



The impact of YouTube content on brand awareness and purchasing intention of Millennials in Dublin

▶ Introduction

The unquestionable relevance of the use of social media to reach potential consumer markets can be confirmed through numbers; Kemp (2021, p. 7) affirms that showing the global scenario:

4.2 Billion active users on social networks
50% of the world population

Considering the European market, this figure reaches almost 80% of the population active on social media platforms. On top of that, Chaffey and Ellis-Chadwick (2019, p. 447-448) point out that among so many forms of interaction, the video format is one of the most popular in terms of awakening good experiences in consumers.

In short, this study addresses relationships between users and brands in the context of social media. Videos are considered a resource that aggregates information to use sounds, images and other devices that can potentially increase the level of connection between brands and users. This study focus on observing this relationship from the perspective of users on the **YouTube** platform. This platform is highly relevant to the market today, the **second world's most used social media platform** (Hootsuite 2021) and has all the resources to establish a social network as tools to share, comment and like the content.

▶ Objectives

Research Question

How can YouTube content raise brand awareness and affect purchasing intention of Millennials in Dublin?

1. To demonstrate the importance of brands using the YouTube platform to raise brand awareness of Millennials.
2. To examine the relationship between brand awareness, purchasing intention and video consumption.
3. Understand the benefit of brands' channels targeting strategies using SEO Video.
4. The relevance of searching algorithms in the user experience.

▶ Method

Literature Review
The relevance of social media and content marketing; Social media and the consumers' purchasing intention; Brand Awareness; Millennials and Social Media; How can YouTube be defined on the internet universe?; YouTube for business; SEO Video

Research Design
Quantitative approach; Postpositivist world view and cross sectional time frame (Creswell, 2009); self-completed questionnaires; Sample definition: Millennials in Dublin age 25-40 (Dimock, 2019);

Survey
Google Forms; Shared via social media; Period data collection: 02nd Aug. 2021 to 30th Aug. 2021

Results

Discussion

Conclusion

▶ Results

Demographics

115 respondents

- 44.3% Male
- 51.3% Female
- 66.1% Employed
- 61.7% Bachelor's Degree

Usability

- 94.6% Smartphone
- 82% Laptop
- 98.2% of respondents used YouTube in the last 7 days
- 95.5% of respondents have YouTube account

▶ Discussion

This aim is to discuss the hypotheses previously established in this study and analysing the data obtained through the correlation of variables that were developed in the questionnaire. As stated by Howitt and Cramer (2020), one of the most used correlation coefficients currently is the Pearson's correlation that gathers two pieces of information.

Hypothesis	Accepted	Rejected
H1: YouTube users are more likely to consider whether the brands are relevant or not if they have available content on the platform.	✓	
H2: YouTube users have a positive perception of brands on the platform.	✓	
H3: YouTube users are more likely to interact with brands that have channels.	✓	
H4: YouTube users are intended to buy products/services of brands that provide content on the platform.	✓	
H5: Quality of content affects YouTube users' video consumption and subscription intention.	✓	
H6: The search box tool on YouTube affects purchasing intention.		✗

▶ Conclusion

Most of the hypotheses presented would be able to respond to the objectives of this paper. Regarding the influence on the purchase intention for video content consumed on YouTube, the hypotheses presented a strong correlation between the available variables, representing the answers for these paper objectives. It is possible to demonstrate the importance of brands using the YouTube platform to raise brand awareness and influence purchase intention of Millennials in Dublin.

References

Chaffey, D. and Ellis-Chadwick, F., 2019. Digital marketing. 7th ed. Harlow: Pearson.

Creswell, J., 2009. Research design: Qualitative, quantitative, and mixed methods approaches. 3rd ed. Thousand Oaks, California: SAGE Publications, Inc.

Dimock, M., 2019. Defining generations: Where Millennials end and Generation Z begins. [online] Pew Research Center. Available at: <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

Howitt, D. & Cramer, D 2020, Understanding Statistics in Psychology with SPSS. 8th Edition Pdf Ebook, Pearson Education, Limited, Harlow. Available from: ProQuest Ebook Central.

Kemp, S., 2021. Digital in Ireland: All the Statistics You Need in 2021 — DataReportal—Global Digital Insights. [online] DataReportal—Global Digital Insights. Available at: <https://datareportal.com/reports/digital-2021-ireland/?q=ireland>