

**An Empirical Study of YouTube advertisement impacts on young generation:  
An ethos of YouTube influence**

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## ***Abstract***

*In recent times, there is a remarkable increase in number of people who are using internet for different purposes, but a large number of internet user are the ones, who are the viewers at the YouTube and those who are the creators, who publish their videos and different material on YouTube. Not all factors that sway customers to think YouTube advertising is effective have been discovered. This paper listed YouTube advertising's entertainment, informativeness, customizability, and irritability can affect advertising value, brand recognition, and customer intent to buy. The conceptual model hypothesizes that ad value strategies improve brand recognition, which affects users' views of You Tube's utility and their propensity to keep buying. This study used Pakistani market and young generation which are studying in Pakistani Universities and 250 surveys were analyze variable data. Entertainment, informativeness, and customization are the strongest positive drivers, while irritation is the strongest negative driver for YouTube ads. However, YouTube's advertising value affects brand awareness and buy intent.*

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## **Introduction**

No matter how much money is put into advertising, the only way it can be successful is if it is successful in gaining the attention of populations. In the costly and crowded advertising landscape of today, it is essential that advertisements contain the appropriate statements and contents advertising surroundings (Hofstede & De Mooij, 2010). The majority has adopted social networking, and marketers are aware of this growing trend. The proportion of businesses that make 88% of 2014's goals involve using social media for promotion. The costs associated with advertising for the social channels, which account for approximately four-point nine percent of the total. It is anticipated that the total amount spent on advertising on a global basis will have more than doubled by 2018 (Social media report, 2015; Nielsen, 2012). As a result, one of the reasons why this area of study is so appealing is that a significant portion of the world's population is linked together in some way with, or at the very least, a good working knowledge of social media and the dominant role it plays in modern life.

YouTube is an online video-sharing platform that was established in 2005 which enables users to upload videos, watch videos, comment on videos, and provide access to films shot location. It ranks third in terms of numbers of visitors of any website in the entire globe. Documenting more than a billion visitors each and every month who actively like, comment on, and share material each month, watching more than movie spanning six billion hours. uploading movies to YouTube, along with sharing and commenting on other users' videos 100 hours of brand-new footage are uploaded to this website every minute (Bradshaw & Garrahan, 2008). In addition, the young population between the ages of 18 and the most frequent users are people who are 34 years old, account for two-thirds of all videos uploaded to YouTube, and watch more videos uploaded to YouTube than they do any cable TV station. People who use this service (Perrin, 2015).

A wealth of knowledge and eye-opening insights can be found on YouTube in relation to marketplaces and consumer spending. Twenty-two countries make up this list and a few mobile phone manufacturers, like Apple and BlackBerry, among others YouTube provided users with the option to view content in their native language, which it is now feasible for users of YouTube to use portable technology to view videos (Bradshaw & Garrahan, 2008). Exclusively this wide use of, the methods that advertisers build their campaigns have been impacted by this platform their method of advertising (Nielsen, 2012). Additionally, Producers of web videos have the chance to participate in YouTube's own partner program to develop original content fresh content to be added to the website in order to capitalize on the benefits of sharing the revenue generated by advertising on YouTube. To this day, more than 30,000 collaborators from around the world have There are now 27 nations in total are taking part in the partner effort (Kotler & Armstrong, 2013).

