of advertisement	Respondents	Percentage
Skippable in-stream	384	100%
In-Feed	290	22%
Non Skippable in stream	384	100%
Bumper	144	29%
Outstream	100	8%

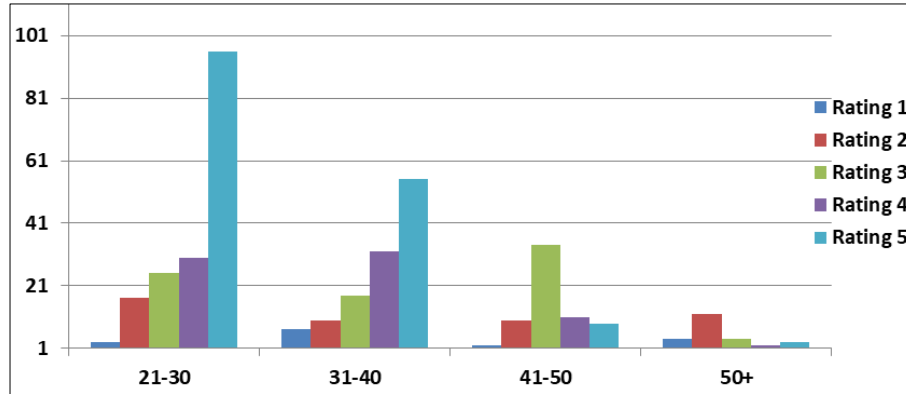


**Fig 2:** Types of You Tube advertisement

All respondents are aware & familiar with the Skippable & non-Skippable ads. There is a comparatively less number of respondents having awareness about the 'in-feed' advertisement which is shown to highly engaged users, 'Bumper' quick messages which cannot be skipped & 'Outstream' ads shown to users outside Google when they are browsing their favourite sites.

**Table 6:** Rating of the advertisement on the basis of content or script

Age of Respondents	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total No of Respondents
21 – 30	3	17	25	30	96	171
31- 40	7	10	18	32	55	122
41- 50	2	10	34	11	9	66
50+	4	12	4	2	3	25
Total	16	49	81	75	163	384



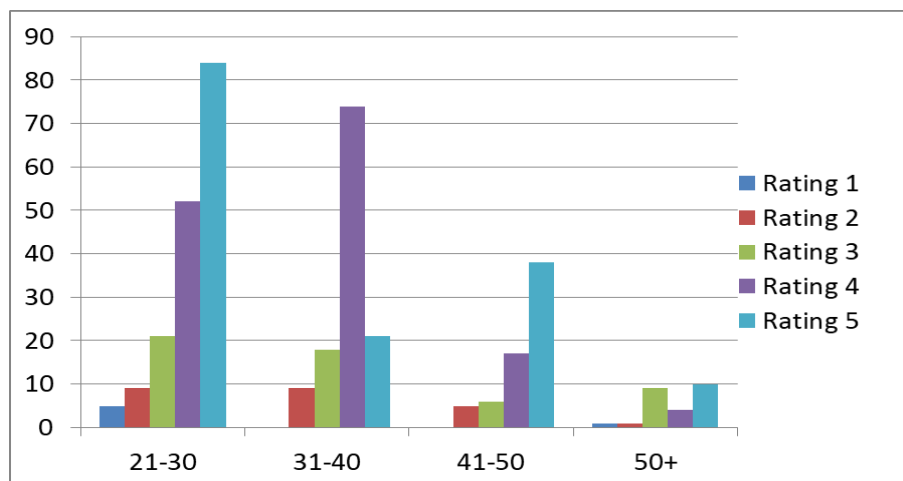
**Fig 3:** Rating 5 being the highest and Rating 1 being the lowest

The content, script and dialogues form the foundation of any advertisement. It is a direct representation of the brands image, reflection of their ideologies & perception about the public. The content being used today is more ‘Youth

Centric’ and curated as per the latest concepts which are currently trending among the younger generation. As per the survey, maximum rating received for content & script is from age group 21 -30, followed by second highest rating from age group 31-40.

