

A Study on Marketing Communication Effectiveness of Youtube Videos in Saudi Arabia

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Article History

Received: August 5, 2020

Revised: September 20, 2020

Accepted: September 25, 2020

Published: September 30, 2020

Abstract

The focus of the study was to find out the determinants of marketing effectiveness of YouTube video communication and its contribution to the customers' online and offline shopping experience. In order to study the relationship among the six independent variables selected for predicting the marketing effectiveness of YouTube video communication through social media, multi-item scales were used. A majority of the respondents were between the age group of 19-29 years (45%). The adjusted Regression equation for determining marketing effectiveness of YouTube video marketing communication is $ME = 0.79 + 0.22 MCR + 0.49 SCP + 0.18 REL + 0.19 MAE$. According to the multiple regression analysis, it was found that TVH Ads were influenced respondents while making their shopping list and purchases. In summary, customers' responses resulting in positive emotional reactions in the form of likes, shares, Comments and Customer feedback on social media were increasingly being seen as real and sustainable differentiator between competing retail stores under study.

Keywords: Communication effectiveness; Social media Marketing effectiveness; YouTube video effectiveness.

1. Introduction

In the digital context, organizations design digital platforms for digital business and marketing. Changes in the technological environment – the development of information-communications technologies (ICT) and changes in consumer behavior also have an influence on changes in the field of marketing. The digital environment, the economy, technologies and generally speaking the process of digitalization require changes in marketing, i.e. the digitalization of marketing activities. The choice of a combination of classical and digital activities depends on consumers (their possibilities and readiness to use certain digital technologies) and the possibilities of organizations (Rakic and Rakic, 2017).

The online social media have transformed the face of human interaction in the 21st century. Wikis, blogs, online groups and forums, podcasts, virtual worlds and social tagging are but a few of the applications enabling innovative behaviors supportive of the acquisition, the access, the manipulation, the retrieval and the visualization of information. It is, therefore, no surprise that educational practitioners and theorists have begun to explore how the social media can be harnessed in order to describe and implement new paradigms for communication, learning and education (Wite *et al.*, 2011). Active users of social media continually update information about themselves and thus offer the opportunity to researchers to have a current database. Generally business needs information on the needs and requirements of the current and future customers. Accordingly they devise the product and services and communicate back to the market/customers by way of marketing communication. Now a days this is happening mainly through social media like Instagram, FaceBook, Twitter, WhatsUp and YouTube. Here the case in point for our research is for YouTube marketing promotion videos.

Advertising effectiveness in all mediums of advertising has been a topic of interest and research among scholars for a long time. It has been found in advertising literature that Consumers' Attitude towards advertising has got a direct relationship to the effectiveness of any advertisement. This attitude of consumers' is influenced by their beliefs regarding online advertising and can be successfully predicted by the dimensions of those beliefs. These dimensions of beliefs lead to advertising value that plays a mediating role in prediction of attitudes (Gizem, 2018). Here the case in point is YouTube Video marketing communication effectiveness among viewers in Kingdom of Saudi Arabia (KSA) in 2020.

Active social media users in KSA is 23 million which is 68 per cent of the population. Again Mobile social media users in KSA is estimated by Ryan Homes in his Digital 2019 report that 16 million. This is commendable as YouTube accounted 73 per cent of Social media platform with average time spent per person is of 26 minutes 4 seconds in KSA. The smart phone accounted a whopping 96 per cent followed by iTV with 83 per cent in KSA. On an average a person spend 6 hrs 44 minutes in Internet and 2 hrs 50 minutes with social media here. Further 90 per cent of the population in KSA is having internet connection and 27.14 million uses mobile internet (80 %).

About 88 per cent of the internet users watch social media every day and the average speed of mobile internet speed in KSA is estimated by Digital 2019 report that 29.31 MBPS with year on growth of 81 per cent since 2018.

