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## **The Impact of YouTube Advertisement Value on Purchase Intention of YouTube Users in Western Province, Sri Lanka**

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### **ABSTRACT**

Online video advertising has continued to play a significant role in raising brand awareness in recent years. Companies, entrepreneurs, and practitioners increasingly use YouTube advertising to interact with their consumers, owing to the growing number of YouTube viewers. But only a few researchers have looked at the impact of YouTube advertising value on the purchase intention of YouTube viewers; therefore, the researchers investigate the impact of YouTube advertisement value on the purchase intention of consumers in Western Province, Sri Lanka. Under the deductive approach and the quantitative research methodology, this study investigates Entertainment, Informativeness, Credibility, and Irritation of YouTube advertisement value towards the purchase intention of YouTube viewers. The researchers administered an online questionnaire among YouTube users aged between 18 – 40 who live in the Western province of Sri Lanka. Multiple Regression analysis determined the effect of YouTube advertisement value factors on the purchase intention of YouTube viewers. The findings revealed that Entertainment, Informativeness, Credibility of YouTube advertisement value positively affect purchase intention. In contrast, the Irritation of YouTube advertisement value negatively affects the purchase intention of YouTube viewers in Western Province, Sri Lanka. The researchers suggest when developing, designing, and advertising on YouTube, advertisers and practitioners can improve entertainment, informativeness, and credibility and reduce irritation in YouTube advertisements for better performance. The findings of this study provide managerial implications for business organizations, practitioners, advertisers, and advertising agencies to conduct an effective advertising campaign on YouTube.

**Keywords:** Online Advertising Values, Online marketing, Social media, YouTube advertisements.

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### **INTRODUCTION**

Advertisements are crucial marketing instruments for attracting customers. New sorts of advertising are being introduced to existing ad types as time goes on. Hence businesses are now increasingly using online advertising in addition to television and radio advertisements to reach their target markets cost-effectively (Haenlein, 2017; Dost et al., 2019). Nowadays, online advertising is increasingly being employed on social media. At the beginning of 2020, more than 4.5 billion people are using the internet worldwide, while social media users have passed the 3.8 billion mark (DataReportal, 2020). Especially SMEs operating in developing economies benefited

from social media's emergence as a marketing tool with growing users (Yan & Musika, 2018).

When comparing social media websites today, online video sharing is a wide-ranging phenomenon that provides enormous opportunities for business organizations. Among them, YouTube is now a fast-growing video-sharing platform globally with over 2 billion active users. In the first quarter of 2020, the worldwide advertising revenue of YouTube was recorded as 4.038 in million dollars. While 78.8% of marketers consider it the most effective video marketing platform, 90% of users claim that they discover new brands or products on YouTube when

exploring content (Thinkwithgoogle, 2019). Based on the number of visitors spent on each site and total page views, YouTube is the second most visited social media website in Sri Lanka as of 2020 January (Alexa, 2020).

According to Perrin (2020), online video advertising will be the future of digital marketing and is expected to continue to grow within social media platforms. When marketing a product or service, advertising on YouTube will help get customers' attention more than the other social media websites because customers' purchase intention mostly depends on their awareness of a product or service's key features (Khan, 2016). However, Youtube users' main intention is to watch videos from different content creators based on their interests rather than watching advertisements created by advertisers. Users will see those advertisements while watching and browsing favorite YouTube videos. Even users see those advertisements, it may or may not create purchase intention on products or services. Perhaps it will cause a negative impression on brand preferences for consumers due to the wrong composition of the advertisement. Hence, the advertising message, content, or the suitable composition used in ads is important. If there is an issue with the advertising message, it will have a negative impact on the message's effectiveness when making a purchase decision. Therefore, organizations and practitioners must discover the facts that directly affect the purchase intention of online ad viewers or consumers and the positive values they expect from advertisements regardless of the product categories.

The researchers studied this area of social media research because a limited number of studies are available in the literature regarding video-sharing websites like YouTube. The existing literature mentioned above has been done in different countries and may vary from country to country with demographic and environmental factors. Hence, previous findings may bring different results in the Sri Lankan context because YouTube advertising value factors like Entertainment,

Informativeness, Credibility, and Irritation are not tested on the purchase intention of online ad viewers in Sri Lanka. Considering the lack of studies, The researchers aim to uncover key YouTube advertising value elements that influence the purchase intention of YouTube viewers in Western Province, Sri Lanka.

Research questions are explored with a sample of 111 YouTube users aged between 18 – 40 who live in the Western Province of Sri Lanka.

We organize the paper in the following major sections: The next section, which follows the introduction, briefly examines the literature on social media advertisements, advertising value, YouTube advertisements, and purchase intention of YouTube viewers. Then the paper outlines the methodology, hypothesized hypotheses, and the conceptual model, followed by the data analysis outcomes and findings of the study. Finally, the key results and conclusions are highlighted.

