



## To Study the Effectiveness of Youtube and TV Advertisements on Consumer Purchasing Intention of Mobile Product in Ahmedabad

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### ABSTRACT

HR Solutions LLP, a reputable Ahmedabad-based HR consulting firm, is provided in this report. The study's objectives are to examine the range of services offered, the technology employed, and the effectiveness of these services in enhancing organizational performance. Using a mixed-methods approach, this study integrates qualitative data from semi-structured interviews with key stakeholders with quantitative data from structured customer surveys. Research indicates that Head Quest HR Solutions LLP employs several strategies that are tailored to meet the unique requirements of its customers. These methods improve organizational development, talent management, and employee engagement despite obstacles like assessing long-term effects and integrating advice with customer culture

## INTRODUCTION

Advertising platforms and strategies have changed a lot in recent years. In the past, television was the main way to advertise (Vidani, 2015). Nowadays Access to the Internet has increased and the use of smartphones also Increased, online platforms like YouTube have become very famous platforms for Advertising (Vidani & Solanki, 2015). The popularity of online advertisement shows how people connect with brands, making digital ads and more creative customization (Vidani, 2015). Since the early 21st century, Digital ads have replaced traditional ads in mass media. India is one of the popular country in which peoples uses the Internet for their shopping and many more works (Vidani, 2015). Despite online advertising, there is limited research analyzing how it affect people's buying decisions, especially on Youtube & TV (Vidani, 2015). This study look at how YouTube & TV ads affect peoples when buying mobile product in Ahmedabad, a large city in India. Ahmedabad has different kinds of peoples with different backgrounds making it a better place for this research (Vidani, 2015). By understanding the effect of this two kind of advertising mediums, this study aims to provide help to improve their marketing strategies in India (Solanki & Vidani, 2016).

### **Background of Youtube Advertising:**

Over the past 10 years, YouTube has become very popular for both entertainment and Advertising (Modi, Harkani, Radadiya, & Vidani, 2016). YouTube's ability to reach a large number of people, with its interactive and visual style, makes it a great tool for advertisers (Vidani, 2016). With over 2 billion monthly users, YouTube helps brand shows personalized ads to specific audiences, making it useful for influencing buying decisions (Sukhanandi, Tank, & Vidani, 2018). Research by Ann Tresa Sebastian, Bhagya Lal, J. Anupama, and others in 2021 studied how YouTube ads affect people's buying choices. They used interviews and talked to 50 people (23 men and 27 women) who watched YouTube for at least 30 minutes daily. The study showed that people had mixed opinions about YouTube ads. Some liked that the ads were relevant and personalized, but others found them annoying because of how often or long they were. The research found four main opinions among viewers:

1. Relevance of Advertisement: People liked ads that were personalized, relevant to future purchases, or offered free trials.
2. Disinterest: Some ads were boring, especially those without personal stories or engaging content.
3. Subjective Distress: Viewers disliked ads that were too long, repeated too much, or placed in annoying spots.
4. Information and Entertainment: People liked creative ads, introduced new products, or were fun to watch.

### **Effectiveness of Youtube Advertising:**

The increasing use of YouTube ads by companies has made people wonder how well they encourage purchases. A study by Dhiyaa Nadhifa Aziza and R. Astuti (2019) looked at what makes YouTube ads effective. They found that entertainment, informativeness, customization, and irritation are important factors. The study showed that entertaining and informative ads made people value YouTube ads more. Customization and irritation didn't have much effect.

The research also showed that when people value YouTube ads, they are more likely to buy the products. Entertaining and Informative ads helped people remember brands and Influenced their buying choices. This suggests that advertisers should focus on making ads engaging and informative to attract Youtube user's attention.

### **Television Advertising and Consumer Behavior:**

While online platforms like YouTube are becoming more popular, TV is still a traditional and strong advertising method(Singh, Vidani, & Nagoria, 2016). In a country like India, TV is still widely watched, both in cities and rural areas. Even though online media is growing, TV still reaches many homes in India(Mala, Vidani, & Solanki, 2016). TV ads have been used for a long time to make people aware of brands, generate interest, and influence buying decisions(Dhere, Vidani, & Solanki, 2016). How people react to TV ads has changed over time. Unlike online ads that can be targeted and personalized, TV ads are shown to a wide audience and focus on appealing to many people(Singh & Vidani, 2016). A study by J. Martins, Catarina Costa, Tiago Oliveria, and others (2019) looked at how ads affect people's decisions to buy smartphones. They studied 303 people in Portugal and found that factors like the value of the ads, the experience of watching it, the quality of web design, and brand awareness influenced whether people would buy. The study showed that high-quality ads with strong brand recognition can make people more likely to buy. These findings are also important for TV ads, where good visuals and clear brand messages are key to convincing consumers.

