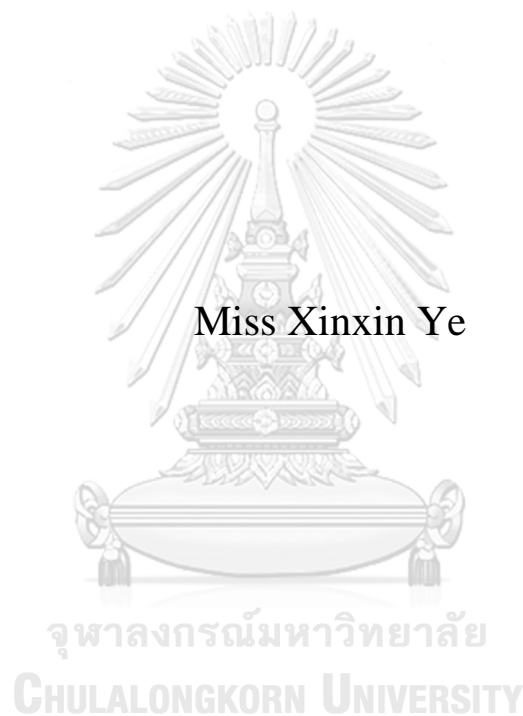


THAI VIEWERS' EXPOSURE, ENGAGEMENT, AND
PURCHASE INTENTION ON THE YOUTUBE
ADVERTISEMENTS DURING COVID-19 PANDEMIC



Miss Xinxin Ye

An Independent Study Submitted in Partial Fulfillment of the
Requirements
for the Degree of Master of Arts (Communication Arts) in Strategic
Communication Management
Common Course
FACULTY OF COMMUNICATION ARTS
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การเปิดรับ ความผูกพัน และความตั้งใจของผู้ชมชาวไทยต่อโฆษณาบนยูทูปในยุคการระบาดของ
ของโรคโควิด-19



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาโทสาขาสถาปัตยกรรมศาสตรมหาบัณฑิต
สาขาวิชาการจัดการการสื่อสารเชิงกลยุทธ์ ไม่สังกัดภาควิชา/เทียบเท่า
คณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย
ปีการศึกษา 2564
ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

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By Miss Xinxin Ye
Field of Study Strategic Communication Management
Thesis Advisor Associate Professor Dr. WORAWAN
ONGKRUTRAKSA

Accepted by the FACULTY OF COMMUNICATION ARTS,
Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of
Arts (Communication Arts)

INDEPENDENT STUDY COMMITTEE

..... Chairman
(Assistant Professor Dr. TEERADA
CHONGKOLRATTANAPORN)

..... Advisor
(Associate Professor Dr. WORAWAN
ONGKRUTRAKSA)

..... Examiner
(Dr. PAPAPORN CHAIHANCHAI)

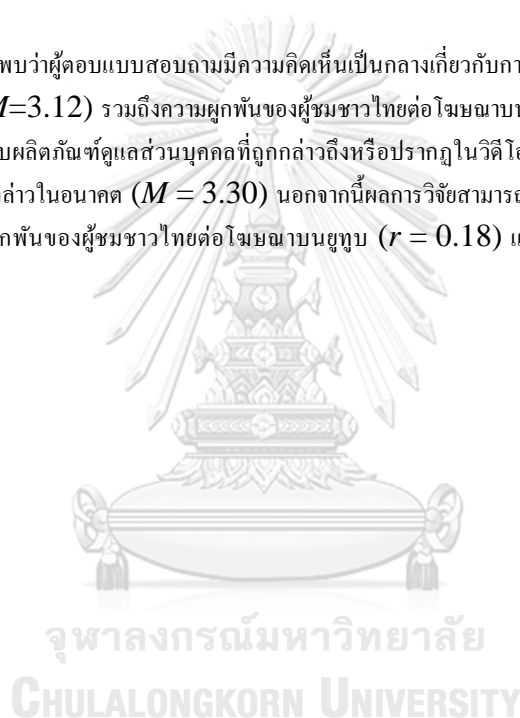


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ชินชิน ชี : การเปิดรับ ความผูกพัน และความตั้งใจซื้อของผู้ชมชาวไทยต่อโฆษณาบนยูทูปในยุคการระบาดของ
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 DURING COVID-19 PANDEMIC) อ.ที่ปรึกษาหลัก : รศ. ดร.วราวรรณ องค์กรุฑรศึกษา

งานวิจัยนี้จัดทำขึ้นเพื่อวิเคราะห์เกี่ยวกับการเปิดรับ ความผูกพัน และความตั้งใจซื้อของผู้ชมชาวไทยต่อโฆษณาบนยูทูปในยุคการระบาดของโรคโควิด-19 การวิจัยนี้ได้ศึกษาความสัมพันธ์ระหว่างการเปิดรับต่อโฆษณาบนยูทูปกับความผูกพันของผู้ชมชาวไทยต่อโฆษณาบนยูทูป รวมถึงความสัมพันธ์ระหว่างความผูกพันของผู้ชมชาวไทยต่อโฆษณาบนยูทูปกับความตั้งใจซื้อโดยมุ่งสำรวจผลิตภัณฑ์ในหมวดการดูแลส่วนบุคคล เป็นการวิจัยเชิงปริมาณเพื่อสำรวจกลุ่มตัวอย่างอายุระหว่าง 18-55 ปี ที่อาศัยอยู่ในประเทศไทยโดยมีกลุ่มตัวอย่างที่เข้าเกณฑ์การวิเคราะห์ทั้งสิ้น 206 คน เก็บข้อมูลโดยใช้แบบสอบถามออนไลน์

ผลการศึกษาพบว่าผู้ตอบแบบสอบถามมีความคิดเห็นเป็นกลางเกี่ยวกับการเปิดรับต่อโฆษณาบนยูทูป ทั้งในด้านความถี่ และระยะเวลา ($M=3.12$) รวมถึงความผูกพันของผู้ชมชาวไทยต่อโฆษณาบนยูทูป ($M=3.25$) ทั้งนี้ในด้านความตั้งใจซื้อ ผลสำรวจเกี่ยวกับผลิตภัณฑ์ดูแลส่วนบุคคลที่ถูกกล่าวถึงหรือปรากฏในวิดีโอพบว่าผู้ตอบแบบสอบถามส่วนใหญ่มีความตั้งใจจะซื้อสินค้าดังกล่าวในอนาคต ($M = 3.30$) นอกจากนี้ผลการวิจัยสามารถยืนยันความสัมพันธ์ในเชิงบวกระหว่าง 1) การเปิดรับกับความผูกพันของผู้ชมชาวไทยต่อโฆษณาบนยูทูป ($r = 0.18$) และ 2) ความผูกพันกับความตั้งใจซื้อ ($r=0.56$)



สาขาวิชา การจัดการการสื่อสารเชิงกลยุทธ์
 ปีการศึกษา 2564

ลายมือชื่อนิสิต
 ลายมือชื่อ อ.ที่ปรึกษาหลัก

6388005128 : MAJOR STRATEGIC COMMUNICATION MANAGEMENT

KEYWORD Exposure, Engagement, Purchase Intention, YouTube

D: Advertisement, Covid-19 Pandemic

Xinxin Ye : THAI VIEWERS' EXPOSURE, ENGAGEMENT, AND PURCHASE INTENTION ON THE YOUTUBE ADVERTISEMENTS DURING COVID-19 PANDEMIC. Advisor: Assoc. Prof. Dr. WORAWAN ONGKRUTRAKSA

This research aimed to analyze the Thai viewers' exposure, engagement, and purchase intention on the YouTube advertisements during covid-19 pandemic. The research explored the relationship between the exposure to YouTube advertisements and Thai viewers' engagement with YouTube advertisements, as well as the relationship between Thai viewers' engagement with YouTube advertisements and their purchase intention. This study focused especially in the personal care products category. This quantitative research was conducted through an online questionnaire which collected data from a total of 206 valid respondents, aged between 18 and 55 years old who lives in Thailand.

The results from the study reveals that respondents had a neutral opinion on the frequency and duration of exposure to YouTube advertisements ($M = 3.12$). Furthermore, respondents also had a neutral opinion on the *engagement* with YouTube Advertisements ($M = 3.25$). In terms of *purchase intention*, majority of the respondents agreed that they intend to consider the personal care products that are mentioned in the video in their future purchases ($M = 3.30$). The results of this research also confirmed that there is a positive correlation between exposure to YouTube advertisements and their engagement with the YouTube advertisements ($r = 0.18$), and a positive correlation ($r = 0.56$) between engagement and purchase intention.

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Field of Study:	Strategic Communication Management	Student's Signature
Academic Year:	2021
		Advisor's Signature
	

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Xinxin Ye

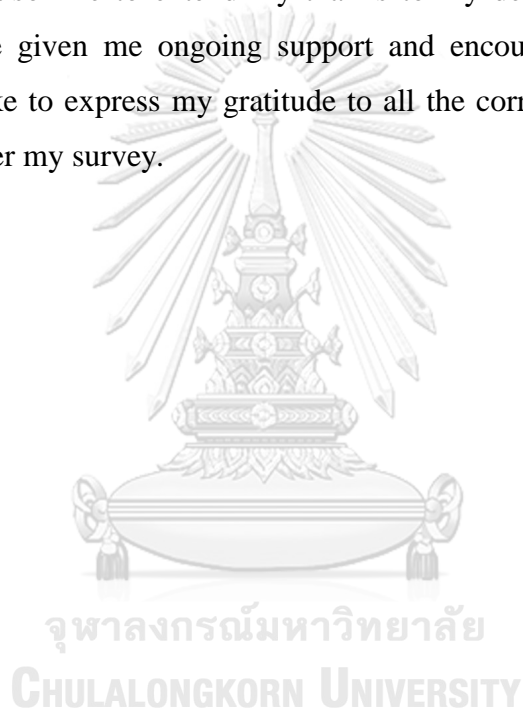


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CHAPTER 1

INTRODUCTION

1.1 SIGNIFICANCE OF THE STUDY

1.1.1 Overview of new media trend

As technology continues to advance, new media is becoming a more common form of communication. Any internet-related form of communication, such as blogs, music, and podcasts, supplied digitally via a website or streaming apps, is referred to as new media. Websites, blogs, email, social media networks, music, television streaming services, and virtual and augmented reality are all examples of new media. Internet and social media usage continue to rise as a result of the convenience of technology and the rise in mobile users. According to the Digital 2019 report from Hootsuite and We Are Social, many new users are coming online daily. Also, 57 percent of the world's population is connected to the internet, and 45 percent of the world's population are social media users. The majority of the social media audience is aged 18-24 and 25-34 (Kemp, 2019).

