



Key to capture customer's attention: You Tube as an advertising platform

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Abstract-

YouTube have emerged as a major marketing channel and previous research cannot be rationally applied to a new marketing school of thought, as a result the goal of this study was to figure out how to develop effective video advertising on the YouTube platform using different components of a video advertisement.

The literature review have showed that four components of video advertisement 'entertainment', 'informativeness', 'engagement' and 'interactivity' are important. We have used quantitative research method for the investigation. Using the Literature review the authors developed four important hypotheses. 113 people took part in an online survey that was used to obtain quantitative data. The data collected about the reactions and impact of different components of a video advertisement on viewers shows that 'Engagement' and 'Entertainment' have significant relationship with the effectiveness of video advertisement whereas 'Informativeness' and 'Interactivity' does not have a positive relationship with effectiveness of a video advertisement.

Introduction-

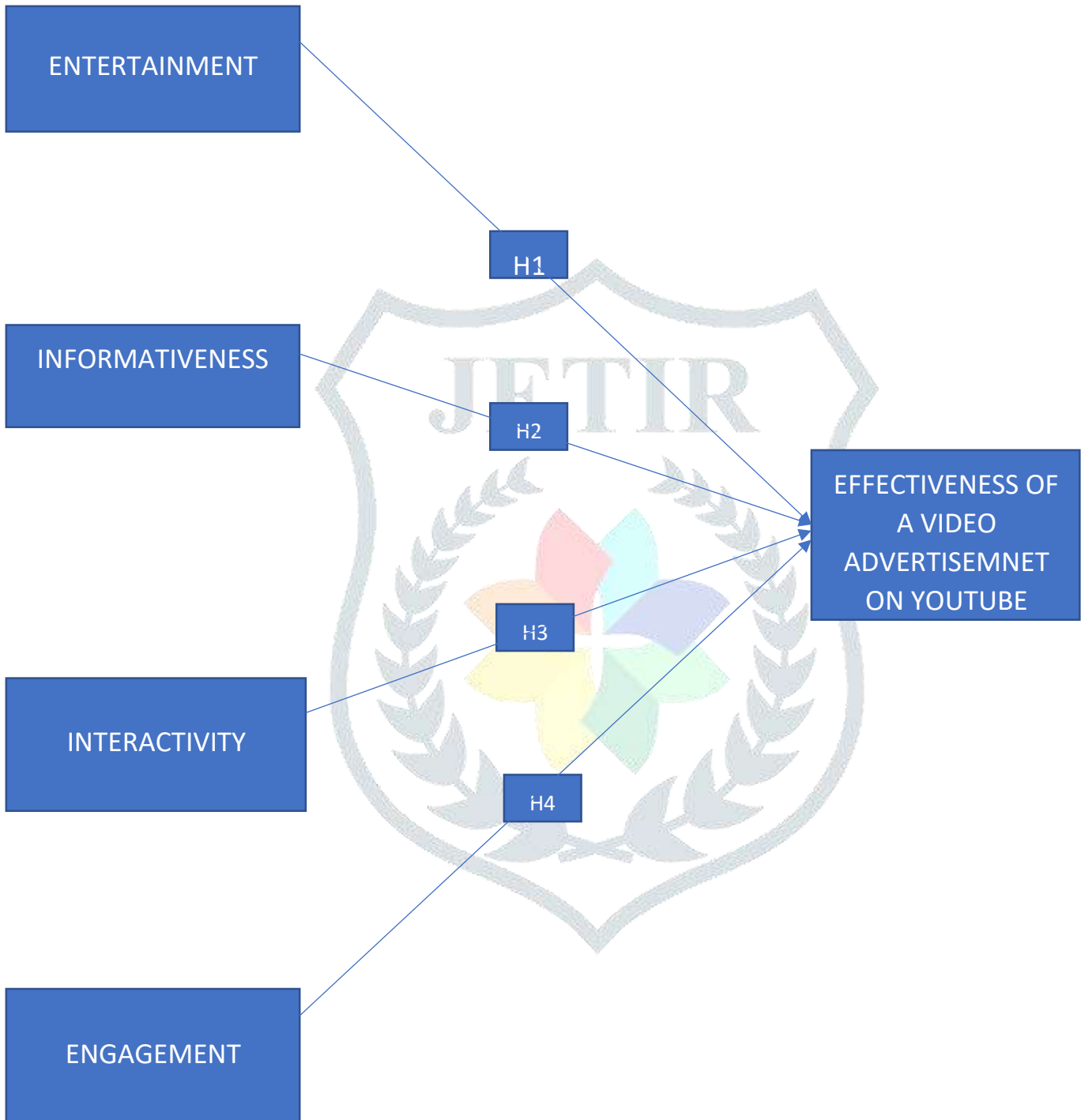
Once online marketing was considered a buzz but now web-based media advertising is the most recent sight and sound shelter for the advertisement business. The present age utilizes different web-based media handles to interface on worldwide platform. Facebook, Twitter, YouTube, etc. are few amongst the famous social media sites. People use these platforms to put forward their voices, opinions, beliefs and talents etc. and owing to such advancements, marketing industry cannot afford to lose the opportunity to market their product on such platforms, since the reach and usage of these platforms is very high.

