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The Influence of Youtube Advertising Value on Brand Awareness and Purchase Intentions Of Vietnamese Customers

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Abstract: Youtube advertising is gradually becoming a form of advertising that attracts many enterprises and customers. This research is based on a survey of 450 customers in Vietnam in two forms: direct distribution and collection at some colleges, some companies, some supermarkets and online survey via Google Docs tool in November, 2020 about factors that affecting advertising value on Youtube and the relationship between advertising value on Youtube, brand awareness and customer purchase intention. The results show that entertainment, informativeness, irritation and interactivity have a positive effect on advertising value on Youtube, in which entertainment has the most positive and strongest influence on advertising value on Youtube and irritation has a negative effect on advertising value on Youtube. The authors also pointed out the relationship between advertising value on Youtube, brand awareness and Vietnamese customer purchase intention.

Keywords: Advertising value, brand awareness, purchase intention, Youtube.

I. INTRODUCTION

YouTube is a social networking platform that allows users to host and share videos developed by Chad Hurley, Steve Chen and Jawed Karim in 2005. Up to now, YouTube is the website with the most traffic. 2 worlds (behind only Google.com) and 79% of Internet users say they have a YouTube account according to Datareportal website statistics in 2019. As of May 2019, this online video viewing platform has attracted 2 billion logged-in viewers every month [1]. According to the statistics of the Vietnam Marketing Association, in the report at the Vietnam Marketing Summit 2020 conference, Youtube is gradually becoming an effective Marketing channel for Vietnamese enterprises.

There are basically two types of YouTube video advertisement. In-stream and in-video advertisement are two different types of advertising through YouTube. In-stream advertisements allow viewers to choose whether to view brand advertisement or skip them after playing for at least 5 seconds. Standard in-stream advertisement can be up to 15 seconds long. In - video advertisements are advertisement that usually appear on the lower part of company's video. These advertisements usually appear after 15 seconds if viewers want to be able to close or minimize them [2].

The rise of content advertising on YouTube has drawn the attention of advertisers to invest in this burgeoning medium as an effective online advertising and brand communication platform [3]. Customers will have the intention to purchase a product or brand based on their experience, preferences, environment, including advertising [4]. In addition, customer purchase intention is also dependent on their awareness of a particular brand [5] and advertising value will influence purchase intention through brand awareness [3].

On that basis, the purpose of this study is to analyze the factors (entertainment, informativeness, irritation, customization and interactivity) that affect advertising value on Youtube and researching the effect of advertising value on Youtube on purchase intention of Vietnamese customers, in which, brand awareness as a mediating factor.

II. LITERATURE REVIEW

2.1. Entertainment

Entertainment is defined as the factors that bring pleasure to users when they use the media [6]. The value of entertainment manifests itself in its ability to enhance the user's need to enjoy, release emotions and redirect (Muntinga

et al., 2011) by allowing consumers to experience, exchange information, even photos and video clips with their social connections [7, 8]. Many marketers have incorporated advertising and entertainment to reach more customers to break the clutter and create new ways to gain more customer interest [9]. Based on these studies, we posit the first hypothesis as the following:

H1: Entertainment has a positive influence on the advertising value on Youtube.

2.2. Informativeness

Informativeness can be defined as the level of supply providing users with useful information [10, 11]. Information provision has an impact on attitudes toward advertising on social media [12].Customers view information as a positive aspect of advertising as they learn about new products, product benefits and product information[13]. In view of these findings from earlier research, we offer the second hypothesis:

H2: Informativeness has a positive influence on the advertising value on Youtube.

2.3. Irritation

People tend to avoid online advertising due to irritation of internet [14, 15]. Consumers get annoyed with advertisements when they are offensive, offensive or overly manipulative [16]. Irritation can reduce the effectiveness of the advertising and the perceived value of the audience [13]. With regards to social media like YouTube, irritation can be represented by the disruption as well as consumer concerns over their privacy loss [17]. YouTube advertising viewers may describe the irritation because YouTube ads are boring and disrupting everyone's work on YouTube [18]. Therefore, based on the above statements, we propose the third hypothesis:

H3: Irritation has a nagative influence on the advertising value on Youtube.

2.4. Customization

Advertising are more easily modified by customers when they are personalized and tailored to their lifestyle [19]. Consumers pay attention to highly personalized advertising and avoid low-customized advertising [20]. YouTube is one of the most powerful channels among other social media channels with a potential platform for producing video content based on each user's needs and preferences [3]. These findings lead to the fourth hypothesis:

H4: Customization has a positive influence on the advertising value on Youtube.