## LITERATURE REVIEW

### Social Media Advertisements

Social media is an integral part of digital marketing. Consumers use social media to exchange text, photos, audio, and video content with one another and with businesses, or vice versa. Marketers may use social media to expand their public voices and online presence. Compared to traditional marketing communication initiatives, social media may help businesses save money while encouraging them to be inventive and relevant (Kotler and Keller, 2016). When discussing the topics of marketing communication and social media, marketers use advertisements as a tool to deliver their marketing efforts to existing and potential customers. A paid non-personal communication form that promotes the sponsor's organization, product, service, or concept is described as advertising (Belch and Belch, 2003). Advertisements are the most crucial marketing technique, especially for a firm that caters to a large number of people (Katke, 2007). Advertisements have changed as a result of technological advancements. Advertisement media has shifted from

conventional (TV, outdoor, direct marketing, etc.) to digital (social media sites, for example). Nowadays, academics and practitioners are increasingly studying people's attitudes toward online ads, particularly on social networking sites (SNSs), to discover new ways to improve existing procedures (Antoniadis, Saprikis & Karteraki, 2019). Because, regardless of sector or size, the usage of social media by businesses for marketing and business communication with consumers and stakeholders has risen during the last two decades.

Now, social networking is making its way into almost every facet of human life. People, businesses, and even governments may use social media to engage and trade information, views, goods, and services. Consequently, businesses worldwide are beginning to see social media as a viable marketing communication tool that can help them attract clients and develop marketing relationships that benefit them (Alalwan, 2018). As a modern and engaging technology, social media advertising may help a company's marketing communications with its customers (Logan, Bright, & Gangadharbatla, 2012). It assists businesses in achieving more marketing objectives, such as raising brand recognition, boosting consumer knowledge, altering consumer views, and inspiring customers to purchase the company's products or services (Alalwan, 2018). This process has been accelerated by creating and exchanging user-generated content through social network sites (Thao & Shurong, 2020), which changed the world wide web from a static information board to an interactive, collaborative platform (Kaplan & Haenlein, 2010). According to Dehghani (2012), User-generated content isn't just restricted to social networking platforms like Facebook and Twitter, where users may view one other's posts and react by commenting and sharing. Currently, YouTube is the largest user-generated video-sharing website/platform (Papadamou et al., 2020), where users may watch, like, comment on, share, and post videos (Teixeira & Kornfeld, 2015; Burgess & Green, 2018).

YouTube is a video-sharing website that was established in 2005. In November 2006, Google bought the firm, and most users' existing televisions were replaced. YouTube is one of the most popular video-sharing websites nowadays. Users may upload, view, comment on, and link to videos on YouTube. As of 2020, over 2 billion logged-in users visit YouTube each month, and every day people watch over a billion hours of video and generate billions of views; data further revealed that two-thirds of the YouTube users are aged between 18-44 years (Arthurs et al., 2018; YouTube, 2020). In addition, YouTube is expected to account for roughly a quarter of all free video ad spending daily (Foye, 2018). As a result, for marketers, YouTube has become an increasingly important component of strategic marketing communications, accounting for a larger share of marketing communication spending, mainly when targeting the 18–32 year old demographic (Duffett et al., 2019). Live-streaming, premium channels, and monetization are some of the new features that YouTube has introduced since its first emergence on the web in 2005 (Arthurs et al., 2018). According to Google's official page, there are six sorts of adverts on YouTube: video stream advertising, video discovery ads, bumper ads, pre-roll ads, overlay ads, and sponsored cards.

### **YouTube Advertisements**

Advertising evolves with technological advancements from television ads to internet banners to social media promotions (Lovett & Staelin, 2016). There was an exponential growth in product marketing via social media channels nowadays. Due to its large user base, YouTube unquestionably became the most significant target among companies when delivering their advertising effort to the customer (Schwemmer & Ziewiecki, 2018). According to a global survey of marketers conducted in December 2017, marketers believe YouTube is the most effective video channel for marketing (Chadha, 2018). Because compared with traditional methods, YouTube advertisements for products and services with universal appeal enjoy high

views and low cost per view. Also, audience interests and user devices influence advertisements' views on YouTube (Krasniak, 2017). Traditional advertising methods such as television and radio remind the consumers about the brand available in the market (Aslam, 2018). However, they do not influence brand recognition as YouTube (Perrin, 2015). Therefore, business organizations tend to utilize YouTube as a medium for product awareness and increase customer engagement (Dehghani et al., 2016; Aslam, 2018).

With YouTube's growing importance in businesses' digital marketing strategies, more study is being focused on the different aspects of YouTube marketing, such as the virality of YouTube videos, the advertising efficiency of YouTube videos, and their sales impacts (Vedula et al., 2017; Oh et al., 2017; Tellis et al., 2019). Companies use YouTube to provide sponsored advertisements and video content sharing to increase awareness and visibility, which are cost-effective and quickly affect companies' advertising efforts (Dwivedi et al., 2021). According to Ducoffe (1996), advertising messages refer to communication exchanges between advertisers and consumers. YouTube as a marketing channel offers various commercial communication techniques, including display, overlay, in-search discovery, sponsored cards, video, and bumper ads ("YouTube Help," n.d). When viewed on YouTube, there are two types of advertisements. The first is the distinction between non-skippable and skippable ads.