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Social media marketers believe that YouTube is one of the most successful platforms due to its excellent personalization, instantaneous, interactivity and ease of use. YouTube has the ability to globally spread the word of mouth (WOM), that may well be the primary reason for YouTube's success and its significant impact on user. Hence the research has focused towards customers perception on their message credibility of Danube Hyper market, one of the popular upscale retail exotic Grocery, Fruits, Vegetable, Fish and Meat retail chain in Saudi Arabia through YouTube

2. About Youtube Video Advertisements

As observed by [Todor \(2016\)](#) through digital video marketing, advertisers can reach to customers by utilizing video digital technologies for the targeted, assessable, and interactive marketing of goods and services with the principal goal to promote brands and develop the sustainable performance. Video consumption has been on the rise for quite some time. However, the concept of advertising on a video platform such as YouTube still remains foreign to many business. Unlike traditional (radio, television, or print) channels of advertising, running an ad on YouTube allows viewers to connect with potential customers in a memorable way at the exact moment they perform a keyword search related to advertisers business. Google's AdWords for video system makes it easy for businesses of all sizes to develop video campaigns for YouTube.

Generally Video Ads allow the advertiser to interact or communicate with potential and prospective customers more effective and authentic way. By making use of social media as their message vehicle and platform in the Customer to customer (C2C) interaction the advertiser can connect with customers and public and can obtain positive feedback and motivate them to become a loyal customers. Here YouTube comment section provide a platform for the viewers to respond instantly to the advertisers. Generally YouTube provides 2 type of advertisements options such as True View Instream (TVI) and True View Discovery (TVD) Ads.

True View In-stream (TVI) advertisements (ads) are shippable online video ads that appear before the main videos. Bumper Advertisements are short 6 second video ads that work well on mobile platform. This is mainly reinforcement/ recall ads as a follow up of TVI ads. Then YouTube provide another option of adverting in the home page in the form of True View Discovery (TVD) ads where in to show up on YouTube search result on the home page along with related videos. The advertising value model proposed by [Ducoffe \(1996\)](#) has been referred in this paper for YouTube advertising in KSA. Research design was descriptive. Data were collected from 190 Saudi consumers through a Structured, non-disguised questionnaire using nonprobability convenience sampling. Instrument consists of 19 items anchored on agreement continuum scale ranging from strongly disagree to strongly agree and 6 questions related to demographic profile of consumers. Regression analysis was used to predict the marketing communication effectiveness.

According to YouTube official website, "Everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through every ones story by following the principles such as freedom of expression, information, opportunities and belongings". It is true that YouTube supported millions of Vloggers to share the advertisement revenue to the tune of 60 per cent once they monetize their YouTube page through AdSense and Adword programs. On that way YouTube provide additional income and employment to millions now. With YouTube ads the service providers and manufactures can reach potential customers very cost effectively and have then take actions when they watch or search for videos on YouTube. The average cost of YouTube Ads are in the range of SAR 1 to SAR 3 per click in SAR depends on the time and video or the TV streaming. The advertiser can choose the target audience and budget initially and can change at any time depends on google analytics and Pay Per Click rate. Here the viewers can skip the TVD and TVI ads with in 30 seconds are not payable by the advertiser.

The YouTube Ads can also be self service or –managed services. The Ad Budgets for YouTube is under USD 500 to above USD 10,000 in four slabs. YouTube is also supporting the advertisers with partners in creating the content, offering animation, motion graphics, voiceover, filming, stock photos/videos and editing of the existing photos/videos to obtain the desired marketing/communication impact on their YouTube Ads. This has provided jobs to millions globally and many youngsters can run their virtual offices with no investments.

YouTube Ads are new way for the company and advertisers to win hearts and minds of millions of customers, audience and drive business ahead of time. Generally the marketing goals for YouTube ads are(a) to build awareness and ad recalls by way of capturing the attention of new potential customers and keep the company brand top of their mind far ahead of the competitors, And also YouTube Ads influence potential customers with opinion shaping moments when they are most repetitive to company messages and videos. It also drive action by way of making decision making very easy without considering much alternatives and brands so that Marketing Returns on Investment would be the best and cost effective for the company.

YouTube Ads created emotional connections through their power of audios, re-enforce the brand, placed ahead of competitors. They used familiar faces and content with humor. Smart creation concepts made for YouTube ads with proven successful approach to help the companies to realize their marketing goals set for the promotion with a budget of USD 10 per day to USD10K per day. True View Ads are payable only if they play beyond the skipable time of 15 to 30 seconds depends on the duration of the video. According to [Nielsen \(2011\)](#) "consumers frequently trust the recommendations of their peers, making vlogging on YouTube and social media an ideal platform to spread their comments, recommendations, creative ideas, purchase influences and decision making power". Most of the YouTube vloggers have several lakh of, subscribers based on their video quality, content, topics covered, opinion and relevance of the product, service, tips and ideas in their day to day life and entertainments. Hence knowingly or not YouTube advertisers have the choice to select YouTube channel and vloggers and subsequently appoint them as their brand ambassadors, opinion leaders (Mawen /Gate keepers), and Reference group.