## **LITERATURE REVIEW**

Advertising has always been important for businesses in connecting with customers and affecting their purchasing decisions(Vidani, 2016). As technology has advanced, advertising has moved from traditional ways to digital ways(Bhatt, Patel, & Vidani, 2017). Both TV and YouTube ads have their features that can influence how people behave(Niyati & Vidani, 2016). This literature Review looks at existing studies on how TV and YouTube ads impact people's decision to buy mobile products(Pradhan, Tshogay, & Vidani, 2016).

### **The Evolution of Advertising:**

Advertising has changed many things in the last few decades. Traditional mass media like TV used to be the main way companies advertised, using its broad reach and visual representation to influence people's buying choices(Vidani & Plaha, 2016). But by rise of the internet and digital platforms has changed advertising, allowing companies to reach consumers more accurate choices. According to Songnain Zhao (2021), Digital advertising is now an important tool for brands, offering a level of engagement as compared to the traditional way(Solanki & Vidani, 2016). The use of Mobile devices and better internet access have also played a vital role in changing advertising trends(Vidani, 2016).Online advertising, especially YouTube helps companies to reach worldwide audiences at a lower cost compared to TV ads(Vidani, Chack, & Rathod, 2017). On the other hand, TV still remains the main source of entertainment and information in India(Vidani, 2018).

### **Consumer Purchase Intentions and Advertising:**

Consumer purchase Intention refers to the change that a consumer will buy a product or service based on their Attitude, preferences, and behaviors(Biharani & Vidani, 2018). Purchase intention is an important part of business because it is directly linked to sales and profits(Vidani, 2018). Many factors affect purchase intention, such as product quality, price, and marketing efforts like Advertising. As J. Martin, Catarina Costa, and Tiago Oliveria (2019) pointed out, advertising helps to build awareness of brands, explain the benefits, and influence consumer decisions. When it comes to mobile products, Advertising shows features such as functionality, design, and price all vital factors in consumer's decision-making processes.

#### 1. Youtube Advertising and its Impact on Purchase Intensions.

**Growth of Youtube as an Advertising Platform:** Youtube is now one of the most famous platforms for both entertainment and advertising. With more than two million users, it gives brands to reach large Audience. According to Ann Tresa Sebastian, Bhagya Lal, and J. Anupama (2021), YouTube ads are becoming more popular because they can focus on specific groups of people based on their Age, preferences, and habits. Unlike TV ads, which target a wide audience, YouTube ads can reach specific groups, making them more successful in influencing people's buying decisions.

**Factors Influencing the Effectiveness of Youtube Advertising:** Several things affect how well YouTube ads work in getting people to buy things. Dhiya Aldhiria, Aziza, and R. Astuti (2019) found four important factors: entertainment, information, customization, and irritation. Their study showed that fun and Informative ads make people more likely to buy. On the other hand, ads that are too customized or annoying can make people less interested in buying. Aziza and Astuti (2019) also pointed out that brand awareness plays a big role. They found that fun and informative ads helped people feel more connected to the brands, which increased their chances of buying(Odedra, Rabadiya, & Vidani, 2018). But ads that were too customized or irritating didn't have much effect on how valuable the ads were(Vasveliia & Vidani, 2019).

**Viewers Perceptions of Youtube Ads:** Viewers Perceptions of You tube ads plays an important role in showing their effectiveness. As Sebastian, Lal, and Anupama(2021) noted in their study YouTube viewers have both positive and negative opinions about the ads on the platform. Some viewers value the personalization and relevance of the ads particularly those they have the intention to buy in the future. For example, ads for mobile products show the specific features that viewers are interested in buying and show positive reactions. However, many YouTube viewers get annoyed by the length of ads, especially when they interrupt videos(Sachaniya, Vora, & Vidani, 2019). In a study, Sebastian and his team found that people feel bored by ads, especially if they are shown in bad places. These negative feelings can make Youtube ads less effective in influencing people's choices.