2.5. Interactivity

Interactivity as the degree to which the user can participate in real-time modification of the form and content of the medium [21]. Interoperability is also defined as the user's ability to control information [22]. Consumer interactions with content via a computer create a sense of playfulness [23]. In addition, interactivity plays a role in driving the attraction of networks and inducing their evolution [24]. For Internet advertising, interactivity allows consumers to search for diverse information based on their interests [25] which can raise awareness of the value of information of advertisement. As such, we propose the fifth hypothesis:

H5: Interactivity has a positive influence on the advertising value on Youtube.

2.6. Advertising value, brand awareness and purchase intention

Advertising value is a subjective measure of the relative or usefulness of an ad to consumers, which is seen as a useful tool for measuring the effectiveness of advertising [16, 26]. Consumers realize the value of advertising when the advertised message is relevant to what they search for. In addition, the main advertising value in the exchange between advertisers and consumers through content when advertising is effective [3].

Brand awareness is described as recognition or recognition of a [27]. Customers gain brand awareness through effective marketing communication channels such as television, mobile phones and online advertising because information about product quality and reputation helps to reduce risks in product evaluation and product purchasing [28].

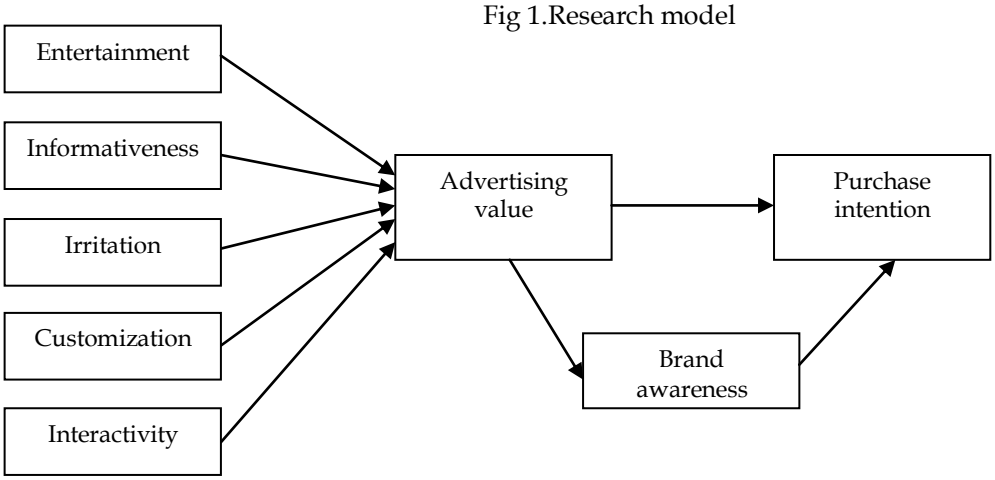
Purchase intention is a type of decision making that understands the consumer's reason to buy a particular brand [29]. Purchase intent expresses what consumers think they will [30].

Customer's purchase intention depends on the level of awareness of a brand [5]. There is a relationship between advertising value and brand awareness, brand awareness and purchase intention [3, 13].

Based on these findings, we formed the last three hypotheses:

H6: Advertising value on Youtube has a positive influence on brand awareness
H7: Advertising value on Youtube has a positive influence on customer purchase intention.
H8: Brand awareness has a positive influence on customer purchase intention.

Fig 1.Research model



III. METHODOLOGY

3.1. Survey and sample

The survey questionnaire was built based on an overview of the research and design with 2 parts: the first part explores the characteristics of the respondents including: gender, age, time of daily use of Youtube; the second part explores respondents' consent to statements related to advertising value, brand awareness and customer purchase intention.
The questionnaires were sent in two forms: direct distribution and collection at some colleges, some companies, some supermarkets; online survey via Google Docs tool to some consumers in Vietnam in November 2020. 450 valid survey forms were used for the analysis the influence of Youtube advertising value on brand awareness and purchase intentions of Vietnamese customers.