The age group of 25 years to 34 years dominated the YouTube video viewers with 37 per cent males and 14 per cent females in KSA followed by the age group of 18 to 24 years with 21 per cent and age group of 35 to 44 years with 17 per cent. Further 68 per cent of the population in KSA is active on Social media and 16 million people access YouTube through their mobile phones here. YouTube in Saudi Arabia accounted 72 per cent of Social media platform followed by WhatsApp with 72 per cent and Facebook (62%).

3. Review of Literature

Consumers' attitudes toward advertising have been considered important to track because of their likely influence on consumers' exposure, attention, and reaction to individual Ads through a variety of cognitive and affective processes. Internet being a cost effective medium to reach target audience, has paved the way for tremendous growth of online advertising through social media and YouTube.

In 2010, YouTube introduced TrueView in-stream (TVI) advertising that allowed the user to skip directly to the desired video content after five seconds of viewing. Google sought to compare these "skippable" in-stream advertisements to the conventional (non-skippable) in-stream video advertising formats, using a new advertising effectiveness metric based on the propensity to search for terms related to advertising content. Google's findings indicated that skippable video advertisements may be as effective on a per-impression basis as traditional video advertisements. In addition, data from randomized experiments showed a strong implied viewer preference for the skippable advertisements. Taken together, these results suggest that formats like TrueView In-stream advertisements can improve the viewing experience for users without sacrificing advertising value for advertisers or content owners (Max Pashkevich *et al.*, 2012).

The study explored changes in the purchase process for consumer goods (electronics, and groceries) brought about by digital and social media. It was observed that digital and social media have empowered consumers and that brands have an important role in facilitating conversations among consumers and themselves, openly sharing the values that will help consumers connect with them and with one another Todd Powers *et al.* (2012). Filmmakers increasingly depend on trailers as advertising and to generate word of mouth (WOM). Chris Archer *et al.* (2017) investigated the extent to which trailers influence WOM in the prerelease context by testing a conceptual model separately on the three most popular movie genres. When viewers perceive greater understanding of the movie from the trailer, the prospect of liking it is significantly increased. This leads to a substantial increase in viewers' intent to generate WOM and, ultimately, their willingness to pay to watch the movie. YouTube became a popular vehicle to carry the trailers.

A classical study of Tania Yuki in 2015 explored "what makes brands' social content shareable on facebook?" an analysis that demonstrates the power of online trust and attention. The scholar tracked the 2,000 most-shared social posts over a 12-month period on Facebook and then surveyed more than 10,000 social-media users about what might drive them to share that content online. Despite what is increasingly recognized as the value of shared content for building brand equity, to the scholar's knowledge there has been scant study on what actually makes content shareable and the psychological drivers that prompt sharing. This is true with YouTube Ads also.

Video advertising is increasingly prevalent, appearing in more and more places across the web and on social media. These advertisements often are viewed without sound, which possibly affects their effectiveness and meaning. The article "Strategies for Creating Successful Soundless Video Advertisements" draws on advertising and screen-media research and analyzes advertisements drawn from both articles and an agency dataset. It also includes interviews with advertising professionals experienced with soundless video to build novel understanding of the phenomenon of soundless advertising. The paper reveals four strategies and associated operational tactics that advertisers can employ to develop more successful advertisements for soundless environments (Colin and Erin, 2019).

Social-networking sites, such as Facebook, are an important and fast-growing advertising channel. Because access to social-networking sites may happen through different devices, it is important to identify whether the drivers and mitigating factors affecting responses to social-networking-site advertising differ between consumers who access Facebook primarily on PCs versus on mobile phones. Caroline Lancelot Miltgen *et al.* (2019), tested a model anchored in social-exchange theory and drawing on uses and gratifications theory, using data from a survey of Facebook users in France. Results show that the trade-off between the intrinsic and social value Facebook advertisements bring and their perceived intrusiveness and privacy invasiveness drives consumers' approach and avoidance of Facebook advertising. Trust in Facebook also emerged as a key driver of advertisement acceptance.

