

A MINI PROJECT REPORT
ON
**“ANALYSIS OF YOUTUBE ADS IN DIGITAL
MARKETING TO REACH MASS AUDIENCES AND
ITS COMPARATIVE EFFECTIVENESS COMPARED
TO TV ADVERTISING IN FMCG INDUSTRY”**

*MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF*

MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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UNDER THE GUIDANCE OF
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AI-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY
(2022-2023)

CERTIFICATE OF INSTITUTION

This is to certify that this Project entitled **Analysis of YouTube Ads in Digital Marketing to Reach Mass Audiences and its Comparative Effectiveness Compared to TV Advertising in FMCG Industry** has been successfully completed by **Syed Khalid Ahmed** of Reg. No. **P18AT21M0012** during the year 2022-23 and the report is submitted in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** as prescribed by the **Bengaluru City University** under the guidance of **Mr. Mohammed Wajid**.

Place: Bangalore

Date:

Dr. B.A. Anuradha

Principal

CERTIFICATE OF GUIDE

This is to certify that this Project entitled **Analysis of YouTube Ads in Digital Marketing to Reach Mass Audiences and its Comparative Effectiveness Compared to TV Advertising in FMCG Industry** Submitted by **Syed Khalid Ahmed** bearing Reg. No. **P18AT21M0012** is an original work of the student and is being submitted in partial fulfilment of the requirement for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Mr. Mohammed Wajid**. This report has not submitted earlier either to this university/ institution for the fulfilment of the requirement of a course of study.

Place: Bangalore

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Mr. Mohammed Wajid

Guide

CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **Syed Khalid Ahmed** is an original work of students and is submitted in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** of **Bengaluru City University** under the guidance of **Mr. Mohammed Wajid**. This report has not submitted earlier either to this university/institution for the fulfilment of the requirement of the course study.

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Date:

Prof. Deepak Singh M.C

Associate Prof. & HOD



CERTIFICATE OF ORIGINALITY PLAGIARISM

Name of the Student: **Syed Khalid Ahmed**

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Mr. Mohammed Wajid
Guide

Dr. B.A. Anuradha
Principal

STUDENT DECLARATION

I hereby declare that the Project Report entitled **Analysis of YouTube Ads in Digital Marketing to Reach Mass Audiences and its Comparative Effectiveness Compared to TV Advertising in FMCG Industry** has been prepared by me under the supervision and guidance of **Mr. Mohammed Wajid**, during the year 2022-23 in a partial fulfillment of the university regulations for the award of the degree of **Master of Business Administration** by **Bengaluru City University**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

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Syed Khalid Ahmed

ABSTRACT

Advertisement always moves along with technological changes, from television commercials, online banners, to advertisements in social media. The advertising paradigm is now shifting from traditional advertising media (TV, outdoor, direct marketing, etc.) to digital-centric approaches and advertisers are increasingly investing digitally at the expense of the traditional format. The value of advertising in online video is expected to touch US\$ 35.4 Billion. According to Nielsen Indonesia in 2017, advertising spending in the digital sector in Indonesia was more than US\$ 900 M, with the social media portion of up to US\$ 600 M. The rapid penetration of smartphones, social media and online video in Indonesia caused the tremendous growth of digital ad spending. YouTube is one of the social media platforms which allows users to upload, watch and share videos. YouTube attracts one billion visitors and more than six billion views per month. YouTube was ranked the third most visited website in Indonesia, according to the Internet traffic ranking website Alexa.com in December 2017. According to We Are Social and Hootsuite 2017, YouTube ranked first in the category of social media platform as the most active social media in Indonesia and has a percentage of 49% of the 12 social media platforms included in the research. Therefore, companies could not ignore this fact, by including their communication strategy in YouTube to engage with their customers.

Keywords: YouTube Advertising, Advertising Value, Purchase Intention, Awareness, Skills, and knowledge.

TABLE OF CONTENTS

CHAPTERS	PARTICULARS	PAGE NO.
CHAPTER 1	INTRODUCTION	01 - 18
CHAPTER 2	RESEARCH METHODOLOGY	19 – 20
CHAPTER 3	BRIEF PROFILE	21 – 25
CHAPTER 4	DATA ANALYSIS	26 – 30
CHAPTER 5	DISCUSSION AND CONCLUSION	31 – 33
Reference & Bibliography		34 – 35

CHAPTER: 1

INTRODUCTION



CHAPTER 1: INTRODUCTION

BACKGROUND OF THE STUDY:

INTRODUCTION TO MARKETING:

Marketing is an ancient art and has, since the day of Adam and Eve, been practiced in one form or the other. In the modern world, Marketing is everywhere; most of the task we do and most of the things we handle are linked to marketing. Marketing is an activity. Marketing activities and strategies result in making products available that satisfy customers while making profits for the companies that offer those products. Your morning tea, your newspaper, your breakfast, the dress you put on for the day, the vehicle you drive, the mobile in your pocket, the quick lunch you have at the fast-food joint, the PC at your desk, your internet connection, your e-mail ID almost everything that you use and everything that is around you, has been touched by marketing. Marketing has its imprint on them all depending on the product and the context/experience the imprint may be visible or subtle.

MEANING OF MARKET:

A **Market** is any such person, group or organization which has existing or potential exchange relationship. It starts with customers and ends with customers. Creation of superior customer value and delivering high levels of customer satisfaction are at the heart of present-day marketing. Companies today, needs to understand customer needs, study completion, develop and offer superior value at reasonable price, and make the product available to customer at convenient place. **Marketing** deals with customers. It is delivery of customer satisfaction at a profit. The twofold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction.

DEFINITION OF MARKET:

- **Kohl's and Uhl** characterized market as “an arena, wherein all buyers and sellers were highly sensitive to each other's transactions, and where what one did affected the other.”

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

- **According to Cochrane** “A market is some sphere or space, where certain physical and institutional arrangements could be seen, and the forces of demand and supply are at work to determine prices with a view of transferring the ownership of some quantity of good or service.”

