

A Study on Video Advertising Effectiveness on Social Media Marketing Campaigns in Saudi Arabia

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Abstract:

In this paper authors explored Advertising effectiveness as a means of measuring Advertising (Ad) likeness in social media and its link with video style, theme and story board and other related factors in details. The result of the multiple regression implied that overall model for Advertising Effectiveness of social media marketing campaign explained by Attractiveness (AT), Sociability (SB), Trustworthiness (TW) and Competence (CP) are significant in predicting advertising effectiveness of the social media marketing campaign. The outcome of the study definitely help both academicians and practitioners to get real view of Ad effectiveness and its link with independent variables selected for the purpose of the study. In short wider likes, shares, positive comments and Customer feedback on social media especially on YouTube videos have represented as visible tool of social acceptance of the Ad and hence Ad effectiveness on the account of communication impact.

Keywords: Advertising Effectiveness; Ad. likeness; Social media; YouTube; COMMAP model.

I. INTRODUCTION

Active social media users in KSA are 23 million which is 68 per cent of the population. Again Mobile social media users in KSA is estimated by Ryan Homes in his Digital 2019 report that 16 million. This is commendable as YouTube accounted 73 per cent of Social media platform with average time spent per person is of 26 minutes 4 seconds in KSA. The smart phone accounted a whopping 96 per cent followed by iTV with 83 per cent in KSA. On an average a person spend 6 hrs 44 minutes in Internet and 2 hrs 50 minutes with social media here. Further 90 per cent of the population in KSA is having internet connection and 27.14 million uses mobile internet (80 %). Now a day's many companies made use of social media for formulating New Product ideas, New Product Development based on its capability of B2C and C2C interactions. Generally there is a perception that social media is negative and destructive and it is not beneficial for brand building and marketing as there is no control over expression of users and checking their authenticity and gaminess when they interact with fake IDs.

Generally business needs information on the needs and requirements of the current and future customers.

Accordingly they devise the product and services and communicate back to the market/customers by way of marketing communication. Now a day this is happening mainly through social media like Instagram, FaceBook, Twitter, WhatsUp and YouTube. Here the case in point for our research is for YouTube marketing promotion videos of Jarrir Books KSA. About 88 per cent of the internet users watch social media every day and the average speed of mobile internet speed in KSA is estimated by Digital 2019 report that 29.31 MBPS with year on growth of 81 per cent since 2018. Social media marketers believe that YouTube is one of the most successful platforms due to its excellent personalization, instantaneous, interactivity and ease of use. YouTube has the ability to globally spread the word of mouth (WoM) that may well be the primary reason for YouTube's success and its significant impact on user.

The objective of this research was to identify and predict customers' attitudes and responsiveness to the content of video advertisements on YouTube from a C2C and B2C marketing perspective. The research mainly focused on how customers react to video advertising on YouTube with the goal to provide support to decision and policy makers in the field. This research would also assist

advertisers to develop more efficient video marketing campaigns based on predictive analysis

II. ABOUT YOUTUBE VIDEO ADVERTISEMENTS

It is a fact that the capability of luring social media among younger generations and infotainment seeking people with its ability off sharing the content and expressing opinions, emotions and feeling through personalization of messages and feedback..Business entities have become aware of new opportunities to reach their target customers more readily by offering reliable, efficient and targeted online marketing. Consequently, their social media presence has become an effective and innovative method for businesses searching to expand their customer base (Nadaraja & Yazdanifard, 2013).. YouTube earns most of its revenue stream from video Ads as its being a free platform for end users.

According to Nielsen (2011) “consumers frequently trust the recommendations of their peers, making vlogging on YouTube and social media an ideal platform to spread their comments, recommendations, creative ideas, purchase influences and decision making power”. Most of the YouTube Vloggers have several lakh of subscribers based on their video quality, content, topics covered, opinion and relevance of the product, service, tips and ideas in their day to day life and entertainments.

According to YouTube official website , “Everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through every ones story by following the principles such as freedom of expression, information, opportunities and belongings”(www.youtube.com) . It is true that YouTube supported millions of Vloggers to share the advertisement revenue to the tune of 60 per cent once they monetize their YouTube page through Adsense and Adword programs. On that way YouTube provided additional income and employment to millions now. With YouTube ads the service providers and manufactures can reach potential customers very cost effectively and have then take actions when they watch or search for videos on YouTube. The average cost of YouTube Ads are in the range of SAR 1 to SAR 3 Per Click (PPC) in SAR depends on the time on the TV streaming and video category.

