Bachelor Thesis

Brand Attitudes Affected by YouTube Advertisements

A comparative analysis of Canada Vs Sweden

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Abstract
This paper focuses on the brand attitudes of generations Y in the areas of Canada and Sweden on YouTube advertisements. The goal of the paper was to see if there is a difference between the attitudes of the two different locations and how these attitudes affect brand recognition and purchase intentions of the products or services being advertised.

Keywords
YouTube, Advertisements, Brand Recognition, Buying Intentions, Brand Attitude, Interruptive Marketing, Generation Y.
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1 Introduction
This chapter will cover the basic idea of this paper including the problem being looked into and the importance of said topic. The purpose of the paper along with the research question are included and will show the direction the rest of the paper will be heading in. Finishing off this chapter will be the delimitations which will explain the boundaries that the author has set to help create a better set of data.

1.1 Background
Consumers in the digital age are faced with an increasing amount of advertising clutter in their daily lives. Whether it’s watching a video online, checking email or getting an answer to a question, there is a high chance of encountering multiple ads before a person gets to what they are looking for. “In today’s media-saturated world, we are not only surrounded by edited material such as newspaper articles, but also constantly bombarded with advertisements” (Kawashima, 2006, p 2) As the digital age progresses, so does the increase of digital media and the opportunity for advertisers to reach consumers across this new and popular medium. The big opportunity is especially young adults that fall into the generation known as Generation Y. “Students in this cohort simply do not, and in some cases cannot, focus on one textual source at a time and comprehend it beyond the superficial level” (Thaler, 2013, p268).

“Generation Y is believed to have unique characteristics that are different from preceding generations” (Wolburg and Pokrywcynski, 2001, p33). Generation Y has been classified by many as anyone that is born between the years of 1977 and 1994 (Socialmarketing, 2014). For the year 2014 a person whose age falls in between 20-47 years old would be considered in the Generation Y range. This age gap is most commonly associated with college students (Wolburg and Pokrywcynski, 2001). Consumer who fall in the Generation Y category can be difficult to advertise to as they have grown with the Internet and in most cases have become numb to many advertising techniques (Reisenwitz, 2009). This is difficult for advertisers because the spending power of college students is greater than in the past, and the newest youth market is significantly larger than the previous. With the increase in internet usage along with a more technologically savvy population it isn’t a surprise that sites such as YouTube received over 1 billion unique views per month (Youtube.com, 2014).

YouTube is a social video website where users can upload videos. YouTube is very common across many generations but its statistics have stated that they reach more adults between the
ages of 18 and 34 than any cable networks (YouTube, 2014). This age range aligns very close to the age range of the Generation Y. With Generations Y’s being so involved with the Internet and the high amount of views that YouTube receives, there is clearly an opportunity for advertisers to reach this demographic through this marketing channel. Furthermore YouTube (2014) has stated that more than 80% of their online traffic comes from outside the United States.

The author has noticed while researching that many of the studies to date concerning marketing strategies online focus on the American market. But since the Author is wanting to compare two markets, smaller markets seem easier to deal with. Looking at YouTube viewing in countries outside of the United States smaller countries may be more manageable when wanting to compare and contrast brand attitudes and purchase intentions. Sweden and Canada, for example, are both developed countries that are easier to investigate due to their many similarities and smaller size relative to the US market. PWC a Canadian advisory and tax company for over 6500 companies in Canada, has stated that Canadian online advertising revenue reached 3.2 billion in 2012 up from 2.8 the previous year (PWC, 2014). Meanwhile in Sweden “online advertising budgets rose to 613.5 million, 1/10 of the spending budget in advertising in Sweden” (Emarketer, 2014). Comparing the total spending between these countries can be misleading as the populations they service vary. But it should be noted that both countries have seen large increases in the amount of annual spending in online advertising from 2012-2013. Such large budgets used on online advertising in both Sweden and Canada, both places where the generation Y population falls at approximately at 35% and 40% respectively of total populations(Index Mundi, 2014;Statcan, 2014).

1.2 Problem Discussion
Pashkevich et al., (2012) has stated that across the globe, digital media has become an important component of many advertisers marketing mix. “Strong migration of advertising spending to digital across the globe is likely the result of increased confidence in the medium” (Pashkevich, 2012, p 192) Ha (2008) has stated that the world wide web has become the fastest growing advertising medium in this decade. Along with the rapid increase in the number of Internet users around the world, this change has created new marketing channels to reach more consumers. Pashkevich (2012) further states that the negative fact is that using online advertisements can result in not all advertisements being seen; as well the ads could be delivered to the wrong demographic.
This is particularly relevant in sites such as YouTube.com where advertisers can choose what basic demographics, groups or criteria they are trying to target. YouTube tracks the videos that consumers have watched along with their entire viewing history and shows advertisements that are relevant to the user/consumers demographic and viewing history. Being that YouTube is the leading means of online videos, the opportunity to reach consumers in a wide range of ages is quite high.

Reisenwitz and Iyer (2009) said “Generation Y is tech savvy and is the first generation to use email, instant messaging, and cell phones”(Reisenwitz & Iyer, 2009,p 93). Generation Y is more comfortable with technology and uses it to solve problems by using cellphones, laptops, Bluetooth, etc. With the tech savvy Generation Y’s advertising can become difficult and creating brand loyalty is or can be challenging. Reisenwitz (2009) has said that the lack of brand loyalty by most Generation Ys’ could be due to the fact that many of them, while growing up were exposed to more promotional advertising versus brand advertising. Analysts believe that the years of intense marketing efforts aimed at generation Y have taught them to assume the worst about companies trying to coax them into buying something. (Wolburg and Pokrywczynski, 2001)

YouTube.com (2014) statistics state there are more than a million advertisers using Google ad platforms. These ad platforms are the videos and peripheral advertisements on the YouTube web page. As Google owns many websites including YouTube they apply their ads to the many sites that they own. The majority of advertisers that use this ad space are small businesses. Small companies as well as advertising agencies have the opportunity to sign up to YouTube and choose certain demographics such as age, gender, location and interests of the consumer that they seeking to target. On YouTube videos, there are multiple ads that are presented to the consumer. Thousands of advertisers are using YouTube in stream ads which are 5 second ads that are shown before the regular video is loaded, you must watch at least 5 seconds of the ad before the option to skip the ad becomes available; you then have the option of skipping the ad or to continue watching it. “Thirteen percent of online video ads run less than 15 seconds; 36 percent of online video ads run longer than 30 seconds; 79 percent of in-stream online video ads are watched to their midpoints; 72 percent of in-stream online video ads are watched to their completions” (Abramovich, 2014). With YouTube being available in
61 different countries the effects of these advertisements on how they make the consumer feel about these advertised products may vary by region.

YouTube is a major opportunity for advertisers to reach many consumers, many of these consumers being generation Y. A main form of online media for Generation Y is YouTube. So having multiple ads shown to this demographic while using this site must help to create some sort of brand attitudes. According to Mackenzie and Spreng (1992) purchase intentions for the products or services being advertised are affected by the brand attitudes that are formed by the consumer. The formation of these attitudes takes on either a peripheral or a central form of persuasion. But whether these attitudes affect the purchase intentions of Generation Y in a positive or negative way has yet to be seen.

Looking at Canada and Sweden and seeing the increase in there online advertising, as well the amount of Generation Y’s that are serviced by both countries there must be some similarities when it comes to advertising attitudes. By first seeing whether there are similarities or differences when comparing Canada and Sweden it will be able to see if the same marketing strategies will work in both countries. Depending on the outcomes we will be able to see how these advertisements change brand attitudes or purchase intentions towards online advertising.