MEANING OF MARKETING:

Marketing refers to the various groups of activities that take place in a market. These activities are either planned or spontaneous. For example, production, assembling, distribution and storage could be planned, consumption is often spontaneous.

DEFINITION OF MARKETING:

The American Marketing association defined marketing as “Market is an organizational function and a set of process for creating, communicating value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” Kotler says “Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.”

CORE MARKETING CONCEPTS:

- **Needs:** The concept of human needs is the fundamental concept underlying all marketing activities. Human needs are states of felt deprivation. They are biogenic in origin and include physiological needs for food, clothing, warmth, shelter and safety.
- **Wants:** Wants are the forms human needs take as they are shaped by culture and individual personality characteristics. When an American needs food, he may want a McDonald burger, or steak, French fries, and a Coke.
- **Demand:** When human wants are backed by purchasing power and willingness to buy, they become demands. Based on their needs, wants and buying capacity, consumers ask for or demand products which they feel will give them maximum value and satisfaction.

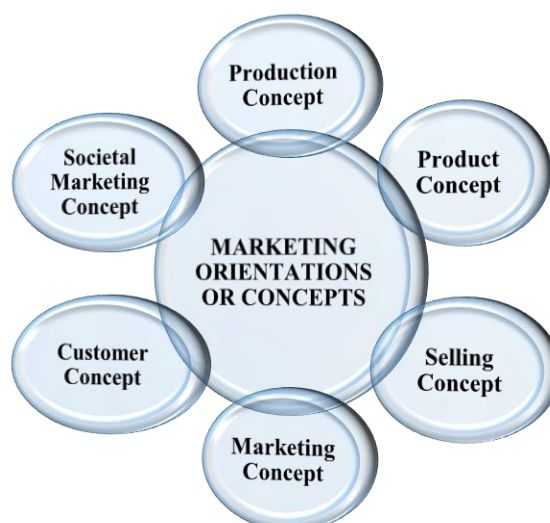
“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

MARKETING MANAGEMENT:

According to Philip Kotler, “Marketing management is the art and science of choosing target markets and building profitable relationship with them. This involves getting, keeping and growing customers through creating, delivering, and communicating superior value.” Thus, marketing management involves managing demand, which in turn, involves managing customer relationships.

MARKETING ORIENTATIONS OR CONCEPTS:

- **The Production Concept:** The production concept believes that consumers will favour products that are readily available at reasonable prices. Improvement in production and distribution efficiency will be the focus for managements under this concept.
- **The Selling Concept:** The selling concept believes that consumers will not buy enough of the company’s products unless it undertakes pressure selling tactics and heavy promotion efforts.
- **The Marketing Concept:** The marketing concept believes that achieving the company’s objectives depends on understanding the needs and wants of target markets and delivering the desired satisfaction in a better way than what the competitors are doing.



“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

THE MARKETING PROCESS:

- **Customer Relationships:** In order to succeed in today's highly competitive market, companies must be customer centered, winning customers from competitors, then keeping and growing them by delivering greater value.
- **Market Segmentation:** Any market will consist of various types of customers, products and needs. The marketer has to determine which market segments offer the best opportunity for achieving company objectives.
- **Target Marketing:** Target marketing is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.
- **Market Positioning:** Once the decision on which market segments to enter is made, a company has to decide what position it wants to occupy in those selected target segments.
- **Competitive Advantage:** In order to create competitive advantage and succeed, a company should perform a better job than the competitors, of satisfying target consumers.

FUNCTIONS OF MARKETING:

- **Research & Development Function-** A marketer has to carry out adequate research to identify the size, behavior, culture, gender, demands etc. of the target market segment, and then develop the products/services accordingly to meet and satisfy the needs of target customers.
- **Buying Function-** The marketing department has to assist the purchase and supply department by sending specifications of the materials required so as to get timely and quality materials for production.
- **Standardization & Grading-** Standardization means setting quality standards to achieve uniformity in the product. It provides consistent quality assurance to consumers.
- **Pricing-** Determination of price of a product is an important task of a marketing manager. Price is influenced by cost of product and service offered, profit margin desired, prices fixed by rival firms, government policy, etc.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO DIGITAL MARKETING:

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.

HISTORY OF DIGITAL MARKETING:

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which HotWired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace.

BENEFITS OF DIGITAL MARKETING:

You can reach a larger audience in a shorter time period. Technological advances have resulted in considerable attrition of the customer-base of traditional marketing agencies and departments. People have moved on to tablets, phones, and computers, which are the areas where digital marketers have gained the most ground.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

5 DS OF DIGITAL MARKETING:

- **Digital Devices:** Digital devices are those that people use almost every day. For example, these can get used to marketing to a specific audience—computers and mobile phones.
- **Digital Content Platforms:** These are the platforms with which users interact regularly. You can use them for advertising. As an example, consider social media.
- **Digital Media:** Paid or owned digital media channels can be used to reach your target audience. They include things like online advertising and social media marketing.
- **Digital Data:** Data about your target audience used to achieve a marketing goal is called digital data. You can generally collect data about your target audience through surveys, apps, and other means.
- **Digital Technology:** Digital technology is all about using technology to achieve a marketing goal. Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) are a few examples.

TYPES OF DIGITAL MARKETING:

- **Content Promotion:** Content marketing is a type of digital marketing that focuses on the creation and distribution of content for a specific audience.
- **Search Engine Marketing (SEO):** Search Engine Optimization, popular as SEO, is the process of obtaining high-quality traffic from free, or organic, search engine results.
- **Social Media Marketing (SMM):** Simply put, Social Media Marketing is the process of attracting traffic and attention through social media platforms.
- **Search Engine Marketing (SEM):** "Search Engine Marketing" refers to obtaining paid and free search traffic.
- **Affiliate Promotion:** Affiliate marketing is a popular way for people to make money online these days.
- **Email Marketing:** The use of email to promote one's products or services is known as email marketing.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

➤ IMPACT OF DIGITAL MARKETING:

- Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies.
- Even if you don't have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them.
- There are different strategies of digital marketing that can be used by different types of businesses. A B2B business that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes.
- Digital marketing is the different content types available to showcase your brand online. For a lot of platforms, there is a wide range of content types you can choose from to keep your brand fresh and build effective online campaigns.
- Digital marketing is increased engagement. Digital marketing is designed to be highly engaging by default. Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click.

