



Effects of YouTube Marketing Communication on Converting Brand Liking Into Preference among Business Administration Students in Polytechnic University of the Philippines

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Abstract

Today's world has been revolving around technology. As marketers dive into new ways of marketing and selling their products, we can also see the drastic difference of consumer in their buying behavior and brand preference. This paper examines the effect of YouTube marketing communication on converting brand liking to the Business Administration students of Polytechnic University of the Philippines. A survey was conducted among the respondents and the hypotheses are evaluated. The result of this paper shows that YouTube marketing communication has a favorable connection to brand preference and brand liking, making YouTube a relevant tool for advertising and marketing.

I. INTRODUCTION AND LITERATURE REVIEW

Today's time of the Internet has opened the gateway of tremendous digital marketing opportunities for businesses. In a current world live with technology, how can digital media affect the behavior of the consumer such as in brand liking and how does it promote its awareness to become a preferences of a specific customer. How digital marketing can be a strong communication tool to reach customer and to capture their attention to become likeable and have their interest with the promotion. How can YouTube influence potential customer and position every advertised product to the mind of people. By utilizing different channels of digital marketing, businesses cannot just share their products and services online; additionally, they can gain clients for their business, entice them and can convert them to boost their ROI (Soni, 2017).

In today's generation, to remain relevant for customers in a competitive and globalized world, it is seen as crucial for companies to allocate time and resources on trying to reach out to customers (Ammari, 2018) and because of this, different marketing strategies are developed through the past years and one of these is social media marketing that includes Facebook, Instagram, Twitter, Tumblr, Messenger, YouTube, and many more. (Duffet et. al, 2019) Digital video is one of the fastest-growing social media, especially among Millennials (1981-1996) and Generation Z (1997-present). Across all video sharing platforms, YouTube, with a total of 1.9 billion active users and almost 5 billion videos streaming daily, YouTube has become a very important communication channel for brands and organization. The attitude towards YouTube marketing communication are of great significance to organizations and their brands, since they may offer a greater understanding of future consumer behavior predispositions considering their incremental growing spending power (Serpa,2018). A key aspect of modern marketing is choosing which communication channel to market through (Williams and Page, 2011). Williams and Page (2011) argue that when choosing which marketing communication channel, one should consider various factors of the targeted consumer such as sex, income, preferences, and age. Brand liking had a positive effect on brand preference for the combined Romanian, and South African samples due to YouTube marketing communication. Entertainment had a positive effect on consumer attitudes as a result of various forms of YouTube marketing communication (Duffet et. al.). As the consumers change in each passing generation, they created substantial demand for goods and services in their attempt to play catch-up with the living standards. The opportunity to purchase many new, different, foreign goods, quickly gave customers a much wider selection of 'known' brands from which to choose. Consumer purchase was motivated by the desire not only to possess products previously restricted but also to show to society what 'new' things individuals had (Haefner et. al, 2011). Brand liking had a positive effect on brand preference for the gathered data and interpreted results the study conduct on Romania and South Africa due to YouTube marketing communication (Duffet,2019).

According to Uribe (2015) using traditional marketing communication channels, especially television, represents one of the most effective strategies to raise brand awareness. However, traditional media is costly and as it is targeting the greater mass and not personalized, could be a bit off target for some viewers (Kotler et al., 2013). Todor (2016) also discussed issues with social media marketing, suggesting that there is a lack of trust among the users due to many cases of deceptions regarding virtual promotions. That is why traditional market communication channels are to be preferred because it has a higher level of trust and rapid results from the consumers. In contrast, Chaffey and Smith (2017) stress how social media as a marketing communication channel is more effective since the communication between companies and customers, as well as between customers and customers are more intense. This delivers and spread the message in marketing better, hence increasing brand awareness. The use of social media platforms for companies to establish brand awareness is a critical area to focus on and perhaps mainly for enhancing the ability to reach them effectively with marketing campaigns (Serpa, 2018). This research was conducted in Polytechnic University of the Philippines to the students of College of Business Administration. These chosen respondents were exposed to digital media and this made them perfect respondents to know how can digital media affect brand liking and turn it into preferences. The respondents were divided into four courses.

