

A Study on The Impact of Youtube Advertisements on Consumer Purchasing Intention

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ABSTRACT

In today's digital age, internet advertisements are critical to influencing customer behaviour and purchase decisions. YouTube has evolved as a powerful advertising medium due to its broad scope, aesthetic value, and the capacity to attract targeted audiences. The purpose of this investigation is to look at how YouTube commercials affect consumer purchasing intentions. The study focuses on studying customer engagement with YouTube commercials, identifying the most appealing adverts, and analyzing how these advertisements impact purchasing decisions. The research depends on sources that are both primary and secondary. Primary data were gathered from 100 respondents through a well-organized survey created with Google Forms, while secondary data were sourced via journals, reports, web pages, and publications. The data was analyzed using statistical procedures such as percentages, ANOVA, and the chi-square test.

The study suggests that online advertising on YouTube is a powerful promotional tool and offers relevant insights and ideas for companies looking to improve their advertising strategies. Digital media has had an enormous effect on how firms engage with their clients. Digital advertising platforms are increasingly replacing conventional advertising techniques due to their expanded reach, enhanced audience targeting, and interactive features. YouTube boasts millions of users across all age groups, making it a key digital platform for video sharing. YouTube's audiovisual style and high popularity among users have made it a popular platform for marketers to promote products and services and alter customer purchasing decisions. The study found that most respondents use YouTube daily and are regularly exposed to adverts.

Keywords: Internet marketing, online advertisement, customer participation, consumer intentions to purchase

INTRODUCTION

In today's digital age, advertising plays an important role in determining consumer behaviour. With the rapid growth of the internet and smartphones, online platforms have emerged as an important avenue for promoting products and services. Among several digital platforms, YouTube has emerged as one of the world's most powerful and popular video-sharing services. Every day, it attracts millions of users and provides advertisers with a large platform to promote their products. Several factors influence consumer purchasing intentions, including ad originality, content quality, brand credibility, relevancy, and exposure frequency.

A variety of factors have an impact on consumer purchasing intention, including commercial originality, content quality, brand credibility, relevancy, and frequency of exposure. YouTube advertisements enable businesses to target specific audiences based on age, interests,

location, and viewing habits, making advertising more personalized and successful. Marketers now rely on YouTube advertising to influence customer decisions. The purpose of this study is to look at the impact of YouTube adverts on consumer purchasing intentions. It aims to comprehend how YouTube commercials influence consumer awareness, sentiments, and purchasing decisions. This study's findings will help marketers and businesses understand the success of YouTube advertising and design better advertising strategies to attract and keep customers.

YouTube advertisements appear in various formats, such as skippable advertisements, non-skippable advertisements, banner advertisements, influencer promotions, and sponsored content. These advertisements not only provide information about products but also engage consumers emotionally through creativity, storytelling, and endorsements by celebrities or influencers. As consumers spend more time watching videos on

YouTube, exposure to such advertisements has a growing impact on their attitudes, preferences, and buying decisions.

STATEMENT OF THE PROBLEM

With the rapid rise of digital marketing, YouTube has become one of the most popular channels for advertising products and services. Companies are increasingly using YouTube commercials to influence customer purchasing decisions by raising awareness, engagement, and interest through audiovisual content. Despite advertisers' significant investment in YouTube advertising, it is unclear how well these advertisements impact consumer's purchasing intentions. Consumers are exposed to a variety of YouTube adverts, including skippable, non-skippable, influencer promotions, and sponsored videos. This poses the issue of determining which forms of YouTube commercials draw the greatest attention and how consumer participation with these advertisements influences purchasing decisions. Understanding customer engagement and the success of YouTube advertisement is critical for marketers in developing better advertising strategies. As a result, the purpose of this study is to explore the impact of YouTube advertisements on consumers' purchasing intentions, investigate consumer interaction with YouTube advertisement, identify the types of advertisement that interest customers the most, and provide appropriate recommendations for enhancing YouTube advertising tactics.

OBJECTIVES

- To study the effect of YouTube advertisements on influencing buying decisions.
- To understand the consumer engagement with YouTube advertisements.
- To identify the YouTube advertisements attracts customers most.
- To provide recommendations for marketers to improve YouTube advertising strategies.