Kaplan (2012), categorized social media (YouTube) based video marketing along the degree of consumer knowledge and the trigger of communication into four groups: strangers, groupies, victims, and patrons. Consumer knowledge can be high or low and according to its degree organizations can customize their YouTube advertisement messages to each individual user, similar to the idea of one-to-one marketing. Regarding the trigger of communication, Kaplan differentiates between push communication (TVI Ads), initiated by the organization, and pull communication (TVH Ads), initiated by the consumer. Within the first group (low knowledge/push), organizations video cast a general message to a large number of YouTube viewers in the region based on their location and time of the day. Given that the organization cannot know which customers have ultimately been reached by the message, this group is referred to as "strangers". Within the second group (low knowledge/pull), customers opt to receive information but do not identify themselves when doing so. The organization therefore does not know which specific clients it is dealing with exactly, which is why this cohort is called "groupies". In the third group (high knowledge/push) referred to as "victims", organizations know their customers and can send them messages and information without first asking permission. The last group (high knowledge/pull), the "patrons" covers situations

where customers actively give permission to be contacted and provide personal information about themselves, which allows for one-to-one communication without running the risk of annoying them

Due to the demands for more user controlled media, mobile video messaging infrastructure providers have responded by developing architectures that offer applications to operators with more freedom for the users, as opposed to the network-controlled media. Along with these advances to user-controlled Mobile video Messaging 2.0, blog events throughout the world have been implemented in order to launch popularity in the latest advances in mobile video technology with advent of YouTube. In short, various Mobile video technologies, Apps and Platforms provided opportunities for customers to buy products and services online after comparing their prices with similar brands and outlets. For companies that utilized mobile video marketing, provided opportunities that increased their sales and profit in the short and long run (Shajahan, 2006).

Many researchers claimed that social media video marketing provided a huge benefit for an organization in terms of their brand equity, brand recall, customer connectivity and message credibility (Abhishek and Gerard, 2016). Therefore, this study examined the role of YouTube video marketing communications extensively and their message reach. This has reflected on their respective marketing and sales effectiveness and total customer experience of the online and offline shoppers in KSA.

YouTube video marketing communication has become more and more popular in KSA. However, some mobile video marketing communication is sent without a required permission from the consumer causing privacy violations while watching YouTube videos. It should be understood that irrespective of how well video marketing communication messages are designed and how many additional possibilities they provide, if consumers do not have confidence that their privacy will be protected, this will hinder their widespread deployment. But if the video marketing communication messages originate from a source where the user is enrolled in a relationship/loyalty program, privacy is not considered violated and even interruptions can generate goodwill (Ström *et al.*, 2014). Nearly 90 per cent of the audience of YouTube watch their videos in Mobile phone and Tablets only. It may be noted with caution that mobile devices are intimately personal and are always with the user, and four major concerns can be identified: mobile spam, personal identification, location information and wireless security. Further Aggregate presence of mobile phone users could be tracked in a privacy-preserving fashion.

Since YouTube has been widely targeted by commercial companies to promote their goods and services, marketers consider advertising content as one of the critical features of the platform. Fanny and Wing-Fai (2016), found that companies can easily target customers on YouTube by identifying the attitudes and behaviors of customers. For instance, people on YouTube demonstrate their intentions and preferences by providing responses about the products and services marketed by the company. Then management, by paying due attention to their responses, is able to increase supply of products that gain the most support and develop new ones that could get an even better reception. The primary focus for management should be to consider the needs and wants of their target audience. Several research on YouTube ads began to see evidence that marketing campaigns executed professionally on YouTube can be profitable with nearly 1 billion views and 500 million share compared to TV campaigns (Raice *et al.*, 2012). Kunz (2012), quoted Ford as a successful example of a Facebook advertising campaign.

Advertising content can drive YouTube users to express their feelings by commenting. An advertisement fails when YouTube viewers continue to be unaware of the advertised products or services and their merits. Potential customers do not get engaged with the offered product if the ad does not include precise information of the promoted goods or service (Donath and Boyd, 2004). Content marketing is defined as a process of attracting customer's attention, discoursing with them, and learning their needs and wants to make them motivated to respond actively (Pulizzi and Yoegel, 2012). In the words of, "content marketing is a combination of content and marketing in which the content shows the customers' behavior."

