

YouTube Advertisements: A blessing or a curse? Generation Z's perspective about YouTube Advertisements

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Abstract: *The research studied impact of informativeness of YouTube ads on purchase intention of consumers, incorporating two moderators, irritability and entertainment and trendiness. The sample consisted of generation Z and the study focused on how generation Z perceives YouTube ads. For the purpose of data analyses AMOS software was used. Confirmatory factor analysis and structural equation model was incorporated in the study. The results depicted that Ad informativeness has a positive relationship with the purchase intention of the product or service being advertised (HI). The extant literature supports the result as it states informativeness has a positive relationship with purchase intention due to the fact that messages that are of high quality are more prone to cultivating the purchase impulse for consumers to purchase the product being advertised (Tan, 2021). If the advertisement is informative it will have a positive and significant impact on consumer's purchase intention. There were two moderators being studied in the research, irritability and entertainment and trendiness.*

Keywords: *YouTube, Advertisements, blessing, or a curse? Generation Z's perspective*

Introduction

Social media platforms have been regarded for their ability to provide extensive information to users (Lee, Choi & Kim, 2005). YouTube, being a social media platform, has thus been credited for its

ability to captivate consumers by allowing them to find new content to get entertained by and thus widen their interests. Businesses have henceforth tapped upon this opportunity to capitalize on YouTube being a platform for the promotion of products and services to easily reach target audiences (Firat, 2019). Inevitably, advertising on YouTube became the norm for many businesses across the globe. Businesses found that running advertisements on YouTube not only led to increased revenues, but also improvement in brand impressions as well (Rodriguez, 2017). On the other hand, from the user's perspective, the fact that YouTube ads can be skipped after a few seconds led them to a positive impression being established and enhanced the viewing experience for users, all the while benefiting the company launching the ad (Pashkevich et al., 2012). One of the major strengths YouTube enjoys is the fact that it is a platform that provides both the advertiser and the customers with subtle advantages over the other. The advertiser can aptly aim for the target audience based on the product being sold in line with the customer's interests. Since the views on an advertisement on YouTube depend on the end user's interests, as well as the device they are using while operating the social media platform (Krasniak, 2017) allows for the customer to receive curated content in the form of video advertisements while simultaneously using the social media platform for its intended purpose (Ashraf et al., 2021). The fact that this strategy favors both the marketer, and the user can be confirmed by a global survey of marketers that was held in December 2017 which concluded that advertisers consider YouTube as being one of the most efficient video platforms for advertising (Chadha, 2018) since statistical records show that YouTube ads with universal appeals targeted at the mass market result in higher viewership at a low cost per view. Henceforth, for the customers, YouTube advertisements serve an important purpose of informing and entertaining them while simultaneously raising awareness and increasing customers interaction with the intended message, which naturally, benefits the business aiming to advertise its product or service as well (Dehghani et al., 2016; Aslam, 2018) in a quick and cost-effective way, allowing for instantaneous exposure to the target audience and faster payback on the intended advertising effort for the company (Dwivedi et al., 2021)

In order to understand Generation Z and their attitude towards YouTube ads, it would be useful to first define Generation Z. According to Duffett (2020) Generation Z are those individuals who were born a few years before the turn of the century and afterwards. This makes Generation Z the primarily authentic 21st century generation. Born and raised in the golden age of digital technology, people from Generation Z cannot fathom a world without smart devices, personal computers, the internet, social media, and the omniscient search engine, Google. Rightfully so, this cohort is known as the “internet generation” (Ji et al., 2022). With the advent of digital technology, one cannot ignore YouTube. Founded by Steve Chen, Chad Hurley, and Jawed Karim, and originally launched in February 2005, the website was created with the intention of allowing people to create and share short videos on the internet. The website was then purchased by Google a year later (Terantino, 2011). Thus, the creation of YouTube is heavily associated with the emergence of Generation Z since both came into existence in the same time frame. Mir & Rehman (2013) claim that unlike older generations, younger generations like Generation Z consider user-generated content to be more reliable, and thus businesses should use YouTube as a platform to advertise their offerings. When it comes to the running on advertisements on YouTube and the subsequent purchase intentions stimulated within the Generation Z cohort, research has unveiled both positive and negative associations. On the one end, since Generation Z spends a lot of time streaming videos (on websites such as YouTube) it makes sense that there is a higher chance of them developing favorable inclinations to buy an offering once its ad has aired on the video streaming platform, especially since the Generation Z cohort considers user-generated content to be more reliable (Duffer, 2020). However, on the other hand, individuals from Generation Z are considered to be impatient and consider advertisements being aired on YouTube as being a cause for annoyance and waste of their time. Henceforth, they often end up purchasing YouTube Premium, a subscription-based service that allows for the curation of customized content and streaming without advertisements (Sokolova & Kefi, 2020). It is thus recommended that the type of advertisements aired on YouTube should thus be relatable to Generation Z, which makes sense since they are the most dominant group of users over

