Project on

Viewers Attitude and Perception towards Youtube Ads in Digital Marketing

Submitted By:

Ashish Dhiman

(2K19/EMBA/509)

Under the Guidance of:

Dr. Rajan Yadav

Professor

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

DECLARATION

I, **Ashish Dhiman**, student of **MBA 2019-21** of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report **"Viewers Attitude and Perception towards Youtube Ads in Digital Marketing"** submitted in partial fulfillment of Degree of Executive Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

Place: New Delhi   **Ashish Dhiman**

Date:20/05/2021

CERTIFICATE

This is to certify that the dissertation report titled **"Viewers Attitude and Perception towards Youtube Ads in Digital Marketing"** "is a bonafide work carried out by **Ashish Dhiman** of **EMBA 2019-21** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Executive Masters of BusinessAdministration."

Signature of Guide   **Signature of Head (DSM)**

Seal of Head

Place: New Delhi

Date:

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I also would like to give thanks my project Classmates for his or her valuable steering, while not those facilitate and support this project couldn't are completed."

"My sincere feeling goes bent on my colleagues whose participation within the project gave several valuable inputs for its completion."

Ashish Dhiman

(2K19/EMBA/509)

ABSTRACT

The inspiration driving this analysis was to understand the way to create productive video commercial enterprise on YouTube stage, equally as execute the essential gadgets into getting ready. From the start, advancing systems were created for customary media and explained by elementary promoting hypotheses. In light-weight of the quick improvement of progressions, industrious advancing channels area unit mercantilism imparted bearing to the net. Nowadays, the fundamental commercial enterprise stream is command by Social Media, wherever YouTube keeps perhaps the foremost very important position

The information for composing summary was gathered from books, articles, papers, magazines and reports. For these examinations, the mix of quantitative and abstract assessment ways was picked. Associate in Nursing emotional procedure was done to ascertain the accomplishment of video commercial enterprise as shown by the formula with the employment of solid information from YouTube Analytics and individual information from the survey.

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1 INTRODUCTION

Motivation :- The internet, as we all know has grown as fastest growing medium in the history. An ever increasing number of organizations are utilizing diverse online media showcasing apparatuses from than it is the place where the purchasers are attracting, share's and make's content. Online media has become a significant stage for organizations to interface with their intended interest group and make favorable to movement crusades. With the ascent of computerized stages, the adequacy of ads has become a critical region of study for advertisers to decide the most productive and proper vehicle of correspondence to put their exposure. Current sponsors are not static - they are proceeding to advance and improve. They look to grasp mysteries and new strategies on how they can impact clients. As indicated by late explores YouTube got quite possibly the most-visited web sites and it gives adequate force for organizations to utilize this stage for advancement.

Questions for Research and research objectives :- As a literature point of view, this study is on YouTube advertising highly valuable based on execution of this type Advertising esteems as: Entertainment, Informative, Interactive and Engagementness. Few points were picked to look at the significance & adequacy of these devices. For instance: perhaps the best methods to spread data is through video promoting. To fulfill the longing of our client by review amusement content, this offers an assortment of sources, remembering the utilization of the biggest video stage for the world as we have YouTube. Likewise, the utilization of intelligent components in video publicizing positively affects the crowd's dedication and urges clients to cooperate with your promoting. Additionally, the quickness of criticism alludes to the alternatives of the stage to give the client an additional chance to be nearer with brands, impact on video content and for organizations arrive at responses. To determine the equation for progress, the examination did a mix of subjective and quantitative way to deal with the picked techniques for a perfect online strategy and a subjective information assortment. For the research we have question:

What makes the YouTube advertising is most successful? And also sub-question

- What are key elements in creating the video for promotion of a product or a service?

Importance of this research :- 1st of all, this research can benefit us to have the effectiveness of YouTube advertisement with a much valuable understanding of a core idea, consumption desires or how to show the products or services which are launched on this social media platform. 2nd, this research also contributing to other research, but with a new preparation which was not explored before, and can fill the research gap on the topic and the theory. 3rd, this study can also orient with an implementation of study into a real advertising research.

2   LITERATURE REVIEW

2.1   Advertising in global meaning

Advertisement represents any paid type of nonpersonal introduction and advancement of thoughts, merchandise, or administrations by a distinguished support. In a crude structure, Winston F says that promoting also been utilized nearly as Homoserines. Nonetheless, in a conspicuously current structure, it is been with us for in any event 2.5 thousand years. Notwithstanding, it admired age as is still energetic and developing.

Radios on the table; letters on the table; hording boards are on bus stops; magazines at the salons; papers on the public transport; recordings on medical clinics; posters on newsagents' and TV in the family room: at all these places of the day we get with business messages. Solid and continually expanding rivalry powers organizations to consistently draw the consideration of possible purchasers to their items or administrations. Because of Media Dynamics Inc. an investigation about media utilization concedes that a regular grown-up's day by day media utilization has developed. These days, it is difficult to get consideration without utilizing the most recent plan and PC advances for making a remarkable advertisement. Publicizing innovation have relentless creating measures and new strategies and apparatuses are arising.

Here is an inquiry: what number of showcasing texts we find in a day? This investigation shows us that brand "openness" can go from 3 thousand to 20 thousand relies upon these incorporate those comprehension of promotions. These higher no.s incorporate promotions, yet in addition logos each passing time by those mark in all supermarkets, those publicizing in your mail drop, those brands we have, toppings in our periphery, the car on the parking, and so forth (Sheree J. 2014). In addition, Bogart clarifies the issue of promoting in model that such gigantic measure of publicizing that people see consistently makes it difficult to concentrate on a large portion of them, since there are a lot data and the issue will just fill later on (1985). Regardless of whether an individual promotion is really valuable and contain data the client needs, individuals have on time or psychological assets to have the data & understanding its adequacy.

The errand present day promoting techniques is to disconnect from data stream that breakdowns every day to the buyers for expanding the impression of the particular publicizing message. That is the reason, increasingly intelligent, cutting edge promoting is being presented, utilizing current prints & videos apparatuses & it permits to make much-powerful, noteworthy publicizing of products & enterprises.

2.2   Marketing Mix

For quite a long time advertisers have distinguished the parts of the showcasing blend as the four Ps: cost (of the brand), item (counting administration, bundling, brand-name and configuration), place (conveyance) and advancement (counting publicizing, advertising, individual selling, blessings, presentations, gatherings and deals advancement). The terms and states of the market are set by the expenses, nature of rivalry, item class, guidelines, existence. The firm attempts to make components of the showcasing combine fill in as one to help the brand. (Sean B. 2005, 39). Publicizing is the advancement some portion of the showcasing blend which hide ther incorporates spot, cost, and item and furnishes associations along with those savvy way to make branding mindfulness by contacting a wide crowd. Trading an item or administration wants a clear repot for public & advertising as a key promoting regions lets you to have controlling power on your repots by making site, leasing outside board, buying print space, broadcast appointment, and so forth.

2.3   Advertising Objectives

Great publicizing relies upon which techniques we are using. Those sponsor's definition is practical, animating & +ve correspondence branding ideals. ask twenty - five individuals what promoting is, and you will most likely find 25 distinct solutions. In any event, publicizing experts vary in their definitions. (Jeanette S. 1994, 2). The showcasing interaction starts, proceeds and finishes with clients. as an initial step, advertisers need to comprehend clients' necessities and needs, inside they all work. Understanding of proposing to all those, is that only stage where progress still that is main principal to understand, how promoting yet is useful to publicize & whom to coordinate advertisement communication. What's more, which isn't every last bit of it. You ought to be completely acquainted with precisely we have now & would-be-clients 'inspirations needed.

Despite the fact that publicizing is utilized for the most part in big companies, whole scope that non-benefit associations to elevate their technique for their different objective public.

Publicizing way is that particular correspondence errand which cultivated that particular objective crowd while that particular timeframe. Promoting destinations can be grouped by main role - regardless of which point will educate, convince.
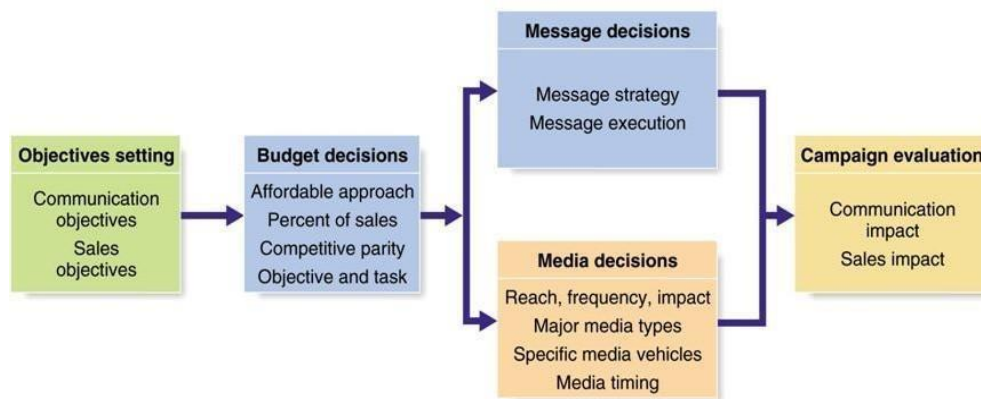
2.3.1 By which ways advertising become successful?

