

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



FACTORS AFFECTING YOUTUBE ADVERTISING VIDEOS

THESIS

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Department of Business
Business Administration Program

August, 2019

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DECLARATION

I hereby declare with respect that the study “Factors Affecting Youtube Advertising Videos ”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Obada ALORFAHLI

FOREWORD

First of all I like to thank Allah who gave me the courage to do my thesis. After that I am really thankful to my father who supported me in every possible way and it would be impossible without his support. I would like to thank my supervisor for his excellent guidance and support during my thesis. I thank all of the respondents without whose cooperation I would not have been able to conduct my research. I would like to thank all my colleagues at university for their wonderful cooperation as well. My mother deserve a particular note of extra thanks for her wise counsel, kindness and her prayers.

August-2020

Obada Alorfahli

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FACTORS AFFECTING YOUTUBE ADVERTISING VIDEOS

ABSTRACT

Now day's social has become very important for companies in different sectors to communicate with their target audiences. And to create a good image in the audience's mind. With the new digital platforms, social media marketing becomes more and more important and the effectiveness of those platforms today is an important incentive to the marketer to determine which platform is the best to make determined. This study searches the effectiveness of YouTube advertisements. The study focused on the impact of education and occupation on YouTube advertising videos, and how those variables play a critical role on the effectiveness of advertising videos. A survey questionnaire is implemented on 400 people located in Istanbul to search how they connect and react to the YouTube platforms, what makes the advertising video memorable, and factors that provide a clear understanding of the video message. The study found three important points. These are: there is a significant relation between the occupation and education engaging the advertising video, there is a significant relation between education and occupation with making the advertising video memorable, and there is a significant relation between education and communicating the advertising message clearly to YouTube viewer. In addition, there is no relation between occupation and communicating the advertising message clearly to YouTube viewer. As a result, all of these findings are crucial for the advertiser to be able to target the best audiences clearly, and also to protect companies from wasting money and targeting the wrong audiences.

Keywords: *YouTube, YouTube advertising, engaging*

EĞİTİM VE MESLEĞİN YOUTUBE REKLAM VİDEOLARI ÜZERİNDEKİ ETKİSİ

ÖZET

Günümüzde sosyal medya, farklı sektörlerdeki şirketlerin hedef kitleleriyle iletişim kurmaları açısından çok önemli bir yer edindi. İzleyicilerin zihninde iyi bir imaj yaratmanın yanı sıra yeni dijital platformlarla sosyal medya pazarlaması gittikçe etkisini arttırdı. Günümüzde bu platformların etkinliği, hangi platforma zarar vermenin en iyi olduğunu belirlemesi açısından pazarlamacı için önemli bir teşviktir. Bu çalışma YouTube reklam etkinliği hakkındaki araştırmaları bulunduruyor. Çalışma, eğitim ve mesleğin YouTube reklam videoları üzerindeki etkisine ve bu değişkenlerin etkili reklam videoları üzerinde nasıl kritik bir kural oynadığına odaklandı. İstanbul'da bulunan 400 kişiye YouTube platformlarına nasıl tepki verdikleri ve bağlantı kurdukları, reklam videosunu unutulmaz kılan nedenler nelerdir tarzında sorular formu ile yapıldı. Ayrıca video mesajını net bir şekilde anlamaya çalışma, meşguliyet reklam videosu ile meslek ve eğitim arasında anlamlı bir ilişki bulundurmıştır. Unutulmaz reklam videosu ile ise reklam, iletişim, eğitim ve meslek arasında anlamlı bir ilişki bulundurmıştır. YouTube görüntüleyicisine açık bir şekilde mesaj gönderin. Sonuç olarak; tüm bu bulgular, reklamveren için en iyi kitleleri hedeflemek, şirketleri para israfından ve yanlış kitleleri hedeflemekten korumak için çok önemlidir.

Anahtar kelimeler: *YouTube, YouTube reklamcılığı, ilgi çekici*

1. INTRODUCTION

1.1 Background of Study

Advertising is very important at the business, and there is offline advertising which is following the old and traditional ways to advertising, for example, advertising on TV, newspaper and billboard advertising and online advertising which is the most important in our days because we use the internet a lot in our life's in addition to the social media like Facebook, YouTube and google ads and more from the social media platform.

In this study, we will take YouTube platform which is very important, and this platform only use video ads; usually YouTube ranking globally is number 2 after google out of a billions of websites regarding to (Alexa.com, 2020) so it is very important to take a look about this important platform.

This study will be about the impact of education and occupation on YouTube advertising videos because usually the idea from the video it is to motivate the audiences to engage the video, and there is a lot of factors effect on the advertising video such as age and gender. But this study will talk about occupation and education level.

Is there a relation between the education level and occupation with YouTube engagement videos? Is those two factors are effecting on YouTube advertisement memorable? In addition to, is there a relation between communicating and understanding the advertising message clearly to the viewers on YouTube with the occupation and education level?

1.2 Statement of the Problem

Companies pay a lot of money to introduce one single video and to apply the advertising of that video. In some cases it will recognized that there is no engagement to that video or the video is not memorable for the potential customers or even the message to the audience is not clear. Unfortunately those

ads or videos will be useless, and with no advantage to that company. There are some factors this study will take about them on the audience. The companies have to take them into their Consideration because the ads are not only a good videos or use the best platform. It is also how the companies will targeting the audiences and which audience is the best to attract them.

1.3 Research Questions

The research will answer the following questions:

- 1- Are education level and occupation necessary for the viewer to engage with the ad on YouTube?
- 2- Are education level and occupation have impact on communicating the advertising message clearly to YouTube viewers?
- 3- Are education level and occupation necessary to make an advertisement memorable?

1.4 Hypotheses

The following hypotheses formulated for testing:

Hypothesis 1: there is a relationship between education and engaging the advertising video.

Hypothesis 2: there is a relationship between occupation and engaging the advertising video.

Hypothesis 3: there is a relationship between education and making the advertising video memorable.

Hypothesis 4: there is a relationship between occupation and making the advertising video memorable.

Hypothesis 5: there is a relationship between occupation and communicating the advertising message clearly to YouTube viewers.

Hypothesis 6: there is a relationship between education and communicating the advertising message clearly to YouTube viewers.

1.5 Significance of Study

The findings that we will found out from this study will help to highlight on the occupation and education of the audiences that will effect on YouTube advertising. In addition to answer the question why there sometimes companies will made a very good advertising video on YouTube, but with no engagement from the audience hopefully, this study shows the main causes that help the advertiser to make better advertising on one of the most powerful platform in the world.

1.6 Scope of the Study

In this study the will take a random sample from people who use YouTube from different demographic and will consist of male and female with different education level and work. Besides that the sample will be from the foreigners who live in Turkey and the Turkish citizens.

1.7 Overview of Methodology

The research use a primary data which is the Primary data will obtain from people who use YouTube located in turkey and consist from both foreigners and Turkish citizens to make sure that this study will be enough for companies looking for answers to the question that we mentioned before at the study.

1.8 Limitation

The emergence of new programs and platforms affects YouTube before there was only YouTube for video advertising. Still, today many platforms provide the same services and may be better than YouTube. We can recognize that the engagement decreased in 2016 when other platforms showed up, for example, Netflix, this company attracted a lot of audience from YouTube, and there are more programs as well but still YouTube until today is number 2 in the world regarding (Alexa.com, 2020).

1.9 Organization of Study

The chapter one will be an introduction to the study with the background, statement of problem, objectives in addition to the significance of the research, and limitations.

Chapter two literature reviewed on the empirical evidence that the education, occupation will affect the advertising on YouTube from engagement, memorable and communicating the advertising message clearly.

2. LITERATURE REVIEW

2.1 Social Media Usage

As Boyd & Ellison (2007) describe the social media sites regarding to the services that let the individuals (1) to create public profile or profile with some privacy within a specific framework, (2) and let other users to share the link with them and contact with others, and (3) to access and move between their friends and family or even other connections that they do not know created inside the platform. And the name of this communication it may change from a specific location to another one.

Due to the different capacities social media websites offered, the audience and people on these platforms they were significantly growing year by year. People are using their telephones, and computers to join this electronic platform in addition it is very useful for advertiser to achieve their potential customer targeting. (Kwak, 2012).The worth mentioning that also Kwak (2012) said it can examine how online media could be considered rich or poor based on the way of how that media communicate with audiences and how that platform motivates the audience to act. In addition, the viewer's use specific platforms depends on their social and communication reasons at a particular time, and those reasons change from time to time. Besides the platforms which give and motivate the audiences to react and give information on how to respond provides a high level of reacts. Therefore the YouTube, Facebook and Twitter offer a high level of reaction.

Previous study for Flanagan & Metzger (2001) analyzed how people use new network platform instead of the traditional networking, especially that the internet satisfying the needs that the people have. The analysis found that communicating demands had growth for fresh networking comparing with the traditional network. The reasons is that social technologies had been useful for personalized experiences for relationship creation, and some behavioral

functions. The research discovered ten demands that new media meets that were advice, finding out, drama, amusement, persuasion, social communicating, romantic relationship creation and care, difficulty, standing, and comprehension. Anyway this research confirmed that the people use specific platform regarding to their needs. Also the researcher focused on social media platforms usage but especially on YouTube. YouTube is a significant system that may be used to get numerous reasons such as “advertisements, archival work, education, entertainment, journalism, political communication, art and culture, religion, health, military, and fandom, Interpersonal communication, and monitoring”. Because this platform is so varied, so communication theories need to become reconstructed to analyze that platform which is evolve from day to day and every second.

YouTube platforms is more than normal social media it is very huge platform. People can upload video from everywhere in the earth without any monitoring which was not excite before. (Soukup, 2014).

2.2 Advantages of using social media for science

Frank (2018) said we have very huge platforms such as Twitter Facebook and LinkedIn which contain a very huge number of active member we can take this as an advantage to promote research interests.

Kashmir (2014) Facebook in 2010 made a research on the users, and the subject was how news spread on Facebook. They applied this study for seven weeks on 251 million active users, the conclusion was when those users saw one of their friends react on the post the was more likely to react on that news as well.

3. THEORETIAL FRAMEWORK

3.1 E-Marketing definition

It is the process to link the companies with their customers through internet channels also contain the internet marketing, email marketing and also the wireless media. In addition sometimes call it digital marketing, internet marketing and web marketing. (Chaffy & Smith, 2008).

Also Alan (2007) define E-marketing as “E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.”