This research focuses on how YouTube marketing communication affects the brand liking of Business Administration students at Polytechnic University of the Philippines. The researchers have chosen this topic because most of the students were engaged in surfing the internet and they are the ones who can view and encounter YouTube advertising. This research is conducted to prove whether there is a relativity of converting brand liking into preference with the use of digital marketing as communication or having no effect within these two variables.

II. METHOD AND MATERIALS

The purpose of this study is to determine Effects of YouTube Marketing Communication on Converting Brand Liking into Preference among Business Administration Students in Polytechnic University of the Philippines, thus, we adapt research questionnaire from Duffet by making revisions to fit for the given information needed to gather among the students of Business Administration Students. As we provided the research instruments with a given number of a specific number every course, we conducted and give each available respondent with a questionnaire to provide the information needed.

The research instrument that was adapted came from Duffet and was made with some changes to consider the information of the respondents of the College of Business Administration. Since it was adapted with the consent of the one who administered and developed the research instrument, the researchers added some categories that will be relevant in the new findings in this study. By adding the factor in were the respondents currently residing can determine if this can affect on how they are engaged with social media.

The opening section of the research instruments are the demographic profile to be filled by the respondents. It includes the name courses, gender, the monthly allowance/income, age, and currently residing while having classes in PUP. The next section tells how the respondents engage with the Social Media (YouTube). How much hour they spend and how long they are accessing with this Social Media. For the last section the table, it tells how social media affect their brand liking and also their preferences.

For the data computation, the section of the research instruments of Engaged in Social Media will be executed with the use of having its average mean by tabulating all of the gathered data on that section. It also includes the data gathered in gender and age to know who the most excessive user in accessing YouTube is. The table section includes the brand liking and preference of the respondents. Also some categories on how much they are influence by the social media with scale of 1-5. It questioned the respondent in how much they are affected and change their interest if they are engaged in social media. The measurement of the gathered data will be performed with average mean and having the percentage for the total population of the respondents and for the total population size of every course that the data gathered. Every course was given a specific population size. The four courses are the following: Entrepreneur having number of 56 population size, the Office Administration has the total of 78 population size, the Human Resource Management having a number of 101 population size, marketing management having a number of 102 population size with a total of 337 respondents of population size for the students of College Business Administration.

This research use Cronbach alpha to measure the Liking and the Preference of the respondents. Every item has a 5 point Likert scale use to explain the amount on how they are influence in terms of numbers. The model of Cronbach's alpha can be written as a function of the number of survey items and the average inter-correlation among these items.

III. RESULTS

THE DATA GATHERED HAVE ITS TOTAL NUMBER AND THE PERCENTAGE TO DETERMINE THE NUMBER WHICH CATEGORY ENGAGE EVERY RESPONDENTS. WITH THIS RESULT, IT WILL DETERMINE THE ACCESSIBILITY, USAGE, AND THE NUMBER OF HOURS THEY SPEND.