Furthermore, on average, internet users around the world spend 6 hours and 42 minutes every day online. As for Southeastern Asia, there are 415 million, 63 percent of people use the internet, making the Southeast Asian region have the highest internet penetration level. Internet users in Southeast Asian countries also spend more time surfing the net than in other regions. As of January 2021, Thailand has 48.59 million internet users, and the number has increased by 3.4 million between 2020 and

2021, which is during the pandemic period, making a 69.5% internet penetration in Thailand. (Kemp, 2021).

1.1.2 YouTube usage in Thailand

According to a research by ChannelMeter (2019), many countries have shown significant growth on the total number of YouTube views since 2013. Particularly, Thailand had made it into the top ten in 2019, making Thailand ranked the fifth with 207 billion total YouTube views, and has the tenth-highest number of subscribers. In addition, YouTube users generally spend approximately 21 minutes browsing YouTube, while most of them search for songs and movies. The latest data also indicated that YouTube is the second highest mobile app by consumer spend and the second most used social media platform with 37.3 million users in Thailand in 2021 (ICAT, 2021; Kemp, 2019).

YouTube is also the second most popular social media platform accounting for 97.5% of the total respondents of the survey (ETDA, 2020). Previous research by Ongkrutraksa (2020) also show that YouTube is widely used by the Thai children and youth, they are the groups that can freely engage with the YouTube videos. As more users can use the internet and users in Thailand is one of the countries with relatively high internet penetration, and Thai users of three main age groups below age 20, 20-39, and 40-55 years old are most active and spend more time on the internet and social media platforms such as Facebook and YouTube (ETDA, 2020).

Besides general viewers, YouTube is also widely used by brands to promote and engage with viewers. Based on the Business Usage 2020 Report from WISESIGHT (THAILAND) (2020), YouTube has the third highest social media

platform usage by brands in Thailand, which accounted for 50% of social media platform usage in Thailand, and recorded 13 billion views and posted a total of more than 69.3 thousand times in 2020. Additionally, the number of YouTube views is affected by the brand's promotion on the video advertisement.

Figure 1.1 Social media stats Thailand 2021



Source: ICAT (2021). *Social Media Stats Thailand 2021*. Retrieved September 15, 2021, from <https://www.icat.co.th/en/blog/digital-marketing-in-thailand-2021/>

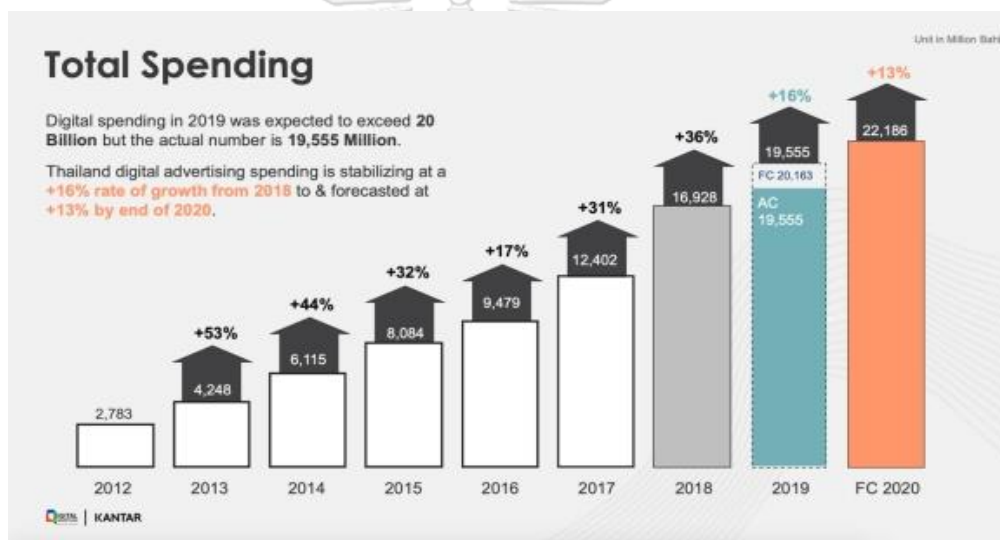
1.1.3 YouTube advertising in Thailand

A good video advertisement may create better engagement from viewers. One of the most seen YouTube advertisement formats is TrueView commercials, which are skippable on YouTube, it allows viewers to act on their wants. Viewers who completed TrueView advertising, or watched to completion or for at least 30 seconds, were 23 times more likely to visit or subscribe to a brand channel, watch more by that brand, or share the brand video, according to the results of 89 Brand Lift studies done in the United States. Even viewers who had only seen TrueView advertising were ten times more likely to engage in one of these activities (Blumenstein & O'Neil-Hart,

2015). This past study could explain the increasing digital advertising spending on YouTube by brands or marketers.

With high internet penetration and social media usage rate in Thailand, Thailand's overall digital advertising spending was going upwards. Thus, there was also an increasing trend in digital advertising spending, which recorded 19,555 million baht in 2019, which had an 16% growth rate from 2018 (DAAT, 2019).

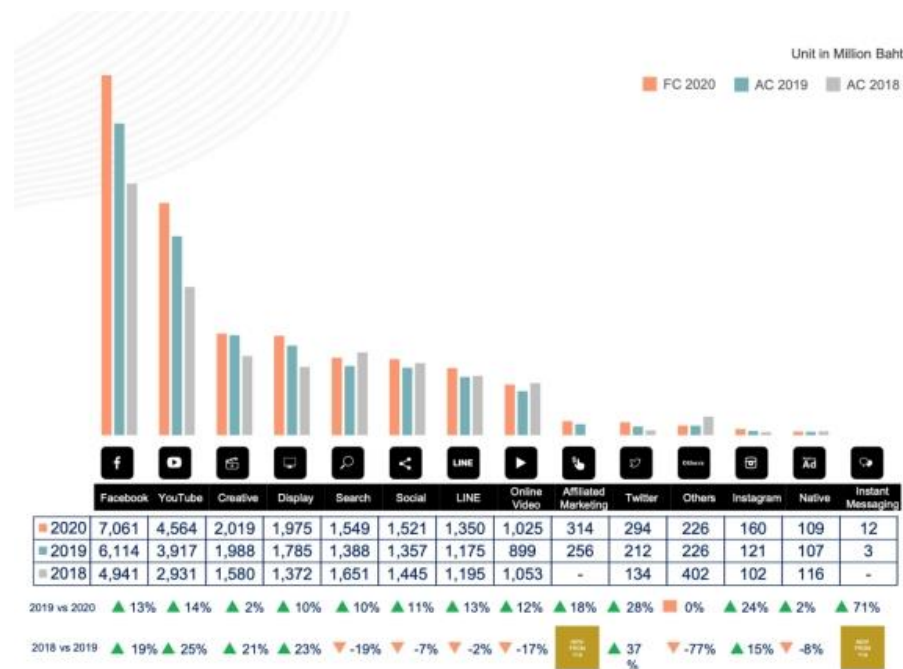
Figure 1.2 Thailand Digital Advertising Spend 2019-2020 Report: Total Spending



Source: DAAT (2019). *Thailand Digital Advertising Spend 2019-2020 Report: Total Spending*. Retrieved September 15, 2021, from <https://www.daat.in.th/digital-ad-spend>

As for YouTube advertising, it is one of the top two social media platforms that dominated the proportion of such spending with a total of 2,931 million baht in 2018, and show a growth rate of 25% from 2018 to 2019 (DAAT, 2019).

Figure 1.3 Thailand Digital Advertising Spend 2019-2020 Report: Discipline Spending



Source: DAAT (2019). *Thailand Digital Advertising Spend 2019-2020 Report: Total Spending*. Retrieved September 15, 2021, from <https://www.daat.in.th/digital-ad-spend>

1.1.4 Internet usage during covid-19 pandemic in Thailand

As previously mentioned, Thailand's internet penetration is relatively high and has an increased in internet users between 2020 and 2021, the Thailand Internet User Behavior 2020 report by ETDA also shows that easy internet access and wider internet coverage were highlighted by 78.3% of respondents as factors that make it easier for them to connect online. The same report also indicates the time spent on internet increases due to covid-19 pandemic. Specifically in 2020, Thai internet users spent 11 hours and 25 minutes online, an increase of one hour and three minutes over 2019, and Generation Y (aged 20-39) and Z (below age 20) were the primary users.

Bangkok Post (2020) also reported the time spent watching YouTube in Thailand increased by more than 20% in the first six months when compared to the same quarters in the previous year, with a significant rise in time spent watching comedic videos.

Figure 1.4 Average hours of internet usage per day comparison between 2013-2020



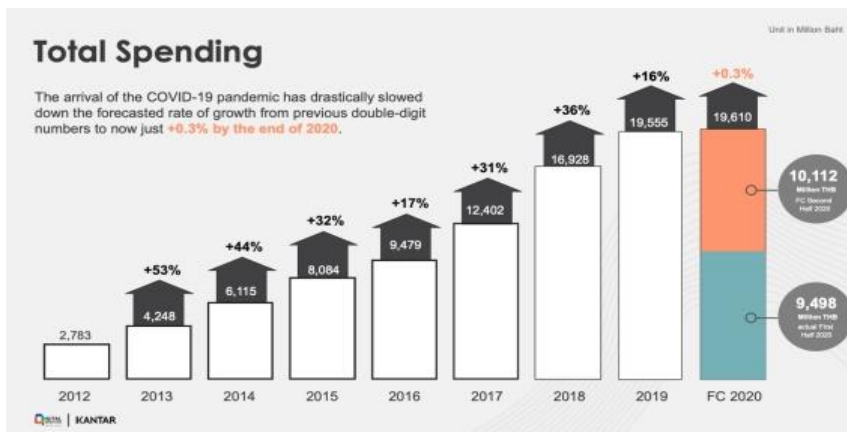
Source: ETDA (2020). *Average hours of internet usage per day comparison between 2013-2020*. Retrieved September 15, 2021, from <https://www.daat.in.th/digital-ad-spend>