3.1.1 The Social media universally

There is a lot of people use social media in the world, and there is a massive number of people communicate with each other through many types of social media. Besides, the number of social media platforms is increasing and in somehow social media effect on our lives and the way we act and transfer our knowledge to other people through those platforms. (Alyssa & Nick, 2010).

Social media platforms used by the big and small companies which help them to reach a new potential market and customers in the foreign region. This new model of the market creates a significant opportunity for a new business model through online channels. (Tapscott & Williams, 2008).

There are a lot and a lot of social media platforms that effect on human lives beside that every platform have different type of reaction. (Cavazza, 2008)

Cavazza (2008) suggest the graphic below tell us the different type of platforms:



Figure 3.1. Social Media Landscape

3.1.2 Social networks adoption in worldwide

In January 2018, a public relation agency and global marketing had made a global audience measurement publish a study on how much the social media is active in Europe. As the study shows that 45% people were active in social media platforms such as Facebook YouTube and twitter. While Russia has been registered a little bit higher than European and it was 47% and the journey said that the average global rate is 37% (Statista.com, 2019). The figure below show the penetration rate of social media by country:

| European Countries as at 2018 | |
|--|--------------------------------------|
| Country | Penetration rate (Percentage) |
| Eastern Europe General penetration rate | 37% |
| Hungary | 60% |
| Bulgaria | 52% |
| Romania | 51% |
| Slovakia | 50% |
| Belarus | 49% |
| Russia | 47% |
| Poland | 45% |

Figure 3.2: penetration rate of social media by country

3.2 Online marketing:

Online marketing is very important to the companies because they promote their products and services through different platforms and when the viewer sees the ads on the platforms they will be aware about the product or services that the firms provide it. (Business dictionary, 2016). As Stokes (2012) said that the concept of marketing and promoting is not new but it took a different way to promote within different social media and platforms.

3.2.1 Marketing strategy:

The best marketing strategy is to use 4 P's (place, price, product and promotion) which is the most important if the companies want to ensure that the product will succeed (Stokes, 2012).

Product: it will be a tangible good which the customer can hold or intangible such as a service that will meet the customer's need and wants. It is very

important to study the product and the customers that the company will target them (Stokes, 2012). In addition William (2015) said the product is the most important factor that will effect on the marketing strategy. The worth mention that all product followed the product life circle and it is very important for the marketers to act regarding to that circle.

Price: the price will cover all expenses that cause to provide a specific product or service A) Manufacturing expenses such as a labor expenses and raw materials. B) Marketing expenses such as making videos on the social media platforms or traditional way on TV. C) And management expenses (Stokes, 2012). Also Mike (2019) said describing the price effect, if the companies' decided a price higher than the market place and the customers saw the product did not deserve this price then the product will fail.

Place: which place is the best to provide the company's products and services and decided which channel is the best for the companies to achieve the goals behind the product and meet the customers' needs and wants (Mike, 2019).

Promotion : the promotion is include all kind of marketing such as social media marketing, traditional marketing on TV or any other marketing channels. It is very important to know which channel is the most suitable to the product or services. (William, 2015)



Figure 3.3: 4 Ps

3.3 The Importance Of Advertising

The advertising creates a competitive market and lets the individuals know the whole prices and the quality of each product. Also, that advertising will reduce the effort to search on specific product because if the customers will go to the market and search for the product, it will take a long time and effort, in conclusion. This society who have a lot of advertising it will cause to have healthy competition and economic environment. In addition to the better life for the individuals comparing with the society who do not have much advertisement. (Shapiro, 1984).

On the other hand, some parties see that the advertising tries to change the receiver opinion without changing the product features. The individuals who are living in that economy which contain a lot of advertising they are living in bad economic. Because in that economy the prices are very high and they do not

know which product has the best quality, and almost there is no competition. (John & Karen, 2003)

Regarding (Statista.com, 2018) shows that UK spend on advertising in 2016 around 4.9 billion GBP and in 2017 around 5.8 Billion GBP

(in million GBP)

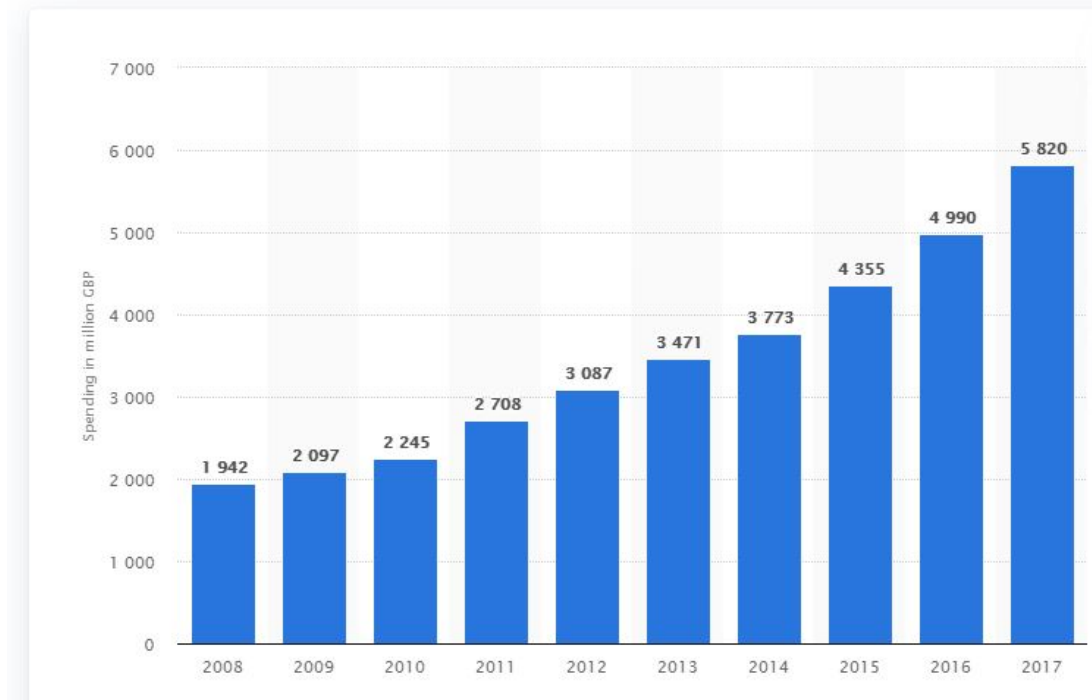


Figure 3.4: money spend on advertising

3.4 Engagement On The Video

Engagement is the emotions that the customers have when they saw the ads on newspapers, TV, or internet platforms for their favorite brand and the way they act. (Goldsmith, 2012)

The immediate feedback is very important to the advertiser because this feedbacks let the advertiser know if the viewer understands the message or no. In case the viewer did not understand the message from the advertisement, the advertiser or the publisher must change the video or maybe the targeting. The feedback may take some time regarding the content of the advertising. (Dennis, A. R., & Kinney, 1998)

To reach a high level of engagement, the advertiser has to publish a smooth message for the specific target audience. (Dennis, A. R., & Kinney, 1998)

The attitude on online advertising measures by how many clicks that these videos had taken. Besides, more clicks on a specific video took more positive and more likely that people will buy that product and would give a high response to that website (Korgaonkar & Wolin, 2002).

After those platforms such as Facebook, Twitter, and YouTube, the advertiser has to keep focusing on customer's engagement and how to keep the customer's attention to the video. The power of those platforms is to keep the customers updated and create brand awareness in addition to the immediate reaction on videos. In our days, the advertiser in maximum four days can know if the video goes to the right audiences and if the product is workable or no. also, those platforms opportunity to discuss the products and features throw those social media. (Wirtz et al., 2010)



Figure 3.5: Engagement on YouTube

3.5 Understanding the Message

Before the advertisers publish the advertising to the public audiences they have to determine the message from that video and it have to be a one single message. The successful advertising is the one who have a single easy message can the audiences understudied when they saw it. Dennis, A. R., & Kinney (1998) showed the five characteristics that effect on communication, and therefore, “media richness:

- (a) Immediacy of feedback, which determines the rapidness of the bi-directional communication.

(b) Symbol variety, which determines the number of ways that the information can be communicated.

(c) Parallelism, which refers to the number of conversations that can be happening simultaneously.

(d) Reachability which, refers to how the medium allows individuals to rehearse the message before sending it.

(e) Reprocess ability, which relates to the amount of time a message can be re-read and examined.”

Social media platforms provide many services and the capabilities to display the advertisements or the videos. Beside that every platform have their own competitive advantage from the way they reach the audiences. In general the best platform will measure on how they will provide the advertisings and the way that will provide the messages to the viewer (Dennis & Valacich, 1999).

3.6 Advertising Memorable

The powerful of advertising videos on the social media platforms or on TV is how to motivate the imagination of the viewer and touch the ability of minds to imagine the products or services because imagination is the main way to make the viewer memorized the product. This ability came from the targeting a specific audiences (Bergstra & Van, 2010).In addition that every segment have different type of imagination and the way that person feels about the specific video and the ability to feel it again every time he/she saw the video, and the young people have different imagination about the specific product than the adults or the educated person (Perdue, 2003).

3.7 Music In The Advertisement Videos

In the advertising video the music inside the video very important because the viewer maybe remember the music more than the video itself, which cause remember the advertising in general and the brand. In addition rarely the viewer saw advertisement without music background. Even in the beginning of 70s when was the TV advertisement channel was the most effective way the music was the most important factor in the videos (David, 2003). In addition Bethany,

(2012) said that the popular music have positive affect on the advertisement video. And help the viewer to focus on the video.

3.8 Demographics Factors

3.8.1 Education Level

Regarding to Papacharissi & Rubin (2000) Education change the way of how people think and react towered specific situation and education is not only the academic knowledge also the education came from the parents, society and even friends. However, Rossiter & Percy (1997) said the education that transfers the knowledge to other generations and how people think or solve the problem. As Best, Hawkins & Coney (2001) Said that the different education levels effect on various types of people regarding the reign, people, language.

As Best, Hawkins, & Coney (2001) said in the old day's literacy definition was limited to the write and read, but after the internet came to our lives, the literacy definition is changed to the people who do not know how to work on the internet.

Lofosse (2002) said about the relation between the educations and advertising is a critical factor that affects online buying behavior in different platforms with different advertising. Besides that, the higher educational level means higher positions in the companies and causes higher income and people willing to pay widely in online shops (Li, Kuo, & Russell, 1999).