the internet. Many individuals from Generation Z complain that advertisements on YouTube are not in line with their interests, and thus they find them to be annoying and chose to skip them (Ji et al., 2022). Thus, the current research aimed to study generation Z and their response towards YouTube advertisements. The research aimed to collect information regarding generation Z's view on informative advertisements aired on YouTube. It aimed to analyze whether generation Z, would purchase a product on the basis of YouTube ads being entertaining and trendy, or they would not purchase a product on the basis of YouTube ads being irritable.

The current research contributes to the literature by studying the impact of two moderators (irritability and entertainment and trendiness) on the relationship of informativeness and purchase intention. It is the first research that made an effort to study the impact of two moderators considering the impact it had on informativeness and purchase intention of Youtube ads.

Hypothesis Development

Informativeness and Purchase Intention

Informativeness refers to a consumer's acknowledgement and comprehension regarding the quality of information of a message (Tan, 2021). An informative YouTube ad would thus inform consumers about the nature of the product or service, its price and whether applicable discounts would be provided, the physical location of the seller of the product or service, as well as providing a link for consumers to get redirected to the online store selling the product (Tan, 2021). The importance of advertisement informativeness can be observed by the fact that the informativeness of an advertisement is categorized as being one of the most vital characteristics influencing how a consumer positions the product or service being advertised (Zernigah & Sohail, 2012). Consequently, in the context of YouTube advertisements, Sanad (2016) claimed that the ease in access of information in a digital sphere is a driving force for the alteration in consumer perception, and thus, the desire to purchase the product being advertised.

It is proposed that informativeness will have a positive relationship with purchase intention due to the fact that messages that are of high quality are more prone to cultivating the hedonic impulse for consumers to purchase the product being advertised, alongside providing adequate product or service details necessary for consumers to make rational and logical decisions about the product or service (Tan, 2021). Therefore, in light of the above discussion, the following hypothesis can be deduced:

H₁: Ad informativeness has a positive relationship with the purchase intention of the product or service being advertised.

Irritability Moderating Impact on Informativeness and Purchase Intention

Irritability, in the context of advertising, refers to the invasive, distasteful, and frustrating feelings stimulated by advertisements (Arora and Agarwal, 2019; Kim, 2020). When consumers associate an advertisement with negative emotions, they are prone to developing a negative attitude towards the product or service being advertised (Kang et al., 2022; Niu et al., 2021). Henceforth, even if the advertisement is providing quality content in terms of in the informativeness of the ad, if the consumer finds the ad to be irritating, it will counter the prospect of a purchase intention to be developed, which is the main objective of any advertisement. (Shareef et al., 2019).

Since little research has been conducted on the moderating effect of irritability on digital advertising (Tariq and Tanveer, 2021) it becomes all the more vital for research to fill in this existing gap. Andersson et al. (2014) rightfully assert that examination of a potential moderating effect between variables should be carried out to formulate a new theoretical understanding and fill in existing gaps, provided that prior literature exists to support the moderation. The moderating role of irritability can thus be supported through the fact that irritability effects both advertising value and attitude toward advertising, both of which are a function of informativeness since informativeness has a positive effect on perceived advertising value (Bakr et al., 2019; Falcao and Isaias, 2020; Jebarajakirthy et al., 2021). Therefore, the fact that irritability negatively impacts advertising value, regardless of the information being provided, puts forth the theoretical concept of it having a moderating effect on the final

purchase intention of the consumer. Therefore, in light of the above discussion, the following hypothesis can be deduced:

H₂: Irritability associated with a YouTube advertisement negatively moderates the relationship between informativeness and purchase intention for the product or service being advertised.