Table 1. Descriptive statistics of sample demographics

Demographic information		Frequency	Percent	Mean	Standard Deviation
Gender	Female	343	76.2	0.24	0.426
	Male	107	23.8		
Age	Under 18	44	9.8	1.08	0.418
	From 18 to 22	120	26.7		
	From 22 to 25	89	19.8		
	From 25 to 29	78	17.3		
	From 29 to 39	99	22.0		
	Over 39	20	4.4		
Time of daily use of Youtube	Less than 1 hour	86	19.1	2.30	0.984
	1 – 2 hour	209	46.4		
	2 – 4 hour	107	23.8		
	4 – 5 hour	30	6.7		
	More than 5 hour	18	4.0		

Table 1 shows that the majority of respondents are female (accounting for 76.2%), age from 18 to 22 years old accounts for the highest percentage (26.7%), using Youtube 1 to 2 hours per day accounts for the largest proportion (46.4%), followed by 2-4 hours per day (23.8%).

3.2. Scales and analytic approach

All scales used in our research are inherited and adjusted from previous studies, including entertainment [31, 32], informativeness [18, 31], irritation [18], customization [33], interactivity [32], advertising value [18], brand awareness [34], purchase intention [31, 35] and they were designed on a 5-point Likert scale (1: Strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly agree).

Structural equation modelling (SEM) was used to test models and hypotheses, analysis process consists of three main steps. Firstly, Cronbach's alpha and exploratory factor analysis (EFA) was performed to evaluate the reliability of the variables. Secondly, confirmatory factor analysis (CFA) was used to test experimental validity of the research model and each scale (item) in research sample. Finally, structural equation modelling (SEM) was then used to estimate the path coefficient of each proposed relationship in the conceptual framework. Statistical analysis was performed using SPSS 24.0 and AMOS 24.0 software.

IV. RESULTS AND DISCUSSION

4.1. Validity and reliability

Based on the results in Table 2, Cronbach's alpha coefficients of all variables range from 0.838 to 0.936. Cronbach's alpha results of the variable are acceptable to test the reliability of the scale. After testing the reliability of the scale with Cronbach's alpha and exploratory factor analysis (EFA), some items were excluded due to the item-total correlation < 0.3 or factor loading < 0.5 including: INF5, INF7, IRR2, ADV7. The results showed that the coefficient KMO = 0.828, Sig. (Bartlett's Test) = 0,000 < 0.005, Initially eigenvalues = 63.471> 50%.

In the next step, the authors performed a confirmation factor analysis (CFA). After evaluating each scale, the full measurement model was analysed in Figure 2. The CFA results show a good fit: $\chi 2$ = 2937.864, df = 1511, p = 0.000, CMIN/df = 1.944 (between 1 and 3) [36], CFI = 0.926 > 0.9, SRMR = 0.048 < 0.08, RMSEA = 0.046 < 0.06, PClose = 0.997 > 0.05 [37]. In addition, the standardized regression weight of all items is higher than 0.5 (λ> 0.5). Consequently, the convergence value is determined at all scales.

4.2. Structural and meta-analytic path analyses

The structure model results show that the hypothesis model is appropriate for the data ($\chi 2$ = 2993.690, df = 1521, p = 0.000, CMIN/df = 1.968 (between 1 and 3), CFI = 0.924 > 0.9, SRMR = 0.048 < 0.08, RMSEA = 0.046 < 0.06, PClose = 0.992 > 0.05). The hypotheses H1, H2, H3, H5, H6, H7 and H8 are all accepted (Table 3). Entertainment has a positive relationship with advertising value on Youtube (β = 0.438, p < 0.001). Informativeness has a positive relationship with advertising value on Youtube (β = 0.144, p < 0.05). Irritation has a negative relationship with advertising value on Youtube (β = -0.101, p < 0.05). Interactivity has a positive relationship with advertising value on Youtube (β = 0.320, p < 0.001). Advertising value on Youtube has a positive relationship with brand awareness and customer purchase intention (β = 0.380 and 0.710 respectively, p < 0.001). Brand awareness has a positive relationship with customer purchase intention (β = 0.138, p < 0.001).