Successful promoting gets simpler to accomplish since consideration centers around the fundamental components which basic all suc-cessful missions. (1997, 1). an effective publicizing effort will educate the word concerning your items and administrations, likewise it draws in clients consideration as well as make brand picture and create deals. (Queensland Gov-ernment, 2016). Simultaneously, the inventive experts should perceive that the objective of promoting is to help with selling the item or administration and great publicizing should impart in a way that assists the customer with accomplishing this objective.

Advertising objectives

- Right products - which people would buy if they knew about them

- Right people - to whom your product is of interest

- Right media - which reach these people effectively

- Right message - which conveys your product's benefits

- Right timing - when potential customers are likely to buy.

- Right budget - so you do not spend too much or too little Right distribution- with your goods available for purchase.

2.4 Advertising on Internet

On October 27, 1994, Hot Wired (www.hotwired.com) carried paid promoting into the World Wide Web. (Jim S., 1997)

Internet is the primary genuinely latest way since TV & offers a scope of chances & challenges promoting execution, includes requirement for more good ways. To utilize the Internet successfully, advertisers needed that how/by which clients see's the Internet for publicizing from when perceptions that the media-medium influence mentalities to singular.

At 1ˢᵗ glance, we see promoters how they use the web for advertising correspondence. Consequence of this investigation is a significant but questionable way. Organizations & associations works for supporting a bit items & administrations should use web as permanent media since it utilizes an assortment of structures. Primary goal, promoting is pretty much like building deals. additionally, objective of publicizing for expanding brand mindfulness. Publicizing depends on the straightforward economy of organic market. Publicists plan to animate a customer's requirements publicizing reports & convincing to push administration & afterward fulfill that needs.

Attributable discontinuity, clients use altogether decision of media. More decision customers make, simply they switch, consequently more noteworthy significance for solid brands. Internet publicizing seen not so much bothering but rather more worthy in correlation with a customary advertisement bcoz web clients generally have control decisions, what they need to get, positive attribute gives advancement may build Internet promoting' viability.

2.4.1 Social media

Facebook, Twitter, blogs etc. Before, these expressions amounted to no value, however at this point they are important for ordinary talk. Because social destinations permit clients make a computer generated simulation for their certifiable social connections, furthermore, encouraging sharing information & substance. Creator points clients' emphasis is typically on quick, dividing based easygoing communications among individuals and the decision of media can fluctuate contingent upon needs and needs. (2011, 17). Interchanges media is a virtual foundation that permits social cooperation and substance to coincide continuously and to have a similar virtual world. Web-based medium enables to coordinate business Web world. Regardless of that world relies upon which world we present & on how to deal with your profile.

Most considerable ways we can use in a account:

- Target Market

- Public reach

- Instant communication

- Ongoing nature

2.5   YouTube

"Our mission is to give everyone a voice and show them the world ". - YouTube, 2017

Chad Hurley can be glad for what he got as of late. With his previous PayPal partners, he established YouTube three years prior. From that point forward, the website procureded by Google to make it into highest visited video website on web by a wide margin. YouTube offers a chance for all shapes & sizes organizations elevate those recordings to people who may be keen on, additionally box YouTube analytics also very feasible to get ur desired clients by socioeconomics, points or their interest, and so forth arrangement of installment makes equivalent to Google AdWords "PayPerClick": advertisers pays every time somebody sees video. That is feasible to pick where & which design those promotion going to show up.

 YouTube statistics show:

- YouTube users – 1,300,000,000.

- 300 hours of video are uploaded to YouTube every minute.

- Almost 5 billion videos are watched on YouTube every single day.

- 30 million visitors per day. (YouTube 2017)

More YouTube magic is in brand attributes: It has assembled as a reference website for online video in numerous nations & that seen by those clients which makes creative webpage. Obviously, YouTube has delighted in a huge organization externality force. Turning out in 2005, it previously gets in the rundown of the 100-most-visited destinations till mid 2006, & turned into the 5th most - popular website in July,2007.

Freedom of Expression

We believe people should be able to speak freely, share opinions, foster open dialogue, and that creative freedom leads to new voices, formats and possibilities.

Freedom of Opportunity

We believe everyone should have a chance to be discovered, build a business and succeed on their own terms, and that people—not gatekeepers—decide what's popular.

Freedom of Information

We believe everyone should have easy, open access to information and that video is a powerful force for education, building understanding, and documenting world events, big and small.

Freedom to Belong

We believe everyone should be able to find communities of support, break down barriers, transcend borders and come together around shared interests and passions.

2.5.1   YouTube: what do we watch?

YouTube is the platform where the whole globe decides to watch content. YouTube is indeed a platform where many of my mates assemble to network with their mates. YouTube is not only the best video store on the internet, but it is also the second-largest internet search engine. YouTube, like Google, uses orientation variables to determine which videos appear at the top of each searchable list. YouTube takes a gander at your video's no. of perspectives, how long clients stay & watched & the no. of +ve appraisals & remarks.

YouTube's web finding tool outcomes are not difficult for track down: YouTube stage proposes clients to tap on "mainstream". Here you can get the most scanning results for a days ago.

So, what do we usually **search**?

1.   Music (236 Million)

2.   Minecraft (44.3 Million) Video Games

3.   Movies (17 Million)

4.   Drake (12.2 Million) Playstation

5.   Beyonce (13 Million) music album

6.   Frozen (11.7 Million)

7.   Happy (58.7 Million) Pharrel Williams Music. (Google Trends, 2017 - English)

However, Google trends words are updated every 24 hours GoogleTrends.com ,YouTube trends are updated every second on their main site YouTube.com

Follow these steps to find out the most searched keywords on YouTube -

1   Go to the Google Trends page.

2   Choose your location in the country section.

3   Now type any keyword in the search box above related to which you want trending YouTube search terms.

4   You'll get the result for the keyword and related terms.

5   Now filter the result on the basis of duration (do not use duration less than 1 day), location and in the search platform section, choose YouTube search *[check screenshot]*

6   Find all the trending keywords as well as related keywords.

In contrast of Google, a distinction in we see/watch. A few rundown of most popular videos individuals observe:

1. Any Product Reviews

These type of content assists with understanding those highlights, get helpful in-arrangement & look at type of response we get "take a stab at " , for instance , garments from online shops . Watching item surveys is another adaptation of shopping now-a-days.

While an item survey, video makers, includes recently delivered item. At the finish of the video, those youtubers scrutinize at last & offer there's bits of knowledge to their watchers.

2. How to do Videos (Like DIY)

Videos basically with primary thought of presenting "how – to - do "uses or execute that. For instance, it very well may be beginning "on the most proficient method to clean espresso machine" to "applying face veil ". an ever increasing number of individuals are utilizing YouTube to answer some on "how would you do it" minutes. as indicated by Google, looks for "how-to" videos develop 70% every year.

3. Vlogs

Videos like "video blogs" provide us a look at what they do in their daily life. Video blogs for the most part incorporate bits of their day and set up them across the board video scene. It likewise can remember an audit for items, coordinated effort with Brenda and other Vloggers, occasions, trips and so on Video blogs generally last somewhere in the range of 7 minutes as long as 40 minutes – relying upon whether it's a day by day or week by week video blog. The overall time of their content is 10 min likewise along with editing, it's more feasible to add few more skipable advertisements. YouTube provides an illustration of Joey Graceffa which is a well known gamer -turned- into lifestyle YouTuber who makes every day and week by week video blogs. His video blogs get a large number of perspectives per scene, normally reached at mark & finished 2.6 million views – makes him a most popular youtuber earlier.

4. Gaming Videos

From YouTube insights we can see practically most of the gamers go do online recordings for instructive & diversion use. As a big gaming community, gaming recordings are most exceptionally watched on YouTube.