Advertisers have become more interested in YouTube as a result of the multiplying of ads within its content and interested in investing in this developing medium as it a platform for the communication of brands and the efficient placement of advertisements online. There are advertisements that appear on YouTube, a platform for sharing. Components that have been released or chosen by users are featured on the site's home page (Adage). It Additionally conceivable that they'll show up when you watch the movie page, which usually appears as a sign. Additionally, the marketer could insist that the proposed advertisement is targeted toward the appropriate audience to the video material, in which case you will be subject to higher rates. This effect can be achieved through the use of advertising formats that have been established (Ad Age Survey). On YouTube, you can basically choose between two different kinds of advertisements video. Two types of video advertisements are in-stream and in-video advertisements many different kinds of advertisements can be found on YouTube. In-stream advertisements allow viewers to choose whether or not to observe brand advertisements after the video has been playing five seconds at the very least. A maximum of 15 seconds is allotted for standard in-stream commercials. Those ads that usually fill the bottom third of a page appear in video advertisements Business film. The viewer typically sees these advertisements at the 15-second point, and he/she has the ability to minimize or dismiss them if they so choose (Adage; Pikas & Sorrentino, 2014). Despite the fact that television is still the most prevalent means of media and channels, including social media, which has a relatively consistent effect such as YouTube continues to expand, despite the fact that it is undergoing the expansion of advertising expenditures acceleration significantly (Adage; Bellman, Schweda, & Varan, 2009; Clancey, 1994). On the other hand, another question that has been raised is whether advertisers who are with this new environment could be operated by those who have experienced the impacts of advertising substitution between YouTube and other forms of media in order to achieve the highest possible rate of return on investment while benefiting from advertisements on YouTube.

Despite the pressing requirement to investigate, every facet of there is not enough material available on YouTube as a whole about the fresh promotional medium. Strategy that will be used

for advertising by businesses. As a result, the findings being presented here tries to fill in the blanks by investigating whether and how YouTube ads influence engagement. The worth of the advertisement, as well as the intentions of customers to purchase. here hasn't been any study to look into the potential link as per our knowledge, between the value of advertising on YouTube and a user's intention to make a purchase, nor have they discovered if these factors have any predictors. As a result, the objective of the research is to first offer and then examine a complete, integrated approach. for advertising on YouTube provided by circumventing the restrictions that had been placed on previous research on social media. Towards this end, the following questions will guide our research:

1. Is it essential for businesses to have their advertisements optimized for YouTube? determining the consumers' purpose to make a purchase?
2. What factors have an impact on the value of advertisements on YouTube, and how do those factors effect value?
3. Does the ability to personalize advertisements on YouTube make a significant contribution toward elevating the emotional qualities of advertising value?

The paper will progress as follows: it will begin with a brief review of the relevant prior research on our independent variables, after which the research assumptions are developed and the results are described our chosen approach. The report concludes by delivering the findings of the content analysis as well as an analysis of the results.

## **Literature Critique**

### **Entertainment**

The entertaining that can be found in various media platforms can be defined as for media consumers (Eighmey & McCord, 1998). According to findings from previous studies, increasing the amount of entertainment that is provided is most likely to create an advantage for people who use media, which will encourage them to use the communication on a more regular basis. The possibility of an advertisement, as well as amusement seekers and purchasers, is reflected in advertising for the entertainment industry satisfaction, both of which are results of exposure to the advertisement (Lee & Choi, 2005). There is a strong possibility that advertisements will be utilized in order to the hedonic requirements of customers (Rodgers & Thorson, 2000). Consequently, the practice of cultivating a predilection for pleasure and satisfaction (Pollay & Mittal, 1993). In the social media sphere, particularly when it includes the presentation of enjoyable entertainment, is capable of increasing customer requirements related to hedonism (Fischer & Reuber, 2011; Edwards, Li, & Lee, 2002a, 2002b). Being able to improve one's mood is where the value of entertainment really resides. Satisfaction of the user's need for entertainment expulsion, and distraction (Muntinga, Moorman, & Smit, 2011) by letting clients choose for themselves, encounter, share information, and even post photos and videos of your adventures because of the social relationships they have (Kim, Sohn, & Choi, 2011).

Madison & Vine in concepts of, many people can be reached through their YouTube account. Many businesses have signed on to the idea of combining advertising and entertainment. In order to reach a greater number of consumers with messages that are both interesting as incorporating logos and brand names into the set design of entertaining programs. Thus, the most prevalent type of branded content is product advertisements entertainment that cuts through the noise and gives birth to something fresh ways of attracting the attention of a greater number of customers (Kotler & Armstrong, 2013).