YouTube among all such platforms is being considered as powerful medium by the marketing experts to advertise their products on a global stage. One of the largest search engines after Google, YouTube provides loads of relevant videos without any cost and also one can upload their content to express themselves.

Advertising through YouTube have many advantages, like it allows the consumers to watch the video and like it if it was attractive enough. It also allows to share their feedback or suggestions in form of comments. They can even go ahead to visit the respective website of the brand/company to check more about the product and if the viewers do like the video, visit the website or retain the information provided then the video advertisement is considered to be effective.

Effectiveness of YouTube in context to the marketing industry has been less studied by the Indian researchers. Hence this research work is an attempt to explore the effectiveness of YouTube video advertisement and to shed light on different components of a video advertisement, for example, Entertainment, Informativeness, Interactivity and Engagement. This examination will likewise cover the positive and adverse consequences of different components of video advertisements on its effectiveness.

CONCEPTUAL FRAMEWORK



Literature Review

“Influence of You Tube advertisement in for attracting young customers”, “Milad Dhegihan, Mujtaba Khurram Niki, Iman Ramazani and Rasoul Sali.” (2016).The research provides insights about the dependence of Brand Awareness and Purchase intention on Entertainment, Informativeness, Customization and Irritation. The result provides that Result shows that entertainment, informativeness and customisation are the most grounded positive drivers, while disturbance is adversely identified with

YouTube promoting and advertising esteem through You Tube influences both brand mindfulness and buy aim of customers likewise.

"Fight for customer attention on You Tube", "Zaitceva Elizaveta (2017)".The research provides dependence of Mood, concentration, Awareness, clarity, Brand awareness on Entertainment, Music, Colours, Informativeness, Storyline. The result provides that Entertainment showed support in all examples. Storyline gives the strategical method of communicating something specific through Adv video. Suitable music gives the correct beat and deciphers the state of mind of a storyline. Tones are additionally offered ability to control feelings level of clients and help to move message unmistakably.

" Impact of Video quality and image size on the effectiveness of video advertisement on YouTube", "Jang Ho Moon,(2014)".The research provides dependence of Presence, Attitude towards ad, Manipulation check on Video quality, Image size. The result shows that the outcomes proposed that upgraded video nature of internet publicizing may critically affect adequacy of the promoting, and the idea of essence is a vital aspect for understanding the impacts of improved video quality in web based promoting.

"Brand endorsements in Vlogs", Jules Mayor, (2019).The research provides the dependence of Para-social relationship and Credibility of endorser on Audience participation. The result shows that The outcomes show that video blogs with significant degrees of crowd support are bound to build the acknowledgment of the brand's underwriting through upgraded validity insights among watchers. Henceforth, time ought to be spent picking vloggers who are dynamic in the online local are.