1.3 Purpose
The purpose of this paper is to identify the different attitudes of generation Y, in the countries of Canada and Sweden, towards YouTube advertisement, and how these attitudes affect purchase intentions for the products or services being advertised.

1.4 Research Question

Q1- How do YouTube advertisements targeted towards generation Y affect the attitudes towards the products or companies being shown?

Q2- How do brand attitudes towards YouTube advertisements differ from country to country?

Q3- How does a consumer’s brand attitude affect their purchase intentions for that product or service?
1.5 Delimitations
The author for this paper has decided to focus on Generation Y in Sweden and Canada. Sweden and Canada were selected due to the fact that the author has access to a large sample size of both countries. The author was able to compile relevant data related to YouTube advertisements for generation Y’s in both countries. The survey that was conducted was sent exclusively to university students from both of those countries. Anyone that fell outside the age range of Generation Y was excluded.
2 Literature Review

This chapter will cover the academic theories and data that were collected. This data will be used to support this paper as well as help to connect the collected primary data to marketing theories and supported research.

2.1 Brand Attitude

Consumers can create attitudes towards a brand in two different ways, the first being central, where a consumer will try to attempt to understand the ad and look into the information that the advertisement is providing. In this way the consumer learns about the product and creates an attitude based on these facts. The second way an attitude is formed is through peripheral factors such as their current mood, the quality or the source of the ad. These secondary factors create a brand attitude just the same as the central formation of an attitude (Mackenzie and Spreng, 1992). It is this creation of attitude that a consumer refers to when seeing a product. Jung, Kim and Kim (2014) have mentioned that the internet has greatly increased the ability to interact and communicate with each other as well as online brand communities.

“Unlike traditional advertising media, Websites allow the consumer to control the information that is presented, the order in which it is presented and the duration for which they consider the information” (Maria, 2006, p 140). Having the consumer have control over the delivery of the message requires them to expend effort to get to the information that they are looking for (Maria, 2006). The major difference between traditional media delivery and online delivery method is that the duration and speed of the ad are now controlled by the consumer (Maria, 2006). Maria (2006) stats that despite the differences between the two methods, previous research has shown that the attitudes towards the ad are similar to the attitudes of the website that the ad is on. When looking at the brand image and the attitudes towards that company, you have to remember how easily it is to voice your opinion. For example McClure (2014) explains “A consumer doesn’t like a particular brand of soda he has purchased. He tweets a negative message about the product to his followers but doesn’t mention the brand by name. Instead, he snaps a photograph of the soda can and attaches it to the negative message” (McClure, 2014, p 12). For this reason McClure (2014) states that it is important for companies to track their brand image in this social media world. If companies do not protect their brand image consumers will continue to ruin the brand and will encourage each other to do so.
2.2 Purchase Intentions
Fishbein (1975) deemed that intention was namely the subjective ratio for an individual to perform a particular behavior. Purchase intention generally means the possibility that consumers would like to purchase a product, which can be used to predict the occurrence of actual purchase behavior (Wu and Ho, 2014). According to Businessdictionary.com purchase intentions are a plan to purchase a particular good or service in the future. “The basic premise behind using intentions measures is that there is some useful information contained in these measures that reflect consumers’ likelihood of purchasing the new product”(Chintagunta, 2012, p 138). In the process when consumers choose a product they must perceive the value that they receive from purchasing that product or service. Later these perceptions emerge as purchase intentions (Wu and Ho, 2014). Furthermore Chintagunta (2012) goes on by saying that intentions of consumers can change very quickly due to firm’s actions as well from word of mouth from other consumers. Because intentions of a consumer can change so quickly, the best way to measure for such intentions would be right before purchase (Chintagunta, 2012). “The emergence of social media marketing is increasingly pushing marketers to take a better command of the buzz being created prior to product introduction” (Chintagunta, 2012, p153).
In the way of social media consumers can now see how many others support a brand, unlike in the past where a consumer could only really estimate the amount of support a brand had by the advertising or word of mouth (Naylor, et. al., 2012). Wei-ping, et.al, (2008) found in their study that both brand trust as well as brand loyalty have a positive impact on future purchase intentions. Along with these findings they found that trusting and committed customers of the brand are more likely to repurchase from the same firm. Looking into reviewed literature there is evidence purchase intentions and attitudes may not develop and translate into behavioral intention; this is especially relevant in the case of incomplete information. Looking at YouTube where consumers may not see the whole advertisement this could be very relevant. This could be because the individuals are unable to develop informative enough attitudes that will become relevant guide to purchase intentions in question. (Yüksel, Bilim and Yüksel, 2014)

2.3 Consumer Attention in Online Advertising
In advertising, ad avoidance is a major concern. In certain demographics up to 80% of television advertisements are avoided.(Teixeira et al., 2012) “Consumers have often used various ad avoidance tools, such as blocking online advertisements, filtering e-mail, and
subscribing to do-not-call, do-not-mail, or do-not track programs” (Baek, 2012, p59). Internet video advertising is being seen as an opportunity and is increasing because of that fact. With more ads going to the web (700 million worth) there is also a concern for ad avoidance in the digital market similar to the television market (Teixeira et al., 2012). Consumers exhibit avoidance while online by lack of attention or simply but just scrolling past many advertisements.

Creating positive emotions in advertising is a very powerful way of keeping consumers attention. Brown et, al. (1998) suggests that the strength of positive or negative emotions could guide advertiser's decisions regarding executional strategies. Effective online marketing must engage consumers emotionally and keep that emotion throughout the advertisement (Teixeira et al., 2012). Teixeira (2012) has found that if you have both joy and surprise in your advertisement, this can lead to concentration of attention which reflects the attention-gaining power of advertisements at that moment. “The attention concentration effects of surprise were much stronger than those of joy” (Teixeira et al., 2012, p 156). This shows that surprise works more efficiently at gaining the attention of consumers. Cotte (2005) wondered, when writing his paper, why advertisers would try to get negative emotions from consumers when these emotions such as fear and guilt risk promoting consumers to ignore the ad or even dislike a product.

Speaking more on attention Greenberg (2012) has stated that attention is typically described in terms of mode of selection. Most commonly, attention can be “captured” by the use of a stimulus or it can be “directed” toward an item by some goals of the individual. An advertisement that may be on the side or bottom of content may grab a consumer’s attention when involved with unrelated tasks (Greenberg, A. 2012). Multiple cursor movements or clicks can be connected to eye movement which in turn is connected to consumer attention. Obtaining a consumer's attention consists of multiple variables; even the small ads can grab attention with the right type of placement and attributes. When looking into a consumer’s recollection or retention of an advertisement Greenburg (2012) states that advertising can affect the long term memory as well as the short term memory. In most common cases an image will be shown for a brief period (1-2 seconds) which will “prime” the brain for future recollection of the brand or logo. This brief period of exposure provides the consumer with a familiar recall when the brand is seen in the future.
2.4 Interruptive Marketing

“With the multiplication of media channels and the increasing sophistication of information systems, advertising messages often compete for attention by interrupting a vast array of consumers' activities” (Acquisti, 2011). Continuing, Acquisti (2011) states that online interruptions can range anywhere from Pop-up videos to flash animations that block the website from being viewed. One major factor that affects consumers is the distinct invasion of one's privacy. Acquisti (2011) has mentioned that the advertising systems that interfere with the consumer’s individual task may lead to negative brand attitude. Acquisti (2011) conducted an experiment to see the outcomes of interruption marketing on consumers brand recognition and purchase intentions of said product. What Acquisti found was that a consumer's willingness to buy the product, dropped by up to 30% if the consumer was interrupted by an advertisement when trying to complete a task. This interruptive marketing is a great way to get the attention of the consumer but with the risk of negative brand attitudes.