### **Informativeness**

The degree to which something delivers information is one way to define the term "informativeness." providing people with information that is efficient and inventive (Chen, 1999; According to Ducoffe, (1995a, 1995b); Clancey (1994) suggestions are included here that consumers of media are able to differentiate the capacity of advertising to provide information for customers is the principal argument in favor of accepting the advertisement. Ducoffe's meaning claims Ducoffe (1995a) and (1995b), informativeness is defined as "there is a general agreement that advertisements are effective at informing consumers" consumers of product alternatives," and as a result, it has the potential to drive the gratifying conclusion reached regarding the purchase. Erdem, Swait, and Valenzuela (2006) discovered that customers have a tendency to demonstrate a number of more evidence that consumers are searching for product information and acquiring information more through the sharing of information between individuals without conditions (De Mooij & Hofstede, 2010). In addition to this, the definition is broadened and a great number of academics demonstrated how attitudes towards advertisements on social media sites are influenced by informativeness. Therefore, societal capabilities of various forms of media make them an appropriate instrument for accomplishing such a goal format, which showcases additional information regarding the merchandise (Lee & Choi, 2005).

### **Irritation**

The degree to which one is irritated can be conceptualized as a measure of the content's is a nuisance to surfers due to its messiness (Eighmey & McCord, 1998). According to findings of previous research, people are becoming less receptive to television advertising, and as a result, they either pay no attention to the advertisements or use that time to take part in one of the other activities. (Clancey, 1994; Speck & Elliott, 1997). On the internet, there is also advertising in the form of banner and pop-up ads, which are considered annoying and grating (Edwards et al., 2002a, 2002b). Due to the annoyance factor of internet commercials, people frequently avoid seeing advertisements that are presented online (Benway, 1998; Cho et al., 2004). It was observed by Ducoffe (1995a, 1995b) display advertisement as ad banner can be very annoying. could potentially divert the attention of customers and interfere with their experiences as humans. Consumers had a greater likelihood of recognizing the advertisements as an attempt to irritating as well as providing an unwelcome source of irritation when it was activated strategies

that irritate, offend, or are excessively manipulative (Edwards et al., 2002a, 2002b; Pasadeos, 1990). When it comes to social media platforms like YouTube, it's possible that annoyance caused by advertising is related to the target audience interruption, in addition to the worries of customers about missing their products (Corstjens & Umblijs, 2012)

### **Customization**

When it comes to advertisements, customers are more amenable when it is personalized and applicable to the way they live their existence (DeZoysa, 2002). Because of this, it is essential for advertisers to listen to what their customers want characteristics, as well as patterns of consumption (Rao & Minakakis, 2003). Ducoffe (1995a, 1995b) was of the opinion that advertising is effective. successfully when there is a transfer of value between the consumers and the advertisers through the messages that are being advertised. To phrase this another way, consumers are likely to focus their attention on advertisements that have been labeled as being more personalized, while ignoring advertisements that are regarded as being generic have fewer individualized features (Liu, Li, Mizerski, & Soh, 2012). Utilizing social media personalization being a benefit has the potential to transform advertising, which allows for the classification of customers and the monitoring of their activities depending on the individual's location and demographic data (Zeng, Huang, & Dou, 2009). YouTube is recognized as one of the most powerful among other channels. The business could use social media as a platform to carry out some of its goals mission through the distribution and production of video content that is centered on each customer requirements and individual inclinations.

### **Advertising Worth**

The value of advertising can be described as "an individual's assessment that how effective or helpful advertising is to consumers," as a result, it is clear that this utilized as a practical instrument for determining how successful advertising campaigns are (Edwards et al., 2002a, 2002b; Rao & Minakakis, 2003). When the advertised material is relevant to their needs, consumers learn the advantages of advertising. The content which is generated together shared the exchange value of ads, advertisement and all the viewers who are witness it. As a result, the value of advertising can be conceptualized as an all-encompassing evaluation and illustration of the worth of promotion on various social media platforms.

### **Awareness of the Brand**

Effectively enhancing strong relationships with customers can be accomplished by brands. (Tsimonis & Dimitriadis, 2014). a description of brand recognition as a company's consciousness or memory (Huang & Sarigollu, 2012).

