# Creating Brand Awareness through YouTube Advertisement Engagement

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## Abstract

Online advertising such as Facebook, YouTube, Instagram, Twitter and others have become one of the profitable and user-friendly platform for advertisers. Thus, more and more advertisers adopted the idea of online advertising. However, it is difficult to engage the consumer or viewers from this platform. YouTube is one of the fastest growing online platform. Thus, this research focuses on the significance of using YouTube advertisement as the platform in generating and building brand awareness. 280 respondents were conveniently recruited for data collection and further data analyses. All questionnaires were successfully handed out to each respective respondent. As predicted, research has shown that the advertising engagement do significantly related in creating brand awareness in the YouTube platform. This research has contributed to the new understanding in helping advertisers, marketers, Small-Medium Enterprise (SME) and new start-ups companies in reaching more consumers by using the right strategies in YouTube advertising and reducing their advertising cost by knowing the right tools to use.

## I. INTRODUCTION

More and more marketers are considering online advertising as part of their marketing campaigns. Vashistth et al. (2011) claimed that this practice enables marketers to record and track the performance of online adverts with ease. Moreover, it is becoming more apparent through online social media platforms such as Twitter, Facebook,Whatsapp, Wechat, Snapchat and Instagram. Youtube is one of the more popular platform preferred by marketers. Aslam (2018) mentioned that, traditional advertising witnessed the usage of Television, Radio and Printed Medias to tell, inform, influence and remind the consumers

about any brands available in the market. However, their impacts on creating brand awareness are not as strong as the impacts created by YouTube (Perrin, 2015). YouTube has become the first choice for marketers to promote any products and services (Soukup, 2014; Dehghani et al., 2016; Aslam, 2018). 50 million people are believed has created YouTube content while active users have reached about 1 billion people (Aslam, 2018). Most of the top 100 global brands used YouTube advertising as part of their marketing strategy platform to enhance their brand and company (Dehghani et al., 2016). Advertising appeals play an important role in engaging audience and create awareness.

Usman(2013) believes that humor appeal able to entertained consumers and create media attention. Therefore, interesting, attractive and informative advertisement with various appeals such as humor will attract more viewers among consumers to engage with such advertisements.

At the present moment, very few studies clearly explore on advertising in YouTube that able to create consumer engagement towards the media simultaneously increase their brand awareness. In this study, the current advertising practice that uses Youtube as an online platform are discussed in relation to their advertising engagement towards creating brand awareness while recommendation for future practices are suggested. Outcomes from this study thus highlight advertising effort that might benefit advertisers and marketers through the use of YouTube advertisement platform. It is important by understanding this factor it may help advertisers, marketers,Small-Medium Enterprise (SME) and new start-ups companies in creating advertising effort by using YouTube as the main platform to advertise any products or services concurrently become competitive advantage for them in this turbulent business competition landscape.

## II. RESEARCH OBJECTIVE AND LITERATURE REVIEW

### Research objective

This paper aims to investigate and examine the relationship and the importance of consumer engagement in YouTube advertisement towards the consumers' brand awareness.

### Youtube advertisements

The power of YouTube as medium for advertising is undeniable. Instead of other digital and online platforms such as the social medias (Facebook, Instagram, Snapchat, Twitter, Whatsapp and Wechat), YouTube is currently becoming more popular among marketers (Stephen &Toubia, 2010; Soukup, 2014; Aslam, 2018). It is also become prominent this day (Perrin, 2015). Past researchers

have found that, YouTube is not only user friendly, but also cheap and common for the society particularly the millennial and adolescence. Instead of being the leading and sundry platform in daily social life especially entertainment, YouTube also serve as the tools for marketers to advertise their products and services (Aslam, 2018). Teachers and academicians use YouTube as teaching aids through the educational videos (Vashistth et al., 2011; Aslam 2018) and social activists make use of YouTube as the platform to communicate all community messages (Puspitasari&Chien, 2014) and to communicate with the society (Vashistth et al., 2011; Soukup, 2014; Dehghani et al., 2016; Aslam, 2018). Consequently, YouTube is not only play role as entertainment platform but also well-functioned as tool for business marketing (advertising), education, communication and many others. With the characteristics of YouTube itself as an interactive platform with multiple functions, it became the preferred channel among millennial (Perrin, 2015). In India, more than 100 million viewers used YouTube to see and watch the advertisement of newly Samsung released product in 2017 (Nudd, 2017). This remarkable fact will never been seen before in traditional advertising platform such as television. Based on this, the modern entrepreneurs in India or everywhere in the world particularly the marketers must grab the opportunities lies behind the usage of YouTube by understanding its features and functions (Aslam, 2018). Bowden (2009) advised that, those entrepreneurs and marketers could also become accustomed to this unvarying embryonic platform to boost the awareness of consumers, customers or even the future prospects through the usage and utilisation of this supreme platform.