➤ OPPORTUNITIES OF DIGITAL MARKETING:

- Digital marketing's promising future has attracted many Job seekers faster than any field ever. Thus, many young aspirants have been looking for career options in digital marketing.
- Like any other corporate job, Digital marketing jobs stood out in terms of the working atmosphere. Ever since people get to know more about career options in digital marketing, they understood the flexibility of the workplace.
- Many businesses, switching their traditional marketing to digital marketing due to favorable reach. The business owners understood post-pandemic the importance of digital marketing.
- With the way digital marketing reaches a global audience and gets better results than traditional marketing ever did, companies prioritize professionals with a Digital Marketing background.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

➤ **DIGITAL MARKETING CHALLENGES:**

Digital marketing is not without its challenges. As a digital marketer, you need to be aware of the potential pitfalls that can arise in your campaigns and be prepared to address them. Some of the most common digital marketing challenges include:

- **Keeping Up with Technology:** Digital marketing is constantly evolving, with new technologies and platforms emerging all the time. It can be difficult to stay up to date on the latest trends and make sure your campaigns are optimized for the best performance.
- **Reaching Your Audience:** Knowing who your target audience is and how to reach them can be a challenge in itself. You need to know where your audience is online, what platforms they are using, and how to effectively engage them with your content or message.
- **Measuring ROI:** Digital marketing campaigns are often difficult to measure in terms of return on investment (ROI). This can make it difficult to determine which campaigns are working and which ones need to be improved or changed.
- **Managing Multiple Channels:** Managing multiple digital marketing channels at once can be a challenge for marketers. It requires a lot of time and effort to make sure all channels are properly managed and updated with fresh content or messages.
- **Adapting Quickly:** Digital marketing trends move quickly, so you need to be able to adapt quickly in order to stay ahead of the competition.

➤ **KEY KPI's IN DIGITAL MARKETING:**

Key Performance Indicators (KPIs) are metrics that businesses use to measure the success of their digital marketing activities. These indicators help to identify which areas need improvement and how to measure the effectiveness of digital marketing efforts. KPIs can include website traffic, social media engagement, conversion rates, customer satisfaction, ROI, and more. By monitoring KPIs, businesses can better understand how digital marketing is performing and make informed decisions when it comes to improving their digital marketing strategies.



“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO ADVERTISING:

Advertising is the practice and techniques employed to bring attention to a product or service. Advertising aims to put a product or service in the spotlight in hopes of drawing it attention from consumers. It is typically used to promote a specific good or service, but there are wide range of uses, the most common being the commercial advertisement. Commercial advertisements often seek to generate increased consumption of their products or services through "branding", which associates a product name or image with certain qualities in the minds of consumers. On the other hand, ads that intend to elicit an immediate sale are known as direct-response advertising. Non-commercial entities that advertise more than consumer products or services include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as a public service announcement. Advertising may also help to reassure employees or shareholders that a company is viable or successful.

HISTORY OF ADVERTISING:

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in ancient Greece and ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. In ancient China, the earliest advertising known was oral, as recorded in the Classic of Poetry (11th to 7th centuries BC) of bamboo flutes played to sell confectionery. Advertisement usually takes in the form of calligraphic signboards and inked papers. A copper printing plate dated back to the Song dynasty used to print posters in the form of a square sheet of paper with a rabbit logo with "Jinan Liu's Fine Needle Shop" and "We buy high-quality steel rods and make fine-quality needles, to be ready for use at home in no time" written above and below is considered the world's earliest identified printed advertising medium. In the 18th century advertisements started to appear in weekly newspapers in England.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

TYPES OF ADVERTISING:

- **Product Advertising-** It is the most common type of advertising. The items advertised are consumer products. The dominant focus is the product itself rather than the company or manufacturer. The advertising tells the story about the produce & creates an aura about it as though it were a dream product.
- **Concept Advertising-** Where advertising is not just confined to providing persuasive information about products and services, but also with the acceptance of idea not connected with the sale of products and services.
- **Informative Advertising-** in this case an immediate sale is not expected, eg. Consumer durables such as refrigerator or a music system. These items are not bought on impulse as they cost a great deal of money and therefore are purchased after a great deal of consideration.
- **Financial Advertising-** this has become another highly specialized area. It covers banking operations, sales of shares, inviting company deposits and debentures, etc.
- **Institutional/corporate Advertising-** this is public relation advertising: building the prestige of an institution or an organization.
- **Government Advertising-** this varies from classified ads, tender notices, employment notifications, and industrial products produced in the public sector and such services.
- **Export Advertising-** this is yet another special category as the challenge here is that we are dealing with audiences in a foreign company.
- **Classified Advertising-** it provides valuable information, e.g. employment market situation vac ant, birth, deaths, engagement and marriages, change of names, accommodation and housing availability, and various services.
- **Institutional Advertising:** It seeks to create a favorable impression of a business or institution without trying to sell a specific product. This type of advertising is designed solely to build prestige and public respect.
- **Informational Advertising:** It seeks to promote an idea or influence behavior. Sometimes known as public service advertising, it may try to discourage young people from using illicit drugs or tobacco, or it may encourage people to adopt safer, healthier lifestyles.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO TELEVISION:

Television (TV) is a telecommunication medium for transmitting moving images and sound. The term can refer to a television set, or the medium of television transmission. Television is a mass medium for advertising, entertainment, news, and sports. Television became available in crude experimental forms in the late 1920s, but only after several years of further development was the new technology marketed to consumers. After World War II, an improved form of black-and-white television broadcasting became popular in the United Kingdom and the United States, and television sets became commonplace in homes, businesses, and institutions. During the 1950s, television was the primary medium for influencing public opinion. In the mid-1960s, color broadcasting was introduced in the U.S. and most other developed countries. The availability of various types of archival storage media such as Betamax and VHS tapes, LaserDiscs, high-capacity hard disk drives, CDs, DVDs, flash drives, high-definition HD DVDs and Blu-ray Discs, and cloud digital video recorders has enabled viewers to watch pre-recorded material such as movies at home on their own time schedule.