1.1.5 Digital advertising during covid-19 pandemic

Despite of previous data on the overall digital advertising spending in Thailand showed a considerable growth rate until 2019, the forecast growth rate starting from 2019 had slowed down and predicted to have only 13% growth in total digital advertising spend in 2020, and a much lower growth rate at 14% on digital advertising on YouTube. Furthermore, the last research, released at the end of 2019, predicted that digital advertising spending will increase by 13% in 2020. Due to the impact of the pandemic, the report's mid-2020 version reduces this forecast to a

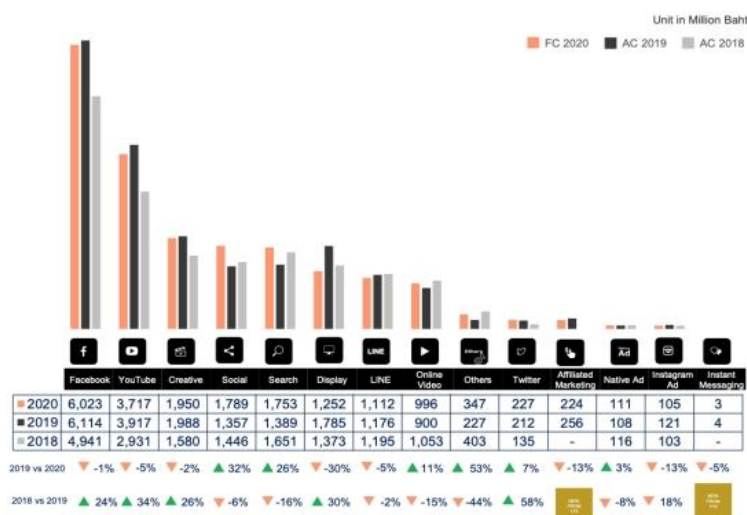
marginal growth of 0.3%. The forecast digital advertising on YouTube from the mid-2020 report reduced to a negative 5% in 2020 (DAAT, 2020).

Figure 1.5 Thailand Digital Advertising Spend Mid-2020 Report: Total Spending



Source: DAAT (2020). Thailand Digital Advertising Spend Mid-2020 Report: Total Spending. Retrieved September 15, 2021, from <https://www.daat.in.th/digital-ad-spend>

Figure 1.6 Thailand Digital Advertising Spend Mid-2020 Report: Discipline Spending



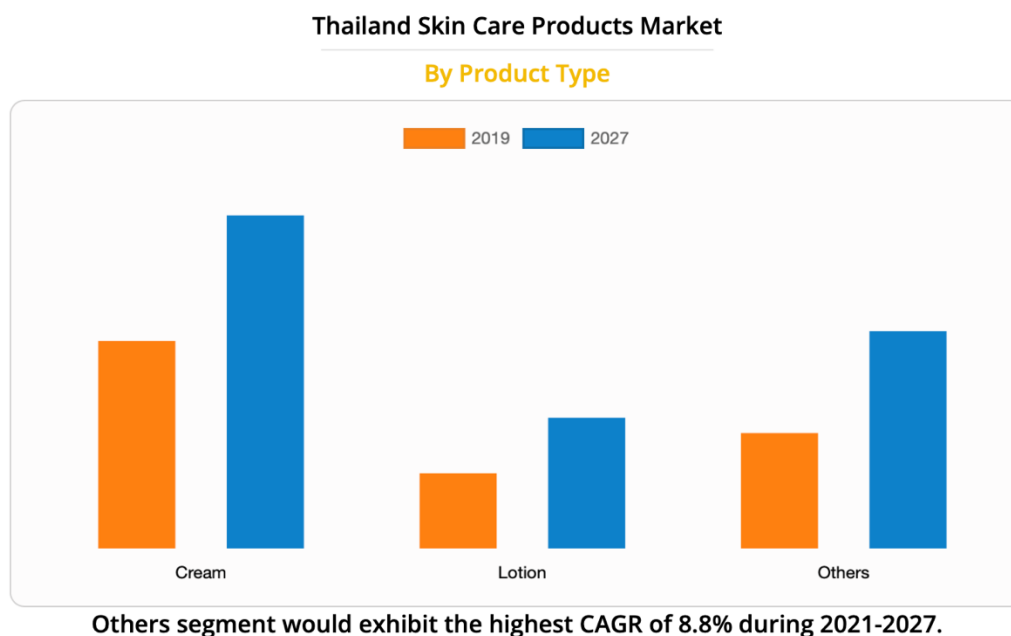
Source: DAAT (2020). Thailand Digital Advertising Spend Mid-2020 Report: Total Spending. Retrieved September 15, 2021 from <https://www.daat.in.th/digital-ad-spend>

The slowdown in digital advertising spending was due to the outbreak of Covid-19 pandemic. Despite the fact that the impact of the Covid-19 epidemic delayed the rate of growth in digital advertising expenditure at the end of 2020, the overall trend in digital advertising spending is still on the rise. Facebook, YouTube, and creative are still the most popular advertising platforms (DAAT, 2020).

1.1.6 Personal care product during covid-19 pandemic

Thailand's market for beauty and personal care products is huge and rising. According to Statista.com as cited by International Trade Administration U.S. Department of Commerce (2021), revenues in the sector are expected to reach \$4.2 billion in 2021 and expand at a rate of 5.5 percent through 2025. Skincare (42%) is the most popular product category, followed by hair products (15%), soaps and hygiene (14%), oral and dental care (12%), and makeup (12%). The leading companies in the Thai personal care and skincare industry include Beiersdorf AG, L'Oreal S.A., The Estee Lauder Companies Inc., Kao Corporation, Siam Health Group Co., Ltd., Do Day Dream Plc., Shiseido Company Limited, Aisance Company Limited, Procter & Gamble, and Unilever Group (Vig & Deshmukh, 2020). Moreover, Nivea, Artistry, and Mistine are the top brands in Thai cosmetics & toiletries industry (GlobalData PLC, 2020).

Figure 1.7 Thailand Skin Care Products Market by Product Type



Source: Vig & Deshmukh (2020). *Digital in Thailand: All the Statistics You Need in 2021*. Retrieved November 5, 2021, from <https://www.alliedmarketresearch.com/thailand-skin-care-products-market-A06653>

Due to the global coronavirus disease, which contributed to a change in consumer purchasing behavior and lifestyle. Under several lockdown policies imposed throughout Thailand, people were encouraged to stay home. Hence, previous data has shown that there has been an increase in the time spent on the internet, social media, as well as the overall digital advertising spend is still on the rise. Besides working and studying from home, people have also begun to buy online. Research has shown that the shopping categories in Thailand have changed during the COVID-19 pandemic. Before COVID-19, which started in Thailand in early 2020, the top shopping category in Thailand was travel and accommodation, followed by food and personal care, the fastest growing sector with over 22% growth. After COVID-19, due to the region's severe travel restrictions, tourism has seen a 51 percent drop in

eCommerce transactions in the past year. Food and personal care, on the other hand, grew by 41% (Charoengun, 2020). Another report on ecommerce growth by category found that the food and personal care sector increased by more than 74.3% in 2020 compared to 2019 (Kemp, 2021).

Figure 1.8 Ecommerce Growth by Category



Source: Kemp (2021). *Digital in Thailand: All the Statistics You Need in 2021*.

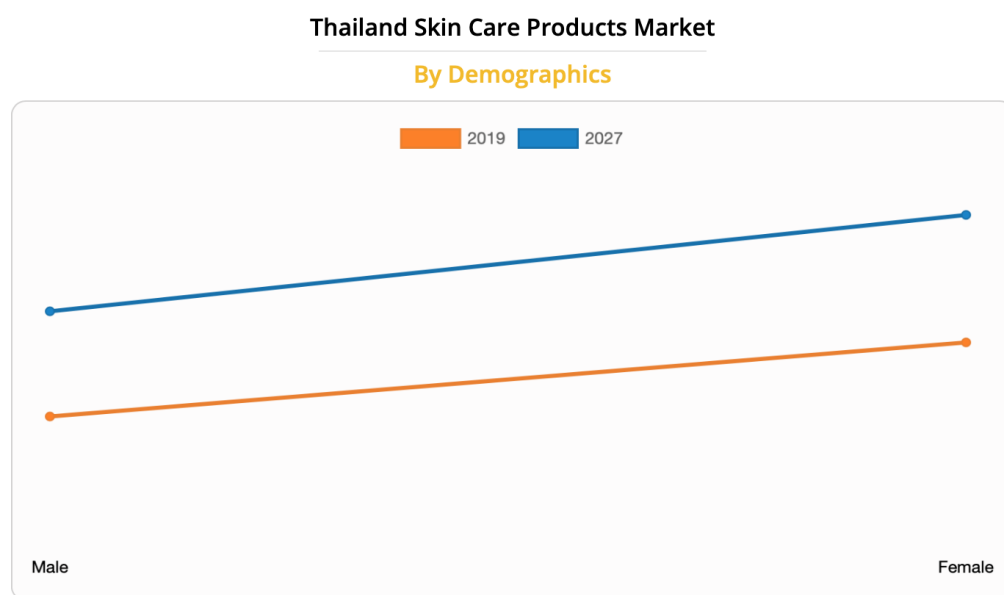
Retrieved November 5, 2021, from <https://datareportal.com/reports/digital-2021-thailand>

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A research by HKTDC in 2021 also showed that 81 percent of Thai consumers anticipated to spend more on skin care and cosmetics in the next three years, or approximately the same as they do currently. The Thai middle class has an unquenchable desire for new beauty items (Ma, 2021). This research further indicated that pervasive use of social media is propelling industry expansion, and that social media has given marketers a new opportunity to target more specific customer groups. Respondents in the focus groups said they are quite receptive to social media

advertising, and they normally learn about new brands or products through social media. Also, respondents said they are more likely to try them out if user reviews are positive (Ma, 2021). In addition, female remains the largest consumer group for the personal care products, especially in the skincare sectors. However, the male consumer group is expected to grow rapidly with CAGR of 8.5% from 2021 to 2027, this is due to their increase in consciousness on personal well being and appearance (Vig & Deshmukh, 2020).

Figure 1.9 Thailand Skin Care Products Market by Demographics



Male segment would exhibit the highest CAGR of 8.5% during 2021-2027.