Noe (2006) also has stated that the idea of pop-up ads for consumers can be “annoying” and as a result many messages that are being relayed through pop-up windows may be ineffective and not be creating the correct response. “In any case, interruptions force users to respond cognitively affectively, or behaviorally, possibly resulting in either a positive or negative outcome for the advertisers” (Edwards, et. al, 2002, p 84). Furthermore Edwards (2002) has stated that that interruption ads have been shown to provide greater ad recognition as well as higher purchase intentions for the ad being shown. Edwards counties to state “However, forced exposure often interrupts a viewer's normal viewing process...intrusive advertisements may enhance recall, they also may result in negative attitude formation” (Edwards, et. al, 2002, p 84).

2.5 Brand Recognition

Sabyasachi (2013) has stated that brand recognition in advertising is one of the important and fundamental keys to success. Brands must fight hard to maintain and increase their brand recognition in the consumer marketplace. According to Sabyasachi (2013) when establishing the first point of contact with the customer it is important to make sure that the advertisement reaches the consumer on a deep level to create likeability and preference. For this reason it is important to increase creativity to gain more brand recognition. “Recognition is key in a competitive market. In a situation of high competition, markets are often saturated by constant flow of signs and messages from numerous brands” (Karjalainen, 2010, p 6). Khan (2013)
noticed that in today's advertising media one individual ad receives very little attention amongst the many other ads. Exposure to the brand name or logo through brand placements should increase the accessibility (the degree to which a piece of information can be retrieved from memory) of the brand in memory (Cowley & Barron, 2008).

2.6 Generation Y
“The term, Generation Y or Millennials was first coined in 1993 by Advertising Age as the last generation to be born entirely in the twentieth century (Reed 2007)” (Reisenwitz, 2009, p 92). Generation Y includes those born between 1977 and 1994. “Millennials, members of the first generation to come of age in the new millennium, are a key target of internet advertising” (Tanyel, 2013, p 654). Millennials have been said to be “The children of the Baby Boomers” (Loroz and Helgeson, 2013, p 289). Hartman (2011) has said that Millennials are characterized as the tech sophisticated multi-taskers who rely on their parents when making decisions. Hartman (2011) has listed some key characteristics of Generation Y including the following “They crave feedback and praise, which can be perceived as high maintenance, they enjoy structure and dislike ambiguity, they prefer clear rules, well-defined policies, and responsibilities, they see themselves as indispensable beings with high expectations” (Hartman,2011, p23-24). Surprisingly, even though the world economy has been struggling through a recession, it seems to have had no effect on Generation Y’s spending, making them compulsive shoppers for the long term. Generation Y is more comfortable with technology (Auby, 2008) and knows how to solve problems and shorten the learning curve through the use of collaboration tools. “These tools include the following: cell phones, Bluetooth, Windows CE handhelds, laptops, email, and text messaging, to name several” (Reisenwitz, 2009, p 92). Furthermore Reisenwitz (2009, p 92) states that “Generation Y’ is the first generation in the US in which internet consumption is exceeding the consumption of TV”. “Millennials access digital media on a daily basis and have the ability to communicate and purchase from a supplier anywhere in the world. Due to their familiarity and usage of digital media, Generation Y has been identified as a driving force in online shopping” (Smith, 2011, p 490). Generation Y college students have been shown to demonstrate high levels of compulsive buying as well Reisenwitz (2009) found that Gen Y consumers are more materialistic than are Baby Boomer consumers. Smith (2011) goes on to say that the internet and social media are helping to advance and create brands and products with the word of mouth from Generation Y. Smith (2011, p490) states that “there is a dark cloud on the horizon of digital media as advertisers are starting to become intrusive and thus
annoying when trying to advertise their products.” These messages are interrupting consumer’s activities creating ill will towards the brand that employ these techniques.

2.7 Internet and Advertising

“Internet, this new communication medium is the greatest and most significant achievement in the history of human kind and within just a couple of years has changed both civilization as well as communication” (Hanekom, 2002, p 49). According to Hanekom (2002) today, the internet has an impact on almost all industries throughout the world, and advertising is no exception. Kanne (2010) follows this by stating that over the past decade there has been an explosion of electronic distribution media. “Rapid expansions of the internet serve as the primary force driving the growth of the electronic media industry” (Kanne, 2010, p 6). Consumers are expressing their preferences for digital media, this can also be seen by the growing number of failing newspapers and print based business going out of business (Kanne, 2010). “Digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also referred to as e-marketing and includes digital or online advertising, which delivers marketing messages to customers (Smith, 2011, p 489). Kanne (2010) found that SNL Kagan Media and communications forecasted that the advertising industry’s gross revenue would increase steadily going from $210.5 billion in 2010 to $215.8 billion in 2012. “With the increasing usage of digital media by consumers, more companies are using digital marketing to reach their target markets” (Smith, 2011, p 489). “In recent years the changing media habits of consumers, especially younger consumers, have caused advertisers to depend less on traditional media and more on other marketing communication activities” (Tanyel, 2013, p 653). Tanyel(2012) continues to say that today’s marketers have a wide variety of internet advertising techniques ranging from targeted and animated banners to streaming media and rich media. In short Tanyel (2012) says that internet advertising is becoming increasingly important to advertisers. For generation Y advertising that has been a part of their lives since they were born “By the time they were in their late teens, children born after 1980 had been subject to as many as 20,000 commercial messages a year for over a decade” (Syrett, 2004, p 62).
3 Frame of Reference

3.1 Research Gap
YouTube and online advertising is a relatively new field in marketing and the amount of research on YouTube particularly, is lacking. As well online video advertising is still a relatively new and promising concept (Pashkevich et al., 2013). As this is such a large social video network and the opportunity for marketers and advertisers is quite high there seems to be a lack of research into the effectiveness and the right way to use this media to full effect. The author has chosen this field of study not only due to the lack of research but also from personal interest.

3.2 Importance of the Topic
The world is advancing at a very rapid pace in the technological sense and keeping up with these advances is a very important part of being a marketer/advertiser. If you don’t know how to best reach your consumers then you will lose market share and brand loyalty to another company. Companies that understand the advances in the technology and how to best utilize these marketing channels to get the most out of their consumers. Knowing the market and the best way to use it is very important.

3.3 Hypotheses
A set of hypotheses questions have been created to help support and explain the data collected. The below set of questions have will be used to better investigate the data and help to support or reject the research questions.

H1: YouTube advertisements create negative attitudes towards interruptive marketing?

H2: Consumers pay attention to YouTube advertisements only if they like the advertisements being shown?

H3: Consumers have positive recollection of products advertised by YouTube later when buying products?

H4: Consumers have positive buying intentions after watching a YouTube Advertisement?
3.4 Conceptual Framework
To help to connect the results of the data with the research questions that are being asked, especially research question three, the author has chosen to create a Conceptual Framework. The connection of the theories along with the data collected help to support this framework which in turn goes towards supporting this study and helping to prove that Brand attitude does affect future purchase intentions.

As mentioned previously Consumers can create attitudes towards a brand in two different ways, the first being central, where a consumer will try to attempt to understand the ad and look into the information that the advertisement is providing. In this way the consumer learns about the product and creates an attitude based on these facts. The second way an attitude is formed is through peripheral factors such as their current mood, the quality or the source of the ad. These secondary factors create a brand attitude just the same as the central formation of an attitude (Mackenzie and Spreng, 1992)

Purchase intention generally means the possibility that consumers would like to purchase a product, which can be used to predict the occurrence of actual purchase behavior (Wu and Ho, 2014). The process when consumers choose a product they must perceive the value that they receive from purchasing that product or service. Later these perceptions emerge as purchase intentions (Wu and Ho, 2014). Consumer evaluations and feelings arising from their experience and this experience can influence their attitudes, future purchase intention, and the willingness to recommend the product to others (Yaping, 2014).