**Short-Form Video Advertising on Youtube:** Short-form video ads on Youtube have become more popular for marketing. Dou and Zhang (2023) studied how short video ads affect consumer behavior, especially for mobile products. They found that short videos are very effective in grabbing attention and leaving a lasting impression. Dou and Zhang (2023) also said that repeating short ads helps remind people of the brand and makes them more likely to buy. In the mobile industry where people look at different offers before buying, short video ads works well to attract people's attention and influence their decision to purchase.

2. Television Advertising and its Influences on Purchase Intension

**The Role of TV Advertising in Consumer Behavior:** Even with the rise of digital advertising, Television is still a powerful way to reach many people. J. Martins, Catarina Costa, and Tiago Oliveria (2019) found that television advertising is very effective at building brand awareness and trust with consumers, which influences their decision to buy. Television ads reach a wide audience, especially in countries like India, where a large number of the population watches TV. Unlike YouTube, where people can skip ads, TV ads are usually watched by entire households making them to shared experience(Vidani, 2019). Their collective viewing experience creates an impact on purchase intention(Vidani, Jacob, & Patel, 2019).

**Factors Affecting the Effectiveness of TV Advertising:** The effectiveness of TV ads depends on factors like how long the ads are, when it's shown, and how creative the message is. As Martins et al.( 2019), TV ads that look good and are easy to remember have a bigger impact on people. For mobile products, ads that highlight the product's features, how it works, and its price can greatly affect how people see the products and whether they want to buy them. Another important factor is place and time in the advertisement(Vidani J. N., 2016). Ads that are shown on popular shows or events are seen by more people and get more attention. For example, mobile ads shown during sports events or prime-time TV shows reach bigger audiences and enhance more interest(Vidani & Singh, 2017).

**Challenges of Television Advertising:** Television ads reach a lot of people, but they have some problems. One big issue is that TV ads can't target specific groups like ads on platforms like YouTube(Vidani & Pathak, 2016). YouTube lets advertisers aim at certain types of people based on their behavior and likes, but TV ads are shown to everyone, making it hard to send personalized messages(Pathak & Vidani, 2016). Another challenge is that TV ads are expensive. Making and showing a TV ad, especially during popular times, can cost a lot(Vidani & Plaha, 2017). This makes it hard for small and medium-sized businesses to afford TV ads, which limits how many people they can reach(Vidani J. N., 2020).

3. Comparing Youtube and TV Advertising

YouTube and TV each have their strengths and challenges for advertising. YouTube lets brands target specific groups of people with personalized ads(Vidani J. N., 2018). YouTube ads are also interactive, allowing consumers to click to learn more or even buy products directly(Vidani &

Dholakia, 2020). However, some people find YouTube ads annoying, especially when they interrupt videos or keep repeating them. On the other hand, TV ads can reach broadly lots of people at once, which is great for brands that want to quickly reach a big audience(Vidani, Meghrajani, & Siddarth, 2023). TV ads are not skippable so viewers see the whole message. But TV ads can't target specific people, and they're expensive, which can be a problem for businesses with smaller budgets(Rathod, Meghrajani, & Vidani, 2022).

4. The Influence of Contextual Advertising:

Contextual advertising, which shows ads based on a person's location, preferences, and behavior, has become more popular on digital platforms. Songnian Zhao (2021) how these ads affect whether people want to buy and found that things like how the ad interacts with the user and how accurate the content is are more important for shaping consumer attitudes. This type of advertising helps brands show very relevant ads to people which makes it more likely they'll engage with the ad or make a purchase. For example, a consumer looking for a mobile product might see ads for nearby stores or special deals, making the ads more useful and increasing the chances they'll buy something. While TV ads can't be customized this way, using contextual advertising on platforms like YouTube can make mobile product ads much more effective(Vidani & Das, 2021).