Source: Vig & Deshmukh (2020). *Digital in Thailand: All the Statistics You Need in 2021*. Retrieved November 5, 2021, from

<https://www.alliedmarketresearch.com/thailand-skin-care-products-market-A06653>

It is an opportunity for brands, advertisers, and marketers to understand how exposure to YouTube advertisements can be related to consumers' engagement and hence increase their purchase intention for personal care products, the fastest growing

sector during COVID-19, and the second most popular digital advertising platform in Thailand. In addition, marketers can use the insight from this finding to further develop their communication plan and strategy when considering using YouTube, especially during the pandemic period in which internet users have increased.

1.2 Research Objectives

1. To explore Thai viewers' exposure, engagement, and purchase intention to YouTube advertisements during Covid-19 pandemic period.
2. To explore the relationship between YouTube advertisements exposure and Thai viewers' engagement.
3. To explore the relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention.

1.3 Research Questions

1. What is Thai viewers' exposure, engagement, and purchase intention toward YouTube advertisements?
2. What is the relationship between YouTube advertisements exposure and Thai viewers' engagement?
3. What is the relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention?

1.4 Scope of the Study

The purpose of this study is to understand how exposure to different types of YouTube advertisements correlates with viewers' engagement and with viewers' purchase intention to the advertised brand after covid-19 pandemic in Thailand. The

research applied a quantitative approach using an online questionnaire as the research instrument. The questionnaire explores three major concepts, viewers' exposure to YouTube advertisements, their engagement, and their purchase intention. The study concentrates on 206 participants between the ages of 18 to 55, who are active internet and YouTube users and is a resident in Thailand. According to ETDA (2020), the top three age groups of Thai internet users on social media including YouTube suggested to be age 18 to 55, therefore this age range will be used for the study.

1.5 Operational Definitions

Exposure to YouTube advertisements

Exposure to YouTube advertisements composed of the frequency, duration and the type of YouTube advertisements (Nettelhorst et al., 2020; Sabuncuoğlu-İnanç et al., 2020; YuMe, 2016).

This research focused on the types of YouTube advertisements that users in Thailand are exposed to on the YouTube platform. Skippable video commercials, non-skippable video ads, bumper ads, overlay ads, and product placement within the creator's YouTube video are all examples of YouTube advertisements. These five types of YouTube advertisements are selected for viewers' exposure because they are the most common format advertisements shown on YouTube.

YouTube Help (n.d.) describes each type of YouTube advertisements as follows:

- **Skippable video ads** offer viewers the option to skip after 5 seconds. This format can be played on platforms including desktop, mobile devices, TV, and

game consoles. The video advertisement will play for at least 5 seconds first, then an option to skip the ad will be shown on the screen.

- **Non-skippable video ads** require the viewers to watch the entire video ads before a video can be viewed, the skip ad option will not be shown on the screen. This type of video is between 15 to 20 seconds in length, depending on regional standards, and can be played on platforms including desktop, mobile devices, TV, and game consoles.
- **Bumper Ads** is a short format non-skippable video ads not longer than 6 seconds, and require the viewers to watch the video ads before a video can be viewed, the skip ad option will not be shown on the screen. This format can be played on platforms including desktop, mobile devices, TV, and game consoles.
- **Overlay ads** is an image or text ads that appear on the lower 20% portion of a video, it can only be shown on a desktop.

Besides the types of YouTube advertisements describe above, another form of video advertisement which is widely seen on YouTube is product placement.

- **Product placement** as a form of advertising has shown to be widely used in the Thai YouTubers videos as the entertaining contents could be more attractive to viewers (Ongkrutraksa, 2019). According to Ongkrutraksa (2020), product placement in YouTube is a form of advertisement that is now being implemented into the YouTube videos. It helps prevent the chance of Thai Gen Z and Gen Y viewers skipping the ads and viewers can watch the product placement ad in a more entertaining way and interesting way. Product

placement in this study refers to the product being displayed in a creator's YouTube video for exposure to viewers.

The measurement of viewers' exposure to YouTube advertisements was completed by the frequency of how often the viewers in Thailand, and the duration of how long the viewers are exposed to the YouTube advertisements.

Engagement of YouTube viewers in Thailand

The viewers' engagement with online video advertising, particularly YouTube advertising, includes things like skipping or watching the YouTube advertisement, searching for further information, or making product-related decisions about the brand seen in the YouTube advertisement (Naido, 2011; Reitz, 2012; Rodriguez, 2017) (Cited in Cher and Arumugam, 2019). This study refers to these interactions from the YouTube viewers in Thailand with different types of YouTube advertisements presented on the YouTube platform.

The measurement of viewers' engagement with YouTube advertisements in Thailand was completed by asking how strongly they interact with the YouTube advertisements.

Purchase Intention of YouTube viewers in Thailand

Viewers' intent to purchase products after viewing YouTube videos in which the brands or products are mentioned or reviewed is known as purchase intention (Yüksel, 2016). This study referred to consumer's preference to purchase the product or service after being exposed to the YouTube advertisements.

The measurement of viewers' purchase intention with YouTube advertisement in Thailand was completed by asking how strongly they would consider, try or take actual action in purchasing the products after watching the YouTube advertisements.

Personal Care Product

During COVID-19, personal care products had been one of the fastest increasing buying categories. The YouTube advertisements in this study will focused on the personal care products. They are used for cleansing, beautifying, moisturizing, exfoliating, hydrating, conditioning, soothing, deodorizing, perfuming, styling, grooming the body, face, and hair, and promoting attractiveness. Skin care, hair care, oral care, cosmetics and toiletries are the most common products in this category. For instances, hair care category includes shampoo, conditioner, and hair wax; hand and body care category include body lotion, hand wash, sanitizer, and shower gel; and facial care category includes moisturizing lotion, sunscreen, acne cream, and facewash (Qureshi & Vakkassi, 2019).

1.6 Benefit of the Study

1. To collect insight of viewers who have watched YouTube advertisements in Thailand regarding their exposure, their engagement, and their purchase intention on YouTube advertisements after the outbreak of covid-19 pandemic.
2. To provide insights from the study for brands and marketers to analyzed and further develop their communication plan and strategy on using YouTube advertisement as their tool to reach consumers and achieve certain objectives during the Covid-19 pandemic period.

CHAPTER 2

LITERATURE REVIEW

This chapter focused on the variables that applied in the framework of this study which were exposure to YouTube advertisements, engagement, and purchase intention.

1. The chapter first explains the exposure to YouTube advertisements.
2. YouTube viewers' engagement with YouTube advertisements
3. YouTube viewers' purchase intention after being exposed to YouTube advertisements.
4. Related research will also be reviewed.
5. This chapter then concludes with the conceptual framework of this study.

2.1 Exposure to YouTube Advertisements

Promotional video commercials that appear on many websites or in apps are referred to as online video advertising. Goh et al. (2016) mentioned that online video advertising had become more popular than the traditional media advertisements such as television or magazines. Moreover, this trend had been growing in the online advertising industry since 2013. YouTube being the second most popular website globally (Alexa Internet Inc, 2021) has also become one of the most common channels for advertisers to distribute their promotional video contents (Miller, 2020), especially for the purposes of reaching and engaging wider audience online, generate leads, increase website traffic, raise brand awareness, and drive conversions (Goh et al. 2016 & Stanimirovic, 2021).

YouTube offers mainly in-stream ads that play before, during or after the main video content. There are several types of video advertising formats, including skippable video advertisement, non-skippable video advertisement, bumper advertisement, overlay advertisement, and product placement in the video. Long advertisements, mid-roll ads, pre-roll ads, and post-roll ads on YouTube all have various effects, according to Li and Lo's (2015) research on the effects of ad length, ad position, and ad-context congruity on brand name recognition in online in-stream video advertising. Multiple past investigations on the frequency and duration of the exposure of an advertisement have impact to the outcomes under various context. For instances, shorter advertisement duration online shows smaller impact on the cognitive aspect and that a 15 seconds advertisement is too short to develop viewers' advertisement recall (Cicarelli, 2019). However, according to research of Nettelhorst et al. (2020), with the same 15 seconds advertisement duration in study of Jones (2016), the brand recall is greater than longer advertisement durations. Another research also found that viewers' have better recall when they watch the advertisement without skipping (Romberg et al., 2020). As a result, several research have concluded that the appropriate advertisement time is determined by the brand's aims or objectives (Bercovici, 2017; YuMe, 2016). For instance, longer advertisement duration is more effective when the advertisement objectives of the brand are to have greater impact on the purchase intention (YuMe, 2016).

As for the frequency of exposure, research found that the positive attitude toward bumper advertisements declines as the frequency of exposure to these commercials increases. In this situation, as the frequency of commercial exposure

increases, consumers' discomfort increases, and their favorable opinion toward advertising decreases (Sabuncuoğlu-İnanç et al., 2020).

Product Placement is one of the YouTube advertisement included in this study. Product Placement is a type of advertising that involves placing products, services or brands in front of people through television and film props. In conventional broadcast advertising, a television program is interrupted to allow viewers to hear or watch a message from sponsors. Because viewers may now bypass commercial breaks in viewing and certain broadcasters offer ad-free programming, marketers offer monetary compensation in exchange for their product being featured on television (Scott Zimmer, 2021). Product placement has been one of the common marketing strategies for marketers to promote and expose their product or brands to consumers without having consumers bypassing the commercial (Boix R Julian V.A Maria J & Ortiz 2021). (Boix R Julian V.A Maria J & Ortiz 2021) Due to advanced technologies, viewers nowadays have a higher tendency to skip advertisements or opt for ad-free streaming platforms. The conventional way of advertising has become a challenge.

Previous studies on the efficacy of product placement have shown that with an appropriate integration of product placement, such as having high quality or entertaining contents, it is possible to observe a favorable impact on the viewers' attitude or memory of the brand or product (Boix-Romero et al., 2021; Hwang & Jeong , 2019; Srivastava, 2018). With product placement, it provides an opportunity to showcase the product despite the challenging situation. According to data from researcher PQ Media stated in Bloomberg Businessweek, from a year ago, spending

on product placement is predicted to rise by 13.8 percent globally., to \$23.3 billion in 2021 (Gilblom, 2021).

2.2 Engagement

Many past studies have research on the user engagement on social media, such as likes, retweets, and comments, has been shown to positively affect consumer behavior in offline (De Vries et al., 2017; Lee et al., 2018; Mochon et al., 2017). Kumar and Pansari (2016) also mentioned that engaging consumers on social media is vital since engaged consumers generate a 30% boost in revenue, but disengaged consumers generate a 14% decrease in revenue.

