

Impact of Education and Occupation on YouTube Advertising Videos

Obada Alorfahli

Istanbul Aydın University, Institute of Graduate Studies

Abstract:- Social media in our days become very important for companies in different sectors to communicate with their target audiences. In addition to creating a good image in the audience's mind. With the new digital platforms, social media marketing becomes more and more important and the effectiveness of those platforms in our days is an important incentive to the marketer to determine which platform is the best to make detriment. This study search on YouTube advertisement effectiveness. The study focused on the impact of education and occupation on YouTube advertising videos, and how those variables play a critical rule on effectiveness advertising videos. The made a questionnaire asking 400 people located in Istanbul on how they react and connect on YouTube platforms and how they react and what causes that make the advertising video memorable. In addition on the understanding the video message clearly. . The study find three points that there is a significant relation between the occupation and education with the engagement advertising video, there is a significant relation between education and occupation with the advertising video memorable and there is a significant relation between education and occupation with communicating the advertising message clearly to YouTube viewer. At the end, all those findings is very important to the advertiser to be clear to targeting the best audiences and protect companies from wasting money and targeting the wrong audiences.

Keywords:- Social Media, Youtube, Feedback, Advertising, Advertising Video Effectiveness

I. INTRODUCTION

➤ Background of Study:

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

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

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

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

➤ Statement of the Problem

Companies pay a lot of money to introduce one single video to apply the advertising one that video. In some cases we will recognize that there is no engagement to that video or the potential customers do not memories the video or even the message to the audience is not clear. Unfortunately those ads or videos will be useless, and with no advantage to that company. There are some factors this study will take about them on the audience. The companies have to take them into their Consideration because the ads are not only a good videos or use the best platform. It is also how the companies will targeting the audiences and which audience is the best to attract them.

➤ Research Questions

The research will answer the following questions:

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

➤ Hypotheses

The following hypotheses have formulated for testing:

- Hypothesis 1: there is a relationship between education and engagement with the advertising video.
- Hypothesis 2: there is a relationship between occupation and the engagement with the advertising video.
- Hypothesis 3: there is a relationship between education and make the advertising video memorable.
- Hypothesis4: there is a relationship between occupation and make the advertising video memorable.

- Hypothesis 5: there is a relationship between occupation and communicating the advertising message clearly to YouTube viewers.
- Hypothesis 6: there is a relationship between education and communicating the advertising message clearly to YouTube viewers.

➤ *Significance of Study*

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

➤ *Scope of the Study*

In this study we will take a random sample from people who use YouTube from different demographics and will consist of males and females with different education levels and work. Besides that, the observations will be from the foreigners who live in Turkey and the Turkish citizens.

➤ *Overview of Methodology:*

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

➤ *Limitation*

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

➤ *Organization of Study*

- Chapter one introduces the study with the Background, statement of problem, objectives, the significance of the research, and limitations.
- Chapter two literature reviewed on the empirical evidence that education, occupation will affect the advertising on YouTube from engagement, memorable and communicating the advertising message clearly.
- Chapter three Theoretical framework Chapter four
- Chapter four: Study method
- Chapter five: Findings
- Chapter six : Conclusion and recommendations

II. THEORETICAL FRAMEWORK

➤ *E-Marketing definition:*

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

➤ *Social media universally:*

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

Social media platforms used by big and small companies that help them to reach a new potential market and customers in the foreign regain. This new model of the market creates a significant opportunity for a new business model throw online channels. (Tapscott & Williams, 2008). It is a growing sector in the world economy, and economic growth is one of the principal aims of the governments (Ugurlu,2009) .

There are a lot and a lot of social media platforms that affect human lives besides that every platform has a different type of reaction. (Cavazza, 2008).

➤ *The importance of advertising:*

The advertising creates a competitive market and lets the individuals know the whole prices and the quality of each product. Also, that advertising will reduce the effort to search on specific product because if the customers will go to the market and search for the product, it will take a long time and effort, in conclusion. This society who have a lot of advertising it will cause to have healthy competition and economic environment. In addition to the better life for the individuals comparing with the society who do not have much advertisement. (Ugurlu,2009).

