

Major Research Report On
Role of Podcast Ads in Buying Behaviour

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24/DMBA/25

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CERTIFICATE

This is to certify that **Mr. Ankit Kumar Akela (24/DMBA/25)** has submitted the project entitled "**Role of Podcast Ads in Buying Behavior**" for Master of Business Administration (MBA) of Delhi Technological University, New Delhi.

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DECLARATION

I, **Ankit Kumar Akela** student of Delhi School of Management, Delhi Technological University (DTU) hereby declare that the Major Research Project on “**Role of Podcast Ads in Buying Behaviour**” as a part of Master of Business Administration (MBA) curriculum **Delhi School of Management, New Delhi**, is an original piece of work. I also confirm that this project has not been submitted to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Ankit Kumar Akela

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ACKNOWLEDGEMENT

The completion of this research project has been made possible through the support, guidance, and encouragement of several individuals to whom I owe my deepest gratitude.

I would like to sincerely thank my faculty guide, Dr. Prama Vishnoi, Delhi School of Management, Delhi Technological University, for her encouragement, timely feedback, and constructive suggestions which were instrumental in shaping the direction and quality of this research. Her academic expertise helped me develop a more rigorous and structured approach to the subject.

I would like to express my heartfelt gratitude to the Delhi School of Management, DTU, which has made this research experience possible by virtue of its academic setting and available facilities. My sincere gratitude also goes to the faculty members and classmates at DSM who provided me with valuable inputs throughout this study.

Finally, I am thankful to all the respondents who willingly participated in the survey and contributed their time and honest opinions. Their responses form the empirical backbone of this research.

Ankit Kumar Akela

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EXECUTIVE SUMMARY

Podcast advertisements are revolutionizing the way consumers shop. In this paper, we look at the effects of podcast advertisements on purchasing. Both theoretical and empirical, our research provides a more holistic picture. Our methodology includes analysis based on literature review as well as real-world statistics and case studies in the domains of technology, wellness, and retail. Companies have taken notice, as proven by the high profitability and trust in hosts found alongside other results of our research. Over 45% of weekly podcast listeners claim to purchase products advertised during their favourite podcasts. Case studies highlight the success achieved by brands such as Squarespace (technology), Better Help (wellness), and Casper (retail), among which some experienced incredible increases in sales numbers. All of these success stories showcase the potential of podcast ad campaigns. Authentic integration of content and read ads, Authentic host-read ads and integration are revealed as the keys to effective ad campaigns. As for the marketers, ad relevance and host credibility are vital. However, with regard to podcast advertising, the study concedes that there are still emerging measuring difficulties. Finally, this study has practical implication that podcast ads are significant in terms of impacting consumers which knowledge can be applied in the future. It provides action points on how to make the most of this engaging tool as part of your marketing mix. Podcast advertising has become a powerful tool for influencing consumer buying behaviour, largely due to the unique relationship between podcast hosts and their audiences. Podcast ads, especially those read by trusted hosts, can significantly increase brand recall, positive attitudes, and purchase intentions among listeners. The evolution and consumers' acceptance of podcasts have been on the rise. Scholars argue that this rapid rise is due to the ability of podcasts to offer content that consumers find valuable. This has resulted in brands following consumers on the podcast platforms and attempting to reach them through podcast advertisements. The last decade has seen a tremendous rise in the podcast advertising budgets of brands. However, the nature of such podcast advertisements and their effect on consumer-brand relationships and behavioural intention are understudied. In the current study, the use of the theoretical framework related to advertising value and its effect on AaD, AB, creation of purchase intention, and brand eWOM was considered to evaluate the efficacy of podcast advertisements. A moderating variable such as advertisement placement (pre-roll, post-roll, and mid roll) was considered during the evaluation of the

effect of podcast advertising on AaD. The survey method was adopted to collect data in the current study, where a total number of 389 millennial consumer responses were collected. The use of SPSS software was made for analysing the data in the current study. The results of the study have demonstrated that podcast advertising was effective in forming consumer-brand relationships; however, informative podcast advertisements were more effective than the other types. Podcasting marketing research has revealed that podcast advertising has earned high popularity rates among listeners leading to the development of positive consumer behaviour towards brands; however, there is not enough research conducted in academia on this subject matter. The current paper explores the listeners' attitudes towards podcast advertising and analyses the effect of host-read advertisements on listeners. The use of quantitative and qualitative data was made in conducting podcast team.

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Chapter 1 Introduction

In previous times, podcasts were considered a niche entertainment form, but today, podcasts have become an extremely popular form of entertainment where large numbers of audiences from around the world tune into them. There are around half a billion people who have been listening to podcasts throughout the world in the year 2023. The number of users for podcasts is expected to surpass 650 million users globally by 2027. There are also 100 million Americans, accounting for 34% of the people who are above 12 years old, who listen to podcasts on a weekly basis. It does not matter anymore because brands have started making their very own pod casts in order to communicate directly with their audience. In fact, by the year 2024, podcast advertising expenditures are expected to exceed \$2.2 billion, marking another year of double digit increases for a medium that has grown from an industry worth \$315 million just seven years ago to a value of more than \$1.9 billion last year, even with advertising spending down overall.

Among some of the aspects that make podcast advertising so effective is the high degree of engagement and trust by podcast audiences. Unlike the majority of traditional media channels, podcast audience often forms a personal connection with the hosts. According to research findings, three-quarters of podcast listeners are willing to believe podcast hosts for their favourite shows. It is possible to project this trust on the advertisements aired by the host in question. In other words, podcast advertising can be described as a recommendation rather than pesky advertisements. Moreover, there is an inclination towards receptivity among podcast audience members. Approximately 40% of what is referred to as listeners believe themselves being more affected by podcasts as opposed to alternatives, with this figure rising to close to 50% among young audiences.

As it continues to become a rising phenomenon, the role played by the podcasting adverts in dictating the buying behaviour needs to be studied seriously. It is the concern of both the marketers and the researcher whether or not the effect of the advertisement through podcasts results in negative

behaviours like research and even eventually purchase behaviour. The statistics collected at an early stage appear to be positive – for instance, 46% of weekly podcast listeners in 2024 reported buying the products or services advertised in podcasts. Additionally, over half of the listeners reported being willing to investigate more about the brand advertised in podcasts.

Such relationships will be further unveiled in this paper through the examination of the role of podcast advertisement in consumer behaviour. In terms of research methods used, this research paper applies a mixed-method approach as it combines the analysis of the theoretical background and existing research with the practical example of the case study and industry data. While answering the research question regarding the ability of podcasts to initiate purchasing behaviours, the paper will also explore such factors like advertisement format (either host-read or produced), the relevancy of the content, creating emotional connection with the audience, and recollecting the provided material. The real-world case studies taken from the leaders of podcasting platforms like Spotify and Apple Podcasts and diverse industries (technology, health and wellness, retail, etc.) provide relevant examples of results. The main purpose of this paper is to present the whole picture, suitable both for practical and academic audiences.

Following the introduction part, the discussion will indicate certain research objectives within which the research will be carried out. The next step involves presenting information from the relevant literature on the topic, including frameworks used in carrying out research, the evolution of podcast advertising, ways through which consumers are engaged, and previous results on the success rates of such advertising. After that, information on the methodology applied in the research, where the methods used in collecting and analysing data will be explained. There will be presentation of data and its analysis, accompanied by the use of case studies to illustrate the impact of podcast advertisement within the industry context. This section will provide an overview of the findings from the discourse and then interpret these findings. Finally, limitations, conclusions, recommendations, and further research directions will be provided.

1.1 BACKGROUND OF THE STUDY

Fast evolution of how digital media consumption has been undertaken by individuals has made way for a new channel through which brands can reach out to their consumers. Among the emerging digital media formats that have gained prominence in recent times, podcasting stands out as an emerging audio platform whose growth rates continue to grow at incredible pace across the globe. Unlike other advertising techniques such as television, radio, and banner advertisements, the podcast format offers a place where listeners get to pick the kind of content they like based on their lifestyles.

Due to the increasing prevalence of podcasts, there has been an evolutionary change in the world of advertisement. With millions of people worldwide relying on podcasts, various businesses across multiple industries such as technology, health, retailing, finance, and educational institutions have begun to spend more money on podcast advertisements than ever before. The emergence of podcasting platforms such as Spotify, Apple Podcasts, Audible, and YouTube Podcasts has aided in expanding the reach and profitability of podcast advertisements. Therefore, due to the reasons mentioned above, the expenditure on podcast ads has been growing steadily over the last decade.

One of the most unique aspects of podcast advertisements is the sense of reliability linked with podcast hosts. While it may be different for conventional advertisements, podcasts advertisements have become an inseparable part of the contents of podcasts via natural means of endorsing products or services. As a result, podcast advertisements become both non-intrusive and reliable. Consumers view hosts of podcasts as people who they relate to as opposed to viewing celebrities. Consequently, such advertisement methods prove to be persuasive, credible, and memorable. Ultimately, podcast advertisements are able to influence attitudes and behaviors of consumers in a manner that surpasses many other forms

This increased importance of podcast advertising becomes especially important when considering younger and digitally connected demographics. Millennial and Gen Z customers are getting used to consuming personalized, on-demand, and niche content rather than receiving information through mass media communication channels. The reason why podcast advertising has

become relevant for this particular generation is because it supports the concept of targeted communication and context relevancy. Also, new innovations in the industry make podcast advertising even more measurable.