In a study by Chong et al. (2016), different dimensions of consumer engagement behavior on Facebook and YouTube, for instance personal and interactive engagement have positive relationship with gross income of box-office. Additionally, as past research discussed those consumers that participate in social media brand communities have higher tendency to develop higher degrees of trust, commitment, satisfaction, emotional bonding, and brand loyalty (Brodie, Ilic, Juric, & Hollebeek, 2013). Cher and Arumugam (2019) stated that the performance of online video advertising such as advertising on YouTube is related to viewers' engagement, and it influence the effectiveness of the advertisement.

Therefore, advertising on social media platforms has become more prominent among marketers, such as promoting brands or products through new media platforms like Facebook, Instagram, YouTube, etc. While advertising on digital platforms, consumer engagement can be one of the factors that affect the overall outcome of the advertisement.

2.3 Purchase Intention

The term "purchase intention" has been defined in a number of previous research. It's a sort of decision-making that looks into why a customer would want to buy a certain brand (Shah et al., 2012). According to Morinez et al. (2007) as cited by Mirabi et al. (2015), a customer's purchasing intention is when they want to buy a specific product in a specific condition. Kotler & Armstrong (2010) have identified six steps to consider before purchasing a product: awareness, knowledge, interest, preference, persuasion, and purchase. Consumer behavior can be influenced by a variety of circumstances, according to previous research. For instances, purchase intentions are influenced by brand name (Kawa et al., 2013; Mirabi et al., 2015). In a study by Mirabi et al., (2015) also indicated that besides brand name, product quality and product advertising also influence the purchase intention of consumers. In research from Viratthanant and Ongkrutraksa (2018), the brand perception also shows positive relationship with purchase intention among the Thai samples. Previous studies also suggest that consumer engagement does influence intention to buy of customer (Bismo & Putra, 2019).

In research from Lai et al. (2015) on YouTube advertisements and product placement discovered that explicit placement has a bigger impact on consumers' attitudes regarding advertisements and buy intent than indirect placement. Another study on purchasing intention relating to YouTube videos identified a component that is unique to YouTube videos. The perceived credibility, perceived usefulness, attitude toward purchase, and purchase intention were all found to be significantly affected by perceived video characteristics. It can be inferred that the video's quality and length, as well as the content's preparation and presentation, are crucial variables that impact

consumers' purchasing decisions. Consumer attitudes toward purchases were revealed to have a considerable impact on purchase intention in the current study. Customers who developed a positive attitude toward products after watching beauty/make-up videos about certain products on YouTube were more likely to acquire those products (Yüksel, 2016).

2.4 Related Research

In 2020, an empirical research was done on YouTube video viewers. However, this study focused on the sample that were internet users located in Turkey towards YouTube's bumper advertisements. The goal of this research is to discover the attitudes and variables that influence the effectiveness of the 6-second non-skippable advertisement videos introduced by YouTube in 2016. This study found that elements like entertainment, informativeness, credibility, irritation, exposure frequency, and value of advertising have a major impact on attitudes about bumper advertisements. The finding showed that there was a negative correlation between a positive attitude toward bumper advertisements and advertising exposure frequency (Sabuncuoğlu-İnanç et al., 2020).

In 2019, a study was carried out on the factors that affect the effectiveness of YouTube advertisement. This study focused on consumers in Malaysia. The samples are the Generation Y Malaysians from the universities and department stores located in the Klang Valley area. The aim of the study focuses on examining the online video advertising's effectiveness with a focus on Malaysian consumers' views toward YouTube advertisements. The finding showed that the effectiveness of online video advertising, notably on YouTube, has the strongest positive significant relationship

with engagement. Apart from that, the attitude and advertisement factors had no meaningful relationship with the effectiveness (Cher and Arumugam, 2019).

In 2016, Yüksel conducted a study on the factors influencing purchase intention in YouTube videos. This study focused on samples who were followers of two vloggers on the YouTube channel about make-up/ beauty and with a large number of followers. The aim of this research is to determine the factors that influence consumers' intention to buy after watching YouTube videos about certain products. The findings show that product-related YouTube videos have a significant impact on customers' buying decisions. Furthermore, a variety of factors have an impact on buying intent at various levels.

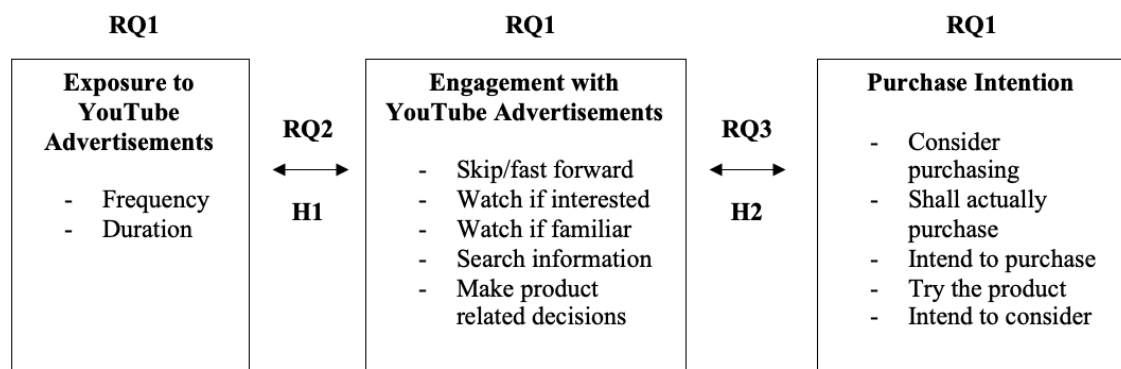
This study implemented concepts from the past study and aimed to find out if there are any correlations between the variables of YouTube advertisement exposure, Thai viewers' engagement, and Thai viewers' purchase intention after the outbreak of covid-19 pandemic.

2.5 Research Hypothesis

1. There is a relationship between YouTube advertisements exposure and Thai viewers' engagement.

2. There is a relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention.

Figure 2.10 Conceptual Framework



CHAPTER 3

METHODOLOGY

This chapter covered the research methodology. It discussed the population and sample size, as well as the sampling technique and variables to be measured, and concluded with data analysis and presentation procedures. The following are the details of the data collection:

3.1 Research Methodology

This study was conducted using a quantitative approach through the use of an online questionnaire for 206 participants, between the ages of 18 to 55, who are YouTube users in Thailand and have been exposed to YouTube advertisements, particularly on the personal care product advertisements during January 1, 2021 to September 30, 2021.

3.2 Population and Sample

The data was collected from 206 participants who have been exposed to YouTube advertisements between the ages of 18 to 55 and are active YouTube users who resides in Thailand. A pre-test process was introduced to test the feasibility of the questionnaire in advance, with 33 people who share the same characteristics as the sample will be chosen.

3.3 Sampling Techniques

This research employed a non-probability method, purposive sampling, and convenience sampling method. For purposive sampling, the online questionnaires were provided to the active YouTube users between age 18 to 55 and have been

exposed to YouTube advertisements for personal care products from January 1, 2021 to September 30, 2021.

In terms of convenience sampling, the online questionnaires were distributed on several social media platforms including but not limited to, Instagram, Facebook, and Line group chats. Preliminary questions were used to eliminate participants who do not meet the requirement of this research.

3.4 Research Instruments

The data was collected from online questionnaires using Google Forms. The questionnaire consisted of 22 questions including the screening questions. There were three sections to the questionnaire. Participants were requested to select the answers which best identified with their engagement and purchase intention on Likert scale from strongly disagree to strongly agree. The frequency and duration in which samples were exposed to YouTube advertisement were also collected on a scale from 5 to 1.

The three sections of the questionnaire are as followed:

Section 1. Preliminary Questions – 3 questions

A set of screening questions was used to screen for qualified respondents who are age between 18 to 55 years old, currently residing in Thailand, and have been exposed to the YouTube advertisements for personal care products during January 1, 2021 to September 30, 2021. Respondents who meet the requirements could continue to complete the remaining questions.

Section 2. Exposure to YouTube advertisements, their engagement, and purchase intention

This section further divided into 3 parts.

Part 1: Exposure to YouTube advertisements – 7 questions

Part 1 of section 2 measured the frequency of exposure (Sabuncuoğlu-İnanç et al., 2020) and duration of exposure (YuMe, 2016) to YouTube advertisements.

Part 2: Engagement – 5 questions

Part 2 of section 2 focused on the engagement Thai viewers have with YouTube advertisements for personal care products. All questions are borrowed from Cher and Arumugam (2019).

Part 3: Purchase intention – 5 questions

Part 3 of section 2 focused on the purchase intention of Thai viewers on the personal care products shown in the YouTube advertisements. All questions are borrowed from Yüksel (2016).

Section 3. Demographic – 2 questions

This section collected other general information of the participants such as gender and education level.

3.5 Measurement of Variables

This study focused on measuring and studying three main variables which include exposure to YouTube advertisements, engagement, and purchase intention. The goal is to study each variable in general and find out the relationship between these variables.

Exposure was measured as a frequency in which mean and standard deviation were calculated. Whereas Engagement and Purchase Intention were measured using the five-point Likert Scale based on the coding of Owusu-Manu et. al (2017).

Two correlation tests were conducted in order to analyze the three variables. Firstly, to obtain understanding on the relationship between exposure to YouTube advertisements and engagement. Secondly, to obtain understanding on the relationship between engagement and purchase intention.

There are two hypotheses in this research.

H1: There is a relationship between YouTube advertisements exposure and Thai viewers' engagement.

Independent variable: Exposure

Dependent variable: Engagement

H2: There is a relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention.

Independent variable: Engagement

Dependent variable: Purchase Intention

3.5.1 Checks for Reliability and Validity

Cronbach's Alpha was applied to ensure the validity and measure the reliability of the online questionnaire. The general acceptance level is 0.7 for all three variables to be considered correlated. With a pretest of 33 respondents, the reliability score was 0.832 for *Exposure* of frequency and duration, 0.706 for *Engagement* and 0.925 for *Purchase Intention*.

3.6 Procedure of Analyzing Data & Data Analysis

SPSS (Statistics Package for Social Science) was used to analyze the findings from the survey of 206 samples. The descriptive statistics consisted of mean, frequency, and standard deviation of each question that was calculated, so that an analysis on each variable was generated. The information obtained from analyzing the calculation for inferential statistics was in regard to the viewers' exposure to YouTube advertisements, their engagement, and their purchase intention. Moreover, Pearson's Product Moment Correlation was implemented to determine the relationships between variables: YouTube advertisement exposure and engagement, and engagement and purchase intention. An α of 0.01 was accepted as an indicator for the present of correlation.