As Simon & Schuster (2000) Defined the education is the simply combination between skills knowledge habits customers and the values that transfer from one generation to other within a specific society or risen, because skills and habited changed from segment to segment

The goals of learning and education is to rise the society knowledge and performance because the high knowledge of the individuals means high performance of society (Ford, 1986). Generally the knowledge come from school or universities or even life experiences which comes from work or communicating with other people which helping the person to understand clearly the feelings and the capability of solving problems (Honeyman & Miller, 1993).

Educational level is different from person to person based on the degree of the study or even any certificate, the higher education level may create higher opportunity to make life better or any other life better. High civic engagement measure by the high education level (Campbell, 2006). And Shavitt, et al (1998). Said that people who have higher income level in addition to the higher education level act towered the advertising positively more than who has lower income level or lower education level, regarding to the willingness to pay to the product or the services or understanding the features product. (CNINC, 2011) the higher internet users in china 2011 is from educated male.

3.8.2 Occupation

The main factors that affecting on the advertising is occupation and the level of that occupation in addition to the speed of internet connection (Christos, 2000). The advertising which goes into details with the personal demographic such as gender and occupation will be more effective from the advertising that the target audience will be in general in addition that the Facebook and YouTube advertising allow the advertiser to determine the specific demographic such as gender, age and occupation because how much you targeting on social platform how much your advertising will be more effectiveness (Cramphorn, 2011). As Katherine (1996) to know the customer when a small business owner open a new business is very important to use the right segment that the business serve them, starting from gender, age, income level and occupation because each one from them have the own characteristics, after identifying the segments the owner can determining the market area and location. (Dave Kerpen, 2011) on some platforms such as twitter, YouTube and Facebook marketers can target by job title which is extremely valuable because you can target the CEO or mangers who are wailing to pay for a specific product more than other, in addition for business B2B marketers can targeting the purchasing managers. (John Wiley & Sons, 2011) the variables of occupation plays a significant targeting especially when the advertiser make an advertising on LinkedIn and Facebook, LinkedIn it is much provincial in the job title because there is almost every job title you can write and LinkedIn platform asked the user to write their job title even though LinkedIn is one-sixth the size of Facebook globally also

Facebook have this kind of targeting it is very effective targeting for B2B business

3.8.3 Personal Income

The personal income is the amount of money that the personal receive it from the different source such as bonds work and any investments that lead to receive income and generally gained at specific time zone. However Campbell (2012) said normally the most personal income may come from personal investing, bank transfer payment from work or government interest at specific time monthly, semi-annual or annually in addition to the dividend interest from banks regarding to the deposit may the persons do it to provide money, also wages, rental property.

3.9 Types Of Social Media Platform

3.9.1 Facebook

Facebook plat form is one of the most popular platform in the world, the users in Facebook in 2016 around 1.7 billion. It is very huge number regarding to the other platform. The wroth mention is this platform created by a student in 2004 from Harvard University (Facebook, 2016).

The success of Facebook come from the easy way to work on this platform. Users can easily create there account with the simple personal information such as age, email and phone number and the Facebook will verify the account within 5 munities by the phone or the personal email (Facebook, 2016).

The way that the Facebook deal with the content and the pictures attract the companies and individual in addition to the marketers (Facebook, 2016). Regarding to the huge users on Facebook marketers considered this platform is very useful. Moreover companies make different kind of advertisement on this platform that helps them to attract new potential customers around the world (Dan, 2012).

Steven (2010) descried the Facebook advertisement and explain what kind of advertisement we have on Facebook:

- a) Awareness: those kind of advertisement companies use it to show the brand to the potential customers inside this part of advertisement we have a segmentation which contain the demographic segment, language segment, age and place.
- b) Consideration : the company use those kind of advertisment to let the viwer take an action on those advertisment as figuru !_! there is an engagment advertisment which encorage the viwer to take action on this advertisment such as Like , Comment and share. In addition there is a traffic advertisment which encorage the viwer to take action to go to the specific website (company website). Also there is a massges advertisment which encorage the viwer to send a massage. And the most important advertisment is lead generation, which is the most complecated advertisment in this part becacuse it will collect the personal information for the potantial customer who are willing to pay for the product or service.
- c) Conversion: those kind of advertisment the companies use it if they are selling online product or service by the website diractly.












| Awareness | Consideration | Conversion |
|---|---|---|
|  Brand awareness |  Traffic |  Conversions |
|  Reach |  Engagement |  Catalog sales |
| |  App installs |  Store traffic |
| |  Video views | |
| |  Lead generation | |
| |  Messages | |

Figure 3.6: Facebook advertisement

3.9.2 Pinterest

Pinterest platform established in 2010 in USA California and this platform targeting pictures at the beginning the platform targeting people who have different types of activity and the individuals who love to share their adventure and stories with the society and other individuals (Pinterest, 2014).

Later Pinterest become more and more popular for the people and society and the companies realized that this platform is effective regarding to the way that this platform is work. The company realized that individuals attract to the pictures with less words or explanation (Pinterest, 2014).

Individuals can share any picture from different users and they can save the picture in their story in addition that the first publisher take an advantage from this share and the pictures become more and more popular. In addition that the ability to the comments and the like button (Pinterest, 2014).

After two years from the company establishment the platform opened to the companies which achieved a high success and within a short time there was more than a thousand from companies who involved in that platform (Smith 2016).

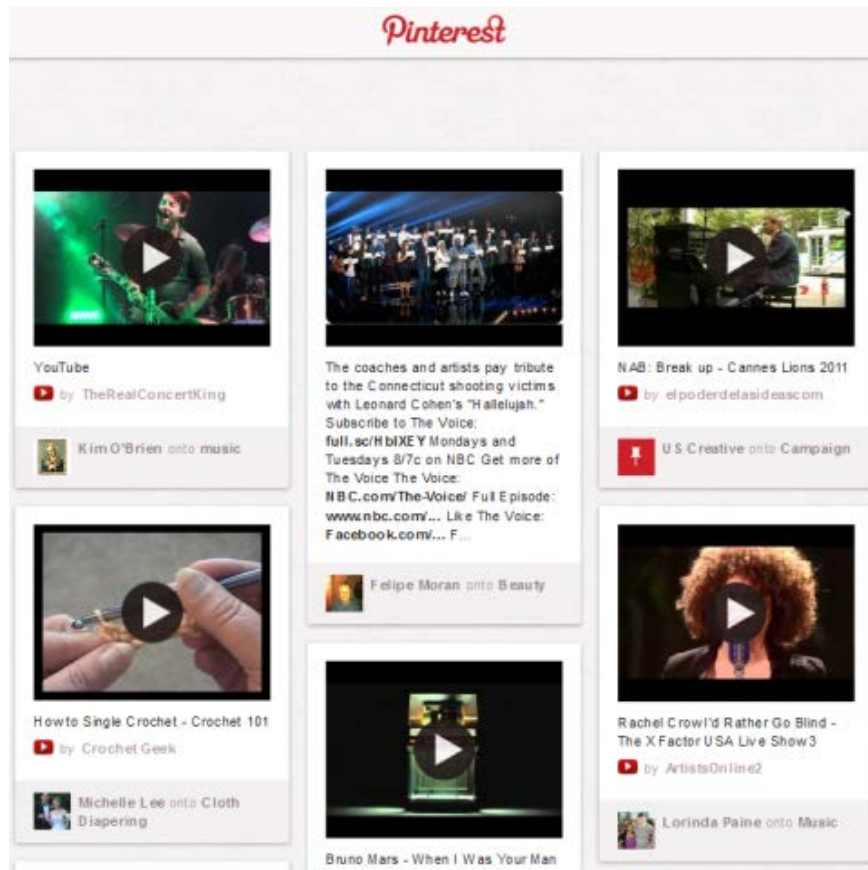


Figure 3.7: Pinterest Platform

3.9.3 Twitter

It is another types of social media platform and it is very famous popular platform, the plat forms. The platform depending on a small type of content and also the users can add pictures or video to support their content. The platform established be Jack Dorsey, Evan Williams, Biz Stone. (MacArthur, 2016)

Regarding to Alex (2020) twitter in global internet engagement number 47 which is a very good number regarding to other platform.



Figure 3.8: Alexa statistics

As Hillson (2014) said after Twitter platform go into business environment the company achieved a very successful goals in the marketing sector. In addition that there are many companies make advertisement on twitter and become a global company.

The worth maintain that the advertisement have a significant targeting and very successful and it is much easier than the other social media platforms such as Facebook or YouTube or even Google. (MacArthur, 2016).

3.10 YouTube Definition

YouTube created in February by two of employees was working in PayPal they were not satisfied on the sharing video experience (Stone, 2006). YouTube platform as google company described this platform as a social platform for sharing videos the worth mentioning it is the biggest platform for sharing videos in the world.

3.10.1 YouTube in numbers

YouTube platforms have grown daily, and there is 300 new video uploaded every minute. Also between 2014 and 2015 YouTube platform achieved increasing users until 40% (YouTube, 2015).

Furthermore, YouTube platform archived videos more than NBC, CNBC and national geographic in 60 years together, (Wesco, 2009). Normally the higher number of users for YouTube platform between 18 and 25 and the average sitting on YouTube was for that segment is 10 hours and 15 minutes per month. (Blattleberg, 2015). YouTube platform is very big people can downloads the videos and then can see it again many times and share it to the whole world without any borders and YouTube make control on this types of platform and other people see this platform is a big competitor to the TV. (Kim, 2012). The competitive advantage of this plat form is the way that the customers react on the video and they show there reaction towered the brand (Chang & Lewis, 2009).

3.10.2 Reaction on YouTube

The interactive of YouTube platform creates a space for the viewer and the publisher to act on the videos. Such as request the viewer a new episode for the specific series or they critique the video. In addition to the like and dislike bottom, which reflect the audience's emotions about the video. Besides, the publisher can publish anything they want from stories to adventures and products. (Burgess, 2009).

The worth mentioning the algorithm of YouTube is very powerful and sophisticated. YouTube wants to provide the most unique and powerful content to the viewer. That is why the reaction to the videos is critical. There are many ways to measure those videos:

- 1) Watch duration: if the viewer's complete the whole video or just a few second
- 2) Positive comment: the viewer's write positive feedback or request the next video form the publisher.
- 3) Playlist add
- 4) like bottom.
- 5) Dislike bottom.
- 6) Favorite video.

All those actions tell YouTube's algorithm if the video is good or not. (Sean, 2015)

3.10.3 Importance of YouTube as a platform

Regarding Alex, which is the first website to measure the traffic globally and show the statistics of the traffic. The website shows that the number one globally is google and the second one is YouTube.

