



PERCEPTION OF ADVERTISEMENT VALUE AND ITS EFFECT ON PURCHASE INTENTIONS: A COMPARATIVE ANALYSIS OF YOUTUBE AND FACEBOOK USERS

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Abstract: In this study we have been faced with an increasing number of people who are spending tremendous amounts of time all around the world on YouTube and Facebook. To date, the factors that persuade customers to accept YouTube and Facebook advertising as an advertising medium are not yet fully understood. We have analysed some factors which may be affected on advertising value as well as brand awareness, and accordingly on purchase intention of consumers. The conceptual model hypothesizes that ad value strategies are positively associated with brand awareness, which in turn influence perceived usefulness of You Tube and Facebook continued purchase behaviour.

KEYWORDS: Facebook, YouTube, brand, brand image, purchase intention, informativeness, entertainment, ad value, targeting, brand attitude.

1. INTRODUCTION

Social media is progressively finding a spot for itself on the whole parts of our lives. Customers are appropriately more behaviourally and perceptually drawn in with the significant social media stages, like Facebook and YouTube (Alalwan, 2018). The media have encountered a huge change over the past decade. Moreover, one out of each seven individuals on the world has a Facebook profile and almost four out of five Internet users visit social media sites (Bruno Schivinski, 2014). Most of the organizations worldwide have started pondering by how utilizing the platforms could help in pulling and attracting the customers and building a productive promoting relationship with all those customers (Alalwan, 2018). As advertisements are significant promoting tools to attract the customers. As time passes by, new kinds of advertisements are being added to the old promotion types. Social media is presently utilized by organizations like TV promotions, YouTube ads etc. (Firat, 2019).

As a variety of intelligent practices and systems have been created by organizations to upgrade their brand as their promoting execution. Also, a lot of time and resources have been projected over this zone to pull in more customers either in the terms of inclusion or in the term of online customer relationship (Ali Abdallah Alalwan, 2017). Social media has additionally become a zone where online advertisement is utilized. The advertising message utilized in ads is significant. On the off chance that there is an issue with the promoting message, this will likewise influence the adequacy of the advertising message negatively (Firat, 2019). With the huge number of Internet and social media users developing around the world because it is fundamental for correspondence managers to comprehend online consumer behaviour (Bruno Schivinski, 2014). As advertising through online media turns into the primary attraction for advertisers. Online advertising is considered to have its own favourable circumstances contrasted with advertising in ordinary media (Ganjar Mohamad Disastra, 2018).

Online video advertising continues to assume a significant part in expanding brand awareness as it empowers a wide reach to the customers, also advertising on digital platform could be customized (Sarah Jane Anthony, 2020). The results of ads keep on accelerate by year by year and advertisements use to develop the product's image in consumer's mind (Prof. Dr. Abdul Ghafoor Awan, 2016). Social media has been generally acknowledged as a successful instrument that adds to the organization's advertising points and procedure; particularly in the perspectives identified with customers involvement (Cho, 2017).

As Facebook is designed so the customers can remain in contact with their friends, family, or make new companions through shared-networks (James E. Richard, 2015).

1.1. Concept of Social Media

It is essential to recognize the term of social media as well as social networking (Cho, 2017). Social networking communication administrations could be recognized as "an electronic help or service platform, or site that is utilized by the people who have interest, convictions, perspectives, culture, exercises and connections (Bruno Schivinski, 2014). The idea of social media as such they empower individual to communicate just as to move toward more individuals and more impact on them (Tucci, 2018).

New media advancements encouraging intelligence and co-creation that take into consideration the turn of events and sharing of client produced content among and between organizations. The social media idea has been embraced over a wide scope of various settings (Alalwan, 2018). However according to (Ali Abdallah Alalwan, 2017), the focal point of the current investigation is the implication of social media in the marketing context there is a need to address it from advertising viewpoint (Alalwan, 2018).

Social media marketing could be characterized as "a discourse regularly set off by customers, or a business, products or services that address among the expressed gatherings to put into action a noteworthy correspondence on some information so it permits gaining as well as learning from each other's utilization and experiences (Alalwan, 2018). The usage of social media advancements, channels, and programming is to make, communicate, convey and trade contributions that have value for an organizations (Prof. Dr. Abdul Ghafoor Awan, 2016).

2. LITERATURE REVIEW

Advertising value is a measure for promoting adequacy. Advertising value characterized as "an emotional assessment of the overall worth or utility of promoting to consumers". Thus, advertising value is significant for marketing for determining the content of advertising and message and the advertisement value that fluctuates as per the promoting medium as it is subjective (Firat, 2019). The factors that affects the YouTube advertising value to the purchase intentions by brand awareness and brand attitude that are informativeness, entertainable, irritating and targeting. According to some research, social media such as Facebook act as a check on the credibility of brands, Lee t. and Kim (2011) found that users view the messages on social media, unlike advertising generated by advertisers, as being motivated by altruism. In today's corporate market, the success or failure of any company hinges on public perception. The success of advertising should be measured taking into account consumers' evaluations of the interest aroused by the advertisement. Facebook creates wide platforms for viral online recommendation (Smdek Egon Lampe Wohn, 2011). This encourages advertisers whose organizations are willing to spend a reasonable portion of their budgets on analysing procedures to determine potential customers and target them with advertisements on Facebook (Falls 2009). However, they are shifting advertising from push advertising to trust-based advertising, in which an advertiser engage their consumers with their brands and stimulate word of mouth (WOM) promotion (Kellghe A Kristina, 2007). In Advertisers develop WOM through Facebook. Which positions Facebook advertising as an effective means of enhancing the brand image of various goods and services (Kaplan Haenlein, 2010).

Advertising value has been started for a long time, starting with research that analyzes how an individual's attitude can change subsequent to being affected by the degree of interest and selection of data uncovered so that the level of advertising value is controlled by some dimensions and factors (Ganjar Mohamad Disastra, 2018).

When YouTube advertising gives data about a business, product, service, administration, or brand, that can be characterized as informativeness. Informativeness alluded to the capacity to give applicable or relevant data successfully. Informative ads provide appropriate information regarding the real essence of the product. All these ads gave helpful product information to the audience and also these advertisements provide more advantageous to look as target audience and the audience got benefits from the ads (Sarah Jane Anthony, 2020). Informativeness is a state of giving helpful or interesting data through advertising and it is affirmed by researchers that apparent instruction of ads that affects purchaser's perspectives (Cho, 2017). Informativeness meets client necessities to be informed regarding the products and accessible choices to make purchases (Madawa Abeywickrama, 2014).

