



## Study on the Effect and Behavior of People Toward YouTube Advertisements

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**ABSTRACT:** *The study is about the effect and behavior of people toward YouTube advertisements. Advertisements play an important role to create awareness among people about the product or service. Earlier advertisements were shown and displayed on television, radio, and newspaper but today's digital media have replaced and conquered the old form of advertisements. In digital media YouTube has become a common platform for advertisements. While watching YouTube, we often come across pre-roll advertisements which sometimes have an option to skip, and mid-roll advertisements which are usually between the content we are watching on YouTube. For this research sample size is 100. Questionnaire was mailed to 100 respondents (18-35 years). 56% of respondents watch YouTube daily and some of them use mobile to watch YouTube. 79% of respondents come across pre-roll advertisements. According to the research 15% respondents strongly agree that YouTube videos help in enhancing knowledge and 22% agree that advertising is beneficial to consumers because it provides important information about goods and services. 64% of respondents are moderately influenced over their buying behavior. 44% said that YouTube advertisements are most influential on their buying behavior. It is recommended to advertise online as it has an impact on their buying behavior.*

**Keywords:** *YouTube advertisements, Digital Media, Pre-roll, Mid-roll.*

### INTRODUCTION:

These days we cannot live a single day without internet and undoubtedly it is the most reliable machine "Man" has ever made. Through internet a product is advertised worldwide and advertisement can be in the form of a 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 14<sup>th</sup> 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 has a wide variety of content like music clips, educational videos, TV clips, video clips.

Any video uploaded on YouTube can also be an advertisement. These video advertisements can be a pre-roll ads, 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 your 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.

This study is done to know the behavior and effect of YouTube advertisements on people. It helps us to know how people react to YouTube advertisements, do they skip the advertisement after 5 seconds or they watch the entire advertisement, when there is no skip option available do they watch the advertisement forcefully or they switch to some other work for that particular minute.

### LITERATURE REVIEW: YouTube: User Device Determines Viewing Behavior.

Christophor Rick, March 24, 2014.

This article discusses on how viewer behavior is affected by the device that is used to watch content on YouTube. According to the 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.

### **Youtube Embeds: Do They Affect The Credibility Of Your Website?**

Al Falaschi, May6, 2014.

This article is about, is YouTube credible? If you embed a video on your website that is from some other video player rather than from YouTube will that be more credible than if you embed video from YouTube. It also talks about the advantages and disadvantages of using YouTube.

If a brand puts their videos on YouTube the second most popular search engine and if a viewer searches the same content on YouTube then there is a chance by this you can drive traffic to your website. According to the study 68.42% respondents said non-YouTube embed version of the website makes the company more credible whereas 31.58% said YouTube embed version of the website makes the company more credible. 43.5% of respondents believe that the appearance of ads on YouTube hurt the credibility of the business.

Is YouTube credible? Should one use YouTube videos on their website? It totally depends on what the video is all about. According to this article, majority of respondents felt that non-YouTube embed made the business more credible. Some of the respondents stated that YouTube further added to the brand credibility because YouTube is more credible source for video content.

Online video marketing is swiftly growing, and is getting access to current knowledge of how customers view their marketing moves, which can make a significant impact on perception of their brand. Nowadays, everyone has different opinions; similarly here also every respondent had different opinion about different aspects of embedding video on a website.

### **The Impact of Cosumers' Attitude on Online Video Advertising Towards Product Branding.**

Lunardi Gunawan, 2015

This research was done to find out the impact of consumer's attitude on online advertising toward product branding. According to the research, consumer's attitude toward online advertising has positive effect toward product branding. Nowadays there is a huge increase in demand for digital advertising and thus marketers have decided to spend more on online advertising. In this research data was collected from 100 respondents and all the respondents had an option to view the advertisement before filling the questionnaire.

According to the research, for the majority of people there is positive effect on online video advertising. It also states that cognitive component is more influential as compared to behavioral and affective component.

Analysis shows that 74.3% of the variation of product branding can be explained through online video advertisement. Positive consumer attitude is seen thus it is an effective way to promote a brand.

### **A Study On Impact Of Online Advertising On Consumer Buying Behavior Among Young Adults (Between The Age Group Of 18 To 35 Years) In The Ahmadabad City**

Dr. Vasudev A. Modi, 28 December 2014

This research deals with the impact of online advertising on consumer buying behavior in Ahmadabad. In this study, the author talks about various benefits of internet marketing like online branding, reach, cost and consumer preferences. It explains in detail the different types of ad formats used which are pre-roll video advertisement, banner advertisements, social media advertisements, and further explaining the types of online advertisements that is floating ads, pop-up ads, video ads and mobile ads.