The conceptual framework in Figure 1 has been created to show how a consumer’s brand attitude affects their purchase intentions. In this model the independent variable is the brand attitude while the dependent variable is the purchase intentions of the consumer.

![Figure 1 Conceptual Framework Brand Attitude affecting Purchase Intentions](image)

The data collected in this study will help to provided further testing to see if the brand attitude that is created by YouTube advertisements affects the future purchase intentions of consumers.
4 Methodology
The following chapter covers the methodology that was used for this study. Starting first at the reasoning for the choice of inductive vs. deductive, continuing to the difference between quantitative and qualitative studies. The chapter then discusses the data collection method and the questions that were set for the survey that was sent out. The description of the data collection process is then explained and then processes of understanding the data collected is described.

4.1 Inductive vs Deductive
The theory in most research projects can have two forms of function, deductive and inductive. In a deductive study the relationship between theory and research leads to generating a hypothesis from the existing studies, confirming or rejecting this hypothesis and making a revision of the theory. On the other hand, in inductive study this connection is reversed: researcher generates new theory from the observations and the conclusions he/she made (Blaikie, 2010). Bryman and Bell (2011) follow this by saying that it can take on two conflicting views; deductive and inductive approach. They state that the deductive approach is the most commonly used. It is presented as an approach used to test already existing findings where the theory guides the research, and hypotheses are generated, which steers the collection of data. The deductive approach is most commonly used in quantitative research (Bryman and Bell 2011). Inductive approach on the other hand, according to Bryman and Bell (2011) uses research to generate new findings that can be turned into theories. Here the hypotheses and themes are generated out of the gathered material and therefore the used hypotheses can constantly be changed. The inductive approach is mostly associated with qualitative research (Bryman and Bell 2011).

The author has decided to use the deductive approach. The reason for this choice is that the concepts and frameworks that have been discussed along with the numbers and finding of the data collected will work together. Using this data the author will then be able to prove or disprove the hypothesis that has been put forth.

4.2 Quantitative vs. Qualitative
The research design of a study can, according to Bryman and Bell (2011), take on a Qualitative or Quantitative strategy or a combination of them both. They describe that the quantitative strategy has an emphasis on numbers and is intensely associated with the
deductive approach. They further explain that the strategy usually takes the view of the researcher, which will examine and explain the behavior. According to them potential research methods in a quantitative study are structured observations and interviews, where variables and the conduction are predetermined. A qualitative research is as they continue often associated with an inductive approach that collects data with emphasis on words. Here the researcher is interested in the participant’s views, to get access to their perspectives. This strategy will not only according to them examine the behavior, but as well the meaning of the behavior. Therefore it will take the form as an unstructured research that enables the researcher to be flexible. Quantitative research is based on the quantitative measurements of some characteristics. It is applicable to phenomena that can be expressed in terms of qualities. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. An example of qualitative research would be when we are interested in investigating the reasons for human behavior. (Kothari & Gaurav, 2014)

Measurement is defined as a process of associating numbers or symbols to observations obtained in a research study. These observations could be qualitative or quantitative. Most analysis can be done using quantitative data. For example, mean, standard deviation, etc. can be used for quantitative while qualitative characteristics can be counted and cannot be computed. (Kothari & Gaurav, 2014)

This paper will be focusing on Quantitative approach to the research, as the paper will have a high percentage of numbers and statistics to compare and contrast to support and disprove certain theories and statements. As well, because the author will be using a survey the numbers that are created will fall in line with the Quantitative approach.

4.3 Data collection method
While deciding about the method of data collection to be used for the study, the author should keep in mind two types of data, Primary and secondary. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. Secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. (Kothari & Gaurav, 2014) For this study the author will be using primary data that will be collected through a questionnaire
data collection. The secondary data that will be used will be from articles and theories to support the primary data collected. There are three types of data collection the first being observation method which involves the author or researcher observing the world around them outside of a scientific point of view. Second, the interview method that can involve telephone interviews as well as in-person interviews to get direct primary data from an individual or group of people. Finally, the third type of data collection is the Questionnaire data collection method which usually involves surveys and questionnaires sent to large groups of people. (Kothari & Gaurav, 2014) The authors will be using the Questionnaire data collection method. This method will provide the most data to support the idea of attitudes of YouTube advertisements.

With the Questionnaire data collection method there are a few problems that must be taken into account. For one it is difficult to know whether the willing respondents are truly representative. Once the survey is sent out it is difficult to change or alter the questions if something needs to be changed or altered which can be another problem with this data collection method. All of the above are examples of how this data collection method can have problems. The author must take into account these problems when looking at the data and make sure that the right steps are taking to deal with this data.
### 4.4 Operationalization

An operationalization was created by putting the questions from the survey into multiple constructs. By dividing the questions into groups it is easier to see the layout of the questionnaire and able to see what is being tested. Below is Figure 4.4.1 which shows the operationalization.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Operational Definition</th>
<th>Measurement</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer Attention</strong></td>
<td>Attention is the Behavioral and cognitive process of selectively concentrating on one aspect of the environment while ignoring other things</td>
<td>I always skip the ad.</td>
<td>Teixeira et al., 2012, Greenberg, A. 2012</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Even if I like the ad I skip it.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If I like the ad I will watch it.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I exit an ad as soon as it pops up.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I have quit watching a video because I had to wait too long to watch an ad.</td>
<td></td>
</tr>
<tr>
<td><strong>Brand Attitude</strong></td>
<td>Opinion of consumers towards a product determined through market research</td>
<td>After I see a YouTube advertisement I have positive feelings towards that brand or company that the ad was about.</td>
<td>Maria, 2006. McClure, 2014</td>
</tr>
<tr>
<td></td>
<td></td>
<td>After I see a YouTube advertisement I have negative feelings towards that brand or company that the ad was about.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>After I see an ad on YouTube I like that company more</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If I see an Ad for a company I like on YouTube I don´t like that company as much as I did before</td>
<td></td>
</tr>
<tr>
<td>Interuptive Marketing</td>
<td>The traditional model of product promotion, in which people have to stop what they're doing to pay attention to the marketing message or deal with it in some other way.</td>
<td>I feel that Pop-up ads are an invasion of my personal privacy.</td>
<td>Acquisti, 2011. Noe, 2006. Edwards, 2002.</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------</td>
<td>------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>I have left a website because of too many ads.</td>
<td>I prefer ads that don’t interrupt what I’m doing.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I get upset when I am interrupted by an ad or pop-up.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intentions</td>
<td>A plan to purchase a particular good or service in the Future</td>
<td>When I see an ad for a product or service I have positive intentions to buy the product when I go to the store.</td>
<td>Chintagunta, 2012. Naylor, 2012. Wei- ping, 2008.</td>
</tr>
<tr>
<td></td>
<td>When I see an ad for a product or service I have Negative intentions to buy the product when I go to the store</td>
<td>When I see an ad on YouTube for a product or service I am more likely to buy that product when I see it in stores?</td>
<td></td>
</tr>
<tr>
<td>Brand Recognition</td>
<td>The extent to which the general public is able to identify a brand by its attributes</td>
<td>I recognize products I see in stores from the YouTube ads I have seen.</td>
<td>Sabyasachi, 2013. Karjalainen, 2010. Khan, 2013.</td>
</tr>
<tr>
<td></td>
<td>If I see an ad online I feel more comfortable with buying that companies product.</td>
<td>If I have never seen a certain brand before I am nervous about buying their products.</td>
<td></td>
</tr>
</tbody>
</table>

Figure 4.4.1 Operationalization
4.5 Sampling Method and Sample
The sampling method that was chosen was a simple random sampling. The group of respondents was completely random and had chosen to do the survey at their own wills. An incentive of a $50 amazon gift card was put in place to increase attention to the survey. There was a slight interference by the author by sending the survey to individuals from Canada to attempt to get an even proportion of respondents of both Canada and Sweden.