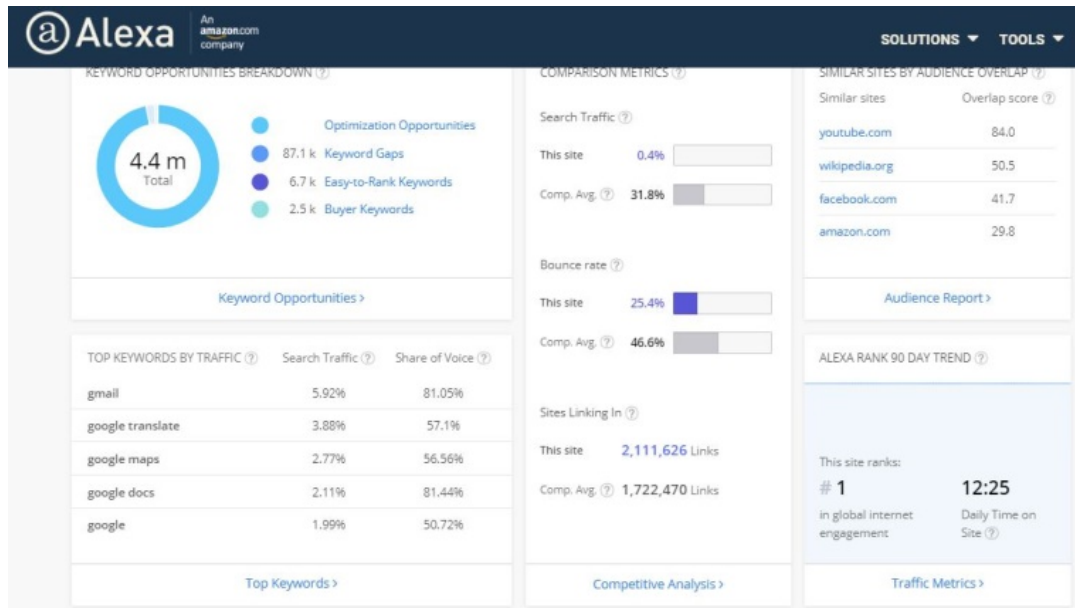


Figure 3.9: Alexa statistics

As Alexa shows that Google is number one and the second will be YouTube

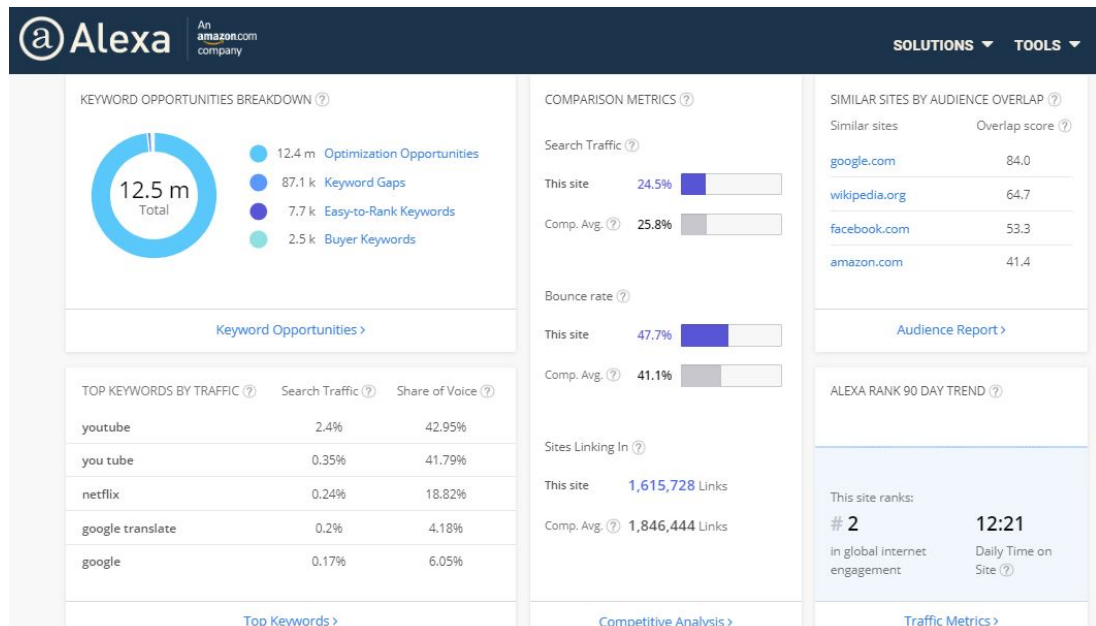


Figure 3.10: Alexa statistics.

3.11 Demographic Of Youtube Advertising

Demographic factors are one main factors that affect advertising, attitude and behavior. In addition that every segment have different attitude or reaction on a specific product or service (Hui & Wan, 2007). Also Wong (2002) said there are

different types of audiences demographic we have to put them in our minds when we make any advertising such as age, income level, education, gender because we may put advertising to the wrong people. Also (Brackett & Carr, 2001) said it is different between the market segment regarding the income level, education, occupation and the different reaction on the advertising. In addition Wolin & Korgaonkar (2002) said the demographic factors always used to segment the market and achieve the higher goals in the advertising at the minimum cost and increase the sales in addition to the positive feedback. In the other word Wang, Zhang, Choi & Eredita (2002) said that the factors that effect on the advertising video on the social platform's efficiency are the content of the advertising itself if that advertising is funny, memorable, touch the consumer's hearts, legally or honest advertising.

3.12 Youtube Advertising Is Better Than TV

Before YouTube, companies pay a lot of money to make ads on TV, and like any other advertising, usually, the people go to make something; meanwhile, the advertising is running on TV. The worth mentioning is only 3% take their attention because the audience generally from the public and there is a different type of audiences without filtering. But the YouTube platform companies can choose the audiences carefully from age, gender, interest and even the income. In this effective way, the adverting will be more effective than TV. (McLeod, 2017).

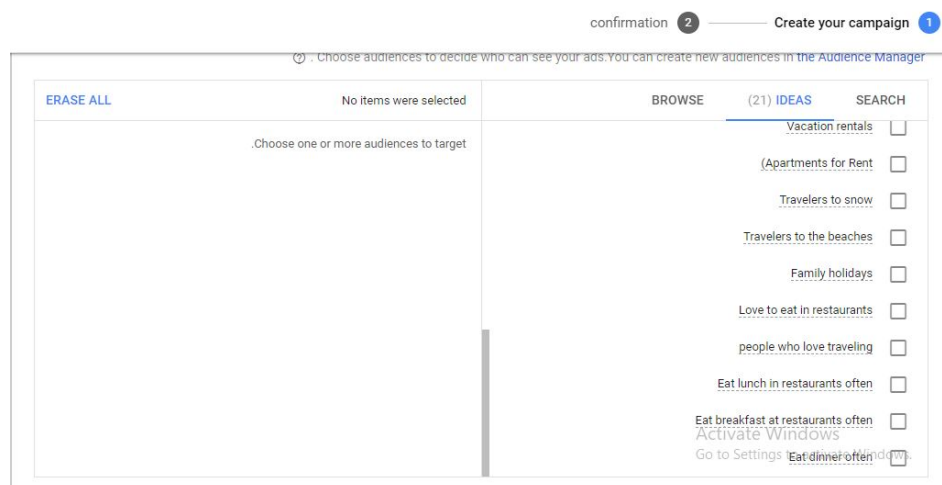


Figure 3.11: YouTube targeting

As Rob (2016) said to get using YouTube platform for advertising the marketers have to be a familiar and have good knowledge in targeting. The Figure above show that the YouTube give the marketers the ideas on the targeting that it may help them to reach the potential customers in the area or even around the world.

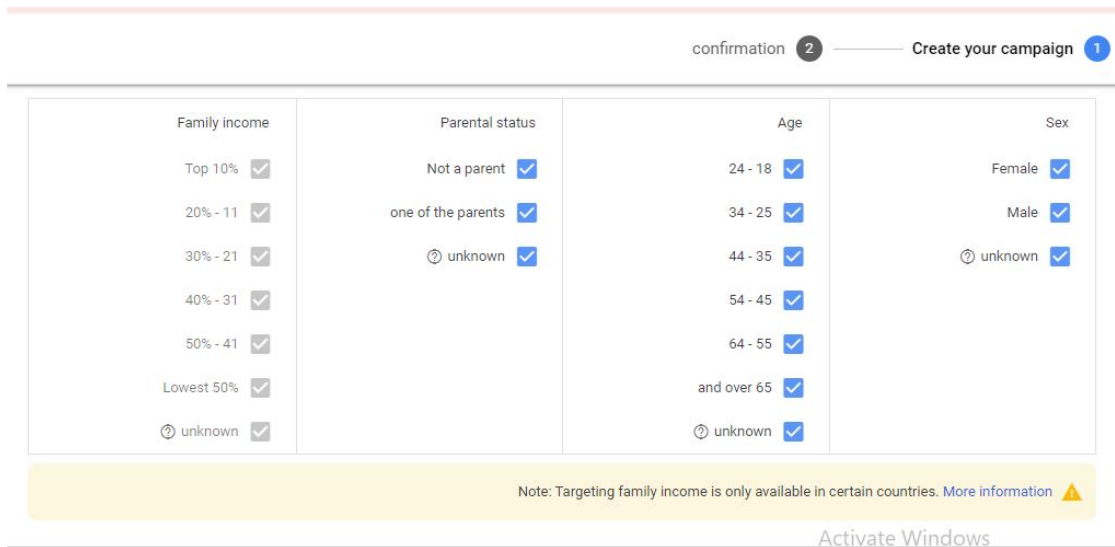


Figure 3.12: YouTube targeting

As Lora (2019) said that YouTube have a significant targeting algorithm and there is many ways to target the potential customers around the world. In addition in YouTube targeting we can target the age which they have around seven groups for age starting from 18. In addition there is the gender. Also there is the parental status.

4. STUDY METHOD

4.1 Research Design

Research design is the process to arrange the data to provide specific question for the research questions (Mugenda and Mugenda 2004). This examination utilized descriptive review method in getting data from the audience. Descriptive review research portrays outline of individuals, events, or record of the characteristics, for example direct, evaluations, limits, feelings, and learning of an individual, condition or assembling. The illustrative survey strategy was favored asserting it ensured all out depiction of the situation, guaranteeing that there is least inclination in the gathering of data.

4.2 The Study Population

The population was focused on the population in Istanbul, and the population from the local citizens and foreigners, Istanbul city, contain a high population number around (worldpopulationreview.com, 2020) is 15.190.336 person.