These days, only new media does not increase the existing client-business relationship, but they also and the relationship between the company and its customers, but they also present a new twist on

traditional choices, which increases the capacity of businesses to interact with consumer dialogue, thereby contributing to the strengthening of their instrument of communication (Tsimonis & Dimitriadis, 2014). Brand recognition can be increased and built through social networking (Stephen & Toubia, 2010), because a larger pool of people are already engaged in social media activities. Spreading one's identity across all of those networks can assist in notifying people about it and become widespread with the company, thereby contributing to the creation of brand recognition (Golding).

### **The Determination to Purchase**

The studies from different practitioners have suggested that the intention to purchase is the most important factor in the single most important indicator of how successful advertising is, and could also be influenced by factors such as one's disposition toward the advertisement (Chen, 1999; Wu, 2006). MacKenzie and Lutz (1989) learned that one's response to the commercial has an effect on both brand awareness and brand favorability, a desire to make a transaction. Zeng et al. (2009) found that there is a favorable correlation between advertising value and behavior within the context of the social media environment. Objective to be even more detailed, another research acknowledges the value of advertising as a factor that leads to intend to buy when using advertisement in social media (Kim et al., 2011). Dehghani and Turner's study on purchase behavior was published in 2015 which stated that the recommendations and the reputation of the company had a significant impact on the intention value that previous customers have shared with one another on various social media platforms.

### **Advertisements on YouTube**

The recently established model of video advertising that can be viewed online, possessing both the assets that television and social media platforms have to offer a number of qualities that stand out from those associated with more conventional advertising structure (Dehghani, Nourani, & Choubtarash, 2012). MacKenzie, Lutz, and Belch (1986); Van-Tien Dao et al. (2014a,b) perceived traditional advertising is impacted by social media's increased dependability and transparency tests of the effectiveness of ads. Including both the information and a higher priority than the advertisement's usefulness for making purchases is its entertainment value. Judgments would have an effect on the value of the advertising. Recent studies have shown imply that a portion of the advertising revenue is being allocated toward social media are continually expanding, indicating that companies are becoming an increasingly important interested in interacting with their audience, contributing to the shaping of their experiences, and capitalizing on the opinions of their followers to strengthen the impact of their ads (Lipsman, Mudd, Rich, & Bruich, 2012). You can find different kinds of videos on YouTube, any one of which could theoretically feature the company more prominently; despite this, a number of studies have shown that Customers have trouble remembering seeing details about products on

websites. Website, which demonstrates how brands can frequently perform peripheral role that is more prominent (Dehghani, Choubtarash, & Nourani, 2013; Pikas & Sorrentino, 2014).

Despite this, the earlier study on ads on YouTube reveals that have never given any thought to the elements that influence the value of advertising and the effects that it has on consumers' awareness of the company as well as their purchases intention developed later on. In addition, previous research on societal issues has shown that advertisements in the media have shown that attitudes about advertising are related to three factors: educational value, amusement value, and annoyance value; however, the most crucial factor is the direct effect of customized advertisements when combined with other factors. Components have never been subjected to any kind of analysis. As a result, this research contributes to the body of knowledge by establishing a connection between the attitudes of consumers in addition to brand awareness and purchase intent, advertising value should be oriented towards the customization of the ads as a determining element for ad value.

### **Model Conceptualization and Assumptions**

This section outlines our theories as well as our conceptual framework, model developed based on the earlier conversation regarding the literature analysis in relation to the attention that consumers are paying to advertisements on YouTube and additional pertinent issues that are connected to our variables. Finding the effectiveness of advertising can be done in a variety of ways, such as by company awareness Dehghani et al. (2013), brand worth Cobb-Walgren, Ruble and Donthu (1995) and the process by which customers decide whether to buy a product by forming opinions about its physical attributes (Intention to buy).business based on data obtained from a variety of sources pertaining to advertising (Pikas & Sorrentino, 2014; Lipsman et al., 2012). The meaning or value that consumers take from the brand is influenced by these characteristics, such as name recognition (Debatin, Lovejoy, Hom & Hughes, 2009; Lee & Shen, 2009; Rao & Minakakis, 2003). (See Fig. 1)

