



**A STUDY IN IDENTIFYING FACTORS IN YOUTUBE ADVERTISEMENTS
THAT INFLUENCE CONSUMER PURCHASING BEHAVIOUR AMONG
PEOPLE IN MALAYSIA**

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A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILMENT OF THE REQUIREMENT FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING
FACULTY OF ARTS & SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

NOVEMBER 2020

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APPROVAL SHEET

This research paper attached hereto, entitled “A Study In Identifying Factors In YouTube Advertisements That Influence Consumer Purchasing Behaviour Among People In Malaysia” prepared and submitted by” HO SING YEE, LAU QIAN YU, YEO YI WEI” in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.

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ABSTRACT

Nowadays online advertising has grown rapidly to attract a large amount of targeted audiences. YouTube has become one of the popular platforms for advertisers and marketers to promote their brand, products or services. However, there are advertisements considered as ineffective in leading consumer purchasing behaviour due to the majority of them tend to skip or ignore advertisements on Youtube. Thus, this research paper aims to identify the factors in YouTube advertisement that influence the consumer purchasing behaviour among people in Malaysia. It discussed about the 4 factors adopted in YouTube advertisement which included Celebrity Endorsement, Emotional Appeal, Sales Promotion and Brand Image.

This study focused on understanding the opinions of an individual by utilizing qualitative research and in-depth online interviews to study the problem statement. There are a total of 15 interviewees who have personal experiences on streaming YouTube chosen for online interview sessions. The data collected analyzed by using thematic analysis in this study. In conclusion, sales promotion is considered as the most effective factor that should be included in Youtube advertisements in affecting consumers to be aware of brands and products they are not familiar with, and hence influence their purchasing behaviour effectively. There is conclusion, some limitations and recommendations included in this research to provide overall directions for researchers in conducting future study in related fields.

Keywords: Youtube Advertisement, Consumer Purchasing Behaviour Effectiveness, Emotional Appeal, Celebrity Endorsement, Sales Promotion, Brand Image.

DECLARATION

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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CHAPTER 1: INTRODUCTION

1.1 Introduction

In this digital era, probably everyone had access to numerous advertising through different new media marketing, which included social media such as Facebook, Instagram, YouTube, Twitter, email advertising, pop-up advertisement, and so on. Advertising identified as a form of marketing communication which is used to inform and persuade a group of target audience and hence influence their purchase intention (Singh & Dalal, 1999). The development of the Internet and online social media has provided advertisers and marketers with new platforms to help them develop marketing strategies and affect consumer purchasing intention (Bouhleb et al., 2010). There are quantities of people gradually connecting and spending more time day by day online. Therefore, as online advertising has grown rapidly over the past decade, companies are now beginning to use online advertising to attract consumer purchase intention (Murad, 2018). Most of the researchers investigated the influence of different social media, but there is limited research on video sharing sites, especially YouTube. (Mir and Rehman, 2013). When talking about video sharing sites, YouTube is the first platform we think of. YouTube has become one of the platforms that consumers search for product information before making purchase decisions since a lot of users generated and uploaded the video content that is product-related (Hale, 2016). Marketers need to determine what will influence consumer's purchase intention on YouTube advertisement videos. Therefore, this research aims to study factors in YouTube advertisements that influence consumer purchasing behaviour among people in Malaysia. It is beneficial for marketers, advertisers and companies to come out with an

effectiveness YouTube advertisement by using the identified factors that can successfully lead to influence the consumers purchasing behaviour.

1.2 Background of Study

Nowadays in this competitive era, internet is playing extremely important role in human daily lives. Internet is an effective communication tool that connects people, lives, business and huge variety of fields in modern life. In fact, the penetration of internet and social media provide a wide range of advantages for people to facilitate social connections in a variety of forms. Majority of Malaysians specifically adolescents and teenagers are more likely to rely on internet in which they closely engaging themselves with online activities such as social communicating with family or friends, video streaming, accessing daily news or social media platforms. With the consistent growth of internet users nowadays, advertising identified as a form of marketing communication which is used to inform and persuade a group of target audience and hence influence their purchase intention (Singh & Dalal, 1999). Recently video advertising is playing a significant role in social media industry and there are various past studies indicated that the certain behaviour of consumers such as their purchasing intention has been identified as crucial impact for advertisers in measuring the effectiveness of related advertisements (Zhang & Mao, 2016). Thus, it strongly proved that an effective advertisement is useful to stimulate consumer purchasing behaviour.

In this modern times, Social Networking Sites (SNS) have evolved as irreplaceable online communication platform where enables worldwide social media users to stay connected, build and share information, personal opinions or any other contents widely (Chua & Banerjee, 2015). Social media has been gradually identified

as important platform for businesses to communicate, inform, promote and engage close connection with their targeted consumers (Kujur & Singh, 2018). There are several well-known interactive social media channels available such as Facebook, Instagram and YouTube which normally allow their users to view, share, like, comment and follow each other as well. Consequently, social media users are able to share information or content efficiently and quickly with each others in real time.

YouTube is a world-famous American video-sharing online community that was founded early in year 2015 which enables its users to upload, share, view or comment on videos as well as subscribing channels on its site. In addition, it also successfully verified as world-second most visited media by reaching 30 millions of daily active users all around the world. Therefore, the high usage and large popularity of Youtube had increasingly influences large amounts of business organizations to design and display advertisements on its site in promoting their brand as well as reaching more potential consumers. Basically, Youtube nowadays had rapidly evolved into six different types of video advertisements such as skippable or non-skippable in stream ads, video discovery ads, bumper ads, outstream ads and masthead ads to engage targeted consumers in various ways.

In conclusion, there are many marketers, advertisers and business organizations tend to reach more potential consumers and gain advantages with the growing trend of YouTube advertising. Nevertheless, there are limited past studies attempt to identify factors that influencing impacts of advertisements and eventually leads to consumer purchasing behaviour towards YouTube advertising (Dehghani, Niaki, Ramezani, & Sali, 2016). However, people is more likely to watch video advertisements till the end when they viewed the related advertisement as valuable, effective and attractive for

them. Hence, there are some factors which should be identified and included in advertisements to stimulate people intention for continuously watching advertisements that suddenly pop out in YouTube video and eventually leads them to purchase decision will be considered in this research paper.

1.3 Problem Statement

YouTube is a popular American video-sharing platform which allow users to upload, view, share, rate, comment and subscribe other users or channels. However, nowadays majority of people are tend to ignore the advertisements when they are watching videos on YouTube in Malaysia. They are more likely to skip advertisements when they are allowed to choose. It is because of there are always advertisements of certain brands and products appear suddenly in which interrupting people from continuously watching videos on YouTube (Lai, Lai & Chiang 2015). Normally people are mostly ignore and skip advertisements that may failed to provide a strong impression and value for them.

However, there are limited past studies have considered and identified the factors that influencing effectiveness of YouTube advertisements and hence consumer purchasing behaviour among people in Malaysia. Ineffective advertising can be considered as a waste of money when it failed to attract potential consumers in watching its advertisements. Nevertheless, people usually prefer to watch advertisements till the end while the related advertisements are considered as attractive and useful for them. Therefore, there may some factors should be adopted in advertisements in order to stimulate people interest successfully for continuously watching advertisements that pop up in Youtube videos and eventually leads them to purchase decision. Consequently, it is extremely important of identifying the factors such as brand image,

celebrity endorsement, emotional appeal and sales promotion that should be included in advertisements which caused people are more likely to watch till the end and hence influence their purchasing behaviour directly.

1.4 Research Objectives

- i. To determine the factors that influencing the consumer purchasing behaviour
- ii. To evaluate how factors itself in affecting consumer purchasing behaviour
- iii. To identify what factors can increase the effectiveness of advertising.

Research Questions

- i. What are the factors influencing consumer purchasing behaviour?
- ii. How are the factors itself in affecting consumer purchasing behaviour?
- iii. What factors will increase the effectiveness of advertising?

1.5 Definition of Terms

Consumer Purchasing Behaviour: According to Wang and Hariandja (2016), consumer purchasing behaviour is a long and detailed process that consumers make, which includes comprehensive information search, evaluation and brand comparison. Besides, it is the process of an individual to satisfy their needs and wants by purchasing or disposing products and services. (Dudovski, 2013)

Emotional Appeal Advertising: According to Newbold (2017), emotional appeal advertising is known as a marketing tool that is used to persuade an individual to purchase product and services by arousing the emotional response of an individual.

Celebrity Endorsement: Celebrity endorsement is a celebrity endorser who owns fame and appears in advertisements to increase the consumer goods recognition. (Bergkvist & Zhou, 2016)

Brand Image: According to Pahwa (2019), brand image is the way consumers think or view a brand. Besides, it also refers to the consumer's perception of the brand in their minds.

Sale Promotion: Sales promotion is known as a marketing strategy which promotes the products or services that utilize attractive proposals for a short period to increase its demands and sales.

1.6 Limitation of study

In this study, there may consist of several limitations that need to be noticed. First and foremost, we are using a qualitative method to conduct the research. So, it is time consuming as we need to conduct one-to-one interview with each participant. Besides, the responses that get through the interview may have great variation because each interviewee is from a different demographic, behavioural and psychographic. Hence, it may be hard to analyse the gathered data. Furthermore, there are most people who may try to avoid advertisements on YouTube by subscribing to YouTube Premium (do not contain advertisement). Thus, this research requires interviewees who did not subscribe for YouTube Premium. Since COVID-19 issue is widely spread in Malaysia in the period, the pilot test is needed to be conducted online.

1.7 Significance of study

In this study, it will provide an overview of the factors that influence the consumer purchasing behaviour toward YouTube advertisement. Besides, the study

will also come out with some suggestions to overcome the problems encountered. The study will benefit the business company, entrepreneur and ecommerce. It allows them to identify what are the possible factors that influence consumer purchasing behaviour. So, they will be alert with it and make some improvements in generating Youtube advertisements that better stimulate consumer purchasing behaviour effectively.

First and foremost, this study will contribute in identifying factors that influence consumer purchasing behaviour toward YouTube advertisement. As we know, consumer purchasing behaviour is easily influenced various kind of factors, especially through advertisements. There are many kinds of advertisements that will influence consumer purchasing behaviour. However, there are some advertisements are not effective enough to attract consumers. Also, majority of the people do not like advertisements, they may fed up with the advertisement pops up while they are streaming videos. Throughout this study, we will find out what factors that included in advertisement will successfully attract consumers to watch till the end. After we identify the factors, the advertisers are able to make some improvement on the advertisements to increase the power of attractiveness and purchasing intention.

Besides, the study will be using AIDA model through the research. The researchers will identify how the model relates to the factor influencing consumer purchasing behaviour. Through the model, we can identify the factors that will influence the consumer purchasing behaviour.

1.8 Conceptual Framework

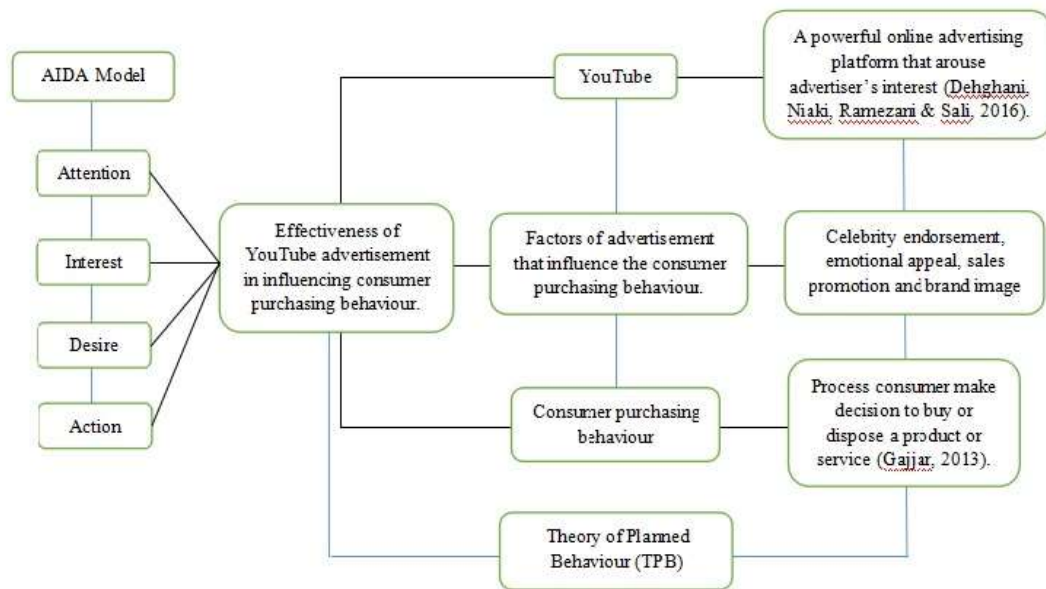


Figure 1: Conceptual Framework

1.9 Summary

In short, our research is to identify factors in YouTube advertisements that influence consumer purchasing behaviour among people in Malaysia. Nowadays people always ignore and skip the advertisement that failed to give them a strong impression or value when they are streaming videos on YouTube. Therefore, it increasingly affects the effectiveness of marketers advertising on YouTube. The business organizations, entrepreneurs and ecommerce may refer to this research as reference in adopting factors that have been identified in this study to improve their YouTube advertisement and eventually lead to the consumer purchasing behaviour effectively.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

With the remarkable trend of online video advertising in YouTube, it is increasingly important for business organizations, marketers or advertisers to be aware of certain factors that should be incorporated into advertisements effectively in stimulating people's interest to watch the commercials till the end. It is due to ineffective advertising can be considered as a waste of money when advertisers and marketers are engaging in the wrong type of advertisements that failed to attract potential consumers. Therefore, this chapter will be define the basic term of YouTube and consumer purchasing behaviour. Besides, the relevant factors that influence the purchasing behaviour of targeted consumers towards YouTube advertisements will be identified from empirical literature.

2.2 Related issue

2.2.1 The popular Youtube advertisements in Malaysia

Nowadays since YouTube is where the world usually goes to watch video, it is a powerful marketing communication tool and platform in reaching a large amount of potential consumers in a memorable way. There are lots of popular Youtube video advertisements which successful connect with their targeted consumers in Malaysia. Recently Google announced the Malaysia Top 10 Popular Youtube Advertisements Leader board for the first half year period from January to June in 2019 (Team, 2019). The Youtube advertisements of RHB Group and Malaysia Airline are listed as Top 10 Popular Advertisement Leader board respectively with incorporating some identified factors of this study such as brand image and emotional appeal in its advertisements.

The advertisement of RHB Group listed as one of the Top 10 popular Malaysia Youtube advertisement in 2019 (Team, 2019). It runs at nearly 2 minutes and it viewed as a successful advertisement in engaging with emotional appeal. The advertisement was inspired by a real story and it is mainly about a boy who supposed to make meaningful achievement in his life. He was finally successful with persisting his own belief as well as his parents who always act as biggest supporters believed in him. The advertisement hits 8,459,722 views and it largely influence large amounts of audiences to search for the advertisement as well as engaging their emotional connections toward RHB group with its slogan “TogetherWeProgress”. Therefore, it obviously shown that any advertisement with effective use of emotional appeal helps to stimulate positive responses from consumers (Yoo and MacInnis, 2005).



Figure 2: RHB Group Chinese New Year 2019: Belief advertisement on Youtube

Moreover, the advertisement of Malaysia Airline also listed as one of the Top 10 popular Malaysia Youtube advertisement in 2019 (Team, 2019). It runs

approximately 3 minutes and it successfully hits 7,777,223 views on Youtube. It is an advertisement that highly associated with family celebration of Hari Raya and how well the hospitality provided by Malaysia Airline while sending you home. Besides, it also helps to convey the brand image of Malaysia Airline as creating a sense of warm and home feelings for consumers especially Malaysian. Hence, it strongly proved that a good brand image is effective in leading consumers to keep aware of certain brand and eventually may affect their purchasing behaviour as well (Fatima & Muzamil & Muhammad, 2014).

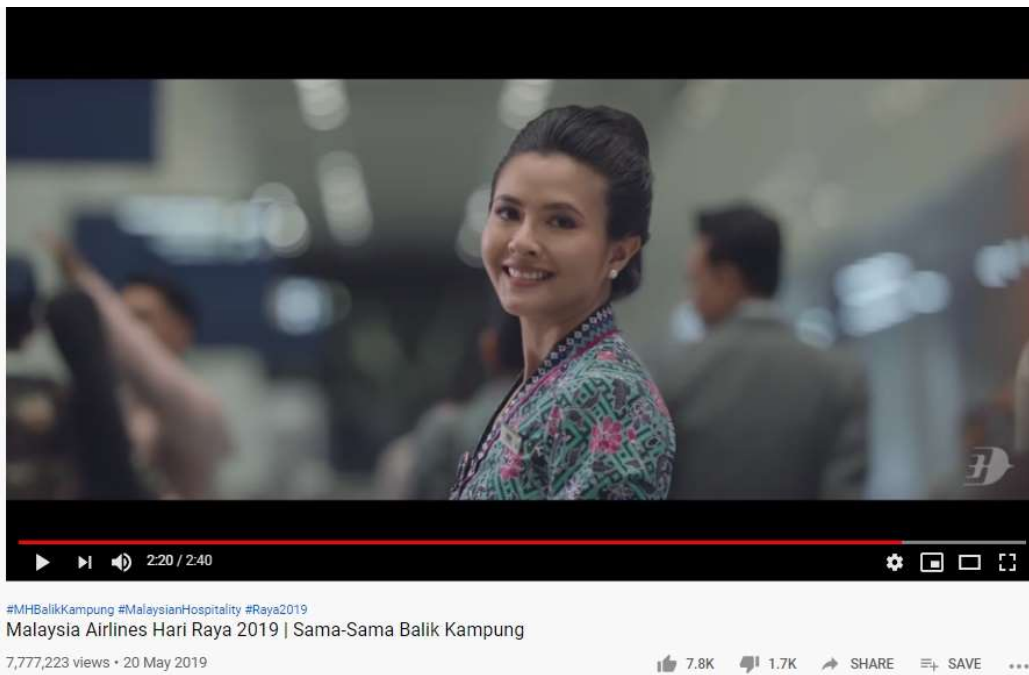


Figure 3: Malaysia Airlines Hari Raya 2019 advertisement on Youtube

2.3 Discussion on Keyword Highlighted

2.3.1 YouTube

According to Dehghani, Niaki, Ramezani and Sali (2016), YouTube is established in 2005 as a platform for users to share, post, view and comment videos. It is also categorized as most visited website around the world, which consist over one billion of visitors monthly. YouTube then has evolved into an effective advertising platform; it has attracted many advertiser's attentions to advertise their product or service through YouTube due to large number of visitors. YouTube consist of two kind advertisement, which is in stream video and in-video advertising. In stream advertisement are able to skip the ads after the ads played for 5second. While the in-video advertisement played the ads for at least 15second.