5. Different Type of advertisements on YouTube

Watchers ordinarily watches YouTube for engagement, learn & join a between dynamic local area. They additionally give the eyeballs needed to help makers, publicists, and YouTube bring in cash. YouTube offers an alternate sorts of publicizing execution. Here you can see a wide range of promoting designs on YouTube for PC/laptop. Types of video ads on YouTube:

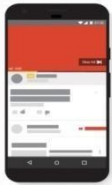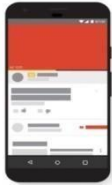| Ad format *(ad is red)*	Considerations	You get paid when...
Display ads Size: 300x250 or 300x60 pixels	• The ad shows up next to your video but it is a lower paying ad format than a Skippable ad. • Appears only on desktop and laptop computers. Views from mobile devices will not count as a monetizable view.	• ...a viewer sees the ad or if the ad is clicked on. This depends on the advertiser's selection.
Overlay ads Size: 480x70 pixels	• Appears across the bottom 20% of the video window so try to avoid placing important visuals in this part of the frame. • Currently appears only on desktop and laptop computers. Views from mobile devices, TVs, or game consoles will not count as a monetizable view. • Viewer can dismiss the ad at any time.	• ...a viewer clicks on the overlay to expand and view the full ad.
Skippable video ads Size: Full screen	• Currently the most common ad format; viewers can skip the ad after viewing it for 5 seconds. • Can be inserted before, during, or after the video. • Currently the only ad format that allows you to potentially monetize views from any viewing device.	• ...a viewer watches 30 seconds or to the end of the video ad (whichever comes first).
Non-skippable video ads and long, non-skippable video ads	• Viewers see an ad before your video plays. • Viewers must watch the entire 15+ second ad which may deter viewers who don't know the value of your videos. • Can be inserted before, during, or after the video.	• ...a viewer watches the ad.
Midroll ads Size: Full screen	• Currently available for videos over 10 minutes: ads are spaced within the video, like TV commercials. Viewers must watch ads before continuing through the video. • You can insert ad breaks at natural pauses between scenes for the best viewing experience. • Currently appears only on desktop and laptop computers and mobile devices. • Views from TVs or game consoles will not count as a monetizable view. • You can add them manually or automatically. See the section below.	• Depends on the type of ad: • ...if the midroll is a skippable ad then user must watch 30 seconds of the ad or the entire ad, whichever is shorter. • ...if it's a CPM-based ad, then a user must watch the entire ad regardless of length.
Bumper ads Size: Full screen	• A lightweight, non-skippable video ad up to 6 seconds long. • Optimized for viewing on mobile. • Viewers must watch entire ad before your video can be viewed.	• ...a viewer watches the ad.
Native mobile ads Size: On mobile in video description	• A display ad that appear below a video's metadata. • Only available on mobile.	• Depends on how the ad format is purchased... • If the ad format is bought on a CPM (cost-per-mille) basis, you will earn revenue based on the load of the impression. • If the ad format is bought on a CPC (cost-per-click) basis, you will earn revenue based on when the viewer clicks on the ad (not when the ad is displayed on a page).

6. Advertisements on YouTube for laptop

With AdWords, we definitely utilize Youtube explicit promotion designs. The promotion designs & intelligent components gives an assortment of strategies to urge watchers to connect in future as well. Youtube strives to provide the correct advertisement to the desired watcher at the perfect/particular time. Advertisements coordinated to explicit audiences. at the point when a video is coordinated to a watcher and the watcher watches the promotion that considers an adapted playback list - that is shown below an advertisement & offer income with our content.

TrueView In-Stream	• This ad immediately immerses viewers in your content. After 5 seconds, they can keep watching or skip it. • You pay when a viewer watches 30 seconds (or the whole duration, if shorter) or interacts with your ad. • Use this format when you want your video ad to appear before, during, or after other videos on YouTube.
TrueView Discovery	• This ad appears next to related YouTube videos, on YouTube search results, or on the YouTube desktop and mobile homepage. • You pay when a viewer clicks your ad and begins watching your video. • Use this format to reach people in moments of discovery, when they're searching or browsing videos.
Bumper Ads	• This ad is 6 seconds or shorter and plays before, during, or after another video. Viewers cannot skip the ad. • You pay per CPM (each time your ad is shown 1,000 times). • Use this format when you'd like to reach viewers broadly with a short, memorable message.

7. Advertisements on YouTube for phone and tablet

- Nonskippable videos advertisements :- These are embedded previously, during/after primary video & shouldbe watched before video chose can be seen. at the point when simply beginning to fabricate your crowd, you might need to consider skirting this choice and making that videos effectively open.
- Skippablevideo advertisements :- These advertisements embedded previously, during/after primary video. Following couple of moments, clients can tap on the "skip advertisement" catch to begin watching your video.

8. Youtube vs. TV advertisements

Nevertheless, typical Television ads from aimed are still stranded in the one-de-bd hbit period, large drk screens at home or office, and may not be the finest contribution of your marketing dollrs, for a few reasons. Google conducted research that found YouTube advertising to be a more reliable source of consistent ROI than television advertisements. They trcked down that in 56 free trials 8/10 investigations overserved that YouTube had a more prominent ROI.

• Budget: significantly not as much as TV advertisements. With a comprehension of customary media as TV ads purchasing. Besides, TV promoting as broadcast appointment do not give 100% assurance of achievement. Conversely, with
YouTube advertisements, there is no base venture, and you have more opportunities to receive in return what you put in. (Betsy McLeod , 2017)

• Tracking:for it Google offer the stage YouTube Ads where it is feasible to follow your outcomes, just as investigate your intended interest group and draw in with your crowd. (Think with Google, 2017)

• Targeting: it is additionally one of the benefits of YouTube stage which gives you an admittance to individual information (age, sex, and locale) and commitment information (likes/disdains, remarks, shares) to control and examine aftereffects of promotion vertising effort Also, the focusing on alternatives are simply more data-driven.

People watch TV on YouTube and YouTube on TV

50%
Watch time of TV channels on YouTube has grown 50% in the last year.[1]

2X
Watch time of YouTube content on TV screens doubled year over year.[2]
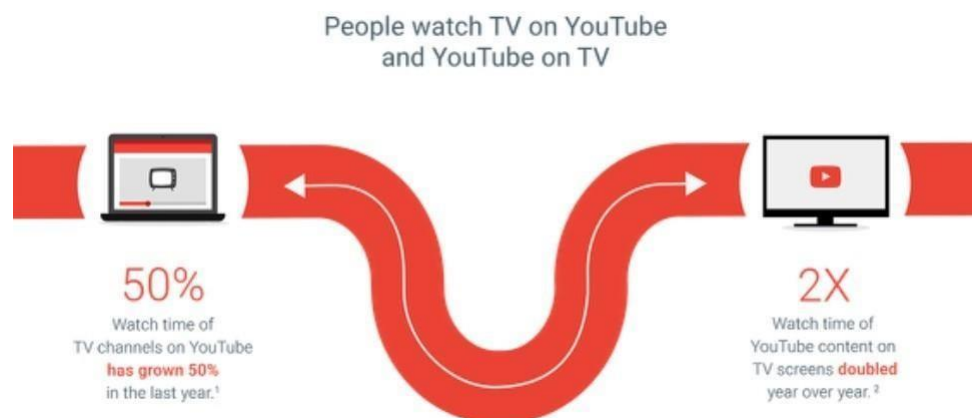
"This is an 'and' game, not an 'or' game but rather crowds are observing more video than any other time in recent memory, and any screen will do."

2.8 Value of Advertisement: How we can create a successful Youtube advertisement

<u>"There is no single formula for a perfect video ad, but here are a few recom- mendations pulled from our experience with some successful creators to help you deliver maximum impact."</u>
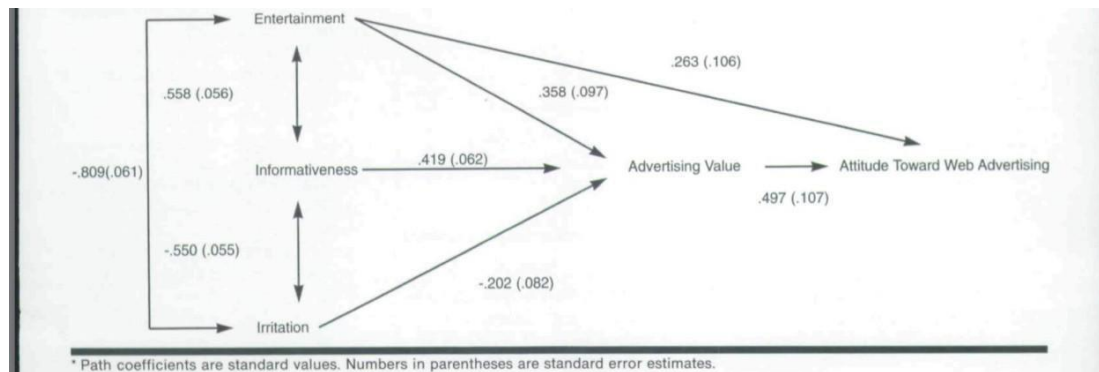
Advertising value model

Above model depends upon hypothesis of medium Use & Gratification, those contends which online clients uncover themselves specifically dependent upon there necessities & satisfaction looking for thought processes, and consequently fulfill their utilitarian as well as gluttonous requirements. appropriately, Informational videos and Entertaining videos precursors that adv. value & proposed a +ve relationship b/w advertising Value and attitude toward web promoting. additionally, Irritation is a piece of above Model & proposed an adverse consequence on internet publicizing. Watchers ordinarily watches YouTube for engagement, learn & join a between dynamic local area. They additionally give the eyeballs needed to help makers, publicists, and YouTube bring in cash. YouTube offers an alternate sorts of publicizing execution. Here you can see a wide range of promoting designs on YouTube for PC/laptop. Types of video ads on YouTube.

