

To Study the Opinion of the Youtube Visitors Towards Advertisements and Its Influence Among Viewers

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Abstract

Online marketing is one of the easiest ways to reach all types of customers in this digital era. Advertisement in social media, video streaming platforms and highly accessed websites, blogs are all popularly used as E-marketing tools. In online video streaming platform YouTube is highly accessed and also provides multilingual support, which helps the creators to reach a greater number of consumers from various regions. YouTube advertisements are In-streaming Ads and some of the advertisements are with skippable options. This study tries to figured out some basic opinion among the YouTube visitors about the advertisements and what kind of advertisements are likely to create viewers to proceed further without skip the advertisements. YouTube is allowed the creators to create their own ads and streaming it to the viewers and monitoring the views and responses for the advertisements.

Keywords: YouTube, In-streaming Ads, Advertisements, Video Streaming, Online marketing, E-Marketing

Introduction

YouTube is an online video sharing platform founded in the year of 2005, by three former PayPal Employees in America¹. In 2006, YouTube was purchased by Google. Among the online video sharing platforms, YouTube is the most accessed video sharing site for various reasons including uploading and downloading videos in various genres. These videos are also widely shared and circulated.². YouTube is used as an efficient online marketing tool with the development of E-Commerce and online trading³. Most products use YouTube's marketing strategy by placing advertisements within the videos, either with skip or without skip option in videos that are trending and highly viewed YouTube Channels; Ribbon Advertisements on the side of the video or by popup advertisements is also used⁴.

In recent years, YouTube is not only a video streaming platform, it has also become a money earning platform for most of the YouTubers. These YouTubers are paid directly from the platform based on the number of visitors and subscribers to the Channel⁵. YouTube in turn generates revenue through advertising thereby providing financial support to the YouTubers. Premium users are allowed to continue YouTube without advertisements Ads free by paying an amount as fee. In either way YouTube will get benefited and generate revenue⁶. And there are no restrictions on the number of times an advertisement is played to the visitor in YouTube. It is one of the most effective and efficient ways of marketing strategy for the products/ services to place their advertisements.

Nowadays various products and services are marketed online. And online trading is also booming in recent years, the viewers and the YouTubers have to be careful about the real facts of advertisements. Fake advertisements and scam activities are rampant. In commercial law, the concept Caveat Emptor⁷, means “let the buyer beware”, is necessary for the viewers while proceeding further based on advertisements. YouTube allows the users to create video Ads by creating a Channel and allows to set up a campaign by selecting the people to reach⁸.

Review of Literature

Ann Tresa Sebastian, Bhagya Lal, Et al. (2021)⁹, In a Study it is highlighted that the YouTube advertisements create a new path in advertising, with that some problems are avoided.

Prof Hafiz Ahmad Ashraf, Mehak Rehman, Haroon Iqbal Maseeh (2021)¹⁰, in their study on impact of YouTube advertising on customers, in a hypothesis analysis it is found that the YouTube advertising impacts the customer intention to purchase the product.

Hota Chia-Sheng Lin, Neil Chueh-An Lee and Yi-Chieh Lu (2021)¹¹, highlighted in a study that in-stream ads on YouTube channels can irritate viewers to the extent that they skip the videos to avoid advertisements. They also found that the viewers connected emotionally with the creators have fewer negative feelings towards ads. And in-stream skippable ads create a positive attitude and behavior towards watching ads.

Stephen Damilola Bejide (2021)¹², suggested in their study that the YouTube ads in one way induces negative mindset of the viewers by providing irritating information, which affects their behavior towards the YouTube Ads.

Statement of Problem

The study is conducted to get to know about the opinion of the YouTube viewers about the advertisements they watched, while using the YouTube platform. While the platform provides enhanced opportunities for online marketing, most of its viewers are unaware about its marketing strategies within the platform. Some of the advertisements create a negative mindset among the viewers and some viewers also skip the content video to avoid in-streaming advertisements. This study tries to find out some basic opinions of YouTube viewers about the advertisements shown in this platform.

Objective of the Study

This study tries to find out some basic opinions about the advertisements shown in YouTube and its influence among the visitors. Some of the basic objectives framed for this study are as follows;

- To know the purpose of using YouTube platform
- To know the awareness and opinion of the YouTube viewers about the Advertisements
- To find out the most efficient advertisements in the view of YouTube viewers.

Hypothesis

H1 – There is a relationship between the gender and per day hours spend in YouTube platform

H1 – The influence of advertisements on the YouTube platform and gender are significantly correlated.