### Brand Awareness

The functions of advertising in marketing are multifold. Marketers utilized advertising in promoting the products or services purposely to inform, to influence and to reminds the consumers

that their brands are available and still exist in the market (Alba & Hutchinson, 2000; Huang &Sarigollu, 2012; Vashistth, Chaudhary, Chaudhary, Ajay, Saini, Rajpoot, &Sirohi, 2011). Past researches has investigated and found that the roles of advertisement in advertising in increasing brand awareness among consumers. Most findings agreed that the advertising in advertisement do boosted the brand awareness and lead to purchase and loyalty. Aaker (1991) stated that, the consumer is aware of any brand of products when they are able to recognize, recall and memorize the brand particularly the names, colors, features or even the location where the brand is situated in any retail stores. Huang &Sarigollu, (2012) added that, high brand awareness happen when consumers can remember the brand, pronounce the brand name, explain the brand features and identify the brand among all other competing brands. The process of making consumers memorize a brand is not an easy task as it takes longer time (Aslam, 2018) but if marketers keep appear and exist in front of consumers such as through YouTube advertisement, the problem with awareness is no longer a major concerns because YouTube will facilitate the process of getting good memory (Huang &Sarigollu, 2012). A proper YouTube advertisement will produce high brand awareness among the consumers. Besides that, it will also facilitate and influence the consumer decision making to buy and consume the product or service (Alba & Hutchinson, 2000). The high brand awareness not only lead to products purchase but also benefit the entrepreneurs in many ways such as consideration advantage, learning advantage, distinction advantage (Keller, 1998). All these benefits will strengthen the company's brand and business against the competitors. Sasmita&Suki, (2015) added that, instead of winning the business competition through the high adoption of company's brands among consumers, the high brand awareness also could lead to the creation of loyalty among consumers through the constant purchase of company's product or service.

## Consumer Engagement

Consumer engagement has been recognized as part of the study in academic and marketing research. There are several past studies on the consumer engagement in relationship with the social network community (Breidbach et al. 2014). The definition of the consumer engagement in the marketing context defines as the level of consumer involvement and interactive experience between the advertisement or the organization brand (Bornstein et al., 2013). The level of consumer involvement enables organization in understanding the effectiveness of the advertisement shown to the public. On the other hand, engagement define as the intensity of the consumer participation in the organizational activity, either the engagement initiative begins from the consumer or organizations (Vashistth et al., 2011). Consumer engagement activities can be determined by observing the reactions and responses portrayed by consumers while watching and viewing the advertisement in YouTube. Such behaviors are like watching the advertisements until the end, saving the advertisements, searching for more information about the advertisements, liking and commenting the advertisements, forwarding the advertisements as well as telling others about the advertisements and products displayed in the advertisements (Bowden, 2009; Pham & Avnet, 2009; Vashistth et al., 2011; Huang &Sarigollu, 2012; Bornstein et al., 2013; Breidbach et al. 2014).

Customer engagement often being considered as a psychological process that contains the emotional characteristic in consumers (Bowden, 2009). Bowden (2009) added in his studies that, the consumer engagement has a positive relationship with the consumer attitude and behavior. It is expected that the consumer is committed with their attitudes in consumer engagement. Another definition by Pham & Avnet (2009), they focus on defining consumer engagement has the reference to the customer activity pattern and behavior.

Consumer engagement can be the determination or the influencing factors of brand awareness. Hence it will be a new contribution of knowledge towards this area. Thus, the hypothesis suggested as below:

*H₁: Consumer engagement in YouTube advertising has a positive impact towards brand awareness.*

### III. METHODOLOGY AND METHODS

Sample size will be determined by the number of data collected and it will help the research findings and results (Burns, Bush &Sinha, 2014). It was suggested that the ideal number for a sample will be 200 (Garver&Mentzer, 1999). This research has recruited 280 samples using convenience sampling. Etikan, Musa, &Alkassim, (2016) agreed that this method is easy in targeting the population due to their availability, willingness to participate in research and approachability. Bornstein, Jager&Putnick (2013) further added that convenience sampling is easy to administer, efficient, time save and cheaper.