In the realm of empirical research, Edwards et al. (2002a, b) conducted a research survey on influence on the value of irritability of advertisements that had an adverse effect on how people felt about the advertisement. In addition to this, with independent research conducted by Rao and Minakakis (2003) revealed that there is an inverse connection among impatience and advertising worth, and a favorable correlation between advertising and the dissemination of information value, which in tum has an impact on one's perspective regarding advertising. Previous research has also demonstrated that the value of advertising is connected to due to the presence of three factors: amusement, and irritability, which in tum influence how people feel about advertising (Waters, Canfield, Foster, & Hardy, 2011). In spite of this, however, entertainment and the usefulness of information is evaluated based on the favorable aspects of social advertising in the media, which represents both affective and values of the mind correspondingly (Lee & Choi, 2005). To contrast and offer an option, according to a research, annoyance has no bearing on the



effectiveness of advertising, but represents consumers' negative reactions to products being delivered in an incomplete form.

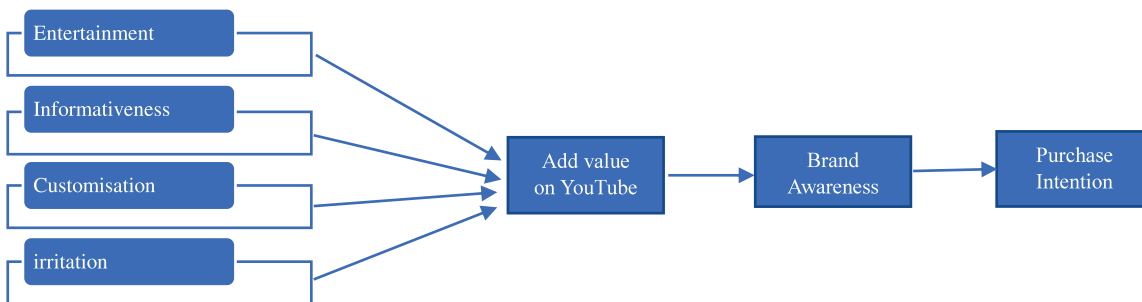


Fig. 1. Conceptual Model for consumer Acceptance of YouTube Advertising.

Studies have shown that customized advertising can make it more informative, fun, and trustworthy. But personalized ads can also make people less angry because well-written advertising ads customized to meet the needs and interests of the customer (Lee, Kim, & Sundar, 2015) say that tailoring has a secondary impact but no apparent direct impact on the value of ads impact by being interesting, credible, and full of useful information. Cobb-Walgren et al.'s research (Cobb-Walgren et al., 1995), promoting makes people aware of brands, which has an effect through social media channels, people show their plans to buy (Dehghani & Tumer, 2015). Kim and park (2010) did a real-world experiment and found that how people feel about advertising has a good effect on shopping goals. All of these add up to the total use that the chance of getting a customer's attention through social media advertising, as a group on YouTube. So, for our empirical study, we thought about the following hypothesis:

H1: People have thought that YouTube is helpful advertising, which is good for the value of advertising.

H2: People have gotten the impression that they can customize YouTube advertising, which is good for the value of advertising.

H3: Advertising on YouTube has made people feel annoyed, which is bad for the value of ads.

H4: Brand awareness will be helped by YouTube advertising, which offers advertising value.

H5: Awareness of a brand will improve because of a YouTube ad. on what buyers plan to buy.

## Methodology

### Samples

The information for this study was gathered in Pakistan among twin cities universities took part in this study via a questionnaire. 82% of people between the ages of 18 and 29 use YouTube. This is the same for many other social networking sites. 2014 used YouTube (Norman, 2010). In

terms of time and the data was gathered using a quota sampling method in order to account for the funding, depending on the composition of the university. 55 people were removed from the cluster because their answers were not complete or they didn't give enough information. Eight people were also taken out of this study because they didn't have enough information. Experience with seeing ads on online videos. 100% of the between one and seven and a half percent of the first group uses the internet. Hours every day, but 98% said that they were social networking veterans, so 8 out of the 378 surveys have been left out. 83% of the 315 polls that can be used can be used answer rate. Data on the chosen subjects' demographics show that they have on average, people have used social media for about 3.5 years. The average age is 23 years old. 55% of the students are women, and the rest are men.