HISTORY OF TELEVISION:

Facsimile transmission systems for still photographs pioneered methods of mechanical scanning of images in the early 19th century. Alexander Bain introduced the facsimile machine between 1843 and 1846. Frederick Bakewell demonstrated a working laboratory version in 1851. Willoughby Smith discovered the photoconductivity of the element selenium in 1873. As a 23-year-old German university student, Paul Julius Gottlieb Nipkow proposed and patented the Nipkow disk in 1884 in Berlin. Although he never built a working model of the system, variations of Nipkow's spinning-disk "image rasterizer" became exceedingly common. Constantin Perskyi had coined the word television in a paper read to the International Electricity Congress at the International World Fair in Paris on 24 August 1900. Perskyi's paper reviewed the existing electromechanical technologies, mentioning the work of Nipkow and others. However, it was not until 1907 that developments in amplification tube technology by Lee de Forest and Arthur Korn, among others, made the design practical.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO TELEVISION ADVERTISEMENT:

A television advertisement (also called a television commercial, TV commercial, commercial, spot, television spot, TV spot, advert, television advert, TV advert, television ad, TV ad or simply an ad) is a span of television programming produced and paid for by an organization. It conveys a message promoting, and aiming to market, a product, service or idea. Advertisers and marketers may refer to television commercials as TVCs. Advertising revenue provides a significant portion of the funding for most privately-owned television networks. During the 2010s, the number of commercials has grown steadily, though the length of each commercial has diminished. Advertisements of this type have promoted a wide variety of goods, services, and ideas ever since the early days of the history of television.

GENERAL BACKGROUND:

Television advertising involves three main tasks: creating a television advertisement that meets broadcast standards, placing the advertisement on television to reach the desired customer and then measuring the outcomes of these ads, including the return on investment. To accomplish the first step means different things to different parts of the world depending on the regulations in place. In the UK for example, clearance must be given by the body Clearcast. The clearance provides a guarantee to the broadcasters that the content of the advertisement meets legal guidelines. Because of this, special extended clearance sometimes applies to food and medical products as well as gambling advertisements. The second is the process of TV advertising delivery and usually incorporates the involvement of a post-production house, a media agency, advertising distribution specialists and the end-goal, the broadcasters.

TV ADVERTISEMENT TRENDS:

- **Internet and digital:** However, with the emergence of over-the-top media services, the Internet itself has become a platform for television, and hence TV advertising. TV attribution is a marketing concept whereby the impact television ads have on consumers is measured. Addressable television is where targeted advertising is used on digital platforms, so two people watching the same show receive different ads.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

- **Digital television recorders and advertisement skipping:** After the video cassette recorder (VCR) became popular in the 1980s, the television industry began studying the impact of users fast-forwarding through commercials. The introduction of digital video recorders (also known as digital television recorders or DTRs), such as TiVo, and services like Sky+, Dish Network and Astro MAX, which allow the recording of television programs into a hard drive, also enabled viewers to fast-forward or automatically skip through advertisements of recorded programs.
- **Product placement:** Other forms of TV advertising include product placement advertising in the TV shows themselves. For example, Extreme Makeover: Home Edition advertises Sears, Kenmore, and the Home Depot by specifically using products from these companies, and some sports events like the Monster Energy Cup of NASCAR are named after sponsors, and race cars are frequently covered in advertisements.
- **Overlay advertisements:** Another type of advertisement shown increasingly, mostly for advertising TV shows on the same channel, is an ad overlay at the bottom of the TV screen, which blocks out some of the picture. "Banners", or "Logo Bugs", as they are called, are referred to by media companies as Secondary Events (2E).
- **Interactive advertisements:** Online video directories are an emerging form of interactive advertising, which help in recalling and responding to advertising produced primarily for television. These directories also have the potential to offer other value-added services, such as response sheets and click-to-call, which enhance the scope of the interaction with the brand.
- **Shorter commercial breaks:** During the 2008–09 TV season, Fox experimented with a new strategy, which the network dubbed "Remote-Free TV". Episodes of Fringe and Dollhouse contained approximately ten minutes of advertisements, four to six minutes fewer than other hour-long programs.
- **Children with advertisement:** Children can be impacted by advertising in a variety of ways, and how they respond to it will depend on a number of factors, including their age, background knowledge, and level of experience. Youngsters under two years old are unable to distinguish between television programs and advertisements; however, children between the ages of three and six can.



“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO YOUTUBE:

YouTube is an American global online video sharing and social media platform headquartered in San Bruno, California, United States. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website, after Google Search. YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute. In October 2006, YouTube was bought by Google for \$1.65 billion. Google's ownership of YouTube expanded the site's business model, expanding from generating revenue from advertisements alone to offering paid content such as movies and exclusive content produced by YouTube. It also offers YouTube Premium, a paid subscription option for watching content without ads. YouTube also approved creators to participate in Google's AdSense program, which seeks to generate more revenue for both parties. YouTube reported revenue of \$29.2 billion in 2022. In 2021, YouTube's annual advertising revenue increased to \$28.8 billion, an increase in revenue of 9 billion from the previous year.