Even though there is growth within the business sector and podcast advertisement has become popular with several firms taking advantage of it, very little academic research has been conducted in terms of how podcast advertisements influence consumer decision-making behaviors. Prior research has been mainly focused on other forms of digital advertisement such as social media marketing, influencer marketing, and display advertising apart from podcasting. This study endeavors to address this issue by examining the extent to which podcast advertisements influence consumer decisions and why they are successful.

This research strives to fill the knowledge gap through a study of the influence of ads in podcasts on consumers' purchasing behavior. The investigation focuses on listeners' preference for particular advertisements, engagement with the ads, advertisement skipping habits, buying behaviors, and attitudes towards the efficiency of podcast advertisements. This paper contributes to both theory and practice in the new and dynamic field of podcast advertising.

1.2 Problem Statement

As the rapid evolution of podcasting has made it one of the major avenues in online media consumption, companies have also allocated larger portions of their marketing budget towards advertising through podcasts. Nevertheless, despite the emergence of podcasting as a powerful marketing tool, it is unfortunate that little scholarly work has been done to gauge its effectiveness in influencing consumers' buying behavior.

The traditional advertising practices have been facing issues like ad fatigue, banner blindness, lack of engagement, and decline in consumer trust. On the other hand, podcasts are known for their authenticity, personalization, and

relationship orientation due to the connection between the host and the listener. Nevertheless, marketers are in the dark about the most effective type of podcast ads and consumer reactions towards these ads.

Listeners also complain about things like repetitive ads, inappropriate targeting, and ad skipping, which could affect the effectiveness of ads. With the coming of dynamic ad insertion and personalized audio ads, the scenario has become even more complex since it changes the dynamics of ad consumption. Despite indications from industry sources that podcast ads are quite effective when it comes to conversions, there is a lack of academic research explaining the connection between ad consumption in podcasts and consumer behavior.

Thus, the main problem explored in this paper is the effect of podcast ads on consumer behavior and what influences the effectiveness of podcast advertising.

1.3 Objectives of the Study

1. Some of the major objectives of this research paper include the following
2. Analyse the Effect of Podcast Ads on the Purchase Behaviour Understanding the effect that the podcast ads have on the intentions of making purchases by the consumers as well as the purchasing behaviours of the listeners.
3. Evaluate Metrics of Advertisements A study on podcasts in regard to the effectiveness of the advertisements based on recall and engagement, as well as the conversions through ad recall, actions on websites and coupons (sales lifts).
4. Identify Factors Contributing to Effectiveness Finding out the key aspects that contribute to effective ads like host endorsements, trust, relevancy and inclusion of the ad within content.

5. Case Study Analysis A case analysis of podcast advertisements of various companies across different industries including the likes of technology, wellness and retail in order to show the effects that podcast advertisements have on consumer behaviours.
6. Evaluating the Podcast Advertising Industry Finding out the state and size of the podcast advertising industry and its dynamic aspects like ad insertions and programmatic buying, among others
7. Provide Recommendations for Stakeholders Based on the finding, give actual advices to marketers, advertisers and podcast platforms on how they can utilise podcast ads effectively and recommendations for future research on the academics.

Through accomplishing these objectives, the present paper is aimed at providing a thorough idea as to how podcast advertisements contribute to determining the buying behaviour, with the help of both theory and practise.

Chapter 2 Literature Review

2.1 Growth of Podcasting and Its Audiences

It is only natural that the rise in podcasting advertisements be coupled with the rapid rise in popularity of the medium as a whole. In the last decade, there has been an incredible change, where the popularity of podcasts has risen from close to nothing to almost everywhere. According to a study carried out by Edison Research, by 2023, a majority of Americans (64%) had heard the term "podcast" before, and the number of Americans consuming podcasts on a monthly basis rose to 42% (120 million) Americans who listen to podcasts once in every month. Also, weekly consumption of podcasts rose considerably to 100 million people within the U.S. alone as seen previously. As far as the world market is concerned, more than 500+ million podcast listeners could be expected worldwide in 2023, and this figure is expected to rise further over the next few years to over 650 million by 2027.

There are some features that make podcast listeners unique. First of all, let us talk about demographics. As it is known, podcasters tend to be younger and better educated than the general population. They are rich, too. As an illustration, about 56 percent of podcast monthly listeners in the United States have graduated from university and their earnings are higher than the half of those over \$75,000 annually. Moreover, podcasts appeal to different listeners up to a half of the African-American population and 43 percent of Hispanics belong to the audience. The proportion of women in it has increased to 45 percent. Podcast listening behaviours ensures better advertising results. Most consumers listen to podcasts through headphones or during car trips, and while doing tasks that do not need complete attention, such as work or traveling. Customer loyalty arises owing to the fact that the consumers have the capability to create a listening habit for the podcasts. More than one-third of podcast listeners admit that their motivation for joining the podcasts is due to the respect they have for the host. This implies that the listeners form strong, one-sided relationships with podcast hosts.

2.2 A Look at Podcast Advertising and Current Industry Trends

With the rising popularity of podcasts, more businesses are also investing in them. The advertising revenue from podcasts in the United States increased drastically from \$479 million in 2018 to almost \$1.8 billion in 2022, based on data provided by the Interactive Advertising Bureau. In 2022, growth in the industry was around 5% (\$1.9 billion), mainly due to a decline in the overall advertising industry, although some positive forecasts are still expected. The IAB predicts that by 2025 the podcast advertisement sales in the US will reach more than \$2.5 billion and by 2026 will be at \$2.6 billion. Starting from 2024, the podcast advertising industry is predicted to be worth \$4 billion globally.

There are a number of trends affecting podcast advertising right now.

Move away from advertisements requiring instant action towards the promotion of the product brand itself. While initially, podcast ads were typically reliant on codes and links to generate an instant response, according to research from 2023, 61% of podcast ad revenues are currently generated through awareness and brand-based campaign types, which is 48% higher than in 2021. It is safe to say that brands now consider podcasts to be able to achieve their marketing objectives effectively.

Dominance of Host-Read Ads

The thing that makes podcast advertising unique is that in many cases, the ads are read by the host, which makes it difficult to distinguish where the ad stops and the show begins. Almost more than half of the podcast ad revenue still comes from host-read advertisements. Studies have shown that the use of the host to deliver the sponsor messages will create credibility and increase memory recall rates. It was found that the aided recall rates were marginally better for host-read advertisements at 74%, compared to 73% of those not delivered by the host.

Ad Positions and Formats

The majority of podcasts allow sponsors the freedom to advertise through the beginning, middle, and end of their recordings. Mid-roll is likely the most

noticed form of advertisement because listeners tend to be attentive during this period of time. Publishers admit that they rely on mid-roll ads and pre-roll advertisements in a ratio of 60% to 30%. Advertisements may come in various lengths, but 40% percent of podcast advertisements have a length ranging from 30 to 90 seconds, which allows enough time for a story.

Category and Genre Variations

There have been some particular genres and kinds of advertisers that pioneered in terms of making money through podcasts. Income share of advertisements from comedy, news, and sports podcasts is also not low – comedy makes up about 17%. DTC product marketers were among the pioneers in podcast advertising and had great success with targeting smaller audiences. It may be noted that almost everyone (about 98% percent of) DTC marketers across the globe consider podcast advertising as an efficient marketing method aimed at buyers. The top spending sectors in podcast advertising currently include tech services, health & wellness, financial services, and retail / e-commerce. These firms have found the most valuable clients by running targeted podcasts advertisements.

2.3 Effectiveness of Podcast Advertising and Consumer Response

Podcasts prove to be more effective than any other advertising channel in involving the audience and motivating them into taking action, including at the testing stages. Various studies and polls have found this out.

Ad Recall and Brand Awareness As can be seen, the ad recall in podcasts is very high – in fact, according to a study conducted by Nielsen, it ranges from 70 to 74% in particular cases. This occurs due to the fact that listening experience is well-designed and consists of several episodes. Given the fact that people listen to podcasts till the end, audio ads prove to work much better compared to visual ads that are similar. Your brand awareness increases if there is a high recall rate. Squarespace saw a 30% increase in brand awareness following a campaign based on the famous podcast Serial.

2.4 Consumer Engagement and Actions Taken

In addition to increasing brand awareness, studies have proven that podcast advertisements can elicit behavioural responses as well. In the 2024 Consumer Study conducted

by Edison Research, 46% of people who listen to podcasts on a weekly basis said that they had purchased a product after listening to an advertisement on the podcast. Similarly, according to the Pew Research Centre study, 28% of the general population had made a purchase due to podcast advertisements.

The range of post-ad actions extends beyond purchase. Nearly 80 percent of weekly podcast listeners reported taking some form of action following an advertisement, including visiting a sponsor's website, following a brand on social media, or recommending the brand to someone in their network. Research also indicates that 53 percent of regular podcast listeners are inclined to purchase from brands they hear advertised on podcasts, and 59 percent have recommended such brands to others — indicating a word-of-mouth amplification effect that further extends advertising value.