According to this study, 40% of people said that advertisements are informative and 26% said that it is nothing but a waste of time. The study also states that a person on an average spend more than 4 hours on internet, which is more than television and radio. 26% of respondents never change the channel during the advertisements and 33% said that it totally depends on the advertisements. 40% of respondents buying decision are based on the information provided by friends and relatives followed by television, online advertisement is least influential for buying decision. 52% respondents said yes internet advertisements influence



their purchase decision and 48% said no it does not influence.

No doubt internet advertising is effective in creating awareness, buying decisions are changing and half of the respondents are getting influenced by online advertisements. The appearance of advertisements plays an important role in attracting the attention of the viewers.

OBJECTIVES:

The main aim of my study is to experimentally investigate the effects and behavior of YouTube advertisements on people.

Following are the research objectives of my study to:

- Analyze the behavior of people toward YouTube advertisements.
Find out the effect of YouTube advertisements.
Know the effect of YouTube advertisements on their purchasing decision.

RESEARCH QUESTIONS:

- How people behave toward YouTube advertisements?
How YouTube advertisements are influencing buying preferences?

METHODOLOGY:

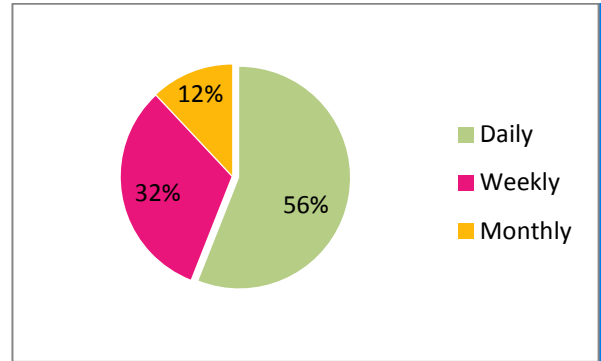
Sample size: Hundred questionnaires are conducted to analyze the behavior of the viewers toward YouTube advertisements and to know how these advertisements are affecting people. Closed ended questionnaire will be used to collect the data from respondents between 18-35 years.

Research design: Quantitative research method was used, in which structured questionnaires based on the study are made.

Sampling technique: The sampling units are selected randomly. Random sampling is used for different viewers in my locality.

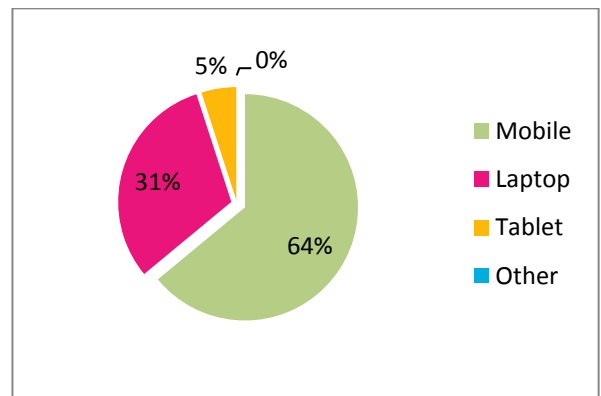
RESULTS AND FINDINGS:

Q1. How frequently do you watch videos on YouTube?



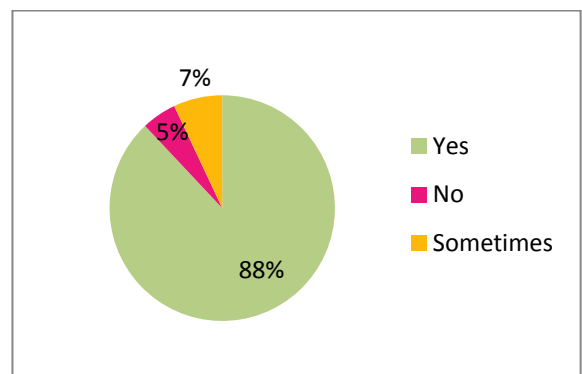
56% of respondents watch YouTube daily, 32% watch YouTube weekly and 12% watch YouTube monthly.

Q2. Mode of accessing YouTube?



64% of respondents access YouTube from mobile phones, 31% access YouTube from laptop and 5% use tablet to access YouTube.

Q3. Have you come across advertisements while watching videos on YouTube?

