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A Study on Consumer Trust on YouTube Advertisement

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ABSTRACT: This study examines consumer trust in online advertising on YouTube, focusing on how factors such as ad relevance, frequency, and intrusiveness influence user attitudes and behavior. Primary data was collected from 80 respondents through a structured questionnaire that included Likert-scale items related to ad-skipping, trust, and user engagement. The results revealed that most respondents frequently skip YouTube ads, primarily due to perceptions of irrelevance and interruption. While some users reported that ads influenced their brand perception and purchasing decisions, overall trust in YouTube advertisements was moderate. Only 37.5% agreed they trusted YouTube ads more than ads on other platforms. Correlation analysis showed no significant relationship between gender and ad-skipping behavior, suggesting that ad avoidance is common across demographics. However, One-Way ANOVA revealed a significant difference in trust levels based on how frequently users see ads—those who see ads more often were more likely to trust them. No significant difference in trust was found across age groups.

KEYWORDS: Online advertising, user attitudes, trust, and engagement.

I. INTRODUCTION

YouTube was Launched in 2005 and acquired by Google in 2006; YouTube has become the world's largest video-sharing site and the second most popular website in the world. With more than 2 billion logged-in monthly users, YouTube enables anyone to upload, share, watch, and engage with video content on nearly any topic one can imagine—everything from entertainment and education to news and product reviews.

In the modern digital marketplace, trust among consumers has become a key to effective marketing and brand-customer relations. Trust goes beyond how consumers think about brands, and how they interact with marketing communications, make buying decisions, and build long-term brand loyalty. As more static advertising media are replaced by newer, more interactive platforms such as YouTube, the more essential—yet more complicated—role of trust is played. Customer trust regarding online advertising is determined by several factors, such as message credibility, source reliability, transparency, and perceived advertiser intentions. On sites like YouTube, where ads are often interwoven within or pre-roll for user-chosen content, consumers can become suspicious of ad intent, honesty, or relevance. Skepticism towards ads can result in ad avoidance behaviors, including ignoring ads, ad blocking, or skipping sponsored content altogether.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

➤ To investigate the determinants of consumer trust in online advertising on YouTube and evaluate the impact of trust on users' attitudes and behaviors.

SECONDARY OBJECTIVES

➤ To study the extent of consumer trust in YouTube ads.

➤ To determine salient factors affecting trust in YouTube advertising.

➤ To evaluate the role played by ad intrusiveness and frequency in affecting consumer trust.



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SCOPE OF THE STUDY:

This research concerns comprehending and assessing the different aspects of consumer trust in online video advertisements on YouTube, which is among the most popular video-sharing sites around the world. Given the growing use of digital advertisements in daily video content, particularly on websites like YouTube, comprehending consumer belief and trust in such advertisement media has become critical for advertisers, marketers, content producers, and platform regulators.

NEED FOR THE STUDY:

The digital revolution has revolutionized the way businesses interact with consumers, with online advertising coming to the forefront as a core tenet of contemporary marketing operations. Of the various platforms at its disposal, YouTube stands out as one of the most effective instruments for digital advertisers because of its colossal user base, worldwide reach, and versatile features for sharing content. With video viewing becoming a standard of day-to-day digital activity, advertisers are finding themselves more and more attracted to YouTube to reach targeted, multimedia-heavy ads. While the site enjoys extensive reach and popularity, increasingly, concern has been raised about consumer trust in commercials shown on YouTube.

II. REVIEW OF LITERATURE

A number of academics have researched the nature of consumer trust within online settings. **Gefen et al. (2003)** define trust in e-commerce as a belief by a user in the competence, reliability, and integrity of a system or supplier. In Internet advertising, this means how trustworthy and not deceptive the consumer feels the advertisement and its origin to be. As **Bart et al. (2005)** have stated, trust plays an important role in mitigating perceived risk in Internet environments lacking physical contact. This is especially pertinent to websites like YouTube, where advertising is integrated within Internet content and is not always labeled distinctly from the website itself.

Dehghani et al. (2016) With regard to YouTube as an advertising platform, its distinct format presents opportunities as well as challenges for building trust. Unlike other forms of advertising media, YouTube provides both professional and consumer-generated content, which makes a difference in the impression of viewers toward the advertisements being shown. established that the effectiveness of advertising on YouTube relies significantly on the entertainment, informativeness, credibility, and irritation variables.

Eisenbeiss (2015), A determinant factor in trust in YouTube advertising is relevance of the ad. Targeted ads aim to complement user interests based on viewing history and online activity. Following Bleier and personalization has a remarkable positive effect on consumer trust through enhancing the message's perceived relevance.

Tucker (2014) issues a caution, though, that over-personalization risks engendering privacy issues, particularly if users perceive their information being used inappropriately without permission. This irony marks the complexity of finding a balance between personalization and responsible advertising practices.

Moore & Rodgers (2005) Another important dimension researched in the literature is perceived as intrusiveness.

Li, Edwards, and Lee (2002) have conceptualized ad intrusiveness as the extent to which an ad interferes with the user's media consumption experience. YouTube's non-skippable ads, mid-roll breaks, and endless pop-ups have been commonly referred to as intrusive by users. The intrusiveness perceived has been found to have a negative impact on user satisfaction and trust.