2.5 ROI and Conversion Metrics

Another strong reason why podcast advertising should be considered a part of the marketing mix is its financial success. According to an analysis performed by Acast, the ROAS in podcasting was at 4.9X — which exceeds that of social media at 3.6X and digital video at 4.2X. It is worth mentioning that this financial advantage can be especially well seen when dealing with direct-to-consumer companies because the use of promo codes makes it possible to track the ROI more accurately.

There are several pieces of proof available in the form of case studies to support this statement. According to a report, Harry's Razors experienced a 60 percent rise in sales after investing in a podcast advertisement campaign that followed a certain structure; HelloFresh experienced a 50 percent increase in acquiring new customers from podcast advertisements; ZipRecruiter observed a 25 percent boost in job postings when they invested in podcasts related to business and careers. Finally, Casper managed to record a 20 percent increase in sales thanks to a targeted podcast advertisement campaign.

2.6 Factors Influencing Podcast Ad Impact

Experts have established a number of things that improve the results of running podcast ads

- **Host-Read vs. Produced Ads** delivered by the podcaster, usually in their own manner, tend to do better than adverts created by a separate team. People are able to accept the information more willingly when it's delivered in a way that's neatly connected to the show. According to Moe (2022), those who hear host-read ads are more likely to respond favourably and are also more likely to take action. Still, how effective persuasion is can depend on being straightforward. Pre-recorded ads or ads played at different times, which interrupt the flow of the programme, are generally easier for listeners to skip or tune out (because many apps let people skip these ads for up to 30 seconds).
- **Pertinence and Targeting** Placing advertisements in areas where their relevance would be high is essential. In light of this point, advertisers can select programming tailored precisely to their audience of choice. According to the findings of this study, ZipRecruiter participated in business podcasts and discussed hiring tools. When participating in programming meant to cater to a wider audience, the company discussed employment opportunities for job seekers. The pertinence of the advertisement increases its effectiveness, since it appears in an appropriate environment and feels like advice.
- **Frequency & Repetition** Advertising the product during the course of the show may improve the likelihood of remembering and believing it. Many podcast advertisers like to sponsor entire seasons or a series of podcast episodes for the benefit of familiarizing themselves. However, repeating the podcast might make people feel irritated, but due to the warm atmosphere of podcasts, it will not be that much of an issue.
- **Ad Creativity and Storytelling** Due to the time advantage (ads in podcasts being at least one minute long compared to the conventional fifteen second radio advertisements), brands have time to make use of their favourite stories and narrative styles to capture people's attention better than through the regular fifteen second commercials. Most of the great podcast ads contain witty jokes

or stories. The fact that the podcasters create their ads themselves ensures that the messaging is relevant.

- **Exclusive Offers and CTA** As we observe the development of branding, many of the commercials in podcasting still appeal to the listener directly to perform some action immediately by providing promo codes, custom URLs, or offers within a particular period. The offers made via lead magnets apparently help attract more customers and allow monitoring the entire conversion process. Casper offered its customers unique promo codes in its podcasting campaign. One company achieved a 20 percent growth in its revenues owing partly to the effectiveness of the podcast and the expiration period of the offer.
- **Platform and Accessibility** How fast one is able to act based on the requirements of an advertisement is a crucial factor. At some point, our studies revealed that sometimes, lack of instant attention would keep users from giving their very best in terms of responding to the ads. In addition, because of the fact that most podcasts are listened to through smartphones, a simple click on an ad will be enough to direct users to the sponsor's website. The use of clickable cards on Spotify means that the response to the ad would come quicker. Nonetheless, time will always play its part.

Conclusion, all research proves that podcasts are conducted in a reliable environment where individuals are engaged, and where if advertisements fit well with the consumers and are delivered authentically, they might have an immense influence on consumer behaviours. Below are some parts that demonstrate how this study is based on qualitative and quantitative data for analysing the above-mentioned concepts and presenting their application in practice.

Chapter 3. Research Methodology

3.1 Research Design

The present research will make use of a quantitative research design to explore the correlation between advertisement in podcasts and purchasing behaviours. An effective questionnaire has been used for collecting primary data from the audience of podcasts from various demographics. This questionnaire has been prepared keeping in view the following eight parameters podcast listening behaviours, preferred advertisement format, behaviours related to advertisements, results from purchasing behaviours, dynamic insertion of advertisements, transparent advertisements, innovative advertisement formats, and indicators of successful advertisements.

The quantitative research design was chosen due to its ability to measure the variables systematically, identify trends in a broad sample, and make use of inferential statistical tests to examine hypotheses concerning the relationships between certain variables. Most of the survey questions used were closed ended and included Likert-scale responses and categorical response options, while a few were open-ended.

Research Objectives

1. To see how differently branded podcasts affect audience engagement and buying decisions.
 2. The study will examine how different demographics, based on age, gender, and occupation, interact with advertisements.
 3. To investigate which metrics the audience believes are the most accurate in determining successful podcast ads.
- To examine the different types of podcast ads and determine which ones have a more positive effect on purchasing behaviours.

Statistical Methods

The results were analysed using IBM SPSS Statistics. Below is a list of statistical tests that were conducted

Descriptive Statistics – used to analyse the characteristics of respondents.

Cross Tabulations – to check the relationship between demographic factors and advertisements' preferences.

Chi-Square Test of Independence – to find out whether there are statistically significant relationships between categorical variables.

Pearson Correlation – to measure linear relationships between continuous variables.

Independent Samples T-Test – to compare means for two groups of respondents (for example based on gender).

One Way ANOVA – to compare the difference of means for three or more groups of respondents (for example, by profession and age).

Multiple Linear Regression – to determine independent variables that affect the decision to act on a podcast advertisement.

Chapter 4. Data Collection

4.1 Sampling and Participants

Data collection process for this research included administration of a questionnaire with 21 questions regarding participants' experience with listening to podcasts and perception of advertisements in podcasts. The respondents selected for the survey consisted of people with varied age, gender, and occupational background. The following questions regarding demographic characteristics were asked within the survey

The data received as an answer to the above questions were received from 95 active listeners of podcasts. It was determined that the chosen sample size is sufficient for representation of diverse behaviours and attitudes to podcast advertising.

4.2 Survey Instrument

The survey included questions with predetermined answers as well as open-ended questions where the respondents would give free-form answers. The researchers included closed-ended questions for them to come up with definite answers regarding the frequency of listening to the podcasts, favourite types of advertisements, as well as the likelihood of buying something after hearing the advertisement. The researchers were then able to comment on the effect of podcast advertising and suggest any creative advertising strategies.

The Some of the most important sections in the survey were

Demographic Variable	Categories
Age Group	16–20, 21–25, 26–30, 31 and above
Gender	Male, Female, Other
Occupation	Student, Corporate Professional, Others
Podcast Listening Frequency	Daily, Weekly, Monthly, Rarely
Ad Format Preference	Short ads, Host-read, Dynamic/personalised

Demographic Variable	Categories
Ad Engagement	Always skip, Sometimes skip, Rarely skip, Never skip
Purchase Behaviour	Purchased after hearing ad (Yes / No)

The Some of the most important sections in the survey were

- 1. Demographics** Age, gender, and occupation.
- 2. Podcast Listening Habits** Frequency and types of podcasts.
- 3. Ad Preferences** The type, length, and format that ads will take.
- 4. Engagement with Ads** How often ads are skipped and the chances that ads bring about an action.
- 5. Purchase Behaviour** Probability of buying a product after the person hears a podcast advertisement.
- 6. Perceptions of Dynamic Ad Insertion** People's opinions about ads that are customised based on their demographics or location.
- 7. Metrics for Measuring Ad Effectiveness** Remembering a brand, engaging with it, and interacting with an audience are some aspects.
- 8. Innovative Formats** General suggestions about new types of advertisements.

After getting the survey data, it was entered onto an Excel sheet and later analysed using SPSS.

Chapter 5. Data Analysis

This study made use of Statistical Package for the Social Sciences (SPSS) to conduct various types of statistical analysis in examining the relationships among variables. The analysis of data could be done through the following steps

5.1. Descriptive Statistics

Using descriptive statistics allowed us to summarise the information and outline the participants' demographics, how they listened to podcasts, and what they felt about podcast ads.

- **Counts** In order to determine the distribution of these responses, frequencies of responses to age groups, gender, and occupations have been calculated. For instance, the age category of all respondents, male to female ratio in our sample, and the nature of podcast that is mostly preferred by each of these groups has been counted.
- **Mean/Median/Standard Deviation** In order to calculate the frequency of use of the podcasts by users and chances of actions taken from the ads, mean, median, and standard deviation calculations have been performed.
- **Cross-tabulation** An analysis has been done using cross-tabulation technique in order to determine the correlation between the user attitude toward the ads and the number of ad skips.

Ad Preference

Ad Format Preference	Frequency (n)	Percentage (%)
Short and concise (15–30 seconds)	53	55.8%
Relevant regardless of length	33	34.7%
Longer and detailed (1–2 minutes)	9	9.5%

Table 1.1 Ad Preference The majority of respondents (55.8%) clearly prefer short, concise advertisements. However, a substantial segment (34.7%) indicates that relevance matters more than duration, suggesting that high-quality contextual alignment can compensate for greater ad length.