Dokyun *et al.* (2015), found that brand-personality-related content and informative content have a direct correlation to customer engagement on YouTube; and each type of the mentioned content has its unique benefits and downsides. Brand personality describes a brand as a human with certain characteristics, so that customers can associate the brand with a certain attribute. In other words, customers consider the brand as a familiar and trustworthy person. As a result, the customer is more likely to show long-term loyalty to the brand. Informative content is a content type that can be applied to engage customers through merging both informative and brand personality content. On the other hand Dokyun *et al.* (2015) found that displaying prices, availability, and products or service features as informative content decreases customer engagement. The same study also showed that deals and promotions drive consumers to click through the ads (path-to-conversation).

If involvement of the customer in shopping or purchase is higher, customers take more notice of the retail firm's communications and can thus form an opinion more easily. On the other hand, customers with low involvement only perceive a firm's communications subliminally or to a limited extent because, that is they are less interested in the retailer or the retail sector concerned and what it has to offer.

The phrase 'positive shopping experience' has become a slogan for companies large and small in their never-ending efforts to attract and retain loyal and profitable customers online and offline (Shajahan, 2006;2010). The reason is obvious: a positive customer experience is a marketplace differential for any company seeking to distinguish itself from competitors (Shamsudeen, 2016;2017a;2017b;2017c). This is also true for the Hypermarkets in KSA. The brands which employ the approach of "experiential marketing", as they are the experience providers, hold the possibility of administrating the customer experiences and also designing the areas on which the customers are to have different experiences on by focusing on the customer experiences rather than the product's functional features and the benefits it can offer. As a consequence, the brands which provide their customers with various experiences come forward in the competition. Marketing communication is of crucial importance in the framework of experiential marketing approach. It is supposed that, under the influence of the unforgettable experience, the

customer will not only remain loyal to the brand but they will also share their positive thoughts about their experience with the people around them, which is what contributes to the increase of the efficiency of the experiential marketing (Genç, 2009).

Customer experience takes place as a process of five stages. At the first stage of the process, the customer expectations on consumption are and must be shaped. Shaping of the expectations is greatly influenced by brand prestige, advertisements, person's thoughts on the brand and his/her previous experiences. The second stage is where interaction before the sale takes place. This stage contains all the activities the customers have done until the moment they decide to buy the product. The next stage is the stage of purchasing and it starts with the decision of purchasing and what is accepted as the most important part of the customer experience actualizes. The fourth stage contains any kind of interaction regarding the consumption of the purchased product or the service. It is the stage where customer experience takes place during the consumption of the product or the service. The fifth and last stage of the customer experience is defined as the evaluation after the experience. In this last stage, the customer compares his/her expectations to his/her experiences. For the next purchase, the first stage of the customer experience is repeated in order to reshape the expectations (Çiçek, 2015). In experiential marketing approach, subjective and symbolic concepts such as aesthetics, finery and sociability are given the priority, and consumers are people who make subjective evaluations, care about the emotional side of the consumption and have aesthetic criteria (Genç, 2009). Firms of various sectors make use of advertisement effectively in order to spark the emotions of their potential or existing customers.

General Motors (GM) experienced failure with its advertising on Facebook. After spending 10 million US on SMM, the marketing team found that their Facebook page was not effective in making people buy their cars. As a result, the company decided to put more effort into other website platforms such as Google AD words and YouTube Ads. The marketing team head summarized their Facebook journey by saying that unlike YouTube, Facebook tends to be for people who want to engage with their friends, not with brands (Kunz, 2012).

4. Definition of Variables

Many of the existing measures of social media advertising effectiveness have been shown to either overestimate or underestimate the consumers' response to social media advertising. Unfortunately there are number of studies done to examine the attitudes of consumers towards online and social media advertising in developed world but fewer have been done in KSA. Hence, in the present study researchers applied a theoretical framework on consumers' perceptions of social media advertising and their attitude towards YouTube advertising in KSA context.

YouTube video marketing effectiveness is the measure of how effective a given marketer's go to market strategy towards meeting the goal of maximizing their social media marketing spending to achieve positive results in both the short- and long-term. It is also related to Return on Social Media Marketing Investment (RoSMMI). This Value can be significantly enhance through proper go to market social media communication strategy (American Productivity and Quality Center AP. and QC, 2001). At the program level marketers can improve their effectiveness by managing and executing each of their Social media marketing campaigns better. It's commonly known that consistency of a Social media Marketing Creative strategy across various social media, can amplify and enhance impact of the overall social media video marketing campaign effort (Lenskold, 2003).