The study sample consists of some selected persons within Istanbul. 400 person is involved in the survey from different ages. And this selection will be randomly with different occupation, education level, age and interest.

Regarding to the equation $\text{Sample size} = [1.962 \times (0.5) \times (0.5)] / (0.052) = 384.16$

4.3 Sample and Sampling Techniques

The study sample consists of some selected persons within Istanbul. 400 Person shall be involved in the survey from different ages. And this selection will be randomly with different occupation, education level, age and interest.

4.4 Study Instrument

The tool utilized for the gathering of information was self-developed poll which will be positioned for the reliant variable and free factors with five-Likert scale, for example, strongly agree, agree, undecided, strongly disagree, and disagree. The survey consist for the following: statistic attributes of the participants (gender, age occupation and education level) while the other question in the survey how the audiences react on the YouTube advertising and how they react when they saw YouTube advertisings.

4.5 Study Validity

The purpose of validity is to verify if the measure of the content. In addition is how items used in the survey and how clearly they was. Verification mode show that the questions covered all important details that helps in the study.

The present study used descriptive research design in order to collect survey with questionnaire as a primary data which is required in the study.

4.6 Study Reliability

To be sure from the quality of the investigation, the test exposed to the retest strategy, the study analyzed be using coefficient Alpha (Cronbach`s Alpha) based on the rule of thumb, a Cronbach Alpha coefficient above 0.05 is considered reliable.

4.7 Demographic Output

Table 4.1: Gender

| Valid | Frequency | Percent | Valid % | Cumulative % |
|---------------|------------------|----------------|----------------|---------------------|
| Female | 85 | 21.3 | 21.3 | 21.3 |
| Male. | 315 | 78.8 | 78.8 | 100.0 |
| Total. | 400 | 100.0 | 100.0 | |

In the table 1 above, the report shows that 21.25% of the participants are female while the 78.75% participants are male. This concludes that male respondents are more than the female respondents.

Table 4.2: Age

| | Freq. | Percent | Valid Percent | Cumulative Percent |
|-----------------|--------------|----------------|----------------------|---------------------------|
| Under 18 | 1 | 0.3 | 0.3 | 0.3 |
| 18-22 | 4 | 1.0 | 1.0 | 1.3 |
| 23-26 | 40 | 10.0 | 10.0 | 11.3 |
| 27-30 | 187 | 46.8 | 46.8 | 58.0 |
| 31-35 | 141 | 35.3 | 35.3 | 93.3 |
| 36-45 | 23 | 5.8 | 5.8 | 99.0 |
| +46 | 4 | 1.0 | 1.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

0.25% of the respondents are under the age of 18, 1% are in the age group of between 18-22, 10% are in the age group of between 23-26, 46.75% are in the age group of between 27-30 , 35.25% are in the age group of between 31-35, while 5.75% are in the age group of between 36-45, and 1% are above the age of 46. This shows that the age group of between 27-30 has the highest percentage followed by the age group of between 31-35, the age group of between 23-26, the age group of between 36-45, with the same percentage the age group of between 18-22 and above the age of 46, lastly under the age of 18.

Table 4.3: Education level

| | Freq. | Percent | Valid Percent | Cumulative Percent |
|-------------------------------|--------------|----------------|----------------------|---------------------------|
| College | 37 | 9.3 | 9.3 | 9.3 |
| High School No diploma | 60 | 15.0 | 15.0 | 24.3 |
| High School Diploma | 74 | 18.5 | 18.5 | 42.8 |
| Bachelor Degree | 99 | 24.8 | 24.8 | 67.5 |
| Master Degree | 78 | 19.5 | 19.5 | 87.0 |
| Doctorate | 44 | 11.0 | 11.0 | 98.0 |
| PHD | 8 | 2.0 | 2.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The Education level of the respondents revealed that 9.25% respondents are college holders, 15% respondents are High School No diploma holders, 18.5% respondents are High School Diploma holders, 24.75% respondents are Bachelor Degree holders, while 19.5% respondents are Master Degree holders While, 11% respondents are Doctorate Degree holders and 8 respondents are PHD degree . The total respondents is 400.

Table 4.4: Present Occupational

| | Freq. | Percent | Valid % | Cumulative Percent |
|--|--------------|----------------|----------------|---------------------------|
| Student | 52 | 13.0 | 13.0 | 13.0 |
| Unemployed | 70 | 17.5 | 17.5 | 30.5 |
| Homemaker | 14 | 3.5 | 3.5 | 34.0 |
| Unemployed not looking for work | 54 | 13.5 | 13.5 | 47.5 |
| Employed | 116 | 29.0 | 29.0 | 76.5 |
| Self Employed | 94 | 23.5 | 23.5 | 100.0 |

The present occupational of the respondents revealed that 13% respondents are student, 17.5% respondents are unemployed, 3.5% respondents are Homemaker, 13.5% respondents are unemployed not looking for work, while 29% respondents are employed while, and 23.5% respondents are self-employed. The total respondents is 400.

Table 4.5: What kind of device that you use in YouTube

| | Freq. | Percent | Valid % | Cumulative Percent |
|----------------|--------------|----------------|----------------|---------------------------|
| Desktop | 10 | 2.5 | 2.5 | 2.5 |
| Laptop | 50 | 12.5 | 12.5 | 15.0 |
| Tablet | 23 | 5.8 | 5.8 | 20.8 |
| Mobile | 317 | 79.3 | 79.3 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The report revealed that 2.5% participants that they use desktop when they open YouTube, 12.5% participants laptop, 5.75% participants are tablet, 79.25% the use Mobile phone when they open YouTube.

4.8 Frequency Analysis

Table 4.6: intentionally ignored the advertisement.

| | Freq. | Percent | Valid % | Cumulative Percent |
|------------------|--------------|----------------|----------------|---------------------------|
| Never | 73 | 18.3 | 18.3 | 18.3 |
| Rarely | 89 | 22.3 | 22.3 | 40.5 |
| Sometimes | 113 | 28.3 | 28.3 | 68.8 |
| Often | 62 | 15.5 | 15.5 | 84.3 |
| Always | 63 | 15.8 | 15.8 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

Table 6 shows that 18.25% participants that they never ignore the ad for any product, 22.25% participants rarely , 28.25% participants are Sometimes they ignore the ad on social media platform, 15.5% participants often ignore it , while 15.75% are always ignore the ad on the social media. This is said that the person totally ignore the ad whatever the product is.

Table 4.7: I always use internet for school or work purposes.

| | Freq. | Percent | Valid % | Cumulative Percent |
|------------------|--------------|----------------|----------------|---------------------------|
| Never | 16 | 4.0 | 4.0 | 4.0 |
| Rarely | 81 | 20.3 | 20.3 | 24.3 |
| Sometimes | 110 | 27.5 | 27.5 | 51.8 |
| Often | 73 | 18.3 | 18.3 | 70.0 |
| Always | 120 | 30.0 | 30.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 7 revealed that 4% participants that they use internet , 20.25% participants rarely , 27.5% participants are Sometimes they ignore the ad on social media platform, 18.25% participants often ignore it , while 30% are always ignore the ad on the social media. The majority that the person totally ignore the ad whatever the product is.

Table 4.8: The ad seems to try to deceive the viewer.

| | Freq. | Percent | Valid % | Cumulative Percent |
|------------------|--------------|----------------|----------------|---------------------------|
| Never | 71 | 17.8 | 17.8 | 17.8 |
| Rarely | 83 | 20.8 | 20.8 | 38.5 |
| Sometimes | 115 | 28.8 | 28.8 | 67.3 |
| Often | 39 | 9.8 | 9.8 | 77.0 |
| Always | 92 | 23.0 | 23.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 8 revealed that 4.25% participants that see the ads does not try to deceive the viewer , 20.75% participants rarely , 27.75% participants are Sometimes ads does try to deceive the viewer, 9.75% participants often ads does try to deceive the viewer , while 15.5% are always ads does try to deceive the viewer.

Table 4.9: After watching an advertisement on YouTube how do you react to it?

| | Freq. | Percent | Valid % | Cumulative Percent |
|--|--------------|----------------|----------------|---------------------------|
| Ignore the advertisement | 122 | 30.5 | 30.5 | 30.5 |
| liked the video | 57 | 14.3 | 14.3 | 44.8 |
| comment on the video | 52 | 13.0 | 13.0 | 57.8 |
| Consider the product or service | 70 | 17.5 | 17.5 | 75.3 |
| Research about the product or service | 77 | 19.3 | 19.3 | 94.5 |
| Purchase the product or service | 22 | 5.5 | 5.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 9 revealed that 30.5% participants that they ignore the advertising on YouTube with no react on the ad, 14.25% participants liked the ad after they saw the video, 13% participants are wrote a comments on the ads, 17.5% participants consider the product or service after they watched the ad, while 19.25% are trying to reach the product or the service after they saw the ad and 5.5% participants they purchase the product or service after they saw the video ad. Majority the participants do action on the advertising video.

Table 4.10: Online advertising can easy create the brand image in my mind

| | Freq. | Percent | Valid % | Cumulative Percent |
|------------------|--------------|----------------|----------------|---------------------------|
| Never | 18 | 4.5 | 4.5 | 4.5 |
| Rarely | 99 | 24.8 | 24.8 | 29.3 |
| Sometimes | 116 | 29.0 | 29.0 | 58.3 |
| Often | 79 | 19.8 | 19.8 | 78.0 |
| Always | 88 | 22.0 | 22.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 10 revealed that 4.5% participants that online advertising never create the brand image in their minds, 1.25% participants rarely, 29% participants are sometimes the ad create the brand image in their minds, 19.75% participants said often, while 22% participants said that online advertising always create the brand image in their minds. Majority is agree that the ads can create brand image in their mind

Table 4.11: Time (approx.) spent on social media sites per week (Hours).

| | Freq. | Percent | Valid % | Cumulative Percent |
|----------------|--------------|----------------|----------------|---------------------------|
| Under 1 | 25 | 6.3 | 6.3 | 6.3 |
| 1 to 3 | 103 | 25.8 | 25.8 | 32.0 |
| 4 to 6 | 97 | 24.3 | 24.3 | 56.3 |
| 7 to 9 | 99 | 24.8 | 24.8 | 81.0 |
| 10 + | 76 | 19.0 | 19.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 11 shows time spending on social media of the respondents revealed that 6.25% respondents are spend under one hour weekly, 25.75% respondents are between 1 to 3 weekly, 24.25% respondents are spend between 4 to 6 hour weekly, 24.75% respondents are spend between 7 to 9 hour weekly and 19.75% respondents are spend more than 10 hour. Majority of respondents is spend less than 1 hour weekly.