TABLE 1. YOUTUBE USAGE AND DEMOGRAPHIC FACTORS' OF THE RESPONDENTS

| NO | TOTAL CBA | | ENTREPNEUR | | OFFICE AD | | HRM | | MKTG | |
|----|-----------|----------|------------|----------|-----------|----------|-------|----------|-------|----------|
| | n=337 | % | n=56 | % | n=78 | % | n=101 | % | n=102 | % |
| 1 | 126 | 37.38872 | 20 | 35.71429 | 21 | 26.92308 | 41 | 40.59406 | 44 | 43.13725 |
| 2 | 9 | 2.670623 | 2 | 3.571429 | 2 | 2.564103 | 1 | 0.990099 | 5 | 4.901961 |
| 3 | 202 | 59.94065 | 34 | 60.71429 | 55 | 70.51282 | 59 | 58.41584 | 53 | 51.96078 |
| 1 | 6 | 1.780415 | 2 | 3.571429 | 1 | 1.282051 | 1 | 0.990099 | 2 | 1.960784 |
| 2 | 10 | 2.967359 | 1 | 1.785714 | 2 | 2.564103 | 4 | 3.960396 | 3 | 2.941176 |
| 3 | 23 | 6.824926 | 4 | 7.142857 | 3 | 3.846154 | 6 | 5.940594 | 10 | 9.803922 |
| 4 | 36 | 10.68249 | 6 | 10.71429 | 5 | 6.410256 | 12 | 11.88119 | 12 | 11.76471 |
| 5 | 262 | 77.74481 | 43 | 76.78571 | 67 | 85.89744 | 78 | 77.22772 | 75 | 73.52941 |
| 1 | 214 | 63.50148 | 35 | 62.5 | 50 | 64.10256 | 58 | 57.42574 | 71 | 69.60784 |
| 2 | 88 | 26.11276 | 16 | 28.57143 | 16 | 20.51282 | 32 | 31.68317 | 24 | 23.52941 |
| 3 | 25 | 7.418398 | 3 | 5.357143 | 9 | 11.53846 | 7 | 6.930693 | 6 | 5.882353 |
| 4 | 8 | 2.373887 | 1 | 1.785714 | 3 | 3.846154 | 3 | 2.970297 | 1 | 0.980392 |
| 5 | 2 | 0.593472 | 1 | 1.785714 | 0 | 0 | 1 | 0.990099 | 0 | 0 |
| 1 | 66 | 19.58457 | 13 | 23.21429 | 14 | 17.94872 | 16 | 15.84158 | 22 | 21.56863 |
| 2 | 92 | 27.2997 | 9 | 16.07143 | 16 | 20.51282 | 37 | 36.63366 | 31 | 30.39216 |
| 3 | 92 | 27.2997 | 15 | 26.78571 | 27 | 34.61538 | 26 | 25.74257 | 24 | 23.52941 |
| 4 | 30 | 8.902077 | 4 | 7.142857 | 9 | 11.53846 | 7 | 6.930693 | 10 | 9.803922 |
| 5 | 57 | 16.91395 | 15 | 26.78571 | 12 | 15.38462 | 15 | 14.85149 | 15 | 14.70588 |
| 1 | 15 | 4.451039 | 6 | 10.71429 | 3 | 3.846154 | 5 | 4.950495 | 1 | 0.980392 |
| 2 | 168 | 49.85163 | 25 | 44.64286 | 42 | 53.84615 | 44 | 43.56436 | 57 | 55.88235 |
| 3 | 111 | 32.93769 | 17 | 30.35714 | 23 | 29.48718 | 38 | 37.62376 | 33 | 32.35294 |
| 4 | 27 | 8.011869 | 6 | 10.71429 | 5 | 6.410256 | 8 | 7.920792 | 8 | 7.843137 |
| 5 | 16 | 4.747774 | 2 | 3.571429 | 5 | 6.410256 | 6 | 5.940594 | 3 | 2.941176 |
| 1 | 68 | 20.17804 | 16 | 28.57143 | 11 | 14.10256 | 12 | 11.88119 | 29 | 28.43137 |
| 2 | 268 | 79.52522 | 39 | 69.64286 | 67 | 85.89744 | 89 | 88.11881 | 73 | 71.56863 |
| 3 | 1 | 0.296736 | 1 | 1.785714 | 0 | 0 | 0 | 0 | 0 | 0 |
| 1 | 316 | 93.76855 | 53 | 94.64286 | 69 | 88.46154 | 97 | 96.0396 | 96 | 94.11765 |
| 2 | 21 | 6.231454 | 3 | 5.357143 | 9 | 11.53846 | 4 | 3.960396 | 6 | 5.882353 |
| 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