2.8.1 Entertainment

Advertisements, here represents a considerable extent of every content. Henceforth, buyers bound to arrive at a +ve assessment a promotion while it is engaging. as indicated by utilizations and satisfactions hypothesis, the amusement benefit of publicizing content lies on its capacity to satisfy purchaser needs for idealism, redirection, tasteful delight or passionate delivery. Enter-tainment shows, advertisement seen going to be wonderful/agreeable. Idealism, redirection, stylish delight, or enthusiastic delivery. The creators pointed it emphatically affects purchasers' mentalities toward the publicizing and reporter brands (1981).

Publicizing amusement addresses the amiability of a promotion, just as the joy and happiness purchasers, get from the commercial (Zhou Bao 2002). Commercials are probably going to be used to satisfy buyers' gluttonous necessities (Rodgers Thorson 2000), accordingly creating affability, and making delight & pleasure. That cycle viewed as methods for diversion. Capacity of a commercial adv. to engage is recognized that principle factor which can influence successful publicizing in setting up an enthusiastic connection b/w company's message & shoppers.

2.8.1   Informativeness

Showcasing scholars (Ducoffe, Robert F) for the most part concur that the essential capacity of publicizing is to pass on data about items and administrations to permit shoppers to settle on the most ideal buy choices. In the event that an advertisement favorable to videos helpful, convenient and significant data purchasers are bound to per-ceive the promotion as important. In particular, Informativeness alludes to the capacity of promotions to send the data to the focused on purchasers (1996). The apparent advertising Value on YouTube is decidedly influenced by its apparent Informativeness.

2.8.2   Interactivity

Interactivity fundamentally fortifies the center delight hypothesis idea of a functioning client since it has been characterized as "how much members in the correspondence interaction have authority over and can trade jobs in their shared talk". PC framework should be receptive to clients' activities.
Intuitiveness can upgrade client fulfillment through dynamic control. Controllabil-ity, or the sensation of being in charge, has been viewed as an attractive psycho-legitimate place. Sensation charges prompt in-wrinkled self-viability convictions.

2.8.3   Engagement

Broad end shoppers exceptionally "drawn in" to that media transport which is more receptive to promoting. There are a few hypothetical clarifications for why commitment should influence responses to publicizing including influence move & classification hypothesis of writing survey of medium setting impacts & sums up 3 potential hypothetical reasonings setting should influence responses to advertisements.
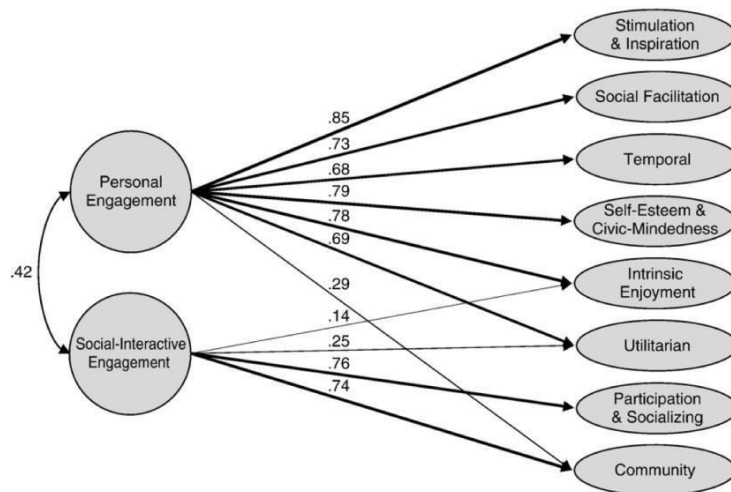
Second -order factor structure

Showed encounters fundamentally the same as those that individuals have with papers and magazines.

The subsequent encounters interesting on internet, like taking part conversations & associating website. YouTube stage create a one of a kind open door to be associated and be a piece of an informal organization through sending criticism (see Figure 1.5 YouTube esteems dependent on four fundamental opportunities that characterize what our identity is).
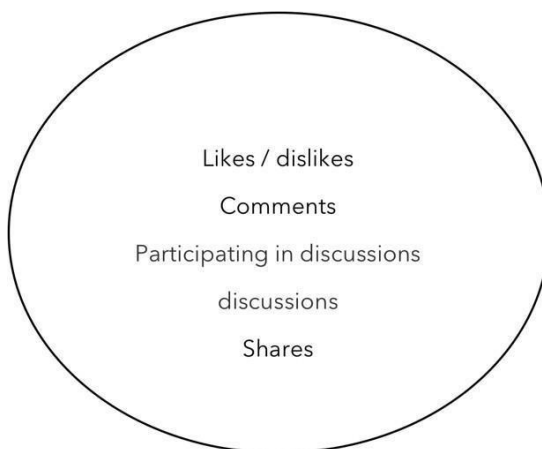
Hypothesis 4: H4: The perceived Advertising Value on YouTube is positively affected by its perceived Engagement .

YouTube is unique combination of video access, sharing, and community creates an unmatched opportunity for audience engagement. Sight, sound, and motion can elicitemotional involvement with content that you don't get with other forms of media. It ispossible to facilitate discovery of and engagement (shares, comments, & likes) with video ads by promoting them via YouTube advertising & hosting them on a YouTube curated profile page. (YouTube, 2017) Video creator can learn about their viewers YouTube Analytics (see YouTube vs. TV advertisingtargeting). This data can be used to drive larger and deeper viewership among a target audience.

- Welcoming comments

As for every social platform, engagement as a tool of communication is the most important thing to pay attention to. For eg., what is the impact of having thousands of Twitter followers if no one ever retweets you ? Indeed , it is the same thing with YouTube : just having views is one thing, but comments can show if you are connecting with your viewers or not. (Strong Coffee team, 2018).

YouTube , Google support suggests scrolling down the video's page to find comments section. Also, it is important to remember that all comments on YouTube are public and anyone can reply to a comment that you post. (YouTube, Google support, 2017). Consumers are more likely to reply directly under video rather than use other social Medias to share their opinion. It is possible to increase the level of Engagement by welcoming these comments during advertising as well as responding to the comments.

- Control negative comments

Gideon Shalwick (Video Advertising on YouTube) says that when you have very negative people commenting on a video (sometimes cd " trolls "), there's no onesizefitsall answer.
The author aims when the negative commenters do have a valid point, it is better for the business to respond to them in a clever, nonegotistical way. This can solve the problem or misunderstanding between viewer company and show customers that the company does respond to criticism and have a valid comeback, which can be valuable for the brand. But truly Dane G suggests deleting or block all filthy comments.

The comments to views ratio is a great way to track your engagement. There is no perfect formula to count or get the clear answer bt according to some studie of Google (2017) if your video has 1000 views and five comments, you have a 20:1 ratio. It gives an idea that video is engaging,it is also important to keep in mind that no all comments should be only positive or negative. Over time, it is better to try to lower that ratio. So, maybe you aim for a 10:1 ratio, or in general: 10 comments on a video to 1000 views.

- Likes / dislikes

The number of times that users indicated that they liked / disliked a video by giving it a positive/negative rating. Simple, it is an option to share your reaction and stay unknown.

Although it may not be obvious why viewers like or dislike a particular group of videos, the % of likes is one way to check the pulse. If one type of content gets a higher % of dislikes than others, consider whether it covers a controversial topic or diverges from the usual topics featured on the channel.

- Shares

The combination of video watching, sharing, and commenting within YouTube creates an opportunity for audience to engage. If a viewer finds your video attractive for several reasons, they have the option to share it with others. Thus, it can help significantly expand the reach of your video.
Video ads can help you to connect with potential customers in unique and memorable way. You can personally write a comment, share or make video reaction.