Table 4.12: Online advertising helps me keep up-to date about products and services that I need.

| | Freq. | Percent | Valid % | Cumulative Percent |
|-------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 17 | 4.3 | 4.3 | 4.3 |
| Disagree | 127 | 31.8 | 31.8 | 36.0 |
| Neutral | 97 | 24.3 | 24.3 | 60.3 |
| Agree | 75 | 18.8 | 18.8 | 79.0 |
| Strongly Agree | 84 | 21.0 | 21.0 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 12 revealed that 4.25% participants that strongly disagree about the online advertising helps them keep up-to date about products and services, 31.75% participants disagree, 24.25% participants are natural, 18.75% participants said agree, while 21% participants said that Online advertising helps them keep up-to date about products and services. Majority of participants said online advertising helps them keep up-to date about products and services.

Table 4.13: I always think about my favorite brand.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 67 | 16.8 | 16.8 | 16.8 |
| Disagree | 94 | 23.5 | 23.5 | 40.3 |
| Neutral | 134 | 33.5 | 33.5 | 73.8 |
| Agree | 58 | 14.5 | 14.5 | 88.3 |
| Strongly Agree | 47 | 11.8 | 11.8 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 13 revealed that 16.75% participants that strongly disagree about they always thinking about their favorite brand, 23.5% participants disagree, 33.5% participants are natural, 14.5% participants said agree, while 11.75% participants said they are strongly agree about they are always thinking about their favorite brand. Majority said they are not about they are always thinking about their favorite brand.

Table 4.14: I always use internet for entertainment such as Facebook, YouTube, Twitter and etc.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 20 | 5.0 | 5.0 | 5.0 |
| Disagree | 38 | 9.5 | 9.5 | 14.5 |
| Neutral | 113 | 28.3 | 28.3 | 42.8 |
| Agree | 98 | 24.5 | 24.5 | 67.3 |
| Strongly Agree | 131 | 32.8 | 32.8 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 14 revealed that 5% participants that strongly disagree about they are using internet for entertainment such as Facebook, YouTube, Twitter and etc., 9.5% participants disagree, 28.25% participants are natural, 24.5% participants said agree, while 32.75% participants said they are strongly agree about they are using internet for entertainment such as Facebook, YouTube, Twitter and etc.

Table 4.15: The music of the video helps me to remember the advertisement

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 9 | 2.3 | 2.3 | 2.3 |
| Disagree | 108 | 27.0 | 27.0 | 29.3 |
| Neutral | 87 | 21.8 | 21.8 | 51.0 |
| Agree | 98 | 24.5 | 24.5 | 75.5 |
| Strongly Agree | 98 | 24.5 | 24.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 15 revealed that 2.25% participants that strongly disagree about that the music of the video helps them to remember the advertisement, 27% participants disagree, 21.75% participants are natural, 24.5% participants said agree, while 24.5% participants said the music of the video helps them to remember the advertisement. Majority of participants said the music of the video helps them to remember the advertisement.

Table 4.16: The tone of voice of the video helps me to remember the advertisement

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 68 | 17.0 | 17.0 | 17.0 |
| Disagree | 101 | 25.3 | 25.3 | 42.3 |
| Neutral | 99 | 24.8 | 24.8 | 67.0 |
| Agree | 77 | 19.3 | 19.3 | 86.3 |
| Strongly Agree | 55 | 13.8 | 13.8 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 16 revealed that 17% participants that strongly disagree about that the tone of voice of the video helps them to remember the advertisement, 25.25% participants disagree, 24.75% participants are natural, 19.25% participants said agree, while 13.75% participants said that the tone of voice of the video helps them to remember the advertisement. Majority of the participants said that the tone of voice of the video does not helps them to remember the advertisement.

Table 4.17: The actor's physical appearance of the video helps me to remember the advertisement

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 12 | 3.0 | 3.0 | 3.0 |
| Disagree | 112 | 28.0 | 28.0 | 31.0 |
| Neutral | 113 | 28.3 | 28.3 | 59.3 |
| Agree | 81 | 20.3 | 20.3 | 79.5 |
| Strongly Agree | 82 | 20.5 | 20.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 17 revealed that 3% participants that strongly disagree about the actors physical appearance of the video helps them to remember the advertisement, 28% participants disagree, 28.25% participants are natural, 20.25% participants said agree, while 20.5% the actor's physical appearance of the video helps them to remember the advertisement. The Majority said the actor's physical appearance of the video do not helps them to remember the advertisement.

Table 4.18 : Online advertising can easy create the brand image in my mind.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 24 | 6.0 | 6.0 | 6.0 |
| Disagree | 102 | 25.5 | 25.5 | 31.5 |
| Neutral | 104 | 26.0 | 26.0 | 57.5 |
| Agree | 81 | 20.3 | 20.3 | 77.8 |
| Strongly Agree | 89 | 22.3 | 22.3 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 17 revealed that 6% participants that strongly disagree about online advertising can easy create the brand image in their minds, 25.5% participants disagree, 26% participants are natural, 20.25% participants said agree, while 22.25% said that online advertising can easy create the brand image in their minds. The majority agree that online advertising can easy create the brand image in their minds.

Table 4.19: I always use internet for entertainment such as Facebook, YouTube, Twitter and etc.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 14 | 3.5 | 3.5 | 3.5 |
| Disagree | 98 | 24.5 | 24.5 | 28.0 |
| Neutral | 117 | 29.3 | 29.3 | 57.3 |
| Agree | 82 | 20.5 | 20.5 | 77.8 |
| Strongly Agree | 89 | 22.3 | 22.3 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 19 revealed that 3.5% participants that strongly disagree about they are using internet for entertainment such as Facebook, YouTube, Twitter and etc., 24.5% participants disagree, 29.25% participants are natural, 20.5% participants said agree, while 22.25% participants said they are strongly agree about they are using internet for entertainment such as Facebook, YouTube, Twitter and etc.

Table 4.20: I always search for information or news on internet.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 13 | 3.3 | 3.3 | 3.3 |
| Disagree | 79 | 19.8 | 19.8 | 23.0 |
| Neutral | 113 | 28.3 | 28.3 | 51.3 |
| Agree | 81 | 20.3 | 20.3 | 71.5 |
| Strongly Agree | 114 | 28.5 | 28.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 20 revealed that 3.25% participants that strongly disagree about they are always search for information or news on internet, 19.75% participants disagree, 28.25% participants are natural, 20.25% participants said agree, while 28.5% participants said they are always search for information or news on internet. Majority of participants said they are always search for information or news on internet.

Table 4.21: I am annoyed by the ads because the advertiser normally tried to make the ad appear to be a part of the video content.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 55 | 13.8 | 13.8 | 13.8 |
| Disagree | 91 | 22.8 | 22.8 | 36.5 |
| Neutral | 101 | 25.3 | 25.3 | 61.8 |
| Agree | 123 | 30.8 | 30.8 | 92.5 |
| Strongly Agree | 30 | 7.5 | 7.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 21 revealed that 13.75% participants that strongly disagree about that they annoyed by the ads because the advertiser normally tried to make the ad appear to be a part of the video content, 22.75% participants disagree, 25.25% participants are natural, 30.75% participants said agree, while 7.5% participants said they are not annoyed by the ads because the advertiser normally tried to make the ad appear to be a part of the video content. Majority of participants are agreed

Table 4. 22: The music helps me to understand the advertisement message better.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 14 | 3.5 | 3.5 | 3.5 |
| Disagree | 92 | 23.0 | 23.0 | 26.5 |
| Neutral | 125 | 31.3 | 31.3 | 57.8 |
| Agree | 74 | 18.5 | 18.5 | 76.3 |
| Strongly Agree | 95 | 23.8 | 23.8 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 22 revealed that 3.5% participants that strongly disagree about that the music helps them to understand the advertisement message better, 23% participants disagree, 31.25% participants are natural, 18.5% participants said

agree, while 23.75% participants said music helps them to understand the advertisement message better. Majority of participants said music helps them to understand the advertisement message better.

Table 4.23: The tone of voice helps me to understand the advertisement message better.

| | Freq. | Percent | Valid % | Cumulative Percent |
|--------------------------|--------------|----------------|----------------|---------------------------|
| Strongly Disagree | 19 | 4.8 | 4.8 | 4.8 |
| Disagree | 95 | 23.8 | 23.8 | 28.5 |
| Neutral | 134 | 33.5 | 33.5 | 62.0 |
| Agree | 70 | 17.5 | 17.5 | 79.5 |
| Strongly Agree | 82 | 20.5 | 20.5 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 23 revealed that 4.75% participants that the tone of voice helps them to understand the advertisement message better, 23.75% participants disagree, 33.5% participants are natural, 17.5% participants said agree, while 20.5% participants said the tone of voice helps them to understand the advertisement message better. Majority of participants said the tone of voice helps them to understand the advertisement message better.

Table 4.24: The cues in the video helps me better understand

| | Freq. | Percent | Valid % | Cumulative Percent |
|--|--------------|----------------|----------------|---------------------------|
| The benefits of the product/service | 126 | 31.5 | 31.5 | 31.5 |
| The brand | 79 | 19.8 | 19.8 | 51.3 |
| The message | 166 | 41.5 | 41.5 | 92.8 |
| What I have to do to purchase the product | 29 | 7.3 | 7.3 | 100.0 |
| Total | 400 | 100.0 | 100.0 | |

The table 24 revealed that 31.5% participants that The cues in the video helps me better understand the benefits of the product/service, 19.75% participants the brand, 41.5% participants are the video help them to understand the message, 7.25% participants the video help to know What I have to do to purchase the product . Majority of participants said the video help them to understand the message.

4.9 Reliability Test need review

Table 4.25: Reliability Report

| Cronbach's Alpha | N of Items |
|-------------------------|-------------------|
| .738 | 23 |

The survey was subjected to reliability test to know whether the questions are reliable for the study. However, the reliability report using Cronbach's Alpha reported the value of 0.738 (73.8%) indicating that the questions have above 73.8% reliable in aiming at the objective of the study.