HISTORY OF YOUTUBE:

YouTube was founded by Steve Chen, Chad Hurley, and Jawed Karim. The trio were early employees of PayPal, which left them enriched after the company was bought by eBay. Hurley had studied design at the Indiana University of Pennsylvania, and Chen and Karim studied computer science together at the University of Illinois Urbana-Champaign. According to a story that has often been repeated in the media, Hurley and Chen developed the idea for YouTube during the early months of 2005, after they had experienced difficulty sharing videos that had been shot at a dinner party at Chen's apartment in San Francisco. Karim did not attend the party and denied that it had occurred, but Chen remarked that the idea that YouTube was founded after a dinner party "was probably very strengthened by marketing ideas around creating a story that was very digestible". Hurley and Chen said that the original idea for YouTube was a video version of an online dating service and had been influenced by the website Hot or Not. They created posts on Craigslist asking attractive women to upload videos of themselves to YouTube in exchange for a \$100 reward.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

FEATURES OF YOUTUBE:

- **Video technology:** YouTube primarily uses the VP9 and H.264/MPEG-4 AVC video codecs, and the Dynamic Adaptive Streaming over HTTP protocol. MPEG-4 Part 2 streams contained within 3GP containers are also provided for low bandwidth connections.
- **Quality and formats:** YouTube originally offered videos at only one quality level, displayed at a resolution of 320×240 pixels using the Sorenson Spark codec, with mono MP3 audio. In June 2007, YouTube added an option to watch videos in 3GP format on mobile phones.
- **Live streaming:** YouTube carried out early experiments with live streaming, including a concert by U2 in 2009, and a question-and-answer session with US President Barack Obama in February 2010.
- **Content accessibility:** YouTube offers users the ability to view its videos on web pages outside their website. Each YouTube video is accompanied by a piece of HTML that can be used to embed it on any page on the Web.
- **Platforms:** Most modern smartphones are capable of accessing YouTube videos, either within an application or through an optimized website. YouTube Mobile was launched in June 2007, using RTSP streaming for the video.
- **International and localization:** On June 19, 2007, Google CEO Eric Schmidt appeared in Paris to launch the new localization system. The interface of the website is available with localized versions in 104 countries, one territory (Hong Kong) and a worldwide version.
- **User features: Comment system** “Most videos enable users to leave comments, which have attracted attention for the negative aspects of their form and content”. **Community** “On September 13, 2016, YouTube launched a public beta of Community, a social media-based feature that allows users to post text, images, live videos and others in a separate "Community" tab on their channel”. **TestTube** “Experimental features of YouTube can be accessed in an area of the site named TestTube”.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

INTRODUCTION TO YOUTUBE ADS:

YouTube has vastly grown over the last decade. It hosts the largest collection of video clips in the world. You may even have a few of your videos containing great content on YouTube. However, with millions of videos, it may take a long time for people to discover your videos. Any great product has a good marketing strategy and online presence, YouTube video is no exception. You should be marketing your video content and website on YouTube if you want to attract the right amount of traffic. One way to do that is with YouTube Ads.

HOW DO YOUTUBE ADS HELP TO SELL PRODUCTS?

The beauty of YouTube is that you can make a video of just about anything. You can post tutorials, how-to videos, music videos, funny clips, business related videos, and much more. You can advertise your website by showcasing your business or products during videos your target audience may watch. YouTube ads will appear to the relevant audience leading them back to your content. The site uses Google search history along with YouTube searches to determine the appropriate audience.

CATEGORIES OF YOUTUBE ADS:

- **Skippable ads:** As the name suggests, you can skip the ads after they run for 5 seconds. The videos are, on average, 3-20 minutes long. The ads have a click option that takes you straight to the whole video. There are two main ways of introducing unskippable ads to viewers, namely in TrueView or in-stream. TrueView ads are standard advertising videos that appear when viewers search the relevant content. Advertisers only pay when viewers watch the ad for 30 seconds or more or clicks on the call to action button.
- **Non-skippable ads:** These adverts are more concise than the skippable ads. They have a lower rating because they do not allow viewers the choice to skip the video. You will need to have the most engaging content in the first 5 seconds to ensure higher ratings for the ad. However, they do have a time limit of 15-20 seconds, and then viewers can watch the content they desire. These ads have a bad reputation and a high abandonment rate.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

- **In-Search** – Very similar to the Google Search Network (GSN), but in YT search. The top two results are sponsored placements, with a cost-per-click (CPC) model.
- **In-Display** – Sponsored video thumbnails on the right rail of the current video. CPC model, similar to In-Search.
- **In-Stream** – Pre-roll videos aka commercials. Typically able to be skipped after 5 or so seconds into the ad. We recommend keeping these ads in the 15-30 second range.
- **GDN** – Banner and box ads within the YouTube Network.

NEED OF THE STUDY:

The increase of business competition, especially Fast-Moving Consumer Goods (FMCG) category, challenges the company to seize and maintaining the market. The company shall formulate effective strategies for developing and communicating the product. Advertising is one of effective strategies for communicating the product to the customers. Advertising eases the company to provide its customers information about the product. Advertising also becomes important role in today's competition. The selection media in advertising become one of important things for advertising effectiveness. Therefore, the advertising can reach intended consumers. The advertisement may be ineffective if it is not targeted to intended consumers although it includes good promotion techniques. As it is explained in the previous paragraph, ads spend of television advertising is major contributing, with the total of 80% of total ads spend.

CHAPTER: 2

RESEARCH METHODOLOGY



CHAPTER 2: RESEARCH METHODOLOGY

OBJECTIVES OF THE STUDY:

- To study about the Concept Digital Marketing and its Impact on FMCG Industry.
- To study about the Factors of YouTube Advertising and their Impact on Perceived YouTube Advertising Value.
- To know the Effect of YouTube Advertising towards Customers’ Purchase Intention.

STATEMENT OF THE PROBLEM:

The statement of the problem is to study the factors of YouTube advertising and their impact on perceived YouTube advertising value and to know the effect of YouTube advertising towards customers’ purchase intention. Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Therefore, an attempt has been made to study the factors of YouTube advertising and their impact on perceived YouTube advertising value and to know the effect of YouTube advertising towards customers’ purchase intention.

LEARNING OBJECTIVES AND GOALS SET FOR THE PURPOSE OF STUDY:

- To learn/ study about concept digital marketing and its impact on FMCG industry.
- To learn about the you tube and television advertising.
- To learn about the effect of you tube ads towards customers’ purchase intention.

METHODOLOGY OF THE STUDY:

The study is descriptive in nature. It has been carried out with the help of secondary data taken from various journals, text books, newspapers, magazines, internet sources and online research reports and company website.

