Impact of Advertisement on Audience Retention of YouTube Comedy Skits – The Most Watched Content on YouTube in Lagos, Nigeria

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Abstract : This study investigated that advertisement has an impact on audience retention on YouTube Comedy skits, which is the most watched content on YouTube in Lagos, Nigeria. The main objective was to determine if the advertisements affect the average number of times they spend watching YouTube comedy skits. The study was anchored on Festinger's (1952) cognitive dissonance theory. The research method for this exercise was a survey to get responses from people in Lagos state on how they react to the advertisements they face when watching YouTube comedy skits in Lagos state. The sample size derived from the Krejcie and Morgan (1970) Table was 384 YouTube users. The instrument that was used to gather data was a questionnaire. The findings showed that the adverts have far-reaching exposure by the target audience, but most of the audience perceived them to be intrusive. It was also found that there is not enough evidence to infer that advertisement is indeed impacting audience retention on YouTube comedy skits in Lagos, Nigeria. The reason is that, for a majority of the audience, adverts do not essentially affect their retention on those skits, but for a considerable percentage (34%), these adverts do break their concentration and affect how much time they end up spending on the YouTube comedy skits. It was recommended that, among others, there should be regular monitoring and adaptation of YouTube advertisements to the audience preferences and behaviors of the audience. Insights on changes or trends in audience preferences can be gained through surveys.
Keywords : advertisement, audience, YouTube, comedy skits, Lagos Nigeria

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