" The effect of YouTube advertisement towards young customer's Purchase Intentions", "Dhiyaa Nadhifa Aziza,Rifelly Dewi Astuti, (2019)".The research shows the dependence of Entertainment, Informativeness, Customisation, Irritational on YouTube advertising value. The result shows that more entertaining and informative the You Tube advertising, higher will be the You Tube advertising value.

" You Tube user's response when exposed to advertisements and respond to advertisement feedback", "Paula R. Rodriguez,(2017)".The research shows the dependence of You Tube advertisement effectiveness (understandable, connectable and rememberable) on Visual cues (body appearance, body movement, facial expression), Auditory cues (Tone of voice, music, Scenery, Narration, Information. The result shows that Both the visual and auditory cues are crucial for an advertisement to be effective and feedback is not crucial for effectiveness of You Tube advertisements.

" Evaluating communication effectiveness of You Tube advertisements", "Sarah Jane Anthony, Vanessa Liu,Calvin Chaeng,Fei Fan(2020)".The research shows the dependence of Brand Recognition, Purchase intention on Advertising informativeness, Technological interactivity. The result shows that The brand acknowledgment was straightforwardly impacted by publicizing education and innovative intuitiveness and publicizing of prominence was found to have no critical impact on brand acknowledgment and buy goal.

"The relationship and importance of consumer engagement in You Tube advertisement towards the consumer's brand awareness", "Arman Hj. Ahmad,Izian Idris(2020)".The research shows the dependence of Brand awareness on Advertising Engagement. The result shows that Advertising engagement do significantly related in creating brand awareness on You Tube platform.

" Study of different behaviour of YouTube Users when they receive ads", "Danang Tandyonomanu(2017)".The research indicates the dependence of Behaviour of YouTube users on Advertising products. The result shows that Provide information to advertisers to change their advertising product to suit the behaviour of YouTube users.

" User adaptation to interactive advertising format", "D.Belanche,C.Flacion,(2017)".The research indicates the dependence of Advertisement skipping behaviour on Participants skipping Habits, Time

urgency. The result shows that participants previously exposed to ask skippable ad are faster in taking the decision to watch or skip a subsequent ad.

” Facebook Ad effectiveness of purchase intensions of consumers”, Milad Deghani, MustafaTumer,(2015).The research shows the dependence of Purchase intention on Brand Image, Brand equity. The result shows that that Facebook promoting fundamentally impact Brand Image and brand value which contribute altogether in buying expectation

“Attitude towards mobile advertising among user’s vs non-users of the mobile internet”, Alicia Izquierdo/ YustaCristina Olarte/ PascualEva Reinares/ Lara (2014).The research indicates the dependence of Intention on Attitude and experience. The result shows Mentalities apply positive impacts on expectations to get promoting and not experience.

“Consumer attitude towards instagrame advertisement “, “Hazem Rasheed Gaber, Len Tiu Wright,Kaouther Kooli(2019)”.The research shows the dependence of Informativeness, Entertainment, credibility and lack of irritation on Attitude. The result shows that Level of consumer's perception of infomativeness, entertainment, credibility and lack of irritation in the instagrame advertisement strongly related to their attitudes.

“Online advertisement effect on consumer purchasing intentions”, “Ashraf Mohammed, Mohammed Alkubise(2012)”.The research indicates the dependence of Effectiveness of online advertisement on Internet skills, advertisement content and location. The result shows that Pay, web abilities, web utilization each day, ad substance and notice area are huge variables that influence the adequacy of online promotions.

” Measuring consumer experience with shope window”, “Mika Takayanagi,Edward C. Malthouse(2007)”.The research indicates the dependence of Brand management on Shope window. The result shows that experiences are important for brand management.

“Media richness perceptions”, “Jhon R. Carlson,Robert W. Zmud(1999)”.The research indicates the dependence of Media richness perceptions on Experience and knowledge. The result indicates A set of evolving, knowledge based experimental factor can positively influence media richness perception.

” Informing brand messaging strategies via social media analytics ” ,Brigitte A. Balogh (2015)”.The research indicates the dependence of Customer engagement on Transformational appeal and richer media. The result indicates that Transformation, Appeal and richer media have a highly significant and positive effect on customer engagement.