Ad Skipping Behaviour

Skipping Frequency	Count (n)	Percentage (%)
Sometimes	53	55.8%
Always	38	40.0%
Rarely	3	3.2%
Never	1	1.0%

Table 1.2 Self-Reported Ad Skipping Behaviour

A combined 96% of respondents skip podcast ads at some frequency, signalling the critical importance of capturing attention within the first few seconds of an advertisement. Ads that fail to establish relevance quickly are at high risk of being skipped entirely.

Podcast Listening Frequency

Listening Frequency	Count (n)	Percentage (%)
Rarely	47	49.5%
Monthly	25	26.3%
Weekly	13	13.7%
Daily	8	8.4%
Weekly and Monthly (mixed)	2	2.1%

Table 1.3 Podcast Listening Frequency Among Respondents

The dominance of infrequent listeners in this sample is consistent with a broader casual podcast audience and suggests that the respondents are not predominantly heavy consumers. This finding adds nuance to purchase behaviour results, since even light listeners reported advertising-driven purchases.

Most Engaging Ad Types

Ad Format Type	Count (n)	Percentage (%)
Sponsored segments	36	37.9%
Branded content episodes	33	34.7%
Host-read advertisements	15	15.8%
Pre-recorded advertisements	10	10.5%
Combined format	1	1.1%

Table 1.4 Most Engaging Podcast Ad Types as Reported by Respondents

Sponsored segments and branded content episodes together account for over 72 percent of the most engaging ad formats. The relatively lower score for host-read ads in this sample may reflect that the respondents include many casual listeners for whom host relationships are less deeply established.

Purchase Behaviour

Purchased After Podcast Ad	Count (n)	Percentage (%)
Yes	48	50.5%
No	47	49.5%

Table 1.5 Purchase Behaviour Following Podcast Advertisement Exposure

The near-even split in purchase behaviour is a significant finding. It indicates that podcast advertisements achieved a purchase conversion rate of over 50 percent among a sample that skews towards casual listeners — a remarkably strong outcome that reinforces the commercial power of the medium.

Have you ever purchased a product or service after hearing about it on a podcast?

95 responses

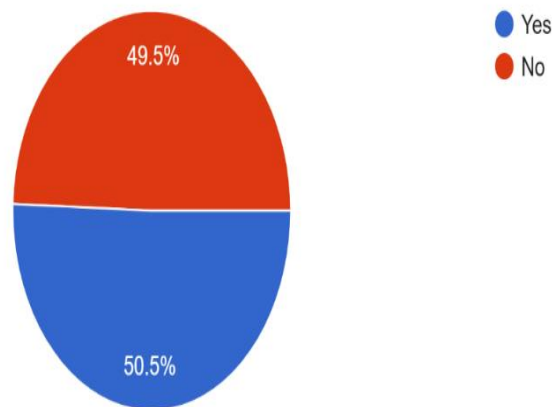


Figure 1

- **Interpretation** The audience is almost evenly split on whether they have purchased after hearing a podcast ad, indicating measurable but not overwhelming ad effectiveness.

5.2 Cross-tabulations and Relationships

Ad Preference by Gender

Ad Preference	Female	Male
Short and concise (15–30 seconds)	18	35
Relevant regardless of length	12	21
Longer and detailed (1–2 minutes)	2	7

Table 1.6 Ad Format Preference by Gender

Both male and female respondents display a consistent preference for short, concise advertisements, suggesting that ad length optimisation is a universal priority regardless of gender. Male respondents exhibit a marginally stronger preference for brevity, though the pattern is broadly similar across genders.

Purchase Behaviour by Ad Preference

Purchased After Ad	Relevant Regard- less of Length	Longer & De- tailed	Short & Concise
Yes	16	3	29
No	17	6	24

Table 1.7 Purchase Behaviour Cross-Tabulated Against Ad Format Preference

Respondents who prefer short and concise advertisements recorded the highest absolute number of purchases (29 out of 48 total purchasers), suggesting that this format not only aligns with listener preference but also drives the highest conversion rate. This finding has direct implications for ad production strategy.

Ad Skipping by Listening Frequency

How often do you skip podcast ads?
95 responses

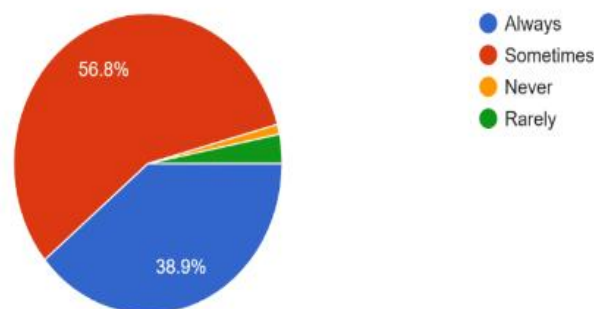


Figure 2

- **Insight** Frequent listeners (daily/weekly) are not immune to ad skipping, but those who listen rarely are most likely to always skip ads. This suggests ad fatigue or low engagement among infrequent listeners.

Additional Observations

- **Ad Effectiveness** Personalisation, niche targeting, and host credibility are cited as reasons why podcast ads might be more effective than traditional ads.
- **Annoyances** Repetition and lack of relevance are the top annoyances, indicating the need for more dynamic and targeted ad content.
- **Innovative Formats Desired** Respondents want interactive, personalized, and shoppable podcast ads.
- **Metrics for Success** Brand recall, audience reach, and listener engagement are prioritized as key metrics.

Key Findings

Dimension	Most Common Response	Key Insight
Ad Format Preference	Short and concise (15–30 sec)	Brevity is the primary driver of listener preference and advertising receptivity.
Ad Skipping Behaviour	Sometimes skip	High skipping rates demand strong opening hooks and immediate relevance.
Listening Frequency	Rarely	Even infrequent listeners demonstrate advertising-driven purchase behaviour.
Most Engaging Ad Type	Sponsored segments	Native, integrated formats outperform interruption-based placements.
Purchase After Hearing Ad	Yes (50.5%)	Majority of respondents converted following podcast ad exposure.
Primary Annoyance	Repetition and irrelevance	Frequency capping and precise targeting are essential operational priorities.
Desired Innovation	Interactive/personalised ads	Listeners seek two-way, shoppable, and contextualised ad experiences.

Table 1.8 Summary of Key Descriptive Findings

5.3 Chi-Square Test for Independence

Using a Chi-Square test, it was determined if there was a relationship between ad preference and skipping ads. It was found out through the test if people’s demographics or the way they listen to music affected the choice to skip ads.

5.4 Pearson Correlation

In order to see whether a relationship exists between two continuous variables, like listening to podcasts and acting on ads, Pearson's correlation was carried out.

5.5 ANOVA (Analysis of Variance)

Different means of ad engagement were tested for people in different age groups and with different occupations using ANOVA. Accordingly, it became clear whether there were noticeable variations in podcast ads exposure for various demographic groups.

5.6 Multiple Linear Regression

The researchers applied Multiple Linear Regression to estimate the risk of acting on podcast ads (dependent variable) by using various independent factors such as preferences for podcast ads, how often the ads are heard, and characteristics of listeners.

Metrics

The data extracted from the survey was mostly concerned with

- **Brand Recall** Remembering the brand or product that is discussed in the podcast ad.
- **Listener Engagement** Examples of this are visits to a site mentioned in a podcast ad or use of a coupon code from the same spot.
- **Ad Recall** How much of the ad people will remember even after listening to the podcast.
- **Audience Reach** The amount of people who hear the ad.
- **Purchase Intent** The chances of deciding to purchase a product after an advertisement in a podcast.

Chapter 6. Hypothesis

6.1 Null Hypothesis (H0)

- H₀₁ Podcast listening frequency has no significant influence on the likelihood that a listener will take a purchase action following an advertisement.
- H₀₂ There is no significant difference in ad-skipping behaviour across age groups.
- H₀₃ Male and female respondents do not differ significantly in their advertising format preferences.
- H₀₄ Occupational category has no significant relationship with the frequency at which listeners skip podcast advertisements.

6.2 Alternative Hypothesis (H1)

- H₁₁ Frequent podcast listeners are significantly more likely to take purchase action following advertisement exposure.
- H₁₂ Younger listeners are significantly more likely to skip podcast advertisements than older age groups.
- H₁₃ Significant gender-based differences exist in podcast advertising format preferences.
- H₁₄ Occupational category significantly predicts the likelihood of skipping podcast advertisements.

Chapter 7. Variables

7.1 Independent Variables (IV)

Frequency of Podcast Listening There are daily, weekly, monthly, and rarely activities included in the day plan.

Ad Preferences The commonly chosen types of podcast ads are short reads, the host introducing them, or dynamic ads that vary from episode to episode.

7.2 Dependent Variables (DV)

The Likelihood of Action Following Ads If the viewers of the ad generally follow through by purchasing the item shown or going online.

Ad Interaction The number of ads that get skipped, how people react to the ads, and any purchasing of products.