**Table 7:** Rating of the advertisement on the basis of audio & visuals

Age of Respondents	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total No of Respondents
21 – 30	5	9	21	52	84	171
31- 40	0	9	18	74	21	122
41- 50	0	5	6	17	38	66
50+	1	1	9	4	10	25
Total	6	24	54	147	153	384



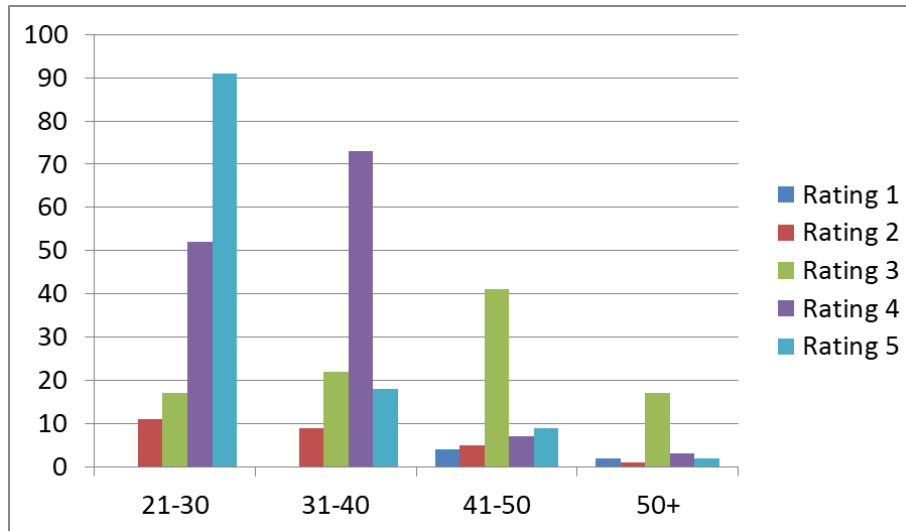
**Fig 4:** Rating 5 being the highest and Rating 1 being the lowest

Brain receives maximum information through the sense of hearing / listening, along with the sense of vision, or looking / seeing. The sense of sound & vision processes information faster than any other sensory organ. Advertisements consist of music or sound along with various graphic, videos

generated through AI or high definition films of actual products. Perfect combinations of audio & visual makes product look more appealing, than it is in reality. Maximum rating has been received from all age groups for these factors. Age group 31-40 has given second highest rating.

**Table 8:** Rating of the ads on the basis of performing artist / influencer

Age of Respondents	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total No of Respondents
21 – 30	0	11	17	52	91	171
31- 40	0	9	22	73	18	122
41- 50	4	5	41	7	9	66
50+	2	1	17	3	2	25
TOTAL	6	26	91	135	120	384



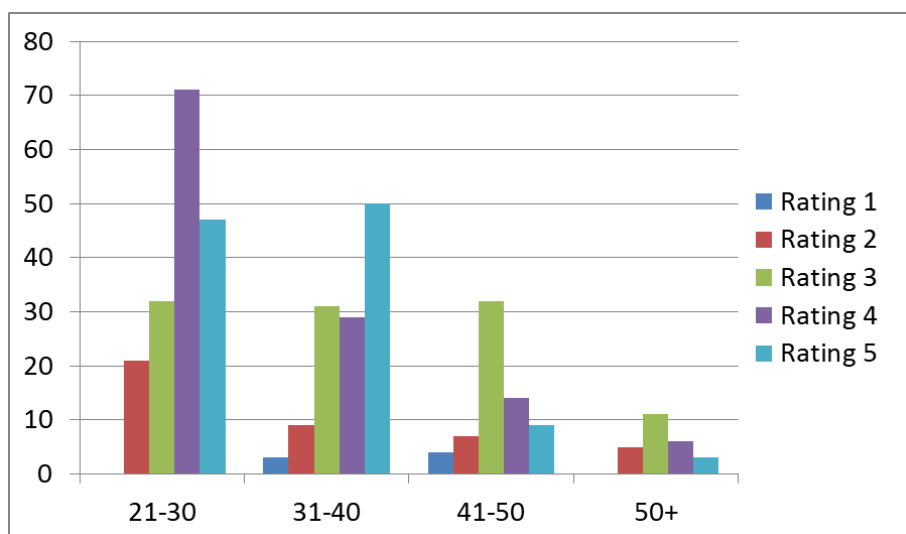
**Fig 5:** Rating 5 being the highest and Rating 1 being the lowest

Face of the brand, known as ‘Brand Ambassador’ feature in the advertisements as a representation. While some companies keep only one face of their brand, some companies choose to change the artists / influencer for every campaign.