The advertiser can choose the target audience and budget initially and can change at any time depends on

google analytics and Pay Per Click(PPC) rate. Here the viewers can skip the TVD and TVI ads within 30 seconds are not payable by the advertiser. The YouTube Ads can also be self service or –managed services. The Ad Budgets for YouTube is under USD 500 to above USD 10,000 in four slabs. YouTube is also supporting the advertisers with partners in creating the content, offering animation, motion graphics, voiceover, filming, stock photos/videos and editing of the existing photos/videos to obtain the desired marketing/communication impact on their YouTube Ads. This has provided jobs to millions globally and many youngsters can run their virtual offices with no investments.

YouTube Ads are new way for the company and advertisers to win hearts and minds of millions of customers, audience and drive business ahead of time. Generally the marketing goals for YouTube Ads are(a) to build awareness and Ad recalls by way of capturing the attention of new potential customers and keep the company brand top of their mind far ahead of the competitors, And also YouTube Ads influence potential customers with opinion shaping moments when they are most repetitive to company messages and videos. It also drive action by way of making decision making very easy without considering much alternatives and brands so that Marketing Returns on Investment would be the best and cost effective for the company.

YouTube Ads created emotional connections through their power of audios, re-enforce the brand, placed ahead of competitors. They used familiar faces and content with humor. Smart creation concepts made for YouTube ads with proven successful approach to help the companies to realize their marketing goals set for the promotion with a budget of USD 10 per day to USD10K per day. True View Ads are payable only if they play beyond the skip able time of 15 to 30 seconds depends on the duration of the video. According to Nielsen (2011) “consumers frequently trust the recommendations of their peers, making vlogging on YouTube and social media an ideal platform to spread their comments, recommendations, creative ideas, purchase influences and decision making power”. Most of the YouTube vloggers have several lakh of subscribers based on their video quality, content, topics covered, opinion and relevance of the product, service, tips and ideas in their day to day life and entertainments. Hence knowingly or not YouTube advertisers have the choice to select YouTube channel and vloggers and subsequently appoint them as their

brand ambassadors, opinion leaders (Mawen /Gate keepers), and Reference group.

Very few researches have been taken place on advertising effectiveness of social media Ads. The research on advertising effectiveness traditionally focused on Reach and impact of the Ads. Reach is calculated based on the demographic profile of the readers /listener/viewers of target audience of the media vehicle in print, broadcast and Television medium. But no exact control over the Ads once it is released in the medium for the advertisers with respect to the reaction of the audience and even the exact number of target group exposed to such Ads. Dynamic part of Advertiser is having interaction with audience who exposed to Ads and Ad message, which is further enriched with accurate information on their Activities, Interest and Opinion (AIO) on various social and business issues as well. The same is true while assessing the impact in term of sales and communication. No detailed information on reason for success or failure of the Ad Campaign except some speculations and thoughts. This defect has now overcome by the advertisers with the help of social media which is gaining popularity among youth as an active platform for the advertisers to launch marketing campaign.

Generally Video Ads allow the advertiser to interact or communicate with potential and prospective customers more effective and authentic way. By making use of social media as their message vehicle and platform in the Customer to customer (C2C) interaction the advertiser can connect with customers and public and can obtain positive feedback and motivate them to become a loyal customers. Here YouTube comment section provides a platform for the viewers to respond instantly to the advertisers. Generally YouTube provides 2 type of advertisements options such as True View Instream (TVI) and True View Discovery (TVD) Ads.

True View In-stream (TVI) advertisements (Ads) are shippable online video ads that appear before the main videos. Bumper Advertisements are short 6 second video ads that work well on mobile platform. This is mainly reinforcement/ recall ads as a follow up of TVI Ads. Then YouTube provide another option of advertizing in the home page in the form of True View Discovery (TVD) Ads where in to show up on YouTube search result on the home page along with related videos. Here the case in point is such campaign launched by Jarrir Book stores, the leading electronic hypermarket chain in KSA in the last quarter of 2019 in the form of TVI and TVD

YouTube videos. In 2019 YouTube created a space for the users to personalize their Ad preference while surfing YouTube . YouTube pooled the browsing history of their users and created a target market for the product and services globally, regionally and locally.