## **Measurement**

Since all assessment scales are Likert-type with a 5-point range, the relationships between the factors have been determined rather than the factors themselves. (Dehghani & Tumer, 2015) "1" denotes "strongly disagree," and "5" denotes "strongly agree" in a point system. The 15 data come from studies done in the past. (Rao & Minakakis, 2003; Speck & Elliott, 1997; Waters et al., 2011). Especially, different item is used to measure each form of fun, made measures for usefulness, personalization, and irritation (Kim et al., 2010). In addition, other factors are used to assess the link between advertising value and brand recognition as well as the likelihood that a customer will make a purchase previous study.

The reliability of the data was validated using the Cronbach's alpha value how well the study works. The rate of stability of the Cronbach's alpha score for the questionnaire came out to be 0.97.

## **Results**

In line with what has been written before, the efficiency of advertising on YouTube has been looked at with four fun, information, personalization, and irritation are all parts of a game. (The first four hypotheses). As a result, we can support your conclusion about how well advertising works on YouTube by These are the four ideas.

## **Tests of Hypotheses**

The claim of normality is made for standard t-tests. Not of the facts, however, of the tools. According to the Central Limit Theorem: Demonstrates that regardless of the original distribution, when there are more than 5 or 10 individuals in each group, the means are almost normally distributed. In addition, the fact that parametric statistics, such as the t-test with a Likert scale, with different means, and with non-normal distributions, can be used is a result that is generally accepted without worrying that they will "draw the wrong conclusion." These results are in line with scientific research going back to almost 80 years (Norman, 2010). They looked at

all the factors. t-test and Friedman test to see if there is a connection. In Table 1, you can see a list of the factors that have an effect on YouTube ad about how to get people to buy in the sample size. A Likert scale was used to rate how each person did on the assessment. For each of the factors, the mean is given. It displays that, among other things, all of the means and standard deviations are near to one another sample.

### **How ads that are fun affect their value**

**H1:** Consumers think that YouTube ads are useful for fun, which is good for the value of the ads.

A t-test was conducted to determine whether the value of YouTube advertisements altered when they contained humor, as shown in Table 2. A significant no link was found, considering that the median (test number) was greater than the mean (3.2153),  $t = 5:59:05$ , and  $p = 0:05$  Not enough evidence supports that assertion. Therefore, it is safe to say that customers' perceptions of entertainment on YouTube ads changes the value of the ads, which backs up H1.

### **How an ad's value is affected by how much it tells you**

**H2:** Consumers think that YouTube ads are useful because they are helpful, which is good for the value of the ads.

The value of YouTube ads was tested using a t-test, as shown in Table 3, to see if it altered depending on how much information was provided. The mean was 3.1112, slightly above the test value (Median), and  $t = 14\ 2:93:56$ ;  $p > 0:05$ , indicating that there was a clear impact on the link. Insufficient data exist to definitively rule out the theory. Therefore, it is safe to say that customers' perceptions of the value of advertising is affected by how helpful YouTube ads are, which backs up H2.

### **How customizing ads changes their worth**

**H3:** Consumers think that being able to customize YouTube ads is useful, which is good for the worth of the ads.

A t-test was carried out, as shown in Table 4, to determine whether Customizing YouTube advertisements affected their value. Since the mean of 3.4321 was greater than the test value (Median), a significant lack of a link was discovered. Therefore, the conclusion is valid.  $t = 12:11:73$ ;  $p = 0:05$  To support that premise, there is insufficient evidence. Therefore, it is safe to say that customers' perceptions of Customization of YouTube ads change the value of the ads, which backs up H3.

### **What ad annoyance does to the value of an ad**

**H4:** The customer thinks that irritation of YouTube is useful advertising is hurting the worth of advertising.

The value of YouTube advertisements was tested using a t-test to see if it decreased when they became obtrusive, as shown in Table 5. Since the mean of 3.1581 is slightly higher than the test number (Median), which is 3  $t = 4:02:52$ ;  $p = 0.05$ , it was determined that the association has a detrimental impact. To support that premise, there is insufficient evidence. Therefore, it is safe to say that customers' perceptions of ad worth is affected by how annoying YouTube ads are, which backing up H4.