2.3.2 Consumer Purchasing Behaviour

Consumer purchasing behaviour refers to the purchasing behaviour of the end consumer (Ramya & Mohammad, 2016). According to Shah, Sajeeb and Mohammad (2014) stated consumer purchasing behaviour is comparatively a modern area of research that emerged only after World War II. This led to a paradigm change in the mindset of the manufacturer from products and service to customer and with a particular focus on consumer purchasing behaviour. Since, customers play a very important role in any organization's success because they are the people who generate profit for the company by purchasing, using and help encouraging others to purchase their goods and services. Hence, marketers and companies want to know what makes the consumer purchase or not purchase its goods and services. Furthermore, heterogeneity among people also gives marketers a difficult task for understanding consumer purchasing

behaviour. Therefore, marketers or advertisers felt the need to develop a comprehensive knowledge of conduct purchasing by customers (Shah, Sajeeb and Mohammad, 2014).

According to Gajjar (2013) he claimed that consumer behaviour are consumers those who purchase different products or service according to their needs and they consume those products and services in order to satisfy their needs and wants. Blackwell, Miniard et al. (2001) define that consumer behaviour is a combination of purchasing and consuming the products and services, he argued that the product's uniqueness is important in order to develop, sustain and comprehend the factors that affect customer satisfaction. According to Muhammad, Madina and Mehwish (2017) Consumer purchasing behavior is the study of consumer behaviours about planning, purchasing, and consuming goods and services. Consumer purchasing behaviour is a process that involve seven steps which are 1) recognition of need, 2) search for information, 3) pre-purchase evaluation, 4) evaluation of alternatives, 5) purchase consumption, 6) post consumption evaluation and 7) feedback. The whole purchasing process includes thinking about what to purchase, the brand is good or not, where to purchase, when to buy, how much to spend, and how much time to buy. Consequently, the end result of the purchase behaviour is the final decision of the consumer about the choice of product, choice of brand, choice of dealer, timing of purchase, purchase amount and frequency of purchases (Manali, 2015).

There are many factors that influence the consumer's behaviour, and those factors lead people to purchase. According to a study related to common factors influencing consumer behaviour done by iResearch Services (2018), most of the effectiveness selection process of consumer purchasing behaviour is based on emotions and reasoning. The following factors related to people's tendencies, attitudes and

priorities must be given full attention by marketers and companies in order to have a good understanding of the consumer purchasing behaviour, and eventually lead them to purchase its products or service.

2.2.3 Celebrity Endorsement

Celebrity endorsement is defined as an agreement between a celebrity and a brand to promote the brand through the celebrity (Bergkvist & Zhou, 2016). According to Edrogan (2010), celebrity endorsement has been started to be used by marketers to promote brands, products or services since the late 19th century. Besides, the use of celebrity endorsement in commercial activities rose rapidly from the late 19th century. Celebrity endorsement towards a brand is commonly seen through television, newspaper, magazines etc. It is known as an effective promotional tool that is always used by world wide's marketers and able to affect the advertising effectiveness, brand recall, brand recognition and also purchase intention and behavior (Spry, Pappu & Cornwell, 2011). According to Bergkvist and Zhou (2016), in comparison to Europe and Us countries, celebrity endorsement is more prevalent in Asian countries like China and South Korean. Furthermore, the authors insist that celebrity endorsement brings positive effect towards the brand and sales.

2.3.4 Brand Image

Since the 20th century, brand image has been studied extensively, due to its importance in building brand equity (Zhang,2015). Brand image refers to the consumer's feeling and perception towards a brand and has an influence to the consumer behaviour (Zhang, 2015). Besides, brand image could be also identified as a brand which the brand association bring to the consumer's mind (Keller, 1993). Brand image also play an significant role in marketing and advertising field, since it was put

forward, the term of brand image has drawn a greater attention from academics and practitioners, their main purpose of the marketing activities is to influence consumer attitude and perception toward the brand, establish a impressed brand image in the minds of consumers and stimulate consumers' actual purchasing behaviour. Eventually, increasing sales, maximizing the market share and developing brand equity (Zhang, 2015). The brand image means how the brand looks and its usage comes to your mind. (Fatima& Muzamil & Muhammad, 2014). According to Muhammad, Madina and Mehwish (2017), they claimed that before purchase or using the product, customers will expect a lot of things from the brand image and brand association of the product. Hence, a good brand image can lead to awareness of the brand that in effect influences consumer purchasing behaviour (Fatima & Muzamil & Muhammad, 2014).

According to Zhang (2015), although the decision on consumption would be affected by brand features and attributes, however, it is determined in a deeper context by the consumer's perception about the brand image. Brand image remains the dominant impact factor of consumption decision, in spite of the change of consumers' life style and the way of information is processed. Consumers used the brand image of a product to determine overall impressions of the product in question, so consumers may perceive a product with a higher brand image as a product of greater quality and value. (Richardson et al., 1994). According to Hsieh & Li (2008), strong brand image creates superior brand messages to a competing brand. Therefore, consumer purchasing behaviour will be influence and determined by the brand image (Burmam et al., 2008).

For marketers or companies, whatever the marketing strategies of their companies are, the main goal of their marketing activities is to influence the perception and attitude of customers towards a brand, to create the brand image in the minds of

customers and to stimulate the actual purchasing behaviour of the brand by consumers, thereby increasing sales, optimizing market share and building brand equity (Zhang,2015).

2.3.5 Emotional Appeal

Poels and Dewitt (2006) discovered that emotional appeal advertising plays an important role in arousing emotional reactions from consumers toward a product or service. It obviously shown that any advertisement with effective use of emotional appeal helps to stimulate positive responses from consumers (Yoo and MacInnis, 2005). It is due to advertisements that highly engaged with emotional appeals help consumers to remember or recall of brand easily in which affecting their decision to purchase related products in final stage. Thus, emotional appeal should be included in advertisements in stimulating desire of consumers for continuously watching it and effectively leads them to make purchase decision as well.

Emotional appeals aim to convince consumers of certain product or service by using emotions such as happiness, humor and fear in advertisements. Researchers indicated that advertisements with emotional appeal tend to keep targeted consumers in a relax mood and it proceeded them to have a pleasant feeling towards the related advertisement (Alvarez & Cavanagh, 2004). Besides, emotional advertisement is influential in making consumers memorable as well as in building positive association with related brand image or recognition (Hermeking, 2006). Therefore, it shown a well demonstration of happiness or excitement appeal in advertisements in affecting pleasant behaviour of targeted consumers towards certain brands, product or services advertised.

Besides, findings from researchers indicated that emotion appeals have persuasive influential on consumer experiences based on several aspects such as

satisfaction, loyalty as well as their purchase decision making process (Kwortnik & Ross, 2007). It shown that during the purchase stage, emotion appeal plays an vital part in encouraging and affecting consumers to purchase certain products and services (Prayag, Hosany & Odeh, 2013).

2.3.6 Sales Promotion

Sales Promotion defined as key element of marketing mix tool that purposes to inform, persuade, keep the target customers aware of certain product or service and eventually creating immediate sales in terms of affecting their perceptions, feelings and purchasing behaviour within a given time period (Etzel, Walker & Stanton, 2007). According to Kotler and Keller (2011), sales promotion serves as a powerful incentive tool in attracting quick attention and stimulate sales among potential consumers. Therefore, it is essential for advertisers and marketers to insert sales promotion element in Youtube advertisements in order to grab fast attention from consumers within few seconds.

According to previous studies, it indicated that price promotion is one of the most efficient promotion strategy for brands to increase sales performance (Zoellner & Schaefers, 2014). Consequently, promotional sales can be adopted in video advertisements via various approaches including coupons, free samples or discounts in stimulating fast attention from potential consumers (Hanaysha, 2018). Coupon defined as an incentive tool that used by marketers which enable consumers to purchase products or services at cheaper price (Chararsoughi & Hamdard, 2011). Basically the offer duration of a coupon will last for a specific period and the price of products will return to its original price after the promotion end. It also helps companies to enhance

brand image and differentiate their brands with competitors which provide wide range of similar products or services to consumer (Lin & Lin, 2007).

In addition, sales promotion can be influential on triggering consumer purchasing behaviour by highlighting them products or services from specific brands are much more better and unique than other competitors in mind of consumers unintentionally (Hanasyha, 2016). Researchers Chandon, Wansink and Lauren (2000) analyzed that sales promotion offer various types of benefits for consumer in terms of extra savings, high value, quality, convenience and pleasant experiences. Therefore, it can be easily to stimulate the desire of consumers who primarily make purchase decision based on those aspects mentioned above in order to purchase certain products and services.

2.4 Significance Theory Related

2.4.1 Theory of Planned Behaviour (TPB)

Consumer purchasing behaviour is a process that consumers make the decision to purchase or dispose of products and services. According to Jin, Zhao and Santibanez-Gonzalez (2019), the theory of planned behaviour (TPB) is a theory that associates an individual's belief and behaviour. An individual's behavioural intentions is formed by attitude towards the behaviour, subjective norms and perceived behavioural control.

When an individual has watched an advertisement on YouTube, he/she will have an attitude on the advertisement, then he/she will relate the advertisement with his/her subjective norm and perceived behavioural control. Thus, he/she will then decide whether to or not to take action towards the advertisement (quit the

advertisement or trace for the advertisement's product or service). When the advertisement's content relates to an individual's favourable subjective norm or belief, he/she will have high perceived behavioural control. Thus, he/she may form positive behaviour toward the advertisement. For example, if a brand has a famous endorser, the endorser's fans are more likely to engage and attract by the brand's advertisement.

2.5 Summary

This chapter has discussed the related issue about the effectiveness of advertisements regarding consumer behaviour and through empirical literature identified the factors that influencing the consumer purchasing behaviour towards YouTube advertisements, which include celebrity endorsement, brand image, emotional appeal and sales promotion. The literature review was carried out under the direction of the following research objective, which is: To determine the factors that influence the consumer purchasing behaviour; To evaluate how factors itself in affecting consumer purchasing behaviour; To identify what factors can increase the effectiveness of advertising. Besides, YouTube and Consumer purchasing behaviour are defined, given context and given insights on the topic as it is important for the research to better understand each term's basis.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The research of our topic is identifying the factors in YouTube advertisements that influence consumer purchasing behaviour among people in Malaysia. Therefore, this topic requires interviewees to have personal experiences in watching YouTube advertisements before and requires some personal opinions toward particular advertisements, which numerical data is not really suitable to be used in this topic. Besides that, there are 15 interviewees which include three generations of people such as teenagers, adults and older adulthood are chosen on this topic to define their opinions and experiences respectively toward the YouTube advertisement. Ultimately, researchers are able to obtain the responses from three generations of interviewees toward this topic in order to identify which is the most effective factor that should be included in YouTube advertisement.

3.2 Qualitative Research Method

Qualitative research is a type of social science research that observes and seeks to interpret the meaning of the individual's views to help understand social life through study of the targeted populations (Crossman, 2020). According to DeFranzo (2011) claimed that qualitative research is also primarily exploratory research. Besides, qualitative research is used to discover the trends in opinions and thought of an individual, and dive deeper into the particular problem. In addition, it is used to obtain an understanding of the causes, opinions, and motivations from the individual's response. Qualitative research is inductive in nature, and the researcher generally explores the meanings and insights in a given situation (Strauss & Corbin, 2008; Levitt

et al., 2017). Qualitative research is useful for the researcher to obtain more in-depth thoughts and inspirations.

Some common qualitative research methods include individual interviews or focus group observations, but may include case studies, surveys, historical and document analyses as well (Mohajan, 2018). According to Boyce and Neale (2006) stated that in- depth interviewing is one of effective qualitative research methods that require extensive individual interviews with a small number of respondents to examine their opinions on a specific concept, project, or situation. Hence, in-depth interviews were useful for researchers when they need to gain valuable information and most rich data from an interviewee for particular context. Qualitative research is defined as an effective model that occurs in the natural environment, and allows researchers to establish detailed levels through participants high involvement in actual experience (Creswell, 2009).

Qualitative researchers typically take an interest in the values, perceptions, and sense structures of people from the viewpoint of an individual, it does not involve statistical analysis and analytical estimates (Brink, 1993). Generally, the goal of the qualitative research tradition is deeply understanding of the particular context in the study (Domholdt, 1993). Furthermore, the aim of qualitative research is to systematically explain and analyse issues or phenomena from the perspective of the population or the person who is being studied, and eventually generate new theories and concepts (Mohajan, 2018).

3.3 Procedure of Data Collection/ Procedure of Data Gathering

Data collection is the first step in a procedure that is crucial in gathering and measuring the responses. The data collection was collected by implementing the

following procedures in this study. First and foremost, researchers selected targeted interviewees among their family, friends, neighborhood, students and peers. Researchers will first explained the research problem to targeted interviewees and thus seek for their permission in participating this interview. Researchers were then required to show interviewees with four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively with relevant descriptions before the interview stated. It is to ensure that interviewees can be comprehending particular types of video advertisements and thus it may be useful to guide them answer related questionnaires during interview session. Interviewees will be asked to answer with an interview protocol that was prepared by researchers. Lastly, researchers were required to appreciate the interviewees for participating the interview.

3.4 Sampling Technique/ method

The sampling technique that was used for qualitative research and pilot test in this study is purposive sampling. Purposive sampling method is categorized as non-probability sampling and it also can be known as judgemental or selective sampling (Etikan, Musa, & Alkassim, 2016) . Researchers attempt to set and select interviewees who are able to provide rich or valuable information, knowledge, perspectives and experiences by using qualitative research method towards this study. In addition, it also enabled researchers to further understand about the views or behavior from the public by selecting a smaller number of people as representative of society.

According to Kaur (2016), he revealed that Malaysian spend most of their time watching videos, shows or listening to music on YouTube. There is also a survey about 1000 respondents that aged between 16 to 34 years old carried out in which focusing

on their own viewing habits of Youtube in several aspects such as content, devices and viewing times within a month. Therefore, researchers adopted a purposive sampling method to select a small number of interviewees as representative of society or different social groups to express their personal perspectives and experiences toward this study. Consequently, there will be 15 interviewees chosen for data collection by adopted purposive sampling method in this study. We have chosen interviewees from different age or social groups in which including our family, friends, neighbourhood, university students and thus they are able to provide rich data collection in which incorporating distinctive perspectives, opinions or experiences.

3.4.1 Interview Protocol

Interview protocol defined as a tool for researchers in asking questions or making a conversation about a specific topic that is relevant to the purpose of study (Patton, 2015). According to researchers Rubin and Rubin (2012), it indicated that interview enriches researchers in obtaining qualitative data through the ways in which interviewees explain their experiences as well as how those experiences are significant to them.

Throughout the interview, all the questions categorized into five sections in which including Section A and Section B which included 4 different parts of Part A, Part B, Part C and Part D. Section A is about demographic information of respondents and AIDA model (Awareness, Interest, Desire & Action) adopted into questionnaires by researchers in part A, B, C and D respectively. It is due to the AIDA model is effective and efficient in measuring the effectiveness of advertising where consumers are tend to experience the four stages such as awareness, interest, desire and action in the purchasing process (Ranjbarian, Shaemi, & Jolodar, 2011).

First and foremost, interviewees were required to answer demographic information including age, gender, race and occupation. Researchers were required to show them four different types of video advertisements that related with brand image, celebrity endorsement, emotional appeal and sales promotion. Interviewees were then required to answer all interview questions in 5 different sections or parts in which including Section A (Demographic information), Section B (Interview questions), Part A (Awareness), Part B (Interest), Part C (Desire) and Part D (Action) that relevant with research questions of this study. There were 4 questions available in Section A and 5 questions in each part A, B, C and D respectively.

3.4.2 Sampling size

Dworkin (2012) proposed that the sample size of qualitative research is relatively smaller than quantitative research due to the qualitative research methods are frequently associated with deep understanding or comprehension of particular phenomenon and its significant meaning. In addition, it also indicated that there are a large number of journal articles, studies and books suggesting that approximately 5 to 50 respondents are considered as sufficient. Besides, Creswell (1998) suggests that respondents from 5 to 25 are adequate in qualitative research. Therefore, there were 15 interviewees selected for qualitative data collection in this study as referring to the suggestions from past studies.

3.4.3 Research Setting

The interviewees chosen for this study were mainly family, friends, neighbourhood and university students around researchers. The interviewees chosen from these social groups are considered as well representatives of different generations or age groups in society such as teenagers, students, young adulthood and middle

adulthood. Consequently, researchers were able to collect different views and data from distinctive social groups with a wide range of age between 15 to 55 years old. The interviewees from different ranges of age helped researchers to generate various perspectives, opinions and experiences in the study. Moreover, researchers conducted in-depth interview with interviewees through online video or voice call in a quiet and uninterrupted room. Therefore, it helped researchers to facilitate and ensure a clear communication with interviewees.

3.4.4 Interviewee Criteria

First and foremost, there were overall of 15 chosen as our interviewees in this study and also 6 interviewees in pilot test respectively. The targeted interviewees were chosen from the range that aged from 15 to 59 years old. The reason for choosing targeted interviewees from the specific age range is it helps to provide different views, opinions and experiences among different generations in society. Furthermore, it also helped researchers to explore deep perspectives or experiences from younger generation to older generation toward Youtube advertising in Malaysia. The targeted interviewees were mainly chosen from family, friends, neighbourhood and students around campus. All the targeted interviewees were first filtered by identifying if they watched videos on Youtube or not.

3.5 Research Instrument

The research instrument that had been chosen in this research is an in-depth interview. Interviewing refers to an instrument that seeks to ask sets of questions and obtain answers from targeted populations in a form of individuals or groups (Robet

Wood Johnson Foundation, 2008). In this study, researchers are able to obtain rich and detailed data collection while interviewees were free to express their views, opinions as well as distinctive experiences in particular topic of factors that influence consumer purchasing behaviour towards Youtube advertisements using in-depth interview.

There are a total of 15 interviewees chosen by researchers for the interview session in this study. Each interview session was conducted in between 5 to 15 minutes. The interview questions were mostly depending on open-ended questions that concentrated well on factors that influence consumer purchasing behaviour towards Youtube advertisements. It is due to the fact that open-ended questions are useful and it helps to provide opportunities for interviewees to express in detail as there are no such fixed answers for each question.

The interview session conducted by researchers with interviewees chosen among their family, friends and neighbourhood in a silent and interrupted room which enabled researchers to facilitate a clear communication with each other through online video call or phone call. Throughout the whole interview, researchers were able to obtain answers and data collection directly from interviewees. Lastly, researchers were required to record audio as well as written notes during the whole interview section to ensure the accuracy of data collection.