Each type of advertisement has its own set of benefits and drawbacks. If non-skippable viewers see the whole commercial but skippable viewers may skip the ad after a 5-second delay, they will skip the company's advertisement. Demographics, impression length, and access have all been found in previous research. Through YouTube marketing communication, ad impressions have a favorable influence on cognitive attitudes as well (Duffett et al., 2019). Simultaneously, the brand of a particular product or services' strong online presence is also aided with a unique YouTube account

featuring all of the brand's video material, which can be seen at any time (Manetti and Bellucci, 2016). In such separate channels, the analytics assist organizations in determining which video material is most effective. With insights, brands may maximize their efforts by paying for marketing and sharing popular video content to get better recognition and exposure among customers (Strähle & Gräff, 2017).

### **YouTube Advertising Value**

Researchers have been studying the value of advertising for a long time, starting with studies that look at how a person's attitude might change after being impacted by the level of interest and adoption of information. The subjective judgment of the relative value or usefulness of advertising for consumers is referred to as advertising value (Ducoffe, 1995). According to some scholars, advertising value is helpful since it indicates consumer satisfaction for a brand's product communication. In other words, ad value may be defined as an evaluation and comprehensive representation of the value of social media advertising. According to studies done by Brackett and Carr (2001), ad value has a considerable impact on advertising attitudes. Petty and Cacioppo (2018) and Ducoffe (1995) demonstrated that numerous variables, including entertainment, information, and irritation, influence the amount of advertising value. Based on research conducted by Brackett and Carr (2001), it is known that advertisements' value has a significant influence on purchase intention. They further validated Ducoffe's model and extended the model by including Credibility and Consumer demographics. According to Ducoffe (1996), the author further identified Advertisement content (informativeness) and form (entertainment) are major indicators of their worth and are critical to the efficacy of Web advertising. Still, irritation has a negative impact on viewer attitudes (Ducoffe, 1996). Credibility is directly related to advertising value, and consumer demographics affect attitude towards advertising. The researchers of the present study investigate Ducoffe's

(1996) Advertising Value and Advertising on the Web and Brackett and Carr's (2001) Web Advertising Attitude Model and Social Media Advertising to determine the direct relationship between YouTube advertising value factors of Entertainment, Informativeness, Credibility, and Irritation towards purchase intention of YouTube viewers in Western Province, Sri Lanka.

The term "entertainment" in advertising refers to a consumer's pleasant reaction to the enjoyment they receive after watching an advertisement. Many prior research has confirmed the influence of entertainment on customers' favorable attitudes, where the advertising channels have changed to include online advertising (Ratihayu et al., 2008). As a social media platform, YouTube is equipped with many attractive features where advertisers and businesses can utilize to deliver the most expected outcome for viewers in terms of entertainment. This reinforces the uniqueness of YouTube advertising, which provides a variety of elements to entertain a larger audience (Firat, 2019).

The capacity of advertising to deliver useful and significant amounts of information to customers in order to suit their demands is known as informativeness (Ducoffe, 1995). Informativeness is regarded as a beneficial incentive that may develop a good attitude toward advertising customers, with consumers feeling less bothered if the advertisement is viewed to deliver accurate information. Consumer views of YouTube advertisement information have an impact on advertising value (Dehghani et al., 2016; Martin et al., 2018). This is further supported by Ducoffe's (1995) research, which found that informativeness considerably impacts ad value. He also said that improving consumer ad value is necessary for marketers to generate communications that provide the most informative material possible.

Credibility is defined as the perception among customers that a brand advertised in an advertisement is honest and trustworthy. Consumers' perceptions of the truth and trust in advertising, in general, are referred to as

advertising credibility (Mckenzie and Lutz, 1989). Consumers' perceptions of an advertisement's trustworthiness might encourage them to examine the brand, which helps them to judge the brand's excellence (Keller, 2012). Credibility has a significant impact on advertising value and attitude toward advertising and discovered that credibility is an essential predictor and has the greatest influence on ad value. (Brackett and Carr, 2001; Mckenzie and Lutz, 1989).

Irritation is a measure that describes how advertising annoys, offend, irritate, insult, or manipulate customers. Irritation in advertising refers to how irritating, distractive, and unfavorable impression-inducing commercials are to customers. Excessive and frequent exposure to commercials can frustrate customers, according to Belch and Belch (2003), and have an influence on consumer behavior toward the product or brand. Consumers will approach a saturation threshold, causing adverts to lose their effectiveness and increasing the chance of unpleasant responses. When online advertising is considered as blocking aims, disturbing focus, and interrupting their viewed material, audience adverse attitudes toward irritation are established (Speck and Elliott, 1997; Cho and Cheon 2004). Several research, including Dehghani et al. (2016), Brackett and Carr (2001), and Martin et al. (2018), have found that advertisement irritability has a negative impact on ad value and is a negative driving factor in ad value.