Entertainment and Trendiness Moderating Impact on Informativeness and Purchase Intention

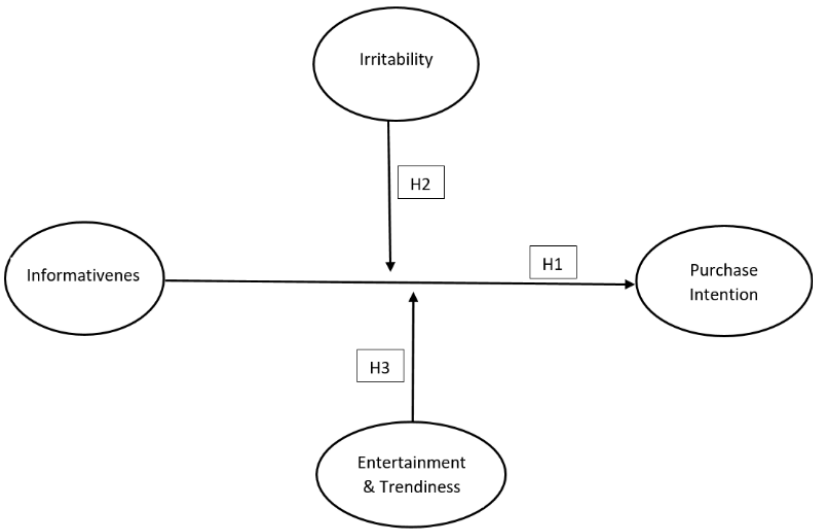
Entertainment refers to the ability of an advertisement to stimulate visual gratification in a consumer. (Oh and Xu, 2003). Entertainment enjoys substantial significance for when it comes to the creation of advertising value and is thus vital for the efficacy of online advertising. (Aaker et al, 1992; Ducoffe, 1996) as studies prove that entertainment is positively associated with the value of online advertising (Brackett & Carr, 2001; Ducoffe, 1996; Taylor et al., 2011). Trendiness, on the other hand, plays a concurrent role with entertainment i.e., in order to make an advertisement seem entertaining, marketers ensure that recent trends are incorporated within the advertisement. Henceforth, modern, digital advertising, capitalization has been achieved through identifying and tapping into recent trends (Taylor, 2009). This means of capitalization began with what Frank (1997) characterized as the “conquest of cool” in the 1960s whereby advertisements increasingly relied on cultural perceptions of what was considered trendy in order to solidify the probability of the product being sold (Taylor, 2009).

If looked at the bigger picture, entertainment and trendiness are related to the informative aspect of an advertisement in the sense that if a YouTube advertisement is informative but does not effectively entertain viewers or bring forth recent trends to establish familiarity with the target audience, the advertisement would not complete its goal of bringing about the motivation to purchase for the consumers. Henceforth, informativeness is an important factor contributing to the degree of effectiveness of an advertisement (Blanco et al., 2010). However, entertainment and trendiness exert a positive moderating effect on the final purchase intention of the consumer, regardless of the degree of

informativeness of the advertisement. Therefore, in light of the above discussion, the following hypothesis can be deduced:

H3: Entertainment and trendiness associated with a YouTube advertisement positively moderates the relationship between the purchase intention for the product or service being advertised.

Theoretical Framework



Data

A total of
collected
belonging

administered questionnaires were conducted and out of 337 responses gathered, 309 were useable. The rest of the responses were dropped due to missing data. The response rate came out to be 91.6%. Geographical area targeted was Lahore, which is a major city in the province of Punjab, Pakistan.