3.6 Validity & Reliability

According to Golafshani (2003), reliability referred to results are consistent and accurate with the condition of the results using similar methodology under a study. There are three types of reliability related with qualitative research, which is (1) the

stability of a quantification over time; (2) the resemblance of quantification within a given time period; (3) the degree to which a quantification, given again and again, remains constant. Also, the examination of trustworthiness is pivotal to assure the reliability of qualitative research.

A wide range of terms is used to express the idea of validity in qualitative studies. According to Leung (2020), validity in qualitative research is known as “appropriateness” of procedure, instruments and data. It is used to determine the truthfulness of the measures and test results.

To increase reliability and validity of a study result, the researcher should interconnect with other researchers to increase research credibility and carefully record keeping, expressing an understandable decision trail and ensuring explanations of data are constant and transparent (Noble & Smith, 2015).

3.7 Data Analysis

Thematic analysis is a method commonly used in qualitative research. So, in this research we will choose thematic analysis for analysing the data. According to Alhojailan and Ibrahim (2012), thematic analysis is applied to analyse categorization, themes or patterns that relate to the qualitative research’s data. It allocates a systematic element to interpret the data clearly and deals with various subjects through explanation. Besides, the researchers can determine and compare precisely the relationship between concepts and the repeated data. Through thematic analysis, it has potential for concepts to link to the idea or opinion of the researcher and also make comparison of the data collected.

According to Nowell, Norris, White and Moules (2017), thematic analysis has several advantages. Thematic analysis can give a great and clear explanation, even so the data is complex as thematic analysis gives a great flexible approach for the many studies to reconstruct if necessary. Besides, it is also helpful in underlining the similarities and dissimilarity, investigating the viewpoint of the participant and initiating unanticipated perception. Also, it contributes to sum up the characteristic of a massive data set because it pushes the researcher to use a well-organized approach in handling data, aid in producing an understandable and well-ordered final report.

According to Maguire and Delahunt (2017), thematic analysis consists of six-phase when analysing the data. Firstly, the researchers are required to be familiar with the data completely. The researchers can do notes and record early opinions in this stage. Secondly, the researchers need to produce initial codes in this stage. They begin to arrange the data in well-ordered and coding narrow down massive data into small chunks of interpretation. The perspective and research question will determine the procedure and technique to code the data. Thirdly, the researchers need to seek for themes, which is a pattern that expresses something that is important and appealing about the data. In this stage, the researchers will merge the code with the possible theme. Fourthly, the researchers need to review the themes that are chosen. The themes should be rational and unique. Fifthly, the researchers are required to define and explain the themes based on feedback of the participant. Lastly, the researchers need to write-up the final analysis and method of the report.

3.8 Pilot Test

Pilot test is one of the crucial step for a research study. It helps to find out the criteria or problems with the interview questions possibly. Besides, it also helps in

ensuring reliability of the interview questions. Throughout the pilot test, interviewers were required to conduct online phone interview with targeted interviewees. The interviewers of the pilot test were Ho Sing Yee, Lau Qian Yu and Yeo Yi Wei respectively. We have chosen 6 interviewees from wide range of ages who tend to have personal experiences of streaming YouTube for this pilot test. Interviewees were required to watch four different types of video advertisement that related with celebrity endorsement, emotional appeal, brand image and sales promotion. Afterwards, interviewees were then required to answer the interview questions prepared by us.

Due to the unforeseen circumstance of COVID-19, researchers were not able to carry out the interview with interviewees physically in particular locations. Therefore, researchers needed to transform the physical interview to online interview via phone devices. Researchers conducted online interview in a silent and uninterrupted room to ensure a clear communication between each other.

3.8.1 Pilot Test Result

Section B: Awareness

Table 1 (Q2): Responses of interviewees on how often they do skip Youtube advertisements when they are allowed to.

Participant	Respond
A	Always. Because it disturbed me from watching the video on Youtube and the advertisements are not that attractive for me to continue watch till the end.
B	I always do that. Because it quite annoying when I am watching those my favourite movie or music as well.
C	Almost every time I will skip the advertisements if it is allowed. Because the advertisement is bothering me while watching videos.
D	Sometimes I will skip but sometimes I won't. It depends on what kind of the advertisement it is.
E	Always skip, because I want to continue the main video story that I watching.

F	Often skip, it depends on the products, if the ads are about the new modern/new trend of smartphone or car will be continue to watch.
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In conclusion, all of the 6 interviewees often skip Youtube advertisements when they are allowed to. Most of the interviewees claimed that watching Youtube advertisements are wasting their time and disturbing them from continuously streaming videos or contents on Youtube. However, there are two interviewees indicated that they are more likely to watch Youtube advertisements by mostly depending on how the ideas, creations or contents being executed. Therefore, it also proved that Youtube advertisements may successfully arouse awareness of people to watch it continuously when the related advertisements included some identified factors that help to influence the impacts of advertisements as well as their purchasing behaviour.

Section B: Awareness

Table 2 (Q4): Responses of interviewees on do they think Youtube advertisements help them to aware of certain brands, products or services.

Participant	Respond
A	Yes. It makes me aware of the brand or product when the related advertisements frequently presented to me on Youtube.

B	Yes, because it always pop up regularly at Youtube. The high frequency of advertisements will make me recognize certain brands or products.
C	I think yes, although I always skip the advertisement, but it does makes me aware of certain product or service.
D	Yes, the advertisement will pop up and inform me about what product or service is released.
E	No, because I think the YouTube content that I saw better than advertisement.
F	Yes, advertisement make me more understanding the function or information of product or service.

In conclusion, there are 5 interviewees agree and think that Youtube advertisements help to to aware of certain brands, products or services. There are two interviewees claimed that the high frequency of related advertisements tend to make them recognize certain brands and its products as well. In addition, most of the interviewees indicated that Youtube advertisements help them to aware of some new brands, products and services. It provided them a further information on understanding related brands, products or services and even leads them to action towards certain advertisement. However, an interviewee do not think Youtube advertisements is effective in helping her to aware of certain brands, products or services. It is due to she might think the

video or content she was streaming on Youtube are always better than Youtube advertisements.

Section C: Interest

Table 3 (Q1): Responses of interviewees on what kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse their interest towards a product or service.

Participant	Respond
A	Celebrity endorsement and sales promotion are more attractive and will successfully arouse the interest toward a brand or product. The advertisement often being advertised do make me interested of searching related information of certain brands or products.
B	Sales Promotion advertisement. I prefer promotional items or sales.
C	Sale promotional ads. The new products or promotion are attracted and worthy for people attention. For an instance, when McDonald ads introduce their promotion sets.
D	Celebrity endorsements, as loyal fans in order to support, pay close attention to favourite celebrities.

E	Emotional appeal is more attractive to me, such as the advertisement contain funny performance.
F	Sales Promotion. Since the brands are probably known well before, so people may more interested on sales promotion.

In conclusion, there are more than half of interviewees claimed that sales promotion advertisements tend to arouse their interest towards certain brands, products and service. Besides, there are two interviewees who indicated that celebrity endorsement advertisements will successfully arouse their interest on searching related information of certain brands or products. However, there is only one interviewee who agree with emotional appeal advertisement in arousing her interest towards certain brands, products or services.

Section D: Desire

Table 4 (Q1): Responses of interviewees on what kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end.

Participant	Respond
A	Celebrity endorsement. Since my admired celebrities appear in advertisements.

B	Sales promotion. The promotional activities or items are quite attractive.
C	Sales promotion advertisement more likely to watch till the end.
D	Celebrity endorsement advertisement. I want to support my idol and believes the brand or product endorsed by my idol are credible.
E	Emotional Appeal can attract me at the first sight and it can affect my emotion continually.
F	Emotional Appeal. Through the music and visual in advertisements bring a feeling of freshness.

In conclusion, there are 2 interviewees claimed that they are more likely to watch emotional appeal advertisement till the end. This is because the advertisement with emotional appeal factors can always help them in building fast emotional connection and sense of freshness while watching it. Besides, since the 2 interviewees are from middle-aged and thus we can summarize that middle-aged people prefer to watch advertisement engaged with emotional appeal.

Furthermore, there are 2 interviewees from aged 22 and 30 years old tend to watch sales promotion advertisements till the end. It is due to promotional activities are effective in stimulating people's desire to shop. There are 2 interviewees are prefer watch to celebrity endorsement advertisement till the end when their admired celebrities

appear in advertisements and they truly believe the brand or product endorsed by their idols are credible.

Section E: Action

Table 5 (Q4): Responses of interviewees on importance of YouTube advertising in influencing consumer's purchase decision.

Participant	Respond
A	The frequency and ways of the advertisement presenting will influence the consumer to make purchases.
B	YouTube advertising is a kind of marketing and it influences consumer's purchase decision through raising awareness of consumers toward certain brands or products.
C	It keeps reminding the consumer and makes them aware of the product or service so it is important.
D	It is important because it will increase the customer's desire to purchase the products.
E	No. I think YouTube advertisement can be suitable for introduced the product or service only.

F	Most people will skip the ads when watching the video so it does not have influences.
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In conclusion, most of the interviewees think that YouTube advertising is important in influencing the consumer's purchase decision. They think that the frequency and ways of advertisement presented will increase the awareness of the consumer towards the product or service. Thus, lead the consumers to have the desire to make a purchase for the product or service. However, there are two interviewees think that YouTube advertising is not important and does not affect consumer's purchase decision because people will skip the ads. They are not interested in the advertisement's product or service and say that YouTube advertising is only suitable in introducing the product.

Section E: Action

Table 6 (Q5): Responses of interviewees on which factors are most effective and should be included in YouTube advertisement in affecting consumer's purchase behaviour.

Participants	Respond
A	Sales promotion is useful, especially when the consumer already has an interest in the products.
B	Brand Image as it stands for the brand product quality.

C	Sales promotion. People love discounts and sales.
D	Celebrity endorsement can attract the fans of the celebrity to make a purchase.
E	Sales promotion ads can attract people to purchase.
F	Emotional appeal, the advertisement that affects consumer emotions will lead them to have purchase intention.

In conclusion, there are several opinions recommended from interviewees which factors are most effective and should be included in YouTube advertisement to influence consumer's purchase behaviour. There are three interviewees have suggested that sales promotion is the most effective factor in influencing consumer's purchase behaviour. It is due to sales promotion ads can attract people to purchase because people will be interested in discount or promotions products as the original price of the product or service may be expensive. Besides, there are three interviewees who suggest celebrity endorsement, brand image and emotional appeal should be included in the YouTube advertisement respectively. This is because the brand image stands for the quality of the product or service and will attract the loyal and non-loyal customer of the brand. The interviewee who suggested celebrity endorsement thinks that it can attract the fans of the celebrity to make purchases while the interviewee who suggested emotional appeal will affect the consumer emotions and lead them to make the purchase.

3.9 Summary

The purpose of this research aims to identify the factors that influence consumer purchasing behaviour by using qualitative research method. Qualitative research refers to interpret the meaning of the individual's views to help understand social life through study of the targeted populations (Crossman, 2020). There will be overall of 10 participants will be chosen for data collection. The pilot test of this research had been conducted through online phone call interview since the unforeseen circumstance of COVID-19 prevalent during our research period. In a nutshell, there are 6 interviewees from different generations are willing to participate in our pilot test which help to identify the relevant factors toward YouTube advertisements and determine if interview questions are reliable and valid in this research. Lastly, there are a simple summary of pilot test result established above.

CHAPTER 4: FINDINGS AND DATA ANALYSIS

4.1 Introduction

The purpose of this chapter is to discuss the findings of research. The in-depth interview consists of 15 interviewees in this research. The interviewees included diverse age groups of people in Malaysia such as teenagers, adults and middle adulthood. It required the interviewees to express their own perspectives or opinions toward particular types of YouTube advertisements that the researchers have shown them. Thus, this chapter aims to provide the result and findings of the interview session. Researchers are using thematic analysis for analyse the data collected from interviewees in this topic. Ultimately, it helps to determine and compare precisely the relationship between concepts and repeated data as well as providing fresh insights for the relevant topic.

4.1.1 Personal Information

Gender

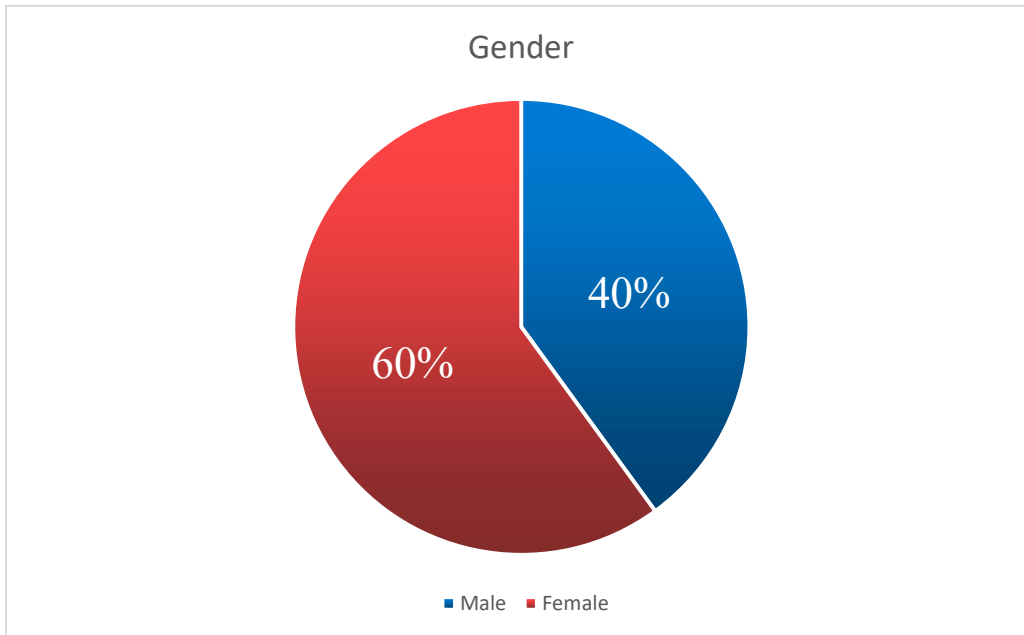


Figure 4: Gender

The figure above shows the gender of 15 respondents for the interview session. According to the analysis, there are 6 (40%) of male and 9 (60%) of female interviewees in this research.

Race and age group of interviewees

Table 8: Race and age group of interviewees

Race	Age group	Number of interviewees
Chinese	18 - 35 (<i>young adulthood</i>)	11
	36 - 55 (<i>middle age</i>)	4

The table above reported the race and age group of interviewees in this research. The data shown above indicated that the race of all interviewees is Chinese. Researchers categorized total of 15 interviewees into 2 age groups which are young adulthood which from 18 to 35 years old and middle age from 36 to 55 years old. According to the table shown above, it proved that 73.33% interviewees which approximately more than half of them are categorized as young adults. However, there are lower percentage of 26.66% which means 4 interviewees are in the group of middle age.

Occupations of interviewees

Table 8: Occupations of interviewees

Occupations	Number of interviewees
Student	6
Fresh graduate	1
Digital content editor	1
Office accountant	1
Sales accountant	1
Sales promoter	1
House wife	1
Service director	1
Customer development executive	1

According to the table above, it shown the occupations of 15 interviewees. It proved that student act as dominant in this research while there total 6 of interviewees are undergraduate or college students. There are other occupations from various aspects

in which including fresh graduate, digital content editor, office accountant, sale accountant, sale promoter, house wife, service director and customer development executive occupied as minor in this research.

4.2 Result

4.2.1 Part A: Awareness

Theme	Sub-Theme	Related Aspects/ Remarks
Watched Advertisement	Aware Ads 13 interviewees (86.67%)	Know new product or brand, raise awareness, forces to watch, interesting, cannot skip, frequency of advertisement, can remember ads, need to watch at least 5s, content quite interesting
	Similar Ads 14 interviewees (93.3%)	Watched similar kinds ads, emotional appeal ads, sales promotion ads, celebrity endorsement
Skipped Advertisement	Not interested 5 interviewees (33.33%)	Ads too long, waste time

13 interviewees (86.67%)	Distract 6 interviewees (40%)	Feel disturbing, don't like ads pop up, annoying, interrupting
	Memorize 13 interviewees (86.67%)	Able to recall ads, can remember some advertised product, brand and content, aware of new product, special slogans and music

Table 9: Theme of awareness towards YouTube advertisements.

Theme 1: Watched Advertisement: This theme consists of two sub-themes, which is aware and similar. Aware means someone knowing particular things exist, while similar means something that almost the same, but not the same things. All of the interviewees have seen or watched advertisements before while they streaming videos on YouTube before. Almost all of it has seen the advertisements that similar to the 4 types of advertisement that the researcher is shown to them.

- **Aware Ads:** There are 13 interviewees stated that they are aware and can remember certain brands, product or services through the advertisements on YouTube. Through the gathered data, it can observe that the interviewees can recall the advertisements due to several reasons,

We will certainly remember because it will keep popping in most of the advertisement. (Interviewee 3)

Because sometimes it forces us to watch, or sometimes it will give me a sense of surprise, for example, some resonant background music of ad attracts my attention.
(Interviewee 6)

Because it forced me to watch those advertisements which cannot be skipped and it may help me to aware of some brands or products within this shortest time.
(Interviewee 14)

However, there are 2 interviewees don't think that YouTube advertisement help people aware of certain brands, product or services. As interviewees mentioned,

No, because I skipped all the advertisements. (Interviewee 2)

No, recently do not have any specially advertisement that can attract me.
(Interviewee 8)

Furthermore, an interviewee mention that it depends on the brand of the advertisement,

Sometimes it depends. because some brand like Etoro I using it. Before I using it, I heard it on the YouTube advertisement. That's the only product raise my awareness but others I don't think so. (Interviewee 4)

- **Similar Ads:** Based on the result we get through the interview, mostly all of the interviewees have seen a similar type of advertisement that the researcher has shown, which is celebrity endorsement, emotional appeal, sales promotion and brand image. Few interviewees even can remember the content, brand or product of the advertisements.

Ya sure I remember the Petronas. Every year when Chinese New Year, Petronas always have advertisement like the emotional appeal type that you show me. (Interviewee 4)

Yes, sales promotional. I used to be saw a promotional advertisement about hair styling, but I forgot what is the brand name. (Interviewee 7)

Yes, such as smartphone that endorse by celebrities, and some famous brand's advertisements, for example, Adidas, Nike, Puma. (Interviewee 9)

Theme 2: Skipped Advertisement: This theme consists of three sub-themes which is not interested, distract and memorize. Not interested means that do not have a feeling of engagement towards certain things, whereas distract means something preventing someone's attention towards certain actions or things at the same moment. Memorize means someone's ability to remember or recall something in mind. From the interview data, it shows that almost all of the interviewees skipped advertisement while streaming YouTube. This is because they're not interested in the ads, they also feel that the ads are not interesting and distracting them. However, there is one interviewee did not skip,

No. Because I think the contents of advertisements are quite interesting for me to watch. (Interviewee 11)

Apart from that, the other 2 interviewees said that it depends,

Occasionally I watch it, if it is too long, I will skip off. Because it is too long. (Interviewee 9)

Sometimes, it mostly depends on whether I am rushing to watch the video or not. (Interviewee 12)

- **Not Interested:** There are 5 interviewees mention that they will skip the advertisements if allowed because they're not interested to the content of the advertisement.