5. Implications for Mobile Product Advertising:

With more people using mobile devices and just digital platforms, advertisers need to adjust their strategies to reach consumers effectively(Vidani J. N., 2022). This literature review shows that YouTube and TV have different strengths that can affect whether people decide to buy something(Saxena & Vidani, 2023). For mobile product advertisers, the key is to balance the broad reach of TV with the targeted engagement offered by YouTube. TV can help build brand awareness on a large scale, while YouTube allows advertisers to deliver personalized messages to specific groups(Vidani, Das, Meghrajani, & Singh, 2023). By combining the power of both platforms, advertisers can create campaigns that engage customers and encourage them to buy(Vidani, Das, Meghrajani, & Chaudasi, 2023). The effectiveness of ads on YouTube and TV depends on things like how relevant, creative, and well-placed the ads are(Bansal, Pophalkar, & Vidani, 2023). YouTube offers targeted and interactive ads that can connect with people personally, while TV helps brands reach a lot of people and build awareness (Chaudhary, Patel, & Vidani, 2023). Both have their pros and cons, so advertisers need to think about their goals and who they want to reach when choosing between these platforms(Patel, Chaudhary, & Vidani, 2023). As mobile products continue to dominate the market, understanding how these ads affect buying decisions is crucial for businesses that want to stay competitive(Sharma & Vidani, 2023). This review gives helpful insights into how YouTube and TV ads can influence consumer behavior, especially for mobile product ads(Mahajan & Vidani, 2023). Future studies should keep exploring how digital and traditional

advertising is changing, so marketers can stay informed in this fast-moving industry(Saxena & Vidani, 2023).

## METHODOLOGY

Table 1. Research Methodology

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	172
<b>Survey Area</b>	Ahmedabad
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's compilation

### Demographic Summary

The study analyzed the impact of advertising on You Tube and TV on mobile product purchase in Ahmedabad. Majority respondent is aged 18 to 25 years at 80.7%, small at 26-35 years at 11.1%, while those under 18 years stand at 3.5%. Most participants are male at 68.4%, while female is at 31.6% in education. Those holding a graduate's degree are 39.2%. 25.7% are undergraduates, and 19.3% have qualified higher secondary education, and 15.8% hold a post graduate qualification. In terms of monthly income, more individuals earn less than 20,000 INR (41.5%), followed by smaller groups at 20,000-40,000 INR (21.6%), 40,000-60,000 INR (18.1%), and 9.4% in each 60,000-80,000 INR or more than 80,000 INR The study is representative of young, education, low to middle-income men in Ahmedabad.

### Cronbach Alpha

Table 2 Cronbach Alpha.

Cronbach Alpha Value	No. of items
.817	10

A Cronbach alpha value of 0.817 means good consistency or reliability in how things have been measured. The value of Cronbach's alpha range between 0 and 1. Value above 0.7 are satisfactory while value above 0.8 are impressive. This score means the question of your survey or questionnaire measure the same

idea well and answers are reliable. The strength of this level lies in further analysis, and hence, the study's outcome is more reliable

**RESULTS**

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1.	There is a significant relationship between age and the likelihood of considering purchasing a mobile product after viewing a YouTube ad.	.086	>	H01 accept (Null hypothesis accepted)	.780	Strong
H2	There is a significant relationship between age and the perception that TV advertisements are more persuasive than YouTube ads when deciding to purchase a mobile product.	.780	>	H02 Accepted (Null Hypothesis Accepted)	.359	Weak
H3	There is a significant relationship between age and the perception that TV ads provide more detailed information about mobile products compared to YouTube ads.	.576	>	H03 Accepted (Null Hypothesis Accepted)	.272	Weak
H4	There is a significant relationship between age and the perception that the frequency of YouTube ads is irritating and reduces interest in the advertised mobile product	.228	>	H04 Accepted (Null Hypothesis Accepted)	.066	Weak
H5	There is a significant relationship between age and the trust in mobile product advertisements seen on TV compared to those on YouTube.	.284	>	H05 Accepted (Null Hypothesis Accepted) H02 Accepted (Null Hypothesis Accepted)	.833	Strong

H6	There is a significant relationship between age and the perception that YouTube ads are better at capturing attention than TV ads.	.404	>	H06 Accepted (Null Hypothesis Accepted)	.849	Strong
H7	There is a significant relationship between age and the perception that TV ads are more memorable compared to YouTube ads.	.141	>	H07 Accepted (Null Hypothesis Accepted)	.353	Weak
H8	There is a significant relationship between age and the overall influence of YouTube ads compared to TV ads on the purchase decision of mobile products.	.506	>	H08 Accepted (Null Hypothesis Accepted)	.735	Strong