4.6 Data analysis (SPSS)
For this research a survey (Appendix A) was sent out where the majority of the questions were set to a 5 point scale were 1 represented a Strong Disagree and a 5 represented a Strong Agree. Using this scale allowed the author to break the responses into a numbers instead of text answers. Once the survey had been sent out for 2 weeks it was closed and the results were input into IBM SPSS Statistic Viewer. From this program the author was able to take this primary data and find the correlation between certain results along with means, reliability and validity of the data from these results the author was able to start to make conclusions.

4.7 Reliability and Validity
“As the definitions of reliability and validity in quantitative research reveal two strands: Firstly, with regards to reliability, whether the result is replicable. Secondly, with regards to validity, whether the means of measurement are accurate and whether they are actually measuring what they are intended to measure. However, the concepts of reliability and validity are viewed differently by qualitative researchers” (Golafshani, 2003, p599). Speaking just on validity Golafshani (2003) continues by saying that “The concept of validity is described by a wide range of terms in qualitative studies. This concept is not a single, fixed or universal concept, but “rather a contingent construct, inescapably grounded in the processes and intentions of particular research methodologies and projects” Speaking on reliability Golafshani (2003) continues by explaining that to ensure reliability in qualitative research, that the trustworthiness of the examiner is an integral part to the study. Following these ideas Bell and Bryman (2011) state “Terms reliability and validity are used in order to define measures of concepts. Reliability basically concerned with issues of consistency of measures. While on the other hand, “validity refers to the issue of whether or not an indicator that is devised to gauge a concept really measures that concept” (Bryman & Bell, 2011, p. 159). To test for validity with the data the Cronbach’s alpha test can be used which looks for the...
internal validity amongst the questions. As Bryman and Bell have said using the Cronbach alpha test to see if the questions are really measuring the concept they are set for.
5 Data Analysis
The survey was sent out and was answered by 128 people out of these responses, 9 people were removed due to the fact that the survey was not answered fully. In total 119 people fully completed the survey and these responses were used for the data. With the survey that was sent out, many of the questions were looking into very personalized feelings that a consumer had on YouTube ads. For this reason the results of the data shows the very different feelings that consumers have but it also shows very strong commonalities along certain views and opinions of YouTube ads.

5.1 Validity
When looking at the reliability and validity of the survey it is best to group the question in the constructs that were first laid out in the operationalization. For these tests the author used Cronbach’s Alpha to check the internal validity of the questions.

5.1.1 Brand Attitude
The first analysis of questions shown shows the Cronbach’s Alpha for the construct pertaining to Brand Attitude.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.671</td>
<td>4</td>
</tr>
</tbody>
</table>

The Cronbach’s alpha for the construct focusing on brand attitude first fell at 0.615 but after removing certain outliers the validity was able to reach the result of 0.671 that can be seen in Figure 3.1. According to Malhotra (2010) a coefficient varies from 0 to 1 and a value of 0.6 or greater is acceptable. So for Brand Attitude we can accept the internal validity of this construct.

Looking more into this construct and the means of the results, a very strange result was discovered. Looking at Figure 1.2 it can be seen that the means of all the questions asked about Brand Attitude seem to fall in between the scale of 2, disagree, and 3, Neutral.
Looking at Figure 1.2 it is interesting that the response for the negative questions as well as the positive questions facing Brand Attitude all fall in the area of disagreement or neutral response. It could be a reasonable summation to say that this group of consumers do not agree or disagree with any of these statements but feel negative or neutral towards the whole construct of Brand Attitude.

### 5.1.2 Purchase Intentions

Purchase Intentions of consumers was one of the constructs that was used in the survey. The validity test for the base group of three questions is below in Figure 2.1. The Cronbach’s Alpha for this test was very low and nowhere close to a range of acceptance. After reverse coding and the removal of outliers the closest the test could get was 0.513. This result was after the removal of the question “When I see an ad for a product or service I have negative intentions to buy the product when I go to the Store”

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.513</td>
<td>2</td>
</tr>
</tbody>
</table>

Even though this is a large jump from the original test done on this construct it is still too low to be accepted for validity. Because of the low validity this construct will not be accepted for validity but the means and basic statistics of these questions can still be used to help support the study. The means of the three questions asked are shown below in Figure 2.2.

<table>
<thead>
<tr>
<th>Question</th>
<th>Mean</th>
<th>Std. Dev.</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I see an ad for a product or service I have positive intentions to buy the product when I go to the Store</td>
<td>3.92</td>
<td>1.094</td>
</tr>
<tr>
<td>When I see an ad for a product or service I have negative intentions to buy the product when I go to the Store</td>
<td>3.43</td>
<td>1.139</td>
</tr>
<tr>
<td>When I see an ad on YouTube for a product or service I am more likely to buy that product when I see it in Stores.</td>
<td>3.68</td>
<td>1.073</td>
</tr>
</tbody>
</table>

In this construct all the questions averages, including both positive and negative based questions, fall in the same range. It seems according to this data that the responders almost
agree with the positive intentions to buy with the mean of 3.92 and agree slightly less with the negative intentions to buy sitting at 3.43. The final question asking, “When I see an ad on YouTube for a product or service I am more likely to buy that product when I see it in Stores”, is sitting again slightly closer to agree then a neutral response. Looking at the data it may seem that there are no set opinions and instead more neutral responses when looking at most of the data collected.

5.1.3 Consumer Attention

Looking at Figure 3.1 after reverse coding the negative question “If I like the ad I stay and watch it” out of the set of 5 questions tested, a Cronbach’s Alpha of 0.678 was obtained. Again following Malhotra (2010) a value of 0.6 or greater is acceptable when testing for internal validity.

Looking at the results in Figure 3.2 the means of these questions are very high. For example the question “I always skip YouTube ads” sitting at 4.50 shows a high agreement with the idea of skipping ads. Out of the 119 people that answered this question, only 14 respondents answered with less than a 4 on the 5 point scale showing that 88.3% of the responded agree with this question. Continuing, 18.4% agree with the statement “I exit and ad as soon as it pops up”, and 65.5% strongly agree creating a group of 83.9% that agree that they exit pop up ads as soon as they appear.
5.1.4 Interruptive Marketing

Moving on to the fourth construct of questions containing the results concerning Interruptive Marketing the Figure 4.1 below shows the Cronbach’s alpha that was achieved using all 4 questions.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.583</td>
<td>4</td>
</tr>
</tbody>
</table>

Looking at the above Figure 4.1 the Cronbach’s Alpha of 0.583 was collected. Even after checking for scale if any of the questions were deleted this was the highest result that could come from this group of questions. Having a result of only 0.583 means that this construct's validity must be rejected as it is lower than the 0.6 cut off. Even though the validity of this construct is rejected the means and responses to the individual questions still help to look into attitudes towards Interruptive Marketing. Below Figure 4.2 shows the mean responses of the Interruptive Marketing construct.