A. Measures

The questionnaire consisted of two demographic questions, age and gender of the respondents. To measure the four variables studied in the research, a five point Likert scale was used. The higher values depicted agreement, ranging from 1 = strongly disagree and 5 = Strongly agree. The items were adapted from Firat (2019). Seven item scale was used to measure informativeness. Sample item includes “I get extensive information with YouTube ads.” Eight item scale was used to measure irritability. Sample item includes “YouTube ads are confusing.” Seven item scale was used to measure

Methodology
collection

309 responses were
from respondents
to generation Z. Self-

Entertainment and Trendiness. Sample item includes “I am learning about trends with YouTube ads.” Three item scale was used to measure Purchase Intention. Sample item includes “After watching YouTube ads, I want to make a purchase.”

Data Analysis: Descriptive Statistics

The results of the data collected are shown below. Majority of the respondents were male (63.75%) and 36.24% respondents were females. Majority of the respondents (97.41%) belonged to age group 18 to 25 years, followed by 1.94% respondents in age group 16 to 33 years and 0.64% respondents in the age group of 34 to 41 years. Table I shown below represents the descriptive statistics.

Table I: Descriptive statistics of respondent's characteristics

Measure	Value	Frequency	%
Gender	Male	197	63.75%
	Female	112	36.24%
Age			
	18 to 25	301	97.41%
	16 to 33	6	1.94%
	34 to 41	2	0.64%
N = 309			

Data Analysis: Reliability and Factor Loadings

The current study tested three hypotheses which included two moderators. Firstly, direct relationship between informativeness (independent variable) and purchase intention (dependent variable) was tested (H1). Secondly, irritability was added as a first moderator and Entertainment and trendiness was added as a second moderator in the model. AMOS software was used in order to understand the effects of moderation.

Confirmatory factor analysis was conducted to test the model. As shown in table 2, Construct reliability (CR) and factor loadings of the variables were computed. CR was used to compute the

internal consistency of the scale used. The value of CR was higher than 0.7 for all the constructs as shown in the table below (Hair et al., 2012). It shows that CR holds for all of the variables. Factor loadings for all the variables came out to be greater than 0.4, hence all of the items were retained. One of the items IRR2 showed factor loading of 0.365 which can be rounded off to 0.4 hence that item was also retained. On the other hand, the model showed a good fit as CFI and IFI values came out to be greater than 0.8. CFI value was equal to 0.831 and IFI value was equal to 0.833, which indicates a moderate fit. It is generally believed that CFI and IFI should be at least greater than 0.8 (Zhou & Zhang, 2019).

Table 2: Reliability and Factor Loadings

Construct	Construct Reliability	Item	Factor Loadings	Model Fit
				CFI = 0.831
				IFI = 0.833
Informativeness (IN)	0.889	IN1	0.629	
		IN2	0.652	
		IN3	0.692	
		IN4	0.788	
		IN5	0.751	
		IN6	0.765	
		IN7	0.826	
Purchase Intention (PI)	0.864	PI1	0.760	
		PI2	0.856	
		PI3	0.855	
Irritability (IRR)	0.862	IRR1	0.448	

		IRR2	0.365	
		IRR3	0.840	
		IRR4	0.823	
		IRR5	0.820	
		IRR6	0.844	
		IRR7	0.600	
		IRR8	0.462	
Entertainment & Trendiness (ET)	0.866	ET1	0.505	
		ET2	0.576	
		ET3	0.732	
		ET4	0.689	
		ET5	0.792	
		ET6	0.816	
		ET7	0.711	

Data Analysis: Hypothesis Results

The hypothesis results are shown in table 3. The table shows that all three hypotheses were accepted. The first hypothesis stated that Ad informativeness has a positive relationship with purchase intention and it was accepted ($\beta = 0.350, p < 0.001$). The second hypothesis stated that Irritability associated with YouTube advertisement negatively moderates the relationship between informativeness and purchase intention. The second hypothesis was also accepted ($\beta = - 0.108, p < 0.05$). The third hypothesis was Entertainment and trendiness associated with a YouTube advertisement positively

moderates the relationship between informativeness and purchase intention. It was also accepted ($\beta = 0.112, p < 0.05$).

The results contribute to the research of YouTube ads as both positive and negative perspectives have been highlighted. Firstly, the irritability factor has been discussed and the result showed a significant but negative impact it as on purchase intention of consumers. It implies that if consumers find the advertisement informative and irritable at the same time, it will most likely lower the chances of them purchasing that product. On the other hand, if the consumers find the YouTube advertisement as informative and entertaining and trendy at the same time, then consumers will have a positive impact to purchase the product.