4.10 Descriptive Analysis

Table 4.26: Descriptive Statistics

| | N Statistic | Minimum Statistic | Maximum Statistic | Mean Statistic | Std. Deviation Statistic | Median | Mode |
|---------------------------|------------------------|------------------------------|------------------------------|---------------------------|---|---------------|-------------|
| Age | 400 | 1 | 7 | 4.37 | .837 | 4 | 4 |
| Gender | 400 | 0 | 1 | .79 | .410 | 1 | 1 |
| Education | 400 | 1 | 7 | 3.71 | 1.535 | 4 | 4 |
| Occupation | 400 | 1 | 6 | 3.99 | 1.773 | 5 | 5 |
| YouTube | 400 | 0 | 1 | .91 | .290 | 1 | 1 |
| Ignorance | 400 | 1 | 5 | 2.88 | 1.315 | 3 | 3 |
| Purpose | 400 | 1 | 5 | 3.50 | 1.224 | 3 | 5 |
| Deceive | 400 | 1 | 5 | 2.99 | 1.393 | 3 | 3 |
| React | 400 | 1 | 6 | 2.97 | 1.676 | 3 | 1 |
| Create | 400 | 1 | 5 | 3.30 | 1.191 | 3 | 3 |
| Time | 400 | 1 | 5 | 3.25 | 1.208 | 3 | 2 |
| Up-to-date | 400 | 1 | 5 | 3.20 | 1.215 | 3 | 2 |
| Favorite | 400 | 1 | 5 | 2.81 | 1.220 | 3 | 3 |
| Entertainment | 400 | 1 | 5 | 3.70 | 1.165 | 4 | 5 |
| Music | 400 | 1 | 5 | 3.42 | 1.188 | 3 | 2 |
| Tone | 400 | 1 | 5 | 2.87 | 1.290 | 3 | 2 |
| Actors | 400 | 1 | 5 | 3.27 | 1.163 | 3 | 3 |
| Brand image | 400 | 1 | 5 | 3.27 | 1.232 | 3 | 3 |
| Always | 400 | 1 | 5 | 3.34 | 1.171 | 3 | 3 |
| Information | 400 | 1 | 5 | 3.51 | 1.189 | 3 | 5 |
| Favorite brand | 400 | 1 | 5 | 3.39 | 1.207 | 3 | 3 |
| Annoyed | 400 | 1 | 5 | 2.96 | 1.177 | 3 | 4 |
| Music help | 400 | 1 | 5 | 3.36 | 1.174 | 3 | 3 |
| Tone helps | 400 | 1 | 5 | 3.25 | 1.167 | 3 | 3 |
| Cues | 400 | 1 | 4 | 2.24 | .981 | 2 | 3 |
| Device | 400 | 1 | 4 | 3.62 | .799 | 4 | 4 |
| Valid N (listwise) | 400 | | | | | | |

Age regarding to the table 24 we can see that the median is 4 and mode is 4 which is mean that the majority participant's age was between 27-30 years old.

Gender: regarding to the table 24 we can see that the median is 1 and the mode is 1 which is mean that the majority participant's was male.

Education regarding to the table 24 we can see that the median is 4 and the mode is 4 which is mean that the majority participant's had a bachelor degree education level.

Occupation regarding to the table 24 we can see that the median is 5 and the mode is 5 which is mean that the majority participant's was employed for wages.

YouTube regarding to the table 24 we can see that the median is 1 and the mode is 1 which is mean that the majority participant's was using YouTube platform.

Ignorance regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant's was sometimes they ignore the advertising videos.

Purpose regarding to the table 24 we can see that the median is 3 which is sometime the participants use internet for school or work purpose and the mode is 5 which is mean that the majority participant's was sometimes use internet for school or work purposes.

Deceive regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant's was sometimes they see ads to try to deceive the viewer.

React regarding to the table 24 we can see that the median is 3 which is the react is comment on YouTube and the mode is 1 which is mean that the majority participant's was ignore the advertising videos.

Create regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant's was sometimes the advertising create a brand image in their minds.

Up-to-date regarding to the table 24 we can see that the median is 3 which is sometimes the advertising help the participants to be up to date and the mode is 2 which is mean that the majority participant's was disagree about the online advertising helps them keep up-to date about products and services that they need.

Annoyed regarding to the table 24 we can see that the median is 3 which is sometimes the participants annoyed and the mode is 4 which is mean that the

majority participant's was agree that the participants annoyed by the ads because the advertiser normally tried to make the ad appear to be a part of the video content.

Music help regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant's was sometimes the music helps them to understand the message from the advertising videos.

Tone helps regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant's was sometimes the tone helps them to understand the message from the advertising videos.

Cues regarding to the table 24 we can see that the median is 2 which is the participants think about the brand and the mode is 3 which is mean that the majority participant's was cues in the video helps them better understand the message clearly.

4.11 Hypothesis Testing

H₁: There is a relationship between education and engagement with the advertising video.

H₀: There is no relationship between education and engagement with the advertising video.

I intentionally ignored the ad.

Table 4.27: Chi-Square test relation between ignorance and education.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|----|-----------------------|----------------------|
| Pearson Chi-Square | 42.857 ^a | 24 | .010 | . ^b |
| Likelihood Ratio | 44.434 | 24 | .007 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | .865 ^c | 1 | .352 | .000 |
| N of Valid Cases | 400 | 24 | .010 | . ^b |

a.5 cells (14.3%) have expected count less than 5. The minimum expected count is 1.24.

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have

expected value less than 5 therefore we use Chi-Square test. Table 27 Chi-Square test result shows that the p-value is 0.01 ($p < 0.05$) thus null hypothesis is rejected then there is relationship between ignoring add and education level. Ignoring add is used to measure engagement in this research therefore there is a relationship between education and engagement in terms of add.

After watching an advertisement on YouTube how do you react to it?

Table 4.28: Chi-Square test between react and education level.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|----|-----------------------|----------------------|
| Pearson Chi-Square | 46.154 ^a | 24 | .010 | . ^b |
| Likelihood Ratio | 49.599 | 24 | .007 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 3.057 ^b | 1 | .352 | .000 |
| N of Valid Cases | 400 | 24 | .010 | . ^b |

a.12 cells (28.6%) have expected count less than 5. The minimum expected count is .44

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Fisher's Exact Test. Table 28 shows the p-value is .000 ($p < 0.05$) null hypothesis is rejected then there is a relationship between react and education level. React is used to measure engagement in this research therefore there is a relationship between education and engagement in terms of add.

Hypothesis H₁: there is a relationship between occupation and the engagement with the advertising video.

H₀: there is no relationship between occupation and the engagement with the advertising video

6) I intentionally ignored the ad.

Table 4.29: Chi-Square test between ignorance and engagement.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|---|---------------------|-----------|----------------------------------|---------------------------------|
| Pearson Chi-Square | 29.878 ^a | 20 | .072 | . ^b |
| Likelihood Ratio | 33.619 | 20 | .029 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 3.057 ^c | 1 | .080 | .000 |
| N of Valid Cases | 400 | | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 2.17.

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we can use Fisher's Exact Test Table 29 Fisher's Exact Test result shows that the p-value is 0.000 ($p < 0.05$) thus null hypothesis is rejected then there is relationship between ignoring ads and education level. Ignoring ads is used to measure engagement in this research therefore there is relationship between occupation and engagement in terms of advertising.

9) After watching an advertisement on YouTube how do you react to it?

Table 4.30: Chi-Square test relationship between reacting and occupation level

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|---|---------------------|-----------|----------------------------------|---------------------------------|
| Pearson Chi-Square | 24.597 ^a | 25 | .485 | .000 |
| Likelihood Ratio | 25.906 | 25 | .413 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 1.307 ^b | 1 | .253 | .000 |
| N of Valid Cases | 400 | 25 | .485 | .000 |

a. 10 cells (33.3%) have expected count less than 5. The minimum expected count is .60

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Fisher's Exact Test .Table 29 Fisher's Exact Test result shows that the p-value is 0.000 ($p < 0.05$) null hypothesis is rejected then there is a relationship between reacting on the videos

and occupation level. Reacting on the video is used to measure engagement in this research therefore there is a relationship between occupation and engagement in terms of advertisement

Hypothesis H₁: there is a relationship between education and make the advertising video memorable.

H₀: there is a relationship between education and make the advertising video memorable

Online advertising can easy create the brand image in my mind.

Table 4.31: Chi-Square test relationship between create image and make the advertising video memorable

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|-----------|------------------------------|-----------------------------|
| Pearson Chi-Square | 39.741 ^a | 24 | .023 | . ^b |
| Likelihood Ratio | 38.502 | 24 | .031 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 2.745 | 1 | .098 | . ^c |
| N of Valid Cases | 400 | | .023 | . ^b |

a.11 cells (31.4%) have expected count less than 5. The minimum expected count is .36

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Fisher's Exact Test. Table 31 Fisher's Exact Test result shows that the p-value is 0.000 (p<0.05) null hypothesis is rejected then there is a relationship between create image and make the advertising video memorable. Create image on the video is used to measure advertising video memorable in this research therefore there is a relationship between education and advertising video memorable.

I always think about my favorite brand.

Table 4.32: Chi-Square test relationship between thinking about favorite brand image and make the advertising video memorable.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|-----------|------------------------------|-----------------------------|
| Pearson Chi-Square | 43.666 ^a | 24 | .008 | . ^b |
| Likelihood Ratio | 42.325 | 24 | .012 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 1.523 ^c | 1 | .217 | .000 |
| N of Valid Cases | 400 | | .008 | . ^b |

a.6 cells (17.1%) have expected count less than 5. The minimum expected count is .94.

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Chi-Square test. Table 32 Chi-Square test result shows that the p-value is 0.008 ($p < 0.05$) null hypothesis is rejected then there is a relationship between thinking about favorite brand image and make the advertising video memorable. Thinking about the favorite brand is used to measure advertising video memorable in this research therefore there is a relationship between education and advertising video memorable.

H₁: there is a relationship between occupation and make the advertising video memorable.

H₀: there is no relationship between occupation and make the advertising video memorable.

Online advertising can easy create the brand image in my mind.

Table 4.33: Chi-Square test a relationship between brand image and make the advertising video memorable.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|-----------|------------------------------|-----------------------------|
| Pearson Chi-Square | 32.063 ^a | 20 | .043 | . ^b |
| Likelihood Ratio | 32.741 | 20 | .036 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 5.646 ^c | 1 | .017 | .000 |
| N of Valid Cases | 400 | | | |

a. .8 cells (26.7%) have expected count less than 5. The minimum expected count is .84.

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Fisher's Exact Test. Table 33 Fisher's Exact Test result shows that the p-value is 0.000 ($p < 0.05$) null hypothesis is rejected then there is a relationship between brand image and make the advertising video memorable. Brand image is used to measure advertising video memorable in this research therefore there is a relationship between occupation and advertising video memorable.

I always think about my favorite brand.