The research of 2016 made by Matt Byrom with group Wyzowl declares at their annual research from 2016 report that 76 % of users say they would share a branded video with their friends if it was entertaining. (Wyzowl, 2016). Also, according to this research, 65 % of users say they'd share a video if it was informative. Only 3% of consumers say they would never share a branded video under any circumstance. In other words, make a great video and 97% of consumers would happily share it with their friend and social networks (2016).

In "Likes& dislikes" section, likes must be exceeding dislikes, meaning that the audience is interested in the content. The number of comments under videos should be stable, which indicates that the audience is engaged and support the blogger. Engagement rate (ER) summarizes the activity of the subscribers. It can be calculated for a single video by using the following formula:

$$ER \ for \ a \ video = \frac{Likes + \ Comments}{Views}$$

In ad- dition to comment ration, when it comes to Likes on your video is likes: views = 4%, that's 4 Likes for every 100 views. as a result, if you are not reaching these averages, then your videos are not doing as well as expected. Com- monly, Viewers, especially your subscribers, will take the time to like your con- tent if they find it informative and entertaining. Therefore, if your Like count remains low, it means you need to try a different approach. (Mark R Robertson, 2014).

Moving forward to comments vs views part: the best ratio for measuring suc- cess is a comment: views = 0.5%. For instance, for a video with 1000 views, a good measure of success would be 5 comments. It is the useful ratio for YouTubers to guide and to see how their subscribers or viewers are engaging with the videos. (Mark R Robertson, 2014).

2.9 Advertising Value

Advertising Value is similarly viewed as a narrower construct than advertising attitudes, a cognitive assessment of the extent to which advertising gives consumers what they want. advertising Value evokes both positive and nega- tive emotions that are understood to be antecedent influences on overall attitudes. Figure 1.12 demonstrates Mean responses to selected items taken from Journal of advertising research, September-October 1996. advertising Values are collected from previous studies of R. Ducoffe 1995 and demon- strates that advertising Value is a general index collected from each Item and it reflects the central idea of the thesis work based on advertising Value Scale Items (1996).

according to previous studies, advertising Value was created as dependent variable and included general feature from each of hypothesis. For example, advertising Value model from Ducoffe 1996 included such characteristics from Informativeness as Useful and it was asked at the questions with basic stand- ing of Informativeness. For this work, advertising Value questions were based on general understanding of each hypothesis and asked on the survey as well.

Research Methodology

Research Design :- It is the plan, structure to answer by whom, when where and how this study has been done. In this, plan is an outline of the research scheme & which the investigator has done. The design of this study is a more beneficial outline & the strategy out, specifying the methods to be used in the connection & analysis of the data.

Data Collection :- The main source of information for this research is based on the data collection. All Data collected are both primary and secondary in nature,

- Primary Data – This have been directly collected from the watchers, who watches Youtube by survey methods through undisguised questionnaires.
- Secondary Data – This have been collected from the internet, all the required data which is available over internet.

Types of Questions asked during the survey:-

- Open ended questions – these are the type of questions used to get suggestions from the respondents in order to give feedback to the organization.
- Close ended question – these are those type od questions with a clear declined set of alternatives that confine responders to choose one of them.
- Multiple choice questions – it consists of multiple choices in which the respondents can choose more than once.
- Likert scale – It uses 5 pts. Or 7 pts. Scale to elicit participants has to choose one of them.
- Dichotomous questions – It consists of two choices of answers in which the participants has to choose one of them.

Sampling

Convenience/simple sampling method is been used in this study. This type of sampling is basically used when we simply ask a person who is ready to respond and in random any place. Basically, the sample comprises subjects who are simply available in a convenient way. There is no randomness and the likelihood of biasness is high. Hence, this method is often the only feasible one, particularly for students with restricted time and resources and can legitimately be used provided its limitations are clearly understood.

Sample Size

It is the total no. of samples selected for the research from the sampling population.

$$n = \frac{z^2 * p * q}{e^2}$$

Methods/Techniques used in this research

1. **Chi-Square test** :- Here we may have situation in which it is not possible to make any rigid assumption about distribution of the population from which samples being drawn. This limitation has led to the development of a group of alternative techniques known as non-parametric tests. Chi-square describes the magnitude of the discrepancy b/w theory and observation.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Demographics Profile/ Nature of Respondents

56.6% of the 221 participants were female, and 48% were between the ages of 18 and 24. In terms of education, fifty-two of the participants had a bachelor's degree as their greatest level of education, and 58.4 percent of their time was spent on work. For this study, respondents were recruited from national hospitals and Mumbi, and the replies that supported geographic location were split evenly. Mumbai having α complete of fifty.7% (see Table 1).

Table 1 (*Demographics of Participants*)

	Demographic value	Total	
		n	%
Gender			
	Male	96	43.4
	Female	125	56.6
Age (years)			
	18-24	106	48
	25-34	70	31.7
	35-44	19	8.6
	45-54	19	8.6
	55 & above	7	3.2
Education			
	Some High School, no diploma	3	1.4
	High school graduate, diploma or equivalent	7	3.2
	Some collage credit, no degree	35	15.8
	Trade/technical/vocational training	1	0.5
	Associate Degree	3	1.4
	Bachelor's Degree	115	52.0
	Master's Degree	46	20.8
	Doctorate Degree	11	5.0
Occupation			
	Employed for wage	129	58.5
	Self-employed	36	16.3
	Out of work or looking for work	6	2.7
	Out of work buy not looking for work	2	0.9
	Homemaker	4	1.8
	Student	39	17.6
	Unable to work	5	2.3
Geographical location			
	New Delhi	109	49.3
	Mumbai	112	50.7

Calculation for Chi-square Test :-

	Category	Observed	Expected	Residual = (Obs. – Exp.)	(Obs.– Exp.)^2	Component = (Obs.– Exp.)^2 / Exp.
1.	For Gender					
	Male	96	110.5	-14.5	210.25	1.90
	Female	125	110.5	14.5	210.25	1.90
	Total					3.8
2.	Age (years)					
	18-24	106	44.2	61.8	3819.24	86.40
	25-34	70	44.2	25.8	665.64	15.05
	35-44	19	44.2	-25.2	635.04	14.36
	45-55	19	44.2	-25.2	635.04	14.36
	55 & Above	7	44.2	-37.2	1383.84	31.30
	Total					161.47
3.	Education					
	High School	3	27.62	-24.62	606.14	21.94
	Graduate/Diploma	7	27.62	-20.62	425.18	15.39
	Credit collage	35	27.62	7.38	54.46	1.97
	Any Training	1	27.62	-26.62	708.62	25.65
	Associate Degree	3	27.62	-24.62	606.14	21.94
	Bachelor's Degree	115	27.62	87.38	7635.26	276.43
	Master's Degree	46	27.62	18.38	337.82	12.23
	Doctorate Degree	11	27.62	-16.62	276.22	10
	Total					385.55
4.	Occupation					
	Employee	129	31.57	97.43	9492.60	300.68
	Self-employed	36	31.57	4.43	19.62	0.62
	Looking for work	6	31.57	-25.57	653.82	20.71
	Not working	2	31.57	-29.57	874.38	27.70
	Homemaker	4	31.57	-27.57	760.10	24.07
	Student	39	31.57	7.43	55.20	1.74
	Unable to work	5	31.57	-26.57	705.96	22.36
	Total					

5.	Geographical location					
	New Delhi	109	110.5	-1.5	2.25	0.020
	Mumbai	112	110.5	1.5	2.25	0.020
	Total					0.040

$$\text{Chi-square statistic} = \frac{1+2+3+4+5}{5}$$

$$= \frac{3.8 + 161.47 + 385.55 + 22.36 + 0.040}{5}$$

Chi-square test statistic = 114.5

2. **Percentage Analysis :** It shows the entire participated contestants in terms of percentages.

$$\text{Percentage} = \frac{\text{No. of responds} * 100}{\text{Total respondents}}$$

All the calculated percentages are mentioned in the table 1(above).

3. **Graphs :** graphical technique was used in order to represent the factors in various graphical methods like pie-charts, bar diagram & cylindrical presentation.