<table>
<thead>
<tr>
<th>I get upset with an ad or pop up</th>
<th>I feel that pop up ads are an invasion of my privacy</th>
<th>I have left a website because of too many ads</th>
<th>I prefer ads that don't interrupt what I'm doing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean 3,83</td>
<td>2,89</td>
<td>3,92</td>
<td>4,51</td>
</tr>
</tbody>
</table>

The column for the question “I prefer ads that don’t interrupt what I’m doing” it can be seen that a high response rate of 4.51 was collected showing a very strong agreement with this question. Out of the 119 respondents only 11% answered this question with less than a 4, which represents agree on the scale. This shows that 89% of responders at least agree with this statement showing that the majority of this group prefer ads that don’t interrupt them.

5.1.5 Brand Recognition

The last construct that was tested was concerning the Brand Recognition of consumers. The results of the validity test are shown below in Figure 5.1.

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.613</td>
<td>3</td>
</tr>
</tbody>
</table>

The resulting Cronbach’s alpha seen in Figure 5.1 is above 0.6 it and again according to Malhotra (2010) can still accepted as it is above 0.6. It should be noted that this construct is especially low but can still be used. Knowing that this construct can be accepted we can also look at the means of this construct below in Figure 5.2.
Figure 5.2 Brand Recognition Means Report

<table>
<thead>
<tr>
<th></th>
<th>I recognize products I see in stores from the YouTube ads I have seen.</th>
<th>If I see a brand online I feel more comfortable with buying that companies product.</th>
<th>If I have never seen a certain brand before I am nervous about buying their products.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>2.65</td>
<td>2.44</td>
<td>2.92</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>1.183</td>
<td>1.154</td>
<td>1.169</td>
</tr>
</tbody>
</table>

Similar to Figures 1.2 and 2.2 the means of the Brand Recognition construct all seem to fall in the same range. All three questions falling on the negative side of the scale show that the respondents are not agreeing with the statement but are also slightly neutral with all the statements as well. So again there is the issue where respondents have answered both the negative side of the construct and the positive side of the construct with the same disagree or neutral answer. This result helps to show that this group of consumers may not in fact have an opinion or know if they have brand recognition towards YouTube advertisements.

5.2 Comparison of Means
The comparison of means is the statistical way to look into the differences between two or more variables and how they are similar or different. Using this process also shows the variance in the constructs between the different variables. In this study the comparison of means was used to see the similarities and differences between Canada and Sweden. The results have been divided into five constructs and are shown below.

5.2.1 Brand Attitude
Now that validity of each construct has been looked at, the process of comparison between Canada and Sweden can begin to be investigated. Looking first at the construct concerning Brand Attitude Figure 1.3

Figure 1.3 Brand Attitude Canada vs Sweden

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>After I see a YouTube ad I have negative feelings towards that brand or company that the ad was about?</td>
<td>.067</td>
<td>.796</td>
<td>2.463</td>
<td>.016</td>
</tr>
<tr>
<td>After I see a YouTube ad I have positive feelings towards that brand or company that the ad was about?</td>
<td>2.909</td>
<td>.092</td>
<td>-.305</td>
<td>.761</td>
</tr>
<tr>
<td>If I see an ad for a company on YouTube I like them more.</td>
<td>.053</td>
<td>.819</td>
<td>1.054</td>
<td>.295</td>
</tr>
<tr>
<td>If I see an Ad for a company I like on YouTube I don’t like that company as much as I did before</td>
<td>1.134</td>
<td>.290</td>
<td>2.466</td>
<td>.016</td>
</tr>
</tbody>
</table>
Looking at the statistical output from the T-test in Figure 1.3 we can see that the Sig. for all questions falls higher than 0.05, proving that there is no statistical variance between the two locations. Further proving the result of the sig. 2 tailed tests where all the results are larger than 0.05 which proves there is not statistical difference between Sweden and Canada when it comes to Consumer Attention.

5.2.2 Purchase Intentions
Continuing and looking at the construct concerning Purchase Intentions the comparison of means was created below in Figure 2.3

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I see an ad for a product or service I have positive intentions to buy the product when I go to the Store</td>
<td>1,883</td>
<td>,173</td>
<td>1,694</td>
<td>,094</td>
</tr>
<tr>
<td>When I see an ad for a product or service I have negative intentions to buy the product when I go to the Store</td>
<td>.140</td>
<td>,709</td>
<td>-.412</td>
<td>,681</td>
</tr>
<tr>
<td>When I see an ad on YouTube for a product or service I am more likely to buy that product when I see it in Stores.</td>
<td>,345</td>
<td>.558</td>
<td>.284</td>
<td>,777</td>
</tr>
</tbody>
</table>

When comparing Canada to Sweden the data shows that there aren’t any differences when concerning purchase intentions. This is supported with the Independent Sample T-test seen in Figure 2.3. All questions fell with a significance of over 0.05 showing that the variability of each questions response was not significantly different. As well the 2 tailed test shows that all results were greater than 0.05 meaning that they were statistically the same with no significant differences.

5.2.3 Consumer Attention

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I exit an ad as soon as it pops up</td>
<td>2,820</td>
<td>.097</td>
<td>.707</td>
<td>.481</td>
</tr>
<tr>
<td>I always skip YouTube ads.</td>
<td>,445</td>
<td>,507</td>
<td>-.422</td>
<td>,674</td>
</tr>
<tr>
<td>Even if I like the ad I skip it.</td>
<td>,027</td>
<td>,870</td>
<td>.542</td>
<td>,589</td>
</tr>
<tr>
<td>If I like the ad I stay and watch it.</td>
<td>1,839</td>
<td>,179</td>
<td>-.130</td>
<td>,897</td>
</tr>
<tr>
<td>I have quit watching a video because I had to wait too long to watch an ad</td>
<td>,889</td>
<td>,348</td>
<td>.479</td>
<td>,633</td>
</tr>
</tbody>
</table>
The third construct containing Consumer Attention (Figure 3.3) shows that, according to the Sig. value, there is no variance when comparing Canada to Sweden on any of the questions. As well, the two-tailed test values all sit higher than 0.05 showing that there is no statistical difference between Canada and Sweden when looking at Consumer Attention.

5.2.4 Interruptive Marketing

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I get upset with an ad or pop up</td>
<td>.478</td>
<td>.491</td>
<td>-.764</td>
<td>.447</td>
</tr>
<tr>
<td>I feel that pop up ads are an invasion of my privacy</td>
<td>.011</td>
<td>.917</td>
<td>-.684</td>
<td>.496</td>
</tr>
<tr>
<td>I have left a website because of too many ads</td>
<td>.023</td>
<td>.880</td>
<td>.862</td>
<td>.391</td>
</tr>
<tr>
<td>I prefer ads that don't interrupt what I'm doing</td>
<td>.182</td>
<td>.671</td>
<td>.128</td>
<td>.898</td>
</tr>
</tbody>
</table>

Looking at the Independent samples test (Figure 4.3) we can see that the Sig. value for all 4 questions fall above 0.05 showing that there is no significant variance between the two locations. Looking at the 2 tailed test we can see that again all the responses sit larger than 0.05. This result shows that there is no statistical difference between Canada and Sweden when it comes to the questions concerning Interruptive Marketing.

5.2.5 Brand Recognition

The fifth and final construct to be compared is Brand Recognition which can be seen below in Figure 5.3.

<table>
<thead>
<tr>
<th></th>
<th>F</th>
<th>Sig.</th>
<th>t</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I recognize products I see in stores from the YouTube ads I have seen.</td>
<td>.803</td>
<td>.373</td>
<td>.352</td>
<td>.726</td>
</tr>
<tr>
<td>If I see a brand online I feel more comfortable with buying that company’s product.</td>
<td>.595</td>
<td>.443</td>
<td>-.877</td>
<td>.383</td>
</tr>
<tr>
<td>If I have never seen a certain brand before I am nervous about buying their products.</td>
<td>1.309</td>
<td>.256</td>
<td>.295</td>
<td>.769</td>
</tr>
</tbody>
</table>
Comparing Sweden and Canada in this construct of questions the Independent Sample Test shows that the Sig. value for each question sits higher than 0.05. Similar to the previous constructs this response shows that the questions do not vary by a significant amount. The 2 tailed test also support these findings with all the results being larger than 0.05. This means that when comparing Sweden to Canada in Brand Recognition there is no statistical difference between them.

