

Determinants of University Students' Attitudes toward Online Video Advertisements: YouTube as a Platform

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Today Online Video Advertising is one of the most important advertising tools within the growing importance of technology. Success or failure of any advertising campaign depends on the effectiveness of the selected marketing tool. According to several studies 75% of online video advertising campaigns tend to fail. The researcher identified that online video advertisement creation without having clear view about consumers' attitudes towards the advertisements is the major reason for that. By reviewing the literature, the researcher identified that entertainment, informativeness, irritation and credibility are some of the most important factors which impacts on consumers' attitudes toward online video advertisements. This study aimed to find out whether each variable affect consumers' attitudes toward online video advertisements. The population of the study was university students at five state universities. Data were collected through a survey method using online distributed questionnaires. A multiple regression analysis was applied to find out the impact of each variable on consumers' attitudes toward online video advertisements. Data were analyzed by using the SPSS 21.0 soft-ware package. Results indicated that the entertainment, informativeness, irritation and credibility had positive impacts on consumers' attitudes toward online video advertisements. This study provides practical recommendations to marketing and brand managers in understanding customer attitudes when designing their advertising strategies regarding online video advertisements.

Keywords: consumers' attitudes toward online video advertisements, entertainment, informativeness, irritation, credibility