According to the study conducted by Dehghani, Niaki, Ramezani, & Sali (2016), YouTube advertising value positively affected consumers' purchase intention. Further investigations revealed that the advertising values through YouTube affect both brand awareness and consumers' purchase intention (Khan, 2016; Firat, 2019). However, according to the study conducted by Mkik, Khoulid, and Aomari (2017), the customer's desire to purchase a product or brand depends on their past experiences, preferences, and external environment, including advertising. Therefore, this study intends to identify whether YouTube

advertisement values; entertainment, informativeness, credibility, and irritation really affect when YouTube viewers make the purchasing decisions regarding any products or services advertisements that they come across while surfing on YouTube.

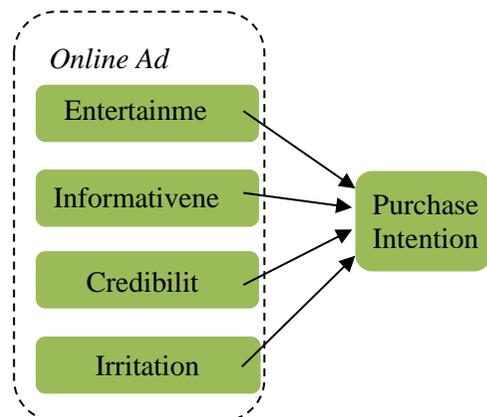
## RESEARCH METHODS

This study adopted a quantitative approach to measure the effect of YouTube advertisement value on the purchase intention of consumers in Western Province, Sri Lanka. Since it is practically hard to collect data from the total population and because of unreachability for all the areas in Sri Lanka in the current Covid context, researchers selected a representative subset of the total population as the YouTube users aged 18-40 who lives in the Western province in Sri Lanka. Western Province in Sri Lanka includes three districts, namely Colombo, Gampaha, and Kalutara. According to the Central Bank of Sri Lanka (2020), the Western province has around 6.1 million people, the most populated and industrialized. More data sources from the Department of Census and Statistics (2019) indicated that the Western Province has the highest computer literacy of 43.4% among the nine provinces and 67.5% digital literacy among individuals aged 18-40. After considering all the above facts, researchers selected the sample using the convenient sampling technique and collected data from 111 respondents, both male and female, who live in the Western province of Sri Lanka. The sample size of 111 respondents was determined using G-power software.

Researchers obtained primary data from the mentioned sample by distributing a structured questionnaire online using google forms. The questionnaire consists of 25 indicators from 05 variables, and all indicators were measured on a five-point (1 = strongly disagree; 5 = strongly agree) Likert scale. Purchase Intention (PI) was employed as the dependent variable, while four determinants of online YouTube advertising values (i.e., entertainment, informativeness, credibility, and irritation) were the independent or predictor variables of the study. The measurement of constructs that predict Purchase Intention (PI) follows the

study by Hsu and Tsou (2011) and Saxena (2011). The items for entertainment and informativeness were adapted from Tsang, Ho, and Liang (2004) and Li, Edwards, and Lee (2002). The scale from Freeman and Spyridakis (2004) was used to measure the credibility of the advertisements and the items for irritation adapted from Firat (2019). The researchers performed a descriptive analysis and correlation analysis to investigate the characteristics of the sample and get summary data and investigate whether there were any connections between the independent and dependent variables. Since the researchers used the convenience sampling technique, all the assumptions for multiple linear regression were tested and confirmed for the random distribution of data before using the multiple linear regression analysis to test the hypotheses constructed in the study.

## Conceptual Framework



**Figure 1: Conceptual framework of the study.**

Hypotheses of the study were developed based on the factors determined by Ducoffe's (1996) Advertising Value and Advertising on the Web and Brackett and Carr's (2001) Web Advertising Attitude Model and Social Media Advertising. The models were initially designed to examine the direct relationship among the four independent variables; Entertainment, Informativeness, Credibility, and Irritation of online advertisement value, with the dependent variable of Attitude toward

Advertising. Based on the above conceptual framework formulated for the study, the researchers have detailed hypotheses that represent relationships among the variables identified.

### **Entertainment**

While viewing advertisements, entertainment might be defined as the capacity to meet the demands of an audience for escape, diversion, aesthetic pleasure, or emotional pleasure (Ducoffe, 1996). According to Rodgers and Thorson (2000), advertisements are more likely to be used to fulfill customers' hedonistic desires. Advertising in the social media context may boost consumer hedonic requirements by providing enjoyable entertainment (Fischer and Reuber, 2011). Bauer et al. (2005) suggested entertainment as a positive predictor of advertising because audiences perceive advertising as a pleasant and engaging activity. Therefore, several marketers mixed advertising with entertainment to reach more people to break through the clutter and discover new ways to catch customers' attention (Aziza & Astuti, 2018). The measurement of entertainment variables in this study is based: comfortable, giving pleasure, funny characters, pleasant, and surprises (Tsang et al., 2004). Hence we propose;

*H1. The entertainment of YouTube advertisement value has a positive effect on the purchase intention of YouTube users.*