The authors adopted the Advertising Value model of Ducoffe (1996) for the purpose of this descriptive research. A structured questionnaire with 30 items which represented the 6 independent variables under study was used as a tool for data collection. The sample size was 190 Saudi nationals and the researchers asked them to mark their choice on 1 to 5 point scale ranging from 1 being strongly disagree to 5 being strongly agree in the questionnaire under study. In order to predict the Ad effectiveness of TVI and TVD Ads the authors used Multiple Regression Analysis to extract more insight into the outcome of the research.

III. REVIEW OF LITERATURE

Duffett and Wakeham (2016) suggested that marketers should identify the customers' attitudes towards commercial communication on social media which may help them eliminate any misleading perception or poorly communicated ideas of the products or services. Interestingly, companies are now supplying information to their customers to improve their knowledge and provide a pathway for them to convey the information to others by way of YouTube channels on Technology, Travel and tourism, History, Music, Art and painting, Food and Cooking and so on .Companies can employ individual Vlogger opinions as agents to engage the market. Attitudes, behaviors, and reactions to YouTube impact the worth of the company that advertises on it, and businesses need to be aware of that to secure their expansion and success in the long run (Duffett & Wakeham, 2016).

Since YouTube has been widely targeted by commercial companies to promote their goods and services, marketers consider advertising content as one of the critical features of the platform. Fanny and Wing-Fai (2016) found that companies can easily target customers on YouTube by identifying the attitudes and behaviors of customers. For instance, people on YouTube demonstrate their intentions and preferences by providing responses about the products and services marketed by the company. Then management, by paying due attention to their responses, is able to increase supply of products

that gain the most support and develop new ones that could get an even better reception. The primary focus for management should be to consider the needs and wants of their target audience. Several research on YouTube ads began to see evidence that marketing campaigns executed professionally on YouTube can be profitable with nearly 1 billion views and 500 million share compared to TV campaigns (Raice, Ramsey, & Schechner, 2012). Kunz (2012) quoted Ford as a successful example of a Facebook advertising campaign.

Advertising content can drive YouTube users to express their feelings by commenting. An advertisement fails when YouTube viewers continue to be unaware of the advertised products or services and their merits. Potential customers do not get engaged with the offered product if the ad does not include precise information of the promoted goods or service (Donath & Boyed, 2004). Content marketing is defined as a process of attracting customer's attention, discoursing with them, and learning their needs and wants to make them motivated to respond actively (Pulizzi & Yoegel, 2012). In the words of Pulizzi and Barrett (2008), "content marketing is a combination of content and marketing in which the content shows the customers' behavior."

Dokyun, Hosanagar, and Nair (2015) found that brand-personality-related content and informative content have a direct correlation to customer engagement on YouTube; and each type of the mentioned content has its unique benefits and downsides. Brand personality describes a brand as a human with certain characteristics, so that customers can associate the brand with a certain attribute. In other words, customers consider the brand as a familiar and trustworthy person. As a result, the customer is more likely to show long-term loyalty to the brand. Informative content is a content type that can be applied to engage customers through merging both informative and brand personality content. On the other hand Dokyun, Hosanagar and Nair (2015) found that displaying prices, availability, and products or service features as informative content decreases customer engagement. The same study also showed that deals and promotions drive consumers to click through the ads (path-to-conversation).

IV. DEFINITION OF VARIABLES

Many of the existing measures of social media

advertising effectiveness have been shown to either overestimate or underestimate the consumers' response to social media advertising. Unfortunately there are number of studies done to examine the attitudes of consumers towards online and social media advertising in developed world but fewer have been done in KSA. Hence, in the present study researchers applied a theoretical framework on consumers' perceptions of social media advertising and their attitude towards YouTube advertising in KSA context. The case in point here is Jarrir Books through YouTube. Also dependable variable for the purpose of the study is taken as Advertising(Ad) Effectiveness. It is also reflected very much in line with Advertisement likeability in many studies of Du Plessis, 2007, Smith et al. and 2006 Rimoldi, 2008 as stated by them more likeability means more attention, better recall means more processing of messages and images in the Ads, and finally less likely to avoid or skip the Ads as well. Following variables were considered for the purpose of the study:

i. Competence

The competency means ability or capability to apply knowledge or relate the Ad message with knowledge. It is measured in terms of strong, Confident, enthusiastic, decisive and Athletic both TVI/TVD video Ads. This will be plotted in bipolar with exactly opposite characteristics such as weak, apprehensive, indifferent, hesitating and non-athletic TVI/TVD Ads.