H1 – There is significant association between type of YouTube platform used and the type of Advertisements watched without skipping

Methodology

Utilizing the Random Sampling Method, the primary data is gathered from respondents using a simple, structured questionnaire throughout Chennai..For the analysis of collected data from various respondents, SPSS statistical tool software was used. In that frequency Analysis with percentile and for hypothesis analysis ANOVA and Chi-square and Correlation tools are used.

- Sampling design for the study

The sample of 283 respondents are considered for finding the opinion of the YouTube visitors towards Advertisements and its influence among the viewers. The respondents are from in and around from Chennai city.

Results and Discussion

- From the respondent 45 percent are male and 55 percent are female.
- The majority 40 percent of respondents are from the age group of 18 to 21 years and 35 percent are 21 to 24 years of age group and 15 percent are 24 to 30 years of age group and 12 percent are below 18 years and 8 percent are from the age group of above 30 years.
- 55 percent of respondents are mostly using YouTube Application and 45 percent are accessing YouTube through website portals.
- Mostly 31 percent of respondents are visiting YouTube nearly 3 to 5 times in a day and 20 percent are visiting more than 12 times and 20 percent are visiting 6 to 9 times and 17 percent are visiting 10 to 12 times in a day and only 12 percent are visiting 1 or 2 times in a day.
- In a day, the majority of 55 percent spend nearly 1 to 2 hours on YouTube and the remaining 45 percent spend more than 2 hours on YouTube.
- The main purpose of using YouTube among the respondents it is found that the majority of 27 percent of respondents are using YouTube for Entertainment and 22 percent are using it for Vlogs i.e., self-explained tour and 21 percent are using it for fashion and life tips and remaining respondents are using it for Religious and Spiritual purpose and for cooking videos and for education reference purpose.

- The majority 28 percent of advertisements skipped among the respondents are movie trailers and OTT platform advertisements like movies, web series and 24 percent are related to education and learning platform advertisements and 21 percent are Gaming advertisements and remaining are cosmetics and Ads not relevant to the respondents.
- Around 26 percent watched advertisements related to online stores while using YouTube and 25 percent watched automobile advertisements and 21 percent liked movie trailers and remaining respondents liked to watch some of the learning related and fashion and cosmetics related advertisements.
- Majority 59 percent of the respondents said that the advertisements influenced them to get to know more about it and 41 percent felt that the advertisements did not influence much.

Table No. 1. ANOVA analysis for Hypothesis 1 - There is a relationship between the gender and per day hours spend in YouTube platform

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.986	1	23.986	12.275	.001
Within Groups	549.081	281	1.954		
Total	573.067	282			

- It is clear from the above table that there is a considerable correlation between gender and the daily hours spent on YouTube. The significant value is below the 0.05 level. Hence the Hypothesis is accepted that there is a significant relationship between gender and the number of hours spent on YouTube in a day.

Table No. 2. Correlations for Hypothesis 2 - Gender and the impact of advertising on the YouTube platform are significantly correlated.

		Gender of the Respondents	Opinion about the Advertisements
Gender of the Respondents	Pearson Correlation	1	-.053
	Sig. (2-tailed)		.377
	N	283	283
Opinion about the Advertisements	Pearson Correlation	-.053	1
	Sig. (2-tailed)	.377	
	N	283	283

- The study rejects the hypothesis because the significant level is above 0.05 and the above correlation table shows no significant association between gender and opinion regarding the influence of advertisements.

Table No.3. Chi-Square Tests - There is significant association between type of YouTube platform used and the type of Advertisements watched without skipping

	Value	df	[1] Asymp. Sig. (2-sided)
Pearson Chi-Square	29.897	16	.019
Likelihood Ratio	27.181	16	.040
Linear-by-Linear Association	.027	1	.870
N of Valid Cases	283		

- From the above chi-square test it is found that there is a significant association between the number of advertisements shown while using YouTube and the type of advertisement watched without skipping. The association level .019 is below the significant level 0.05 and hence the hypothesis is accepted.

Conclusion

In smartphones, YouTube is one of the basic video streaming apps. During the last decade it has grown to disseminate vast amounts of information to the viewers according to their interests. From this study and the previous studies, the results indicate that most of the viewers access it for entertainment and it is a multilingual platform. Hence the advertisements through this platform will cover and reach a wide range of people and it is one of the most effective ways of online marketing. From this study, it is concluded that based on the YouTube viewers' interest some of the advertisements, which are relevant to them, are influencing them to proceed further through that. This indicates the success of YouTube advertisements and it is also applicable to similar social media platforms.

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