TABLE 2. YOUTUBE MARKETING COMMUNICATION AFFECTIVE (ATTITUDINAL) RESPONSES

It includes the variance and the standard deviation. Divide into two parts for the response namely the liking and the preference part to determine how this value of the gathered data can influence the behavior of the respondents. Using these categories will represent the table that follows:

| Affective Attitudinal Response | Variance | Standard Deviation | Cronbach's Alpha |
|---------------------------------|----------|--------------------|------------------|
| Liking | | | |
| Liking brands more(1) | 0.969189 | 0.985933 | 0.897292 |
| Adds to enjoyment(2) | 0.980402 | 0.99162 | |
| Likeable and pleasant(3) | 0.886427 | 0.942899 | |
| Entertaining and fun(4) | 1.001479 | 1.002223 | |
| Like advertised products(5) | 0.895566 | 0.947746 | |
| Preference | | | |
| Look for advertised products(1) | 0.813356 | 0.903199 | 0.928802 |
| Relevant to interests(2) | 0.964637 | 0.983616 | |
| Stimulate brand(3) | 0.968602 | 0.985635 | |
| Gain interest in products(4) | 0.995562 | 0.999258 | |
| Prefer promoted brands(5) | 0.939682 | 0.970809 | |

IV. DISCUSSIONS

The findings of the study show that brand liking has a positive effect and influence on the brand preference for the students in the College of Business Administration in Polytechnic University of the Philippines. The total population of the students divided into four course with given specific numbers has a positive effect. The total number of College of Business Administration shows most of the respondents use mobile device & PC to access with YouTube having a total number of 202 and a percentage of 59.9%. The people who are most likely engage on using YouTube as a social media had been used the site/app more than five years with the total number of 262 and a percentage 77.7%. Most of the respondents were actually log on to the YouTube daily with a number of 214 having a percentage of 63.5%. The numbers of hours spend by the students having 27.4% with both number of hours of 2 and 3hour time using the app/site with both number of 92. Most of the students encounter less than 5 advertisements viewed every time they logged in with the use of the YouTube having a number of 168 and a percentage of 49.9%. The gender of the students who used the YouTube app/site the most were the female with a number of 268 and a percentage of 79.5%. Most of the ages of the respondents were 18 to 22 years old with a number of 316 and a percentage of 93.8%.

On the column of the course entrepreneur with a total number of 56 made with separate findings. Most of the students use mobile device & PC to access with the social media with a number of 34 and a percentage of 60.7%. The students who used YouTube more than 5 years have a number of 43 and a percentage of 76.8%. In often times does the students logs in into YouTube were Daily having a number of 35 and a percentage of 62.5%. In how many hours do a students spend in using YouTube having a same amount with 3 hours and more than 5 hours with a number of 15 and both have a percentage of 26.8%. In how many advertisements they encounter per logging session on YouTube have a number less than 5 advertisements with a number of 25 and a percentage of 44.6%. The gender of the course entrepreneur who engage with the social media were female having a number of 39 and a percentage of 69.6%. The age of the students who are engaged with the use of social media were 18 to 22 years old having a number of 54 and a percentage of 94.6%.

On the column of the course Office Administration with a total number of 78, most of the students used mobile device & PC to access social media with a number of 55 and a percentage of 70.5%. For how long the

students used the YouTube had more than 5 years with the number of 67 and a percentage of 85.9%. The often times the student log on YouTube had the Daily having a number of 50 with a percentage 64.1%. Most of the students spend hours on using YouTube per log in session is 3 hours having a number of 27 with a percentage of 34.6%. In how many advertisements they encounter on YouTube per logging session had less than 5 advertisements with a number of 53.8%. The gender of the Office Administration who use the YouTube the most were females having a number of 67 and a percentage of 85.9%. The most number of the respondents use social media were at 18 to 22 years old with a number of 69 and a percentage of 88.5%.