ii. Genuineness

By definition, genuineness means the quality of being genuine; authenticity. It is measured in terms of family-oriented, caring, modest, rational and well organized and tactful TVI/TVD videos. This will be plotted in bipolar with exactly opposite characteristics such as lonesome, uncaring, vain, emotional, chaotic and rude TVI and TVD videos

iii. Excitement

Excitement is a condition of being excited.. It is measured in terms of rugged, excitable, dominating and masculine both TVI/TVD video Ads. This will be plotted in bipolar with exactly opposite characteristics such as delicate, Calm, submissive and feminine TVI/TVD Ads

iv. Attractiveness

Attractiveness or attraction is a quality that arouses

curiosity, desire and of course with interest. It is measured in terms of attractive, classy, beautiful, elegant and sexy both TVI/TVD video Ads. This will be plotted in bipolar with exactly opposite characteristics such as undependable, TVI/TVD Ads.

v. Trustworthiness

Trustworthiness means holding a moral value like a person in whom we can place our trust and confidence on his messages. It is measured in terms of dependable, honest, sincere and trustworthy both TVI/TVD video Ads. This will be plotted in bipolar with exactly opposite characteristics such as undependable, dishonest, insincere and untrustworthy TVI/TVD Ads.

vi. Sociability

Sociability means the ability to have friendship with others and quickly in arriving social contact with them as well. This is measured in terms of public and bold both TVI/TVD video Ads. This will be plotted in bipolar with exactly opposite characteristics such as private and shy TVI/TVD Ads.

Further, Ad likeability which is considered as measure of Advertising effectiveness (Dependable Variable) was measured in terms of empathy, entertainment, familiarity, and brand re-enforcement, likes, share and comments of both TVI/TVD Ads) which is not an independent variable for the purpose of the study.

a. Relationship between the variables and the YouTube video advertising effectiveness

For studying relationship among six independent variables chosen for the study to predict the Ad effectiveness, multi item scales were used. Further, Cronbach's alpha was taken as a measure of internal consistency of independent variables chosen for the purpose of the study. This is used as reliability test to confirm whether the variables are purely independent or not. That means the Cronbach's alpha value 0.7 or above for the variables under test must guarantee the pure internal consistency of summated scale where several items are summated to form total score for the purpose of the study. (Nunnally 1967 and Shajahan S, 2004 a, 2009 & 2011). It is seen from the Table-1 given below that the Cronbach's alpha values are in the range of 0.793 to

0.898 which suffice the requirement of independence of variables under study.

Sl no	Independent Variable	Cronbach alpha
1	Attractiveness	0.893
2	Sociability	0.793
3	Excitement	0.797
4	Trustworthiness	0.898
5	Competence	0.820
6	Genuineness	0.896

TABLE 1 CRONBACH ALPHA VALUES OF THE VARIABLES

Source: Sample Survey October 2019

V. THE STUDY

The research was carried out to ascertain the advertising effectiveness of social media marketing campaign of retailers in KSA. The case in point was the Ad released by Jarrir Bookstore in the last quarters October 2019 through YouTube. The authors of the study took various approaches on determining the Advertising Effectiveness. Again, authors considered the style and theme/content of the Advertisement also. The four Ad styles used in the study were questions, discount/offer, call-to-action, and comprehensive information with two categories of YouTube Ads such as True View Discovery (TVD) and True View In-stream (TVI, (Table 2). The reason for designing four styles of each of the TVD and TVI Ads were to give an opportunity for participants to rank them from the most influential to the least influential. One pointed question addressed the likelihood of responding to ads with Like, Dislike, Comment and Share. The last two questions were open-ended in order to encourage participants to share their feelings about the campaign and brand. Totally 35 questions were included in the survey questions including demographic and Psychographic details of the respondents under study.

Table 2. THE POPULAR STYLES OF CONTENT ADVERTISING ON SOCIAL MEDIA

Question Style	Asking viewers, a question to let them start thinking as a way of getting their attention while planning for shopping
Discount Style	Offering discounts on products or services is a strategy that used by Hypermarkets to enhance better sales and in-store customer traffic
Call-to-action Style	Call now is another option where the consumer can immediately contact a Customer service or chat center to obtain more information about the shopping festivals and motivate them to place an order of valuable products and services.
Comprehensive Style	Providing buyers comprehensive information about the latest products on arrival and also compare its value in maintaining healthy and happy life .