Well always, I think is almost every video I will skip that because I don't really have interest in that. (Interviewee 4)

Always skip, because it's very annoying and I'm not interested. (Interviewee 10)

- **Distract:** Also, other 6 interviewees mention that the advertisements are disturbing. They're distracted by the pop-up ads while watching the video. They don't want to be disturb by other things while watching video, so they'll choose to skip it.

Because whenever I was watching YouTube videos, I don't like to get disturbed by other content. For example, other advertisement, so I will skip it. (Interviewee 1)

I always skip the YouTube advertisement when I allowed to do so. It is distracting me watching my video. (Interviewee 5)

Once it allows me to skip, I will skip it. Because when I'm watching my video, I don't like many advertisements disturbing me while watching my video.

(Interviewee 7)

- **Memorize:** Although most of the interviewees skipped the advertisement, but 13 of them can remember or recall the certain brand, product or services in the ads. Some of them can't remember the specific name of the advertisement's brand, product or services, but the advertisement contents are kept in their mind and can recall about it. Through the interview, we found that numbers of interviewees able to say out what ads they saw before. They also agree that YouTube advertisement can make them aware of some brand, product or services.

Yes, the recent advertisement that I watch is the iPhone 12 advertisement.

(Interviewee 1)

Yes, car advertisement, Proton S50. (Interviewee 9)

Yes, it was Pantene and about hair care products. (Interviewee 12)

For some interviewees, even though they may not remember the specific name of the ads brand, product or service, but they can recall the ads.

I think the last advertisement I saw on YouTube is I don't what is the brand but I saw a guy just pop up on my screen and talk a lot and speak a lot and then say what I love to trading stock something like that then I just skip the advertisement.

(Interviewee 4)

Yes. Recently, an advertisement about online learning course often pop-up in the beginning of YouTube video, but I can't remember what the brand is. (Interviewee

10)

4.2.2 Part B: Interest

Theme	Sub-Theme	Related Aspects/ Remarks
Ads Arouse Interest.	Emotional Appeal Ads 5 interviewees (33.33%)	Storytelling can affect mood, storyline can raise interested, craving to watch the ending of the story, what message it was delivered to people.
	Celebrity Endorsement Ads 4 interviewees (26.67%)	Willing to spend time watching the advertisements of their favorite celebrities. Admired celebrities showing in video may arouse their interest to watch the advertisement.
	Sales Promotion Ads	Creates Awareness, related to personality, know directly what product you want to sell, people may feel surprisingly, it will cause people to try, if having price reduction.

	<p>6 interviewees (40%)</p>	
	<p>Brand Image Ads 3 interviewees (20%)</p>	<p>Interest in knowing the famous brands' new features and new technology, attracts awareness to the brand, normally better and more reliable.</p>
	<p>Other Interesting Ads 9 interviewees (60%)</p>	<p>Gaming product ads, funny ads, comedy ads, interesting and attractive ads, provide new knowledgeable ads, product announcement or demonstration ads.</p>

Do Further Research	Yes 5 interviewees (33.33%)	It influences people, interested to certain product.
	Depends 6 interviewees (40%)	Depends on whether the product or services are useful or interested or not, if it is related to health product.
Interest to not familiar product.	Yes 7 interviewees (46.67%)	But not every ads, if its useful, mobile phone ads, content interesting, celebrities showing
	Depends 3 interviewees (20%)	Based on the product or services, sometime will arouse interest
	No 5 interviewees (33.33%)	Not enough attraction

Table 10: Theme of Interest towards YouTube advertisements.

Theme 1: Ads Arouse Interest: This theme consists of five sub-themes, which are emotional appeal ads, celebrity endorsement ads, sales promotion ads, brand image ads, and other interesting ads. Emotional appeals advertising refers to ads strategy more depends on feeling and perception to evoke an individual in order to stimulate action (Middleton, 2018). Celebrity endorsement refers to a popular way for marketers to trigger consumers to purchase the brand or product by transferring the positive image of celebrity endorsers in advertisements (Atkin and Block 1983). According to Pahwa (2019), brand image is advertising that refers to consumer's perception in their mind, which means depends on how they think or to view the brand toward certain brands or products. Sales promotion is a form of advertisement that used a variety of tactics such as price reduction, discount promotion to stimulate the consumer to purchase a product or brand within a short period of time. Other interesting advertisements refer to except for the above four types of advertisements, other interesting advertisements that interviewees are interested to watch. Thus, the four different factors of YouTube ads mentioned above are the ads that the researcher showed to the interviewees before the interview session, whereas they have different effects on different types of advertisements. In comparison with different ads, each respondent stated that they were more interested in a certain type of advertisement.

- **Emotional Appeal Ads:** There are total 5 interviewees mentioned that emotional appeal advertisement will arouse their interest to watch the popping ads while streaming YouTube video. Through the conducted interview, an interviewee stated that she was interested in the ads of emotional appeal because storytelling could affect her mood, as she said,

I prefer to see the advertisement that is story-telling and that can affect my mood.

(Interviewee 10)

Besides, most interviewees who interested in emotional appeal ads mentioned similar as which the ads with storyline might arouse and raise their interested in continuing to watch the ads until the end, as they said,

Because the story line may make me interested to this advertisement and feel like watch till the end. I am interested to see what is the ending of that story and what message it was trying to deliver to me. Because the story line may make me interested to this advertisement and feel like watch till the end. I am interested to see what is the ending of that story and what message it was trying to deliver to me.

(Interviewee 12)

Because emotional appeal advertisement will have a story line and it make watch till the end. (Interviewee 14)

Because it has a story line and raise my interest to watch it compare to others.

(Interviewee 15)

In addition, there are some interviewees are eager to know the ending of the story and what the message the ads want to convey to the audience, as they say,

I am interested to see what is the ending of that story and what message it was trying to deliver to me. (Interviewee 12)

Emotional appeal tends to make me watch till the end to know about its ending... (Interviewee 13)

- **Celebrity Endorsement Ads:** There are total 4 interviewees mentioned that celebrity endorsement advertisements will arouse their interest to watch the popping ads while streaming YouTube video. Through the conducted interview, some of interviewees stated that they interested in the ads of celebrity endorsement because if their favorite or familiar celebrities appear in the advertisement, so they willing to spend time watching it, as they said:

Because when I see the celebrity, I like I will spend more time on it and watch until the end. (Interviewee 3)

Because my admired celebrities showing in video may arouse my interest to watch the advertisement. (Interviewee 13)

Besides, an interviewee claimed that generally the ambassadors, colors, background showing in the celebrity ads was arouse her interest in watching the advertisement, as she said,

Because the ambassadors, colors, characters or background showing in advertisements are more likely to arouse my interest. (Interviewee 11)

- **Sales Promotion Ads:** This is one of the advertisements that arouses most interviewees' interest. There are a total of six interviewees mentioned that sales promotion advertisements will arouse their interest to watch the ads toward the product or service. Through the conducted interview, an interviewee stated that the sales promotion ads can create awareness of the product or service to him, as he said,

Sales promotion it creates awareness of what are the sales are they doing now. For example, McDonalds having promotion or KFC having promotion. (Interviewee 1)

Besides, an interviewee mentioned that the sales promotional ads can attracting her to watch it, because if she suddenly saw the promotion item that she already knows the original price before, she will even more want to see what promotion the product has now, as she said,

Since I already know the original price of the products that I usually can see it on a website or market, but if suddenly I saw there is an advertisement said that some products are having a big promotion or offer, so it will attract me to watch the ads.

(Interviewee 7)

Moreover, an interviewee mentioned that suppose that the product or service in ads had a price reduction, so it may make her feel like it would not cost that much to try the certain product, therefore arouse her to watch the video of the ad, as she said,

If there is a price reduction, so I might try the product or services without spending much money. (Interviewee 8)

- **Brand Image Ads:** There are total 3 interviewees and also the least of interviewees stated that brand image advertisement will arouse their interest to watch the popping ads while streaming YouTube video. Through the conducted interview, an interviewee stated that he will arouse by the brand image ad is because it is interest to know how the famous brands' product improving their new features and new technology, as he said,

I'm not iPhone user but I have the interest of knowing the new features they are giving or the new technology they are improving in their phones. (Interviewee 1)

Besides, another interviewee stated that he often makes a purchase by looking at the brand image, because normally the product with a good brand image was more reliable than others, as he said,

Because products with good brand image are better and more reliable than other products, so I often buy things by looking at the brand image. (Interviewee 9)

- **Other Interested Ads:** Apart from the above 4 types of YouTube ads that researcher shown to the interviewees, there are total 9 interviewees stated they have others kinds of YouTube advertisements can be also arouse their interest too, which include gaming product ads, funny or comedy ads, interesting and attractive ads, provide new knowledgeable ads, product announcement or demonstration ads. Through the conducted interview, an interviewee stated that he is interested in game advertisement, because he like any game product, so if there is a game ads, it will arouse his interest to download the game app, as he said,

For me, the product that I'm interest is game product. They are few game advertisements that I interest because during their advertisement they are showing actually the way of playing the game is quite easy but they purposely make it really hard, so I have the interest to download the game and try myself. (Interviewee 1)

Besides, there is an interviewee claimed that she interested in the advertisement which can let her learn new knowledge from the content of advertisement, as she said,

The advertisement with new or cold knowledge that I never seen before, something like "Did you know?" Because it can let me learn something. (Interviewee 6)

Moreover, some of the interviewees stated that they interested in the advertisement which include the funny or comedy contents, because it could give them more impression of the brand or product, as interviewee said,

Funny advertisement as it presents the product in an interesting way that will allow me to have a deep impression of the brand. (Interviewee 2)

I think for me will be more to comedy advertisement because I like to watch funny videos. (Interviewee 3)

Funny advertisement videos will more attract me and let me want to keep watching.

(Interviewee 9)

Furthermore, some of the interviewees indicated that the advertisement which is the type of product announcement or demonstration would raise their interest in the product and service because it could focus more on showing the way to tell us how to use the particular product or service, as the interviewees said,

Product announcement. The advertisement was straight forward to advertise their product and less duration that they will focus on their features that provide for us.

(Interviewee 5)

It is useful as it showing me the ways of how should I use that particular product.

(Interviewee 11)

Advertisement that focus on product demonstration because it is showing ways of how you should use this product. (Interviewee 14)

However, there are 2 interviewees indicated that they do not have any other interesting of advertisement, because one of the interviewees stated that she was not interested in YouTube Advertisement at all, since it was distracting her from video, as she said,

I usually don't like to watch ads, especially YouTube ads I want to skip it as soon as possible and watch the videos that I really want to watch. (Interviewee 8)

While the other interviewee claimed that she actually have not paying attention to any YouTube advertisements, so she cannot recall any other kinds of interested ads, as she said,

No. Because I am not really paying attention to advertisements. (Interviewee 15)

Theme 2: Further Research: This theme contains two sub-themes, which is "Yes" and "Depends". Based on the interviews conducted, most interviewees are more likely to consider further research, depending on whether the product or service in the advertisement is interesting to them.

- **Yes:** There are a total of 5 interviewees said “Yes” for the question when being asked about whether the YouTube advertisements influence you to conduct further research of the brand or product advertised. It is proved that YouTube advertisement has successfully influenced some people to conduct further research on the certain product or service, as interviewee said,

Ya, it influences me. (Interviewee 3)

- **Depends:** There are a total of 6 interviewees who have indicated that they will consider further research, mostly depending on whether the product or services are of useful or interest to each of the them, as the interviewees said,

It depends on the advertisement it's enough attractive and it's enough brainwash. (Interviewee 4)

Yes. Mostly depends on whether the product is useful for me or not. (Interviewee 11)

Besides, an interviewee stated that assuming that the product is related to health or something she need will lead her to further search for information about the product in the ad, as she said,

If those products are related to health products or the things I need, then I will do further research. (Interviewee 8)

Theme 3: Interest to not familiar product: This theme consists of three sub-themes, which are yes, depends and no. According to the data collected, there are different answers from the interviewees that YouTube advertisements can successfully arouse their interest towards certain brand, product or service that they are not familiar with.

- **Yes:** There are total 7 interviewees indicate that YouTube advertisements successfully arouse their interest towards brand, product or services that they are not familiar with. However, there are some interviewees said that there is specific situation that will arouse their interest.

Yes. But not every ads, only if I find it is useful, then it will successfully arouse my interest. (Interviewee 7)

Yes, if the advertisements are interesting enough or my admire celebrities are showing in it. (Interviewee 13)

- **Depends:** 3 interviewees indicate that it depends, it sometimes will arouse their interest, sometimes will not.

It can be yes or no, depends on what the products or services, but mostly YouTube advertisement have not aroused my interest. (Interviewee 10)

- **No:** There are 5 interviewees said that it will not arouse their interest towards brand, product or service that they are not familiar with.

Not so much. (Interviewee 8)

4.2.3 Part C: Desire

Theme	Sub-Theme	Related Aspects/ Remarks
Desire to Watch	Emotional Appeal Ads 8 interviewees (53.33%)	Interesting to storyline, storytelling, quite attractive, affect emotions, curious about the ending of the story.
	Celebrity Endorsement Ads 4 interviewees (26.67%)	Like to watch celebrity, will watch ads till the end, will spend more time to watch, more interesting than others, if favorite celebrity in the ads, ambassadors or background grab attentions
	Sales Promotion Ads 2 interviewees (13.33%)	Want to find out other promotion in the end, usually shorter than other ads.

	<p>Brand Image Ads</p> <p>3 interviewees (20%)</p>	<p>Want know more about brand's product, services or features, the way of shooting the brand's ads was interesting, the products usually better.</p>
Desire to Share	<p>Yes: Willing to share</p> <p>6 interviewees (40%)</p>	<p>Share with friend who likes the same idol in the ads, ads that meaningful, creative and touching, willing to share happiness, share newest promotion, share features of the product, ads that useful.</p>
	<p>No: Not willing to share</p> <p>9 interviewees (60%)</p>	<p>Not attracted, the same ads will pop-up in others people's YouTube video, others people may not like the ads as I do, not strong influence me to share.</p>

Desire to Purchase	Yes 8 interviewees (53.33%)	Sales promotion ads help people save more money, presenting in a creative way, differentiate it from other similar brands or products, some ads which newly launched cosmetics that show its function more effective, very high-tech.
	No 7 interviewees (46.67%)	I skipped all advertisements, distract me while streaming YouTube, not interested, not really effective, rarely watch ads, not attractive enough
Build fast emotional	Yes 5 interviewees (33.33%)	If really need the product at the moment, ads meet requirements.
	No 9 interviewees (60%)	Not easily get influence, never heard the brand before, buying desire not strong, won't finish the ads.
Visual element and quality of ads	Affects desire to explore ads	Most important part, colorful ads attract audience, more attractive will explore more, will affect their desire.

	11 interviewees (73.33%)	
	Does not affect desire to explore ads 4 interviewees (26.67%)	Not really important, will not affect their desire.

Table 11: Theme of Desire towards YouTube advertisements.

Theme 1: Desire to Watch: This theme consists of four sub-themes, which are emotional appeal ads, celebrity endorsement ads, sales promotion ads, brand image ads. Emotional appeals advertising refers to the concept of persuading a person to buy a specific product or service by arousing his or her emotional feelings (Newbold, 2017). Celebrity endorsement refers to a popular way for marketers to trigger consumers to purchase the brand or product by transferring the positive image of celebrity endorsers in advertisements (Atkin and Block 1983). According to Pahwa (2019), brand image is advertising that refers to consumer's perception in their mind, which means depends on how they think or to view the brand toward certain brands or products. Sales promotion is a form of advertisement that uses a variety of tactics such as price reduction, discount promotion to stimulate the consumer to purchase a product or brand within a short period of time. Above are the four types of YouTube ads which the researcher showed to the interviewees before the interview session whereas different types and content of advertisements will affect people's desire to watch until the end.

- **Emotional Appeal Ads:** This ad factor is the majority of interviewees who choose to watch until the end between the 4 types of YouTube ads that we showed to interviewees. Through the conducted interview, some interviewees stated that the storytelling advertisement is quite attractive and interesting, it will affect their emotions with the storyline, so they will more likely continue to watch the advertisement until the end, as the interviewee said,

Compared with other such as celebrity endorsements, you can usually saw them on the posters, but emotional appeal this kind of video advertisements are more like story-telling, and affect my emotions, so I will continue to watch until the end.

(Interviewee 6)

Besides, an interviewee mentioned that she curious about the end of story of the ad, so she will continue watch it, as she said,

Because majority of it started with a story and I feel like watch till the end to know its ending. (Interviewee 12)

Moreover, one of the interviewees also mention that because there having a storyline in ads led her want to watch the ad till the end, as she said,

Because it have a story line and I feel like watch till the end just for its ending of the story in ads. (Interviewee 15)

- **Celebrity Endorsement Ads:** There are a total of 4 interviewees mentioned that they will be more likely to watch celebrity endorsement advertisements till the end while streaming YouTube video. Through the conducted interview, most people who like this kind of ad because they have their own favorite celebrities, such as an interviewee indicated that she had more desire to watch celebrity endorsement ads until the end, if her favorite celebrity is shown in the ad, as she said,

If there is my favorite celebrity to do this endorsement advertisement. (Interviewee 7)

Besides, an interviewee mentioned that the ambassadors and the background of the YouTube advertisement could grab her attention to watch the ads till the end, as she said,

The ambassadors or the background showing in advertisement tend to grab my attention make me watch till the end. (Interviewee 11)

- **Sales Promotion Ads:** In terms of sales promotion factors of ads, there are less interviewees who have desire to continue to watch till the end, but still have 2 interviewees stated they have desire to continue watch sales promotion ads till the end. Through the interview conducted, an interviewee mentioned that he is willing to know is there any others promotion which usually takes place at the end of the ads, as he said,

I will keep watching because I will want to know instead of the first promotion present in the beginning, I would like to know is there any other promotion in the end. (Interviewee 1)

In addition, an interviewee stated that she have desire to watch the ads till the end, because sales promotion ads usually having shorter duration compared to the others ads, as she mentioned,

Sales promotion as these advertisements are usually shorter as compared to the other advertisements. (Interviewee 2)

- **Brand Image Ads:** There are 3 interviewees stated that they are more likely to watch brand image advertisements till the end. Based on the conducted interview, an interviewee stated that he prefers to watch the whole of brand image ads because he feels the way of brand image video shoot was interesting, as he said,

Brand image will more likely watch till the end because their way to video shoot their advertisement was interesting. (Interviewee 5)

Besides that, the interviewee claimed that he will more likely to watch the ads of brand image till the end, because the product with good brand image usually is better quality, as he said,

Because if the brand image is good, the products are usually better, such as Adidas sneaker and Huawei mobile phones and so on. (Interviewee 9)

Theme2: Desire to Share: Based on the interview conducted, most of the interviewees are less likely to share the YouTube advertisement to their family or friends, mostly due to the contents are not strong enough to influence them to share with people around them. Therefore, this theme will be categorized in 2 sub-theme which are Yes: willing to share and No: not willing to share.