1.	Demographic value	Total	
		n	%
	Gender		
	Male	96	43.4
	Female	125	56.6

Gender
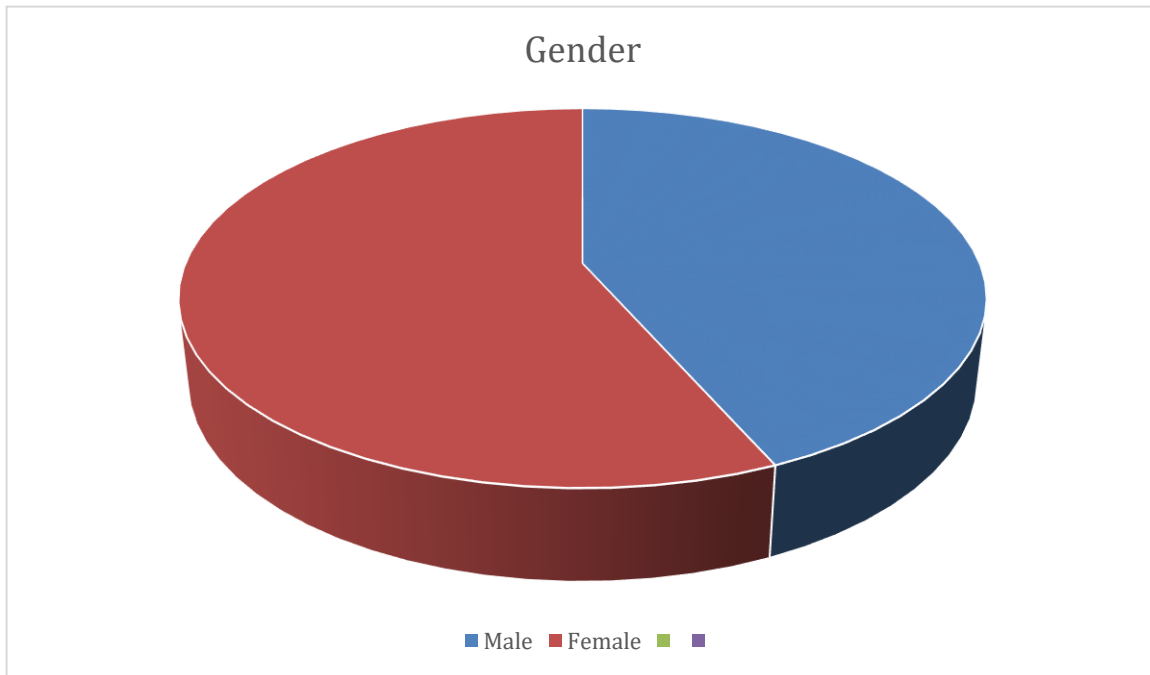
2.	Demographic value	Total	
		n	%
	Age (years)		
	18-24	106	48
	25-34	70	31.7
	35-44	19	8.6
	45-54	19	8.6
	55 & above	7	3.2

Age (years)
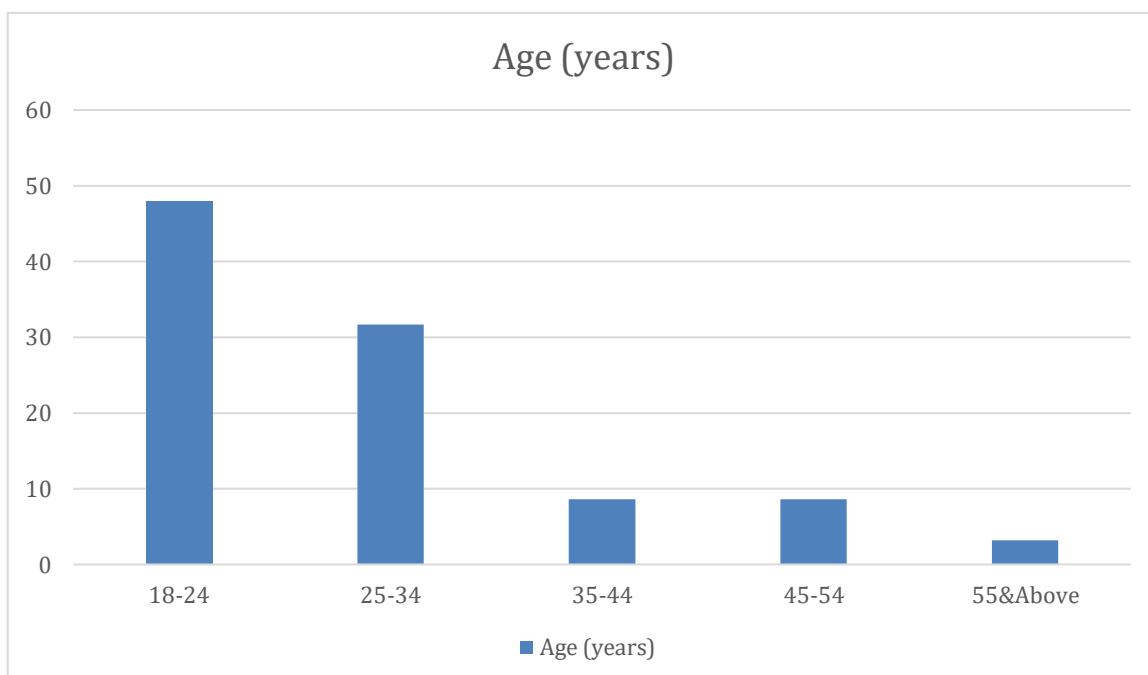
3.	Demographic value	Total	
		n	%
	Education		
	Some High School, no diploma	3	1.4
	High school graduate, diploma or equivalent	7	3.2
	Some collage credit, no degree	35	15.8
	Trade/technical/vocational training	1	0.5
	Associate Degree	3	1.4
	Bachelor's Degree	115	52.0
	Master's Degree	46	20.8
	Doctorate Degree	11	5.0

4.	Demographic value	Total	
		n	%
	Occupation		
	Employed for wage	129	58.5
	Self-employed	36	16.3
	Out of work or looking for work	6	2.7
	Out of work buy not looking for work	2	0.9
	Homemaker	4	1.8
	Student	39	17.6
	Unable to work	5	2.3
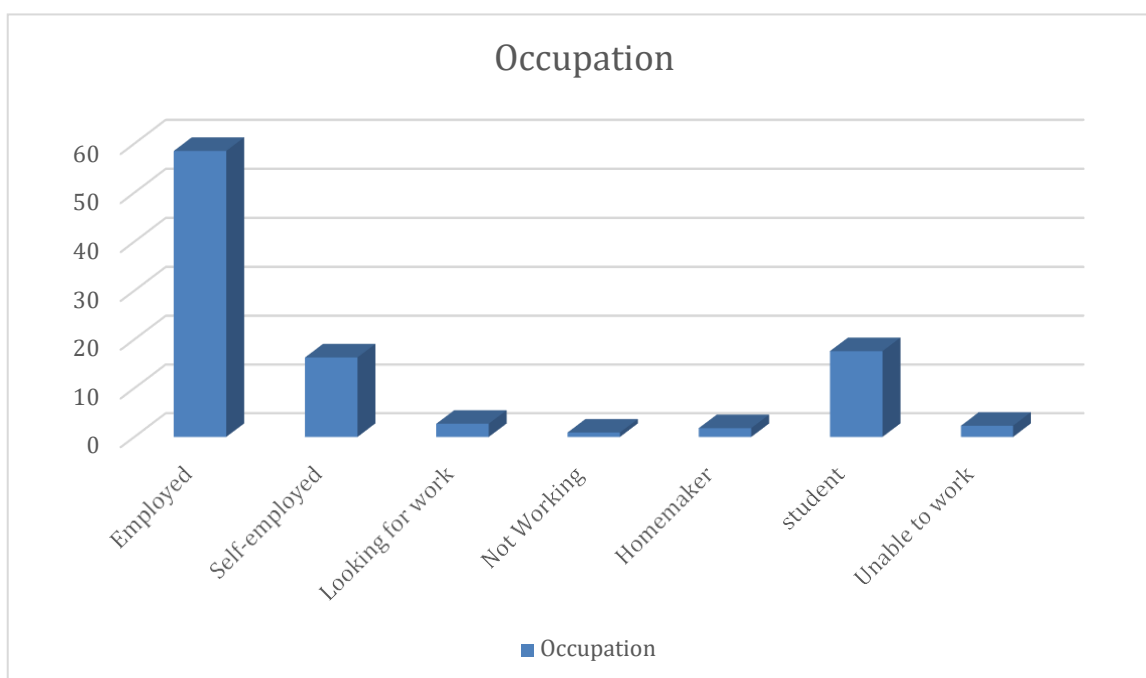
5	Demographic value	Total	
		n	%
	Geographical location		
	New Delhi	109	49.3
	Mumbai	112	50.7

Geographical Location

■ New Delhi   ■ Mumbai
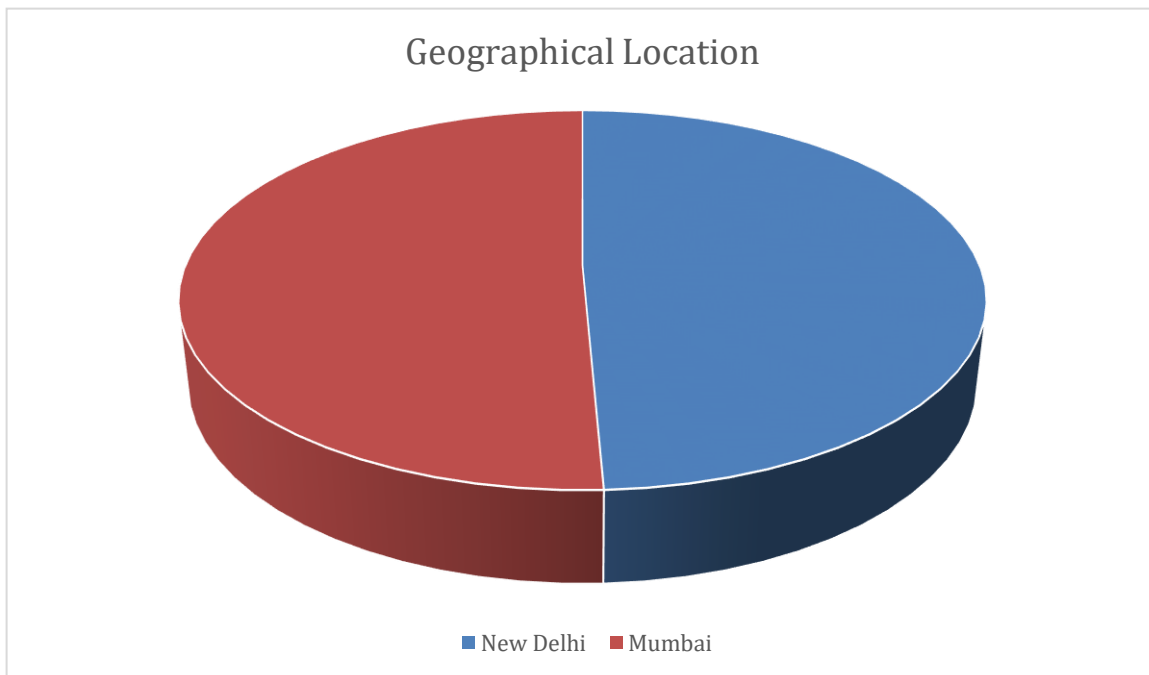
Other Findings

Gender. The Chi-square take a look at didn't show any important relationships supported the contestant's sex. each man & women showed similar expression towards Youtube ads, hints given, & also reaction towards Youtube.

Age. in line with Chisquare take look at, big relationship b/w age of contestants & also chance of missing Youtube ads when primary time available. The younger participants aged 18-24(59.1%) entirely agree that they skip the advertisements when the primary few seconds , in distinction to those aged 25-34 (42.9 %), World Health Organization entirely disagree Therefore, it may be silent that theolder the

participants the a lot of doubtless they're to complete looking at YouTube advertizement.

Discussion

Reason behind this research was that Youtube advertising advantage supported online medium valuable study, a lot of exactly the 2 most vital ways of this study: abundance of signals & closeness of response. Outcome of this research area unit part according to the online medium valuable study; abundance of signals was found to be vital to capture, higher perceive, and recall a poster, therefore, they're terribly coupledto advertising effectiveness. The results, however, do contradict the media richness theory within facet response; speculation argues that the immediacy of feedback makes a channel richer, however within this Youtube, responses wasn't thought of vital.

The outcome of the research differ from freelance variables, during the research statistics, primary analysis question inquired what signals area unit required for customer can have interaction or connect with that poster on Youtube. Outcome shows that signal were thought of vital supported education, occupation of the participants. supported knowledge, signals (music, physical look of the actors, body movements, and narration) were thought of vital too relate to a poster on YouTube. supported the participant's occupations, music was thought of the foremost vital cue to relate to a poster. This study supports statue maker et al.'s (2009) analysi that showed that engagement affected the reaction to the advertizement being discovered therefore, its effectiveness. Since engagement with the advertisements is employed to work out its effectiveness, so to have interaction with a posterparticipants thought of that the cues were crucial; thus, this supports the actual fact that cues area unit crucial for YouTube advertising be effective. analysis question 2 inquiredwhat cues area unit necessary to form a poster unforg ettable on YouTube. supported participant's education, those with instruction thought of scenery & narration to be very important cue, supported the participant's occupation music was thought of crucial. analysis question three inquired regarding what cues were vital for the participant to

raised perceive the message being sent. supported the participant's education, music, of voice, physical look of the actors, and scenery were thought of crucial to raised perceive the message and so, scale back uncertainty. These results demonstrate the importance of cues in creating a poster effective.

These cues allowed the participants to not solely higher perceive the advertisements & scale back uncertainty, however they conjointly enabled them to relate to the advertize & to form it unforgettable. These results concur with Dennis and Kinney (1998's) World Health Organization found that augmented multiplicity of cues result in high performance.They conjointly found that the mediums were higher understood and handled if they givemultiple cues.

This study contradicts the findings of Dennis and Valacich (1999) as they found that feedback is very important rising understanding as a result of it allow midcourse correction the message transmitted. within the case of this study, feedback wasn't thought of very important component for the advertizement to be effective. On the opposite hand,this study supports Shinnawy and Marku's(1997) results since they found that the mediarichnes theory is barely part applicable to new media & will be custommade by selectiononce considering new media. within the case of this study, the sole facet of the media'srichness theory that was applicable was the multiplicity of cues. Myfinding make surethat there's partial utility in exploitation the media richness theory to check newer media platforms.

The findings supported gender found no variations, as participants expressed a similar feelings towards YouTube advertisement, the cues given, and also the feedback on the YouTube platform. The results contradict Dennis al.(1999), World Health Organizationfound that peoples did realized bounds communication channels to be richer than others,however girls had a more durable time with the cues and also the performance. Indifferent word, gender doesn't influence however participants measure the effectiveness of advertisements.

The ends up in this study demonstrate that each visual & sense modality cues area unitcrucial for a poster to be effective and for firms to come up with profit. This study has contributed the perceiveing of what's specific cues should thought of for theaudience to raised understands related/engaged, and keep in mind the advertizement. At a similartime, it's incontestable that on a social media web site lyk YouTube, firmslaunching the ad don't need to worry the maximum amount regarding the feedback, since it'll not alter the effectiveness of their advertisements.

Conclusion

A Quantitative research is conducted on large samples. Methods used for the research is administered Questionnaire method. A semi-structured questionnaire consisting of both open ended and close ended questions was used for collecting the data for the research.

Questionnaires helped, in studying the attitudes on audiences of different age groups on the basis of Credibility, Entertainment and Disturbance.

Attitude of watchers is an main point to understand the effectiveness of an advertisement. Public do watch advertisements to know about a new product launched in the market but constant hammering of advertisements makes the audiences skip those videos that they are watching. Also, the advertisements which are keep on interrupting their views are found to be the most irritating ones for the watcher.

The ends up in this study have incontestable that multiplicity of cues area unit required for a poster to be more practical. people tend to have interaction with the communication channels that offer a lot of cues as a result of it facilitates the understanding of the message and leaves less area for misinterpretations. Communication has not modified over the years, individuals area unit still choosing the channels that they feel higher satisfy their needs; thus, it's crucial for firms to not solely determine those desires however conjointly to grasp what cues the advertizement ought to offer so as for it to be effective.

At a similar time, this study showed that once it involves advertising, shoppers don't feel the necessity to allow feedback. during a social media web site like YouTube, wherever the foremost vital cues area unit given, people tend to raised comprehend the message, and so, not feel the necessity to comment or provide feedback. Understanding these factors is useful for firms to work out wherever their advertizement investments are going to be most profitable, and wherever the message are going to be higher received and understood. This study has contributed to existing analysis, however with a replacement perspective that may be applied to different social media sites.

Limitations and Directions for Future analysis:- The area unit actually some limitations to contemplate once deciphering these results. Since the sample size was fairly tiny the results can not be generalized to the complete population underneath study. At a similar time, owing to the deadline, no experiments were conducted to verify the results of the survey, and no in-depth interviews were conducted to urge a lot of nuanced results regarding however the participants act with YouTube advertisements.

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Appendix

Survey Protocol

The following could be a survey protocol to gather info from people regarding their experiences with YouTube advertisements.