Source: S.Shajahan, Marketing Research: Concepts and Practices with Cases , MacMillan New Delhi

5.1 Research Process

The data collection tool used for this descriptive type survey research is questionnaire which was administered through social media accounts of the authors. The questionnaire was having two major division such as Part A with demographic and psychographic variables and Part B with 6 independent variables along with four type of Ads chosen for the purpose of the study. There were 35 questions included in this administered survey research. Convenient sampling method was used as sampling technique to draw the response from the sample chosen for the study. Semantic Differential (SD) ,COMMAP model and Multiple Regression were resorted to for the purpose of analyzing data with the help of SPSS 21.0 version. The internal consistency of the instrument was tested through reliability analysis using Cronbach's alpha. All reliability results were in the range 0.793 to 0.898 which exceeds 0.70 limit of acceptability (Table-1).

Pilot testing of data collection tool for the study were conducted in the first week of October 2019 with a sample size of 50. They were excluded at the final stage of data collection which was taken place during second to fourth week of October 2019 for a period of 3 weeks. However necessary modifications were carried out based on the feedback of the pilot testing. Accordingly the sample population was confined to the active customers of Jarrir books having a purchase history of 6 months or less since October 2019, the start of the main survey. The selected age group for the study was between 18 and 54 as the technology go well with youngsters and mature/ adult people who are not very old. The main online survey was completed with 200 responses and 190 responses were found to be complete after

applying Outliers. The impact of social media and its utilization as an influential media vehicle for advertisers created a new scope for customers as well. They can interact with their favorite brand owners, shops and companies as well globally. However this current study focused exclusively on the Jarrir Bookstore in Jazan, KSA and their YouTube Campaigns in 2019.

5.2 Significance of the study

Companies need information regarding the needs, wants and demand of various products and services required by different customer markets and groups who wanted to keep up their social, inspirational and economical level of living. Then the company devises product /services and offered to the market which is in their mind at the time of conception and production. Primarily, the company has to advertise /promote the products/service to inform the existence and persuade the target market to purchase the same. Now traditional media vehicles failed to carry the messages, as they lost their relevance in their daily life. New Media and Technologies continue to emerge to take up the challenge of meeting the target audience.

With the advent of new age technology and its integration on smart phone created a new space for advertisers to tap the opportunities for attracting youngsters and knowledge seekers through YouTube advertising. This study can make a significant contribution to understand the customer perception on YouTube TVI and TVD Advertisement content and its advertising effectiveness. Further the social media is controlled by the user and advertisers have no role to play or influence the comments, like and shares of the video. It is like word of mouth publicity

or otherwise, it is popularly nick named as click of mouse publicity

VI. DATA ANALYSIS AND MAJOR FINDINGS

Following three sections describes various analyses with research implications

6.1 Demographic Profile of the Respondents with their perception on TVI and TVD Ads

While looking at the gender, males respondents were dominated the survey with 59 per cent as they are much interested in TVI Ads in YouTube. But 41 per cent of the respondents were females who were given preference to TVD ads in YouTube. The dominant respondents were under 30 (19-29 years old) category with 62 per cent and were married (55 per cent). They have double earning members in the family and were employed mainly in the Ministries, Government jobs (72 per cent). Again while checking their social media time on You Tube, 95 percent of them were keen on YouTube Notifications and YouTube video. Out of this, 39 per cent of their social media time in a day would be in YouTube. The respondents of this study were better