CHAPTER: 3

BRIEF PROFILE



CHAPTER 3: BRIEF PROFILE

FAST-MOVING CONSUMER GOODS:

INTRODUCTION:

Fast-moving consumer goods (FMCG), also known as consumer packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables. Fast moving consumer goods have a high inventory turnover and are contrasted with specialty items which have lower sales and higher carrying charges. Many retailers carry only FMCGs; particularly hypermarkets, big box stores and warehouse club stores. Small convenience stores also stock fast moving goods; the limited shelf space is filled with higher turnover items. Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store. Consumer goods are products purchased for consumption by the average consumer. They are divided into three different categories: durable goods, nondurable goods, and services. Durable goods have a shelf life of three years or more while nondurable goods have a shelf life of less than one year. Fast-moving consumer goods are the largest segment of consumer goods. They fall into the nondurable category, as they are consumed immediately and have a short shelf life.

CHARACTERISTICS:

The following are the main characteristics of FMCGs:

- From the consumer perspective

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

- Frequent purchases
- Low engagement (little or no effort to choose the item)
- Low prices
- Short shelf life
- Rapid consumption
- From the marketer perspective
 - High volumes
 - Low contribution margins
 - Extensive distribution
 - High inventory turnover

CONSUMER PACKAGED GOODS COMPANIES:

The following are well-known Consumer Packaged Goods (CPG) manufacturing companies:

- Nestlé
- Procter & Gamble
- PepsiCo
- Unilever
- AB InBev
- L'Oréal
- Coca-Cola
- Mondelez International
- Kraft Heinz
- Heineken
- Kellogg's

TYPES OF FAST-MOVING CONSUMER GOODS:

As mentioned above, fast-moving consumer goods are nondurable goods, or goods that have a short lifespan, and are consumed at a fast pace. FMCGs can be divided into several different categories, including:

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

- **Processed foods:** Cheese products, cereals, and boxed pasta
- **Prepared meals:** Ready-to-eat meals
- **Beverages:** Bottled water, energy drinks, and juices
- **Baked goods:** Cookies, croissants, and bagels
- **Fresh foods, frozen foods, and dry goods:** Fruits, vegetables, frozen peas and carrots, and raisins and nuts
- **Medicines:** Aspirin, pain relievers, and other medication that can be purchased without a prescription
- **Cleaning products:** Baking soda, oven cleaner, and window and glass cleaner
- **Cosmetics and toiletries:** Hair care products, concealers, toothpaste, and soap
- **Office supplies:** Pens, pencils, and markers

THE FAST-MOVING CONSUMER GOODS INDUSTRY:

Because fast-moving consumer goods have such a high turnover rate, the market is not only very large, it is also very competitive. Some of the world's largest companies compete for market share in this industry including Tyson Foods, Coca-Cola, Unilever, Procter & Gamble, Nestlé, PepsiCo, and Danone. Companies like these need to focus their efforts on marketing fast-moving consumer goods to entice and attract consumers to buy their products. That's why packaging is a very important factor in the production process. The logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency. The unit pack or primary package is critical for product protection and shelf life, and also provides information and sales incentives to consumers.

FAST-MOVING CONSUMER GOODS AND ECOMMERCE:

Shoppers across the globe increasingly purchase things they need online because it offers certain conveniences—from delivering orders right to the door to broad selection and low prices—that brick-and-mortar stores can't. According to a 2018 report by Nielsen, the most popular goods for online purchase are related to travel, entertainment, or durable goods, such as fashion and electronics. However, the online market for groceries and other consumable products is growing, as companies redefine the efficiency of delivery logistics and shorten their delivery times.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

CONSUMER PACKAGED GOODS:

Consumer packaged goods are the same as fast-moving consumer goods. They are items with high turnover rates, low prices, or short shelf lives. Fast-moving consumer goods are characterized by low profit margins and large sales quantities. Products that fall within this group include soft drinks, toilet paper, or dairy products, for example.

3 TYPES OF CONSUMER GOODS?

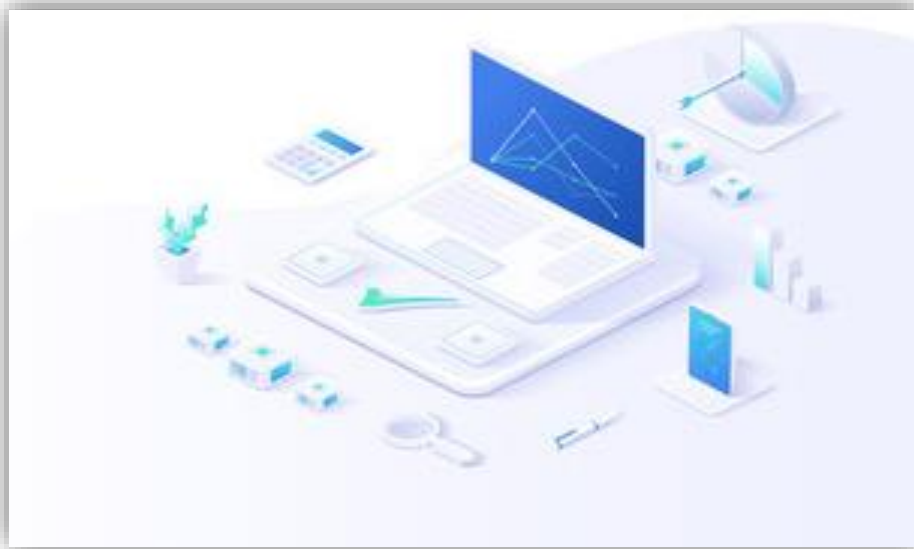
The three main categories of consumer goods include durable goods, nondurable goods, and services. Durable goods, such as furniture or cars, last at least three years. Often, economists will watch durable goods spending to track the health of the economy. Nondurable goods are items with a shelf life of under one year, and are consumed rapidly. Fast-moving consumer goods fall within this category. Finally, services include intangible services or products, such as haircuts or car washes.