A study by Blackwell and Miniard (2006) found that brand image is used as an alert for recalling information of brands; therefore, brand image may have real and virtual associations in consumers' minds. Consumers try to access tangible and intangible product and/or service associations through the brand image via media channels, thereby gathering market intelligence (Story & Loroz, 2005). The development of brand groups on Facebook and their potential for increasing brand awareness has been advanced by the rise of Web 2.0 in the past few years (Cha, 2011). Brand equity has been clarified as the benefit endowed by the brand to the product (Farquhar, 1989). (Faircloth, Capella, & Alford, 2001) indicates that the attitude of the customers to the brands and different brand affiliations can result in a positive brand image and greater brand equity (Dellarocas, 2003 Purchase intention Zeithaml (1988) and Schiffman and Kanuk (2009. Chap. 8, 9) discovered that decision of the customers to buy a product that is purchasing intention depended largely on the product's value and recommendations of consumers have shared on social media.

As targeted advertisements are attempted to be more effective since explicit advertising attributes that have been customized to the qualities of targeted consumer (Cho, 2017). YouTube advertisements that include entertainment can be portrayed as the fun and popularity of advertisement for the social media users (Oh, 2000). Irritability can be described by watchers of YouTube ads as the YouTube's advertising as exhausting and interfering with individual's work on YouTube (Firat, 2019).

According to the Facebook, when promotions or ads are put in the stream of information that individuals see on Facebook, they are bound to see the advertisements and make a move. Facebook offers numerous tools for estimating the impact of advertising that can help the marketers also (Tucci, 2018).

Purchase intention is recognized as a mediating psychological variable among attitude and genuine behaviour (Bruno Schivinski, 2014). YouTube ads that were more intruding in nature, commitment could stand out to the message and improve remembrance.

Intuitiveness is decidedly connected with brand acknowledgment. Brand acknowledgment or recognition alluded to individual's ability to perceive the brand (Sarah Jane Anthony, 2020)

As buyers are turning all the more regularly to social media to lead their data look and to settle on their purchase intentions (Oh, 2000). To evaluate the behavioural impacts of social media correspondence on brand value and on brand attitude among Facebook users (Firat, 2019). As we also added brand attitude and brand image to the purchase intention in the conceptual model. Customers would in general display more uplifting disposition towards a notice and discovered it to be more convincing if the quantity of openings expanded (Sarah Jane Anthony, 2020).

The connection between brand image and purchase intention was all around recorded in the advertising and communication contexts (Sarah Jane Anthony, 2020). Brand communication improves brand value by expanding the probability that a brand will be joined into the customers consideration (Alalwan, 2018). Brand image is utilized as an alarm for reviewing data of brands, also brand image may have genuine and virtual relationship in customers' brains. Purchasers attempt to get to substantial and immaterial products and additionally administration relationship through the brand image by means of media channels (Milad Dehghani, 2015).

Entertainment in advertising identifies with the positive attitude of purchasers on the entertainment they get in the wake of seeing the advertisement. There have been numerous past investigations that affirm the impact of entertainment on the inspirational attitude of purchasers, where the advertising channels utilized have gone through changes to social media advertisements (Ganjar Mohamad Disastra, 2018).

The achievement of advertising ought to be estimated considering purchaser's assessments of the interest stirred by the ads. Facebook makes wide stages for viral online recommendations (Milad Dehghani, 2015).

The viability of social media activities of firms will be estimated against the objective (Katja Hutter and Julia Hautz, 2013). Communication has been altered by the social media revolution. The marketing of active creators and influencers has greatly impacted the environment (Kozinets et al., 2008, Merz et al., 2009) and has transferred some control directly to the customer over products (Constantinides and Fountain, 2008). Bernoff and Li (2008) refer to the growing influence of this. "The consumer as" customer power 's increasing ground swell and "cultural transition in a client-centered direction." In marketing, conventional one-way communication has been turned into a multi-dimensional two-way truth of peer-to - peer communication (Berthon et al., 2008). This modern reality in marketing communication creates new challenges and opportunities for corporations as social media interactions are rapidly affecting buying decisions. When making those decisions, people depend on their social networks more than ever (Sridhar Moorthy, 2003).

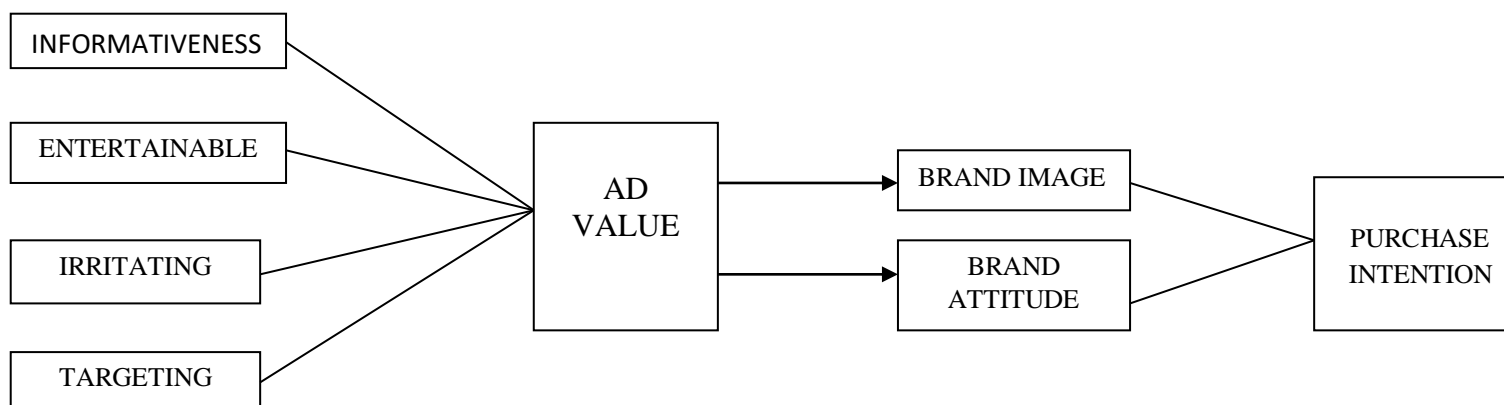
Advertisements are likely to be used to represent the hedonic demands of customers (Rodgers & Thorson, 2000). Therefore, happiness and satisfaction are becoming more likeable (Pollay& Mittal, 1993). Advertising in the social media world will boost hedonic customer needs by providing friendly entertainment (Fischer &Reuber, 2011; Edwards, Li, & Lee, 2002a, 2002b). The importance of entertainment lies in the ability to increase consumer needs for pleasure, emotional release and diversion (Muntinga, Moorman, &Smit, 2011) by enabling customers to experience their social interactions, exchange details, and even picture and video clips (Zeng, 2009).

Informativeness can be described as the degree to which it provides users (Chen, 1999; Ducoffe, 1995a, 1995b) with helpful and resourceful knowledge. Clancy, Maura (Clancey, 1994) suggests that the underlying explanation for approving the ad itself is that media consumers discriminate between the capacity of ads to provide customer information. Informativeness is characterised by Ducoffe (Ducoffe, 1995a, 1995b) as "consensus exists with regard to the ability of ads to inform consumers of alternative products", and hence, It can result in a satisfactory buying decision. Erdem (Erdem, Swait, & Valenzuela, 2006) found that customers appear to display more signs of searching for product data and to obtain more information through unconditional, interpersonal exchange of information (De Mooij&Hofstede, 2010).

The classic assumption of luxury in the fashion industry has shifted. (Ansarin&Ozuem, 2014; Yeoman, 2011) over many decades. Increasing wealth has given customers access to luxury goods, So Modifying the interpretation. As a result, luxury fashion items are not only consumed in high society by individuals, but are now available to more customers (Ansarin&Ozuem, 2014). Since online marketing can dilute the exclusivity of luxury brands, where mass audiences can access data, luxury marketers have delayed the use of social media marketing (Amilia Haida, 2015). However, social media marketing campaigns have been introduced by luxury fashion labels such as Chanel, Dior, Burberry, and Prada to engage customers (Kim, 2019). For example, Burberry was the first luxury fashion company to use social media marketing, which resulted in a 40 percent rise in profits (Online Video Advertisements' Effect on Purchase Intention:An Exploratory Study on Youth, 2018). Social media luxury brand marketing has been found to increase the favourable luxury expectations, appetite for luxury, and purchasing intentions of consumers (Methaq Ahmed Sallam, 2016).

PSI has been shown to be a predictor of attraction to a media figure, both psychological and physical (Eui-Bang Lee, 2017) (Sridhar Moorthy*, 2003). If the amount of satisfying "interactions" or repeat exposure increases (Rubin & McHugh, 1987), attraction to a media personality increases. (Dabrowski, 2014) discovered that physically desirable media figures, as social or work partners, offered a stronger background for PSI. The more a media consumer perceives the personality of the media to be close to itself. In their interpersonal network, and others, then the more likely PSI would Incidents occur (Smith, 2011).

Specialising was additionally a critical indicator of goal to share the travel industry related supported notices via web-based media; nonetheless, it had the littlest noteworthy impact of the inspirations considered. Long range interpersonal communication destinations, for example, Facebook encourage the association and support of connections between people (Wood, 2012).



Conceptual model Fig 1.1

3. RESEARCH METHODOLOGY

The study that we have done included 100 students that were selected through simple randomized sampling and also were distributed among them through online platforms that is google forms. As researcher made questionnaire was used to examine the purchase intentions through online advertisements. At the beginning of the questionnaire, some demographic questions were asked from participants. Finally, 15 five-point Likert type scale (1 = strongly agree and 5 = strongly disagree) were selected to record their perceptions of variables (Facebook advertising, brand image, brand equity, Purchase intention).

In order to evaluate the responses of the questionnaire, the opinions of our course supervisor were sought in addition to the most updated published which confirmed the validity of the questionnaire. The reliability coefficient of the questionnaire is 0.786 through Cronbach's alpha coefficient. Statistical methods at both descriptive (mean variance, SD) and inferential (t- and Friedman tests levels) were used to analyze data.

3.1. RESEARCH INSTRUMENT

The questionnaire that is constructed is in a very simple language in order to reduce the risk of ambiguity. The questionnaire is used as the research instrument for the whole study. All measurements scales are Likert type with 5-point format, anchoring at "1"-strongly disagree and "5"-strongly agree.

4. Cronbach's Alpha (α) using SPSS Statistics

Cronbach's alpha is the common measure of internal consistency. Cronbach's Alpha is commonly used when you the multiple Likert questions in a survey or a questionnaire that form a scale and you wish to determine if the scale is reliable.

4.1. Setup in SPSS Statistics

In SPSS Statistics, the nine questions have been labelled PAV1 through to PAV15. Each questions having options to select starting from "strongly agree" as "1" towards "strongly disagree" as "5".

4.2. Test Procedure in SPSS Statistics

Cronbach's alpha can be carried out in SPSS Statistics using the Reliability Analysis procedure.

4.3. SPSS Statistics Output for Cronbach's Alpha

SPSS Statistics produces many different tables. Here, the first table is the **Reliability Statistics** table that provides the actual value for **Cronbach's alpha**, as shown below:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.786	0.793	15

Table 1.1

From this, we can see that Cronbach's alpha is 0.786, which is a highly level of internal consistency for our scale.

Case Processing Summary			
		N	%
Cases	Valid	123	100.0
	Excluded ^a	0	0.0
	Total	123	100.0

Table 1.2

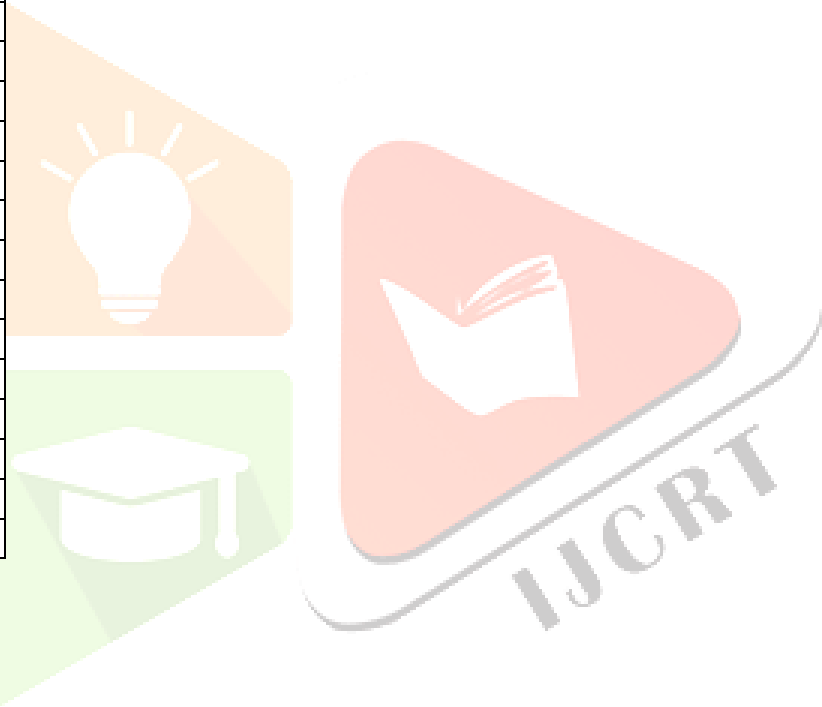
a. Listwise deletion based on all variables in the procedure.

4.4.Item-Total Statistics

The Item-Total Statistics table presents the "Cronbach's Alpha if Item Deleted" in the final column, as shown below:

Item Statistics			
	Mean	Std. Deviation	N
PAV1	2.3333	0.98901	123
PAV2	2.2033	0.83920	123
PAV3	2.6667	0.92032	123
PAV4	3.3821	1.12001	123
PAV5	3.1301	1.07855	123
PAV6	2.6748	0.95382	123
PAV7	3.1545	0.91466	123
PAV8	2.3415	1.07756	123
PAV9	2.3821	1.05985	123
PAV10	2.3659	1.05012	123
PAV11	2.8211	0.92358	123
PAV12	2.3984	0.92983	123
PAV13	2.4309	1.03291	123
PAV14	2.9268	0.95960	123
PAV15	2.6585	0.99036	123

Table 1.3



This table describes the mean and standard deviation of every question that we used in our survey.

Inter-Item Correlation Matrix															
	PA V1	PA V2	PA V3	PA V4	PA V5	PA V6	PA V7	PA V8	PA V9	PA V10	PA V11	PA V12	PA V13	PA V14	PA V15
PA V1	1	0.352	0.447	0.461	0.474	0.516	0.224	0.069	0.169	-0.15	0.407	0.065	0.123	0.363	0.452
PA V2	0.352	1	0.513	0.344	0.315	0.329	-0.02	0.104	0.059	0.036	0.333	0.284	0.475	0.365	0.341
PA V3	0.447	0.513	1	0.522	0.424	0.305	0.11	0.141	-0.07	0.136	0.44	0.109	0.377	0.362	0.405
PA V4	0.461	0.344	0.522	1	0.766	0.478	0.142	0.272	0.317	0.259	0.598	0.01	0.253	0.522	0.503
PA V5	0.474	0.315	0.424	0.766	1	0.535	0.229	0.271	0.374	0.339	0.591	0.013	0.185	0.437	0.533
PA V6	0.516	0.329	0.305	0.478	0.535	1	0.293	0.077	0.119	0.109	0.557	0.036	0.252	0.475	0.541
PA V7	0.224	-0.02	0.11	0.142	0.229	0.293	1	0.32	0.277	0.291	0.159	0.11	0.028	0.004	0.113
PA V8	0.069	0.104	0.141	0.272	0.271	0.077	0.32	1	0.681	0.707	0.193	0.141	0.023	0.174	-0.12
PA V9	0.169	0.059	-0.07	0.317	0.374	0.119	0.271	0.681	1	0.801	0.265	0.31	0.051	0.166	0.187
PA V10	-0.15	0.036	0.136	0.259	0.339	0.109	0.291	0.707	0.801	1	0.262	0.244	0.033	0.128	0.249
PA V11	0.407	0.333	0.44	0.598	0.591	0.557	0.159	0.193	0.265	0.262	1	0.112	0.451	0.503	0.578
PA V12	0.065	0.284	0.109	0.01	0.013	0.036	0.11	0.141	0.31	0.244	0.112	1	0.323	0.116	0.002
PA V13	0.123	0.475	0.377	0.252	0.185	0.252	0.028	0.023	0.051	0.033	0.451	0.323	1	0.404	0.345
PA V14	0.363	0.365	0.362	0.522	0.437	0.475	0.004	0.174	0.166	0.128	0.503	0.116	0.404	1	0.62
PA V15	0.452	0.341	0.405	0.503	0.533	0.541	0.113	-0.12	0.187	0.249	0.578	0.002	0.345	0.62	1

Table 1.5

4.5.Item-Total Statistics

The Item-Total Statistics table presents the “Cronbach’s Alpha if Item Deleted” in the final column, as shown below:

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PAV1	37.5366	48.021	0.470	0.431	0.768
PAV2	37.6667	48.355	0.547	0.481	0.764
PAV3	37.2033	47.999	0.517	0.475	0.765
PAV4	36.4878	46.219	0.523	0.679	0.762
PAV5	36.7398	47.047	0.489	0.691	0.766
PAV6	37.1951	46.732	0.598	0.543	0.758
PAV7	36.7154	50.451	0.320	0.351	0.780
PAV8	37.5285	52.628	0.106	0.628	0.799
PAV9	37.4878	53.203	0.072	0.722	0.801
PAV10	37.5041	53.383	0.062	0.726	0.801
PAV11	37.0488	47.325	0.572	0.581	0.760
PAV12	37.4715	51.382	0.240	0.263	0.786
PAV13	37.4390	48.166	0.433	0.433	0.771
PAV14	36.9431	47.579	0.524	0.530	0.764
PAV15	37.2114	47.021	0.548	0.564	0.761

Table 1.6

This column presents the value that Cronbach’s alpha would be if that particular item was deleted from the scale. We can see that removal of any question, would result in a lower Cronbach’s alpha. Therefore, we would not want to remove these questions.

Cronbach’s alpha simply provides you with an overall reliability coefficient for a set of variables. If your questions reflect different underlying personal qualities, Cronbach’s alpha will not be able to distinguish between these. In order to do this and then check their reliability (using Cronbach’s alpha), we will first need to run a test such as a principal components analysis (PCA).

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
39.8699	55.442	7.44594	15

Table 1.7

This is the overall scale statistics of the data in which we found the mean, variance and SD of data.

5. QUESTIONNAIRE

Name:

Gender:

- Male
- Female

Age:

- 18-25
- 25-35
- 35-45
- Above 45

Internet skills:

- Weak
- Medium
- Average
- Good

Are you aware of online advertisement

- Yes
- No

Which social media platform do you prefer.

- Facebook
- YouTube

• **INFORMATIVENESS** (Strongly agree/ agree/neutral/ disagree/strongly disagree)

1. Ads on social media are the best source of information.
2. Social media ads are easily understandable.
3. Social media ads provide extensive information.

• **ENTERTAINABLE** (Strongly agree/ agree/neutral/ disagree/strongly disagree)

1. I enjoy watching ads on social media.
2. Social media ads are interesting to see.
3. Social media ads are appealing.

• **IRRITATING** (Strongly agree/ agree/neutral/ disagree/strongly disagree)

1. Social media ads are offensive.
2. Social media ads are an unwanted interruption.
3. Social media ads are annoying.
4. Social media ads are irritating.

• **TARGETING**(Strongly agree/ agree/neutral/ disagree/strongly disagree)

1. Social media ads are right for you.
2. Social media ads are targeted to you.
3. Social media ads are about what you are interested in.

• **PURCHASE INTENTION** (Strongly agree/ agree/neutral/ disagree/strongly disagree)

1. After watching social media ads, I want to buy the advertised products.
2. After watching social media ads, I want to make purchase.
3. After watching social media ads, I will prefer future purchases also.

5.1.ANALYSIS OF QUESTIONNAIRE

Out of 122 responses received, 68.9% were male and 31.1% were female.

Your internet skills are

122 responses

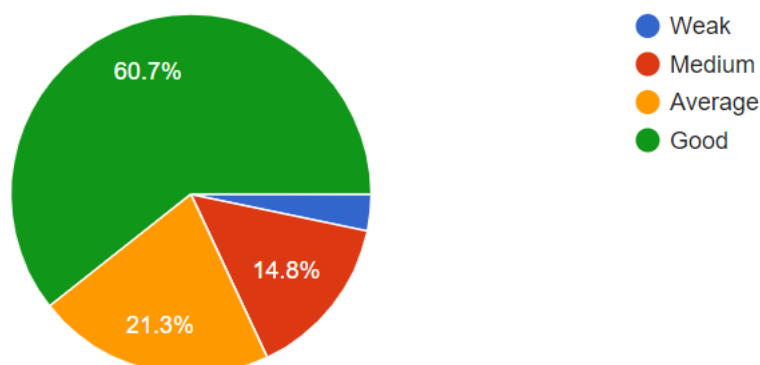


Fig 2.1

Basic internet skills would include browser navigation, bookmarks, search terms, web addresses and hyperlinks. According to the sample size, most of the people, i.e., 60.7% believe that they have got good internet skills while 3.2% believe they are weak at it.

Are you aware of online advertisement

122 responses

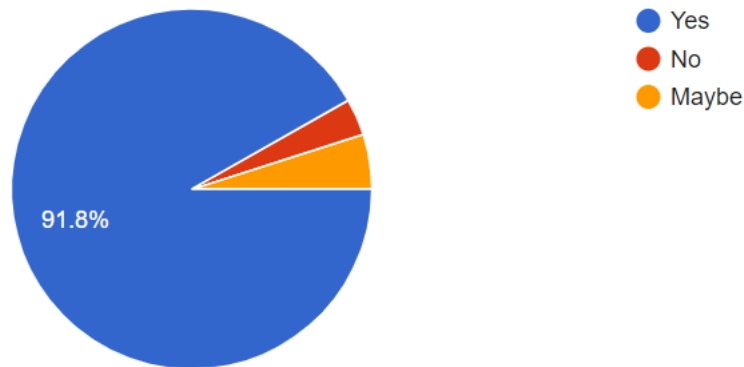


Fig 2.2

Creating awareness is one of the biggest challenges the companies have to face. Bringing their products and services in the eyes of the people is a big task and it gets accomplished when the users are actually noticing their ads. The main aim of the companies is to make their consumers aware about their products and services and get a competitive edge over them.

Here, majority of the people are aware of the various ads that the companies are showing on these social platforms. While some are still confused about the advertisements, a very small portion was unaware about this.

Which social media platform do you prefer?

122 responses

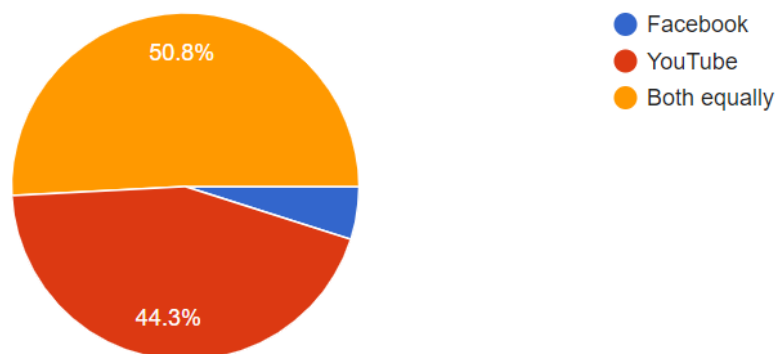


Fig 2.3

While both the platforms came in consecutive years 2004 and 2005, Facebook being the predecessor, YouTube is the preferred platform in half of the youth. While 44.3% youth prefer both, a small portion prefers Facebook over YouTube.

Facebook is currently dominated by Gen X while the youth has shifted towards other platforms like YouTube and Instagram. Before internet got cheap, Gen X used Facebook to a great extent but with the advancement of YouTube and internet packs becoming cheap, users have made a shift towards YouTube.

Do you think ads on social media are the best source of information?

122 responses

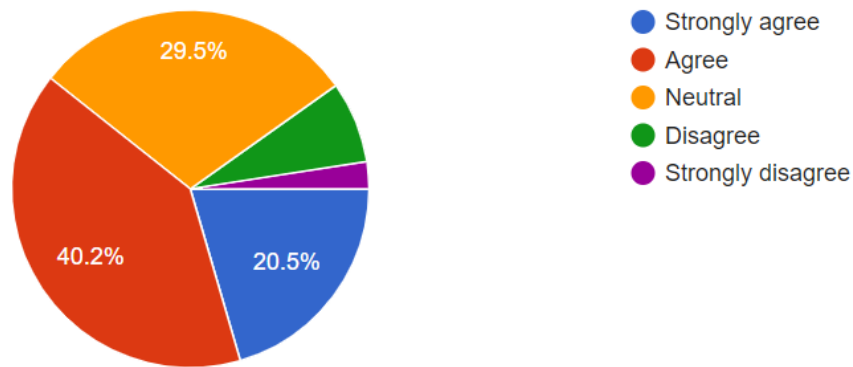


Fig 2.4

The majority is in the favor of ads in terms of providing adequate and best source of information regarding. A very small portion believes that it is not which amounts to around 10% of the lot.

Ads generally contain brief product details which may enhance the loyalty of existing customers, help in replacing the lost customers, and may encourage the existing customers to buy more products or use more services of the company.

Do you think social media ads are easily understandable?

122 responses

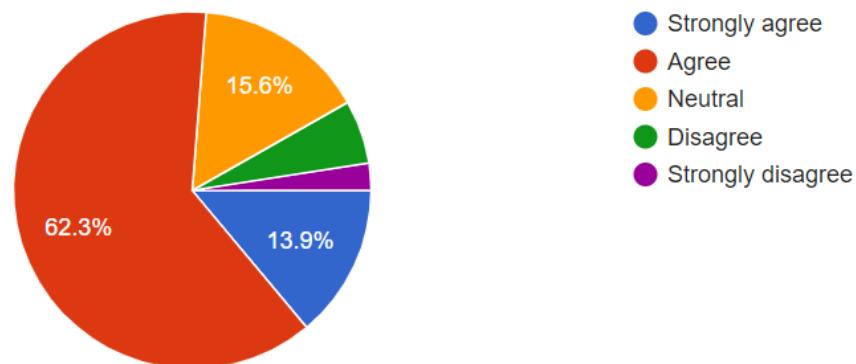


Fig 2.5

Most of the ads are created in such a way that they should be easily understandable and do not come across as ambiguous. A large part of the population agrees to this. They believe that the ads are easy to understand and do not create a lot of confusion.

Do you think social media ads provide enough information

122 responses

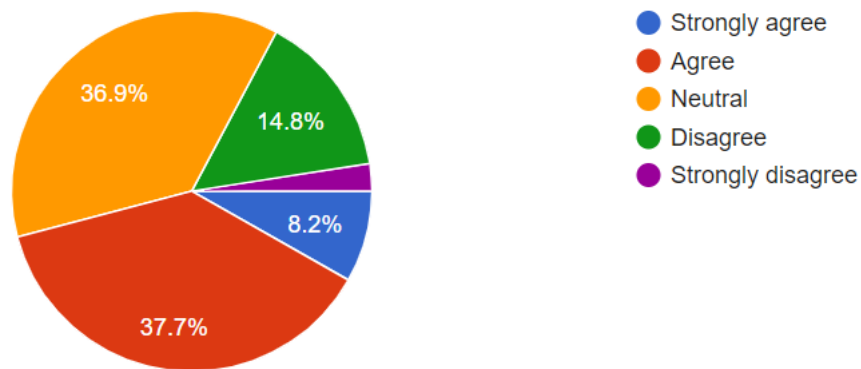


Fig 2.6

Ads prove to be a great source of information for their targeted customers and majority of the responders have shown positive response towards this. Creation of new customer base for their sales funnel is the aim of the companies. Consumers use information provided in the ads to make further decisions about their future purchase.

The ads generally contain various offers on the products and/or services, coupon codes, price of the commodities and other such details. The features, functions and attributes of the products are highlighted.

Do you enjoy watching ads on social media

122 responses

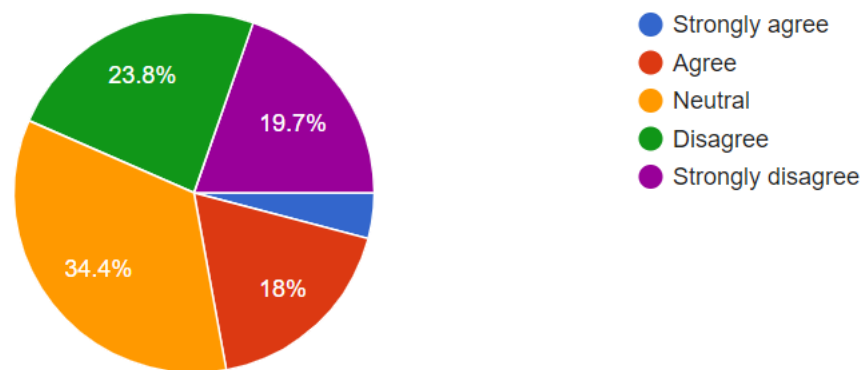


Fig 2.7

Although the ads are supposed to be informative, a large population does not like watching them. Many reasons that can be concluded from this are frequency of ads, the duration of the ads, their placement, bad targeting and the timing, i.e., when they are being shown. Users do not like getting disturbed when they are in the middle of watching something or any other such thing.

Do you think social media ads are interesting to watch

121 responses

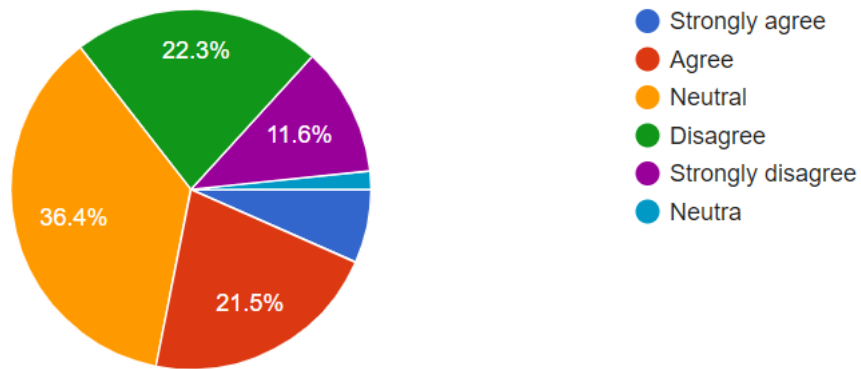
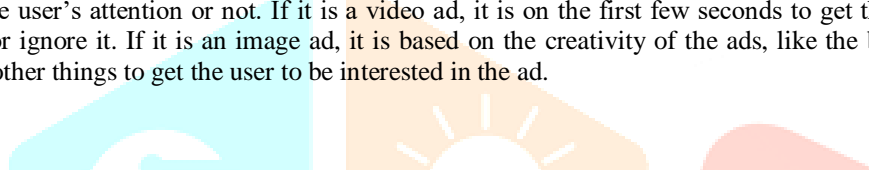


Fig 2.8

Majority is neither agreeing nor disagreeing by which it can be concluded that it is based solely on the ads whether they are able to catch the user’s attention or not. If it is a video ad, it is on the first few seconds to get the user hooked to the ad or else they either skip it or ignore it. If it is an image ad, it is based on the creativity of the ads, like the background color, the images, the font, and various other things to get the user to be interested in the ad.



Do you think social media ads are appealing?

122 responses

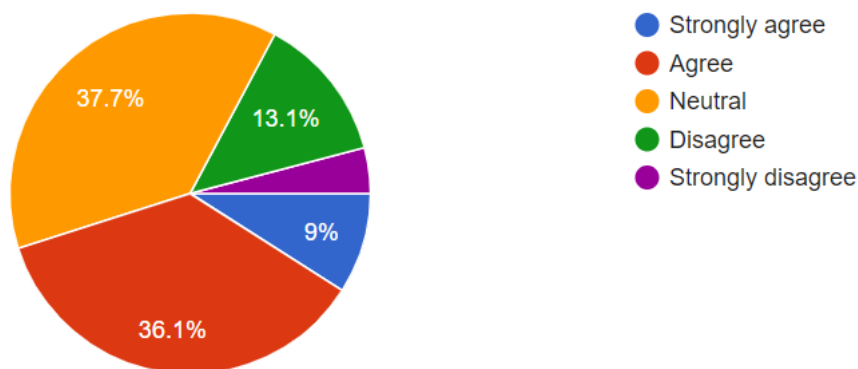


Fig 2.9

Ads are appealing when they appeal to the emotions, pathos or logos which could encourage people to make a purchase. This particular point is a bit conflicting because there is an almost tie between the users who think ads appeal to them and users who think that the ads don not appeal to them. 13.1% people are in the neutral zone.

This shows that the marketing conducted through social media platforms are a great impact in appealing in the general public and change their opinion and appeal them to the brand and create a brand image as appealing as possible through the advertisement.

Do you think social media ads are offensive

122 responses

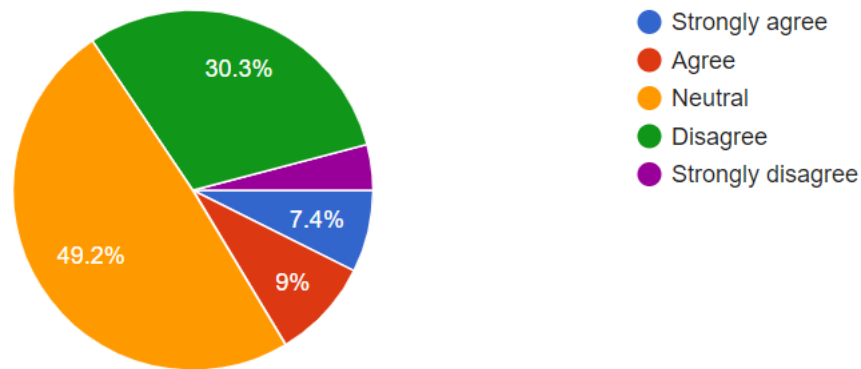


Fig 2.10

49.2% of the sample size stands in the neutral zone which can either mean that they may find some ads offensive and some as non-offensive or they can't decide if an ad is offensive or not. After that, mostly people have disagreed which concludes to the fact that they do not find the ads to be offensive. A small portion of the people do find the ads to be offensive.

Do you think social media ads are an unwanted interruption

122 responses

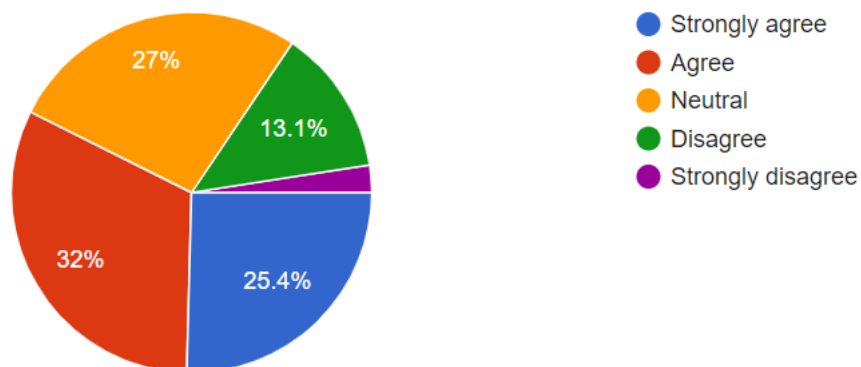


Fig 2.11

Majority agrees that they are an unwanted interruption. 27% are in the neutral zone which may mean that they may find the ads to be interruptive or non-interruptive based on the type of work they are doing on the said social media platforms, their mood, their emotions and their present psychological state. There are also a few people who do not find it to be an interruption which may mean they are in support of the ads.

Do you think social media ads are annoying

122 responses

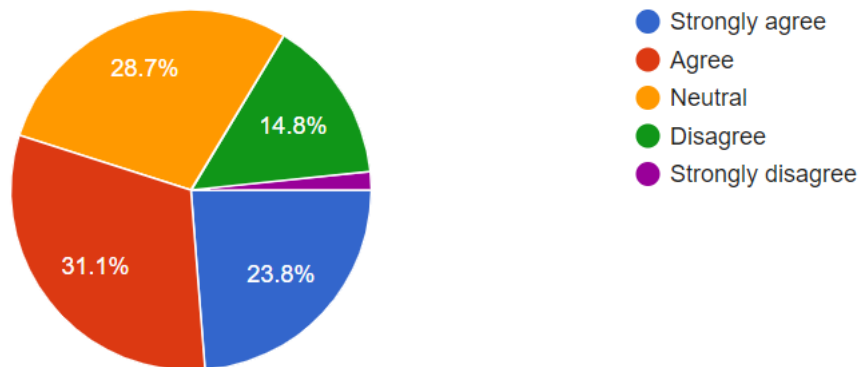


Fig 2.12

Do you think social media ads are irritating

122 responses

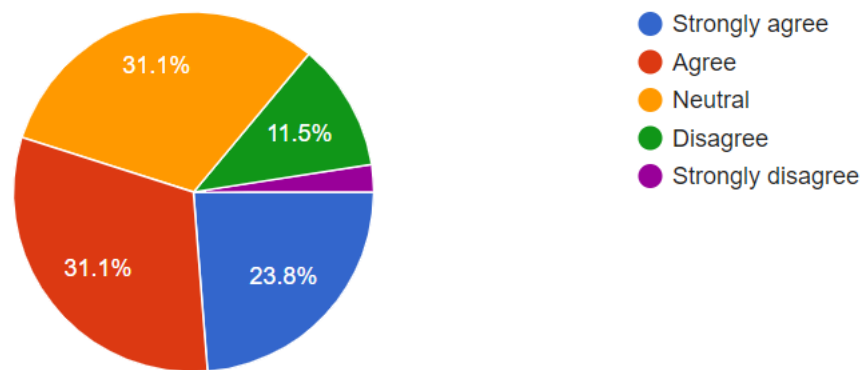


Fig 2.13

Ads are generally perceived as annoying as well as irritating by most of the people. Only a small portion of people do not think like that. But many of us still cannot decide if they are annoying and irritating.

They can be considered annoying and irritating for various reasons. Many reasons can be the frequency of ads, the duration of the ads, their placement, bad targeting and the timing, i.e., when they are being shown. Users do not like getting disturbed when they are in the middle of watching something or any other such thing.

This percentage shows that how some bad impact is being created by the advertisement that are not that impressive and interesting to watch as some other advertisements and create a bad image in the social media network and some advertisements are currently being detested as they are not able to improvise through the emerging market trends.

Do you think social media ads are right for you

122 responses

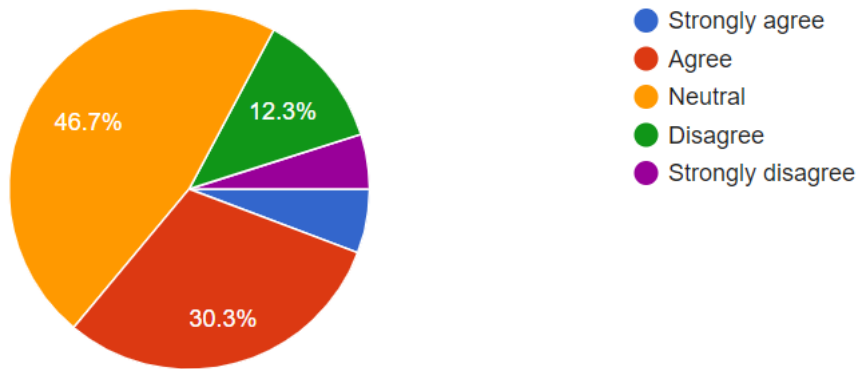


Fig 2.14

While majority is in neutral zone which may mean that they cannot decide whether it is right or not, a few users have agreed that it is right for them. It may be because of the targeting due to the cookies that they are getting personalized ads.

Do you think social media ads are targeted to you

122 responses

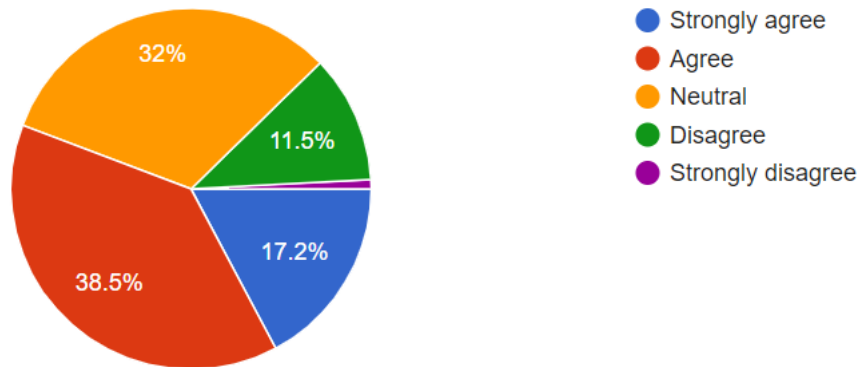


Fig 2.15

Do you think social media ads are about what you are interested in

122 responses

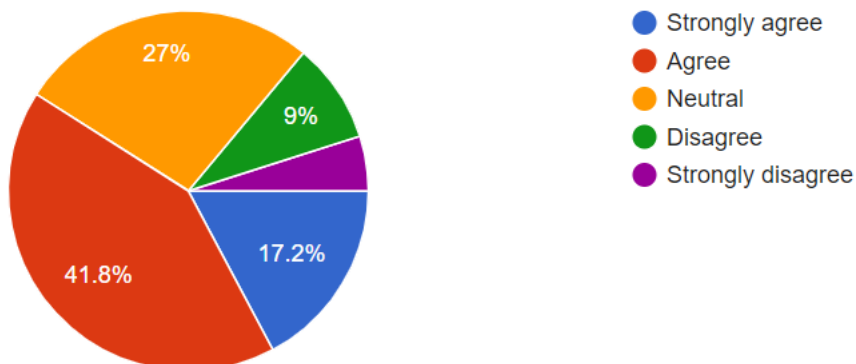


Fig 2.16

Majority agrees that the ads are targeted to them. Personalization is one of the few aspects of cookies that the websites use. They can track down your browsing history and create personalized ads individually. This particular question can tell us that most of the people are actually aware about the targeting and personalization features of the ads. People in the neutral zone may have a hint or may have concluded this based on the ads they are seeing.

After watching social media ads, do you want to buy the advertised products

122 responses

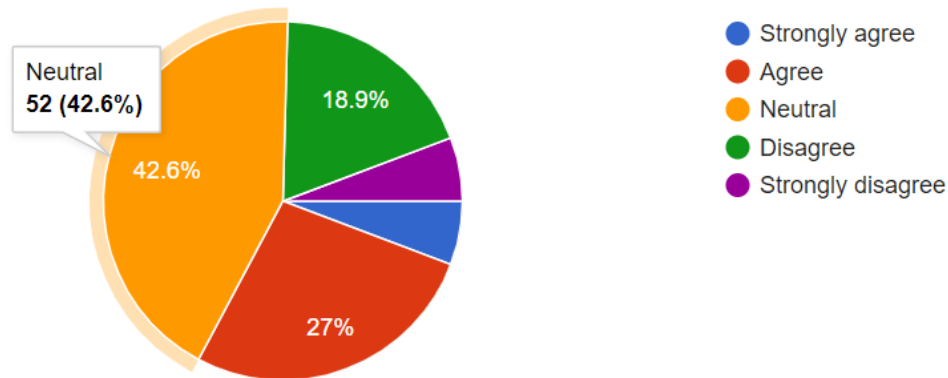


Fig 2.17

After watching social media ads, do you prefer future purchases as well

122 responses

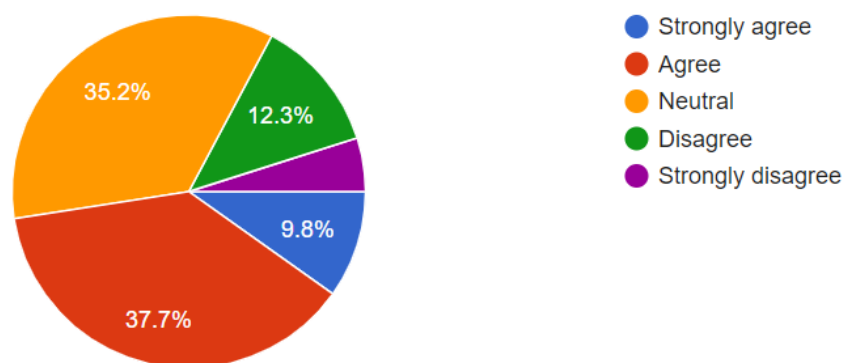


Fig 2.18

Users surfing these social media platforms collect massive amount of information based on the ads they see in the form of videos, images, pop-ups and other such advertisement methods which can be used on Facebook and YouTube. If the ads provide them relevant information, they also enhance their psychology towards making a purchase either in present or for future purposes. The ads assist the users. If the ads are likeable, interesting and creative, they improve the user's attitude towards the website and increase their purchase intention. That is why, information provided on the ads and the perceived value of the ads is very closely related. This is why most of the people agree that the ads shape their present and future buying decisions.

6. DISCUSSION AND CONCLUSION

Social media advertising provides a whole new dimension to advertising, as it offers interactivity to the users, especially on Youtube as compared to Facebook.. Facebook, by viral marketing and Youtube for sharing viral videos can enhance brand image and brand equity, thereby enhancing consumers' intention to purchase.

It is obvious that the advertising has changed from push advertising to confide based advertising. Although Facebook and Youtube both advertising offers this advantage, the nature of such advertising dictates that the successful effectiveness on consumers should include features such as participation, realization, personalization and feedback. This can be happen by companies planning on boosting their budget in order to customization advertising for their consumers. Currently, more basic than ever that successful companies use engagement advertising to determine or to use for successfully engaging their customers during before and after their purchase cycle, and that the basis for this engagement is enhancing either brand image and brand equity.

Moreover, many of the users agree that their willingness to buy brands has increased as a result of seeing the most “like”s and “share”s, which suggested that the brand is reputable. As many consumers have accepted Facebook and Youtube as a fashionable way of advertising and since most of the members are young adults, they tend to be interested in finding extraordinary styles by seeking after the information on a brand's pages and through the proposals and practices of friends and close associates. In order to make the present strongly serious market, firms should be educated regarding the brand familiarity with their customers and devise exceptional promoting systems likewise.

This paper has some limitations that have to be acknowledged. First, we are aware that the number of sample size could not completely apply to the whole population of Facebook and Youtube users. Second, in this study we only focused on the limit number of factors which involved in purchase intention of consumers as means to improve a company's advertising performance. Besides addressing these limitations, further research could be devoted to the effect of digital mobile advertising such as apps platforms on consumers' perceptions and motivation. This could be useful to estimate a model for mobile advertising that captures the dynamic relationship between consumer decision-making and mobile advertising through apps.

According to the articulated surveys and research conducted by our team in delving deep into the perceived value of advertisements by consumers, it can be conclusively noted that a generalised output would be deemed misleading. As this requisite output completely depends on the consumer's awareness and interests pertaining to the advertised product as can be inferred from the dominating “neutral” answer segment from the conducted surveys. For instance, a man watching a video on youtube would generally find an advertisement about feminine products as uninteresting. Or a woman stumbling upon an advertisement about men's grooming essentials would bear the same reaction. So, considering the key demographics of consumer segments based on history like cookies, tokens, etc would break barriers easier. Also, other rhetorical factors like nature of the advertisement, consumer awareness, duration of the promotion and unnecessary pop-ups also need to be taken into account as a potential irritable component which would rather shun consumers over persuading them to invest in the product.

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