The obtained data was analyzed using SPSS (Statistics Package for Social Science) to show the significant findings that provided insights on how viewers' exposure to YouTube advertisements influenced their engagement and their purchase intention.

The following descriptive data were included in the questionnaire: mean, frequency, and standard deviation.

As for inferential statistics, questions implemented the five-point Likert Scale based on the coding of Owusu-Manu et. al (2017) and the correlation between the variables applied Pearson's Product Moment Correlation based on the model of Okveja and Ongkrutraksa (2019).

Table 3.1 Likert Scale Interpretation

Likert Scale	Description	Value Allocation
1	Strongly Disagree	1.0-1.49
2	Disagree	1.5-2.49
3	Neutral	2.5-3.49
4	Agree	3.5-4.49
5	Strongly Disagree	4.5-5.0

To identify the correlation between the variables, Okveja and Ongkrutraksa (2019) model was applied with the use of Pearson's Product Moment Correlation.

Table 3.2 Pearson Product Moment Correlation

Scoring Scale	Meaning
1.00	Perfect positive association
1-0.75	Very strong positive association
0.75-0.50	Moderate positive association
0.50-0.25	Weak positive association
0.25-0.00	Negligible positive association
0.00	No positive association

CHAPTER 4

FINDINGS

This chapter discussed the results and findings from the questionnaire which was completed by 206 respondents of Thai people or the ones who resides in Thailand, aged between 18 and 55 years old. The data were collected during November 2021. The findings from this study are separated into four parts:

4.1 Findings from Descriptive Analysis

Part 1: Demographics

Part 2: Exposure to YouTube Advertisements

Part 3: Engagement with YouTube Advertisements

Part 4: Purchase Intention



Part 1: Demographics

This part illustrated the demographic data of the samples collected. These data included the sample's gender, and highest level of education attained.

Table 4.1 Gender of Respondents

Gender	<i>n</i>	%
Female	131	63.6
Male	74	35.9
Others	1	0.5
Total	206	100

Table 4.1 demonstrates the majority of respondents are Female which are 131 out of 206 respondents and accounted for 63.6% whereas Male respondents are 74 out of 206 and accounted for 35.9%, and only 1 out of 206 respondents was identified as Others and accounted for 0.5%.

Table 4.2 Highest Education Level of the Respondents

Education	<i>n</i>	%
Below Bachelor's Degree	11	5.3
Bachelor's Degree or Equivalent	123	59.7
Higher than Bachelor's Degree	72	35.0
Total	206	100

According to Table 4.2, the majority of respondents holds a Bachelor's degree or equivalent which are 123 out of 206 respondents and constitutes 59.7% of the total samples. This group was followed by 72 respondents who have higher than Bachelor's degree and accounted for 35%, and the last group consisted of 11 respondents who holds below Bachelor's degree and constitutes 5.3% of the total samples.

Part 2: Exposure to YouTube Advertisements

The second part measures how often Thai viewers were exposed to different types of YouTube advertisements related to personal care products. Their frequency and duration of exposure were measured for the period between January 1, 2021 and September 30, 2021.

Table 4.3 Samples' Frequency of Exposure to YouTube Advertisements for Personal Care Products between January 1, 2021 and September 30, 2021.

YouTube Advertisements	Frequency per 1 week					($\%$)	
	Everyday	5-6 days	3-4 days	1-2 days	Less than once	<i>M</i>	<i>SD</i>
Skippable video ads	114	39	35	9	9	4.17	1.13
Non-skippable video ads	83	45	45	21	12	3.81	1.23
Bumper ads	68	39	57	23	19	3.55	1.30
Overlay ads	62	41	46	37	20	3.43	1.34
Product Placement	54	27	48	47	30	3.14	1.41
Total						3.62	0.94

With a reliability score of 0.832, Table 4.3 demonstrates how frequently per one week the Thai viewers are exposed to different types of YouTube advertisements for personal care products between January 1, 2021 and September 30, 2021. Samples were most frequently exposed to skippable video ads on YouTube ($M = 4.17$, $SD = 1.13$), following by non-skippable ads ($M = 3.81$, $SD = 1.23$), bumper ads ($M = 3.55$, $SD = 1.30$), overlay ads ($M = 3.43$, $SD = 1.34$), and the least frequently exposed is product placement ($M = 3.14$, $SD = 1.41$).

Table 4.4 Samples' Duration of Exposure to YouTube Advertisements for Personal Care Products between January 1, 2021 and September 30, 2021.

YouTube Advertisements	Duration of the Ads					(%)	
	More than 45 seconds	30 seconds	15 seconds	10 seconds	Less than 5 seconds	<i>M</i>	<i>SD</i>
Skippable video ads	23	26	45	56	56	2.53	1.31
Non-skippable video ads	20	28	63	62	33	2.71	1.18
Bumper ads	15	33	34	81	43	2.50	1.20
Overlay ads	20	17	34	46	89	2.19	1.33
Product Placement	47	45	46	27	41	3.15	1.43
Total						2.62	0.97

With a reliability score of 0.832, Table 4.4 demonstrates how long the Thai viewers are exposed to different types of YouTube advertisements for personal care products between January 1, 2021 and September 30, 2021. Samples were exposed to product placement ads appeared in a YouTube video with the longest duration ($M = 3.15$, $SD = 1.43$), following by non-skippable video ads ($M = 2.71$, $SD = 1.18$), skippable ads ($M = 2.53$, $SD = 1.31$), bumper ads ($M = 2.50$, $SD = 1.20$), and overlay ads has the shortest duration exposed ($M = 2.19$, $SD = 1.33$).

Table 4.5 Mean and Standard Deviation of Exposure of YouTube Advertisements for Personal Care Products between January 1, 2021 and September 30, 2021.

Exposure	<i>M</i>	<i>SD</i>
Exposure Frequency	3.62	0.94
Skippable video ads	4.17	1.13
Non-skippable video ads	3.81	1.23
Bumper ads	3.55	1.3
Overlay ads	3.43	1.34
Product Placement	3.14	1.41
Exposure Duration	2.62	0.97
Skippable video ads	2.53	1.31
Non-skippable video ads	2.71	1.18
Bumper ads	2.50	1.20
Overlay ads	2.19	1.33
Product Placement	3.15	1.43
Total	3.12	0.77

With a reliability score of 0.832, Table 4.5 demonstrates the overall frequency and duration of exposure to YouTube advertisements for personal care products between January 1, 2021 and September 30, 2021. Samples were more frequently exposed to different types of YouTube advertisements ($M = 3.62$, $SD = 0.94$). However, their duration of exposure is quite short ($M = 2.62$, $SD = 0.97$)

Part 3: Engagement with YouTube advertisements

The third part shows how Thai viewers engage with each type of YouTube advertisements. There are five types of YouTube advertisements and a Five-Point Likert Scale was used where 5 being strongly agree with the statement and the score 1 is strongly disagree with the statement.

Table 4.6 Samples' Engagement with YouTube Advertisements for Personal Care Products between January 1, 2021 and September 30, 2021.

Engagement	Frequency					%	
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	<i>M</i>	<i>SD</i>
I always skip/fast forward the YouTube advertisements for personal care products after the first few seconds.	88	38	55	20	5	3.89	1.14
I only watch YouTube advertisements for personal care products when I am interested in the product.	57	52	53	20	24	3.48	1.31
I only watch the advertisement for personal care products if I am familiar with the brand or product.	30	41	50	38	47	2.85	1.37
I will search for more information on the product because of the YouTube advertisements for personal products.	27	33	58	48	40	2.80	1.29
I am able to make product related decisions regarding the brand and/or product based on the information presented in YouTube advertisements for personal care products.	35	58	62	26	25	3.25	1.23
Total						3.25	0.82

With a reliability score of 0.706, Table 4.6 demonstrates the Thai viewers' engagement with different types of YouTube advertisements for personal care products between January 1, 2021 and September 30, 2021. Majority of the respondents skip or fast forward the YouTube advertisements after the first few seconds ($M = 3.89$, $SD = 1.14$), followed by the ones who only watch YouTube advertisement when they are interested in the product ($M = 3.48$, $SD = 1.31$), and respondents who are able to make product related decisions based on the information presented in the YouTube advertisements ($M = 3.25$, $SD = 1.23$). As for respondents who only watch the YouTube advertisements if they are familiar with the brand or

product, their engagement was pretty low ($M = 2.85$, $SD = 1.37$), and the least respondents will search for more information because of the YouTube advertisements ($M = 2.80$, $SD = 1.29$).

Part 4: Purchase Intention

The last part shows Thai viewers' level of agreement to their intention to purchase after being exposed to the YouTube advertisements about personal care products. There are five statements and a Five-Point Likert Scale was used where 5 being strongly agree with the statement and the score 1 is strongly disagree with the statement.

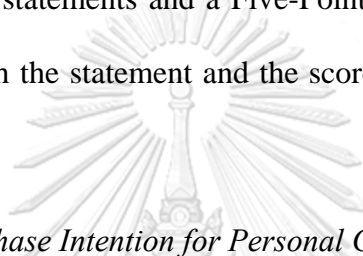


Table 4.7 Samples' Purchase Intention for Personal Care Products

Purchase Intention	Frequency					%	
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	<i>M</i>	<i>SD</i>
Given the chance, I would consider purchasing the personal care products that are mentioned in the video in the future.	22	67	58	37	22	3.15	1.16
It is likely that I shall actually purchase the personal care products that are mentioned in the video in the near future.	16	40	58	59	33	2.74	1.17
Given the opportunity, I intend to purchase the personal care products that are mentioned in the video.	19	36	55	63	33	2.73	1.19
I will try the personal care products that are mentioned in the video in the future.	22	62	64	34	24	3.12	1.16
I intend to consider the personal care products that are mentioned in the video in my future purchases.	21	87	50	29	19	3.30	1.12
Total						3.01	1.01

With a reliability score of 0.925, Table 4.7 demonstrates the Thai viewers' purchase intention after being exposed to different types of YouTube advertisements for personal care products between January 1, 2021 and September 30, 2021. Majority of the respondents intend to consider the personal care products that are mentioned in the video in their future purchases ($M = 3.30$, $SD = 1.12$), followed by the ones who would consider purchasing in the future if given the chance ($M = 3.15$, $SD = 1.16$), respondents also show they will try the personal care products that are mentioned in the video in the future ($M = 3.12$, $SD = 1.16$). The likeliness that respondents shall actually purchase in the near future is quite low ($M = 2.74$, $SD = 1.17$), and the least respondents intend to purchase if given the opportunity ($M = 2.73$, $SD = 1.194$).