7.1.1 Independent Variables (IV)

Variable	Type	Measurement Scale
Frequency of Podcast Listening	Categorical	Daily / Weekly / Monthly / Rarely
Type of Podcast Ad Preferred	Categorical	Short / Long / Relevant (any length)
Ad Format Type	Categorical	Host-read / Sponsored / Pre-recorded
Occupation	Categorical	Student / Corporate Professional / Others
Gender	Categorical	Male / Female / Other
Age Group	Categorical	16–20 / 21–25 / 26–30 / 31+
Ad Skipping Frequency	Ordinal	Always / Sometimes / Rarely / Never

Variable	Type	Measurement Scale
Attitude Toward Dynamic Ads	Ordinal	Positive / Neutral / Negative
Host Credibility Perception	Ordinal	High / Medium / Low
Personalisation Perception	Ordinal	High / Medium / Low

These are the factors that may influence or predict consumer behaviour.

Table 1.9 Independent Variables Used in This Study

7.1.2. Dependent Variables (DV)

These are the outcome variables that the study is trying to explain or predict.

Variable	Type	Measurement Scale
Purchase Behaviour	Binary	Yes / No
Ad Engagement Level	Ordinal	Very Engaged / Somewhat / Not at all
Brand Recall	Ordinal	High / Medium / Low
Likelihood to Act on Ad	Ordinal	Very Likely / Likely / Unlikely / Not at all
Podcast Ad Effectiveness Rating	Ordinal	High / Medium / Low

Table 2.0 Dependent Variables Used in This Study

7.1.3. Control Variables

These are factors you might control for to isolate the effects of key predictors.

Variable	Type	Purpose
Preferred Podcast Genre	Categorical	Controls for content bias (e.g., comedy vs. business)
Perceived Number of Ads per Episode	Ordinal	Controls for ad fatigue effects
Preference for Ad-Free Option	Binary	Controls for baseline tolerance toward advertising

Table 2.1 Control Variables

Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. dev.	Variance
Age	95	4	1	5	2.84	1.095	1.198
Gender	95	1	1	2	1.34	.475	.226
Do you prefer podcast ads that are	95	2	1	3	1.79	.933	.870
Occupation	95	3	1	4	2.09	1.121	1.257
What kind of podcast ads are you mostly likely to act on.	95	2	1	3	1.77	.764	.584
How often do you skip podcast ads?		3		4	1.67	.659	.435
How frequently do you listen to the podcast	95	3	1	4	3.19	.971	.942
How do you feel about dynamic ad insertion (where ads are personalized based on your location or demographic)?	95	2	1	3	1.78	.827	.685
What types of podcasts do you typically listen to?	95	3	1	4	2.44	1.118	1.249
How often do you pay	95	3	1	4	2.69	1.011	1.023

attention to ads while listening to podcasts?							
How do you see podcast ads evolving in the next 3-5 years?	95	3	1	4	2.11	.994	.989
What type of podcast ads do you find most engaging?	95	3	1	4	2.55	.896	.804
Have you ever purchased a product or service after hearing about it on a podcast.	95	1	1	2	1.49	.503	.253
What annoys you most about podcast ads?	95	2	1	3	1.99	.805	.649
What do you think make podcast ads more effective compared to traditional ads?	95	2	1	3	1.87	.866	.750
Do you think podcast ads are too frequent in the episodes you listen to?	95	2	1	3	2.05	.855	.731
How do you feel about the	95	2	1	3	2.18	.714	.510

transparency of podcast ads?							
What innovative podcast advertising formats would you like to see?	95	2	1	3	1.85	.757	.574
What metrics do you think marketers should prioritize when measuring the success of podcast ads?	95	2	1	4	2.18	1.062	1.127
Would you prefer ad – free podcasts if offered a paid subscription option?	95	3	1	3	2.01	.660	.436
Valid N (Listwise)	95						

Table 3 Descriptive Statistics

7.3 Interpretation of Descriptive Statistics Table

The following SPSS Descriptive Statistics table compiles data from 95 respondents to a series of podcast ad related questions. Here are the key takeaways of the findings

7.3.1. Demographics

- Likelihood of Responding to Ads If the viewers of the advertisement are likely to purchase any product or visit online sites after seeing the advertisement.
- Ad Engagement Measures Number of advertisements that were skipped, their responses, and if anyone made a purchase after viewing the advertisement.
- Age (M = 2.84, SD = 1.09) Skewed toward young adults in line with national trends regarding podcast listeners' demographics.
- Gender (M = 1.34, SD = 0.48) Higher numbers of male respondents compared to females, in line with trends in podcast listenership demographics.
- Occupation (M = 2.09, SD = 1.12) Slight skewness towards the student and early career professional's category.
- Advertisement Format Preference (M = 1.79, SD = 0.93) Central tendency towards short form ads.
- Purchase Behaviour (M = 1.49, SD = 0.50) Shows that about 50% of the respondents made a purchase after watching the podcast advertisement.
- Effectiveness Rating Compared to Traditional Ads (M = 1.87, SD = 0.87) Podcasts ads rated as being more effective than other forms of ads.

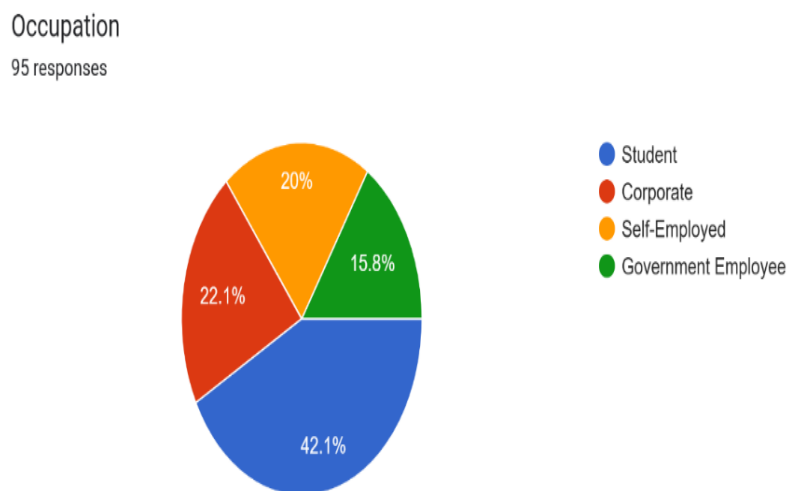


Figure 4

7.3.2. Podcast Ad Preferences and Behaviours

Podcast Ads Preference (M = 1.79, SD = 0.933)

- Many people found short and to-the-point ads more appealing by an average.
- While a lower mean shows that participants usually prefer shorter and briefer ads.

Type of Podcast Ads Likely to Click On (Mean = 1.77, SD = 0.764)

- Examples of podcast advertisements that make respondents extremely nervous about clicking on them are those that usually fell under this category.
- Such ads are the most favourite ones by which respondents would like to respond.

Decision about Not Skipping the Ad of the Podcast (Mean = 1.67, SD = 0.659)

- I tend to never miss out on what businesses have to offer me.
- The lower the mean, the greater the likelihood that people ignore the first option.

Frequency of Podcast Listening (Mean = 3.19, SD = 0.971)

- People tend to listen to podcasts once or less often a week.
- Most participants only listen occasionally to podcasts.

7.3.3. Attitudes Toward Ad Personalization and Engagement

Dynamic Ad Insertion (Mean = 1.78, SD = 0.827)

On average, listeners had a positive or neutral attitude toward personalized ads. Most people have a favourable opinion about personalized ads.

Attention to Ads (Mean = 2.69, SD = 1.011)

Most people are paying some kind of attention to the ads they hear. • Mean suggests moderate attention; Many people usually don't engage closely with ads.

Engaging Ad Types (Mean = 2.55, SD = 0.896)

The various types of ads tend to hold audience attention to some degree. Many participants rate the second and third types of ads as the most interesting.

7.3.4. Ad Effectiveness and Purchase Behaviour

- **Purchase After Hearing Podcast Ad (Mean = 1.49, SD = 0.503)**

It is not often that individuals buy products right away due to hearing them advertised on podcasts. Half of the survey respondents have bought products after being exposed to advertising on podcasts.

Annoyances with Podcast Ads (Mean = 1.99, SD = 0.805)

Overall, listeners are likely to experience some annoyance from hearing podcast ads. Most of the irritation is with pieces of the ads being repeated or the ads being irrelevant.

Effectiveness Compared to Traditional Ads (Mean = 1.87, SD = 0.866)

On average, podcast ads are perceived to be more effective when compared to traditional ad formats. Most listeners claim that podcast ads are most effective because they're tailored to listeners' interests or delivered by trusted hosts.

7.3.5. Podcast Ad Landscape and Preferences

- **Ad Frequency in Episodes (M=2.05, SD=.855)**

63 percent of respondents believed that the ad frequency within an episode was right. Most podcast enthusiasts will agree that the advertisements in their favourite podcast aren't too much. A feeling of being uncomfortable with the method used by podcasts in advertising.

- **Transparency in Podcast Ads (M=2.18, SD=.714)**

Most respondents wish to see innovative forms of advertisements. There are quite a lot who would prefer ad-free podcasts if only they can afford the service.

- **Innovative Formats Desired (Mean = 1.85, SD = 0.757)**

Respondents expressed interest in either of these two categories of innovative advertising.