5.3 Brand Attitude influencing Purchase Intentions

One of the main focuses of this study was to see if the brand attitudes transferred into purchase intentions of the products advertisements by YouTube advertisements. Looking at the mean values that were collected it can be difficult to see this information. For this reason the author used an ANOVA test to see how these two constructs influence each other. The ANOVA test that was conducted can be seen below in Figure 6.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>16.025</td>
<td>1</td>
<td>16.025</td>
<td>41.113</td>
<td>.000¹</td>
</tr>
<tr>
<td>1</td>
<td>43.655</td>
<td>112</td>
<td>.390</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>59.680</td>
<td>113</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI_SUM
b. Predictors: (Constant), Att_SUM

In Figure 6 the result of the Sig. Colum shows a .000¹ this is not to say that this number is zero, if that were the case it would be an impossible significance. But having .000¹ shows that it is a number too small to show, showing that it is very significant. Having a Sig. value that is lower than 0.05 proves that there is a significant effect between Brand Attitude and Purchase Intentions. In this ANOVA table the independent variable was the mean of all the Brand Attitude questions, while the dependent variable was the mean of the Purchase intentions questions. The significant value between these two constructs shows that the brand attitude of this group of respondents affects their purchase intentions. This result helps to show how the brand attitude formed by consumers affects the future purchase intentions. If the advertisements are creating negative emotions they are in turn creating negative purchase intentions.
6 Conclusions and Implications
This final chapter will cover the results of the data and how they apply to the theories that were previously mentioned; the resulting data will then be summarized and reviewed. Theoretical and Managerial implications will then be discussed and explained as to how the resulting data affects advertisers. The limitations to the study will be discussed and the paper will finish with future research opportunities.

6.1 Discussion
When looking at attitudes towards an advertisement, one must realize that an advertisement does not describe the company as a whole but is being used to endorse a product or a service that the company is offering. As Smith (2011, p490) says “Digital marketing is the practice of promoting products and services using digital distribution channels”. YouTube is used as a way for many companies to advertise new products or services. With over a billion views a month (YouTube, 2014) many people will see the ad. The major problem with this method is that YouTube is known for using Interruptive marketing. Interruptive marketing is seen as a potentially invasive form of advertising. Acquisti (2011) has mentioned that the advertising systems that interfere with the consumers’ individual task may lead to negative brand attitude. In his own research Acquisti found that when a consumer was interrupted that their purchase intentions dropped by up to 30% for the advertisement that was shown. Many of the ads on YouTube are set to be 5 second pop up ads that are shown before a video.

This type of interruptive marketing is not appreciated by generation Y; this is supported by the data found concerning Interruptive marketing. The questions that were asked to generation Y were “I get upset when interrupted”, “I prefer ads that do not interrupt me” and “I have left a site because there were too many ads”. The means of these questions over all respondents was 3.83, 4.51 and 3.91 respectively (Figure 4.2). In the case of these three questions there are very high results to support that Generation Y does not enjoy these interruptive ads. The numbers collected show that they are very close to agreeing with each statement and in the case of the question “I prefer ads that do not interrupt me” there is an even higher agreement with the mean of 4.5 pushing up towards the strongly agree response.
The data concerning Consumer Attention shows that out of 119 people the mean of 4.5, falling in between agree and strongly agree was collected for the question “When the video ad shows up I always skip this ad”. This response shows that even if the ad is shown multiple times on YouTube that it will, in many cases, only been watched for the first 5 seconds before it is skipped. Maria (2006) has said that the major difference between traditional media delivery and the now online delivery method is that the duration and speed of the ad are now controlled by the consumer. The 5 second ads on YouTube are shown usually at the beginning of each video. The question that was asked was “Do you skip an ad as soon as soon as possible” this was answered with a mean of 4.39. This response is sitting high on the scale and helps to prove that this form of advertising is becoming inefficient as the whole ad is not being seen and the message of the advertisement is not being delivered.

Looking at this interaction one can see how the scenario must play out. YouTube interrupts a consumer with an ad which then upsets the consumer because they are being interrupted from their current task. The ad is then skipped or clicked through as soon as possible. Skipping the ad stops the advertiser getting their full message across, and then this process has to be repeated on most of the videos a consumer wants to watch. The data has also shown that even when the consumer is interested in the ad they will skip it. The question “Even if I like the ad I skip it” which fell at a mean of 3.95 close to agree.

So whether the consumer likes or dislikes the ad has only a slight difference, it is still interrupting the consumer and causes the consumer to be upset. Creating positive emotions in advertising is found to be a very powerful way of keeping consumers attention (Teixeira et al., 2012). So if creating a positive emotion is a powerful way of keeping attention then the opposite must be true as well. Cotte (2011) has said that negative emotions from consumers risk promoting consumers to ignore the ad or even dislike a product. So once an ad has interrupted a consumer it has created a negative emotion which has then caused the consumer to lose attention and interest in the advertisement, thus creating a negative effect for the advertisement.

The negative impact of being interrupted seems, according to the data, to not transfer any further than that initial point. The results of the questions concerned with brand attitude in Figure 1.2 show that the respondents seem to disagree or fall neutral with both positive and negative based questions. The attitudes of generation Y seem to not
transfer from the ad that is shown to the company that provided it. This interesting result could be explained by also looking at the questions concerning Brand recognition (Figure 5.2) where again a similar outcome occurred. All the questions concerned with brand recognition are negative or close to neutral.

In both Brand Attitude and Brand Recognition it seems that generation Y does not really know how they feel about these constructs. An explanation for this the author believes is that from the moment the ad is introduced to the consumer it is on a negative path. This negative interaction causes the consumer to lose interest and then after the 5 mandatory seconds of watching the ad, it is skipped. So along with the lack of attention from the consumer the ad is only shown for 5 seconds and in those 5 seconds there is no mention of the product or the brand that the consumer can attach an emotion or attitude towards. There are very few advertisements on YouTube that use these 5 seconds to show even their logo or product. The lack of interest and the brief moment of exposure to the consumer could be the reason that there are no feelings of attitude or recognition towards the ads. Consumers do not have enough time to form them.

Another reason for the results of brand attitude and recognition could be due to the fact that generation Y are very tech savvy (Reisenwitz and Iyer, 2009). It could be that this reason is why they don’t transfer their attitudes towards advertisements onto the companies that provide them. Instead Generation Y understands that an advertisement does not represent a company as a whole. This understanding becomes especially apparent when looking at the differences between Canadian and Swedish responses. Looking at the comparison of the means for the two countries across the five different constructs there are almost no differences. When looking at the comparison of Inturruptive Marketing (Figure 4.3) and Consumer Attention (Figure 3.3) both results show that there is no statistical difference when comparing Sweden and Canada. So this tech savvy understanding is apparent across both of these countries.

When concerning Brand Attitude (Figure 1.3), there were slight differences in the mean results of certain questions when comparing Sweden to Canada. But the two tailed T-Test still showed that there was no statistical difference in the two locations when concerning Brand Attitude. The same result was achieved for the final two constructs concerning Purchase Intentions (Figure 2.3) and Brand Recognition (Figure 5.3) both
constructs show that there is not statistical difference between the two. Seeing that there is statistically no difference between the two countries helps to confirm the results of this study as the data can be seen as a whole set instead of being divided by country.

