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

BY

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



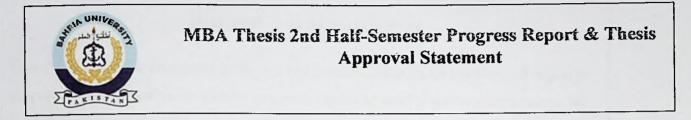
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## **BUSINESS STUDIES DEPARTMENT**

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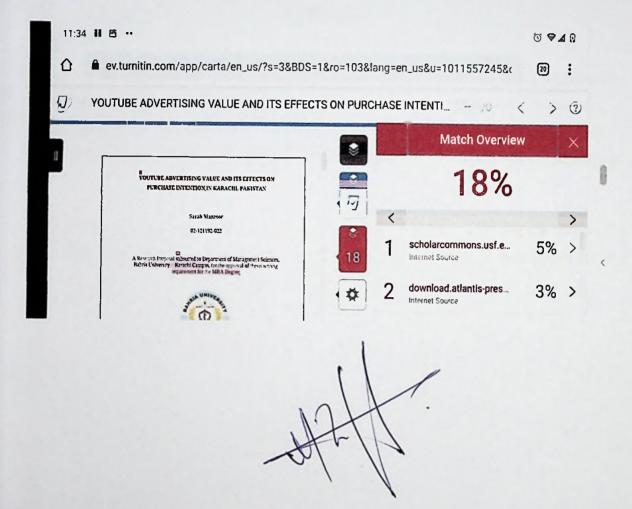


#### Supervisor - Student Meeting Record

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1-	20-2-2021	ZoomOnline	Introduction, Data Analysis (and usion	Parah

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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). Lastly, YouTube advertising value has significant impact on purchase intention because (0p<0.05).

Limitations: This study does not concentrateon 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 YouTubeadvertising 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.

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