You are invited to participate during a analysis study regarding the effectiveness of YouTube advertisements. the aim of this study is to know however YouTube users rate the effectiveness of advertisements encountered whereas browsing videos. I raise that you just scan this manner and raise any queries you'll have before finishing the form.

STUDY PURPOSE the aim of this study is to know YouTube publicity effectiveness supported 2 of the foremost vital factors of The Media Richness Theory, cues and feedback. This study additionally is my thesis to finish myExecutive Master in Business Administration degree.

PROCEDURES FOR THE STUDY: If we comply with be within the study, we'll complete a form regarding our YouTube users and perspective on the advertisements, that ought to take five – ten minutes.

VOLUNTARY NATURE OF STUDY participating during this study is voluntary. might they opt for to not participate or may leave the study at any time. We call whether or not or to not participate during this study won't have an effect on their current or future relations bcoz of this study.

1. What gender do you most identify with:

- o   Male
- o   Female
- o   Prefer not to answer -

2. Age:

- o   18 - 24 years old
- o   25 - 34 years old
- o   35 - 44 years old
- o   45 - 54 years old
- o   55 years or older

3. Education: What is the highest degree or level of school you have completed? If currently enrolled, highest degree received.

- o   Some high school, no diploma
- o   High school graduate, diploma or equivalent
- o   Some college credit, no degree
- o   Trade/technical/vocational training
- o   Associate degree
- o   Bachelor's degree
- o   Master's degree
- o   Doctorate degree

4. Occupation:

- o   Employed for wages
- o   Self-employed
- o   Out of work and looking for work
- o   Out of work but not currently looking for work
- o   A homemaker
- o   A student

o Retired

o Unable to work

o Other: Specify:_____-

o

5. What is your current geographic location?

City_____

Country _____

6. Do you use the social media YouTube?

Yes   No

7. Have you ever watched a YouTube advertisement?

Yes   No

8. Do you like watching video advertisements in YouTube?

Yes   No

9. After watching an advertisement do you identify the brand/product or service launching the ad?

Yes   No

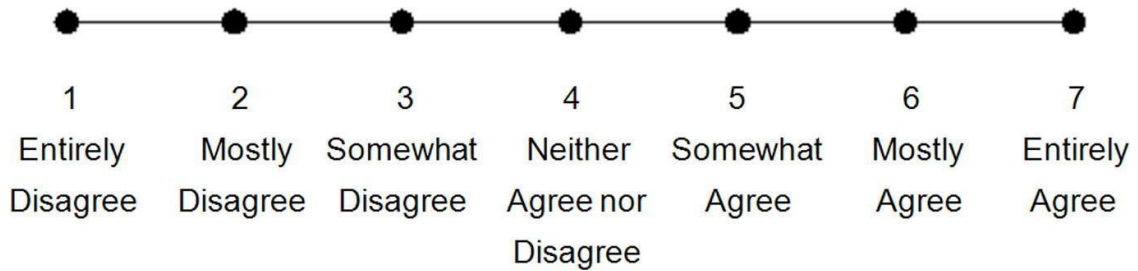10. After watching an advertisement on YouTube how do you react to it?

o Research about the product or service

o Purchase the product or service

o Consider the product or service

o Ignore the advertisement

o   Get annoyed for having my video interrupted

o   Other: Specify_____-

11. Do you use (comment or read) the comments section in YouTube?

Yes   No

Please use the following scale to select the number that best represents how you
 feel about YouTube advertisements:

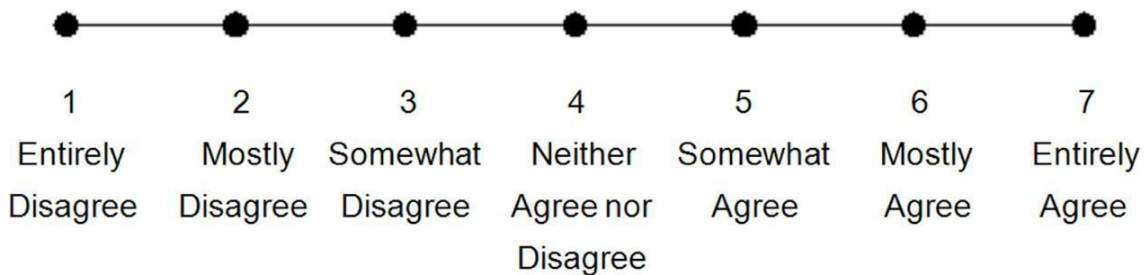| 1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

Viewing

I always skip the advertisements after the first few seconds 1 2 3 4 5 6 7

I only watch the ad when I am interested in the product or service 1 2 3 4 5 6 7

I only watch the ad if I am familiar with the brand, product or service 1 2 3 4 5 6
 7

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

The following cues make the advertisement memorable (I remember the cues
 for a long time):

Music   1 2 3 4 5 6 7

Tone of voice 1 2 3 4 5 6 7

Actors physical appearance 1 2 3 4 5 6 7

Body movements 1 2 3 4 5 6 7

Scenery 1 2 3 4 5 6 7

Narration 1 2 3 4 5 6 7

Facial Expressions 1 2 3 4 5 6 7

The following cues help me understand the advertisement message better:

Music   1 2 3 4 5 6 7

Tone of voice 1 2 3 4 5 6 7
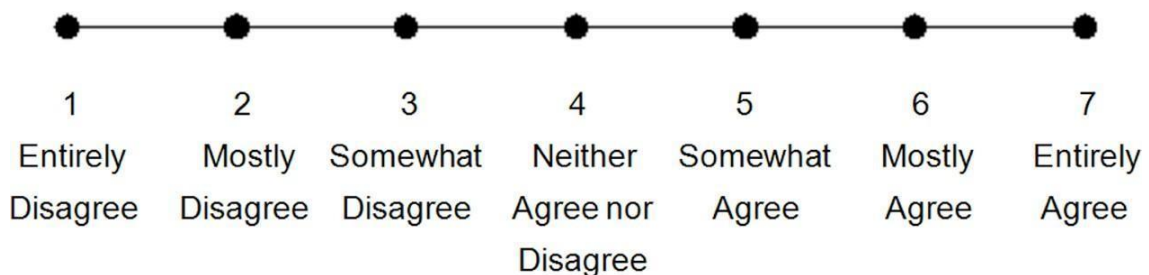
Physical appearance of the actors 1 2 3 4 5 6 7

Body movements 1 2 3 4 5 6 7

Scenery 1 2 3 4 5 6 7

Narration 1 2 3 4 5 6 7

Facial Expressions 1 2 3 4 5 6 7

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

The cues in the video help me better

 understand:

The brand 1 2 3 4 5 6 7

The message 1 2 3 4 5 6 7

What I have to do to purchase the product 1 2 3   4   5 6 7

The benefits of the product/service 1 2 3 4 5   6   7

The following cues help me relate (feel connected) to the brand or the

 product/service

Music   1 2 3 4 5 6 7

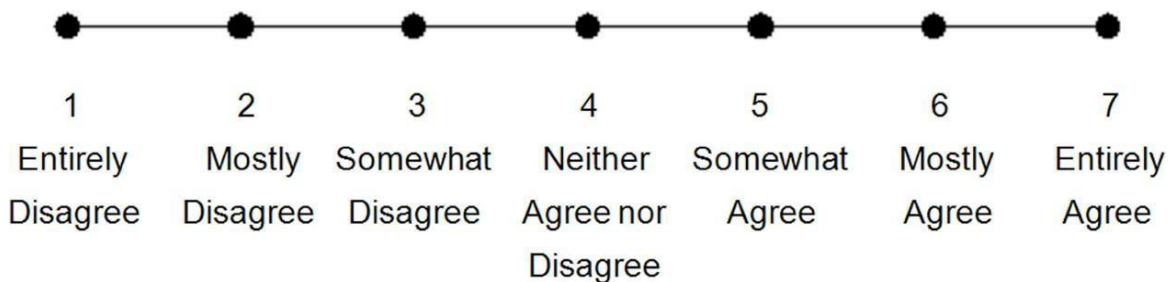Tone of voice 1 2 3 4 5 6 7

Actor's physical appearance 1 2 3 4 5 6 7

Body movements 1 2 3 4 5 6 7

Scenery 1 2 3 4 5 6 7

Narration 1 2 3 4 5 6 7

Facial Expressions 1 2 3 4 5 6 7

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

Feedback

After watching an advertisement:

I feel the need to ask the company a question about the product 1 2 3 4 5 6 7

 I feel the need to give my opinion on the ad 1 2   3 4 5 6 7

 I do not feel the need to obtain or give feedback   1 2 3 4 5 6 7

 I feel confused about the brand/ product/ service   1 2 3 4 5 6 7