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Impact of YouTube advertising on purchase intention: A Pitch

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Abstract: Internet technology has proved its worth in every field of life. Due to its vast penetration, organisations started using this technology as a marketing platform. YouTube is one of the online platforms which is subscribed by millions of users and has become a reliable channel for advertising. However, the understanding regarding the effectiveness of YouTube advertising remains limited. Accordingly, this PRL applies the pitching template developed by Faff (2015; 2019) to an academic project titled “Impact of YouTube Advertising on Purchase Intention”. In this PRL, researchers develop a framework for a research project to identify the core elements of the research. This letter consists of introduction section, followed by pitchers’ brief commentary and personal reflection on pitching exercise.

Keywords: YouTube advertising, purchase intention, technological marketing, pitching research

JEL codes: M31, M37

1. Introduction

The purpose of this letter is to apply the pitching template developed by Faff (2015; 2019) to a research project titled “Impact of YouTube advertising on purchase intention”. This is a “real” pitch as we applied the two-page pitching template on our empirical research project. *The “pitching template” is a tool which allows for*

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articulation of the critical idea, data and methodology and expected contribution of a research project (Machek & Kubíček, 2019: 443). Starting and ending are the two critical challenges in every research project (Iqbal & Ashraf, 2017; Maseeh, 2019). Professor Robert Faff's work provides a guideline to researchers to overcome such challenges for a timely completion of their research projects (Faff, 2015; Faff *et al.*, 2017).

In our study, we will investigate the impact of YouTube advertising on customers' purchase intention. Launched in 2005, YouTube is a well-regarded social media platform which enables its users to post, watch, like or dislike and comment on shared contents (i.e. videos). In every minute, 100 hours of videos are uploaded on YouTube. More than one billion users visit this site per month. These visitors watch approximately six billion hours of videos every month and like, share, and comment on various videos. These calculations make YouTube the 3rd highly visited website in the world (Dehghani *et al.*, 2016).

In the next section of this letter, we have discussed a brief commentary on pitching exercise followed by the completed pitch. In the third section, we have elaborated our personal reflection on pitching exercise. It is followed by the conclusion section.

2. Brief commentary on the pitching exercise

Our completed pitch titled "Impact of YouTube advertising on purchase intention" is presented in Table 1 (Item A). The primary research question is *what is the impact of YouTube advertising on purchase intention?* (Item B). The key research papers (KPs) related to the research question are Dehghani *et al.* (2016), Yang, Huang, Yang, and Yang (2017), and Sokolova and Kefi (2020) (Item C). Selection of key research papers fulfil the criteria suggested by Faff *et al.* (2017):

- 1) Recently published;
- 2) Top-tier journals; and
- 3) By the experts in the field.

The first key research paper Dehghani *et al.* (2016) titled "*Evaluating the influence of YouTube advertising for attraction of young customers*" examines the factors that influence customers' purchase intention. This paper is published in "Computers in Human Behaviour" which is a well reputed journal and have an impact factor 5.003 in Journal Citation Report (JCR) 2020.

The second key research paper Yang *et al.* (2017) titled "*Consumer attitudes toward online video advertisement: YouTube as a platform*" investigates customers' attitude towards YouTube advertising while they watch online videos on YouTube. This

paper is published in “Kybernetes”, a well reputed journal with JCR impact factor 1.754.

The third key research paper Sokolova and Kefi (2020) titled “*Instagram and YouTube bloggers promote it, why should I buy? How credibility and para-social interaction influence purchase intentions*” examines the influence of physical attractiveness, attitude homophily, social attractiveness, credibility, and para-social interaction of Instagram and YouTube bloggers on customers purchase intention. This paper is published in “Journal of Retailing and Consumer Services” which has 4.219 impact factor in JCR.

Our research will examine the effectiveness of YouTube advertising considering entertainment, informativeness, customisation, and irritation as independent variables, and advertisement value and brand awareness as mediators that in turn influence customers’ purchase intention which is the dependent variable. The findings will help understand customers’ intention to purchase a product advertised on YouTube. Accordingly, this research will contribute to the literature on electronic and social media marketing.

3. Personal reflection on the pitch exercise

Making a sound start is the most challenging step in a research (Faff, 2019). This is because a researcher needs to affirm that the proposed research idea is novel and will contribute to theory and practice. It is only possible when a researcher reviews the extant literature in the area of study. Although pitching exercise can be daunting for some researchers (Nguyen, 2020), we found pitching exercise quite useful. That is, showing a clear picture of research gap and significance of the research, pitching exercise helped us communicate research ideas in a succinct and concise manner. It enabled us to draft a research plan in “4-3-2-1” template where “4” depicts working title, basic research questions, key papers, and motivation; “3” specifies three fundamental components of this research project i.e. idea, data, and tool; “2” shows two important questions, i.e. what’s new? and so what?; and “1” demonstrates contribution of the research.

Drawing a Mickey Mouse diagram in pitching exercise enables researcher(s) to demonstrate their overall research plan and its outcomes in a simple and easily understandable manner. In pitching exercises, researchers have used Mickey Mouse diagrams to present scope of research (e.g. Iqbal & Ashraf, 2017; Raut, 2019; Nguyen, 2020). We also developed the Mickey Mouse diagram for our research project (see Figure 1) which demonstrates the novelty of our research idea.

