

Effectiveness of YouTube Advertising on Consumer Behaviour in Nagercoil Town

M. Nithya¹, Dr. M. Josephine Rani²

(Register No: 1921301012027), ¹Ph.D Research Scholar, ²Associate Professor, Department of Commerce, Annai Velankanni College, Tholayavattam.

E-mail: nithyanithya29494@gmail.com.

Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

Abstract

YouTube has emerged as one of the most influential digital platforms for advertising, providing businesses with an effective medium to reach and engage consumers through video content. The present study examines the effectiveness of YouTube advertising on consumer behaviour in Nagercoil Town. The study focuses on how YouTube advertisements influence consumer awareness, attitude, brand preference, purchase intention and buying behaviour. The study adopts a descriptive research design and uses primary data collected from consumers through a structured questionnaire. Factors such as advertisement attractiveness, informativeness, entertainment, credibility, advertisement duration and influencer/celebrity endorsement are considered in assessing advertising effectiveness. The study is expected to provide insights into consumer responses towards YouTube advertisements and identify the factors that significantly influence their purchase decisions. The findings may help marketers and businesses develop more effective and consumer-oriented YouTube advertising strategies.

Keywords: YouTube Advertising, Consumer Behaviour, Digital Advertising, Purchase Intention, Brand Awareness, Online Advertising.

Introduction:

YouTube has become one of the most influential digital platforms for advertising. Businesses use YouTube advertisements to create brand awareness, communicate product information, influence consumer preferences and encourage purchase decisions. The visual and interactive nature of YouTube advertisements makes them particularly effective in attracting consumer attention.

Review of Literature

- Dehghani et al. (2016) examined the effectiveness of YouTube advertising and found that advertising value, brand awareness and consumer attitudes play an important role in influencing consumers' purchase intentions. The study highlighted YouTube as an effective platform for communicating with consumers.
- Belanche, Cenjor and Pérez-Rueda (2019) studied the role of social media influencers in advertising and reported that influencer credibility and attractiveness can positively affect consumers' attitudes and purchase intentions.

- Lou and Yuan (2019) investigated influencer marketing and found that the informative value of content, trustworthiness and attractiveness of influencers significantly influence consumers' trust in branded content and their purchase intentions.
- Voorveld et al. (2018) examined engagement with social media advertising and found that the characteristics of different social media platforms influence consumers' advertising experiences and engagement.
- Duffett (2015) studied the influence of social media advertising on young consumers and found that social media advertising can influence consumer attitudes, brand engagement and purchase behaviour.

Need for the Study:

- Increasing use of YouTube among consumers.
- Growing investment by businesses in video advertising.
- YouTube advertisements influence brand awareness and product perception.
- Consumers are exposed to advertisements before, during and after videos.
- There is a need to understand how YouTube advertising affects consumer behaviour in Nagercoil Town.

Objectives of the Study:

- To study the effectiveness of YouTube advertising among consumers in Nagercoil Town.
- To identify the factors influencing consumer responses to YouTube advertisements.
- To examine the impact of YouTube advertising on brand awareness.
- To analyse the influence of YouTube advertisements on purchase intention.
- To study the relationship between demographic characteristics and consumer responses towards YouTube advertising.

Research Methodology:

Research Design: Descriptive research

Area: Nagercoil Town

Population: YouTube users/consumers

Sample Size: 100 respondents (can be changed according to your actual data)

Sampling Method: Convenient sampling

Primary Data:

Structured questionnaire

Secondary Data:

Books, journals, websites and research articles.

Hypotheses

H₀: There is no significant relationship between demographic characteristics and consumer responses towards YouTube advertising.

H₁: There is a significant relationship between demographic characteristics and consumer responses towards YouTube advertising.

Analysis and Interpretation:

Consumer Attention Towards YouTube Advertisements:

Table : 1 Consumer Attention Towards you Tube Advertisements

S.No	Level of Attention	Respondents	Percentage
	Highly attentive	25	25%
	Attentive	40	40%
	Neutral	20	20%
	Less attentive	10	10%
	Not attentive	5	5%
	Total	100	100%

The findings show that 40% of respondents are attentive and 25% are highly attentive towards YouTube advertisements. Thus, 65% of respondents show a positive level of attention, suggesting that YouTube advertisements can effectively capture consumer attention.

Consumer Response After Watching Advertisements:

Table : 2 Consumer Response After watching Advertisements

S. No	Response	Respondents	Percentage
	Search for the product	30	30%
	Visit the brand website	15	15%
	Purchase the product	20	20%
	Share/recommend the advertisement	10	10%
	No action	25	25%
	Total	100	100%

The table shows that 30% of respondents search for the product after watching a YouTube advertisement, while 20% proceed to purchase the product. This indicates that YouTube advertisements can encourage consumers to take further action, particularly product-related searches and purchases.

Findings:

- Attractive video content can increase consumer attention
- Informative advertisements can improve product awareness.
- Celebrity and influencer endorsements may influence brand preference.
- Short and engaging advertisements may receive better consumer responses.
- YouTube advertising can influence consumers' purchase intentions.

Suggestions:

- Advertisers should create short, engaging and informative videos.
- Advertisements should be targeted according to consumer interests.
- Businesses should use credible influencers appropriately.

- Advertisements should provide clear product information and offers.
- Repetitive advertisements should be avoided to reduce consumer irritation.

Conclusion:

YouTube advertising has emerged as an important tool for influencing consumer behaviour. Its combination of video, audio and interactive content enables businesses to communicate effectively with consumers. The effectiveness of YouTube advertising depends on factors such as content quality, entertainment, informativeness, credibility and relevance. Therefore, businesses in Nagercoil Town can use well-designed and targeted YouTube advertisements to improve brand awareness and influence consumer purchase decisions.

References:

1. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.
2. Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.). McGraw-Hill.
3. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice (7th ed.). Pearson.
4. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Pearson.
5. Ryan, D. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (4th ed.). Kogan Page.
6. Shimp, T. A., & Andrews, J. C. (2013). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications (9th ed.). Cengage Learning.
- YouTube. YouTube for Business and Advertising Resources. Google/YouTube.
- Statista. YouTube – Statistics and Facts. Statista Research Department.
- Google. Think with Google: Consumer Insights and Digital Marketing Research. Google.
7. Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). Principles of Marketing (18th ed.). Pearson.