- **Yes:** Interviewees have a desire to share the YouTube ads to their family and friends.
- **No:** Interviewees have no desire to share the YouTube ads to their family and friends.

There are a total of 6 interviewees who said "Yes," willing to share the ads they saw from YouTube with their family and friends. Through the conducted interview, an interviewee stated that she willing to share the ads to her friend when she saw the idol that her friend like in the ads, as she said,

Especially celebrity endorsement, I will share with my friend who likes the idol in the advertisement. (Interviewee 6)

Moreover, one of the interviewees stated that she will share the ads which the content is meaningful and can affect people, as she said,

Especially some advertisements that can affect people through meaningful and touching story. (Interviewee 8)

Besides, another interviewee mentioned that she will share the content of YouTube ads which can bring happiness and touching feeling to her friends and family, as she said,

I willing to share the happiness or touching feeling to the others, if the ads was too perfect. (Interviewee 10)

However, there are a total of 9 interviewees who said “No” to share YouTube ads to their family and friends. Through the conducted interview, an interviewee pointed out that most YouTube ads cannot attract her, so she did not recommend it to her family and friends, as she said,

Because most of the advertisement is not enough to attract me. I mean the advertisement even cannot attract me so why I should introduce to my friend and family. (Interviewee 4)

Besides, there is an interviewee stated that since her family and friend also had watched YouTube video, so she thinks the ads she saw also will also pop up on other people's YouTube, while they streaming YouTube, thus, she doesn't think she needs to share with them, as she said,

Because I think others people also will watch YouTube, so it will pop up in their YouTube video just same with me, so I do not think I need to specially share to them. (Interviewee 7)

Moreover, an interviewee mentioned that the advertisement that she does not like to see so she believes her family or friends will not like to see it also, as she said,

Because I do not think others may like the advertisement as I do. (Interviewee 12)

Theme 3: Desire to Purchase: According to the interviews conducted, these interviewees have fairly average results regarding whether they have a strong

impression or persuasiveness about purchasing a particular product or service. This theme will be categorized in 2 sub-theme which are Yes and No.

- **Yes:** Interviewees have encountered an advertisement that was impressive or persuasive in their memory and caused them to have a desire to buy.
- **No:** Interviewees who do not have any desire towards the product or service in YouTube advertisement.

There are a total 8 interviewees said “Yes”, they had built a strong impression and persuasion towards the products or services through the YouTube Ads. Through the conduct of the interview, an interviewee stated that he has a strong impression of a smartphone’s camera feature of YouTube ads that persuade him arouse desire to purchase on that product, as what the interviewee said,

There is a Huawei smartphone advertisement showed that its camera can capture stars. It made me feel that this smartphone is very high-tech, so it attracted me very much. (Interviewee 9)

Besides, an interviewee mentioned that she will raise up her desire to purchase the product, when she meets the new launched cosmetics ads and showing its function was better than previous, therefore it will be stimulating her purchase desire, as she said,

Especially some ads which are newly launched cosmetics that show it is more effective or more functions than the previous ones. (Interviewee 6)

Moreover, interviewee stated that when he saw the ads which is provide a cheaper promotion sale, so it will arouse his desire to purchase, because it can help him save more money on certain product or service compared to the original price, as he said,

For example, the sales promotion, when is quite or very cheap I will try to go and purchase it because it helps me save more money. (Interviewee 1)

However, about half of the interviewees said “No”, did not have any strong impression or persuasion about YouTube ads, which led them to have no desire to purchase products or services, as most of them were used to skip ads directly. Through the interview with interviewees, an interviewee stated that the YouTube ads was distract me while streaming the YouTube and did not give him any strong impression, therefore he always skip the ads immediately when it is allowed to, as he said,

Because it distracts me while streaming video, like through the half way then suddenly an advertisement, so I will immediately skip it. So ya, it doesn't really give me a strong impression. (Interviewee 3)

Besides, an interviewee mentioned that YouTube advertisement unable to motivate her to arouse purchase desire towards the product or service in YouTube ads, as she said,

Because it not really effective for me to purchase it. (Interviewee 12)

Moreover, there is an interviewee stated that he rarely watches the YouTube advertisement and because the contents of the ads are not very attractive to trigger his purchase desire, as he said,

Because I am rarely to watch advertisements and its contents are not attractive enough to make me purchase something. (Interviewee 15)

Theme 4: Build fast emotional connection: Based on the interview conducted, most of the interviewees stated they would not build fast emotional connection of “I feel like I want it” towards the product or service in YouTube advertisements. This theme also consists of two sub-themes which are Yes and No.

- **Yes:** YouTube advertisement successfully built fast emotional of “I feel like I want it” for interviewees.
- **No:** YouTube advertisement unable to affect their emotion.

There are a total of 9 interviewees who said “No” when being asked about do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service. It proved that some of the YouTube advertisements not easily to influence audience and built fast emotional connection immediately, as the interviewee said,

No, because I won't easily get influence by YouTube advertisement. (Interviewee 3)

Besides, an interviewee stated that he might not think he would want to buy products from unfamiliar or unknown brands, but if he wanted to buy something, he would also do more research towards the product or service, as he said,

No, I don't. If I never heard about this brand, I don't think I will buy it and if I want to buy it I will do more research about it not just only a YouTube advertisement. (Interviewee 4)

In addition, another interviewee mentioned that he would not buy any products by simply watching the YouTube ads, he would look at more advertisements and information in other media before deciding whether to buy the product or service.

I won't decide to buy something all at once. I still need to look at other advertisements, such as newspapers or Facebook to learn more about the information of the product. (Interviewee 9)

However, throughout the interview conducted, there were 5 interviewees said “Yes” they had built a fast-emotional connection that triggered their desire to feel they want the product or service in the YouTube ads. As an interviewee mentioned, assuming that the product shown in the YouTube advertisement is exactly what she wants and meets her requirements, she would be interested in the product, as she said,

Yes, if I really need that particular product at the moment and the product advertised meet my requirements. (Interviewee 12)

In addition, there is only one interviewee stated that YouTube advertisement will build a fast emotional of “I feel like I want it”, it depends on whether the product or service is in her interest, as an interviewee said,

Depends on what products or service and whether I interested or not. (Interviewee 6)

Theme 5: Visual element and quality of ads: Advertisement quality and visual elements like tone, colors, characters is important factor as it can affects audience desire whether to continue watch the ads or not. In this theme, there is two sub-themes, which is affects desire to explore ads and does not affect desire to explore ads.

- **Affects desire to explore ads:** Based on some of the 11 interviewee's perspective, visual element and quality of ads is important and can affect their desire to do more exploration. It can attract people to watch if the ads are attractive and colorful. There is an interviewee's emphasis that, if the advertisement with low quality cannot attract any people.

Ya, I think definitely because I think this part is most important part. You need to show your colorful advertisement to attract your customer so if your advertisement is not so quality video I don't think it can attract any people.

(Interviewee 4)

- **Does not affect desire to explore ads:** However, there are 4 interviewees feel that visual element and quality of the ads will not affect their desire to explore more. As they said,

No, because I'm not interested so I won't explore more. (Interviewee 3)

Not really (Interviewee 11)

4.2.4 Part D: Action

Theme	Sub-Theme	Related Aspects/ Remarks
Make purchases	Emotional appeal ads 11 interviewees (73.33%)	Arouse one's emotional feelings toward a particular brand or product, present products with story lines, story ideas that deliver different meanings, represent overall concept or culture of the company.
	Celebrity endorsement ads 6 interviewees (40%)	Audiences feel like supporting their celebrities by making purchases of the products advertised, interested to watch advertisements till the end, influence people to make purchases, purchase without considering other factors.

	<p>Sales Promotion</p> <p>8 interviewees (53.33%)</p>	<p>Create awareness of what the brand or product is on promotion now, surprise people by crazy promotion, attract audiences, stimulate people to make purchases, promotions tend to arouse people's desire to purchase something they wanted for so long.</p>
	<p>Brand Image</p> <p>1 interviewee (6.67%)</p>	<p>Able to know the overall concept of a brand, create or maintain a good image of the company, know more about the concepts of latest products and features, affect behaviors toward brand or product.</p>
	<p>High frequency</p> <p>2 interviewees (13.33%)</p>	<p>Tend to create certain awareness, people start to recognize the brand or product, arouse people's interest towards the brand or product, make people recognize it and consider to purchase if they need to buy similar products.</p>

	<p>Aware</p> <p>5 interviewees (33.33%)</p>	<p>Know more about the brands and products, attracted by the contents, recommend products that might meet their needs, need to watch advertisements at least 5 seconds that might be able to arouse people's interest, suggest advertisements that make you aware or purchase products based on the channels or brands you are subscribing to.</p>
Do not make purchases	<p>Unreliable</p> <p>7 interviewees (46.67%)</p>	<p>Less information, information or features presenting in very short time, tend to make further research, less trustworthy towards a brand or product by just receiving information from YouTube only.</p>
	<p>Ineffective ads</p> <p>2 interviewees (13.33%)</p>	<p>Lack of interest, contents are not interesting, watched too many similar types of ads, not feels like purchasing anything after watched advertisement.</p>

	Distract 2 interviewees (13.33%)	A waste of time, annoying, pop up randomly, distracting them by continuously watching the videos.
	Other Factors 6 interviewees (40%)	Depends on the needs and wants, functions of products, money of audiences and price of products, attract only particular types of consumers.

Table 12: Theme of action towards YouTube advertisements

Theme 1: Make purchases. This theme consists of 6 two sub-themes, which are emotional appeals, celebrity endorsement, brand image, sales promotion, high frequency and aware. Emotional appeals, celebrity endorsement, brand image and sales promotion are categorized as 4 types of advertisements that aim to target certain groups of consumers to create awareness and make people purchase certain brands and products. Emotional appeals advertising refers to persuade an individual to purchase a certain product or service by arousing his or her emotional feelings (Newbold, 2017). Celebrity endorsement refers to an advertising strategy that uses a celebrity endorser who owns fame and appears in advertisements to increase consumer's great recognition (Bergkvist & Zhou, 2016). According to Pahwa (2019), brand image is an advertising strategy that consumers think or to view the brand and their perceptions toward certain brands or products. Sales promotion is well-known as a marketing strategy that uses

promotion, price deduction or discounts to increase sales and demands in a short period.

All of the interviewees are required to watch these 4 types of advertisements respectively and answer following questions.

- **Emotional Appeal:** Some interviewees indicated that they are more likely to purchase products by watching emotional appeals advertisements. For an instance, an interviewee mentioned the opinion that emotional appeals should be included in YouTube advertisements in consumer purchasing behaviour due to,

I think it tends to bring one's emotions into the advertisement that will arouse their interests toward the brand or product, which is in turn to affect their purchasing behaviour. (Interviewee 2)

One of the interviewees also claimed that it is interesting to watch the story lines in advertisements which might carry out different meanings and also helps to know about the overall concept or organization culture of the company.

Because I love to watch story that may bring out different meanings and it can be representing the overall concept of company and its organization culture which might affect consumer purchasing behavior. (Interviewee 15)

Besides, the interviewee mentioned since there are rarely brands able to present its products with an interesting story line, thus it may eventually help to affect the purchase decision and also differentiate it from other competitors.

Because I think there are rarely brands or products are able to produce advertisements with story line or emotional appeal due to its suitability. So, I think that emotional appeal advertisements are more likely to affect consumer purchasing behavior since it differentiates itself from other common advertisements. (Interviewee 12)

- **Celebrity Endorsement:** There are few interviewees mentioned that celebrity endorsement should be included in YouTube advertisement to affect people purchasing decisions effectively and create awareness of certain brands and products widely. As the interviewee claimed that advertisements inserted with celebrity endorsement is effective due to,

Celebrity endorsement is because when you see the celebrity that you like use the product of course you will buy and support. (Interviewee 3)

Besides, an interviewee claimed that celebrity endorsement advertising not only to arouse people's interest towards brand or product advertised but also influence them to

watch the advertisement till the end which might eventually affect their purchasing behaviour.

I think many young people are chasing celebrities nowadays and I think it is a factor that recently influenced many people to purchase something, because of some people will be very interested in the product when they see their favorite idol in ads, and then they will continue to watch the whole ad. Therefore, it may eventually arouse his or her desire to buy the products. (Interviewee 7)

- **Sales Promotion:** According to the responses collected from a total of 15 interviewees, majority of the interviewees tend to choose sales promotion as a factor that should be included in YouTube advertisements based on their own perspectives. For instance, an interviewee expressed his opinion that sales promotion advertisement is more likely to make people aware of certain promotions and features of products as below,

It creates awareness of what the product has giving promotion now, and the brand image is letting us know what are the newest product they have and what are the newest features, so it will affect our behavior whenever we want to get a product we will straight go and buy it and without having to read the other features. (Interviewee 1)

There are few interviewees who were giving the similar answer as sales promotion advertisement stimulates the majority of people who love to purchase something with promotions or discounts even when they are not planning to purchase it initially. As the interviewee mentioned below,

I think the sales promotion is the most important things because you are doing sales so most of the people if they really want to buy a thing, they get cheaper of the things. (Interviewee 4)

The interviewee mentioned that it is attractive for consumers to make purchases,

Sales Promotion. People is more likely to be attracted by its promotion or discounts to purchase the brand and its products effectively. (Interviewee 13)

- **Brand Image:** There is only one interviewee stating that brand image advertisement helps to be aware of the latest brands and products selling in current market as well as its features. As what the interviewee mentioned below,

The brand image is letting us know what are the newest product they have and what are the newest features, so it will affect our behavior whenever we want to

get a product we will straight go and buy it and without having to read the other features. (Interviewee 1)

- **High Frequency:** The interviewees claimed that the high frequency of advertisements tends to make people start to recognize the brand and consider to purchase it in future. As an interviewee mentioned that high frequency of ads tends to arouse people's interest towards brand or product,

Maybe if they watch too frequently, they will find it interesting to download or purchase it, such as game advertisement. (Interviewee 7)

- **Aware:** The interviewees stated that they started to be aware of some brands or products after watching YouTube advertisements. As one of the interviewees claimed it helps her to recognize certain brands and products,

Yes. Because I think YouTube advertising is important for making customers to aware of certain brand and product effectively. People may started to recognize this brand and its products or even consider to purchase it after watching advertisements. (Interviewee 11)

According to opinion from interviewee, it is more likely for people to aware of brand or product due to,

Since YouTube is more likely to suggest advertisements based on the channels you are subscribing, so it will usually pop up all those advertisements that you may interest with. (Interviewee 15)

Theme 2: Do not make purchases. This theme consists of 4 different sub themes in which including unreliable, distract, ineffective ads and other factors that existed to affect consumer purchasing behaviour after watched YouTube advertisements First and foremost, unreliable refers as not reliable enough for or less trustworthy. Distract refers to preventing someone to continuously concentrate on something unpleasantly while ineffective ads mean advertisements that fail to produce any desired effect of targeted consumers. Last but not least, other factors refer to some reasons or elements that are not going to influence purchase behaviour of targeted consumers successfully.

- **Distract:** The interviewees find that the advertisements distract them from continuously watching their videos in YouTube. Thus, it may fail to grab their attention towards certain brands or products presented in advertisements. As an interviewee stated it annoyed her,

No. The products or services in YouTube Ads mostly are the things I am not interested in, and I do not need it, and also sometimes the ads appear too frequently in the video, so that was annoying for me. (Interviewee 10)

Also, an interviewee mentioned YouTube advertisements distracted people who are streaming YouTube.

I think not really due to people may think the advertisements distract them to watch their videos continuously in YouTube. They tend to skip it when they allowed to.

(Interviewee 12)

- **Unreliable:** There are a total of 6 interviewees indicated that it seemed so unreliable for them to make purchase decisions by just watching the YouTube advertisements to receive relevant information. Thus, the majority of them were giving similar answers that they tend to make further research before making any purchase decision. For an instance, as an interviewee mentioned that the YouTube advertisements are not reliable enough to influence him in making purchase decision directly as below,

No, for me because I will do research before buying anything. (Interviewee 3)

Interviewee mentioned that it seemed not reliable enough for him to rely on YouTube as the only one social media platform to study related information of brands and products.

No. I should also study information about other media, not just watching YouTube ads. (Interviewee 9)

Besides, another interviewee stated that the duration of advertisement tends to affect him in making purchase decisions directly.

No. I will still make further research of the brand and product because of the related advertisement was just presenting in very short time and it was hard to persuade me to make purchase. (Interviewee 15)

- **Ineffective ads:** There are 10 interviewees claiming that they are never trying to purchase anything after watching YouTube advertisements that might be considered as ineffective. As what interviewee mentioned below shown that the advertisements may considered as ineffective or not interest enough to watch,

For people like me I would say no because I don't really watch the advertisement so it is not really important. (Interviewee 2)

- **Other factors:** Apart from that, there are still some other factors which might not help to influence people in affecting purchasing behaviour successfully. There are factors such as their own savings, prices of products, functionality, needs and wants

that interviewees tend to take into their considerations when making any purchase decisions. As interviewee stated,

No, I buy a product or service depends on what I needs and wants. (Interviewee 6)

Besides, interviewee also mentioned that it may attract particular groups of consumers,

However, I think other people would be influenced after watching advertisements.

(Interviewee 8)

The interviewee mentioned that there are some reality factors that need to be considered as well,

No. There are many reality factors that needed to be considered, such as money or whether the product you really need or not, we should not waste money or resources on useless things. (Interviewee 10)

However, interviewee claimed that it may depends on the functionality of product as below,

No. Because I might still consider of whether the product is useful for me or not.

(Interviewee 13)

4.3 Conclusion

In summary, this chapter has generated themes that indicate the interviewees' response to the factors in YouTube advertisements that influence consumer purchasing behaviour. There are several key themes for each part of the interview question, which are Part A: Awareness, Part B: Interest, Part C: Desire and Part D: Action. The themes emerged from the collected data, along with sub-themes and related aspects or remarks, the themes generalized interviewee's awareness, interest, desire and action toward YouTube advertisement. The generative themes in this chapter:

- All interviewees have watched advertisements before and aware of it while streaming YouTube.
- Mostly skipped the advertisement due to being uninterested and feeling distracting. However, they can recall some ads that they watched from YouTube.
- Different kinds of YouTube ads arouse a different kind of audience's interest in the advertised brand, products or services.
- YouTube advertisements may influence interviewees, if they are interested in it, they will make further research after watching the ads.
- The four types of ads have possibilities to influence the interviewees' desire to continue to watch and share the content of the ads.
- The ads can influence some interviewees desire to make a purchase.

