

The effect of advertising appeals in YouTube advertisement

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Abstract

Advertisement is one of the common tactics of marketing strategy. As an excellent advertisement, it can not only make people pleasing, but also persuade consumers to buy. . Internet plays a vital role in promoting the products or services throughout the worldwide. Marketer can advertise their products and services in the form of video. Nowadays, YouTube has become a common platform for advertisement. Advertising appeal is the main central message in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Appeal is the underlying content in the advertising. Advertising appeal and execution are usually interdependent but advertising appeal can be used in all types of media but the execution style is different for different type of media. The objectives of the study are

- To make an attempt to perform a content analysis of YouTube advertisement and to study the different kinds of advertising appeals for selected products.
- To study the most effective advertising appeals for selected products in YouTube advertisement.

The data is collected through a qualitative technique ie Content analysis. Researcher has collected the 300 selected products advertisements during 01/01/2017 to 01/01/2017 from YouTube. A simple percentage method was used to analyze the data and to test the hypothesis. It has been found that Feature appeal is the most frequently preferred advertising appeal in the YouTube advertisements for the selected products. So the Rational advertising appeal is the most frequently preferred advertising appeals in the YouTube media for the selected products.

Key words: Advertising appeals, Rational Appeal, Feature Appeal, YouTube, Content analysis and advertisements

INTRODUCTION:

Advertisement is one of the common tactics of marketing strategy. As an excellent advertisement, it can not only make people pleasing, but also persuade consumers to buy. As the rapid development of the Internet advertisement, the Internet as a kind of advertising media has a greater competitive ability among all kinds of media. Internet plays a vital role in promoting the products or services throughout the worldwide. Marketer can advertise their products and services in the form of video. Nowadays, YouTube has become a common platform for advertisement. It is a video sharing website headquartered in San Bruno, California, United States.

It was founded on 14th February 2005 by Steve Chen, Jawed Karim and Chad Hurley who were former PayPal employees. YouTube allows users to upload, view and share videos which have a wide variety of content like music clips, educational videos, TV clips and video clips.

Any video uploaded on YouTube can also be an advertisement. These video advertisements can be a pre-roll ad that is the video ad that is played before the content the user has selected. They sometimes have an option to skip the ad after 5 seconds and go to the content selected. They also have mid-roll ads, these ads appear during the content the viewer has selected, and it is usually for 15-20 seconds in length. According to Online Advertisers, mid-roll is better than pre-roll and post-roll advertisements as you are forced to watch it as it is in middle of the video or content you are watching, second you can take an action regarding the ad if you're interested. Post-roll ads are the ads that are placed after the video at the end. It may have least viewership as once the video is over the viewer would either see the next video or close the video.

YouTube advertisement cost is totally in control depending upon company's budget. Companies only have to pay when someone is engaged with their advertisements. If the advertisement is skipped before 30 seconds or before the advertisement ends they don't have to pay anything.

Advertising appeal is the main central message in the advertising message. It arouses the desires and addresses the human need that can be satisfied by the product which is advertised. Appeal is the underlying content in the advertising. Advertising appeal and execution are usually interdependent but advertising appeal can be used in all types of media but the execution style is different for different type of media. Advertising appeal is that something which attracts the consumers and develops interest in them. Some common consumer appeals are, Feature, comparative, problem and solution, celebrity, esteem, sex, fear, security and humor. Advertiser uses the word appeal to emphasis on the creativity. Advertising create desire for the product and appeals persuade the consumer to invest in the product. Appeals not always have all the product attributes but they create an atmosphere where the target audience desires are evoked towards the product

REVIEW OF LITERATURE

Yuan-Hung Ting conducted "A Study of Advertising Effects of Different Media Properties, Advertising Appeals, and Product Involvement-A Comparison between Print Media and the Internet" -. This study is designed to figure out the difference of print media and the Internet, especially in the field of advertising research. Using the laboratory experimentation and factorial experimental design, there are three factors in the study, including media properties (the Internet active media, the Internet static media, and print media), advertising appeals (rational and emotional appeal), and product involvement (high and low product involvement). The findings are the internet active media can increase the advertising effect efficiently, while

the machine interactivity can't increase advertising effects. Advertising appeals aren't able to influence the advertising effect efficiently. The composition of emotional appeal and the Internet active media is the best advertising strategy to advertising effects; while the composition of rational appeal and each media property will not be able to achieve better advertising effects.

Christophor Rick (2014) conducted a study on YouTube: User Device Determines Viewing Behavior and reveals that how viewer behavior is affected by the device that is used to watch content on YouTube. According to this article viewers usually spend more time watching YouTube videos on game consoles, mobile phones as compared to desktops. Article states that the average viewing time per video is higher on smartphones and tablets than on desktops. People select content according to the device they are using. Say, if someone has to read an e-book he would refer to read it on tablet or desktop as the screen size is comparatively larger than mobile phones but if they need to read the book while they are travelling they will read on mobile phones so it totally depends on the viewing behavior.

