

IMPACT OF YOUTUBE INFLUENCER SMARTPHONE
ADVERTISING ON CONSUMER PURCHASE INTENTION: AN
EMERGING ECONOMY PERSPECTIVE



By

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ABSTRACT

Purpose

The purpose of this research paper is to investigate the impact of Pakistani YouTube influencer smartphone advertising on the consumers perception of advertizing value and their purchase intention, and to explore the demographic trends of the Pakistani YouTube users who follow or watch influencer content on the platform and who are smartphone users.

Design/Methodology/Approach

This study employed a quantitative research approach and was conducted by means of a questionnaire among a sample of 397 respondents with valid survey responses. Linear and multiple regression, multicollinearity analysis, and mediation analysis conducted using the Process macro method developed by Hayes was employed.

Findings

The results confirm that Pakistani YouTube influencer smartphone advertising has a significant effect on the customer's perceived advertising value and the consumers purchase intention. Pakistani consumers who are users of YouTube and smartphones found Pakistani YouTube influencer smartphone advertising to be entertaining, informative, credible (both trustworthy and of expertise), and to be of high advertising value, which led to their positive purchase intentions. The statistical findings concluded a negative significant relationship between the customers perceived irritation of the Pakistani YouTube influencer smartphone advertisements and the consumers perceived advertising value.

Research Limitations/Implications

The research study has some notable limitations. Firstly, the study was limited to Pakistani consumers falling within the age range bracket of 16 years to 40 years, the social media platform YouTube, and was focused on the smartphone industry of Pakistan. Secondly, the present study's scope was based on a general YouTube influencer advertising definition which included different types of YouTube influencer

advertisements. Lastly, the present study's research theoretical framework model focused on the mediation effects of advertising value.

Practical Implications

The findings of this research study can be utilized by marketing managers, digital marketing agencies, and brands to consider budgeting and implementing influencer advertisement campaigns that have shown favourable advertisement value and purchase intention outcomes within the smartphone industry of Pakistan. The demographics data of the research study – including age ranges, gender, monthly income levels, number of household family members, providence of residence, and favourite smartphone brands -- can also be taken into consideration by the aforementioned stakeholders to make more informed and efficient budgeting and strategy decisions.

Originality/Value and Theory Implications

To the best of the author's knowledge, this is the first thesis research subject that investigates the impact of Pakistani YouTube influencer smartphone advertising on the consumers purchase intention. The advertising value model pioneered by Ducoffe was expanded upon in this research study. Whereas the original advertising value model focused on the relationship of the independent variables of entertainment, informativeness, and irritation with advertising value, this research has expanded upon the advertising value model by exploring the effects of ad trustworthiness and expertise on advertising value, as well as exploring the relationship of these constructs to the consumer's purchase intention. While the original advertising value model was utilized to explore traditional forms of advertisements and web 1.0 ads, the present study applied the model to YouTube influencer advertising of smartphones in Pakistan.

Keywords

Entertainment, Informativeness, Credibility, YouTube influencer advertising value, Purchase intention

Table of Contents

CHAPTER 1	12
INTRODUCTION	12
1.1 Introduction	12
1.2 Background	12
1.3 Problem Statement	13
1.4 Research Gap	14
1.5 Purpose of the Research	14
1.6 Research Questions	14
1.7 Research Objectives	14
CHAPTER 2	16
LITERATIVE REVIEW AND PROPOSED RESEARCH HYPOTHESIS	16
2.1 Underlying Theory	16
2.2 Entertainment	16
2.3 Informativeness	17
2.4 Irritation.....	18
2.5 Credibility (Trustworthiness and Expertise)	19
2.6 Influencer Advertising Value and the Customers Purchase Intention	20
2.7 Research Theoretical Framework Model	21
CHAPTER 3	22
METHODOLOGY	22
3.1 Research Approach.....	22
3.2 Research Design	22
3.2.1 Unit of Analysis.....	22
3.2.2 Industry.....	23
3.2.3 Population.....	23
3.2.4 Sample Size	23
3.2.5 Sampling.....	24
3.2.6 Sample Selection Strategy & Data Collection Technique.....	24
3.2.7 Questionnaire Distribution	25
3.2.8 Data Analysis	25
3.2.9 Research Instrument	25
CHAPTER 4	27
ANALYSIS & RESULTS	27
4.1 Demographics.....	27
Table 4.1.1: Gender	27
Table 4.1.2: Education Level	27
Table 4.1.3: Age in Years.....	28
Table 4.1.4: Source of Income	29
Table 4.1.5: Self Earned Monthly Income Level	29
Table 4.1.6: Number of Household Family Members.....	30
Table 4.1.7: Province of Residence.....	31
Table 4.1.8: Favourite Smartphone Brand	31
Table 4.1.9: Descriptive Statistics (Skewness and Kurtosis)	32
4.2 Reliability Analysis	33
Table 4.2: Reliability Statistics	33
4.3 Regression Analysis	34

Table 4.3.1: Descriptive Statistics	35
Table 4.3.2: Pearson's Correlation Coefficient (2-tailed)	35
Table 4.3.3: Multicollinearity Analysis	37
4.4 Hypothesis Testing	37
Table 4.4.1: Model Summary	38
Table 4.4.2: ANOVA	38
Table 4.4.3: Hypothesis Testing	39
4.5 Mediation Analysis	42
Table 4.5.1: Mediation Analysis (H6b)	42
Table 4.5.2: Mediation Analysis (H6c)	43
Table 4.5.3: Mediation Analysis (H6d)	44
Table 4.5.4: Mediation Analysis (H6e)	45
Table 4.5.5: Mediation Analysis (H6f)	46
4.6 Acceptance/Rejection Status of the Hypothesis	47
Table 4.6: Acceptance/Rejection Status of the Hypotheses	47
CHAPTER 5	49
DISCUSSION AND IMPLICATIONS.....	49
5.1 Key Findings	49
5.2 Originality/Value and Theory Implications	51
5.3 Managerial Implications	52
5.4 Conclusion	52
CHAPTER 6	53
LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH	53
6. Limitations and Directions for Future Research	53
References	54
Appendix: Questionnaire.....	59
Plagiarism Report.....	62