A COMPARATIVE ANALYSIS OF IMPACT OF YOUTUBE VIDEOS ON CONSUMER'S PURCHSE INTENTION: A SURVEY OF UNIVERSITY STUDENTS OF ISLAMABAD, PAKISTAN

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A thesis submitted in fulfilment of the

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Dedication

Dedicated to my loving Father "Zahid Abbas Khan Khattak" for his care and encouragement and to my Mother, Wife, Brother and Sister for their continuous efforts to make me a lifelong learner.

Mohsin Zahid Khan

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Abstract

YouTube is one of the new social media platforms that has received minimal research related to consumer purchase behavior. This paper aims to identify the factors that affect purchase intention of consumers who watch product related YouTube videos. Questionnaires for consumers who watch mobile videos that is a unisex product, on YouTube are used to investigate the hypotheses. Linear Regression approach is used to explore the relationships in the model with a total of 273 valid questionnaires. The findings reveal that product related videos on YouTube are important for influencing consumers' purchase intentions. In addition, several factors affect purchase intention on different levels. This study is one of the rare studies that combine Promotional YouTube videos and Influencer's YouTube Video to find antecedents that are significantly affecting consumer's purchase intention and, therefore comparing both categories of YouTube Videos in a new geographical context. This study also extends previous research on purchase intention related to other social media platforms. Also, it introduces new factors that are specific to YouTube.

Keywords Purchase intention, user-generated content, YouTube, Promotional YouTube Video, Influencer's YouTube Video, regression.

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