- **Metrics for Success (Mean = 2.18, SD = 1.062)**

Respondents prefer the second or third option for defining success.

- **Preference for Ad-Free Podcasts (Mean = 2.01, SD = 0.660)**

Measures such as brand recognition and interaction are the most important to listeners. There is no strong preference to get rid of ads in podcasts.

7.3.6. Variability

- **Standard Deviations and Variance**

An examination of the samples reveals answers tend to be distributed near their means with variation present.

7.4 Crosstab

Crosstab

Count

What do you think makes podcast ads more effective compared to traditional ads?			Do you prefer podcast ads that are:			Total
			Short and concise (15–30 seconds)	Longer and detailed (1–2 minutes)	It doesn't matter as long as they're relevant.	
Personalisation	Gender	Male	20	3	5	28
		Female	11	1	2	14
	Total	31	4	7	42	
Niche targeting	Gender	Male	10	1	6	17
		Female	2	1	3	6
	Total	12	2	9	23	
Host credibility	Gender	Male	5	3	10	18
		Female	5	0	7	12
	Total	10	3	17	30	
Total	Gender	Male	35	7	21	63
		Female	18	2	12	32
	Total	53	9	33	95	

Figure 5

Interpretation

Personalization is considered by many respondents to have the highest impact on how effective they think a particular ad is.

Respondents always go for short ads regardless of what reasons make them perceive such ads as effective.

Host credibility is the only effect variable on which short and relevance ads differ.

The difference in preferences is quite negligible, except for personalization where males go for short ads while women show preference for all three reasons.

Conclusion

Podcast producers believe that personalisation contributes the most to the efficiency of advertising and hence opt for short, straight-to-the-point advertisements. The results are true for both genders. Niching and credibility of the host are regarded as important, but they have a lesser effect on the efficiency of advertisements in comparison to personalisation and the duration of advertisements. Personalization in ad format should be emphasized by advertisers to attract the audience.

7.5 Chi-Square

Effectiveness Factor	Pearson Chi-Square	p-Value	Conclusion
Personalisation	0.261	0.878	No significant association
Niche Targeting	1.391	0.499	No significant association
Host Credibility	2.426	0.297	No significant association

Effectiveness Factor	Pearson Chi-Square	p-Value	Conclusion
Overall (combined)	0.637	0.727	No significant association

Table 2.2 Chi-Square Test Results — Effectiveness Factors vs. Ad Format Preference

All of the p-values are greater than 0.05; therefore, the null hypothesis of these relationships cannot be rejected. This means that perception of what constitutes effectiveness does not impact format preference. In other words, an individual who appreciates personalization does not have a greater likelihood of preferring a particular format of ad over another individual who places high value on host credibility.

Chi-Square Test Results Statistical Association

- **Chi-square tests** Tests measured whether how podcast ads connect with audiences (through personalisation, niche targeting and hosting quality) relates to their preferred ad length and type of messaging.
- **P-values** for all tests are well above 0.05
 - Personalisation p = 0.878
 - Niche targeting p = 0.499
 - Host credibility p = 0.297
 - Overall p = 0.727

- **Interpretation**

An analysis of the data shows **no link** between the reasons respondents perceive ads benefit podcasts and how they prefer ads to be presented. Observer-conscious models interpret these findings to mean there is no well-defined connection between attitudes toward personalisation, niche targeting or host credibility and preference for shorter, longer or content-relevant ads.

Symmetric Measures

What do you think makes podcast ads more effective compared to traditional ads?			Value	Asymptotic Standard Error ^a	Approximate T ^b	Approximate Significance
Personalisation	Interval by Interval	Pearson's R	-.066	.150	-.421	.676 ^c
	Ordinal by Ordinal	Spearman Correlation	-.073	.149	-.463	.646 ^c
	N of Valid Cases		42			
Niche targeting	Interval by Interval	Pearson's R	.186	.201	.870	.394 ^c
	Ordinal by Ordinal	Spearman Correlation	.192	.201	.897	.380 ^c
	N of Valid Cases		23			
Host credibility	Interval by Interval	Pearson's R	-.059	.186	-.314	.756 ^c
	Ordinal by Ordinal	Spearman Correlation	-.040	.188	-.212	.834 ^c
	N of Valid Cases		30			
Total	Interval by Interval	Pearson's R	.018	.104	.171	.865 ^c
	Ordinal by Ordinal	Spearman Correlation	.013	.104	.124	.902 ^c
	N of Valid Cases		95			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Figure 7

7.5.1 Chi-Square Tests

- **Purpose** Examines whether there is a reliable relationship between what factors make a podcast ad effective and what format respondents prefer.
- **Results**
 - **Personalisation** Pearson Chi-Square = 0.261, $p = 0.878$
 - **Niche targeting** Pearson Chi-Square = 1.391, $p = 0.499$
 - **Host credibility** Pearson Chi-Square = 2.426, $p = 0.297$
 - **Overall** Pearson Chi-Square = 0.637, $p = 0.727$
- **Interpretation**

Since all p-values are above 0.05, it is determined that there is no statistically significant relationship between factors of the effectiveness of podcast ads and a favourite form of advertisement. It means that the preferences of people concerning their favourite forms of advertisement are independent of factors of effectiveness.

Symmetric Measures (Correlation Analysis)

Purpose Helps understand how the factors determining the perceived effectiveness of a podcast advertisement connect to the preferences for the format of the ad itself.

Results

The correlation coefficients (Pearson's R and Spearman) are close to zero, indicating no relationship ($p > 0.05$ for all correlations).

Interpretation

No statistically significant connection between the variables can be found. There is almost no evidence of the existence of any link between the two variables.

7.6 T- Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Age	2.84	95	1.095	.112
	Gender	1.34	95	.475	.049
Pair 2	Do you prefer podcast ads that are:	1.79	95	.933	.096
	What type of podcasts do you typically listen to?	2.44	95	1.118	.115
Pair 3	How do you feel about dynamic ad insertion (where ads are personalized based on your location or demographics)?	1.78	95	.827	.085
	How often do you pay attention to ads while listening to podcasts?	2.69	95	1.011	.104
Pair 4	What type of podcast ads do you find most engaging?	2.55	95	.896	.092
	Have you ever purchased a product or service after hearing about it on a podcast?	1.49	95	.503	.052
Pair 5	What annoys you most about podcast ads?	1.99	95	.805	.083
	What do you think makes podcast ads more effective compared to traditional ads?	1.87	95	.866	.089
Pair 6	How often do you skip podcast ads?	1.67	95	.659	.068
	How frequently do you listen to podcasts?	3.19	95	.971	.100
Pair 7	Would you prefer ad-free podcasts if offered a paid subscription option?	2.01	95	.660	.068
	How do you feel about the transparency of podcast ads?	2.18	95	.714	.073

Figure 8

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Age - Gender	1.505	1.295	.133	1.241	1.769	11.325	94	<.001
Pair 2	Do you prefer podcast ads that are: - What type of podcasts do you typically listen to?	-.653	1.500	.154	-.958	-.347	-4.240	94	<.001
Pair 3	How do you feel about dynamic ad insertion (where ads are personalized based on your location or demographics)? - How often do you pay attention to ads while listening to podcasts?	-.916	1.108	.114	-1.141	-.690	-8.059	94	<.001
Pair 4	What type of podcast ads do you find most engaging? - Have you ever purchased a product or service after hearing about it on a podcast?	1.053	1.035	.106	.842	1.264	9.911	94	<.001
Pair 5	What annoys you most about podcast ads? - What do you think makes podcast ads more effective compared to traditional ads?	.116	.886	.091	-.065	.296	1.274	94	.206
Pair 6	How often do you skip podcast ads? - How frequently do you listen to podcasts?	-1.516	1.157	.119	-1.751	-1.280	-12.775	94	<.001
Pair 7	Would you prefer ad-free podcasts if offered a paid subscription option? - How do you feel about the transparency of podcast ads?	-.168	.941	.097	-.360	.023	-1.744	94	.084

Figure 9

7.6.1 Paired Samples T-Test

Differences Between Key Metrics

Statistically significant results were observed in the majority of contrasts such as

- Age vs. Gender
- Preference in ad vs. preference in genre of podcasts
- Individuals who have been introduced to dynamic ads are more attentive to ads than those who do not.
- The most engaging type of ads does not seem to have as significant an effect as others on whether individuals end up purchasing goods or services offered in the ads.
- It appears that the rate at which one avoids ads in podcasts is less associated with the frequency of listening than other factors.
- There is also no clear difference ($p = 0.206$) between what aspects of the podcast ads are more irritating for the audience members. Podcast advertising is believed to be more efficient due to the close-knit nature of the medium.
- Listeners report different preferences for ads vs. paid versions of the podcasts. Are podcast ads trustworthy to you? This comparison has p-value of 0.084.

