

ANALYSIS ON YOU TUBE ADVERTISEMENT

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Abstract: Now a day's YouTube has become an important platform for companies to connect with their target audience and make them to attractive. The factors that persuade customers to accept YouTube advertisement as an advertisement medium are not yet fully understood; the current study identified four dimensions towards YouTube advertising i.e., Entertainment, Customization and Irritation which may be affected on YouTube advertising value. The hypothesis results prove that Entertainment has rejected and remaining three variables are (In formativeness, Customization, Irritation) accepted. For this research data were collected from the students, total 200 set of questionnaires were chosen in order to analysis of data for the Constructs.

Keywords: U Tube, Advertisement, Awareness

Introduction

Now a day's advertising is one of the most communication way that influence and attract the consumer in market. No matter how big the budget is, advertising can succeed only if it gains attention of communities well". Giving proper messages and contents on advertising are vital in today's variety and costly advertising environment. Social media is one of the fastest growing and vibrant industry in the world that's why most of the business people are giving advertisement about their products and services in social media the reach should be more in less time. According to the social media report 2015 and Nielsen 2012 advertising expenditures on social media which represent almost 5% of the total advertising expenditures on the global level is to be more than double in 2018."According to recent researches

YouTube has become one of the most-visited internet websites and it gives sufficient power for companies to use this platform for promotion". YouTube was founded in 2005. It is a content community which allows users to post, comment, like, share, view and give link to videos on the website. YouTube is the second largest visited website in the world. Recording over that more than 1 Billion unique users visit each month, six billion hours of video are watched each month, 100 hours of video are uploaded to every minute and eighty percent of traffic comes from outside the United States. YouTube is localized on sixty-one languages and across in sixty-one countries." According to Nielsen 2012 YouTube reaches more US adults age 18-34 than any cable network and millions of subscriptions happen each day.

Research objective & need for the study

The main objective of this research is to investigate the effects of YouTube advertisement on college students. Therefore, overall research consists of four To investigating the relationship between the entertainment and advertising value on YouTube. To investigating the relationship

independent variables which include Entertainment, Informativeness, Customization and Irritation, dependent variable is advertising value on YouTube. between of informativeness and advertising value on YouTube. To investigating the relationship between of

customization and advertising value on YouTube.

To investigating the relationship between of irritation and advertising value on YouTube.

Research Questions:

What are the affective factors that influence YouTube advertising value in advertisements?

Does customization of YouTube ads make a valuable contribution for boosting affective qualities on advertising value?

Hypothesis of the Study:

Table1: Hypotheses of the study

- H1 Entertainment is significantly related to Advertising value on YouTube.
- H2 Informativeness is significantly related to Advertising value on YouTube.
- H3 Customization is significantly related to Advertising value on YouTube.
- H4 Irritation is significantly related to Advertising value on YouTube.

Source: Developed for the Research

Constructs Measurement

Constructs	Measurement Items	Source
Entertainment	<ol style="list-style-type: none"> 1. I find advertising attractive and fun. 2. I like to see storyline in advertising. 3. For me colors are important in advertising. 4. For me music should fit to advertising. 	Zaitceva, E. (2018)
Informativeness	<ol style="list-style-type: none"> 1. Advertising provides information I need. 2. Information in advertising is easy to understand. 3. Advertising tells me features I am looking for. 4. I find advertising useful. 	Zaitceva, E. (2018)
Customization	<ol style="list-style-type: none"> 1. The recommended video ads shown in YouTube matches my needs. 2. This YouTube advertisement enables me to order products that are tailor made for me. 3. I believe that YouTube advertisement is customized to my needs. 	
Irritation	<ol style="list-style-type: none"> 1. I feel that YouTube advertising is irritating. 2. YouTube advertising is annoying to me. 	Ducoffe, R. H. (1996).

	<ol style="list-style-type: none"> 3. YouTube advertising is deceptive to me. 4. YouTube advertising is confusing to me. 5. It insults people intelligence. 	
Advertising Value	<ol style="list-style-type: none"> 1. I enjoy advertising. 2. I find advertising useful. 3. I use interactive tools on a video as clickable. 4. I find advertising interesting I click like button under video. 5. I don't like advertising I click dislike button under video. 	Zaitceva, E. (2018)

Inferential Analysis

Table 2 Correlations Matrix

Correlations

		Advertising Value	Entertainment	Informativene ss	Customizatio n	Irritation
Pearson Correlation	Advertising Value	1.000	.569	.655	.496	.592
	Entertainment	.569	1.000	.723	.410	.568
	Informativeness	.655	.723	1.000	.489	.659
	Customization	.496	.410	.489	1.000	.494
	Irritation	.592	.568	.659	.494	1.000
Sig. (1-tailed)	Advertising Value	.	.000	.000	.000	.000
	Entertainment	.000	.	.000	.000	.000
	Informativeness	.000	.000	.	.000	.000
	Customization	.000	.000	.000	.	.000
	Irritation	.000	.000	.000	.000	.
N	Advertising Value	200	200	200	200	200
	Entertainment	200	200	200	200	200
	Informativeness	200	200	200	200	200
	Customization	200	200	200	200	200
	Irritation	200	200	200	200	200

**Correlation is significant at the 0.01 level (1-tailed)

As per the correlation matrix Table... the p-value positively related. The co correlation coefficient (sig.) of the correlation between dependent values are not exceeding 0.7. It means the strength variable is Advertising Value independent of the relationship is moderately. All the variables are Entertainment, Informativeness, independent variables are association between Customization an Irritation and the is less than Informativeness and advertising value on 0.01, this says that there is a significant between YouTube are the strongest $r = 0.665$ and the them. The Positive value of correlation coefficient correlation coefficient is highly significant value defined that the relationship between each $p = 0.000$. It indicates that the Informativeness have dependent variable and independent variables area positive and moderate relationship with the

advertising value on YouTube. As well as there the weakest $r = 0.496$. It indicates that there is a strength of the relationship between moderate weak positive relationship with the Customization and advertising value on YouTube advertising value on YouTube.

Conclusion:

Among the four independent variables Informativeness has the highest value of Beta=0.334 with the significant value of 0.000. It indicates that the Informativeness of online advertising played an important role in advertising value on YouTube.

Therefore, college students will have more favourable perception on YouTube advertising if they perceive the YouTube advertising is able to provide them valuable information.