Source: Author's compilation

## DISCUSSION

This study contributes to the analysis of how well YouTube and TV advertising influence Ahmedabad people's intentions to buy mobile items. Age does not substantially affect the likelihood of contemplating buying after seeing a YouTube advertisement, with a p-value of 0.086 indicating a weak influence. With a p-value of 0.780, it is also rejected that television ads are more persuasive than those on YouTube. This is because television advertising campaigns do not strongly favor customers from different age groups, despite consumers' growing awareness of and recognition of the power of digital channels to influence purchasing decisions. A p-value of 0.576 indicates how much information advertisers can include in their adverts.

### Theoretical Implications

This study has significant theoretical implication for how YouTube and TV commercials influence mobile phone purchase in Ahmedabad. First, findings call into question classic marketing theories that aver the age of the people as integral for their reaction to advertisements. The weak ties discovered in the study reveal that both young and old people are influenced in alike manner by YouTube and TV advertisements, quite crucial for advertisement success, just as is thought. Nor are the two types of ads seen as varying in credibility, in terms of attention to detail or persuasiveness; perhaps attitude toward online ads is shifting. A new perspective reveals that people say that such online sites impact purchases. So, companies may need to reconsider the way they rate the ways of advertisements. Since people trust YouTube ads almost as much as the ads they see on TV, it shows that digital ads have become credible enough to match those of traditional media. The study means that so much should be done on what allows for people's trust in digital ads, such as clearing and authenticity and though some social proof. The study attracts the fact that people see so many ads on so many platforms at a time. Since there is no strong preference for viewing on TV instead of YouTube across most of the age groups, using multiple channels may work better for advertisements. This is important in deciding how to plan and budget for marketing. In conclusion, the study opens the door to further studies on how ad effectiveness is evolving, particularly under the fast-changing habits of modern media. Further study of other variable such as income, education and digital competencies might give a better understanding on how different groups react to ads. It will enlighten knowledge on consumer behavior in the digital world and help both researchers and marketers take better decision.

### Practical Implications

The results of the study on the impact of TV and YouTube advertisements on Ahmedabad consumers' intentions to buy mobile items have significant real-world ramifications for both businesses and marketers.

Multimedia marketing strategies Since consumers' reactions to TV and YouTube advertisements are age-neutral, it is possible to create a multimedia marketing plan that makes use of both platforms. Therefore, by constantly exposing consumers to identical message advertisements on numerous channels, both the reach and the impact will become even more efficient. Quality of Content Since consumers of all ages perceive minute details and persuasiveness in a similar way, businesses should concentrate on the quality of their content.

Regardless of the channel, engaging storytelling, emotional appeal, and clear language can guarantee attention and raise the likelihood that a consumer will act on an advertisement. Digital Advertisement Investment given that YouTube videos are more effective than commercial TV ads, marketers may want to revisit their digital advertising strategies and highlight these areas to better position themselves in light of rising digital consumption. Customer Trust the study continues by demonstrating that customer confidence in advertising is increasing steadily in all situations. As marketers focus on leveraging multiple messages of commercials to present customer testimonials, product reviews, and behind-the-scenes content to generate credibility, they can achieve trust through authenticity and openness in the communication process. Focused efforts knowing how one subgroup sees advertisements differently from another is useful for focused efforts, even though age does not significantly affect perceptions overall. By framing the content and creative assets around the structures that are most beneficial for a certain population, marketers may essentially increase overall effectiveness. Ad Frequency Management given that this study shows that consumers may not become irritated by YouTube advertising, marketers should set a frequency restriction for these commercials to prevent consumer weariness from resulting from engagement. Ad delivery time can be optimized via analytics by tracking how users are reacting to the advertising. Several Exposure across the Channels since consumers have negative opinions of the platforms, it is beneficial to expose them across several channels. It is increasingly imperative for marketers to devise strategies that promote cross platform interaction, such as persuading people to watch on YouTube to access different content or promotions. Keeping up with the Emergence of New Trends: Businesses need to stay on top of the latest developments in advertising, such as immersion and interactivity. The first step in getting companies significant exposure in marketplaces may be to experiment with various ad styles. Feedback Mechanism in a relatively short amount of time, surveys, social media, and other feedback mechanisms help to understand the preferences and perceptions of the consumer about the efficacy of the advertisement. With such useful ramifications, advertisers can enhance the impact of their advertising in Ahmedabad and globally by eliciting favorable consumer reactions and promoting purchase intentions for mobile items. By using these tactics, businesses will create room and be willing to adapt the media landscape to suit the changing needs of their target audience as they become older.