### **Variable Rating**

By backing up the above theories, we can come to the following conclusion: that advertising on YouTube changes the value of advertising average differences between study variables in the community that was examined were also determined using the Friedman test. The Friedman Act The t-test is a variant of the Repeated-Measures ANOVA that can be utilized done on data that is ordered. So, the idea below is based on statistics measured:

H0: The average value of each variable is the same.

H1: There is a substantial difference between at least one set of the mean factor ranks different.

The significance can be seen in Table 6's first outcome, where chi square equals 420.625 and  $p = 0.05$ . Consequently, the variables' average positions are not equal. The average positions of these factors in the second output are listed. Table 7 displays those of the third first in decreasing sequence, with a mean of 3.67, mean = 2.49, and third. The first had a mean of 2.23, while the second had a mean of 1.62.

### **Tying Together What a Customer Thinks and What He or She Plans to Buy**

The goal of the following theories is to find a clear connection between them. What people think and what they plan to buy. Therefore, it is examined how advertising value affects consumer desire to purchase by examining how brand knowledge and recognition are affected by advertising value.

### **How ad value affects how well people know a brand**

**H5:** Advertising value through YouTube ads will have a good effect on brand recognition.

A t-test was conducted to see if the effectiveness of YouTube ads had any impact on how well people recognized the brand, as shown in Table 8. Since the mean was 3.2117, slightly higher than the test value (Median), and  $t = 14 \ 5:49:63$ ;  $p > 0.05$ , there was no significant relationship between the two. Insufficient data exist to definitively rule out the theory. Therefore, it is safe to

say that advertising is worth it. Through YouTube, affects brand recognition in a good way, which helps H5.

### How knowing about a brand affects what people buy intention

**H6:** Brand recognition will improve because of a YouTube ad on what buyers plan to buy.

A t-test was conducted, as shown in Table 9, to determine whether YouTube increased brand awareness among users, which might have had an impact on their decision to purchase certain products. Since the mean is 3.2117, slightly higher than the test value, it was discovered that the association had a significant impact. (Median),  $t = 13:4273$ ,  $P = 0$ , It lacks sufficient support to be rejected as a theory. Therefore, it is safe to say that the brand Awareness of YouTube has a good effect on what people buy.

**Table 1**  
Measures of central tendency and dispersion

Variance	Standard deviation	Means	Hypothesis
0.419	0.6476	3.2153	Consumers think that YouTube ads are useful for fun, which is good for the value of the ads
0.452	0.6723	3.1112	Consumers think that YouTube ads are useful because they are helpful, which is good for the value of the ads
0.400	0.6329	3.4321	Consumers think that being able to customize YouTube ads is useful, which is good for the worth of the ads
0.486	0.6971	3.1581	The customer thinks that Irritation of YouTube is useful advertising is hurting the worth of advertising
0.467	0.6836	3.2117	Advertising value through YouTube ads will have a good effect on brand recognition
0.388	0.6227	3.4711	Brand recognition will improve because of a YouTube ad on what buyers plan to buy

**Table 2**  
Student's t-distribution

Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.4522	0.5964	5.8112	314	0.0245	0.0000	0.4522

**Table 3**  
Student's t-distribution

Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.2145	0.5489	2.7419	314	0.0254	0.0036	0.1245

**Table 4**

Student's t-distribution

Test Value =						
3						
Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.5671	0.5284	8.4869	314	0.0458	0.0000	0.5671

**Table 5**

Student's t-distribution

Test Value =						
3						
Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.1581	0.6971	4.0252	314	0.0393	0.0001	0.1581

**Table 6**

The result of Friedman test.

Test result	Error rate	N	The significance level	df	Chi-square
Approved	0.05	315	0.000	3	420.625
H1					

**Table 7**

Friedman test and the rank of means.