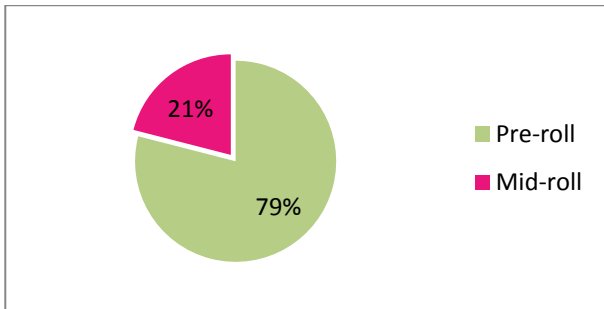


88% of respondents have come across advertisements while watching videos on YouTube, 5% have never come across



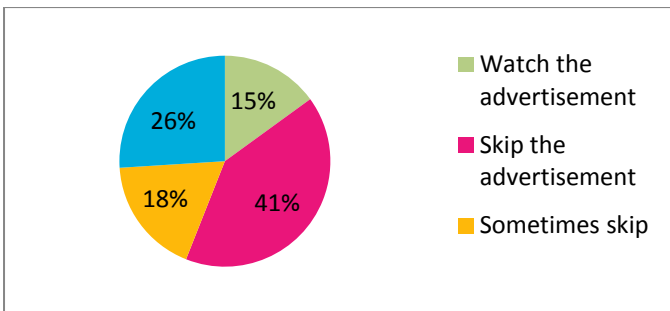
advertisements, and 7% sometimes come across advertisements on YouTube.

Q4. What kind of advertisements do you see on YouTube?



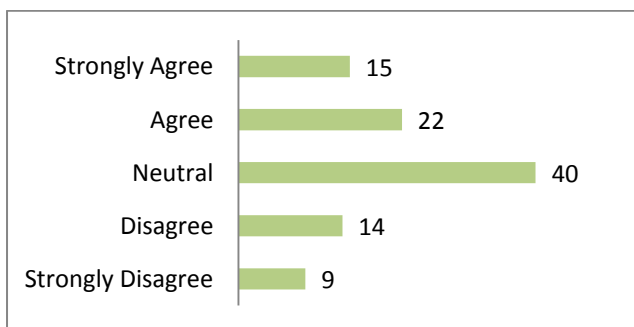
79% of respondents came across pre-roll advertisements and 21% came across mid-roll advertisements.

Q5. Do you skip the advertisements or watch the advertisement?



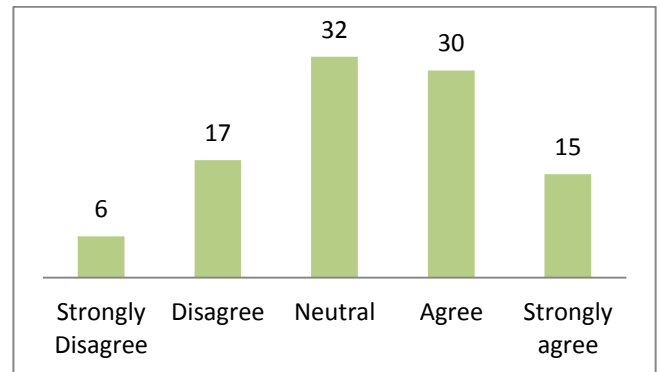
Only 15% of respondents watch advertisements on YouTube, 26% sometimes watch advertisements. 41% of respondents skip the advertisements and 18% sometimes skip the advertisements on YouTube.

Q6. Advertising is beneficial to consumers because it provides important information about goods and services.



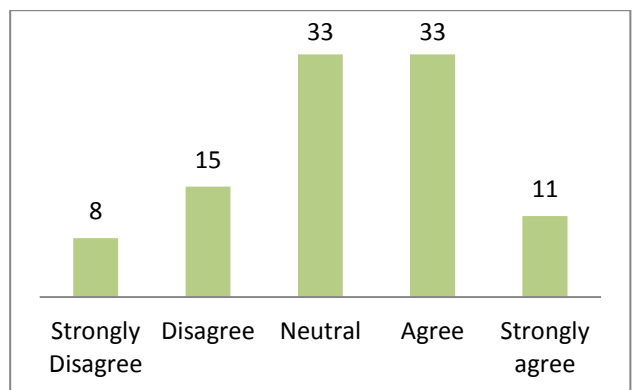
15% strongly agree with the statement that advertising is beneficial to consumers as it provides important information about goods and services. 22% agree with the statement, 40% are neutral, 14% disagree, and 9% strongly disagree with the statement.

Q7. YouTube videos helps in enhancing knowledge



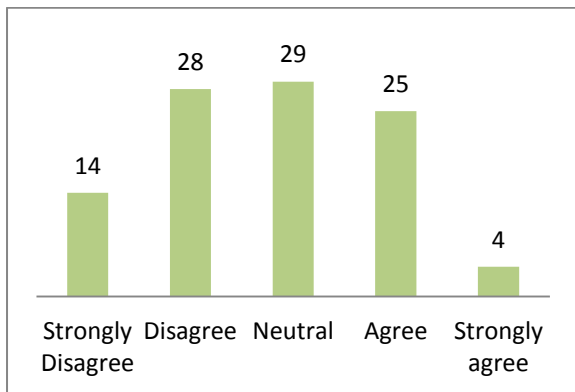
Only 15% of respondents believe that YouTube advertisements help in enhancing knowledge. 30% agree with the statement, 32% are neutral, 17% disagree and 6% totally disagree with the statement.