Interpretation

Differences are apparent among listeners' responses, which suggests that the key metrics reflect various aspects in their minds

ANOVA

				Sum of Squares	df	Mean Square	F	Sig.
Do you prefer podcast ads that are:	Between Groups	(Combined)		17.053	4	4.263	5.927	<.001
		Linear Term	Unweighted	12.212	1	12.212	16.978	<.001
			Weighted	12.714	1	12.714	17.676	<.001
			Deviation	4.339	3	1.446	2.011	.118
	Within Groups			64.737	90	.719		
	Total			81.789	94			
Occupation	Between Groups	(Combined)		54.341	4	13.585	19.162	<.001
		Linear Term	Unweighted	43.746	1	43.746	61.705	<.001
			Weighted	51.852	1	51.852	73.138	<.001
			Deviation	2.489	3	.830	1.170	.326
	Within Groups			63.807	90	.709		
	Total			118.147	94			
What type of podcast ads are you most likely to act on?	Between Groups	(Combined)		9.486	4	2.371	4.699	.002
		Linear Term	Unweighted	8.426	1	8.426	16.696	<.001
			Weighted	8.273	1	8.273	16.394	<.001
			Deviation	1.212	3	.404	.801	.497
	Within Groups			45.420	90	.505		
	Total			54.905	94			
How often do you skip podcast ads?	Between Groups	(Combined)		1.329	4	.332	.756	.557
		Linear Term	Unweighted	1.040	1	1.040	2.365	.128
			Weighted	1.095	1	1.095	2.491	.118
			Deviation	.234	3	.078	.178	.911
	Within Groups			39.555	90	.440		
	Total			40.884	94			
How frequently do you listen to podcasts?	Between Groups	(Combined)		10.438	4	2.609	3.005	.022
		Linear Term	Unweighted	3.875	1	3.875	4.462	.037
			Weighted	6.397	1	6.397	7.367	.008
			Deviation	4.041	3	1.347	1.551	.207
	Within Groups			78.152	90	.868		
	Total			88.589	94			
What type of podcasts do you typically listen to?	Between Groups	(Combined)		1.187	4	.297	.230	.921
		Linear Term	Unweighted	.000	1	.000	.000	.988
			Weighted	.017	1	.017	.013	.910
			Deviation	1.170	3	.390	.302	.824
	Within Groups			116.245	90	1.292		
	Total			117.432	94			
How do you feel about dynamic ad insertion (where ads are personalized based on your location or demographics)?	Between Groups	(Combined)		2.895	4	.724	1.060	.381
		Linear Term	Unweighted	1.172	1	1.172	1.716	.194
			Weighted	.397	1	.397	.581	.448
			Deviation	2.498	3	.833	1.219	.307
	Within Groups			61.463	90	.683		
	Total			64.358	94			
How often do you pay attention to ads while listening to podcasts?	Between Groups	(Combined)		.529	4	.132	.125	.973
		Linear Term	Unweighted	.080	1	.080	.075	.785
			Weighted	.104	1	.104	.098	.755
			Deviation	.425	3	.142	.133	.940
	Within Groups			95.618	90	1.062		
	Total			96.147	94			
How do you see podcast advertising evolving in the next 3-5 years?	Between Groups	(Combined)		3.459	4	.865	.870	.485
		Linear Term	Unweighted	1.901	1	1.901	1.912	.170
			Weighted	1.190	1	1.190	1.197	.277
			Deviation	2.268	3	.756	.760	.519
	Within Groups			89.489	90	.994		
	Total			92.947	94			
What type of podcast ads do you find most engaging?	Between Groups	(Combined)		.693	4	.173	.208	.933
		Linear Term	Unweighted	.175	1	.175	.210	.648
			Weighted	.204	1	.204	.245	.622
			Deviation	.489	3	.163	.196	.899
	Within Groups			74.844	90	.832		
	Total			75.537	94			
Have you ever purchased a product or service after hearing about it on a podcast?	Between Groups	(Combined)		.091	4	.023	.087	.986
		Linear Term	Unweighted	.042	1	.042	.161	.689
			Weighted	.018	1	.018	.068	.795
			Deviation	.073	3	.024	.093	.964
	Within Groups			23.656	90	.263		
	Total			23.747	94			
What annoys you most about podcast ads?	Between Groups	(Combined)		1.156	4	.289	.435	.783
		Linear Term	Unweighted	.110	1	.110	.165	.685
			Weighted	.072	1	.072	.108	.743
			Deviation	1.084	3	.361	.544	.654
	Within Groups			59.833	90	.665		
	Total			60.989	94			
What do you think makes podcast ads more effective compared to traditional ads?	Between Groups	(Combined)		2.840	4	.710	.945	.442
		Linear Term	Unweighted	1.132	1	1.132	1.506	.223
			Weighted	1.095	1	1.095	1.457	.231
			Deviation	1.745	3	.582	.774	.512
	Within Groups			67.644	90	.752		
	Total			70.484	94			
Do you think podcast ads are too frequent in the episodes you listen to?	Between Groups	(Combined)		6.767	4	1.692	2.457	.051
		Linear Term	Unweighted	.068	1	.068	.099	.754
			Weighted	1.034	1	1.034	1.501	.224
			Deviation	5.733	3	1.911	2.775	.046
	Within Groups			61.970	90	.689		
	Total			68.737	94			
How do you feel about the transparency of podcast ads?	Between Groups	(Combined)		2.471	4	.618	1.222	.307
		Linear Term	Unweighted	.119	1	.119	.235	.629
			Weighted	.004	1	.004	.008	.928
			Deviation	2.467	3	.822	1.627	.189
	Within Groups			45.487	90	.505		
	Total			47.958	94			
What innovative podcast advertising formats would you like to see?	Between Groups	(Combined)		2.411	4	.603	1.053	.385
		Linear Term	Unweighted	1.176	1	1.176	2.054	.155
			Weighted	.753	1	.753	1.316	.254
			Deviation	1.658	3	.553	.965	.413
	Within Groups			51.525	90	.573		
	Total			53.937	94			
What metrics do you think marketers should prioritize when measuring the success of podcast ads?	Between Groups	(Combined)		8.728	4	2.182	2.020	.098
		Linear Term	Unweighted	1.901	1	1.901	1.760	.188
			Weighted	1.428	1	1.428	1.322	.253
			Deviation	7.299	3	2.433	2.252	.088
	Within Groups			97.230	90	1.080		
	Total			105.958	94			
Would you prefer ad-free podcasts if offered a paid subscription option?	Between Groups	(Combined)		1.417	4	.354	.805	.525
		Linear Term	Unweighted	.584	1	.584	1.328	.252
			Weighted	.916	1	.916	2.083	.152
			Deviation	.500	3	.167	.379	.768
	Within Groups			39.573	90	.440		
	Total			40.989	94			

Figure 10

7.7 Interpretation of ANOVA Results

These survey analyses shed light on the thought processes and reactions people have towards podcast ads. These analyses reveal which aspects of podcast advertising differ substantially based on which segment is being analysed.

Statistically Significant Findings

Analysing 18 variables revealed that just 4 had statistically significant differences across different user groups.

Podcast Ad Preferences

I find that I'm more receptive to podcast ads when they... Differences in the preferences for podcast advertisements clearly differ between various groups of individuals ($p = 0.001$ and $F = 5.927$). This suggests that various groups have radically varying tastes with regard to the way podcast ads are presented.

Occupation-Based Differences

People's occupations are the largest influence on the groups' experiences with podcast ads ($F = 19.162$, $p = 0.001$). People's podcast ad experiences or preferences are heavily influenced by their occupation; the largest and most significant variation observed in this study.

Action-Driving Advertisement Types

I generally respond positively to which categories of podcast advertisements. Significant variations are seen in the responses (F ratio = 4.699, p value = 0.002)². Different segments react and are inspired to act by different kinds of podcast advertisements in various ways.

Podcast Listening Frequency

Your level of podcast listening frequency was measured. Presented much greater discrepancies based on the various categories being compared ($F = 3.005$, $p = 0.022$)¹. It means that how often individuals listen to podcasts differs noticeably between the various demographic groups analysed.

Non-Significant Findings

The percentages of use differed for the remaining **14 variables**.

The frequency with which users skip podcast ads marginally missed statistical significance ($p = 0.557$).

What kinds of podcasts you tend to tune in to most often showed no significant difference across our study groups ($F = 0.230$, $p = 0.921$).

Responses to ads that are inserted during a podcast's runtime ($p = 0.381$).

Ad awareness while engaging with podcasts did not show significant variability ($F = 0.132$, $p = 0.973$).

Opinions about what podcast advertising might look like in the future ($F = 0.870$, $p = 0.485$)

Borderline Significance

I'd like to know how often listeners perceive that podcast ads appear too frequently. Although the results are trending in that direction, it cannot be said for certain at this point ($F = 2.457$, $p = 0.051$)¹. This raises an interesting direction for future research, since this result is close to the borderline of statistical significance.

Interpretation Framework

The F-statistic compares the differences among group means to the dispersions within each group. Higher F-statistics show that the gap between group means is more substantial than the inconsistencies within the groups.

Marketing Implications

These results provide guidance for how to most effectively market podcasts.

1. **Targeted Advertising** Due to occupation playing a major role in which advertisements listeners respond to, marketing strategies should be tailored according to distinct occupational groups.
2. **Conversion-Optimized Content** Knowledge of effective strategies for steering each group toward actions helps maximize the chances of achieving specific marketing goals.