➤ *Engagement on the Video:*

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

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

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

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

➤ *Understanding the Message:*

Before the advertisers publish the advertising to the public audiences, they have to determine the message from that video and it have to be a one single message. Successful advertising is the one who have a single easy message can the audiences understudied when they saw it. (Dennis, A. R., & Kinney, 1998)

➤ *Advertising memorable:*

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

➤ *YouTube definition:*

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

➤ *YouTube in numbers:*

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

➤ *YouTube advertising is better than TV :*

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

III. LITERATURE REVIEW

➤ *Social Media Usage:*

Previous study for Flanagan & Metzger (2001) analyzed how people use new network platform instead of the traditional networking, especially that the internet satisfying the needs that the people have. The analysis found that communicating demands had growth for fresh networking comparing with the traditional network. The reasons is that social technologies had been useful for personalized experiences for relationship creation, and some behavioral functions. The research discovered ten demands that new media meets that were advice, finding out, drama, amusement, persuasion, social communicating, romantic relationship creation and care, difficulty, standing, and comprehension. Anyway this research confirmed that the people use specific platform regarding to their needs. Also Soukup (2014) focused on social media usage but especially on YouTube. YouTube is a significant system that may be used to get numerous reasons such as advertisements, archival work, education, entertainment, journalism, political communication, art and culture, religion, health, military, and fandom, Interpersonal communication, and monitoring. Because this platform is so varied, so communication theories need to become reconstructed to analyze that platform which is evolve from day to day and every second.

➤ *Advantages of using social media for science:*

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

IV. RESEARCH METHODOLOGY AND DATA ANALYSIS

➤ *Research Design*

Research design is the process to arrange the data to provide specific question for the research questions (Mugenda and Mugenda 2004). This examination utilized descriptive review method in getting data from the audience. It is very important to present descriptive statistics in any research (Ugurlu, 2019). Descriptive review research portrays outline of individuals, events, or record of the characteristics, for example direct, evaluations, limits, feelings, and learning of an individual, condition or assembling. The illustrative survey strategy was favored asserting it ensured all out depiction of the situation, guaranteeing that there is least inclination in the gathering of data.

➤ *The Study Population*

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

➤ *Sample and Sampling Techniques*

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

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

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

Table 1:- Descriptive Statistics

- Age: regarding to the table 24 we can see that the median is 4 and mode is 4 which is mean that the majority participant’s age was between 27-30 years old.
- Gender: regarding to the table 24 we can see that the median is 1 and the mode is 1 which is mean that the majority participant’s was male.
- Education: regarding to the table 24 we can see that the median is 4 and the mode is 4 which is mean that the majority participant’s had a bachelor degree education level.
- Occupation: regarding to the table 24 we can see that the median is 5 and the mode is 5 which is mean that the majority participant’s was employed for wages.
- YouTube: regarding to the table 24 we can see that the median is 1 and the mode is 1 which is mean that the majority participant’s was using YouTube platform.
- Ignorance: regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant’s was sometimes they ignore the advertising videos.
- Purpose: regarding to the table 24 we can see that the median is 3 which is sometime the participants use internet for school or work purpose and the mode is 5 which is mean that the majority participant’s was sometimes use internet for school or work purposes.
- Deceive: regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant’s was sometimes they see ads to try to deceive the viewer.
- React: : regarding to the table 24 we can see that the median is 3 which is the react is comment on YouTube and the mode is 1 which is mean that the majority participant’s was ignore the advertising videos.

- Create: regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant’s was sometimes the advertising create a brand image in their minds.
- Up-to-date: regarding to the table 24 we can see that the median is 3 which is sometimes the advertising help the participants to be up to date and the mode is 2 which is mean that the majority participant’s was disagree about the online advertising helps them keep up-to date about products and services that they need.
- Annoyed: regarding to the table 24 we can see that the median is 3 which is sometimes the participants annoyed and the mode is 4 which is mean that the majority participant’s was agree that the participants annoyed by the ads because the advertiser normally tried to make the ad appear to be a part of the video content.
- Music help: regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant’s was sometimes the music helps them to understand the massage from the advertising videos.
- Tone helps: regarding to the table 24 we can see that the median is 3 and the mode is 3 which is mean that the majority participant’s was sometimes the tone helps them to understand the massage from the advertising videos.
- Cues : regarding to the table 24 we can see that the median is 2 which is the participants think about the brand and the mode is 3 which is mean that the majority participant’s was cues in the video helps them better understand the massage clearly.

➤ Variables testing:

The table 2 show the relation between ignoring and education level

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

Table 2:- Chi-Square test.