Average rating	Dimensions
3.78	H3: Customization effects
2.57	H1: Entertainment effects
2.32	H4: Irritation effects
1.59	H2: Informativeness effects

**Table 8**

Student's t-distribution

Test Value =						
3						
Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.2117	0.6836	5.4963	314	0.0385	0.0000	0.2117

**Table 9**

Student's t-distribution

Test Value =						
3						
Mean	Std. deviation	<i>t</i>	df	SE mean	Sig.(2-Tailed)	Mean differences
3.4711	0.6227	13.4237	314	0.0351	0.0000	0.4711

## Discussion and Conclusion

Consideration and a verdict in addition to establishing a connection between consumer perception and purchase intention, the primary objective of this research was to identify the variables influencing the ad value in YouTube advertising. The first five hypotheses in our study are related to communication, and the first four of them were used to analyse the YouTube ad content, while the fifth one was used to examine how advertising value affected brand recognition. Finally, yet importantly, we looked into how YouTube advertising affected consumers' desire to make a buy. Thus, the findings show that YouTube advertising has a significant impact on consumers' intention to make a buy. It follows that our main research query can be answered. This study says that there is a chance for experts to do something to learn more about what makes ads valuable in the YouTube environment. Also, this study of the YouTube account in relation to Practitioners could also find social media problems to be very important. Our study makes a number of theoretical and managerial contributions implications.

First, this study shows, from a theoretical point of view, that all when people get YouTube ads, four factors (entertainment, customization, informativeness, and irritation) play a big role in helping them become more aware of a brand ad and then deciding whether or not to buy something. The results show how entertaining and unique people thought it was of ads are the most important things that make them valuable. Irritation, on the other hand, is a bad driver, in support of research (Aaker & Bruzzone, 1985; Lee & Choi, 2005; Waters et al., 2011). Also, in a smart advertising environment, customization plays a significant role in the worth of advertising. Contrary to previous research Zeng et al. (2009); Kim et al. (2010), which shown that there is a side impact to customization by the promotional value of usefulness, trustworthiness, and fun, tailoring was the most important factor in this study. There is something new that has been found that has never been looked into before. Even though Lee et al. (2015); Van-Tien Dao et al. (2014a, b) discussed the importance of advertising on social media by looking at how people feel about the ads; previous studies haven't looked at the relationship between our factors and add value, nor have they looked at the effect on company awareness and the desire to buy. Because of this, the results of this study adds to what is already known about online advertisements from a manager's perspective, both businesses can benefit from an investigation that spend money on ads on YouTube and YouTube itself, a commercial media. Businesses should always consider watching it was entertaining, particularly in the early going. Based on what we learned from our study, 73% of people often when watching online videos on YouTube, you can skip the video ads.

So, the choice to watch a video ad depends on how well it is made. Watcher to decide whether or not to watch the video. It is crucial to understand that marketing videos is just as essential as creating them because of this. Advertisers should prevent irritability because it reduces the value of their ads. Don't put up ads that customers might find useless or annoying. Also, online video ads are different from each other in many ways. Content and time is making people angry. So,

YouTube providers is better if it involves giving free services to viewers that are paid for by companies as part of their advertising. which could likely make people feel less upset. Today, the top 100 global brands know how effective Their business strategy heavily relies on YouTube. A lot more socially engaged and information-rich channels are replacing traditional TV as the primary medium for company exposure. Lastly, the current not only can smaller brands learn from study, but so can bigger ones to all businesses' marketing and advertising efforts.

### **What Can't Be Done and What Will Be Done**

Finally, there are some problems with this study that should be thought about. First, this study's sample size couldn't be used to say everything about the thing we did our study, we looked at the whole population of YouTube users. based on how few people live there. Students in college are the looked into demographic. But only getting information from the university student is not representative of all YouTube users, which makes it harder for the results to be used in other places. Research to come It is important to use different samples that cover other parts. Also, another limitation has to do with how people might see advertising on YouTube is worth it if it's in line with the promise that they could use the movie on their YouTube channels. lastly, it is challenging to use the findings of this research as a whole for changes in how all customers felt about things because it employed a technique known as "judgmental quota sampling" across. So, more researchers should look into the reasons why people use movies on YouTube to get real-world information about the relationship to why people use the media.

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