

**YOUTUBE ADVERTISING VALUE AND ITS EFFECTS ON
PURCHASE INTENTION IN KARACHI, PAKISTAN**

BY

SARAH MANZOOR

27506

A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



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YOUTUBE ADVERTISING VALUE AND ITS EFFECTS ON PURCHASE INTENTION IN KARACHI, PAKISTAN

Sarah Manzoor
02-121192-022

A Research Proposal Submitted to Department of Management Sciences,
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Abstract

Purpose: The purpose of this study was to determine how pertinent factors (irritability, information's, entertainment and trendiness) influence advertising value of YouTube. Secondly to check that do the YouTube ad value factors differ according to the demographic factors.

Methodology and Design: The sample size that was selected was 384. Data was collected from general public who use and spend time on YouTube. The questionnaire consisted of total 40 questions with the Likert rating scale. The data is analyzed using SPSS software version 23 and Smart PLS 3.

Findings: Age has insignificant impact on all three factors (informativness, irritability and entertainment) because p values are greater than 0.05. Education has insignificant impact on in formativeness and entertainment. However, education has significant impact irritability because ($0.008p < 0.05$). Gender has also insignificant impact on all three factors (informativness, irritability and entertainment). Income has significant income all three factors (entertainment, irritability and informativness). Entertainment has significant impact on YouTube advertising value because ($0p < 0.05$). Also, Informativness has significant impact on YouTube advertising value because ($0p < 0.05$). Irritability has significant impact on YouTube advertising value because ($0.012p < 0.05$). Lastly, YouTube advertsing value has significant impact on purchase intention because ($0p < 0.05$).

Limitations: This study does not concentrate on specific brand or product category ads. It was generalized research for YouTube ads which can help businesses to create the ads according to the demographic factors and impact of advertising value on purchase intention.

Recommendations: It has been recommended that researchers must also find other YouTube advertising factors to measure the impact of it on the consumers purchasing intention. The research finding recommend that marketers must pay good attention towards irritability of the ads.

Keywords: YouTube advertising, purchase intention, social media advertising.

TABLE OF CONTENTS

YOUTUBE ADVERTISING VALUE AND ITS EFFECTS ON PURCHASE INTENTION IN KARACHI, PAKISTAN	i
CHAPTER 1	1
INTRODUCTION	1
1.1 Introduction	1
1.2 Background	1
1.3 Problem Statement	2
1.4 Research Objectives	3
1.5 Research Questions	3
1.6 Significance of the Study	4
1.7 Scope of the Research	4
1.8 Organization of the Thesis	4
CHAPTER 2	6
LITERATUREREVIEW	6
2.1 Social Media.....	6
2.2 Social Media Advertising.....	6
2.3 Demographic Factors	7
2.3.1 Age and Purchase Intention	8
2.3.2 Level of Income and Purchase Intention	8
2.3.3 Level of Education and Purchase Intention	9
2.4 YouTube Advertising.....	9
2.5 Purchase Intention	11
2.5 Factor Affecting YouTube Advertising Value.....	12
2.5.1 Irritability.....	12
2.5.2 Informativeness.....	12
2.5.3 Entertainment and Trendiness.....	13

2.6 Impact of Demographics on Advertising Effectiveness and Advertising Attitude .13

2.7 YouTube Advertising Value and Purchase Intention.....14

2.8 Summary of Literature Review15

2.9 Research Hypotheses.....18

2.10 Conceptual Framework19

CHAPTER320

Research Methodology20

3.1 Research Approach& Type20

3.2 Research Design20

3.3 Research Population21

3.4 Sample Size & Sampling Technique.....21

3.5 Research Variable.....21

Dependent Variables22

3.6 Data Collection.....22

3.7 Data Analyses Method22

CHAPTER 423

Results.....23

4.1 Respondent Profile23

4.2 Outer Loadings:.....24

4.3 Reliability Analyses25

4.4 Validity.....26

4.4.1 Discriminant Validity:26

4.5 Hetrotrait and Monotrait ratio (HTMT Ratio):.....27

4.6 Cross loadings:28

4.7 Path analysis29

4.8 Predictive Relevance31

4.9 Mediating Analysis.....32

4.10 Correlations32

4.11 Anova for Monthly Income:34