4.2 Findings from Inferential Analysis – Hypothesis Testing

As mentioned in Chapter 2, this study aimed to test two hypotheses in regard to the relationship between Thai viewers' exposure to YouTube advertisements for personal care products and their engagement, as well as the relationship between their engagement and purchase intention toward the YouTube advertisements for personal care products during the period between January 1, 2021 and September 30, 2021.

H1: There is a relationship between YouTube advertisements exposure and Thai viewers' engagement.

Table 4.8 Pearson's Correlation between Exposure to YouTube advertisements for personal care products and engagement

	R	P-Value
Exposure to YouTube ads for personal care products	0.183**	0.008
Engagement		

** . Correlation is significant at the 0.01 level (2-tailed).

By applying Pearson's Correlation, the results in Table 4.8 demonstrates that there is positive relationship but very weak correlation between exposure to YouTube advertisements and their engagement with the YouTube advertisements ($r = 0.183$) at a significant level of 0.01. This implies that the more Thai viewers are exposed to YouTube advertisements the more engagement could occur to some extent.

H2: There is a relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention.

Table 4.9 Pearson's Correlation between Engagement and Purchase Intention

	R	P-Value
Engagement	0.557**	<.001
Purchase Intention		

** . Correlation is significant at the 0.01 level (2-tailed).

By applying Pearson's Correlation, the results in Table 4.9 demonstrates that there is a moderate positive relationship between engagement and their purchase intention with the YouTube advertisements ($r = 0.557$) at a significant level of 0.01. This implies that the more Thai viewers engage with the YouTube advertisements the higher intention the Thai viewers are to purchase the products.

CHAPTER 5

SUMMARY AND DISCUSSION

5.1 Summary

The objective of this research is to study Thai viewers' exposure to YouTube advertisements, their engagement, and purchase intention for personal care products during covid-19 pandemic. Additionally, this research was conducted to discover the relationship between exposure to YouTube advertisements and Thai viewers' engagement and purchase intention for personal care products during covid-19 pandemic. Thus, this study will provide explanation to the following research questions:

1. What is Thai viewers' exposure, engagement, and purchase intention toward YouTube advertisements?
2. What is the relationship between YouTube advertisements exposure and Thai viewers' engagement?
3. What is the relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention?

This quantitative research applied the quantitative approach with a sample size of 206 participants through the use of an online questionnaire for 206 participants between the age 18 to 55 years old who are currently living in Thailand and were exposed to YouTube advertisements about personal care products between January 1, 2021 and September 30, 2021. With the use of a preliminary question, respondents who did not meet the requirements were excluded in this study. There was a total of

five parts to the questionnaire which includes screening questions, demographics, exposure to YouTube advertisements for personal care products, engagement with the YouTube advertisements, and purchase intention for personal care products.

The data were collected and analyzed in SPSS (Statistics Package for Social Science) to provide calculations based on descriptive statistics (mean, percentage, and standard deviation) and inferential statistics in order to confirm the relationship between the variables. By using Pearson's Product- Moment Correlation, the following two hypotheses were tested:

H1: There is a relationship between YouTube advertisements exposure and Thai viewers' engagement.

H2: There is a relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention.

This chapter provides a summary of the data, an analysis of the collected data, discussion, practical implications, limitations of the study, and directions for future research.

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Demographics

All eligible respondents are age between 18 to 55 years old who resides in Thailand. Out of the 206 samples, 63.6% of the respondents are female. In terms of their highest level of education, 59.7% of the respondents holds a bachelor's degree or equivalent and 35% are higher than bachelor's degree.

Exposure to YouTube advertisements for personal care products

The respondents agreed that during January 1, 2021 to September 30, 2021, they were most frequently exposed to YouTube advertisements, but their duration of exposure was short. The most frequently exposed YouTube advertisement are skippable advertisements and non-skippable advertisements. In terms of duration of exposure, respondents agreed that they were exposed to product placement in YouTube video with the longest duration.

Engagement with YouTube advertisements for personal care products

The respondents were mostly engaged with YouTube advertisements by skipping or fast forwarding the advertisements after the first few seconds. Followed by watching the YouTube advertisements when they are interested in the product but not necessarily the brand familiarity. A portion of the respondents also agreed that they are able to make product related decisions regarding the brand and/or product based on the information presented in YouTube advertisements for personal care products.

Purchase Intention for personal care products

Majority of the respondents agreed that they intend to consider the personal care products that are mentioned in the video in their future purchases and they would also consider purchasing the personal care products that are mentioned in the video in the future when given the chance. Some of them will try the personal care products

that are mentioned in the video in the future. This shows that respondents are more likely to consider and try the products after having certain interactions with the YouTube advertisements.

Inferential Statistics Analysis

The data collected and the calculation which applied Pearson's Product-Moment Correlation have shown that there is a positive but very weak relationship between exposure to YouTube advertisements and their engagement with the YouTube advertisements for personal care products ($r = 0.183$) at a significant level of 0.01. In terms of the relationship between engagement and purchase intention, results show that there is a moderate positive relationship between engagement and their purchase intention with the YouTube advertisements ($r = 0.557$) at a significant level of 0.01.

5.2 Discussion

The findings and analysis from the study on Thai viewers' exposure, engagement, and purchase intention on the YouTube advertisements during covid-19 pandemic have provided useful insights which shows the effect of exposure to YouTube advertisements on Thai viewers' engagement with the YouTube advertisements and their purchase intention for the products mentioned in the video advertisements. The research also show how Thai viewers engage with YouTube advertisements during the covid-19 pandemic and how much intention they have for

purchasing the products after being exposed to the YouTube advertisement. Findings have been divided into four parts which consist the following:

1. What is Thai viewers' exposure, engagement, and purchase intention toward YouTube advertisements?
2. What is the relationship between YouTube advertisements exposure and Thai viewers' engagement?
3. What is the relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention?

What is Thai viewers' exposure, engagement, and purchase intention toward YouTube advertisements?

According to the results from this research, it was shown that majority of the respondents agree that they were frequently exposed to YouTube advertisements, but respondents have a moderate level on the duration of exposure. The result shown that respondents are most frequently exposed to YouTube's skippable advertisements. Skippable advertisement is the most common format which marketers and advertisers choose to spend their budget on. Among all other YouTube advertisement formats, skippable ads which provide viewers the option to skip after a few seconds, this type of ad create a win-win situation for the viewer and advertiser. Skippable ads are only charged if an active engagement occurs. For instances, the viewer watches the video for 30 seconds, watch the entire video, or when the viewer interacts with the video by clicking on it. Thus, skippable ads mostly pay for viewers who are interested in the message (Dewzilla, 2021). This could also relate to targeting viewers who are interested in the products only. Therefore, it is possible to assume that YouTube's

skippable advertisements is the most popular ad format which marketers and advertisers choose, and that it reaches to majority of the Thai viewers. However, majority of the respondents' opinion showed that they do not watch skippable advertisements. This links to previous study by Ongkrutraksa (2020) that Thai Gen Z and Gen Y viewers skip the YouTube advertisements.

A study by Sebastian et al., (2021) also pointed out that customers tend to wait for the skip button to appear and skip the advertisement, and that they generally pay less attention to skippable advertisements unless the advertisement is highly attractive. Meanwhile, respondents agreed that they were exposed to product placement in YouTube video with the longest duration. As for product placement in YouTube video, although it has the least frequency of exposure, it has the longest duration of exposure comparing to the other types of YouTube advertisements. Viewers tend to stay longer and watch the product placement advertisements may be due to the contents are more interesting and entertaining, hence created favorable attitude of the viewers. Based on past studies, having high quality or entertaining contents are possible to observe a favorable impact on the viewers' attitude or memory of the brand or product (Boix-Romero et al., 2021; Hwang & Jeong , 2019; Srivastava, 2018). In addition, previous study on product placement showed that it is one of the most useful form of advertisements that could prevent viewers bypassing the commercial when there are interesting contents (Fong Yee Chan & Lowe, 2018; Boix-Romero et al., 2021).

According to the results from this research, it was shown that the samples agreed that they were mostly engaged with YouTube advertisements by skipping or

fast forwarding the advertisements after the first few seconds. Which also implies that respondents do not want to engage or watch the YouTube advertisements. As people receives various information daily, especially during the Covid-19 pandemic where Thai viewers' internet usage rate and YouTube view rate have increased during the Covid-19 pandemic (Bangkok Post, 2020). Thai viewers have higher chance to be exposed to various YouTube advertisements, however, the viewers may be more easily to disregard the YouTube advertisements due to the repetitiveness, and may even develop negative attitudes toward the advertisement (Sabuncuoğlu-İnanç et al., 2020). This finding also aligns with past study that most viewers inclined to skip or disregard the advertisements (Verma, 2016). Majority of the respondents have a moderate level on engagement, which implies that viewers' engagement with the YouTube advertisements may varies. Stiller et al., (2016) stated that there are other forms of consumer engagement behavior with YouTube advertisements for instances, liking, commenting, or forwarding a video on YouTube, and this engagement behavior is influenced by the creativeness of an advertisement. Additionally, Cher and Arumugam (2019) stated that the performance of online video advertising like YouTube advertisements influence viewers' engagement. Hence, it is important to discover other forms of consumer engagement behavior and factors that may impact the viewers' engagement with the YouTube advertisements.