## **CONCLUSIONS**

In summary, this study reveals the nuanced dynamics of YouTube and TV advertising effectiveness in influencing consumers' purchase intentions for mobile products in Ahmedabad. Age does not significantly influence consumers' perceptions of these advertising mediums; rather, there has been a shift in how younger and older demographics perceive the process of both digital and traditional advertisements. Given these findings, marketers will have a greater incentive to employ an integrated strategy that takes advantage of all the positive aspects of both media. The study emphasizes that the most successful advertisements cut across media and demographic boundaries and are driven by high-quality content and consumer trust. The message's originality, sincerity, and coherence across media will increase customer engagement and encourage purchases. Managing ad frequency, focusing on the right demographics, and following the latest developments in digital advertising also point to a plethora of potential for marketers. The research's ultimate contribution is to our current understanding of ad efficacy in this rapidly evolving media landscape. This makes it useful for business-to-business companies looking for a more effective approach to communicating with their clients. It may reveal other processes that further research can explore.

## **RECOMMENDATIONS**

For effective YouTube and television advertising on consumer purchase intentions for mobile products in Ahmedabad, a number of recommendations for further studies are undertaken as discussed below:

1. The scope of demographics from age must be further widened to consider gender, socio-economic status, educational background, and level of digital literacy. These could be used in finding specific consumer segments and their respective responses to different types of advertising media.
2. Qualitative Research: There is scope for the use of qualitative methods such as focus group or in-depth interviews in deriving richer insights toward consumer attitudes and perceptions with respect to YouTube and TV ads. When the question "why" is a motivation, it forms the "underlying motivations of emotional responses," which quantification may miss.
3. Cross Cultural Comparisons: Cross-cultural comparisons could even reveal some extremely interesting pieces of information regarding the effectiveness of advertising. Comparative studies across different regions or countries may even evoke cultural peculiarities that in turn shape consumer perception of YouTube advertising versus TV advertisement.
4. Quality of Ad Content: Future studies can examine the role of content quality of ads-creativity, storytelling ability, emotional appeal, etc-affects consumers' purchasing intentions across age groups. This will eventually help marketers understand in which form ad content needs to be optimized for what kind of platform.
5. Longitudinal Studies: Longitudinal studies may be conducted to detect changes in consumer attitudes overtime, with an ever-evolving digital media that will continually shape how consumers perceive advertising digitally. This would give a better dynamic as well on how the change in

consumer perceptions takes place over time with increasing exposure to digital advertising.

6. **The Role of Social Media and Influencer Marketing:** Future research will place much attention on how the rising power of social media and influencer marketing are intertwined with other forms of traditional media like TV and YouTube. This can help to further shed light on why social influencers are important for the new-age consumer.
7. **Consumer Trust Dynamics:** This is another area of significant research needed, to be able to understand deep differences that exist between digital and offline ads in terms of factors that influence consumer trust. Further research and study of additional variables like transparency, authenticity, and peer review may enable marketers to gain more credibility for advertisements.
8. **Frequency and Timing Effects:** This study may focus on frequency and timing effects an ad has upon perception and purchase intention by the consumer. Understanding optimum exposure levels and timing will help to advertise more effectively.
9. **Interactive Advertising:** With increased interactive advertisements on YouTube, interactivity can be explored and how it creates an effectiveness in purchase decisions in comparison with traditional non-interactive viewing on a TV.

Therefore, this study will be the base for future studies, and would lead to a deeper understanding of the complex dynamics of consumer behavior concerning both YouTube and TV advertising. These results will finally allow marketers to develop better strategies tailored to the needs and preferences of different consumers.

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