Questionnaire was distributed to respective respondents. The target areas were those with high density of demographic such as shopping centers, universities, colleges, LRT station around Klang Valley, Malaysia. These areas are considered good as high concentration of demographic and collecting data in this location will be easier. The physical copies of questionnaire were distributed and the process of data collection took for about three weeks. A 100% responses rate was recorded as a result of the distribution of token of appreciation (Fast Food Voucher worth RM5) to each and every respondent who participated in this study. This token of appreciation is purposely prepared to increase the willingness of respondents to participate in this study simultaneously facilitate the data collection process.

### IV. RESULT AND ANALYSIS

In order to measure the sampling adequacy for all variables, Kaiser-Meyer-Olkin (KMO) was used. Based on the result which is 0.748, this is considered

as good (Field, 2009). Based on the KMO and Barlett's Test if Sphericity results, the research results are considered good. Furthermore, the Cronbach Alpha showed all variables fall under the range of 0.62 to 0.77 which are considered as reliable.

Summary of Overall Model

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.487[a] | 0.237 | 0.229 | 0.41352 |

Judge (2017) claim that R square is the correlation between two variables. The R square has shown as 0.237 where 24% of the R square represents by the construct variable. The remainder of 76% shows that there are other factors that is not being considered in this study. In marketing fields, it is entirely expected that R-squared values will be low (lower than 50%) because human behaviors are simply harder to predict.

Cooeficient Test Result

| Hypothesis | Relationship | Unstandardized Coefficient Beta | Standardised Coefficient Beta | t | Sig | Result |
|---|---|---|---|---|---|---|
| H1 | Consumer Engagement → Brand Awareness | 0.207 | 0.212 | 3.411 | 0.001 | Positive and Supported |

Based on the table above, it is also glad to see that the predicted hypothesis is supported, significant

and positive. The p-value is 0.001 (<0.05) as stated in Table II above. The t-statistic value is 3.411, which also indicate that the hypothesis is significant and supported. As a result, there is 95% confidence interval that a positive and significant relationship between consumer engagement in YouTube advertisement and consumer brand awareness exist. The result also indicated that, the usage and utilisation of YouTube as the advertising platform will lead to the increase of consumer awareness on the brand of products or services.

The Unstandardized Coefficient (Beta Value) tells us the important information about the strengths of relationship between variables in the research framework. It represents the amount of change in a Brand Awareness (Y) due to a change and influence of a unit of Consumer Engagement in YouTube advertisement (X). Based on Table II, it is found that the Beta-value is 0.207. Therefore, 20.7% of changes in Brand Awareness is due to the changes / influence of Consumer Engagement in YouTube advertisement

## V. CONCLUSION AND SUGGESTIONS FOR FUTURE RESEARCH

The research has revealed that advertising engagement that affect and able to create brand awareness. This has indirectly indicated that by having good engagement through YouTube advertising, advertisers and marketers will be able to create brand awareness towards the products and services. Advertising engagement is important to create brand awareness (Royo-Vela & Black, 2018). This is because it able to adapt and modify the advertisements that able to suit consumers and create awareness.

Based on the analyses, 0.237 (24%) of the R square is described by the construct variable. Thus, the remaining of 76% can be explained by other factors. Based on that, future researches should be conducted to identify the unexplained factors that contributed to brand awareness among consumers particularly those consumers who engage with

digital platforms. Furthermore, the Beta-value of this study is 0.207. This signifies that 20.7% of changes in brand awareness are due to the changes and influence of consumer engagement. Therefore, the influence of other 79.3% is deemed to be investigated further.

The future researchers also should consider other digital platforms in future studies such as Facebook, Instagrams, Wechat, Whatsapp and many more to see their strengths in influencing consumers brand awareness. As this research involved the Millenials or Generation Y who born between 1980 until late 90s, the future researchers should take into consideration other generations of consumers who also be considered as active users of YouTube such as gen Z or Centennials who born between late 90s until 2010 as well as the Thirteeners (Gen X) who born between 1965 until 1979. They are also actively using YouTube and other digital platforms in their daily life.

Future researchers also may want to expand this study to other countries such as Indonesia, Singapore, Brunei, Thailand or other parts of the world and could also conduct comparative studies to see the interesting findings pertaining to the same issue.

## VI. MANAGERIAL IMPLICATION

It is believed that YouTube advertisement is one of the important tools that is used by advertiser to advertise any products and services to help businesses. This study help the advertisers to understand which factor that is more important in creating brand awareness rather than spent more in unnecessary areas. This may help to engage and improve brand awareness in YouTube platform. As for entrepreneurs, when the right tools being used, it will be much easier to reach out more customers. This research also is very beneficial to startups companies and Small-medium Enterprise (SME) who used YouTube as their business platform. This may help them to reduce unimportant spending especially in advertising and help to boost the sales

of their products or services in better way.

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