- The different kinds of ads make the interviewees aware and may influence some of them to make purchases.
- Some interviewees think that the ads in YouTube are unreliable, ineffective and distracting.
- Apart from the four types of ads, there are other factors can influence interviewees' decision to make a purchase.

In conclusion, YouTube may influence certain interviewee's consumer purchasing behaviour. However, other factors that will influence their decision apart from the four types of advertisement. Besides, the interviewees may feel that YouTube advertisements are annoying or distracting, so they will always skip. However, if they are interested in the ads, they will continue to watch it and also will be aware of some of the advertisements and may remember it.

CHAPTER 5: CONCLUSION AND RECOMMENDATION

This chapter aims to conclude all the relevant data, views or perspectives that the researchers obtained and analyzed in previous chapter for this research study. According to the findings and data analyzed, this chapter intends to further discuss and summarize the effectiveness and ineffectiveness between 4 types of Youtube advertisements which incorporate different identifying factors in this study such as Emotional Appeal, Celebrity Endorsement, Brand Image and Sales promotion that influence consumer purchasing behaviour respectively. It may eventually seek to provide distinct insights for marketers or advertisers in creating strong persuasive Youtube advertisements that successfully attract targeted consumers in the shortest time. Besides, there are also some limitations of this research as well as recommendations for the future study will be included in this chapter as well.

5.1 Effectiveness and ineffectiveness between 4 types of advertisements that influence consumer purchasing behaviour

5.1.1 Emotional appeal

Emotional appeals advertising refers to persuading an individual to purchase a certain product or service by arousing his or her emotional feelings (Newbold, 2017). It showed that any advertisements with effective use of emotional appeals helps to stimulate responses from targeted consumers (Yoo and MacInnis, 2005). According to the responses obtained from interviewees in in-depth interview sessions, emotional appeals advertising helps to raise awareness of certain brands and products advertised. There are some interviewees indicated that they watched similar types of emotional appeals Youtube advertisements that succeed to motivate them in raising their awareness of the advertisement, brands as well as its products.

When it comes to the interview session in terms of interest and desire part, the majority of the interviewees gave similar responses that advertisements inserted with emotional appeals tend to arouse their interest and desire to watch till the end. It is obviously powerful for marketers or advertisers to use emotional appeal in building close connections among consumers with boosting their feelings of trustworthy, loyalty and compassion toward the brands and products. “Emotional Appeal. Because the story telling advertisement is quite attractive to me,” which was mentioned by one of the interviewee when being asked about which type of advertisement is more likely to make her watch till the end. Most of them claimed that it was interesting to watch story lines in advertisements that might convey different meaningful meanings as well as representing the overall organization culture.

Moreover, emotional appeals advertising is effective in affecting consumer purchase behaviour to make certain purchases. “I think that bringing one’s emotion into the advertisement will arouse their interest in products, which in turn affect their purchasing behaviour,” the way interviewee answered when being asked about which factor she thinks is the most effective that should be included in Youtube advertisements in affecting consumer purchasing behaviour. It helps to make close emotional connections in between the brand, product and consumers. According to the discussion mentioned above, it strongly proved the power and effectiveness of how emotional appeal advertising in attracting consumers successfully.

However, emotional appeal advertising can also be considered as ineffectiveness while the related contents or story lines of advertisements are not interesting and attractive enough for audiences. There are few interviewees claiming that the duration of some advertisements are way too long and boring for them to finish

it. For instance, the interviewee expressed the perspective of “The video was being too long for advertisement which I will not finish watching.” while being asked the question why would have interest towards that particular type of advertisement instead of others. Besides, there is another interviewee stated that the emotional appeal advertising may take longer for people to watch till the end in order to know about what is the actual product or service selling in advertisement. Therefore, the marketers and advertisers should produce attractive story lines with effective use of emotional appeal wisely to create advertisements that successfully arouse interest and desire of targeted consumers toward brands and products advertised.

5.1.2 Celebrity Endorsement

Celebrity endorsement refers to an popular advertising strategy that using celebrity endorser who owns fame and appears in advertisements to increase consumer’s great recognition (Bergkvist & Zhou, 2016). According to the responses collected from interviewees, celebrity endorsement is regarded as the most favourable factor other than sales promotion in terms of raising awareness, arousing interest, desire and eventually affecting consumer purchasing behaviour. “Because when I see the celebrity I like and more familiar of then I will of course use my time to watch it,” “Because the ambassadors, colour, characters or background showing in the advertisement are more likely to arouse my interest,” the ways answered by the interviewee while being asked about why they have the interest toward celebrity endorsement instead of other types of advertisements. Since the majority of interviewees were giving the similar responses as the interviewee mentioned above, it obviously shows that people are willing to spend time and interested in watching

Youtube advertisements when their admired celebrities appeared in it regardless of they are totally not familiar with the brands or products advertised.

Moreover, it is also effective in adopting celebrity endorsement into Youtube advertisements in stimulating the desire of people to watch it till the end and eventually succeed to lead them in making purchases of a brand or product endorsed by the celebrities. One of the interviewee expressed her answer when being asked about which type of advertisement is more likely to make her watch till the end as “ The ambassadors or the background showing in advertisement tend to grab my attention to make me watch till the end.” It proved that people prefer to see an attractive background setting and also a familiar face on products as well as in advertisements. Most of them are highly associated with their favourite celebrities and thus it is easier to stimulate their desire in watching the pop-up Youtube advertisements till the end even if it is disturbing them from continuously watching the videos or they are actually allowed to skip it after 5 seconds.

Besides, celebrity endorsement advertisements are effective in affecting consumer purchasing behaviour. It has the power of providing the impulsion for purchasing that certain products endorsed by the admired celebrities without considering other factors which supported by the responses from interviewee as “Because if my idols are showing in the advertisements and I would like to support him or her and just feel like purchase it without considering any other factors.” There is also a similar response given by interviewee as “Celebrity endorsement is because when you see the celebrity that you like use the product of course you will buy and support.” It shows that the celebrity endorsement advertisements help to open up the younger market while the interviewee pointed out that this factor should be included in Youtube

advertisement in affecting consumer purchasing behaviour as, “Celebrity endorsement. I think many young people are chasing celebrities nowadays and I think it is a factor that recently influenced many people to purchase something, because some people will be very interested in the product when they see their favourite idol in ads, and then they will continue to watch the whole ad. Therefore, it may eventually arouse his or her desire to buy the products.”

According to the discussion and summarization stated above, celebrity endorsement is considered as an effective factor and also the easiest way that should be included in Youtube advertisements in affecting consumer purchasing behaviour within the shortest period. It helps to earn high exposure and build fast connection with consumers effectively. Thus, the marketers and advertisers should consider to adopt this factor in creating attractive advertisements which effective in reducing the number of people to skip the advertisement and also help the company to penetrate into the new market efficiently.

5.1.3 Sales Promotion

Sales Promotion is a form of advertisements and also well-known as a marketing strategy that mainly using a promotion, price reduction, discount to stimulate targeted consumers to purchase a certain product or brand within the shortest time. In addition, it serves as a powerful incentive tool to grab fast attention and stimulate sales among potential consumers (Kotler & Keller, 2011). According to the responses collected from interviewees in this study, sales promotion regarded as the most effective factors that could affect consumer purchasing behavior directly among the other four

factors of advertisements which we focus on this research. There are more than half of interviewees stated that sales promotion is the most attractive factor which should be included in YouTube advertisements to influence potential consumers as well as stimulate their purchase decisions. As interviewee 13 mentioned below, “People are more likely to be attracted by its promotion or discounts to purchase the brand and its products effectively.” It clearly indicates that since the majority of people tend to purchase products with discounts, promotions, or deals and thus it may easier to attract them effectively as long as the YouTube advertisements related to sales promotions.

Besides, sales promotion advertisement is effective in raising the awareness of the brand or product, as an interviewee claimed that “sales promotion ads can create awareness of the brand and at the same time inform the audience what the sales they are doing now, for example, McDonalds or KFC having promotion.” From the above responses captured, we can see that it is not only effective in grabbing the audience’s fast attention toward the advertisement but also helps to enhance awareness of the brand that consumers are not really familiar with. In addition, promotions with large price gaps can be very effective in attracting people to purchase products due to the large promotions tend to give consumers the strong impression that they may going to miss out if they do not purchase the certain products. As interviewee 6 said: “If having a big discount promotion can make people feel surprised, to be more attractive to the audience.” Thus, it strongly proved that sales promotion is a great factor for brands to raise initial awareness and attract new potential consumers.

Moreover, sales promotion advertisement can be applied for short period of time with the aim of stimulating purchase decision of a large amount of targeted consumers. Since most of the people prefer to purchase something with a discount , it

promotional tools such as coupon or discount will have an advantage in attracting public attention in multi-brand market and affecting consumer purchasing behavior directly. It is supported by the response collected from interviewee 8 as “If there is a price reduction, I might try the product or services without spending much money.” It shows that sales promotion strongly proved the effectiveness and powerful in attracting people to make certain purchases of a brand or product advertised. It may also arouse their interest to make further research of the brand or product advertised that are not familiar with. They can be easily attracted by the sales or promotion and have the impulsive in considering to make further purchases.

Besides, there is also a similar response given by interviewee 9 as “If there is a product or activities are doing sales promotion, it will affect me to purchase the promoted products”. According to the responses collected from interviewees above, it proved the YouTube advertisement inserted with any sales promotions tend to motivate consumers to give a try on your product at a cheaper price. It is successfully in providing consumers a mental belief that it is worth to purchase and try the product. Therefore, the marketers or advertisers should include sales promotion factors in their Youtube advertisements in encouraging consumers to make purchases. It is effective in organizing some attractive promotional activities which intend to bring surprises and joyfulness to targeted consumers and eventually affect their purchasing behaviour. However, sales promotion should be applied on short term period of time on giving the impression of consumers that the relevant brand or product is no longer the true value offered for them.

5.1.4 Brand Image

Brand image is an advertising strategy that consumers think about or the way they perceive it and also their impressions of certain brands or products (Pahwa, 2019). Based on the responses collected from the interviewees through the interview session, brand image advertisement is effective to affect consumers in term of their interest and desire in knowing more about a brand or product. Since the brand image advertisement tend to gain higher reputation by conveying its overall concept or image of the brand, it is powerful enough to create awareness, arouse interest and desire in continuously watching advertisements on YouTube. For an instance, some interviewees given responses as “Even I am not iPhone user but I still have the interest of knowing the new features they are giving or the new technology they are improving in their phones.” “Because it attracts my awareness to the brand.” It shows that some of the famous brands or products with good brand image regularly tend to attract consumers successfully in watching the advertisements even they are not belong to its loyal consumers.

Brand image advertisement has weak impacts on arousing interest and desire of consumers to watch advertisements till the end. There are only 3 interviewees stated that brand image advertisement will arouse their interest to watch the pop-up advertisements while streaming video in Youtube. an interviewee stated that he will arouse by the brand image ad is because it is interest to know how the famous brands’ product improving their new features and new technology, as he said, “I’m not iPhone user but I have the interest of knowing the new features they are giving or the new technology they are improving in their phones.” It shows that brand image advertisement is effective when the products are well-known for interviewees. Besides,

there are only few interviewees indicated that they prefer to watch brand image advertisements while one of them mentioned as, “Brand image will more likely watch till the end because their way to video shoot their advertisement was interesting.”

A good and strong brand image tend to make potential consumers to keep your brand in mind. It helps to bring a deep long term effect for consumers in affecting their impression towards the brand or product which ultimately influence their purchasing behaviour. For an example, it is supported by the responses collected by an interviewee as below, “Because products with good brand image are better and more reliable than other products, so I often buy things by looking at the brand image.” It has been shown that brand image advertisement is effective in creating a feeling of trustworthy and reliable for consumers to refer when they are making purchase decisions. However, brand image is considered as ineffective in affecting consumer purchasing behaviour directly according to all of the responses collected in interview session. It is due to there is only minority of interviewees are prefer to watch among the other 3 types of advertisements in this study. Hence, it is weaker in affecting purchasing behaviour of the majority of audiences effectively, unless the related advertisements meet its loyal consumers of the brand.

Since brand image advertisement is mainly designed to deliver its overall concept or ideas that help the brand in creating a strong image for targeted consumers, it is weaker in producing the impulsiveness for them to make further purchases at moment. Therefore, brand image may be considered as an ineffective factor that should not really be included in YouTube advertisements that affect consumer purchasing behaviour. It is not effective in for marketers or advertisers to use this factor in creating advertisements with the aim of stimulating or boosting their sales. Nevertheless, it

should be considered to include in Youtube advertisement that helps to create a positive long term effect for brand and its targeted consumers. It helps consumers to differentiate a brand from other competitor and build customer loyalty towards the brand while the majority of them tend to be highly associated with good brands.

5.2 Limitation of Study

Throughout this study, we faced a range of difficulties while conducting this research. Due to an ongoing pandemic of Covid-19 in Malaysia, we are encouraged to stay at home to limit the spread of it. Therefore, we are forced to choose and conduct interview session through online instead of face-to-face interview. Unfortunately, there is most of the interviewees rejected video call interviews and eventually we chose voice call as our interview protocol in conducting interview session. However, we should choose video call as interview protocol to conduct the interview session instead of voice call which is not able to provide a chance for us in observing the face expressions, body languages, eye contact and other details of interviewees.

Besides, the research initially targeted interviewees from 3 different age groups, which specifically from younger generation to older generation. However, we were only able to recruit interviewees that are mainly young and middle-age adults for the interview session. One of the main reasons is the child, adolescences and senior adults that the researchers found are not suitable for conducting interviews due to the majority of them are not familiar with Youtube or they already subscribed to Youtube premium which offers advertisement free for users. Thus, there are no interviewees chosen among child, adolescences and senior adults in this research.

Last but not least, one of the limitation in this study is it is only included 4 types of advertisements such as emotional appeal, celebrity endorsement, brand image and sales promotions . Thus, it might not be effective enough in identifying factors that influence the consumer purchasing behaviour among people in Malaysia towards Youtube advertisement since there is still other possibilities existed.

5.3 Recommendations for Further Research

Since advertising plays a significant role in affecting consumer purchasing behaviour nowadays, it is still important for marketers, advertisers or researchers to make further research towards the factors that influence the effectiveness of advertisements for targeted consumers. First and foremost, the further research can be conducted to find out the specific type of YouTube advertisement that attract the targeted consumers the most and also influence their purchasing behaviour effectively in Malaysia. It is highly recommended for a future research should consider to conduct an interview with different age groups of people to collect data widely. The researchers are also recommended to focus more on social groups with the largest purchasing power to measure the effectiveness of advertisements more accurately.

Furthermore, the further research is recommended to increase number of interviewees as well. It enabled the researchers to collect a preferable number of data. It is also recommended to recruit interviewees from different races such as Malay and Indians that represent as major races in Malaysia. Since there is diverse cultural or ethnic background, it helps to provide distinct views, opinions or perspectives for the future research study. Moreover, we found that some of the interviewees tend to skip all of the Youtube advertisements and they are not able to recall what they have seen while the interviewer asked them about the relevant question in interview. It is

recommended for the researchers to figure out the possible reasons of the problem mentioned above and make further improvements or changes in filtering the interviewees as well as drafting the interview questionnaires in further research.

Besides, the researchers are recommended to increase other factors affecting consumer purchasing behaviour other than the four types of advertisements that focused in this research study. For example, the frequency or contents of advertisements that might be affecting consumer purchasing behaviour should also be considered to add by researchers in conducting future research as well. This is due to there are still some possible amount of reasons that play significant role in leading a person whether to watch the advertisement on YouTube or not. Therefore, the researchers may consider to include other factors as well in gathering more reliable data accurately in the future study.

According to the data we collected from the interviewees in this study, we found that Sales Promotion advertisements are considered as the most effective in affecting consumer purchasing behaviour directly and efficiently. Hence, the researchers, advertisers or marketers are recommended to do some in-depth future research towards sales promotion advertisement in order to reach maximum effectiveness in attracting large amount of targeted consumers effectively.

5.4 Conclusion

In this new modern era, advertisements play a huge part in affecting consumer purchasing behaviour all the time. We are able to see advertisements through new media as various of social media platforms, apps, traditional media and others as well. Since nowadays Youtube is the world famous platform that enables users to watch videos, the advertisements in Youtube also play a major role in grabbing fast attention and influencing purchasing behaviour of targeted consumers. This research may help the organization, marketers, advertisers to identify and find out the most effective advertising that affect consumer purchasing behaviour. Thus, they are not going to waste resources or large amount of money spending on creating advertisements while we target the right audience with the right advertisement content.

According to the responses and data collected in this research study, marketers and advertisers should use sales promotion as factor in creating Youtube advertisements that provides the strong persuasiveness for consumers to be aware and interest of certain brands or products which ultimately attract their purchasing behaviour effectively. It is considered as the most effective factor that should be included in Youtube advertisements in producing an impulsive for consumers to make certain purchases directly or be aware of brands and products they are not familiar with. It can be using some attractive promotional tools such as discounts, coupons or free gift to attract new potential consumers or maintain loyalty consumers within the shortest time.

Besides, it is also effective in adopting celebrity endorsement in advertisement in raising awareness of interest of targeted consumers toward brand or product especially when they are streaming videos in Youtube. It is due to the consumers tend

to watch till the end of advertisement while their admired or even a familiar celebrity appeared in it. According to the responses received from interviewees, they claimed that they are interested to see which brands or products the ambassadors endorsed and consider to make further purchases in order to support them. On the other hand, they indicated that celebrity endorsement build high loyalty of consumers and can expose a brand to new or markets or penetrate in to current market immediately.

Moreover, it is effective for marketers and advertisers to use emotional appeal in arousing targeted consumer's desire to watch till the end of Youtube advertisement. It is due to they are prefer to watch advertisements with story lines and curious about its ending. However, the story lines and duration taken in advertisements should be considered carefully which might be causing consumers get bored of it easily. It is also effective building close emotional connections toward its brand and consumers. On the other hand, brand image should be adopted by some popular brands that help to maintain long term effects of its strong image in the mind of consumers. Since it do not have a significant impact on affecting consumer purchasing behaviour directly, it is not effective for marketers or advertisers to use in advertisements with the aim of stimulating sales of a particular brand or product.

In conclusion, the business organizations, entrepreneurs, marketers and advertisers should consider well of adopting the factors in Youtube advertisements that affect consumer purchasing behaviour effectively. It is not only helps to reduce the practice that people tend to skip advertisements for all the time but also improve the effectiveness of Youtube advertisements that ultimately leads to influence the purchasing behaviour of people towards a brand or product among Malaysia.

