

Behavioral Intentions and Cognitive-Affective Effects of Exposure to YouTube Advertisements among College Students

Authors : Abd El-Basit Ahmed Hashem Mahmoud, Othman Fekry Abdelbaki

Abstract : This study attempts to investigate the exposure to YouTube ads among Egyptian college students, their attitudes towards these ads, behavioral intentions to watch them, and the effects of this exposure and to examine the relationships among these variables as well. The current study is theoretically guided by the theory of reasoned action (TRA) and cognitive-affective behavioral model (CAB) through a questionnaire survey administered to a convenience sample of 390 college students who watch YouTube videos from Cairo University, Egypt from February to May 2019. The results showed that 98.7% of respondents exposed to YouTube ads, and both of their attitudes towards YouTube ads exposure and their intentions to this exposure were moderately positive. The findings also indicated that respondents' gender had a significant impact on their intention to expose these ads. One-way ANOVA indicated that their attitudes towards exposure to YouTube ads influenced their behavioral intentions to watch these ads, and it also demonstrated that their behavioral intentions to watch these ads had an impact on the exposure to such ads. Pearson correlation revealed that there was a significant positive relationship between respondents' attitudes towards YouTube ads exposure and the cognitive, affective, and behavioral effects of this exposure.

Keywords : attitudes, behavioral intentions, theory of reasoned action, YouTube ads

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