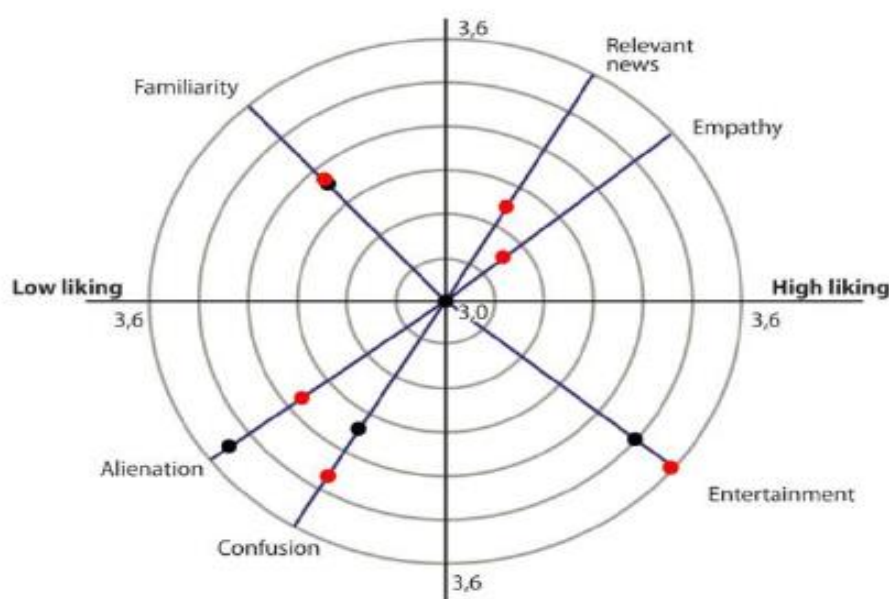
educated mostly with PG, PhDs and PG Diploma holders (73 per cent) and with monthly income of SAR 25,001 to SAR 40,000 (40 per cent). They were more accessible for the purpose of the study and also reflect the active chunk of highly educated and young active shoppers of Jarrir Bookstores in KSA.

6.2 Predicting Advertising Effectiveness based on independent variables under study.

i. By using Semantic Differential scale

Perception means how people think and act or perceive the message communicated in the Ads. In YouTube there is mode of reporting the viewers likes, dislike with or without comments. In this context, authors of this paper adopted the Semantic Differential (SD) or bipolar values to the independent variables under study. For this purpose, three dimensions, which have been labeled Evaluation, Potency, and Activity (EPA), have been verified and replicated. Here the Ad likeness is a personal and individual factor of every respondent and the details are plotted in Figure 1

FIGURE 1. SOCIAL MEDIA VIDEO ADVERTISING CAMPAIGNS LAUNCHED IN YOUTUBE EVALUATED WITHIN DU PLESSIS'S COMMAP MODEL



Source: Sample Survey October 2019

The details of Ads examined for the purpose of the study were plotted within the dimensions of COMMAP

Model as shown in the Figure1. The findings were in consistent with findings reported by Du Plessis (2007),

the inventor of the model. Plotted values clearly established the fact that Ads were seen as positive as it is above the centre point of 3.0. Further Entertainment scored very high for Ad likeability followed by relevant information/news value of the Ad and empathy. On the other hand, Confusion and alienations affect the success of the campaign hence Ad likeness followed by theme familiarity with their routine life of the respondents under study. This is true as Jarrir book store is known more for selling iphones, Google smart watches and Apple Computers as their authorized agent and dealer in KSA. It was established that multiple Regression is a better choice for predicting AD effectiveness and like ability than the Perceptual Value based analysis.

ii. By adopting Multiple Regression Analysis

The authors adopted another six independent variables to predict advertising effectiveness based on COMMAP model for the purpose of the study. As shown in Table 3 which describes the details of Regression model and Beta estimates, Attractiveness (AT), Sociability (SB), Trustworthiness (TW) and Competence (CP) are significant in predicting Ad Effectiveness of the social media marketing campaign. Further excitement and genuineness are not much significant in predicting Ad effectiveness.

TABLE 3: PREDICTOR EFFECTS AND BETA ESTIMATES FOR PREDICTING ADVERTISING EFFECTIVENESS OF THE SOCIAL MEDIA MARKETING CAMPAIGN

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	a	Std. Error	Beta		
Constant	0.421	0.229		2.079	0.038
Attractiveness (AT)	0.471	0.054	0.275	2.041	0.000
Sociability (SB)	0.406	0.059	0.322	2.273	0.000
Excitement (EX)	0.418	0.056	0.402	0.596	0.563
Trustworthiness (TW)	0.335	0.041	0.187	2.081	0.000
Competence (CP)	0.356	0.043	0.182	2.750	0.000
Genuineness (GN)	0.438	0.058	0.452	0.576	0.517