OBJECTIVES OF THE STUDY: The objectives of the study are

- To make an attempt to perform a content analysis of YouTube advertisement and to study the different kinds of advertising appeals for selected products.
- To study the most effective advertising appeals for selected products in YouTube advertisement.

RESEARCH HYPOTHESIS:

H1: There is a significant difference in the effect of rational and emotional advertising appeals in selected YouTube advertisements.

METHODOLOGY

Research Design:

The study is descriptive as it strives to describe and explain the different types of appeals in YouTube advertisement.

SOURCES OF DATA:

This research was conducted by using the secondary and the primary data.

1) Primary data: The data is collected through a qualitative technique ie Content analysis. Researcher has collected selected products advertisements during 01/01/2017 to 01/11/2017 in YouTube.

Bernard Berelson defined Content Analysis as "A research technique for the objective, systematic, and quantitative description of manifest content of communications". Content analysis is a research tool focused on the actual content and internal features of media.

Content analysis is a widely used in qualitative research technique. Content analysis is widely used in advertising research.

2) Secondary data

The secondary data has been gathered through related Journals and websites.

SAMPLING PROCEDURE:

The procedure is divided into the following stages:

Stage I: Researcher has prepared the proforma by identifying the suitable variables related to the selected products advertisements.

Stage II: The second stage includes the coding of selected products advertisements from YouTube social media. A total of 300 selected products in YouTube advertisements were recorded. The content analysis for each advertisement was performed separately and each advertisement was viewed 2 or 3 times for accurate assimilation of information. Any duplicated advertisements occurring were not included in order to eliminate the bias.

Stage III: Researcher has collected 300 YouTube advertisements of selected products.

Statistical Tools: A simple percentage method was used to analyze the data and to test the hypothesis

LIMITATIONS:

1. The time period of data collection was from 01/01/2017 to 01/11/2017.
2. The study includes YouTube social media advertisement.
3. Different Authors have classified appeals in different ways. The study is confined to Rational and Emotional appeals variables.
4. The study is limited to selected products.

DATA ANALYSIS AND INTERPRETATION:**Table 1: Selected Products advertisements in YouTube**

Sl.No	Products	Number of Advertisements
1	Chocolate	30
2	Cooking oil	30
3	Soft drink	45
4	Soap	45
5	Biscuits	45
6	Shampoo	30
7	Face cream	20
8	Facewash	15
9	Paste	15
10	Jam	10
11	Body wash/ lotion	15
	Total	300

Table 2: Table showing of advertising appeals for selected products advertisements

Advertising appeals	CHOCOLATE	COOKING OIL	SOFT DRINK	SOAP	BISCUIT	SHAMPOO	FACE CREAM	FACE WASH	TOOTH PASTE	JAM	BODY LOTION	TOTAL
FEATURE	30	29	44	42	44	30	15	15	15	10	15	289
COMPARATIVE		1										1
FAVORABLE PRICE	1	1	2	2	1	2	6		1			16
NEWS						1						1
CELEBRITY	1	4		10	7	13	2	9	4	1		51
PROBLEM & SOLUTION						1	2	11	1			15
SAFETY		3										3
LOVE	1		1	9	9		1				1	22
FEAR	0	0	0	2	0	0						2
SEX		1		22							4	27
HUMOR	5		2		7							14
TOTAL	38	39	49	87	68	47	26	35	21	11	20	441

HYPOTHESIS TESTING:

H1: There is a significant difference in the effect of rational and emotional advertising appeals for selected products advertisements in YouTube.

The result revealed that for selected products advertisement in YouTube, 84.58% were rational appeals (Feature, Comparative, Favorable price, News and Celebrity) compared to 15.41% were emotional appeals (Safety, Love, Fear, Sex and Humor). In rational appeals, 77.47% were of feature appeal and most preferred

advertising appeal. Hence H1 is accepted that rational appeals are preferred advertising appeals to emotional appeals for selected products in YouTube advertisements.

CONCLUSION AND SCOPE FOR FUTURE RESEARCH

For advertiser it is very important to understand how the diffusion of the message that takes place in the target audience and in order to have a positive diffusion advertiser creates a favorable environment. Appeals play a pivotal role in the advertising as it directly affects the mind of the target audience. Feature appeal is the most preferred rational appeal for advertising. Rational advertising appeals are the most frequently used advertising appeals for selected products in YouTube advertisements.

The study throws light on the different advertisement appeals which are effective and ineffective in YouTube advertisements. It also opens new avenues for research. Future Researcher can extend the study to other products and comparison with other media in other territories. Thus, this research could be of helpful to advertising agencies and for the company.

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