REVIEW OF LITERATURE

Jane Kartika Tjahjadi and Roozbeh Babolian Hendijani 2020¹. Research aim to determine the most important elements influencing customers purchasing decisions. This study looks

at how customers perceive compulsory-view advertising on YouTube and how it affects their purchasing decisions. We adopted a quantitative research design, with questionnaires given at random to active YouTube viewers. The study tackles the lack of clarity about how consumers interpret compulsory-view commercials. It emphasizes personal relevance, informativeness, and amusement as important perceptual variables. The results show that personal relevance has a large and beneficial influence on purchasing habits.

Adhiraj Gupta, January 2024² The International Journal of Social Science and Economic Research. The purpose of the study is to investigate how different aspects of YouTube Advertisements affect young people's purchasing intentions, especially with regard to gaming products. The study intends to examine how elements including the length of the advertising, the celebrity endorsement, the advertisement's informativeness, and its skip ability affect young consumers' buying inclinations. The study used both primary and secondary data using quantitative research methodology.

Adrian Achyar and Shifa Nabila 2019³. Journal of Sriwijaya Management and Business. The major purpose of this study is to look at the elements that influence the value of YouTube advertisements, as well as how they influence consumers' opinions and buy inclinations. The study's goal is to look into how informativeness, personalization, annoyance, and legitimacy influence the entertainment value of YouTube commercials. The study employed a structured questionnaire survey and a quantitative research design. The statistics were submitted by 248 active YouTube users in Indonesia.

Professor Hafiz Ahmad Ashraf, Mehak Rehman and Haroon Iqbal Maseeh Orient Research Journal of Social Sciences, December 2021⁴ effect of YouTube Advertising on Customer Purchase Intention. The purpose of this research is to investigate the relationship between YouTube advertising and consumer purchase intentions. The current study uses a quantitative and descriptive research approach to investigate the impact of YouTube advertising on customer purchase intentions. In the digital marketing era, YouTube has emerged as one of the most popular advertising platforms.

RESEARCH METHODOLOGY

Sources of data

The study is based on both primary and secondary data

Primary data

The main information collected in the research was acquired directly from respondents via a well-organized survey created using Google Forms as the platform. The questionnaire was created to collect information about respondents' demographics, YouTube usage habits, level of exposure to marketing materials, their involvement with YouTube advertisement, content preferences, and purchasing intentions.

Secondary data

Secondary data were gathered to supplement and enhance the outcomes of the primary information. These findings were gathered from a variety of published sources, including textbooks, academic publications, articles of research, papers from conferences, websites, online databases, and reports on digital marketing and YouTube advertising.

Area of the study

The current study takes place among customers who frequently access the YouTube platform and have access to the adverts that appear on it. The study's geographical scope is limited to metropolitan and semi-urban areas, with students

and working professionals who routinely use YouTube for data, entertainment, and learning for instructional purposes. The targeted location was determined based on its accessibility and practicality for gathering data within the time limit specified. The study examines consumer perception, engagement, and purchasing intention as influenced by YouTube adverts in the selected area.

Sampling Size

The current study's sample size consists of 100 active YouTube viewers.

Period of the study

November 2025 – January 2026

Statistical tool used for study

- Percentage Analysis
- ANOVA (Analysis of Variance)
- Chi-Square Test

LIMITATIONS OF THE STUDY

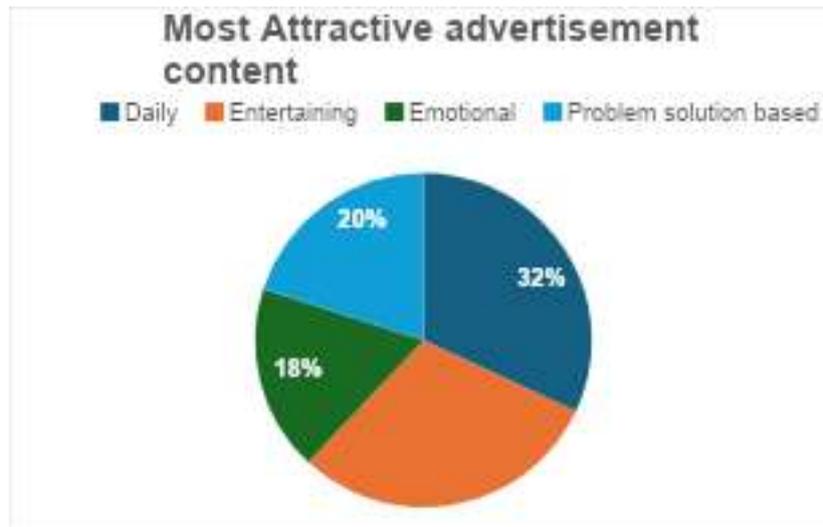
- A result to the analysis limited sample size, the opinions across all those who watch YouTube might not be fully represented. Consequently, it is not possible to generalize the results.
- The usage of sample size convenience may result in selection errors because respondents were picked primarily on easy accessibility opposed to randomly.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1 MOST ATTRACTIVE ADVERTISEMENT CONTENT