### **Informativeness**

Advertisements that are informative are those that deliver valuable or intriguing information (Ducoffe, 1996). The capacity of advertising to convey product-related information to consumers is referred to as informativeness (Arora & Agarwal, 2019). According to Kumar et al. (2018), online advertising is regarded as the greatest and offers numerous advantages for obtaining product information compared to other media. When customers learn about new products, such as product advantages and comparative product information, they regard information as a positive component of advertising (Shavitt, Lowrey, & Haefner, 1998). Therefore, ad

informativeness positively affects attitudes on social media advertising (Taylor et al., 2011). Hence we propose;

*H2. The informativeness of YouTube advertisement value has a positive effect on the consumer purchase intention of YouTube users.*

### **Credibility**

Consumers who are confident in an advertisement are more likely to respond positively to it. Therefore, credibility is an important antecedent of advertising value, and it has a positive effect on advertising (Brackett and Carr, 2001) and a positive shopping influence on purchase intention (Yang et al., 2017). According to the study conducted by Wang and Lan (2018), people believe the information offered by well-known websites, advertising from reputable sources can result in more positive customer perceptions. Dao et al. (2014) investigated how the perceived value of social media advertising influenced consumers' online purchase intentions. They showed that advertisements' informativeness, entertainment, and credibility impacted customers' views of advertising value, which influenced their purchase intentions. Hence we propose;

*H3. The credibility of YouTube advertisement value has a positive effect on the purchase intention of YouTube users.*

### **Irritation**

Galbraith and Crook (1958; as cited in Yang et al., 2017) illustrated the ability of irritation to divert people's attention from worthy social goals or objectives. Viewers of YouTube commercials have characterized irritability as the advertising on YouTube being boring and disrupting people's work (Firat, 2019). According to Edwards, Hairong, and Joo-Hyun Lee (2002) and Zanjani, Shabnam, Diamond, and Chan (2011), advertising irritation of YouTube advertising have a significant negative relationship with attitude towards advertising and with purchase intention. The authors, Yang, Huang, Yang, and Yang (2017), have confirmed that

irritability has a negative effect on purchase attitudes and purchase intention during their study. Therefore, the authors

used advertising irritation because it is relevant to YouTube advertising, and when the same YouTube ads pop up very frequently, they are often perceived as irritating for viewers. Hence we propose;

*H4. Irritation of YouTube advertisement value has a negative effect on the purchase intention of YouTube users.*

## FINDINGS AND DISCUSSION

Regardless of the subject domain, almost all researchers employ profile variables to build important descriptive statistics in relation to their research. On the surface, the study aims to collect profiling variables such as the respondent's gender, age, number of hours spent on YouTube per day, and experience with YouTube advertisements.

### Profile of Respondents

The sample consisted of 87 female respondents (78%) and 24 males (22%), whereas there were 88 people (79%) in the age range of 18 to 25 years old, 17 respondents (15%) who were 26 to 32 years old, 06 respondents (5%) who were 33 to 40 years old. 41 respondents of the study (37%) spent more than three hours per day on YouTube, 26 respondents (23%) spent 02 to 03 hours a day, 23 respondents (21%) spent 01 to 02 hours per day, and 21 respondents (19%) spent less than 01 hours per day on YouTube.

**Table 1: Descriptive Statistics**

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Entertainment	3.20	.573	-.317	.229	-.427	.455
Informativeness	3.19	.625	-.070	.229	-.316	.455
Credibility	2.76	.797	.090	.229	-.470	.455
Irritation	2.48	.390	.285	.229	.375	.455
Purchase Intention	2.95	.644	.156	.229	-.320	.455

## Descriptive Statistics

The scales used to measure the relevant phenomena were Likert scales (minimum 1, maximum 5), where 3 is the indifference value. Values below 3 represent somewhat negative values in the scale, and values above 3 are positive. The data are shown below (Table 1) will help understand the descriptive statistics of purchase intention and its antecedents – entertainment, informativeness, credibility, and irritation of the sample.

Findings reveal that YouTube viewers and consumers in the Western Province of Sri Lanka show a neutral level of purchase intention (Mean = 2.95; S.D. 0.644). Though, they hold a favorable perception towards entertainment and informativeness of YouTube advertising value (Entertainment Mean = 3.20; Informativeness Mean = 3.19 respectively). Credibility and irritation of YouTube advertising value hold a neutral level with a mean value of 2.76 and 2.48, respectively. It should be noticed that irritation has one of the lowest means of the five scales and the lowest standard deviation, meaning data are clustered around the mean compared to the other items.

Before proceeding further with testing the hypotheses, the normality test was conducted using Skewness and Kurtosis. Skewness is a measure of a distribution's symmetry. The skewness of a symmetrical dataset will be zero. As a result, a normal distribution has a skewness of zero (0).