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

One of the assumption of the Chi-square test is the observed value in each cell must be greater than 5. The results show that we have many cells which have expected value less than 5 therefore we use Chi-Square test. Table 27 Chi-Square test result shows that the p-value is 0.01 (p<0.05) thus null hypothesis is rejected then there is relationship between ignoring add and education level. Ignoring add is used to measure engagement in this research therefore there is a relationship between education and engagement in terms of add.

The table 3 show the relation between ignoring and occupation

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

Table 3:- Chi-Square test.

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

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

The table 4 show the relation between brand image and education

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

Table 4:- Chi-Square test.

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

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

V. CONCLUSION

The advertising is very important in our life and we see it every day in everywhere. Advertising started from a long time but in our days social media plat forms become very important. This research talking about the most important platform which is YouTube, and how education and occupation have a critical impact on YouTube advertising videos. Companies paid a lot of money on this platform so it is very important to know our audience. This study focused on education and occupation of the audiences and how the different in education level and occupation will effect on the effectiveness of advertising video. The study take a primary data obtain from people who use YouTube located in turkey by a questioner, in addition to the secondary data will be based on the previous studies. The study find three points that there is a significant relation between the occupation and education with the engagement advertising video, there is a significant relation between education and occupation with the advertising video memorable and there is a significant relation between education and occupation with communicating the advertising message clearly to YouTube viewer. At the end, all those findings is very important to the advertiser to be clear to targeting the best audiences and protect companies from wasting money and targeting the wrong audiences.

REFERENCES

- [1]. **Alyssa, B. & Nick, M. (2010)**. Social Media Harassment. Student Journal of Media Literacy Education, 1(1), 1-17.
- [2]. **Betsy McLeod (2017)**. YouTube vs Tv Advertising. Accessed: 05.02.2018. Retrieved from: <https://www.bluecorona.com/blog/youtube-vs-tv-advertising>.
- [3]. **Cazzava, F. (2018)**. Social Media Landscape, 5, Mai, 2018
<https://fredcavazza.net/2018/05/05/panorama-des-medias-sociaux-2018/>.
- [4]. **Chaffy & smith, (2013)** Emarketing excellence planning and optimizing your digital marketing edition4th . Changes Everything, Portfolio, 351 p.
- [5]. **Dennis, A. R., & Kinney, S. T. (1998)** Information Systems Research.
- [6]. **Ford, P. (1986)**. TITLE: outdoor Education: Definition and Philosophy. Information 7th Analyses - ERIC Information Analysis Products.
- [7]. **Goldsmith, R. (2012)** Brand Engagement and Brand Loyalty. In A. Kapoor, & C. Kulshrestha, Branding and sustainable competitive advantage: building virtual presence: 121-135. Hershey: Business Science.
- [8]. **Hui, T. K., & Wan, D. (2007)**. Factors affecting Internet shopping behavior in Singapore: gender and educational issues. International Journal of Consumer Studies 31(3), 310–316.
- [9]. **Kim, Jin (2012)** The Institutionalization of YouTube: From user-generated content to professionally generated content". Media Culture Society vol. 34 no 1, pg 53-67.
- [10]. **Perdue K., (2003)**. Imagination. Retrieved February 14, from <http://csmt.uchicago.edu/glossary2004/imagination.htm>.
- [11]. **Simon, & Schuster M., (2000)**. Distance Education. Journal of Education, 5 (3), 403-437.

- [12]. **Simon, K (2018)** we are social, July 2018, <https://digitalreport.wearesocial.com/>
- [13]. **Tapscott, D. & Williams, D. A. (2008)**. Wikinomics – How Mass Collaboration
- [14]. **Ugurlu F. S. (2019)**. Relationship between Bank credits and Regional growth: the case of Turkey. *Journal of Science and Innovative Technologies*, Baku, Azerbaijan, DOI: 10.5782/2616- 7.2019.81, Volume 7 Number 1,81- 92
- [15]. **Ugurlu, E. (2009)**. Real Exchange Rate and Economic Growth: Turkey, *Manas Üniversitesi Sosyal Bilimler Dergisi*, 11 (22) , 191-212 . Retrieved from <https://dergipark.org.tr/tr/pub/manassosyal/issue/49930/639816>
- [16]. **Wolin, L. D., & Korgaonkar, P. (2005)**. Web Advertising: Gender Differences in Beliefs, Attitudes, and Behavior. *Journal of Interactive Advertising*, 6(1), 125-136.
- [17]. **Wong, S. P. (2002)**. Private Label Purchasing the Environment Analysis. *Journal of Advertising Research*, 21, 57-66.