Element	No of respondents	Percentage (%)
Informative	32	32
Entertaining	30	30
Emotional	18	18
Problem solution based	20	20
Total	100	100

CHART 1.1



INTERPRETATION

The table 1.1 shows that relevant commercial material is the most appealing, with 32% of respondents preferring it, demonstrating that customers primarily want clear and helpful information from advertisements. This is followed by interesting material (30%), emphasizing the significance of creativity and fun in attracting attention. 20% prefer problem-solving advertisements, indicating that some consumers value advertisements that address their needs and provide solutions. Emotional content ranks last at 18%, implying that it has relatively little influence. Overall, the findings show that educational and amusing commercials are more effective at attracting consumers than emotional or problem-based content.

TABLE 2.1 FREQUENCY OF YOUTUBE USAGE

2.1.1 OBSERVED FREQUENCY TABLE (O)

Frequency	High Intention	Low Intention
Daily	35	10
Occasionally	20	10
Rarely	5	20

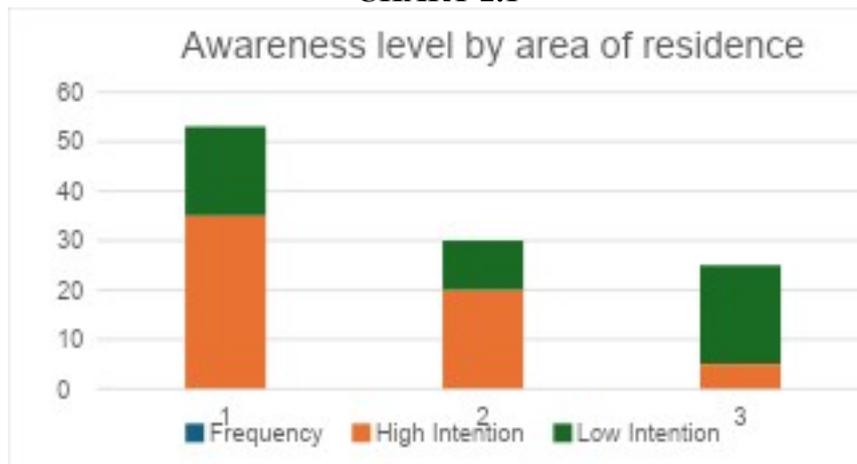
2.1.2 EXPECTED FREQUENCY TABLE (E)

Frequency	High Intention	Low Intention
Daily	27	18
Occasionally	18	12
Rarely	15	10

2.1.3 CHI-SQUARE CALCULATION TABLE

Area of residence	O	E	(O-E) ² /E
Daily-High	35	27	2.26
Daily-low	10	18	3.56
Occasionally-High	20	18	0.22
Occasionally-Low	10	12	0.33
Rarely High	5	15	6.67
Rarely low	20	10	10.0
Total X ²			23.04