The most practical point and focus of the study is to look into the effects of brand attitude on purchase intentions. By taking the two means of the questions concerning brand attitude and purchase intentions we were able to test using an ANOVA test seen in Figure 6. The result of this test gave a significance output lower that 0.05 meaning that the relationship between these two is significant. This is a supporting result to the study as reviewed literature suggests otherwise. Reviewed literature has stated attitudes may not develop and translate into behavioral intention particularly in the case of incomplete information. This can be because the individuals are unable to develop informative enough attitudes that will become relevant guide to purchase intentions in question (Yüksel, Bilim and Yüksel, 2014). This is very apparent in the YouTube advertising since the advertisements in many cases are not seen to a full extent, as we have stated earlier. This ANOVA test also helps to support and prove the conceptual framework that was put forth in Chapter 3 of this study.

Figure 1 Conceptual Framework Brand Attitude affecting Purchase Intentions

Seeing that brand attitudes do, in fact, affect purchase intentions and it can be fair to say that the brand attitudes formed by the consumers on YouTube advertisements are at the very best, neutral to negative attitudes. According to the ANOVA test the significance between brand attitudes and purchase intentions means that the purchase intentions formed must also be neutral or negative.

In summary YouTube advertisements interrupt consumers which cause negative reactions such as lack of attention and negative brand attitude. This feelings transfer into brand recognition and purchase intentions as consumers either don’t remember the brand that was shown because it was shown too briefly or, the purchase intentions are negative according to the relationship between brand attitude and purchase intentions. This is the same for both Sweden and Canada when looking at Generation Y according
to the Comparison of means there is statistically no difference when looking at the two data sets.

6.2 Theoretical and Managerial implications
The data from this study along with the support from multiple articles and information sources have come together to show how YouTube advertisements do not work to create positive brand attitudes or purchase intentions. What YouTube does instead, is push the consumer away and cause a lack of interest. The facts that the YouTube ads interrupt the consumer while in the process of a task start the interaction off on a negative tone.

Looking at this process from an advertising sense this hurts the ad in multiple ways. First being that the ad is not fully seen by the consumer, the message trying to be put across is not seen in its full effect. Secondly, in a sea of other advertisements, when an ad is only seen for 5 seconds there really is no difference from one ad to another. The consumer’s attention is lost and is only trying to get back to the task they were pervious doing. The only positive that comes from the ad being on YouTube is that it is being seen multiple times. This fact only really affects consumers who watch YouTube at a higher rate. Other consumers who only view YouTube on a casual basis will, in most cases, only see an ad once or twice. So the chance from brand recognition to activate may trigger on a smaller portion of consumers if at all.

Brand recognition, in the case of YouTube is not a common occurrence for the reason that consumers are able to skip the ad 5 seconds in. Many advertisements do not even list the name of the company or the product within the first 5 seconds of the ad. If the consumer does not see the name of the company or the product how then are they able to create brand recognition?

The main problems with YouTube advertisements is that they are not seen for a long enough time, as well they are not presented to a consumer in a positive way.

In the current market there are little too no ads that realize that they only have this 5 second window of viewing. What YouTube could do is instead of showing an ad on every video, make a must watch ad on 1 in 4 videos. This way the full ad is watched and
the consumer is only interrupted once instead of 4 separate times with 5 seconds. If it was an ad of 20 seconds that could not be skipped the message and company could be put across and the chance for the consumer to form attitudes, recognition and purchase intentions would increase.

6.3 Limitations
The author of this study focused solely on generation Y. It was helpful that the respondents all fell into the age gap and were able to be looked at as a whole data set. In one area of the study the division between locations was created. The three locations were Canada, Sweden, and Other. Other contains mostly European countries and the USA. The reason for the division was that the author had availability to many people from both Canada and Sweden but there were a few other respondents that filled out the survey.

One thing that was not looked into was the financial aspects of YouTube advertisements not only for YouTube but also for the advertisers that put their ads on YouTube. This was done out of the lack of information accessible to the author when writing this paper. As well the focus of the paper was more on the consumer side of the YouTube advertisements not the financial side for the advertisers.

6.4 Future research
During the writing of the report the author noticed a change in the YouTube advertisements. While many ads are still shown at the beginning of the videos on YouTube, YouTube has started placing ads in the middle and at the end of videos. Future Research could go into the idea of these newly placed ads and if they are more effective in gaining attention of consumers. Another area to look into is the fact that there are no advertisers that are using the 5 seconds of must watch video to advertise. If advertisers could get their product and company mentioned in the first 5 seconds there may be a change in attitudes. As well the author would like to someday dive deeper into this topic and find out more on individual European countries to see if there are any differences in these regions compared to the data found in this report. The fact that YouTube is a growing video community makes it a great area for research as it is always increasing in size and always changing.
References

Books


Online Resources


**Journal Articles**


Brown, S. Pamela, M, and Jeffrey I (1998), A meta-analysis of relationships Between ad-evoked Feelings and Advertising Responses, *Journal of marketing research, 35 (1), 114-126*


Appendices

Appendix A Questions Used for Survey

1. Where are you from?
   Canada
   Sweden
   Other

2. Gender
   Male
   Female

3. How old are you
   <20
   21-30
   31-40
   40+

4. How many hours a day do you use your computer?
   1-3
   4-6
   7-9
   10+

5. How many times do you watch videos on YouTube in a week?
   <5
   5-10
   10-15
   15+

6. I get upset when I’m interrupted by an ad or pop-up
   Strongly Disagree - Strongly Agree

7. I exit an ad as soon as it pops up
   Strongly Disagree - Strongly Agree
8. I feel that Pop-up ads are an invasion of my personal privacy
   Strongly Disagree - Strongly Agree

9. I have left a website because it had too many ads
   Strongly Disagree - Strongly Agree

10. I prefer ads that don’t interrupt what I’m doing.
    Strongly Disagree - Strongly Agree

**YouTube**

There are advertisements on YouTube videos that usually require you to watch 5 seconds of an ad before you can skip the ad and watch the video you wanted to watch.

11. I always skip this ad
    Strongly Disagree - Strongly Agree

12. Even If I like the ad I skip it
    Strongly Disagree - Strongly Agree

13. If I like the ad I stay and watch the ad
    Strongly Disagree - Strongly Agree

14. I have quit watching a video because I had to wait too long watching an ad
    Strongly Disagree - Strongly Agree

15. When I see an ad for a product or service I have positive intentions to buy the product when I go to the store
    Strongly Disagree - Strongly Agree

16. When I see an ad for a product or service I have Negative intentions to buy the product when I go to the store
    Strongly Disagree - Strongly Agree
17. After I see a YouTube ad I have negative feelings towards that brand or company that the ad was about?
Strongly Disagree - Strongly Agree

18. After I see a YouTube ad I have positive feelings towards that brand or company that the ad was about?
Strongly Disagree - Strongly Agree

19. If I see an ad for a company on YouTube I like them more
Strongly Disagree - Strongly Agree

20. If I see an Ad for a company I like on YouTube, I don’t like that company as much as I did before
Strongly Disagree - Strongly Agree

21. When I see an ad on YouTube for a product or service I am more likely to buy that product when I see it in stores
Strongly Disagree - Strongly Agree

22. I recognize products I see in stores from the YouTube ads I have seen.
Strongly Disagree - Strongly Agree

23. If I see a brand online I feel more comfortable with buying that companies product.
Strongly Disagree - Strongly Agree

24. If I have never seen a certain brand before I am nervous about buying their products.
Strongly Disagree - Strongly Agree