” Impact of Social media advertising feature on customer purchase intention”,”Ali Abdallah Alalwan,(2018)”.The research indicates the dependence of Purchase intention on Performing expectancy, hedonic motivation, interactivity, informativeness. The result indicates that The significance of Performing expectancy, hedonic motivation, interactivity, informativeness and perceived relevance on purchase intention.

“Social media affecting Brand Loyalty”, “Shampy Kamboj Bijoy Laxmi Sarmah Shivam Gupta Yogesh Dwivedi (2018)”.The research indicates the dependence of Brand trust and brand loyalty, brand co-creation on Customer participation. The result shows that Customer participation positively influences brand trust, loyalty and result in brand co-creation

Effect of YouTube advertising on purchase intention in terms of susage characteristics, Michel Laroche Mohammad Reza Habibi, Marie/Odile Richard (2012).The research indicates the dependence of Advertisement effectiveness on Product appeal, Promotion, Pitches. The result shows that for more effectiveness a product will have to appeal more to customers than mere promotion pitches.

“YouTube creating brand visibility ‘’, ‘Ramya K. Prasad (2018)’’.The research indicates the dependence of Media richness perceptions on Experience and knowledge .The result shows that A bunch of developing information based experiential components can decidedly impact media extravagance insight.

” Impact of influencers from YouTube and Instagram on their followers’’,’ Vaibhavi Nandagiri Leena Philip (2018)’’.The research shows the dependence of attention of endorsed and followers on the influencer's work .The result shows that The work of an influencer is positive and that they do have an impact on the followers. The influencer's work attracts brand endorsed by them.

” The effect of message sidedness and product depiction’’,’ LennartA. Braatz (2017)’’.The research indicates the dependence of Consumer responses on Message sidedness and product depiction in promotional posts. The result shows that message sidedness impacts source reliability while item portrayal essentially influences item enjoying. Complex visual improvements can expand item loving.

‘Effects of Popular Music in Advertising on Attention and Memory ‘’, ‘David Allan (2006)’’.The research indicates the dependence of Attention and memory of the audience on Personal significance of popular music, Original lyrics, Altered lyrics and instrumentals. The result shows that well known music can be by and by important to certain people, and when utilized in publicizing can influence consideration and memory.

‘Building emotional dictionary for sentimental analysis of online news’’,’ Yangluei Rao,Qing Li (2014)’’.The research indicates the dependence of Word level, emotional dictionary, emotional classification and performance on the pruning strategy. The result shows that The pruning technique is powerful in refining the word level feeling word reference and productive in improving the exhibition of feeling grouping

Entertainment

Entertainment in a video advertisement on YouTube is defined as the right use of visual symbolism, playful music, humour, emotional connect and storyline, that can make them more appealing and influential.

Quoting the study [Zaitsev Elizaveta (2017),]entertainment factor in a video advertisement have a strong positive effect on the advertisement value. An entertaining video advertisement have a higher possibility of being watched till the end and liked by the viewers. The study [Zaitsev Elizaveta (2017)] have shown that video advertisement having good entertainment factor have increased the traffic on clickable actions like visiting the brand’s website through the hyperlink provided by 14%. Hence the authors have hypothesised the following.

H1: Entertainment is positively related to YouTube advertising effectiveness

Informativeness

Informativeness of a video advertisement can be defined as the degree to which it provides valuable information about a brand/product like features, price, services attached, discounts etc to the viewers.

The informativeness of a video advertisement largely attracts the buyers who are keen at comparing different brands and products by knowing about different aspects and features. Studies, [Milad Dhegihan, Mujtaba Khurram Niki, Iman Ramazani and Rasool Sail. (2016)] have shown that the Indian consumers have liked video advertisements with adequate information, especially for electronic products, 31.3% more than the advertisement with very few specific information about the product/brand (according

to Bloomberg data). [Azeem and ul Haq (2012)] investigated different factors affecting web advertising and found that informativeness has a positive effect on attitudes toward Internet advertising.