LARGEST FAST-MOVING CONSUMER GOODS COMPANIES:

Nestlé, Procter & Gamble, and Coca-Cola are among the world's largest fast-moving consumer goods companies. Swiss-based Nestlé, for instance, operates over 2,000 brands that cover everything from vitamins to frozen foods. Importantly, within the fast-moving consumer goods industry, the competition for market share is high. In response, companies focus heavily on packaging not only to attract customers, but to preserve the shelf life and integrity of the product.

CHAPTER: 4

DATA ANALYSIS



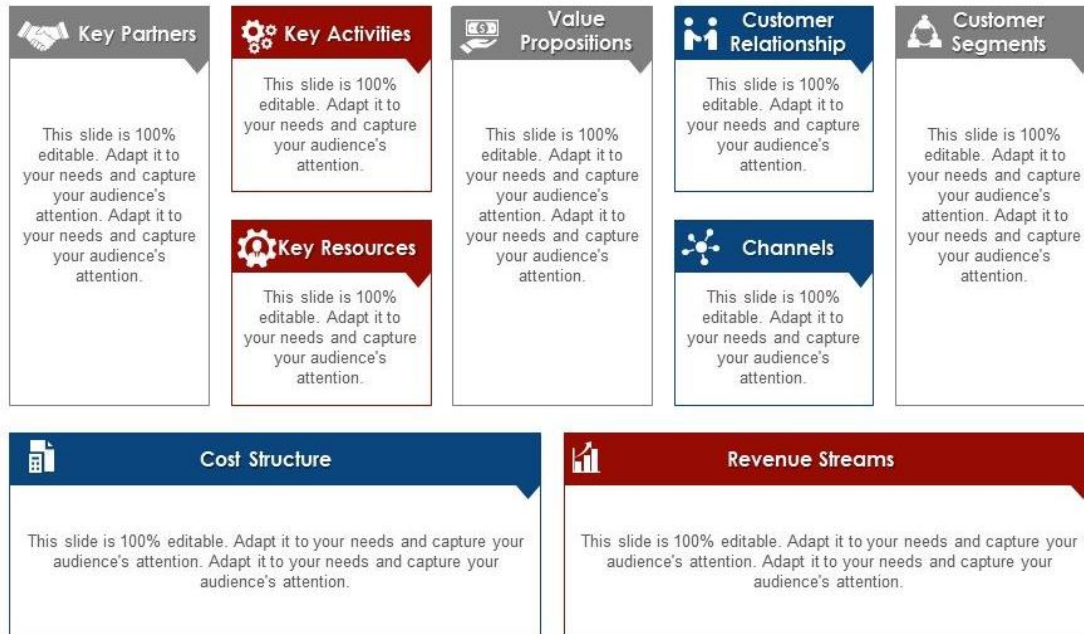
CHAPTER 4: DATA ANALYSIS

OUTCOMES OF THE STUDY:

- In this study, the results showed that entertainment and informativeness through advertising on YouTube had a positive influence on advertising value. This indicates that the customers thought that they could feel the enjoyment and pleasure of the “Dijamin Ori” ads series on YouTube.
- It also means that the customers perceived the ad possess the ability to give knowledge to the customer about alternative products or services so could give possible satisfaction to customers. Customization as a positive predictor did not have an influence on advertising value. Irritation as a negative predictor had no influence on advertising value. This indicates that the customers did not perceive the ad as an annoying and manipulative advertising.
- Based on the result of this study, companies who decide to have ads on YouTube should pay more attention to the informativeness aspect because it has a higher value in influencing the advertising value than other aspects. Besides that, the company should also be paying more attention on the entertainment aspect.
- The companies should create an entertaining and interesting ad to get customers’ attention, and also contains good and relevant information about the product or service. This could be done by creating teaser content or mini-series that are packed in comedy but still have clear information. Moreover, the ads need to have relevant information settings and adjustments to the user’s interests in order to obtain a positive appraisal by the customers.
- The ads also have to minimize irritation that becomes negative predictor to the value of advertisement for customers. This can be done by using customization features on YouTube such as skip or other, so that customers can customize the ads they want to receive and which they do not want to receive.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

BUSINESS MODEL CANVAS:



The Business Model Canvas is an excellent tool to create a business model and present your ideas. It gives a clear picture of how you will make money and sustain your business. The Business Model Canvas will challenge you by making you answer tough questions about your business which would help you to be more prepared to start a business. The Business Model Canvas should come before your business plan. Although some refer to the Business Model Canvas as a one-page business plan, it should not replace your business plan. The Business Model Canvas consists of nine essential parts: Customer Segments, Value Proposition, Revenue Streams, Channels, Customer Relationships, Key Activities, Key Resources, Key Partners, and Cost Structure. Let's take a look at each section of the Business Model Canvas.

➤ **Customer Segments:**

Represents the different groups of people or organizations an enterprise aims to reach and serve. Customers comprise the heart of any business model. Without (profitable) customers, no company can survive for long. In order to better satisfy customers, a company may group them into distinct segments with common needs, common behaviors, or other attributes. A business model may define one or several large or small Customer Segments.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

➤ Value Propositions:

Represents the bundle of products and services that create value for a specific Customer Segment. The Value Proposition is the reason why customers turn to one company over another. It solves a customer problem or satisfies a customer need. Each Value Proposition consists of a selected bundle of products and/or services that caters to the requirements of a specific Customer Segment. In this sense, the Value Proposition is an aggregation, or bundle, of benefits that a company offers customers.

➤ Channels:

Represents how a company communicates with and reaches its Customer Segments to deliver a Value Proposition. Communication, distribution, and sales Channels comprise a company's interface with customers. Channels are customer touch points that play an important role in the customer experience. Channels serve several functions, including: Raising awareness among customers about a company's and Helping customers evaluate a company's Value Proposition.

➤ Customer Relationships:

Represents the types of relationships a company establishes with specific Customer Segments. A company should clarify the type of relationship it wants to establish with each Customer Segment. Relationships can range from personal to automated. Customer relationships may be driven by the following motivations: Customer acquisition, Customer retention and Boosting sales (upselling).