These influencers play a major role in changing viewer’s perception of the brand & it also ensures that the viewers keep watching the ads without skipping it. Thus, performing artists or influencers play a major role in advertisement campaigns. As per above table, respondents gave highest 4 rating in this category.

**Table 9:** Rating of the ads on the basis of product information

Age of Respondents	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total No of Respondents
21 – 30	0	21	32	71	47	171
31- 40	3	9	31	29	50	122
41- 50	4	7	32	14	9	66
50+	0	5	11	6	3	25
TOTAL	7	42	106	120	109	384

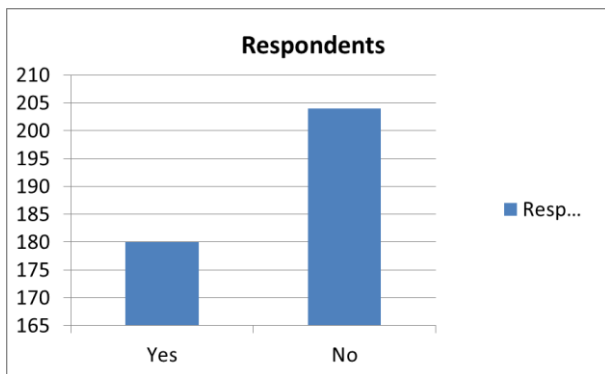


**Fig 6:** Rating 5 being the highest and Rating 1 being the lowest

Literate consumers are concerned about the product information, as they purchase products only after complete understanding about its contents, specification etc. Advertisements highlight 3 or 4 important pieces of information which can gain the customers interest.

**Table 10:** As a viewer, did it persuade you to purchase the product displayed in the advertisement

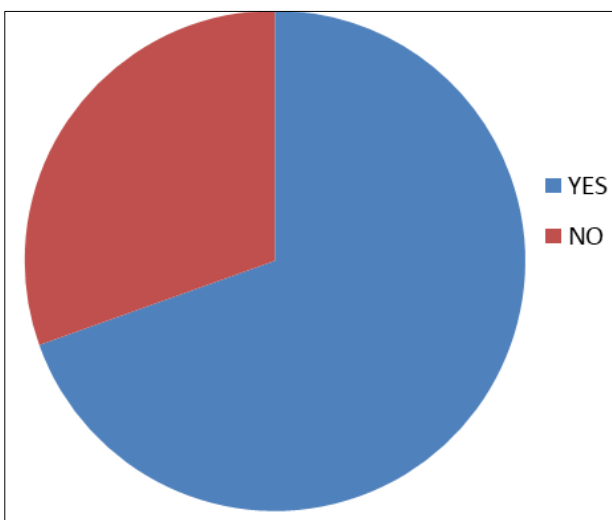
Response	No of Respondents	Percentage
Yes	180	49%
No	204	51%
Total	384	100%



**Fig 7:** Persuasion to purchase the product, main agenda of advertisement, was fulfilled. As per the survey, 49% consumers responded on a positive note.

**Table 11:** As a consumer, did the advertisement influence or change your opinion about the brand/product shown in the advertisement.