Table 2. The results of Cronbach's alpha and Exploratory factor analysis (EFA)

Variables	Items	Cronbach's Alpha	Component							
			1	2	3	4	5	6	7	8
Entertainment (α = 0.931)	ENT1	0.922	0.876							
	ENT2	0.920	0.855							
	ENT3	0.919	0.678							
	ENT4	0.930	0.691							
	ENT5	0.923	0.644							
	ENT6	0.918	0.839							
	ENT7	0.911	0.905							
Informativeness (α = 0.894)	INF1	0.885		0.619						
	INF2	0.887		0.738						
	INF3	0.886		0.690						
	INF6	0.881		0.713						
	INF7	0.880		0.665						
	INF8	0.877		0.697						
	INF9	0.873		0.768						
	INF10	0.875		0.781						
Irritation (α = 0.932)	IRR1	0.916			0.912					
	IRR3	0.921			0.793					
	IRR4	0.919			0.796					
	IRR5	0.919			0.874					
	IRR6	0.929			0.720					
	IRR7	0.926			0.773					
	IRR8	0.917			0.932					
	IRR9	0.932			0.550					
Customization (α = 0.939)	CUS1	0.931				0.820				
	CUS2	0.924				0.884				
	CUS3	0.928				0.846				
	CUS4	0.934				0.787				
	CUS5	0.930				0.837				
	CUS6	0.919				0.939				
Interactivity (α = 0.880)	INT1	0.862					0.721			
	INT2	0.857					0.733			
	INT3	0.871					0.658			
	INT4	0.862					0.675			
	INT5	0.858					0.676			
	INT6	0.848					0.843			
Advertising value (α = 0.935)	ADV1	0.924						0.899		
	ADV2	0.927						0.655		
	ADV3	0.929						0.546		
	ADV4	0.930						0.646		
	ADV5	0.924						0.885		
	ADV6	0.922						0.823		
	ADV8	0.927						0.641		
	ADV9	0.926						0.566		
Brand awareness (α = 0.870)	BRA1	0.856							0.638	
	BRA2	0.838							0.792	
	BRA3	0.852							0.730	
	BRA4	0.838							0.781	
	BRA5	0.848							0.741	
	BRA6	0.853							0.640	

Purchase intention (α = 0.940)	PU1	0.932								0.732
	PU2	0.930								0.858
	PU3	0.930								0.809
	PU4	0.932								0.905
	PU5	0.934								0.829
	PU6	0.932								0.789
	PU7	0.936								0.749
	PU8	0.935								0.794
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)			0.950							
Sig. of Bartlett's Test of Sphericity			0.000							
Cumulative %			63.471							

Figure 2.The result of CFA (unstandardized estimates)