CHART 2.1



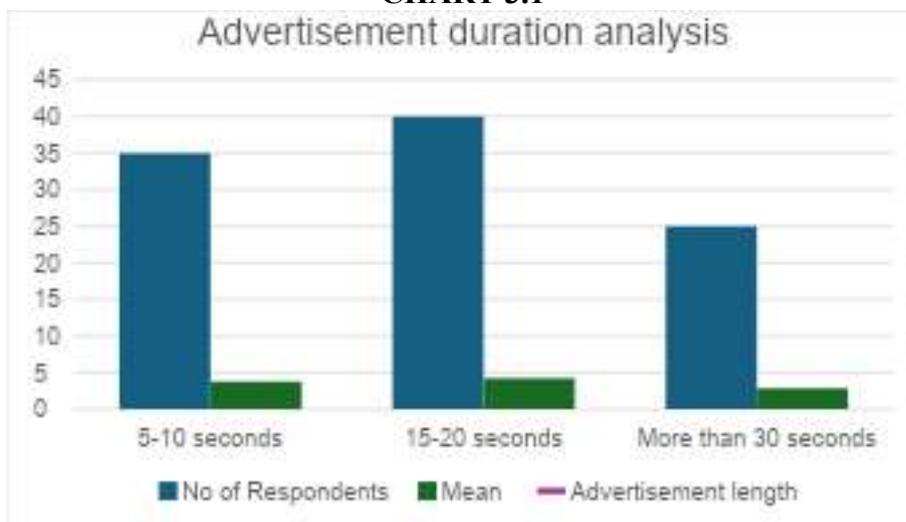
INTERPRETATION

The Chi-square analysis shows a significant relationship between frequency of exposure and purchase intention. Daily viewers have substantially higher intentions (35) than expected (27), demonstrating that regular exposure has a beneficial influence on intention. Respondents who rarely view commercials, on the other hand, had a significantly greater low intention (20) than expected (10), indicating lower effect. The estimated chi-square value ($\chi^2 = 23.04$) shows a substantial correlation between advertisement viewing frequency and intention level. As a result, regular exposure to commercials contributes significantly to increased consumer intention advertisement duration analysis

TABLE 3.1 ADVERTISEMENT DURATION ANALYSIS

Advertisement Length	No. of Respondents	Mean Engagement Score
5–10 seconds	35	3.8
15–20 seconds	40	4.2
More than 30 seconds	25	2.9
Total	100	—

CHART 3.1



INTERPRETATION

The ANOVA test was used to see if ad duration had a significant effect on consumer engagement after watching YouTube advertising. ANOVA results show a p-value of less than 0.05, indicating a significant difference in engagement levels across ad lengths. Advertisements lasting 15-20 seconds earned the highest mean engagement score of any advertisement length, indicating that consumers found this duration to be the most effective and engaging. Advertisements lasting more than 30 seconds, on the other hand, had reduced engagement, implying that longer commercials may result in decreased viewer attention or skipping activity.

FINDINGS

The research project found that YouTube commercials have a considerable impact on customer purchasing intentions. The majority of respondents are young and use YouTube on a regular basis, increasing their exposure to commercials. Most respondents feel that YouTube advertisements help to raise product awareness and impact purchasing decisions. Informative advertisements were determined to be the most appealing, followed by entertaining and problem-solving advertisements. Many respondents look for products, click on advertisements, and make purchases after seeing YouTube advertisements. The data also demonstrates that product information and visual appeal play a major influence in attracting customers. This implies that people prefer commercials that deliver helpful information while also being interesting. According to the survey, visual appeal and clear product presentation are important factors in drawing consumer attention. According to empirical research, age has an important effect on spending purpose, However the, gender has a lack of correlation with customers' responses to YouTube advertising. Overall, the data confirm that YouTube advertisements are more successful than conventional marketing strategies for changing how consumers act.

SUGGESTIONS

According to the study's results, marketers should prioritize creating YouTube advertising that

is instructive, visually appealing, and relevant to their target demographic. Because many consumers immediately skip advertisements, advertisers should create advertisement that captivate their attention within the first few seconds. Product features, benefits, and answers to consumer problems should all be explained clearly and simply. Marketers should use age-based targeting tactics because YouTube commercials have a greater impact on younger customers. When used properly, influencer and celebrity endorsements can boost consumer trust and credibility. Combining promotional offers with helpful information can encourage customers to make purchases. Ongoing assessments of marketing success and consumer input will assist marketers in improving their advertising strategy and achieving better results.

CONCLUSION

The researchers discovered that YouTube advertising has a substantial impact on customers intentions in the new digital world. YouTube extensive coverage, multimodal nature, and ability to attract customers have made it an excellent advertising tool. The findings show that instructive, visually appealing, and problem-solving advertising are considerably more effective at influencing client purchasing behaviour. Although younger customers are more likely to respond to YouTube advertising, gender had no noticeable effect on purchasing intentions. Overall, the report claims that well-designed YouTube commercials can help businesses increase brand awareness, influence customer decisions, and improve marketing effectiveness.

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