Therefore, as a general rule of thumb, If skewness is between -0.5 and 0.5, the distribution is approximately symmetric. As data are shown in the Table 1, all the Skewness statistics lie between -0.5 and 0.5. Therefore, the researchers conclude that data distribution is not outside the range of normality, so the distribution can be considered normal. Kurtosis Statistic explains the flat or peaked nature of the score. Kurtosis Statistic zero means the data has a perfectly normal distribution. Same as Skewness values, Kurtosis statistics values of the above variables and dimensions do not show significant variations.

### Validity and Reliability Analysis

**Table 2: Convergent Validity**

Variable	Item	Factor Loading	CR	AVE
Entertainment	EN01	.904	.923	.709
	EN02	.919		
	EN03	.869		
	EN04	.647		
	EN05	.841		
Informativeness	IN01	.909	.944	.770
	IN02	.890		
	IN03	.927		
	IN04	.846		
	IN05	.811		
Credibility	CR01	.900	.954	.806
	CR02	.915		
	CR03	.932		
	CR04	.965		
	CR05	.763		
Irritation	IR01	.762	.914	.684
	IR02	.889		
	IR03	.917		
	IR04	.900		
	IR05	.630		
CPI	PI01	.882	.945	.774
	PI02	.938		
	PI03	.784		
	PI04	.948		
	PI05	.836		

Before the hypotheses testing, the researchers conducted a reliability study using Cronbach Alpha to test the consistency of the measure. According to the results derived, the Cronbach Alpha values of Entertainment (5 items;  $\alpha = .872$ ), Informativeness (5 items;  $\alpha = .918$ ), Credibility (5 items;  $\alpha = .939$ ), Irritation (5 items;  $\alpha = .873$ ), and Customer Purchase Intention (5 items;  $\alpha = .926$ ) show an excellent internal consistency ( $\alpha \geq 0.7$ ) of the instruments (Nunnally, 1978). Before conducting the validity test, the researchers generated factor loadings for each item in the questionnaire. All valid indicators had factor loading greater than 0.5 as recommended by Fornell and Larcker (1981), indicating that they may be utilized for further investigation in the study.

The researchers investigate the Composite Reliability (CR) and Average Variance Extracted (AVE) (see Table 2) to guarantee the scale's Convergent Validity. According to Fornell and Larcker (1981), the Composite Reliability value should be greater than 0.6, and the Average Variance Extracted should be greater than 0.5. As test values depicted in Table 2, CR and AVE figures indicate values that are greater than 0.6 and 0.5, respectively.

The discriminant validity test measures the degree of differences between the overlapping constructs. According to Fornell and Larcker (1981), the Square root of each construct's AVE should be greater than its correlation with other latent constructs (see Table 3). Thus, both convergent and discriminant validity was provided for the confirmed model.

### Testing for Multicollinearity

Tolerance (should be  $> 0.10$ ) and Variance Inflation Factor (VIF) (should be  $< 10$ ) values are used to test for multicollinearity. The data set of exogenous variables may be tested for multicollinearity in the following way. The VIF and Tolerance values of a data set are both considered collinearity metrics. These are offered to give an idea of how collinearity affects the independent variables in a regression equation (Hair, Black, Babin, & Anderson, 2006).

**Table 3: Discriminant Validity**

	Entertainment	Informativeness	Credibility	Irritation	PI
Entertainment	<b>.842</b>				
Informativeness	.748	<b>.877</b>			
Credibility	.432	.542	<b>.898</b>		
Irritation	-.187	-.348	-.037	<b>.827</b>	
PI	.604	.608	.632	-.073	<b>.879</b>

**Table 4: Summary of Multicollinearity**

Variable	Collinearity Statistics	
	Tolerance	VIF
Entertainment	.482	2.074
Informativeness	.491	2.038
Credibility	.815	1.227
Irritation	.944	1.059

**Table 5: Correlation**

	Entertainment	Informativeness	Credibility	Irritation	PI
Entertainment	1				
Informativeness	.700**	1			
Credibility	.412**	.371**	1		
Irritation	-.183*	-.229**	-.050	1	
PI	.572**	.559**	.559**	-.256**	1

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\* . Correlation is significant at the 0.05 level (1-tailed).

**Table 6: Multiple Regression Analysis**

Model	Beta	t	Sig.	Durbin Watson
1 Entertainment	.236	2.399	.018	1.869
Informativeness	.222	2.277	.025	
Credibility	.372	4.901	.000	
Irritation	-.144	-2.039	.044	
R <sup>2</sup>	.504			
Adjusted R <sup>2</sup>	.485			
F-statistic	26.898 (sig. < 0.001)			

As indicated earlier in the section, the tolerance values of all exogenous variables are more than 0.10, indicating that the model does not correlate to multicollinearity. Exogenous variable VIF levels are also below the rule of thumb of 10. When all VIF and Tolerance values in the data set are considered, it is possible to conclude that all variables in the research behave independently.

### Correlation Analysis

Pearson correlation analysis was carried out to assess variables' multiple co-variability and investigate their relationship. As the correlation matrix depicts, the relationship between variables was significant at the 5% and level of significance. The correlation analysis is presented in Table 5, which displays the strength and direction of the connection

between each pair of variables. As the Table 5 depicts, entertainment ( $r = .572$ ), informativeness ( $r = .559$ ), and credibility ( $r = .559$ ) were positively related to purchase intention, while irritation ( $r = -.256$ ) negatively correlated with all other model variables (Firat, 2019). Entertainment, informativeness, credibility are moderately correlated with purchase intention.