Q8. Consumers often buy unnecessary items because of advertising



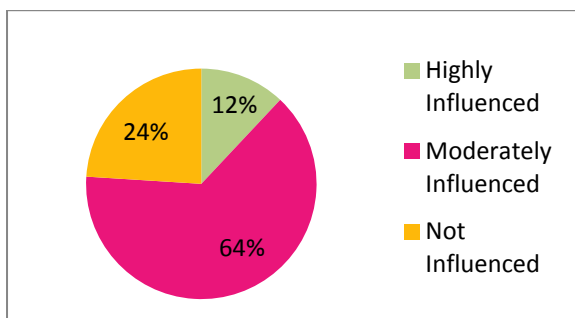
Only 11% respondents buy unnecessary items because of advertising, 33% agree with the statement, 33% are neutral, 15% disagree, and 8% strongly disagree with the statement.

Q9. More times you watch a particular advertisement more influenced you are to buy that particular product.



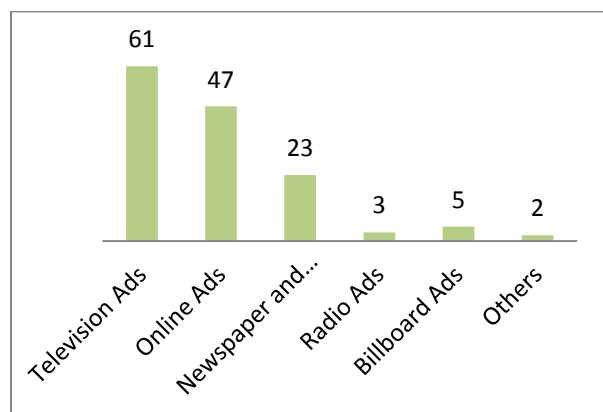
Only 4% respondents get influenced to buy a particular product after watching the advertisement for numerous times, 25% agree with the statement, 29% are neutral, 28% disagree and 14% strongly disagree with the statement.

Q10. How much influence do you feel advertisements have over your buying behavior?



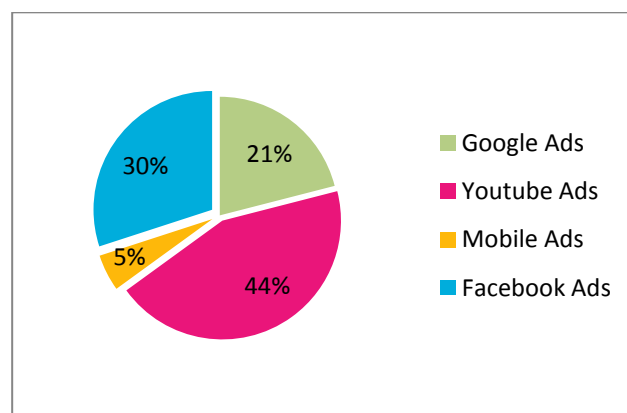
64% of respondents are moderately influenced by advertisements over their buying behavior, 12% are highly influenced and 24% are not influenced by advertisements.

Q11. According to you what type of advertisements are most influential over your buying behavior?



According to 61% of respondents, television advertisements are most influential over buying behavior followed by online advertisements - 47%, then newspaper and magazine advertisements -23% then radio 3%, billboard advertisements 5% and others 2%.

Q12. According to you which methods of online advertising are most influential on your buying behavior?



According to 44% of respondents YouTube ads are most influential on their buying behavior followed by 30% respondents who said that Facebook ads are most influential, 21% opted for Google ads and according to 5% mobile ads are most influential on their buying behavior.

CONCLUSION: From the results and data interpretation, it can be concluded that 56% of respondents watch YouTube every day, 32% of respondents watch YouTube weekly. 64% of respondents watch YouTube through Mobile phones and 31% of respondents use Laptop to access YouTube. 88% of respondents have come across advertisements while watching videos on YouTube and only 5% have never come across advertisements.

For this research questionnaire was prepared, for people between 18-35 years. Researcher with the help of the questionnaire collected the primary data and found some facts like most of the respondents see pre-roll advertisements on YouTube. Not only this researcher also found that 64% of respondents are moderately influenced by advertisements over their buying behavior and according to 44% of respondents YouTube advertisements are most influential on their buying behavior. It is also seen that 22% respondents agree with the statement that advertising is beneficial to consumers as it provides important information about goods and services.



The focus of the study was to determine the effect and behavior of people toward YouTube advertisements. YouTube advertisements could influence determinants such as unnecessary purchasing and also helps in enhancing knowledge. In today's media oriented society, almost everyone is bombarded continuously with advertising messages including over hundreds advertisements every day, from television, radio, movies, Internet, newspapers, magazines etc.

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