Table 3: Hypothesis Results		
Hypothesis:	P-value	Beta Value
<i>H₁: Ad informativeness has a positive relationship with the purchase intention of the product or service being advertised.</i>	***	0.350
<i>H₂: Irritability associated with a YouTube advertisement negatively moderates the relationship between informativeness and purchase intention for the product or service being advertised.</i>	0.030	-0.108
<i>H₃: Entertainment and trendiness associated with a YouTube advertisement positively moderates the relationship between informativeness and purchase intention for the product or service being advertised.</i>	0.030	0.112

Discussion and Conclusion

The research studied impact of informativeness of YouTube ads on purchase intention of consumers, incorporating two moderators, irritability and entertainment and trendiness. The sample consisted of generation Z and the study focused on how generation Z perceives YouTube ads. For the purpose of data analyses AMOS software was used. Confirmatory factor analysis and structural equation model was incorporated in the study. The results depicted that Ad informativeness has a positive relationship with the purchase intention of the product or service being advertised (H1). The extant literature supports the result as it states informativeness has a positive relationship with purchase intention due to the fact that messages that are of high quality are more prone to cultivating the purchase impulse for consumers to purchase the product being advertised (Tan, 2021). If the advertisement is informative it will have a positive and significant impact on consumer's purchase intention. There were two moderators being studied in the research, irritability and entertainment and trendiness.

Results showed that Irritability associated with a YouTube advertisement negatively moderates the relationship between informativeness and purchase intention for the product or service being advertised (H2). This was one of the contributions of the research to study irritability as a moderator variable, however the extant literature has shed light on irritability factor. Irritability, in the context of advertising, refers to the invasive, distasteful, and frustrating feelings stimulated by advertisements (Arora & Agarwal, 2019; Kim, 2020). When consumers associate an advertisement with negative emotions, they are prone to developing a negative attitude towards the product or service being advertised (Kang et al., 2022; Niu et al., 2021). Henceforth, even if the advertisement is providing quality content in terms of in the informativeness of the ad, if the consumer finds the ad to be irritating, it will counter the prospect of a purchase intention to be developed, which is the main objective of any advertisement (Shareef et al., 2019).

Moreover, results showed that Entertainment and trendiness associated with a YouTube advertisement positively moderates the relationship between informativeness and purchase intention for the product or service being advertised (H3). This was the second contribution of the research,

however the literature does discuss about the impact of entertaining ads and trendy ads on purchase intention of consumers. Entertainment enjoys substantial significance for when it comes to the creation of advertising value and is thus vital for the efficacy of online advertising (Aaker et al, 1992; Ducoffe, 1996) as studies prove that entertainment is positively associated with the value of online advertising (Taylor et al., 2011). Trendiness, on the other hand, plays a concurrent role with entertainment i.e., in order to make an advertisement seem entertaining, marketers ensure that recent trends are incorporated within the advertisement. Henceforth, modern, digital advertising, capitalization has been achieved through identifying and tapping into recent trends (Taylor, 2009). Thus we can conclude that entertainment and trendiness positively moderates and the relationship between informativeness and purchase intention.

Managerial Implications

From practical perspective managers should devise their marketing strategies for Youtube advertisements in such a way that it is informative for the consumers. They should also keep in mind to minimize the irritability factor in an advertisement and only focus on entertainment and trendiness of the advertisement. They should definitely follow the latest trends and design advertisements accordingly to ensure higher purchase of their products.

B.Limitations and Future Research Direction

The current research has a few limitations. The findings of the study are only applicable on how generation Z views YouTube advertisements as the sample comprised of respondents who belong to generation Z. Hence, the generalizability of the result is compromised. Furthermore, the future research should incorporate other positive aspects of YouTube advertisements, such as paid advertisements or more frequently occurring advertisements. Researchers can study specific product categories in order to determine how consumers react to different products. Moreover, they can also study millennials reaction to YouTube advertisements as both generation Z and millennials are considered to be using YouTube more than other generations (Firat, 2019).

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Update it after methodology onwards

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