Table 4.34: Chi-Square test relationship between thinking about the favorite brand and make the advertising video memorable.

| | Value | DF | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) |
|-------------------------------------|---------------------|-----------|------------------------------|-----------------------------|
| Pearson Chi-Square | 58.860 ^a | 20 | .000 | . ^b |
| Likelihood Ratio | 56.528 | 20 | .000 | .000 |
| Fisher's Exact Test | .000 | | | .000 |
| Linear-by-Linear Association | 4.138 ^c | 1 | .042 | .000 |
| N of Valid Cases | 400 | | | |

a.5 cells (16.7%) have expected count less than 5. The minimum expected count is 1.65.

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Chi-square test. Table 34 Chi-square test test result shows that the p-value is 0.000 ($p < 0.05$) null hypothesis is rejected then there is a relationship between thinking about the favorite brand and make the advertising video memorable. Thinking about the favorite brand is used to measure advertising video memorable in this research therefore there is a relationship between occupation and advertising video memorable.

Hypothesis 5: there is a relationship between occupation and communicating the advertising message clearly to YouTube viewers.

The music helps me to understand the advertisement message better

Table 4.35: Symmetric Measures.

| | Value | Asymp. Std. Error^a | Approx. Tb | Approx. Sig. |
|---|--------------|--------------------------------------|-------------------|---------------------|
| Ordinal by Ordinal Kendall's tau-b | .059 | .039 | 1.510 | .131 |
| N of Valid Cases | 400 | | | |

Kendall's tau regarding to James (2006) there are two Kendall Tau b and c and both of them between -1 and +1 and using to measure the relation between two variables. In this study we used Kendall tau-B to analysis the data.

In table 35 symmetric measures test result shows that there is no relationship between music helps to understand and communicating the advertising message clearly because $p > 0.05$. Music helps to understand is used to measure communicating the advertising message in this research therefore there is no relationship between occupation and communicating the advertising message clearly to YouTube viewers.

The tone of voice helps me to understand the advertisement message better:

Table 4.36: Symmetric measures relation between Voice and understand the communicating the advertising message.

| | Value | Asymp. Std. Error^a | Approx. x. Tb | Approx. Sig. |
|---|--------------|--------------------------------------|----------------------|---------------------|
| Ordinal by Ordinal Kendall's tau-b | .055 | .041 | 1.331 | .183 |
| N of Valid Cases | 400 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

. Table 36 symmetric measures test result shows that there is no relation between voice helps to understand and communicating the advertising message clearly because $p > 0.05$. Voice helps to understand is used to measure communicating the advertising message in this research therefore there is no relationship between occupation and communicating the advertising message clearly to YouTube viewers.

Hypothesis: there is a relationship between education and communicating the advertising message clearly to YouTube viewers.

The music helps me to understand the advertisement message better

Table 4.37: Symmetric measures the relation between music and understand communicating the advertising message clearly.

| | Value | Asymp. Std. Error^a | Appro x. Tb | Approx. Sig. |
|---|--------------|--------------------------------------|--------------------|---------------------|
| Ordinal by Ordinal Kendall's tau-b | .122 | .041 | 3.006 | .003 |
| N of Valid Cases | 400 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 37 symmetric measures test result shows that there is a relationship between music helps to understand and communicating the advertising message clearly because $p < 0.05$. Music helps to understand is used to measure communicating the advertising message in this research therefore there is a relationship between education and communicating the advertising message clearly to YouTube viewers.

The tone of voice helps me to understand the advertisement message better:

Table 4.38: Symmetric measures the relation between voice and understand the communicating advertising message clearly

| | Value | Asymp. Std. Error^a | Appro x. Tb | Approx. Sig. |
|---|--------------|--------------------------------------|--------------------|---------------------|
| Ordinal by Ordinal Kendall's tau-b | .137 | .04 | 3.422 | .001 |
| N of Valid Cases | 400 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 38 symmetric measures test result shows that there is a relationship between voice helps to understand and communicating the advertising message clearly $p < 0.05$. Voice helps to understand is used to measure communicating the advertising message in this research therefore there is a relationship between

education and communicating the advertising message clearly to YouTube viewers.

5. CONCLUSION AND RECOMMENDATIONS

In our days marketing is a very important sector especially if we are talking about business life and companies profit. This sector evolved since the internet came to our lives with different social media platforms. As the study showed that there is many powerful social media platform such as Facebook, twitter and YouTube but this study choose the most powerful platform in the world which was YouTube.

The results in this study showed that the best advertising video will be who take care about the audience's variables. This study focused on occupation and education level which is different from person to person and even from society to other one.

The study show that when the engagement is high on a pacific advertising video that is mean the advertiser targeting was efficient. And the study show that there is a significant relation between the engagement on YouTube advertising and the education level. In addition the study show that there is also a significant relation between the engagement and occupation.

Also we have the advertising memorable it is very important that the potential customer still memorize a specific video which mean a specific brand. The study highlighted on the relation between the education levels and make the advertising memorable. And show that there is a significant relation between education level and advertising memorable. In addition that there is a significant relation between occupation and advertising memorable.

Also communicating the advertising message clearly to the YouTube viewer's very important factors, because the video will be a meaningless if the YouTube viewers did not understand the message behind the video. The study show that there is no relation between occupation and communicating the message clearly.

In addition the study show that there is a significant relation between education and communicating the advertising message clearly to YouTube viewers.

At the end, the concept of social marketing very huge especially if we are talking about YouTube videos the videos have to be perfect to influence on the potential customers. Perfect videos must have a great content. Marketers have to focus on the video content in the first step.

After the content they have to know there potential customer to target them. There is a lot choices to target them on YouTube such as: income level, occupation, education, age Ets. Marketer have to use all those tool to reach the profitable potential customers and achieve the goals behind the YouTube advertising.

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APPENDIX

Appendix 1 Questionnaire

Appendix 2 Ethical approval form

Appendix 1 Questionnaire

Please take a few moments to complete this brief survey about advertisement.

Your response will be kept confidential and will not be used for any purpose other than research conducted.

This survey will take less than (10 minutes).

Please read carefully the following questions about impact of social media advertising on Making buying decision.

1. Age:
 - 18 - 24 years old
 - 25 - 34 years old
 - 35 - 44 years old
 - 45 - 54 years old
 - 55 years or older

2. What gender do you most identify with:
 - Male
 - Female

3. Education: What is your education level
 - primary
 - secondary
 - college
 - university
 - Master
 - PHD
 - doctorate

4. Occupation:
 - Retired
 - Employed for wages
 - Self-employed
 - Out of work and looking for work
 - Out of work but not currently looking for work
 - A homemaker
 - A student

5. Do you use the social media YouTube?
 - Yes
 - No

6. I intentionally ignored the ad.
- Always
 - Often
 - Sometimes
 - Seldom
 - Rarely
 - Never
7. I always use internet for school or work purposes.
- Always
 - Often
 - Sometimes
 - Seldom
 - Rarely
 - Never
8. The ad seems to try to deceive the viewer.
- Always
 - Often
 - Sometimes
 - Seldom
 - Rarely
 - Never
9. After watching an advertisement on YouTube how do you react to it?
- Research about the product or service
 - Purchase the product or service
 - Consider the product or service
 - Ignore the advertisement
 - Get annoyed for having my video interrupted
10. Online advertising can easy create the brand image in my mind.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
11. Time (approx.) spent on social media sites per week
- 0 hour
 - 1-3 hours

- 4-6 hours
- 7-9 hours
- 10 hours or more

12. Online advertising helps me keep up-to date about products and services that I need.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

13. I always think about my favorite brand.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

14. I always use internet for entertainment such as Facebook, YouTube, Twitter and etc.

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

15. The music of the video helps me to remember the advertisement

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

16. The tone of voice of the video helps me to remember the advertisement

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

17. The actors physical appearance of the video

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

18. Online advertising can easy create the brand image in my mind.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
19. I always use internet for entertainment such as Facebook, YouTube, Twitter and etc.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
20. Online advertising helps me keep up-to date about products and services that I need.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
21. I always think about my favorite brand.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
22. I am annoyed by the ads because the
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree
23. The music helps me to understand the advertisement message better:
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly Disagree

24. The tone of voice helps me to understand the advertisement message better:

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

25. The cues in the video help me better understand:

- The brand
- The message
- What I have to do to purchase the product
- The benefits of the product/service

Appendix 2 Ethical approval form

Evrak Tarih ve Sayısı: 15/04/2020-1485



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : Etik Onay Hk.

Sayın Obada ALORFAHLI

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 27.03.2020 tarihli ve 2020/03 sayılı kararıyla uygun bulunmuştur.

Bilgilerinize rica ederim.

e-İmzalıdır
Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Evrakı Doğrulamak İçin : <https://evrakdogrula.aydin.edu.tr/enVision.Dogrula/BelgeDogrulama.aspx?V=BE5N3ZH90>

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Unvanı: Enstitü Sekreteri



RESUME

Full name: Obada Alorfahli
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Mobile: 00905312239017
E-mail: o.alorfahli@Gmail.com
Date of birth: 01 Jan 1992.
Nationality: Syrian.
Marital status: Single.
Languages: Arabic: Mother language.
English: Very good written and oral.
Turkish: Good.

Education:

- Master Degree From Aydin University preparing for (MBA) 2020.
- graduated from near east university , BA faculty of economic & Administrative sciences. Department of banking & finance 2015.

CERTIFICATES AND COURSES:

- Google ads certification 2020
- Social media advertising certified from Udemy 2020
- Excel course – Upper Intermediate 2019

Working history:

- Marketing specialist 2017 until 2020 in Aman real estate. (3Yrs)

Responsibilities:

- Google ad words: lead generation, display.
- YouTube marketing: lead generation, display ads.
- Google analytics: analyzing the data .
- SEO: search engine optimization.
- Link building.
- Facebook ads: lead generation, brand awareness and traffic to website
- Instagram ads: lead generation, brand awareness and traffic to website
- Twitter ads: lead generation and brand awareness
- Reporting about the ads.
- checking weekly the website from any error.
- reporting about the traffic.
- Email marketing.

- (Madar Group) from 2015 until 2017 (3 yrs and 7 mos)

Responsibilities:

Google ad words: lead generation, display.

- YouTube marketing: lead generation, display ads.
- Google analytics: analyzing the data .
- SEO: search engine optimization.
- Link building.
- Email marketing.

- Working at Deranya Company as purchasing officer 1 year 2012 in Jordan.

Other skills:

Computer skills: Microsoft office (word, excel, powerpoint... etc.).

Team work