Response	No of Respondents	Percentage
Yes	267	70%
No	117	30%
Total	384	100%



**Fig 8:** Influence on opinion

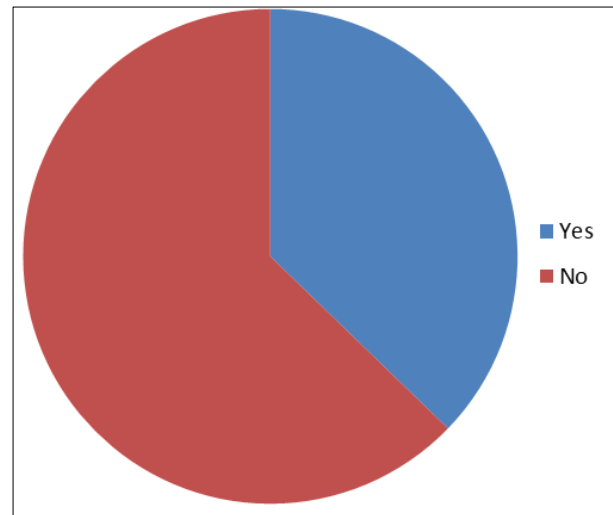
Influence' (The capacity to have an effect on the character, development, or behaviour of someone or something, or the effect itself.)

Today, any content that is posted on the internet consists of psychological triggers in various forms, which may slightly change the perception or opinion about the brand in the viewer's mind. 70% admitted that their opinions changes,

whereas, 30% people showed no impact of the advertisement on their opinions.

**Table 12:** As a consumer, do you spontaneously respond to the discounts or offers mentioned in the advertisement

Response	No of Respondents	Percentage
Yes	143	36%
No	241	64%
Total	384	100%

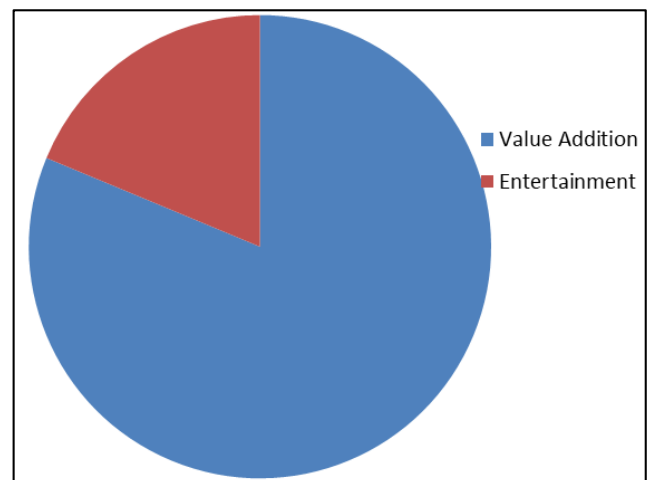


**Fig 9:** Response

Advertisements not only provide information about the product, but also announce various offers or discounts which may be valid only for a certain period of time. 37% respondents react spontaneously after viewing the discount offers, whereas 63% people do not react, irrespective of offers or discounts.

**Table 13:** Does the advertisement add any value to your shopping experience, or are they referred only for entertainment purpose

Response	No of Respondents	Percentage
Value Addition	312	82%
Entertainment	72	18%
Total	384	100%



**Fig 10:** Advertisement outcome

Advertisements generally serve either as an entertainment video or it adds value in product information / awareness. 81% respondents experienced that advertisements do add

value to their information, whereas 19% respondents felt that advertisements serve merely as entertainment.

### Findings

- YouTube being the second most browsed website across the world, has provided a global platform for brands to reach out to maximum customers.
- The Age groups of 21-40 are consumers of today & will develop a good brand recall memory in the future.
- 49% of respondents were persuaded to purchase the product, which is a good outcome.
- Audio/visuals, content & discount offers in the advertisement play a major role in brand development.
- Massive reach, power of persuasion & brand image building are the 3 main factors that are being fulfilled through Youtube advertisements.

### Conclusion

YouTube is a media platform which is accessible to the masses, free of cost. India, which is also considered as a market place of the world, holds immense potential & buying capacity in all forms of consumer class. Advertisements, when done with proper strategy formation by the brand can prove to be the most useful tool for marketing.

The study is conducted through respondents which cover all age groups. Through this, brands can understand the perception of each age group & segment their marketing practices in line with customer preference. Advertisements are great to create brand recall value, and brands like Amul, Parle, TATA, Vodafone etc have been successful in doing so.

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