The researchers have used various preliminary data analysis techniques in this chapter. Pilot research data reliability and questionnaire validity were verified using several methodologies in the initial stages. All of these methods concluded that the questionnaire evaluates the study's real and intended concept and that when the questionnaire is used frequently, comparable results may be observed. Those reliability and validity tests of the pilot study demonstrated that internal consistency exists, ensuring the reliability of the data in the pilot study.

The exploratory data analysis of the study found normality, linearity, and multicollinearity of the data. Normality was tested by the skewness and kurtosis rule of thumb and the normal probability plot of the residuals. Furthermore, linearity was tested using a bivariate scatter plot. Finally, testing for Multicollinearity was examined by the Tolerance and Variance Inflation Factor values of the study. All of the model's preliminary assumption testing confirmed that the researcher is following parametric data analysis assumptions. As a result, the researcher wants to conduct the regression analysis to fulfill the study's unique objectives.

### **Hypotheses Testing**

The multiple regression analysis was deployed to identify the significance and predictability of the independent variables on the outcome of the dependent variable.

Table 6 summarizes the overall findings of the model. The F-statistics (26.898; sig. = < 0.01) revealed that the data statistically fitted the model well. Furthermore, the R squared value for the model was 0.504, indicating that the predictor variables explained 50.4% of the

variance in purchase intention, while other factors accounted for the remaining 49.6 %.

Further, the results presented in Table 6 show each predictor variable's significance on the Purchase Intention. Beta values of the standardized coefficients show how the changes of each independent variable by one unit affect the model's dependent variable. According to the results derived, entertainment, informativeness, and credibility have positive beta values. These positive beta values indicate that predictor variables and dependent variable have the same direction. However, the negative beta value of  $-.144$  in irritation demonstrates that when the irritation of the YouTube advertisements increases, the consumer purchase intention will decrease.

When considering the significance values, all the significance values of the determinants are less than a 5% significance level. Therefore, it can conclude that all determinant variables of the study will influence the dependent variable of purchase intentions of YouTube users individually. It can also be seen that the credibility reported the largest beta value ( $\beta = 0.372$ ), which means that it plays the most significant role in predicting the purchasing intention of YouTube advertisement viewers.

### **Discussion**

Ducoffe's (1996) Advertising Value and Advertising on the Web and Brackett and Carr's (2001) Web Advertising Attitude Model and Social Media Advertising used in this study include constructs related to YouTube advertising value: entertainment, informativeness, credibility, and irritation that directly affect online purchasing intention. The regression analysis results confirmed the significant influence that entertainment has on the purchase intention of YouTube users. The entertainment of YouTube advertisements can be illustrated as the popularity and fun of advertising content (Aziza & Astuti, 2018). Therefore, business owners, entrepreneurs, marketers, and advertising firms can develop advertisements, include more attractive, enjoyable, and pleasant content. Then, the entertainment part of the advertisement will

attract more viewers (Firat, 2019) and generate positive outcomes (Wang & Lan, 2018) as potential buyers for products and services. Previous studies on different countries also have affirmed that entertainment positively affects web advertising value (Ducoffe, 1995; Ducoffe, 1996; Brackett & Carr, 2001) and then purchase intention of viewers (Yang et al., 2017; Martin et al., 2018; Firat 2019). Dehghani et al. (2015) emphasized that entertainment positively affected the attitude toward YouTube advertisements and identified entertainment as the strongest positive driving factor of YouTube advertisement value (Dehghani et al., 2016). Therefore, the first hypothesis (H1) of the study is accepted as ascertained by previous literature.

The second hypothesis (H2) of the study is also accepted. The informativeness of YouTube advertisements positively influences consumers' purchase intention, and previous literature confirmed the derived results (Kim, Kim, & Park, 2010; Yang et al., 2017; Firat, 2019). Consumers will consider the information given in the products, services, and brands in advertisements to enhance purchase intention and reduce the risk level in making purchase decisions. Therefore, advertisements about the products, services, or brands on YouTube should contain timely and accurate information. Because when compared to other media, online advertising is ideal and offers numerous advantages for consumers for collecting product information (Kumar et al., 2018). However, according to the study conducted by Nabila and Achyar (2019), consumers in Indonesia do not consider YouTube ads as an informative source when making a purchasing decision. Respondents might ignore information because they were considered irrelevant; therefore, marketers must be cautious and consider this an opportunity to provide all the product or service information to consumers to increase sales volume.