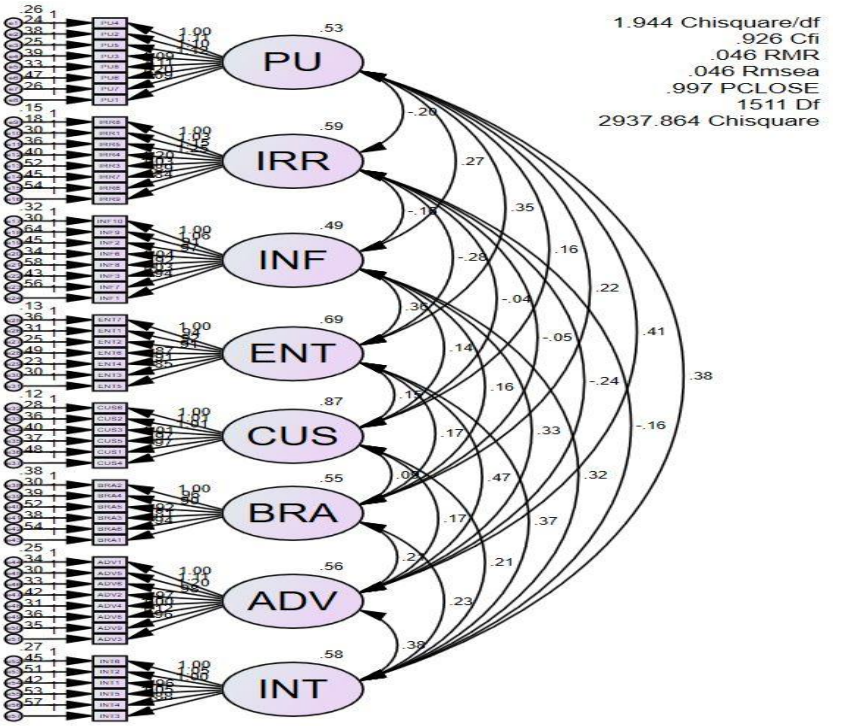


Figure 3.Results of structural equation modelling

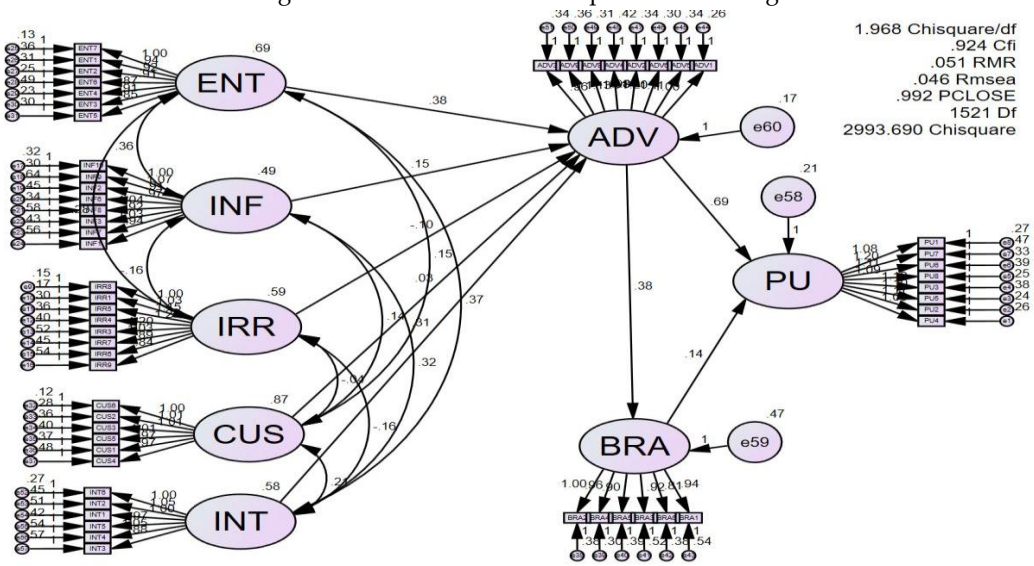


Table 3. The results of the path analysis among variables with standardized regression weights

Relationships	Estimate	S.E	C.R	P-value	Results
ENT → ADV	0.438	0,044	8,666	***	Significant
INF → ADV	0.144	0,05	3,09	0,002	Significant
IRR → ADV	-0.101	0,034	-2,902	0,004	Significant
CUS → ADV	0.038	0,026	1,181	0,237	Insignificant
INT → ADV	0.320	0,046	6,756	***	Significant
ADV → BRA	0.380	0,052	7,268	***	Significant
ADV → PU	0.710	0,048	14,419	***	Significant
BRA → PU	0.138	0,039	3,5	***	Significant

4.3. Discussion

The research results show that out of 5 hypotheses about the relationship between entertainment, informativeness, irritation, customization, interactivity and advertising value on Youtube, there are 4 accepted hypotheses, except the hypothesis about the relationship between customization and advertising value on Youtube. In which, entertainment is the most positively influencing factor on advertising value on Youtube, interactivity is the second most positive factor affecting advertising value on Youtube and irritation is the only factor that has negative relationship with advertising value on Youtube. These results consistent with the conclusion of Aziza & Astuti (2019) when saying that entertainment is also the most positive factor and irritation has negative relationship with advertising value on Youtube [13]. Dehghani et al. (2016) also acknowledged the positive relationship between entertainment, informativeness and advertising value on Youtube and the negative relationship between irritation and advertising value on Youtube but hypothesis of the relationship between customization and advertising value on Youtube has been accepted in the research of these authors [3].

The hypothesis of a positive relationship between advertising value on Youtube with brand awareness and customer purchase intention is also accepted in the authors' research. At the same time, brand awareness has a positive relationship with customer purchase intention. These conclusions are also consistent with those in the study of Aziza & Astuti (2019) [13]. The relationship between advertising value on Youtube and brand awareness, brand awareness and customer purchase intention has also been proven in the research of Dehghani et al. (2016) [3].

V. CONCLUSION

This research contributes both theoretically and practically. Firstly, the study explores the factors affecting advertising value on Youtube based on the models of Aziza & Astuti (2019) and Dehghani et al. (2016) but with the addition of a new factor - interactivity. The new factor added to the research model has been shown to have a relationship with advertising value on Youtube. Secondly, the level of impact of factors on advertising value on Youtube will help enterprises that implement advertising on Youtube to make suitable advertising decisions for customers. Youtube advertising should be designed to be entertaining and interactive. Thirdly, based on the relationship between advertising value on Youtube, brand awareness and customer purchase intention, the authors have helped enterprises understand the role of advertising value on Youtube, brand awareness to customer purchase intention. They are the factors that have a positive relationship with the customer purchase decisions that need to be considered by enterprises.

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