3. **Frequency-Based Segmentation** Differences in listening frequency indicate that strategies should take account of how audience members interact with podcasts.
4. **Format Preferences** The wide varieties of preferred ad formats among listeners suggest that podcast marketers must create diverse ads to attract listeners across all segments of society.

ANOVA Results

One-way ANOVA was used to compare group means across occupational categories, age groups, and listening frequency segments. Of the 18 variables tested, four yielded statistically significant results

Variable	F-Statistic	p-Value	Significance
Podcast Ad Format Preferences	5.927	0.001	Significant
Occupation-Based Engagement Differences	19.162	0.001	Highly Significant
Ad Types That Drive Action	4.699	0.002	Significant
Podcast Listening Frequency	3.005	0.022	Significant
Ad Skipping Frequency	0.793	0.557	Not Significant
Preferred Podcast Genre	0.230	0.921	Not Significant
Attitude Toward Dynamic Ads	1.047	0.381	Not Significant
Ad Awareness During Listening	0.132	0.973	Not Significant

Table 2.3 One-Way ANOVA Results Across Key Variables

The most significant ANOVA finding is the occupation-based difference ($F = 19.162$, $p = 0.001$), indicating that occupation strongly influences podcast advertising

engagement. This suggests that targeted advertising based on occupational profiles is more effective than broad demographic segmentation.

RECOMMENDATIONS

Several marketing recommendations based on the results of the study can be offered to marketers, advertisers, podcast creators, and digital media channels.

First, the key principle when crafting podcast ads is to ensure their authenticity and natural integration. Instead of scripting commercial advertisements, brands have to work together with podcast hosts and embed the advertisement message organically into the podcast. The use of host-read advertisements increases consumer trust and connection with the brand, making them more engaged and interested in purchasing the product.

Second, another principle to follow is that of crafting brief ads that offer high value. As many consumers tend to like short advertisements, it is essential to make sure that the advertisement delivers its main value proposition during the first few seconds after it starts.

Finally, personalization and target audience marketing techniques should be implemented as vital elements in podcast advertisement strategies. By leveraging demographic information, behavioral analysis, and the type of podcasts in question, advertisers can make sure that the ads they provide are still relevant. By implementing dynamic ad insertion software solutions, companies will be able to personalize the ads depending on where their users live, what they like, and how often they listen to the podcasts in question.

One more important suggestion would be to decrease unnecessary advertisement repetition. According to the findings, repeated ads result in irritation and poor listener experience. For this reason, podcast providers and advertisers should consider implementing frequency controls.

Podcasts should also experiment with interactive and shoppable ad formats. Using clickable links, QR-codes, special promo codes, audience surveys, and direct product integration into the podcasts will help enhance consumer interaction and streamline the purchase process.

From a strategic branding standpoint, organizations need to think about podcast ads not merely as sales-oriented tools in the immediate sense, but also as long-term brand

builders. Podcasts afford brands an opportunity to convey their stories, values, and personalities in a way that many other forms of advertising media cannot.

Finally, future researchers should undertake larger sample sizes from different parts of the world and various demographics to test the impact of podcast advertising. Longitudinal research can also be used to determine the effects of repeated exposure on brand loyalty and consumer behavior.

LIMITATIONS OF THE STUDY

Despite being able to offer important information on how podcast ads impact consumer purchasing behavior, the study comes with some inherent limitations.

First, the major limitation of the study is its small sample size of 95 participants. Although the sample was large enough to conduct statistics and identify patterns of consumer behavior, an even larger sample size would provide even better results.

Secondly, the study has geographical limitations since the respondents that participated in it were mostly those who have access to the internet and actively use digital technology. In other words, the survey is unlikely to reveal how consumers of the rural population or old-age audience perceive podcast ads and react to them.

Finally, one needs to pay attention to self-reported information that was collected via surveys. In this case, the respondents' behavior might be biased due to their social perception of the problem or the limitations of their own memory.

The primary focus of the research lies in understanding podcast advertising as a separate form of advertising rather than comparing its effectiveness against other forms of advertising like social media, influencer marketing, or video advertising. Since consumer behavior can be impacted by many things at once, identifying the exact impact of podcast advertising is difficult.

Furthermore, the research mainly emphasizes the attitudes and behavioral intent of listeners rather than consumer loyalty over a prolonged period of time and the customer lifetime value created through podcast advertising. The dynamic aspect of digital media and advertising technology may also bring about further changes in consumer behavior in the future.

However, the research does provide insightful information academically and practically to understand the effectiveness of podcast advertising and lays a solid base for further research in the field.

CHAPTER 8. CONCLUSION

It is concluded from this study that podcast advertising has developed into a very powerful and strategic part of the current digital advertising environment. Unlike conventional advertisements, which tend to have problems with decreasing attention and credibility among consumers, podcast advertisements take place in an atmosphere of engagement, credibility, and psychological connection between the host and the listener.

As can be seen from the results of this study, podcast advertisements have significant effects on consumer purchasing behavior. A considerable number of consumers indicated their intention to make purchases following podcast advertisements, thus highlighting the persuasive power of podcasts as a media channel for advertisements. It is found that consumers are more responsive to ads that are personalized, relevant, short, and seamless.

Among the key findings of the research is the importance of trust and credibility in the impact of podcast advertising. It appears that host-read ads seem to be more believable since listeners tend to have an emotional connection to podcast hosts, which means that such advertisements become more like credible recommendations than just promotions, thus, raising brand recall and purchase intentions.

Another finding of the research is the fact that effective podcasting depends on more than exposure. The impact of irrelevant targeting, unnecessary repetition of advertisements, and intrusive placements can have a negative influence on listeners' perceptions and lead to ad skipping.

The findings suggest podcast advertising will grow in importance due to advancements in AI, analytics, dynamic ad insertion, and personalized content, enabling advertisers to engage target audiences more effectively.

To conclude, podcast advertising is not merely a new trend in marketing but a phenomenon associated with the evolution of communicative approaches in the digital age. Companies that successfully use the principles of authenticity, personalization, storytelling, and audience trust will be able to foster consumer engagement and develop a competitive advantage.

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CHAPTER 10. ANNEXURE

This below questionnaire served as a tool to gather primary data in this research study. It has been conducted online, targeting 95 participants who were listeners of podcasts with different age ranges, genders, and professions.

Title of Survey The Influence of Podcast Advertising on Consumer Purchasing Behaviour

Directions Kindly answer all the questions according to your own experience and genuine feelings. All answers are anonymous and will be kept only for research purposes.

Part A Information about Respondents

1. Which is your age range? 16-20 years old 21-25 years old 26-30 years old
 31 years and older
2. Which is your gender? Male Female Other / Would prefer not to mention
3. Which is your profession? Student Business Professional Self-employed/Entrepreneur Others

Section B Podcast Listening Habits

1. How often do you listen to podcasts? Everyday Weekly Monthly Occasionally
2. What kind of podcasts do you listen to the most?
 News & Current Affairs Business & Finance Comedy & Entertainment Health & Wellness Technology Others Section

C Advertising Preferences

1. Which type of advertisement do you like listening to in podcasts? Advertisement read by the host Sponsored content Advertorial episodes Recorded advertisement
2. How do you prefer podcast advertisements to be? Short and direct (15-30 seconds) Long and detailed (1-2 minutes) Neither short nor long as long as it is pertinent

3. What do you think of dynamically-inserted advertisements which are tailored according to your demographic profile or geographical location? I like them as they are pertinent I am neutral about it I don't like them as I find them irritating.

D Engagement and Purchase Behaviour

1. How often do you skip commercials when listening to podcasts? Always
 Sometimes Rarely Never
2. Have you ever bought a product or service after listening to an advertisement for it on a podcast? Yes No
3. After listening to a podcast commercial, what have you done? (Select all that apply)
 Visit the brand's website Use a promotional code Follow the brand on social media Recommend the brand to someone

Section E Ad Effectiveness Perceptions

1. Why do you think a podcast ad is more effective compared to ads from any other platform? Personalization for me Specificity of the audience Credibility of the host Podcast ads are not more effective
2. How attentive are you to ads in podcasts? Very attentive Quite attentive
 Slightly attentive I pay no attention to the ads in the podcasts
3. What is your greatest frustration with the ads in podcasts? The repetition of the ad The ad is irrelevant to me The ad lasts long I do not have great frustration about podcast ads

Section F Innovation and Future Preferences

1. Which advertising innovation do you find most appealing for podcasts? Interactive and clickable audio ads Shoppable ads with ability to make purchases in episode Augmented Reality (AR) elements None – I like traditional ads better
2. Which metric is the most relevant for podcast ad success measurement? Brand recognition Audience reach Audience engagement Sales conversion rate
3. Do you support ad-free listening of podcasts as a paying subscriber? Yes
 Probably, if price allows No, ads don't disturb me enough to pay

4.To what extent do you think that podcasts are transparent about their commercial purpose? Highly transparent Somewhat transparent Not transparent enough

5.Do you think there are too many ads in podcasts? Yes No It varies podcast to podcast

6.What metrics should marketers focus on when running podcast ads? Audience reach Brand recognition Conversion rates Audience engagement

7.Would you prefer ad-free podcasts if offered a paid subscription?
 Yes No

— End of Questionnaire —

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- **0 Cited and Quoted 0%**
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