➤ Key Resources:

Represents the most important assets required to make a business model work. Every business model requires Key Resources. These resources allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues. Different Key Resources are needed depending on the type of business model. A microchip manufacturer requires capital-intensive production facilities, whereas a microchip designer focuses more on human resources.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

➤ **Key Activities:**

Represents the most important things a company must do to make its business model work. Every business model calls for a number of Key Activities. These are the most important actions a company must take to operate successfully. Like Key Resources, they are required to create and offer a Value Proposition, reach markets, maintain Customer Relationships, and earn revenues.

➤ **Key Partnerships:**

Represents the network of suppliers and partners that make the business model work. Companies forge partnerships for many reasons, and partnerships are becoming a cornerstone of many business models. Companies create alliances to optimize their business models, reduce risk, or acquire resources. We can distinguish between four different types of partnerships: Strategic alliances between non-competitors, Competition: strategic partnerships between competitors and Joint ventures to develop new businesses.

➤ **Cost Structure:**

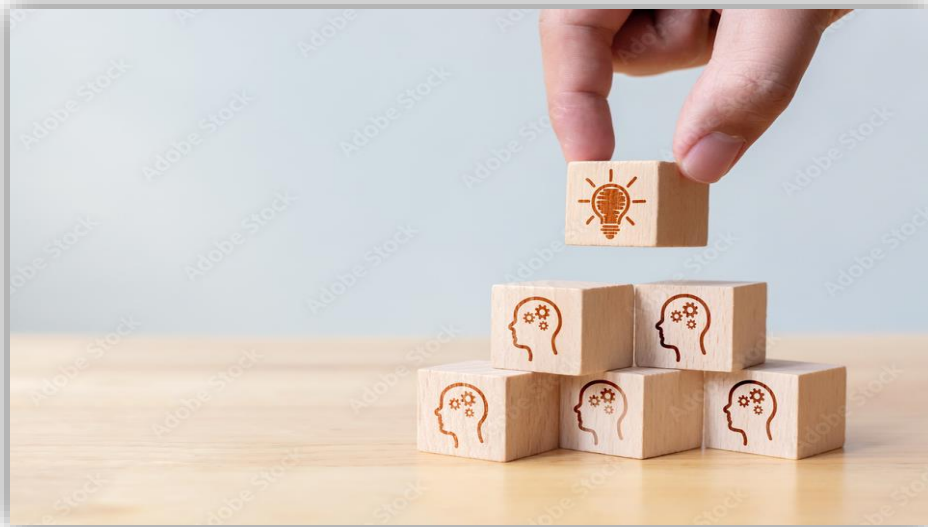
Represents all costs incurred to operate a business model. This building block describes the most important costs incurred while operating under a particular business model. Creating and delivering value, maintaining Customer Relationships, and generating revenue all incur costs. Such costs can be calculated relatively easily after defining Key Resources, Key Activities, and Key Partnerships. Some business models, though, are more cost-driven than others.

➤ **Revenue Streams:**

Represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings). If customers comprise the heart of a business model, Revenue Streams are its arteries. Each Revenue Stream may have different pricing mechanisms, such as fixed list prices, bargaining, auctioning, pricing mechanisms, such as fixed list prices, bargaining, auctioning, market dependent, volume dependent, or yield management.

CHAPTER: 5

DISCUSSION AND CONCLUSION



CHAPTER 5: DISCUSSION AND CONCLUSION

LEARNING EXPERIENCES:

- Opportunity to learn new concepts.
- Opportunity to get explore new insights.
- Added value to the learning.
- Learned professional communication.
- Learned to collect relevant information.
- Learned to be persistent to complete the task.
- Learned to create a balance between collaborative and individual work.
- Learned to work independently.
- learned about the methods and issues.
- Learned about the concept marketing and marketing management.
- Learned about the concept of digital marketing its impact on FMCG.
- Learned about YouTube and Television ads in India.
- Learned about the impact of digital marketing in FMCG sector in India.
- Learned about the effect of YouTube ads towards customers' purchase intention.

“ANALYSIS OF YOUTUBE ADS IN DIGITAL MARKETING TO REACH MASS AUDIENCES AND ITS COMPARATIVE EFFECTIVENESS COMPARED TO TV ADVERTISING IN FMCG INDUSTRY”

CONCLUSION:

The outcomes of the undertaken study concluded that the channels of online digital media have a positive and significant influence on the effectiveness of online digital media advertising for building brand sustainability. The mobile phone marketing tool has the most cogent influence, and then the email marketing channel, and followed by the SEO & companies' websites marketing tool. Interestingly, the mobile marketing channels are more effective in the case of India, whereas, in Western studies, social media is the most powerful tool. The reasons behind these findings are the cost-effectiveness of the mobile phone SMS, and the availability of databases of the consumers, and, most importantly, the lack of implementation of existing legislation and laws for using the protection of consumers' data. The outcomes pertaining to the mediating effect of different variables, such as: characteristics of the online advertisement, design of advertisement, duration of advertisement, quality contents of advertisement, consumers' attitude, brand loyalty, previous purchase experience, and word of mouth between exogenous variables and the effectiveness of online digital media advertising have substantiated the positive and significant effect between the exogenous variables and dependent variable, except for the mediation of customer attitude and previous purchase experience between SEO and companies' websites marketing, and the endogenous variable, and mediation customers' attitude, and previous purchase experience between social media marketing and the effectiveness of online digital media advertising.

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WORK DAIRY

WEEK	TOPICS DISCUSSED	SIGNATURE
Week 1	Discussion of title of the study, objectives of the study, statement of the problem, and need of the study.	
Week 2	Discussion of research methodology, tools for data collection.	
Week 3	Discussion about marketing, digital marketing, advertising, you tube ads, television ads, fast-moving consumer goods and business model canvas.	
Week 4	Discussion of outcomes of the study, learning experiences and conclusion.	