The third hypothesis of the study is accepted under the 1% level of significance. Consumers' perceptions of the truth and confidence in advertising, in general, are referred to as

credibility (Mackenzie & Lutz, 1989; Erkan & Evans, 2016). In fact, credibility was found to have the greatest effect on the purchase intention of YouTube users. According to Xu (2006), the advertisements' content and delivery should be more credible and trustworthy to the consumers as the product, service, or brand cannot see through the advertisements in reality. Authors Brackett and Carr (2001) and Mackenzie and Lutz (1989) discovered that advertising value and attitude about advertising are both influenced by credibility. Hence, the credibility in YouTube advertising values plays an important role in supporting consumers to enhance their purchase intention when receiving YouTube advertisements (Yang et al., 2017).

Based on the finding of this study, irritation has a negative effect on purchase intention, and the hypothesis is accepted under the 5% significance level. Advertising strategies should be used in advertisements to keep away from irritability that annoys consumers. Otherwise, if consumers feel the advertisement is annoying or frustrating, they may avoid, skip, or close it (Nabila and Achyar, 2019). As per Belch and Belch (2003), sometimes consumers might become irritated by excessive and frequent exposure to ads, which can affect their behavior toward a product or brand. Few other studies also agreed, such as Brackett and Carr (2001), Dehghani et al. (2016), Martin et al. (2018), and Firat (2019), that advertising irritability has a negative impact on ad value and create a negative impact on consumer attitude (Yang et al., 2017).

In summary, the overall research model is significant under the 5% level of significance. Positive values of entertainment, informativeness, and credibility have a positive direction except for the irritation, which negatively affects the purchase decision.

## CONCLUSION

The purpose of this study is to identify the effect of YouTube advertisement value on the purchase intention of consumers in Western Province, Sri Lanka. The model for the study

is derived from Ducoffe's (1996) Advertising Value and Advertising on the Web and Brackett and Carr's (2001) Web Advertising Attitude Model and Social Media Advertising. Based on the literature survey, entertainment, informativeness, and credibility are expected to positively impact, while irritation is expected to negatively impact YouTube viewers' purchase intention. From the total population, 111 respondents living in the Western province of Sri Lanka were selected as the research sample using the convenient sampling technique. Analysis was performed once the data was collected from YouTube users in different age categories. The results indicated that all four online ad value factors (Entertainment, Informativeness, Credibility, and Irritation) significantly influence YouTube users' purchase intention. These findings also support prior research findings regarding the significant relationship between the purchase intention of YouTube users and the antecedents indicated above. However, studies derived different outcomes in some countries due to several factors (Nabila and Achyar, 2019).

According to the demographic analysis, most of the respondents are between 18 – 25 age level. Hence, the advertisers can mostly focus on the young generation as the target audience of the advertisements. Further, most of the YouTube respondents are using YouTube for more than 03 hours per day. This indicates that social media platforms like YouTube have become so popular among social media users. Using one of the most popular social media advertising platforms like YouTube, advertisers can have great opportunities to advertise their products, services, and brands to a vast audience worldwide. Thus, the majority of respondents, 98%, are using smartphones to access YouTube. Hence, advertisers and YouTube can focus on different marketing strategies relevant for smartphone resolutions. Also, 60% of respondents have mostly experienced skippable video advertisements on YouTube. The demographic analysis further indicated that 14% of respondents are almost always, and 47% are always trying to skip YouTube

advertisements. Hence, the advertisers can use different YouTube advertisement types other than Skippable video ads such as Display ads, Overlay ads, Non-skippable video ads, Bumper ads, and Sponsored cards ads. These advertisement types may avoid skip advertisements by the users.

Finally, the study's contribution is valuable for business organizations, owner-managers, advertisers, and advertising agencies. Because most multinational, global, and local brands tend to use more socially engaged and content-rich channels like YouTube (Dehghani et al., 2016) as a significant part of their marketing effort. Therefore, business organizations who use YouTube should always consider the context of their advertising by focusing on positive factors influencing advertisements, such as entertainment, informativeness, and credibility. On the other hand, it was found that irritation has a negative effect on the purchase intention of the viewers. Eventually, consumers will ignore, skip, or close YouTube advertisements if they irritate them. Organizations or advertising agencies can add action-oriented interactive elements to ads when designing and developing advertisements to offer a better viewer experience. Simultaneously, those who are using YouTube as an advertising platform should consider choosing YouTube ad format and YouTube targeting options as well. They can consider the YouTube video remarketing, linking ads, and analytical accounts and use different campaigns for different types of advertisements. According to the study's findings, YouTube advertising differentiates some demographic aspects; thus, companies must consider the demographic factors of their target market. It suggests that Generation Y and Generation Z are more likely than previous generations to use YouTube. As a result, businesses should consider them a target audience for YouTube advertisements and build ads specifically for them.

There are several limitations to this study. The convenience sampling approach, which is not generalizable, is the fundamental limitation. Using Random sampling would improve the

generalizability of the study results. Further, different results may emerge for various product categories, demographic features, and cultures. The study gives firms suggestions on how to use YouTube advertisements effectively without considering a specific product or service category. Researchers should also replicate the findings for different product categories to varying how YouTube adverts are used. The results of this study can be useful to academics as a reference and comparison for future research and practitioners as a source of new information, insight, and knowledge.

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