Source: Sample survey October 2019

The estimating equation for predicting Advertising Effectiveness (AE) of the social media marketing campaign can be constructed as

$$AE = 0.42 + 0.32SB + 0.28AT + 0.19 TW + 0.18 CP$$

TABLE 4 SUMMARY OF REGRESSION MODEL FOR DETERMINANTS WITH MEAN SQUARE RESIDUAL VALUES

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	114.005	5	19.071	43.912	0.000
Residual	44.856	189	0.346		
Total	158.861	194			

Source: Sample Survey October 2019

While applying multiple regression as shown in Table 4 above and Table 5 below that overall linear model fit for

Ad Effectiveness of YouTube campaign yielded a significant statistic ($F=43.912$, $p<0.000$) and adjusted $R^2=0.716$, explained by Attractiveness (AT), Sociability (SB), Trustworthiness (TW) and Competence (CP) are significant in predicting Ad Effectiveness of the YouTube campaign.

**TABLE 5 SUMMARY OF REGRESSION:
MODEL FOR PREDICTING ADVERTISING
EFFECTIVENESS OF THE SOCIAL MEDIA
MARKETING CAMPAIGN**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.992	0.712	0.716	0.67852

Source: Sample Survey October 2019

It is important to note that Genuineness and excitement are not the factors which will be considered for advertising effectiveness for social media marketing campaigns through YouTube for the electronic retailers in KSA.

VII. MAJOR DISCUSSIONS AND IMPORTANT FINDINGS

It was observed from the findings of the study that 22% of the respondents were neither satisfied nor dissatisfied with both advertisements on YouTube on Home page or before the start or at the end of the video and go for shopping at Jarrir Book store. In fact more than half of the 22 per cent neutral participants occasionally Skip TVI advertisements on YouTube. Interestingly, the participants who always gave attention to Ads on YouTube, and who were very satisfied overall, actually represented 73.7% which majority of the population under study.

As expected, the discount style of advertising in TVI Ads was most effective and was ranked as the most influential out of the four styles by 59.8% of respondents. Unexpectedly, the comprehensive information style in TVD Ad was found to be the second most influential despite previous research that suggested that the question style Ad tended to be the more popular one. As a result, the comprehensive information style might provide the answers to the customer's questions regarding whether or not to visit the Jarrir Book store and why the product or service should be purchased. Subsequently, this data allows marketers to creatively exploit the highest relevance of both styles and enhance their marketing Ads

in YouTube accordingly.

The comprehensive information style in TVD ads were chosen approximately as the most influential by 20.9% of participants while the question style in TVD was selected by 14.5%; therefore, combining both styles together could be more efficient. Another unexpected finding was that the call to action style Ad was the least influential (4.8%) in TVD and TVD Ads. It was established the fact that social media Ads were playing a crucial role of influencing the New Generation customers with novel concept and product information and ongoing offers at the stores. One of the greatest benefits of YouTube TVI and TVD Ad is the ability to share and comment product reviews and likes. Further, research findings showed that respondents received more than 5 to 10 video marketing Ads /message types on their mobile phone in the form of notifications from YouTube Channels which influence them to make a purchase/shop them more from Jarrir Bookstore outlets.

VIII. SUMMARY AND RECOMMENDATIONS

Here the authors considered Ad likeability in the social media as a determinant of Ad Effectiveness in the social media. It is worth to mention the general format of the video, music, theme, story board and message it delivered and so on are crucial to its success and popularity. An attempt was made by the authors to compare the findings with popular COMMAP model to enhance its acceptance in the new media channel. It is important to note that Genuineness and excitement are not the factors which will be considered for advertising effectiveness for social media marketing campaigns through YouTube for the electronic retailers in KSA. Attractiveness (AT), Sociability (SB), Trustworthiness (TW) and Competence (CP) are significant in predicting Ad effectiveness of the social media marketing campaigns.

It was recorded that 30 per cent of the respondent of the survey never watch the Ads and always skip while watching YouTube videos whether it is TVI or TVD. However the majority of 70 per cent selectively views the Ads and makes purchase or shopping decisions accordingly on a weekly basis. In this context, predicting Ad Effectiveness is critical to the success of Ad campaign and very crucial for Marketing Return on Investment for the company. In general positive comments, shares and likes reflects the popularity and social acceptance of the brand, store and campaign as well. The Ad Effectiveness

on social media especially on YouTube has to be delt with more deeply to understand more intrinsic factors connected with social behavior of the campaign and brand.

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