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Appendixes

Interview Question

Section A: Demographic Information of Respondents

- 1) Age:
- 2) Gender:
- 3) Race:
- 4) Occupation:

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Q1: Have you ever watched advertisements when you are streaming YouTube?

Q2: How often do you skip the YouTube advertisements when you are allowed to?
Why?

Q3: Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Q4: Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Q5: Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Part B: Interest

Q1: What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Q2: Why would you have interest to that kind of YouTube advertisement instead of the others?

Q3: Do the YouTube advertisements influence you to further research of the brand or product advertised?

Q4: Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Q5: Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Section C: Desire

Q1: Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/sales promotion/ brand image) is more likely to make you watch till the end? Why?

Q2: Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Q3: Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Q4: Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Q5: Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Section D: Action

Q1: Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Q2: Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Q3: Have you ever try or bought something because you saw it in YouTube advertisements?

Q4: Do you think YouTube advertising is important for influencing consumer’s purchase decision? If yes/no, why?

Q5: In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Appendix D
Consent Letter

Dear Sir/Madam,

We are students from University Tunku Abdul Rahman, Bachelor of Communication (HONS) Advertising. We are conducting a research study, which is “A Study Identifying Factors in Youtube Advertisements that Influence Consumer Purchasing Behaviour Among People in Malaysia” for our Final Year Project 2. We will have an interview with you for about 10-20 minutes with several questions based on our research study.

You are voluntary in participating to this research study’s interview. Please response to our question with honest. Your information and answers will be keep confidentially.

Please fill in your personal details

Name : _____

Date : _____

Age : _____

Signature:

Thank you for your participation for our research study.

Your sincerely,

Ho Sing Yee

Lau Qian Yu

Yeo Yi Wei

Appendix E- Interview Transcript Result

Interviewee 1

Section A: Demographic Information of Respondents

- 1) Age: 20
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Undergraduate Student

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 1: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 1: All the time, because whenever I was watching YouTube videos, I don't like to get disturb by other content. For example, other advertisement, so I will skip it.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 1: Yes, the recent advertisement that I watch is the iPhone 12 advertisement.

Researcher : Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Interviewee 1: Yes, because personally I'm not an iPhone user, so whenever I watch the iPhone ads, it helps me to aware that the new features of the new iPhone.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 1: Yes.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 1: The advertisement that will arouse me is celebrity endorsement, sales promotion and brand image.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of

the others?

Interviewee 1: For me, emotional appeal is quite boring for my opinion. For celebrity endorsement, I can watch some of the celebrity I like and see what products they are selling. For sales promotion it creates awareness of what are the sales are they doing now. For example, McDonalds having promotion or KFC having promotion and brand image, like the example I just gave, the iPhone 12, I'm not iPhone user but I have the interest of knowing the new features they are giving or the new technology they are improving in their phones. So, I will choose this 3 over the emotional appeal.

Researcher : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 1: Yes.

Researcher : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 1: Yes.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 1: For me, the product that I'm interest is game product. They are few game advertisements that I interest because during their advertisement they are showing

actually, the way of playing the game is quite easy but they purposely make it really hard, so I have the interest to download the game and try myself.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 1 : The three of them is celebrity endorsement, sales promotion and brand image. For celebrity endorsement, because I like to watch the celebrity so I will keep watching until the end. For sales promotion I will keep watching because I will want to know instead of the first promotion present in the beginning, I would like to know is there any other promotion in the end. For brand image, I would like to know more about their product and their services or features.

Researcher : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 1: Yes, for example sales promotion, I would like to share with my friend and family because I will tell them that they are having promotion now, so if you want to get it, get it now or the brand image, I will share with them the newest iPhone or android phone has this kind of features, so if you want to change your phone

you can go for this product.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 1: Yes, for example the sales promotion, when is quite or very cheap I will try to go and purchase it because it helps me save more money.

Researcher : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 1: Yes.

Researcher : Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 1: Yes.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 1: Yes.

Researcher : Does the YouTube advertisement strongly influences you to make the final

purchase decision without considering other factors? If yes/no, why?

Interviewee 1: Yes, the factors that I will consider is sales promotion because it helps me save

more money so I won't be affected by other factor like is expensive a not, because

is going to be cheap, so I'm going to spend less money.

Researcher : Have you ever try or bought something because you saw it in YouTube

advertisements?

Interviewee 1: Yes

Researcher : Do you think YouTube advertising is important for influencing consumer's

purchase decision? If yes/no, why?

Interviewee 1: I think yes, because when the advertising shown on YouTube, some of the ads I

can't skip it so I need to watch fully. So, when I watch it few times I will have a

great image in my mind so I will consider to buy the item when I need it next time.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales

promotion/ brand image) do you think it is most effective and should be included

in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 1: For my opinion, the two is sale promotion and brand image. The reason for this

two is because for sale promotion, it creates awareness of what the product has giving promotion now, and the brand image is letting us know what are the newest product they have and what are the newest features, so it will affect our behavior whenever we want to get a product we will straight go and buy it and without having to read the other features.

Interviewee 2

Section A: Demographic Information of Respondents

- 1) Age: 21
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Undergraduate Student

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 2: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 2: Always. The advertisements are interrupting.

Researcher : Can you recall the last video advertisements you watched while streaming on

YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 2: Yes, it's A McDonalds sales promotion.

Researcher : Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Interviewee 2: No, because I skipped all the advertisements.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 2: Yes.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 2: Sales promotion would arouse my interest towards a brand or product.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 2: I get to know which brand or product is on sales from the advertisement.

Researcher : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 2: No.

Researcher : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 2: No.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 2: Funny advertisement as it presents the product in an interesting way that will allow me to have a deep impression of the brand.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 2: Sales promotion as these advertisements are usually shorter as compared to the other advertisements.

Researcher : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 2: No.

Researcher : Have you ever watched YouTube advertisement that provides you a strong

impression or persuasion to purchase the brand, product or service advertised? If
yes/no, why?

Interviewee 2: No, because I skipped all the advertisements.

Researcher : Do you think YouTube advertisements help you to build fast emotional connection
of “I feel like I want it” towards certain brand, product or service?

Interviewee 2: No, because I also skipped all the advertisement.

Researcher : Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube
advertisement affect your desire to explore more about the brand and make
purchases?

Interviewee 2: No.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales
promotion/ brand image) influences you to make purchase of certain product or
service?

Interviewee 2: No.

Researcher : Does the YouTube advertisement strongly influences you to make the final
purchase decision without considering other factors? If yes/no, why?

Interviewee 2: No, Advertisement usually promote product by showing its advantage only.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 2: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 2: Yes, as they get to know more about the product form the advertisement.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 2: Emotional appeal. I think that bringing one's emotion into the advertisement will arouse their interest in the products, which in turn affecting their purchasing behaviour.

Interviewee 3

Section A: Demographic Information of Respondents

- 1) Age: 22
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Fresh Graduate

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 3: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 3: Most of the time because I'm not interested with it.

Researcher : Can you recall the last video advertisements you watched while streaming on

YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 3: Ya, I can recall. If I not mistaken is McDonalds.

Researcher : Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Interviewee 3: Yes, because products like Apple, Samsung and Huawei all, we will certainly remember because it will keeps popping up in most of the advertisement.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 3: Yes.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 3: For me, I think is celebrity endorsement.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 3: Because when I see the celebrity that I like and more familiar of then I will of course use my time to watch it.

Researcher : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 3: Ya, it influences me.

Researcher : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 3: Yes.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 3: I think for me will be more to comedy advertisement because I like to watch funny videos.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 3: For me I think will be celebrity endorsement because when I see the celebrity I like I will spend more time on it and watch until the end.

Researcher : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 3: No, for me no because it doesn't really strongly influence my desire.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 3: No, because it distracts me while streaming video, like through the half way then suddenly an advertisement, so I will immediately skip it. So ya, it doesn't really give me a strong impression.

Researcher : Do you think YouTube advertisements help you to build fast emotional connection of "I feel like I want it" towards certain brand, product or service?

Interviewee 3: No because I won't easily get influenced by YouTube advertisement.

Researcher : Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 3: No, because I'm not interested so I won't explore more.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 3: Ya, like celebrity endorsement. I think it will influence a lot of people.

Researcher : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 3: No, for me because I will do research before buying anything.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 3: No, I never try before.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 3: For people like me I would say no because I don't really watch the advertisement so is not really important.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 3: I think will be celebrity endorsement and sales promotion. Because I would say sales promotion is because as you know everyone like discount when they are huge discount and anything, and celebrity endorsement is because when you see the celebrity that you like use the product of course you will buy and support.

Interviewee 4

Section A: Demographic Information of Respondents

- 1) Age: 21
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Undergraduate student

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 4: Ya I think so because every time we go ahead to the video we need to watch at least 5 second advertisement.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 4: Well always, I think is almost every video I will skip that because I don't really have interest in that.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 4: I think the last advertisement I saw on YouTube is I don't what is the brand but I saw a guy just pop up on my screen and talk a lot and speak a lot and then say what I love to trading stock something like that then I just skip the advertisement.

Researcher : Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Interviewee 4: Sometime it depends. because some brand like Etoro I using it. Before I using it, I heard it on the YouTube advertisement. That's the only product raise my awareness but others I don't think so.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 4: Ya sure I remember the Petronas. Ever year when Chinese New Year, Petronas always have advertisement like the emotional appeal type that you show me.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a

product or service?

Interviewee 4: I think probably is sales promotion.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 4: I think sales promotion is more suitable for my personality, because every time I buy a thing I always want it cheaper so ya.

Researcher : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 4: Sometime it depends on the advertisement it's enough attractive and it's enough brainwash.

Researcher : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 4: Temporarily is only one, like I mention just now that product called Etoro, and then others I don't think they have enough attracted me.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 4 : I think it depends on what kind of the product. If the product is really I need it and

then is very interesting or attractive so I will do more research on it.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 4: I think is the emotional appeal because most of this kind of advertisement is more likely interesting compare with other advertisement. So, if I found the first 5 second is quite interesting and then I will watch till the end.

Researcher : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 4: I think no because most of the advertisement is not enough to attract me. I mean the advertisement even cannot attract me so why I should introduce to my friend and family.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 4: I think no because all the advertisement has shown me on the YouTube, I don't know why but is all about they selling bowl, selling their class something like

that, so I'm not really interested on that.

Researcher : Do you think YouTube advertisements help you to build fast emotional connection of "I feel like I want it" towards certain brand, product or service?

Interviewee 4: No, I don't. if I never heard about this brand I don't think I will buy it and if I want to buy it I will do more research about it not just only a YouTube advertisement.

Researcher : Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 4: Ya, I think definitely because I think this part is most important part. You need to show your colorful advertisement to attracts your customer so if your advertisement is not so quality video I don't think it can attract any people.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 4: I think no because I don't trust it so I wont so easy to decide buy a thing a not.

Researcher : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 4: Definitely no because I'm a person who need to do a lot of research like is the product reliable or is it enough valuable so I think no.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 4: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 4: Sometimes if your product is very reliable or very strong compare with other product, I think it could influence most of the consumer. So is quite important also.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 4: I think the sales promotion is the most important things because you are doing sales so most of the people if they really want to buy a thing, they always tend to get cheaper of the things. Ya, I think the sales is the most important things.

Interviewee 5

Section A: Demographic Information of Respondents

- 1) Age: 21
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Undergraduate Student

Section B: Interview Questions

Firstly, researchers are required to show them four different types of video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 5: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 5: I always skip the YouTube advertisement when I allowed to do so. It is distracting me watching my video.

Researcher : Can you recall the last video advertisements you watched while streaming on

YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 5: Yes, I can remember the brand or product in advertisement like Maggi and Apple product.

Researcher : Do you think YouTube advertisement helps you to aware of certain brands, products or services? If yes/no, why?

Interviewee 5 : Yes, because it is distracting me watching video, that's why I will remember the brand.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 5 : Yes.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 5: Brand image will arouse my interest towards a product or service.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 5: Because it attracts my awareness to the brand. Compare to emotional appeal, the video was being too long for advertisement which I will not finish watching it.

Researcher : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 5: No.

Researcher : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 5: No.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 5: Product announcement. The advertisement was straight forward to advertise their product and less duration that they will focus on their feature that provide for us.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 5: Brand image will more likely watch till the end because their way to video shoot their advertisement was interesting.

Researcher : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 5: No.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 5: No, because I got no interest to purchase the brand or product which advertised in their advertisement.

Researcher : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 5: No, because normally I won't finish watch the advertisement.

Researcher : Does the visual elements (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 5: The tone and color will be the visual element which will affects me because the colorful advertisement will attract my attention to finish watching it.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 5: No.

Researcher : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 5: I think no because if I purchase something, I will do more research about it before I having final purchase decision.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 5: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 5: Yes, because there were many users are using YouTube to watch video, it is bringing a high exposure to the user with their advertisement.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included

in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 5: I think celebrity endorsement will be more effective. Because there will be some fans who like the celebrity and it will attract them to purchase the product or service due to they wanted to support the celebrity.

Interviewee 6

Section A Demographic Information of Respondents

- 1) Age: 22
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Digital Content Editor

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 6: Yes

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 6: Always skip. Because I want to see what I want to see, and I don't like to see ads that pop-up suddenly.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 6: Yes, Shopee advertisement.

Researcher : Do you think YouTube advertisement helps you to aware of certain products or services? If yes/no, why?

Interviewee 6: Yes, because sometimes it forces us to watch, or sometimes it will give me a sense of surprise, for example, some resonant background music of ad attracts my attention.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads, we have shown you?

Interviewee 6: Yes, emotional appeal.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 6: Sales Promotion

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 6: Because the promotional advertisement can directly know what the ads wants to sell, instead of others, we take a long time to watch and finally know what are the brand, product or service to advertise.

Researcher : Does the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 6: No.

Researcher : Does the YouTube advertisements successfully arouse your interest towards

certain brand, product or service that you are not familiar with?

Interviewee 6: Sometimes will.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 6: The advertisement with new or cold knowledge that I never seen before, something like “Did you know?” Because it can let me learn something.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 6: Emotional Appeal. Compared with other such as celebrity endorsements, you can usually saw them on the posters, but emotional appeal this kind of video advertisements are more like story-telling, and affect my emotions, so I will continue to watch until the end.

Researcher : Does the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 6: Yes, especially celebrity endorsement, I will share with my friend who likes the idol in the advertisement.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 6: Yes, especially some ads which are newly launched cosmetics that show it is more effective or more functions than the previous ones.

Researcher : Do you think YouTube advertisement helps you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 6: Depends on what products or service and whether I interested or not.

Researcher : Does the visual element (Tone/ Colors/ Characters) and quality of the Youtube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 6: Yes. Because if its advertising design is unsightly and unattractive, it means that its company's production team is not very strong also.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influence you to make purchase of certain product or service?

Interviewee 6: Yes, Sales Promotion.

Researcher : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 6: No. I buy a products or services depends on what I needs and wants, so I don't think I will see an advertisement and purchase it for no reason.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 6: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 6: Yes. Because there are different people in the world, not being able to attract me does not mean that it cannot attract others.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 6: Sales Promotion. But it must have a big discount promotion to make people feel surprised, to be more attractive to the audience.

Interviewee 7

Section A Demographic Information of Respondents

- 1) Age: 22
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Graphic Designer Freelancer

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 7: Yes, of course.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 7: Once it allows me to skip, I will skip it. Because when I'm watching my video, I don't like many advertisements disturbing me while watching my video.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 7: Yes, Netflix.

Researcher : Do you think YouTube advertisement helps you to aware of certain products or services? If yes/no, why?

Interviewee 7: Yes. If the video ad is interesting, it will attract me, such as maybe there is a promotion ad that makes me want to buy it.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads, we have shown you?

Interviewee 7: Yes, sales promotional. I used to be saw a promotional advertisement about hair styling, but I forgot what is the brand name.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 7: Sales Promotion.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 7: Since I already know the original price of the products that I usually can saw it on a website or market, but if suddenly I saw there is an advertisement said that some products are having a big promotion or offer, so it will attract me to watch the ads.

Researcher : Does the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 7: If I am interested in that product in advertisement, I might do this kind of further research.

Researcher : Does the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 7: Yes. But not every ads, only if I find it is useful, then it will successfully arouse my interest.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 7: Emotional Appeal advertisement. Because I think it is always making me feel that is very powerful and interesting to achieve such great content. Moreover, the story will prompt me to learn more about why a certain product will make the ads as such great content.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ Sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 7: Celebrity Endorsements. If there is my favourite celebrity to do this endorsement advertisement.

Researcher : Does the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 7: Not really. Because I think others people also will watch YouTube, so it will pop up in their YouTube video just same with me, so I do not think I need to specially share to them.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If

yes/no, why?

Interviewee 7: Yes. Because I have thought about subscribing to that Netflix mobile movie RM17 before, since I am a movie lover.

Researcher : Do you think YouTube advertisement helps you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 7: No.

Researcher : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 7: Yes.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influence you to make purchase of certain product or service?

Interviewee 7: Sales Promotion.

Researcher : Does the YouTube advertisement strongly influence you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 7: No. If I see that the advertisement is the product I want, I will research it first before deciding whether to buy it. I will not just look at an advertisement and buy something.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 7: Yes. I used to download an app called “Duolingo” because I saw this advertisement is about learning languages, and I am interested in it.

Researcher : Do you think YouTube advertising is important for influencing consumer’s purchase decision? If yes/no, why?

Interviewee 7: It’s not important to me, but I think it will have an impact on people who often watch YouTube videos, because ads will often pop up when they watch videos. Maybe if they watch too frequently, they will find it interesting to download or purchase it, such as game advertisement.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 7: Celebrity Endorsement. I think many young people are chasing celebrities nowadays and I think it is a factor that recently influenced many people to purchase something, because of some people will be very interested in the product when they see their favourite idol in ads, and then they will continue to watch the whole ad. Therefore, it may eventually arouse his or her desire to buy the products.

Interviewee 8

Section A Demographic Information of Respondents

- 1) Age: 49
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Office Accountant

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 8: Yes, everyday also got.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 8: Every time, because I want to watch my YouTube video, don't want to watch ads.

Researcher : Can you recall the last video advertisements you watched while streaming on
YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 8: I only remember some sounds or music, but I don't know what is the brand of that
advertisements.

Researcher : Do you think YouTube advertisement helps you to aware of certain products or
services? If yes/no, why?

Interviewee 8: No, recently do not have any specially advertisement that can attract me.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads, we have shown you?

Interviewee 8: I usually can saw these 4 types of ads that you showed me, but there used to be more other ads with special slogans and music that attracted me, but now it seems to be less.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 8: Recently, no money and no interest to purchase anymore. If there is no such problem, it is best to have a promotion in advertisement.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 8: Because if there is a price reduction, so I might try the product or services without spending much money.