Thus authors have Hypothesized the following

H2: Informativeness is positively related to YouTube advertising effectiveness

Interactivity

Interactivity is recognized as a vital part in the new media [Sarah Jane Anthony, Vanessa Liu, Calvin Chaeng, Fei Fan (2020)]. Be that as it may, the perplexing connection among intuitiveness and publicizing viability measures has yielded uncertain outcomes. The exact proof shows that apparent intelligence intervenes the connection between real intuitiveness and buy aim, the disposition towards the brand, and the mentality towards the site; also, it uncovers that age assumes a huge directing part among real and saw intelligence.

H3: Interactivity is positively related to YouTube advertising effectiveness

Engagement

Engagement in a video advertisement can be defined as - its ability of quickly grabbing the attention of the viewers, connecting with the life experience of the viewers and encouraging the viewer's action/participation like- giving feedbacks, posting product experience reviews etc. [Sarah Jane Anthony, Vanessa Liu, Calvin Chaeng, Fei Fan (2020)]

Recently we have seen many companies and advertisement houses to actively include the engagement factor in their video advertisement campaign. For example Maggie encouraged people to participate in the "Meri Maggie Recipe" contest and featured the customers in their video advertisements, this approach drastically expanded their brand awareness, website traffic, customer connection with the brand and ultimately sales, specially in India. Hence the authors have hypothesized the following.

H4: Engagement is positively related to YouTube advertising effectiveness

Methodology-

This Study used quantitative approach and the data was collected through web-based questionnaires via Google forms. The survey objective was to find out if the four constructs – Entertainment, Informativeness, Interactivity and Engagement- have a positive effect on the video advertisement effectiveness for YouTube. The Questions used are developed in order to explore the effects of these components and hence to check the hypothesis H 1-4. It was easier to get a large number of respondents as questionnaires provide lower barriers to entry compared to interviews. **The survey recorded responses of 130 participants from different demography of Indian population.** The primary source of data and knowledge for this research work was the survey questionnaire as well as other trustworthy secondary sources like journals, articles and online data bases.

SURVEY INSTRUMENTAL DESIGN:

We have developed the survey instrument from earlier writings . The things were at first received utilizing prior scales from writing. We have made minor alterations any place required.

CONSTRUCT	CODE	QUESTIONS
Entertainment	E1	I discover advertisements alluring and fun
	E2	I like to see story in promotion
	E3	I appreciate advertisements
	E4	As far as I might be concerned, colours are significant in a commercial
	E5	For me music should fit in an ad
Informativeness	I1	Advertisement gives data and information I need
	I2	Data and information in an advertisement are generally straightforward
	I3	Advertisement disclose to me features I am searching for
	I4	I feel advertisements are helpful
Interactivity	I'1	I check sites of advertisers after video promotion
	I'2	At the point when I visit advertiser's site, I check video about product or service
	I'3	I subscribe to a channel after "call to action"-subscribe to my channel
	I'4	Generally I like to use interactive tools that appear on video as clickable links, buttons, etc.
Engagement	E'1	If I find any advertisement fascinating, I click on "Like" button under the video
	E'2	If by off chance I don't like a video advertisement for some reasons I click "dislike" button under the video
	E'3	I share the link on my social media if I truly enjoy a video advertisement.
	E'4	I check comments under video advertising if I feel the need to know what others think.
	E'5	Sometimes I participate in discussion by commenting in the comments section.

Table 1: Model Summary**Regression Statistics**

Multiple R	0.903028002
R Square	0.815459572
Adjusted R Square	0.808560865
Standard Error	0.335261499
Observation	112