Research Methodology:

The primary and the secondary data are used in the data collection required for the study. The data is collected by interview method to obtain information from the officers and workers. The questionnaire is filled by the respondents for the research. Secondary data is collected from the available books, articles and websites.



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III. TOOLS FOR ANALYSIS

SPSS

SPSS is software for editing and analyzing data. These data may come from basically any imaginable source: a customer database, scientific research, or even the server log files of a website. SPSS can open all file formats that are commonly used for structured data such as Excel, plain text files and relational (SQL) databases.

PERCENTAGE ANALYSIS

Percentage Analysis is done for the purpose of finding the percentage rate of the respondents with the total number of respondents. It is used for making comparison between two or more available data.

ONE WAY ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any significant differences between the means of the three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test.

CORRELATION

The concept of correlation is one of the methods of studying the relationship between two variables. In statistical analysis, we come across the study of two variables wherein the change in the value of one variable produces a change in the value of another variable. It helps to identify whether both the variable are positively or negatively correlated.

Statistical analysis:

ONE WAY ANOVA: To find the difference between age group and trust score of the respondents.

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant difference in the level of trust in YouTube advertisements among different age groups.

Alternative Hypothesis (H₁)

There is a significant difference in the level of trust in YouTube advertisements among at least one of the age groups.

SHOWING ONE WAY ANOVA BETWEEN AGE GROUP AND TRUST SCORE

	Sum of the square	df	Mean square	F	Sig.
Between Groups	4.25	3	1.42	2.11	0.108
Within Groups	50.47	76	0.66		
Total	54.72	79			

INFERENCE:

Since the computed value (0.108) is more than level of significance (0.05), the null hypothesis is accepted. Therefore, there is no significant difference between the age group and trust score.

CORRELATION

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant correlation between gender and ad-skipping behavior on YouTube.

Alternative Hypothesis (H₁)

There is a significant correlation between gender and ad-skipping behavior on YouTube.



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TABLE SHOWING CORRELATION BETWEEN GENDER AND SKIPPING ADS IN YOUTUBE

VARIABLES	Gender	SkipAds
Gender	1.000	0.087
SkipAds	0.087	1.000
Sig. (2-tailed)		0.442

INFERENCE:

There was no statistically significant correlation between gender and ad-skipping behavior, $p(80) = 0.087$, $p = 0.442$. This suggests that gender is not a strong predictor of whether a person is likely to skip ads on YouTube.

SUGGESTIONS:

Based on the results of this study, a number of important recommendations can be made in order to make YouTube ads more effective and build consumer trust and engagement:

1. Enhance Ad Relevance with Enhanced Targeting

Most respondents said that YouTube ads were not consistently relevant to their interests. To make ads more trustworthy and cut down on ad-skipping behavior, advertisers must:

- Employ sophisticated algorithms to provide contextually targeted and interest-based ads.
- Refrain from excessive personalization, which can evoke privacy issues among users.

2. Reduce Ad Intrusiveness

Most respondents believed that ads intrude on their viewing time and impact their trust in a negative way. YouTube and advertisers must:

- Restrict the deployment of mid-roll or non-skippable ads, particularly on brief videos.
- Choose less intrusive formats such as banner ads or end-screen ads.

3. Increase Transparency and Disclosure

Trust can be lost when users feel deceived or are not aware that content is sponsored. To counter this:

- Label all sponsored content and advertisements clearly.
- Influencers and content creators should be encouraged to reveal brand partnerships openly.

4. Engage with Value-Driven and Innovative Content

➤ As most users avoid ads unless they are engaging, advertisers should:

- Emphasize developing creative, engaging, or informative ads.
- Utilize storytelling, humour, or emotive appeal to engage viewers.

5. Tap into Trusted Influencers

Research indicates that YouTube ads have a direct impact on brand perception. Advertisers should:

- Work with influencers whose values match the brand and enjoy audience trust.
- Make sure influencer endorsements are authentic and credible, not too scripted or sales-focused.

6. Segment Advertising by Demographics

As trust and engagement could vary with age and educational level:

- Tailor advertisements according to demographic profiles, e.g., address young adults with motion graphics and professionals with value-oriented messages.

IV. CONCLUSION



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The current research sought to investigate consumer trust of online promotion on YouTube, with emphasis on user behavior, attitudes, and perceptions of different advertising formats and initiatives. Using a structured questionnaire and 80 respondents, analysis yielded key insights into consumer interactions with YouTube commercials and determinants of their trust. The results indicate that even though YouTube continues to be the leading platform for online content and advertisement, users also have a strong inclination to skip advertisements, mainly because of perceived irrelevance and intrusiveness. Even though some of the respondents identified buying products or building trust in brands through YouTube commercials, overall sentiment was for moderate levels of trust, with most holding apprehensions regarding the disruption and frequency of ads. One-way ANOVA did not find age groups to significantly differ in terms of trust, but did find the frequency of viewing ads to have a significant impact on trust, implying that excessive viewings would either enhance familiarity or annoyance based on user perception. In summary, YouTube advertising has great potential to influence, but its success is highly related to the viewer's trust and experience. Advertisers need to meet commercial objectives with user enjoyment so that trust is not sacrificed in the quest for visibility.

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