Researcher : Does the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 8: If those products are related to health products or the things I need, then I will do further research.

Researcher : Does the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 8: Not so much.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 8: I usually don't like to watch ads, especially YouTube ads I want to skip it as soon as possible and watch the videos that I really want to watch.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 8: Emotional Appeal, because the story telling advertisement is quite attractive to me.

Researcher : Does the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 8: Yes, especially some advertisements that can affect people through meaningful and touching story.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 8: No. I have been an impression towards the Maybank brand's advertisement, but it will not affect me to purchase its products or services.

Researcher : Do you think YouTube advertisement helps you to build fast emotional connection of "I feel like I want it" towards certain brand, product or service?

Interviewee 8: No, I think because my buying desire is not that strong, so I won't, but it may be

able to influence others as well.

Researcher : Does the visual element (Tone/ Colors/ Characters) and quality of the Youtube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 8: Definitely Yes.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influence you to make purchase of certain product or service?

Interviewee 8: Yes, Sales Promotion.

Researcher : Does the YouTube advertisement strongly influence you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 8: No. If I spend every time after I see an advertisement, my money will easily be gone. Besides that, my purchasing desire is well controlled, so it may not easily influence me.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 8: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 8: In my perspective, my desire to buy is not strong, so I would not buy any things after seeing advertisements. Unless it is very cheap and having a promotion.

However, I think others people would be influenced.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 8: For me is sales promotion. But I think it depends on what kind of goods or services and using different kinds of advertising factors. For example, a smartphone or a well-known brand needs to find celebrities to endorse it; daily necessities must have promotional activities, and emotional appeal factors (such as storytelling advertisements commonly used by well-known companies) to increase exposure and maintain a good image.

Interviewee 9

Section A Demographic Information of Respondents

- 1) Age: 52
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Sales Assistant

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 9: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 9: Occasionally I watch it, if it is too long, I will skip off. Because it is too long.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 9: Yes, car advertisement, Proton S50.

Researcher : Do you think YouTube advertisement helps you to aware of certain products or services? If yes/no, why?

Interviewee 9: Yes. Since these advertised products look very advanced, so they are very attractive

to me.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads, we have shown you?

Interviewee 9: Yes, such as smartphone that endorse by celebrities, and some famous brand's advertisements, for example, Adidas, Nike, Puma.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 9: Brand Image.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 9: Because products with good brand image are better and more reliable than other products, so I often buy things by looking at the brand image.

Researcher : Does the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 9: No.

Researcher : Does the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 9: Yes, especially mobile phone ads.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 9: Funny advertisement videos will more attract me and let me want to keep watching.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 9: Brand image. Because if the brand image is good, the products are usually better, such as Adidas sneaker and Huawei mobile phones and so on.

Researcher : Does the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 9: No.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 9: Yes. There is a Huawei smartphone advertisement showed that its camera can capture stars. It made me feel that this smartphone is very high-tech, so it attracted me very much.

Researcher : Do you think YouTube advertisement helps you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 9: No. I won't decide to buy something all at once. I still need to look at other advertisements, such as newspapers or Facebook to learn more about the information of the product.

Researcher : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make

purchases?

Interviewee 9: Yes. Because the color of YouTube advertisement will be better than other media which like newspapers, and its beautiful presentation on screen will be more attractive.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influence you to make purchase of certain product or service?

Interviewee 9: Yes, Brand Image.

Researcher : Does the YouTube advertisement strongly influence you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 9: No. I should also study information about other media, not just watching YouTube ads.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 9: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 9: Yes. It's very important, and it will influencing audiences, because YouTube advertisements are very realistic, and the content of the shots is also very attractive.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included

in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 9: Sales Promotion. If the advertisement is about products or activities that are cheap and sales promoted, so it will affect and attract audiences to purchase the promoted products or services, such as KFC, McDonald promotional.

Interviewee 10

Section A Demographic Information of Respondents

- 1) Age: 22
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: College Student

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researcher : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 10: Yes.

Researcher : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 10: Always skip, because it's very annoying and I'm not interested.

Researcher : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 10: Yes. Recently, an advertisement about online learning course often pop-up in the beginning of YouTube video, but I can't remember what the brand is.

Researcher : Do you think YouTube advertisement helps you to aware of certain products or services? If yes/no, why?

Interviewee 10: Yes. Because the word and deeds of the influencer in the advertisement makes me remember the advertisement.

Researcher : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads, we have shown you?

Interviewee 10: Yes. There is using emotional appeal factors in advertisement to promo the weight loss formula B5 product.

Part B: Interest

Researcher : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 10: Emotional Appeal.

Researcher : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 10: Because I prefer to see the advertisement that is story-telling and that can affect my mood.

Researcher : Does the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 10: I think not at all, it depends on the products, if the product that I already know such as Pepsi, 7-up, I will not go further research with this kind of brands, but if the brand that I do not know and I'm interested then I will go for further research.

Researcher : Does the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 10: It can be yes or no, depends on what the products or services, but mostly YouTube advertisement have not arouse my interest.

Researcher : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 10: The advertisement with the specific celebrities that I like, so it can raise my interest to saw it. Because I like my Idol, so I will chase the activity that he doing, and I also will like the products which he endorsed.

Part C: Desire

Researcher : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 10: Emotional Appeal. Most of the emotional appeal advertisement having a story, so, I will curious about the end of story, that's why I will continue watch till the end.

Researcher : Does the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 10: Yes. I willing to share the happiness or touching feeling to the others, if the ads was too perfect.

Researcher : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 10: Yes. I'm get in love with the iPhone 11 pro when I'm watched the advertisement,

because the design, advanced functions, and the camera were attractive to me.

Researcher : Do you think YouTube advertisement helps you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 10: Yes, of course.

Researcher : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 10: Yes, just like the iPhone 11 advertisement, its visual is so attractive to me, but I don't think I can effort to buy it.

Part D: Action

Researcher : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influence you to make purchase of certain product or service?

Interviewee 10: Yes. Sales Promotion.

Researcher : Does the YouTube advertisement strongly influence you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 10: No. There are many reality factors that need to be considered, such as money, or whether the product you really need or not, we should not waste money or resources on useless things.

Researcher : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 10: No.

Researcher : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 10: No. The product or services in YouTube Ads mostly are the things I'm not interested in, and I do not need it, and also sometimes the ads appear too frequently in the video, so that was annoying for me.

Researcher : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 10: Sales Promotion. Because promotion is more sensitive for me, especially the original price of some products or foods is very expensive, but if suddenly having a promotion, so it will more attractive to me.

Interviewee 11

Section A: Demographic Information of Respondents

- 1) Age: 49
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Sales Promoter

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researchers : Have you ever watched advertisements when you are streaming YouTube?

Interviewee 11: Yes.

Researchers : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 11: No. Because I think the contents of advertisements are quite interesting for me to watch.

Researchers : Can you recall the last video advertisements you watched while streaming on

YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 11: No.

Researchers : Do you think YouTube advertisements help you to aware of certain products or services? If yes/no, why?

Interviewee 11: Yes. Because there are always audiences as long as advertisements existed everywhere.

Researchers : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 11: Yes.

Part B: Interest

Researchers : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 11: Celebrity endorsement.

Researchers : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 11: Because the ambassadors, colors, characters or background showing in advertisements are more likely to arouse my interest.

Researchers : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 11: Yes. Mostly depends on whether the product is useful for me or not.

Researchers : Do the YouTube advertisements successfully arouse your interest

towards certain brand, product or service that you are not familiar with?

Interviewee 11: Yes, as long as its contents is interested.

Researchers : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 11: Advertisement that focus on product demonstration. It is useful as it showing me the ways of how should I use that particular product.

Part C: Desire

Researchers : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 11: Celebrity endorsement. The ambassadors or the background showing in advertisement tend to grab my attention make me watch till the end.

Researchers : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 11: Yes, if the advertisement is creative or the product advertised seemed useful to me.

Researchers : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 11: Yes. Because the products advertised may something that I may really need at the moment.

Researchers : Do you think YouTube advertisements help you to build fast emotional connection

of “I feel like I want it” towards certain brand, product or service?

Interviewee 11: No.

Researchers : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 11: Not really.

Part D: Action

Researchers : Does YouTube advertisement (emotional appeal/ celebrity endorsement/sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 11: Not really.

Researchers : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 11: Not really, I am more likely to make my purchase decision by mostly depending on my needs.

Researchers : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 11: Yes.

Researchers : Do you think YouTube advertising is important for influencing consumer’s purchase decision? If yes/no, why?

Interviewee 11: Yes. Because I think YouTube advertising is important for making customers to aware of certain brands and its products effectively. People may started to

recognize this brand and its products or even consider to purchase it after watching advertisements.

Researchers : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 11: Sales Promotion. Because people is more likely to purchase when there is promotion or any discounts offered.

Interviewee 12

Section A: Demographic Information of Respondents

- 1) Age: 21
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Student

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researchers : Have you ever watched advertisement when you are streaming YouTube?

Interviewee 12: Yes.

Researchers : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 12: Sometimes, it mostly depends on whether I am rushing to watch the video or not.

Researchers : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 12: Yes, it was Pantene and about hair care products.

Researchers : Do you think YouTube advertisements help you to aware of certain products or services? If yes/no, why?

Interviewee 12: Yes, if I am interested to watch the advertisements.

Researchers : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 12: Yes.

Part B: Interest

Researchers : Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 12: Emotional appeal.

Researchers : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 12: Because the story line may make me interested to this advertisement and feel like watch till the end. I am interested to see what is the ending of that story and what message it was trying to deliver to me.

Researchers : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 12: Yes, if the brands or products advertised are interested.

Researchers : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 12: No.

Researchers : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 12: I would still prefer advertisements with story line. It is more likely to arouse my interest towards that product or service.

Part C: Desire

Researchers : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 12: Emotional appeal. Because majority of it started with a story and I feel like watch till the end to know its ending.

Researchers : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 12: No. Because I do not think others may like the advertisement as I do.

Researchers : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 12: No. Because it not really effective for me to purchase it.

Researchers : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 12: Yes, if I really need that particular product at the moment and the product advertised meet my requirements.

Researchers : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 12: Yes.

Part D: Action

Researchers : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 12: Yes.

Researchers : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 12: No. Because I will still considering other factors like its prices or I have enough money to purchase it or not.

Researchers : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 12: No.

Researchers : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 12: I think not really due to people may think the advertisements distract them to watch their videos continuously in YouTube. They tend to skip it when they allowed to.

Researchers : In your opinion, which factors (emotional appeal/ celebrity endorsement/sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 12: Emotional appeal. Because I think there are rarely brands or products are able to produce advertisements with story line or emotional appeal due to its suitability. So, I think that emotional appeal advertisements are more likely to affect

consumer purchasing behavior since it differentiates itself from other common advertisements.

Interviewee 13

Section A: Demographic Information of Respondents

- 1) Age: 51
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: House wife

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researchers : Have you ever watched advertisement when you are streaming YouTube?

Interviewee 13: Yes.

Researchers : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 13: Yes. The advertisements are not interested to watch.

Researchers : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 13: Yes, Nike.

Researchers : Do you think YouTube advertisements help you to aware of certain products or

services? If yes/no, why?

Interviewee 13: Yes, because those interesting advertisements will help me to aware some new brands and its products too.

Researchers : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 13: Yes.

Part B: Interest

Researchers : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 13: Celebrity endorsement and emotional appeal.

Researchers : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 13: Because my admired celebrities showing in video may arouse my interest to watch the advertisement. The advertisement with emotional appeal tends to make me watch till the end to know about its ending and the whole story line.

Researchers : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 13: Yes.

Researchers : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 13: Yes, if the advertisements are interesting enough or my admire celebrities are

showing in it.

Researchers : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 13: I would still prefer advertisement with sales promotion. The promotion or discounts offered tend to attract my attention.

Part C: Desire

Researchers : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 13: Emotional appeal. I would like to watch till the end to know about its ending.

Researchers : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 13: Yes. Because it might be creative enough or my admired celebrities showing in the advertisements.

Researchers : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 13: Yes. If the advertisements showed up in the moment when I feel like I may really need that similar products.

Researchers : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 13: Yes.

Researchers : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 13: Yes. If the advertisement is attractive enough and I will more likely to explore more about the brand.

Part D: Action

Researchers : Does YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 13: Celebrity Endorsement.

Researchers : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 13: No. Because I might still consider of whether the product is useful for me or not.

Researchers : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 13: Yes.

Researchers : Do you think you tube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 13: Yes. Because I think sometimes the advertisement appeared in YouTube may help to remind me that I might need this kind of products or the inform me more about the promotion to influence consumer's purchase decision.

Researchers : In your opinion, which factors (emotional appeal/ celebrity endorsement/sales

promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 13: Sales Promotion. People is more likely to attracted by its promotion or discounts to purchase the brand and its products effectively.

Interviewee 14

Section A: Demographic Information of Respondents

- 1) Age: 21
- 2) Gender: Female
- 3) Race: Chinese
- 4) Occupation: Assistant Executive

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researchers : Have you ever watched advertisement when you are streaming YouTube?

Interviewee 14: Yes.

Researchers : How often do you skip the YouTube advertisements when you are allowed to?

Why?

Interviewee 14: Almost all the time, because it is not interested.

Researchers : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 14: Yes, and it was about KFC.

Researchers : Do you think you tube advertisements help you to aware of certain products or

services? If yes/no, why?

Interviewee 14: Yes. Because it forced me to watch those advertisements which cannot be skip and it may help me to aware of some brands or products within this shortest time.

Researchers : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 14: Yes.

Part B: Interest

Researchers : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 14: Emotional Appeal.

Researchers : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 14: Because emotional appeal advertisement will have a story line and it make watch till the end.

Researchers : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 14: Yes.

Researchers : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 14: No.

Researchers : Apart from that, what other kind of YouTube advertisement will raise your interest

towards the product or service? Why?

Interviewee 14: Advertisement that focus on product demonstration because it is showing the ways of how you should use this product.

Part C: Desire

Researchers : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 14: Emotional appeal. It tends to have a story line that make me watch till the end.

Researchers : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 14: No.

Researchers : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 14: Yes. Because some of the advertisements are presenting in a creative way and differentiate it from other similar brands or products which stimulates me to purchase it.

Researchers : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 14: Yes.

Researchers : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 14: Yes.

Part D: Action

Researchers : Does YouTube advertisement (emotional appeal/ celebrity endorsement/sales promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 14: Yes.

Researchers : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 14: Yes, because if my idols are showing in the advertisements and I would feel like support him or her and just feel like purchase it without considering any other factors.

Researchers : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 14: Yes.

Researchers : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 14: Yes. Since we are not able to skip advertisements in the first 5 seconds, and thus it forced us to watch the related advertisements which might raise people's interest to purchase that brands or products.

Researchers : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 14: Sales Promotion. Because most of the time sales promotion is effective enough to make people purchase it.

Interviewee 15

Section A: Demographic Information of Respondents

- 1) Age: 25
- 2) Gender: Male
- 3) Race: Chinese
- 4) Occupation: Customer Development Executive

Section B: Interview Questions

Firstly, researchers are required to show them with four video advertisements that related with emotional appeal, celebrity endorsement, sales promotion and brand image respectively before the interview started.

Part A: Awareness

Researchers : Have you ever watched a advertisement when you are streaming YouTube?

Interviewee 15: Yes.

Researchers : How often do you skip the YouTube advertisements when you are allowed to?
Why?

Interviewee 15: Almost all of the time. Because I think it is a waste of time.

Researchers : Can you recall the last video advertisements you watched while streaming on YouTube? If yes, can you remember the brand or product in advertisement?

Interviewee 15: No.

Researchers : Do you think YouTube advertisements help you to aware of certain products or

services? If yes/no, why?

Interviewee 15: Yes. If the frequency of same advertisement is higher.

Researchers : Have you ever seen before the advertisements on YouTube that are similar with the four kind of video ads we have shown you?

Interviewee 15: Rarely.

Part B: Interest

Researchers : What kind of YouTube advertisement (Emotional appeal/Celebrity endorsement/Sales Promotion/Brand image) will arouse your interest towards a product or service?

Interviewee 15: Emotional appeal.

Researchers : Why would you have interest to that kind of YouTube advertisement instead of the others?

Interviewee 15: Because it has a story line and raise my interest to watch it compare to others.

Researchers : Do the YouTube advertisements influence you to further research of the brand or product advertised?

Interviewee 15: Yes.

Researchers : Do the YouTube advertisements successfully arouse your interest towards certain brand, product or service that you are not familiar with?

Interviewee 15: Yes.

Researchers : Apart from that, what other kind of YouTube advertisement will raise your interest towards the product or service? Why?

Interviewee 15: No. Because I am not really paying attention to advertisements.

Part C: Desire

Researchers : Which kind of YouTube advertisement (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) is more likely to make you watch till the end? Why?

Interviewee 15: Emotional appeal. Because it have a story line and I feel like watch till the end just for its ending of the story in ads.

Researchers : Do the YouTube advertisements strongly influence your desire to share with family or friends around you? If yes, why?

Interviewee 15: No.

Researchers : Have you ever watched YouTube advertisement that provides you a strong impression or persuasion to purchase the brand, product or service advertised? If yes/no, why?

Interviewee 15: No. Because I am rarely to watch advertisements and its contents are not attractive enough to make me purchase something.

Researchers : Do you think YouTube advertisements help you to build fast emotional connection of “I feel like I want it” towards certain brand, product or service?

Interviewee 15: No.

Researchers : Does the visual element (Tone/ Colors/ Characters) and quality of the YouTube advertisement affect your desire to explore more about the brand and make purchases?

Interviewee 15: No.

Part D: Action

Researchers : Does YouTube advertisement (emotional appeal/ celebrity endorsement/sales

promotion/ brand image) influences you to make purchase of certain product or service?

Interviewee 15: No.

Researchers : Does the YouTube advertisement strongly influences you to make the final purchase decision without considering other factors? If yes/no, why?

Interviewee 15: No. I will still make further research of the brand and product because of the related advertisement was just presenting in very short time and it was hard to persuade me to make purchase.

Researchers : Have you ever try or bought something because you saw it in YouTube advertisements?

Interviewee 15: Yes.

Researchers : Do you think YouTube advertising is important for influencing consumer's purchase decision? If yes/no, why?

Interviewee 15: Yes. Since YouTube is more likely to suggest advertisements based on the channels you are subscribing, so it will usually pop up all those advertisements that you may interested with.

Researchers : In your opinion, which factors (emotional appeal/ celebrity endorsement/ sales promotion/ brand image) do you think it is most effective and should be included in YouTube advertisements in affecting consumer purchasing behaviour? Why?

Interviewee 15: Emotional appeal. Because I love to watch story that may bring out different meanings and it can be representing the overall concept of company and its organization culture which might affect consumer purchasing behavior.