Data Analysis

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	0.608295277	0.202606927	3.002341952	0.003335235
ENTERTAINMENT	0.342541835	0.065410927	5.236767816	8.23386E-07
INFORMATIVENESS	0.015907997	0.062431177	0.254808537	0.799360076
INTERACTIVITY	0.005456609	0.053385344	0.102211739	0.918779914
ENGAGEMENT	0.831606924	0.050515792	16.46231598	4.29212E-31

	coefficients	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	hypothesis	Significance	Accept /reject
Intercept	0.608295277	0.202606927	3.002341952	0.003335235			
ENTERTAINMENT	0.342541835	0.065410927	5.236767816	8.23386E-07	H1	<0.05	Accept
INFORMATIVENESS	0.015907997	0.062431177	0.254808537	0.799360076	H2	>0.05	Reject
INTERACTIVITY	0.005456609	0.053385344	0.102211739	0.918779914	H3	>0.05	Reject
ENGAGEMENT	0.831606924	0.050515792	16.46231598	4.29212E-31	H4	<0.05	Accept

Hypothesis	Relationship	Data analysis
H 1	Entertainment has a Significant relationship with the Effectiveness of YouTube Video Advertising	With P value ≤ 0.05 and Tstatistics = 5.236.
H 2	Informativeness has no positive relationship with the Effectiveness of YouTube Video Advertising	With P value ≥ 0.05 and Tstatistics = 0.254.
H 3	Interactivity has no positive relationship with the Effectiveness of YouTube Video Advertising	With P value ≥ 0.05 and Tstatistics = 0.102.
H 4	Engagement has a Significant relationship with the Effectiveness of YouTube Video Advertising	With P value ≤ 0.05 and Tstatistics = 16.462.

Findings-

The study aimed to develop a systematic model for measuring the impact of Entertainment, informativeness, Interactivity and Engagement (components of a video advertisement for YouTube), on the effectiveness of the video advertisement on YouTube, which can be defined as- whether the viewers watch the full video or not, whether they feel engaged and retain the information about the product and the Brand or not and whether the viewers feel encourage to search more about the product or the brand online. Entertainment and Engagement have been found to have a major effect on viewer's response and effectiveness of the video advertisement.

These above mentioned factors which were significant in relation with the effectiveness of the video advertisement accounted for approximately 80% (Adjusted R square = 0.808) of the effectiveness of video advertisement making the viewers watch the whole video and retain

the information provided. The remaining impact might be on the factors like informativeness, interactivity and some other factors which we have not considered in our study.

Conclusion:

The aim of this study was to understand the impact of different components of a video advertisement for YouTube on the effectiveness of the advertisement. To determine this we used various factors/components such as informativeness, engagement, interactivity and entertainment and tried to understand their importance from the viewers' point of view.

With our study we conclude Entertainment factor and Engagement factor in a video advertisement for YouTube found to have an impactful relationship with the effectiveness of the advertisement, by keeping the viewers engaged enough to watch the whole advertisement and retain the basic information about the product and brand and in many cases encourage the viewers actions such as to search more about the product/brand.

Therefore we infer that video advertisement which are designed to have –

visual symbolism, playful music, humour and an story to make it entertaining and also to facilitate an engagement for the viewers in the form of a discussion or an appeal to write to the company to share an idea, options to like or dislike, and quick action links to directly buy the product or to visit the website can be considered to be effective for the YouTube platform. These kind of video advertisements generally are successful in making the viewers watch the full advertisement, retain information about the product and the brand and stimulate actions on the viewers' side.

Limitations and Scope for further research-

Even though the study offers detailed information about the components and their effectiveness on the video advertisement and how consumers reacts to them, it has some limitations.

The first limitation is that the survey we conducted based on a detailed questionnaire through Google Survey forms due to COVID constrains and the sample size is of 112. Based on our understanding we suggest that the research can be done on a larger sample size with some more demographic variations. Also for qualitative data collection exploratory methods such as expert interviews focusing on the professional advertisement designers, the advertisement heads of the companies to better understand how and why the professionals design the video advertisements.

The second limitation of the study is, the data and perspectives we have included in the study were from pre-covid period and during and after the COVID period a lot have changed in the advertisement designs and also in the way the viewers' react to it. In the light of these changes we suggest next research in this domain could be conducted in the post COVID period to find out what are the new components of the video advertisement which are being valued by both the designers and the viewers and how and how much these components are impacting the effectiveness of the video advertisement.

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