Table 1. Completed research pitch template on Impact of YouTube advertising on purchase intention

Pitcher's Name	Mehak Rehman; Haroon Iqbal Maseeh	For category	Marketing	Date Completed	23 September 2020
(A) Working Title	Impact of YouTube advertising on purchase intention				
(B) Basic Research Question	How YouTube advertising impacts customers' purchase intention				
(C) Key Research Papers	<p>Delghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. <i>Computers in human behavior</i>, vol. 59: 165-172.</p> <p>Yang, K. C., Huang, C. H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. <i>Kybernetes</i>, vol. 46, no. 5: 840-853.</p> <p>Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. <i>Journal of Retailing and Consumer Services</i>, vol. 53: 1-9.</p> <p>Due to a large number of subscribers, YouTube has become a mainstream advertising platform (Nielsen, 2012). Millions of dollars are invested on YouTube advertising. However, the question that whether YouTube advertisers harvest favourable outcomes, such as an increase in sales through YouTube advertising has not yet been answered, specifically in the context of developing countries like Pakistan.</p> <p>Three core aspects of any empirical research project, i.e. the "IDIOTs" guide.</p>				
(D) Motivation Puzzle	The introduction of YouTube revolutionised the way of internet-based marketing. It enabled organisations to communicate advertisement messages in an attractive way. However, the effectiveness of YouTube advertising in the context of developing countries, such as Pakistan, needs to be studied. Therefore, the current research is aimed at investigating the influence of YouTube-based advertisement contents, such as entertainment, informativeness, customisation, and irritation on perceived value of advertisement, brand awareness, and customers' purchase intention.				
THREE					
(E) Idea?					
(F) Data?	<p>Country: This study is carried out in Pakistan.</p> <p>Unit of analysis: YouTube subscribers are the respondents.</p> <p>Sampling period: The data collection process started on 29-08-2020.</p> <p>Sample size: A total of 500 YouTube subscribers will be contacted for data collection.</p> <p>Data source: Data is being collected through paper-based and online questionnaires.</p> <p>Research assistance: Research assistance is not needed.</p> <p>Funding: Funding is not required for this research project.</p> <p>Data collection: We are collecting the data with due consideration which minimises the probability for missing data.</p>				

Pitcher's Name	Mehak Rehman; Haroon Iqbal Maseeh	FoR category	Marketing	Date Completed	23 September 2020
(G) Tools?	Paper-based and online questionnaires are being used for data collection. The data will be analysed using SPSS 25 and AMOS 25 software.				
TWO	Two key questions				
(H) What's New	Novelty: The effectiveness of YouTube advertising has been examined in the past. However, the impact of key characteristics of YouTube advertising, such as entertainment, informativeness, customisation, and irritation on advertising value, brand awareness, and purchase intention has not been studied much, specifically in the context of developing countries. Accordingly, this study is carried out in a developing country, i.e. Pakistan. To the best of researchers' knowledge, such study has not yet been conducted in the country.				
(I) So What?	This research will enhance the understanding of the impact of YouTube advertising on customers' purchase intention. The findings will provide a roadmap to marketing practitioners to effectively utilise YouTube as a marketing platform.				
ONE	One bottom line				
(J) Contribution?	The investigation of the impact of YouTube advertising on customers' purchase intention, will contribute to the literature on online marketing, specifically social media marketing. The examination of key characteristics of YouTube advertising, i.e. entertainment, informativeness, customisation, and irritation on advertising value, and brand awareness will help understand that how these contents of an advertising message impact advertisement value, brand awareness, and purchase intention. The findings will be useful to social media marketers to design effective advertisements.				
(K) Other Considerations	COLLABORATION: Not desired. TARGETED JOURNAL: South Asian Journal of Management RISK: No risk attached with this research. SCOPE: Scope of this research seems appropriate. PIPELINE: Investigating the influence of YouTube advertising on customers' purchase intention.				

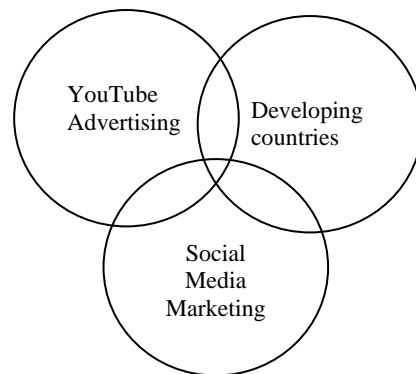


Figure 1: Mickey Mouse diagram characterizing novelty of the research idea

4. Conclusion

Academics are extremely busy individuals and have limited time to read every single page of a research proposal. Pitching research approach helps novice researchers present a comprehensive information regarding their research project in a compact, systematic, and efficient way (Macheka & Kubíček, 2019). Based on the PRL template proposed by Faff, (2015; 2019), this PRL applies the pitching exercise on an academic project titled “Impact of YouTube advertising on purchase intention”. We find the pitching exercise useful for novice and early career researchers.

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