For purchase intention, majority of the respondents have a moderate level of purchase intention. Specifically, most respondents agree that they are more intend to consider the personal care products that are mentioned in the video in their future purchases, followed by they would consider purchasing in the future if given the chance. Respondents also showed they will try the personal care products that are

mentioned in the video in the future. However, very few respondents agree that they will actually buy the products. There could be several reasons to why respondents tend to consider more than purchasing. One may be due to viewers' low engagement with the YouTube advertisement. Also, the lack of interest in watching the video advertisement. It is also worth noting that due to the uncertainties that Covid-19 have created, consumers' spending habit have changed. Although personal care products category has received higher consumer spending even during Covid-19, the consumer spending for the type of products in the personal care product category also varies. For instances, sales of household cleaning and disinfectant products saw a huge growth, all household cleaners and hand sanitizers, soaps, cleaning gels were on top of the shopping list, and it is due to people's concern with hygiene and health. Additionally, hair colors also saw an increase in sales. Salon services were unavailable due to lockdown, and that brought an increase trend in buying home hair color products instead of visiting the salon. In comparison, sales of cosmetics and sun care products have decreased. L'Oréal reported that the global beauty industry fell 13-14% in the first half of this year, with luxury beauty, professional beauty, makeup, and fragrance sales all decreasing about 25%. This is due to people are not wearing makeup when working from home, also people are not travelling to beaches or going outdoor as much as before anymore (JPMorgan Chase & Co., 2020). This research could imply that viewers may be exposed to the type of personal care products like cosmetics, hence they only consider it instead of actually purchasing it, because their need for wearing makeup is lower during Covid-19 pandemic.

This finding also aligns with previous studies by Mirabi et al., (2015) that product advertising does influence purchase intention, and this applies to Thai viewers

as well. Moreover, Sebastian et al., (2021) concluded that there is no guarantee that the consumer would use the product or service immediately after seeing the advertisements even if they have repetitively seen the YouTube advertisements. Sebastian et al., (2021) further stated that consumers tend to have future purchases after seeing a favorable and memorable advertisements.

What is the relationship between YouTube advertisements exposure and Thai viewers' engagement?

By using the inferential analysis, the results have shown that there is a positive but negligible relationship between exposure to YouTube advertisements and their engagement with the YouTube advertisements. This verifies H1 by showing a correlation between exposure to YouTube advertisement and engagement. This means that samples were exposed to YouTube advertisements and thus engage with the YouTube advertisements to some extent. Despite H1 being verified, it is worth noting that the very weak correlation could be due to Thai viewers may have other forms of interaction with the YouTube advertisements. Other forms of engagement behavior with the YouTube advertisements could be those other than simply watching the advertisements. For instances, liking, commenting, sharing the video advertisement (Stiller et al., 2016) Therefore, it is possible to assume that there are other reasons that caused the correlation between exposure and engagement with YouTube advertisements to be very weak. This finding can also link to previous study by Sabuncuoğlu-İnanç et al (2020) which stated that as the frequency of exposure of commercial such as YouTube's bumper advertisement increases, viewers' discomfort

increases, and caused viewers to develop unfavorable opinion toward the advertisement. Additionally, repetitive advertisements, interruption of advertisements during a video, and advertisements that are too long caused subjective distress and irritation to viewers (Sebastian et al., 2021). It is possible to assume that viewers' unfavorable opinion toward the frequently exposed YouTube advertisements have certain impact on the engagement with the YouTube advertisements.

What is the relationship between engagement with the YouTube advertisements and Thai viewers' purchase intention?

By using inferential analysis, the results have shown that there is a moderate positive relationship between engagement and their purchase intention with the YouTube advertisements. This verifies H2 by showing a correlation between Thai viewers' engagement and their purchase intention for personal care products after having interaction with YouTube advertisements. This means that majority of the respondents agree that they would consider or try the products after having certain interactions with the YouTube advertisements. This aligns with the previous findings which suggested that consumer engagement does influence intention to buy of customer (Rahman et al., 2018; Bismo et al., 2019). Therefore, it can be concluded that engagement with YouTube advertisements has an influence on the Thai viewers' purchase intention for personal care products. However, it is worth noting that majority of the respondents have consideration but it has not converted to the intention yet.

5.3 Practical Implications

1) As this study focus on Thai viewers' exposure, engagement, and purchase intention on YouTube advertisements for personal care products during Covid-19 pandemic, and the previous research show that even with an increase in the Thai viewers' internet usage rate and YouTube view rate during the Covid-19 pandemic (Bangkok Post, 2020), and that provided higher exposure possibilities for YouTube advertisements, majority of the Thai viewers remain unfavorable opinions on watching YouTube advertisements, and they still skip the video ads after a few seconds. Thai viewers may be more easily to disregard the YouTube advertisements due to the increase repetitiveness, and may even develop negative attitudes toward the advertisement (Sabuncuoğlu-İnanç et al., 2020). Therefore, advertisers and marketers are recommended to consider carefully on the frequency of exposure for YouTube advertisements and the type of YouTube advertisements to implement in order to improve the overall advertising outcome.

2) According to the result of this research, majority of the respondents is female and holds a bachelor's degree or equivalent. As this study focused specially in the personal care products, including but not limited to skincare, hair products, soaps and hygiene products, oral and dental care products, and cosmetics, and previous research indicated that female has been the largest consumer group for personal care products. Thus, advertisers and marketers may consider the findings from this study more relevant to female consumers, and can represent most female consumers' opinion toward the exposure frequency and duration of YouTube advertisements for personal care products. In addition, since the YouTube advertisements were mostly exposed to female viewers, it is possible to consider that female viewers are more

interested in the personal care products than male viewers. Advertisers and marketers for personal care products may remain their main target consumers to be female and holds a bachelor's degree or equivalent. However, it is still recommended to pay close attention to the male consumers' opinion towards YouTube advertisements on personal care products, because previous research showed that due to male consumers' increase in consciousness on personal well-being and appearance, the male segment is expected to grow rapidly from 2021 to 2027 (Vig & Deshmukh, 2020).

3) According to the result of this research, YouTube is accessible to most Thai viewers as the frequency of exposure to YouTube advertisements shows that majority of them were exposed to YouTube advertisement everyday. This proves that YouTube is still one of the most widely used platforms in Thailand, and majority of them access to YouTube during the Covid-19 pandemic. Also, YouTube's skippable advertisements was most frequently exposed to Thai viewers, however, majority of the respondents also chose to skip the advertisements after a few seconds. Therefore, the possibility of advertisers and marketers to deliver their advertisement message to the viewers is quite low or maybe be less effective. If advertisers and marketers intend to deliver more messages or information to viewers, it is recommended that they consider utilizing or combining other advertising format to avoid skipping the advertisement. Skippable advertisement format may be shown most frequently, which could help increase the brand or product exposure rate or increase the its awareness to some extent, however, advertisers and marketers may need to be creative in capturing audience's interest in the first few seconds of a video advertisement, so to increase the effectiveness of utilizing a skippable advertisement. Furthermore, this finding shows

that majority of the female respondents watch the YouTube advertisements when they have the interest in the product. Therefore, advertisers and marketers may focus their creativeness in creating interesting contents that would retain viewers' attention to watch the advertisements, and lead to their engagement with the advertisements.

4) In addition, this research shows that viewers watch the advertisements longer when it is in the form of product placement, thus, advertisers and marketers may consider to advertise in the form of product placement. Although the overall frequency of exposure for product placement is lower comparing to other forms of YouTube advertisements, the overall duration of exposure is longer, which implies that audience watch the advertisement without skipping it. Thus, product placement may be more effective in terms of delivering the message or information to audience. Moreover, it is also worth noting that product placement could be more useful to the ones who are YouTube Premium subscribers, as the YouTube Premium service provide viewers ad-free videos.

5) According to the result of this study, the relationship between exposure to YouTube advertisements and engagement is very low, which implies that viewers may not be actively engage with the YouTube advertisements. Also, this study shows that the better the engagement, the higher the purchase intention, therefore it is recommended that advertisers and marketers focus more on increasing audiences' engagement with the YouTube advertisements. YouTube advertisements can be design in a more creative and interactive way to generate two-way communications between the brands and consumers. For instance, implement gamification into the YouTube advertisements such as product placement. Gamification is useful to boost

engagement, gamification involves incorporating game concepts into nongame environments such as a website, online community, learning management system, or a company's intranet. Gamification aims to engage customers, employees, and partners in order to encourage them to collaborate, share, and interact (BI WORLDWIDE, n.d.). By combining gamification with YouTube advertisements, not only it may receive high exposure, but also improves user engagement, grow brand awareness, educate the consumers with the products more easily, and increases conversion rates (Stanley, 2021). Finally, by creating more interesting and creative YouTube advertisements can influence the consumers' active engagement behavior (Stiller, 2016).

6) According to the result of this study, majority of female respondents show that they have the consideration towards the products after being exposed and engaged with the YouTube advertisements, but their intention to make actual purchase is still very low. Therefore, marketers and advertisers may consider to design video advertisements that would generate interest of the female viewers, also shows the product quality and create a positive brand perception. As product quality and brand perception are also found to have an effect on the purchase intention (Mirabi et al., 2015; Viratthanant & Ongkrutraksa, 2018). Moreover, the quality of the advertisement is also an important factor that impact consumers' purchasing decision. Thus, while presenting the product quality and a positive brand perception in the video advertisement, the video's quality and length must also put in consideration (Yüksel, 2016). Lastly, the video advertisement should be able to develop a positive attitude toward products, as previous study found that customers who developed a positive attitude toward products after watching beauty/make-up videos about certain

products on YouTube were more likely to acquire those products (Yüksel, 2016). After having an interesting video advertisement that would increase the exposure and awareness, it is also important to increase the viewers' engagement with the advertisement, such as to implement gamification, which is suggested in the previous point.

5.4 Limitations of the Study

There are a few limitations for this study as follows:

- 1) Since YouTube has re-launched YouTube Premium, formerly known as YouTube Red, in 2015, this subscription service allows YouTube viewers to watch ad-free videos. Therefore, this study does not include the opinion of YouTube Premium users who might also be potential customers for the brands.
- 2) With an increase of people being exposed to various information daily, including advertisements from several social media platforms, it could be difficult for people to recall their experience with certain YouTube advertisements clearly which may affect respondent's opinion.
- 3) Since this study focused on only one age group which is 18 to 55 years old, and it is a wide age range which viewers who are 18 to 39 and 40 to 55 could have different opinions in their frequency of exposure and duration, which would also affect the overall findings of this study.

5.5 Directions for Future Research

The current study can be further improved by expanding on the areas mentioned in Section 5.4. Moreover, this research only focused on personal care products thus it may also be interesting to study YouTube advertisements on other categories in Thailand. This study focuses on advertisements on YouTube platform only, the same variables and concepts can be used to study other social media platforms that are popular in Thailand such as Twitter, Facebook, and Instagram.



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VITA

NAME Xinxin Ye
DATE OF BIRTH 04 December 1992
PLACE OF BIRTH CHINA



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY