

WHAT MAKES PEOPLE WATCH ONLINE IN-STREAM VIDEO ADVERTISEMENTS?

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A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements for the MBA Degree



SPRING, 2019

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record


S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	22-Feb	Cubicle	Chapter 01	
2	10-Apr	Cubicle	Chapter 2 & chapter 3	
3	15-May	Cubicle	Chapter 4	

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Dedication

I wholeheartedly dedicated this thesis to my beloved parents who continually provide their moral, their prayers, sacrifices, and encouragement, spiritual, emotional and financial support. I am also dedicating this research study to my elder sister MehvishHira who has been always with me and being my endless support and my source of inspiration gave me strength when I thought of giving up. To my brothers, sisters, mentor, friends and classmates who shared their words of advice and encouragement to finish this study. And lastly, I would like to thank Almighty Allah for giving me the strength, knowledge, power of mind, ability and opportunity to undertake this research study without his blessings, this achievement would not have been possible.

Acknowledgement

I would first like to thank my thesis advisor Sir KhurramAdeel Shaikh for supporting and helping me throughout this research project, the door of office was always open. Whenever I ran into a trouble spot or had a question about my research or writing. I also want to express my gratitude to my family, my university friends, respected teachers and all those people who extended their support and time to accomplish my research study.

Abstract

Purpose The aim of this research is to explore the factors which may influence the viewership of online in-stream videos Ads on YouTube. The viewership is based on the viewing device, viewing content, Advertising appeal, characteristics of the video & the user experience as a prosumer or spectator.

Methodology: The research undermines a quantitative research methodology follows a deductive approach. The sample size for this study is 300 whereas; the data is collected through primary sources. The questionnaire is published on good docs and people are asked to fill their responses against it. The collected data is then analyzed through Pearson correlation tests, T tests by defining four models. The reliability of the data is analyzed through Cronbach Alpha.

Findings: This is although a fact that, the online viewers watch full length mandatory ads than the skippable ads, more often the difference is quite small but, it is statically significant. The findings suggest that, among the various online video viewing devices, the smartphones come out to be the main device that facilitates the online video advertising viewership. The research has also identified that, entertainment value of advertising tends to be stronger than personal relevance in predicting advertising viewership. In addition, advertising was more likely to be viewed by famous YouTube personalities that include, the prosumer who seems to be producing and consuming the content on social media more actively as compared to the spectators who tend to watch, comment but, never create content on YouTube. In the end, this study provides a set of guidelines to the advertisers on how they could add value to their pre-roll online video ads & can better explain them about the advertising viewership considering the advertisement itself.

Limitations: The study includes the limitations of time and literature. Since, the concept discussed in the research is relatively a new one, which is more of a technology and user expectations oriented therefore, it requires more time for analysis and literature search is also not abundantly available.

Keywords: YouTube, Ad viewership, prosumers, spectators, in stream video

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