On the column of the human resource manager with a total number of 101, most number of students used mobile device & PC to access social media with a number of 59 and a percentage of 58.4%. In how long does the respondent used YouTube were more than 5 years with a number of 78 and a percentage of 77.2%. In how often times do they log on to YouTube were Daily with a number of 58 and a percentage of 57.4%. In how many hours do the students spend their hours using YouTube per log in were 2 hours with a number of 37 and a percentage of 36.6%. In how many advertisements do they encounter on YouTube per log in session were less than 5 advertisements having a number of 44 and a percentage of 43.6%. The gender of the human resource management who access the social media the most were female having a number of 89 and a percentage of 88.1%. The age was range into 18 to 22 years old having a number of 97 and a percentage of 96%.

On the column of the marketing management with a total of 102, most of students used mobile device & PC to access YouTube with a number of 53 and a percentage of 52%. In how long they used YouTube have more than 5 years with a number 75 and a percentage of 73.5%. Most of the students often times they log on to YouTube were Daily having a number of 71 and a percentage of 69.6%. Most of the students spend hours on YouTube per log in were 2 hours having a number of 31 and a percentage of 30.4%. In how many advertisements do they encounter on YouTube per log in session were less than 5 advertisements with a number of 57 and a percentage of 55.9%. The gender of the Marketing management course who access the YouTube app/site were female with a number of 73 with a percentage of 71.6%. The age of the students was range in 18 to 22 years old having a number of 96 with a percentage of 94.1%.

The table of YouTube Marketing Communications affective (attitudinal) responses interpreted by the given data result that showed on the table. In the category of liking consist of the following: liking brands more (1), adds to enjoyment (2), likeable and pleasant (3), entertaining and fun (4), and like advertised products (5). In the liking category scored in Cronbach's alpha 0.897292 which alpha is well above the conventional threshold of 0.7 respectably. It means that brand liking has a positive effect on the behavior of the students. In the category of preference consist of the following: look for advertised product (1), relevant to interest (2), stimulate brand (3), gain interest in product (4), and prefer promoted brands (5). In the preference category scored in Cronbach's alpha 0.928802 which got a high value and above the conventional threshold of 0.7.

V. CONCLUSIONS

The research study that was conducted on Polytechnic University of the Philippines in the College of Business Administration with the participation of 337 students focused on how digital media can affect brand liking and turn into preference with use of social media as marketing communication (YouTube). The researchers found out that most of the students engage with social media use mobile device & PC for access, so it is easy for them to operate in terms of accessibility of technology. Most of the students use YouTube more than 5 years and they are well-aware of YouTube's advertisements that flash before playing the video. The times they log in and use YouTube were daily, that means they can access it with internet connectivity like Wi-Fi or mobile data plan. That's why we included in the research instrument the "currently residing and their monthly income/allowance". These factors can affect how they engage with social media. If Wi-Fi connectivity is available at home and/or installed on every dorm, apartment, or bed space. In terms of financial aspect, how much allowance/income they can contribute for purchasing mobile data plans. Most of the students spend time with most of the score item were more than 5 hours of spending on YouTube per log-in. Most of them had encountered less than 5 advertisements on YouTube per login session.

Social media had a positive effect on the respondents to the students of College of Business Administration with the use of YouTube as a marketing communication. Like the previous study of Duffet, YouTube had a positive influence in brand liking and turn into preferences. The students from this college department were exposed on

using marketing communication mostly to their field as they are related in Business and how we position brand to the target market. That's why they are chosen to conduct this research study to find the significance of digital media in terms of marketing communication.

This study showed that brand liking has a positive influence and effective in stimulating the preferences in the brands. Placing advertisements through social media such as YouTube are relevant and can make a positive feeling towards the brands.

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