Here the case in point is video marketing communication of Danube Hypermarket stores through YouTube. It may be noted that marketing effectiveness of video marketing communication through social media (YouTube) is taken as dependable variable for the purpose of the study. While predicting the marketing effectiveness of video marketing communication, it could be seen that sales revenue from both online and instore purchases coupled with communication impact as reflected in their perception towards the YouTube Video marketing message content, authenticity and credibility of the retailer (Guo *et al.*, 2011).

Here the authors considered YouTube video marketing communication was a part of business promotion and a customer service wherein retailers were informing the arrival of their products and services with latest offers/discounts, persuading and motivating the customers to go for shopping online or offline. Hence the elements of online shopping and instore visit came into the research scenario as well. This is because respondents of the study were s preferred both online and offline/instore purchases. When perceived credibility is high consumers are more likely to accept arguments presented in the ad, on the other side, low degree of credibility may lead to the rejection of presented arguments (Del Mar Garcia de los Salmenes, 2013). Ad likeability is understood as an important determinant of advertising effectiveness. Higher ad likeability encourages higher attention to advertising (Du Plessis, 2007), better recall of information and more processing of information in the advertisement (Smit *et al.*, 2006). A person is less likely to avoid an ad she/he likes (Rimoldi, 2008).

According to Zeitzal, Berry and Parashuraman the criteria used by consumers in evaluating service quality can be consolidated under five broad categories. They are (1) Tangibles means appearance of physical elements, (2) Reliability means dependable, accurate performance, (3) Responsiveness means promptness and helpfulness, (4) Assurance means competence, courtesy, credibility and security and (5) Empathy means easy access ,good communication and customer understanding (Shajahan, 2004a;2016). Here the final action of the YouTube video marketing communication is taken by way of considering shopping experience of the respondents online and offline into consideration and included six dependable variables for the purpose of the study. They were (1)Search and compare products ,price & brands online, (2) YouTube video marketing message content and its relevancy to weekly shopping, (3) YouTube video marketing message credibility , authenticity and Empathy (4) Assurance, (5) Responsiveness and (6) Reliability (Shajahan, 2016).

Here the authors defined credibility as trust worthiness, believability and honesty of the YouTube video advertiser. Further, Responsiveness means propmtness and helpfulness both online and instore. In simple terms it is defined as the willingness to help customers and provide them with prompt services both online and instore. Empathy means easy access, good communication and customer understanding both online and instore. Assurance means competence, courtesy, credibility and security both online and instore. Finally, Reliability means dependable, accurate performance both online and instore.

4.1. Relationship between the Variables and the YouTube Video Marketing Effectiveness

Advertising recall, Attitudes toward the brand, Attitudes towards the Ad and purchase intentions have been widely accepted among academics and practitioners as indicators of advertising effectiveness. Concluded that informative, entertaining, and dislikeable are the key factors that explain attitude towards advertising. Research suggests that these traditional measures of advertising effectiveness do not provide a good measurement in case of marketing communication effectiveness because of their emphasis on outcomes (Pavlou and Steward, 2000). In a more recent study it was revealed that the acceptance of advertising on social networking sites is related to the entertainment and information content they provide. Ducoffe (1996), posited a model to assess advertising effectiveness which is based on three components of perceived value of advertising viz. informative, entertainment and irritation. These components apply to the consumer's experience with the advertising rather than traditional advertising effectiveness measures. However the researchers of this study focused on another six independent variables for predicting marketing effectiveness of social media communication in view of the peculiarities of Saudi environment and Brand equity of an established brand under study in line with SERVQUAL model.

In order to study the relationship among the six independent variables selected for predicting the marketing effectiveness of YouTube video marketing communication through social media, multi-item scales were used. A multi-item scale consists of a number of ratings combined into a single value. Multi-item scales are used to represent complex psychological constructs that can't be summarized in a single question. Multi-item measures are more reliable and less volatile than single-item questions. As a result of this increased stability, multi-item scales make excellent benchmarks (Novak et al., 2000; Shajahan, 2004a;2009;2011).

The internal consistency of the independent variable is an important test of reliability. Reliability test is used to assess the internal consistency of summated scale where several items are summated to form total score. One measure of internal consistency is Cronbach's alpha. Cronbach's alpha accounts for all possible two-way splits (Shajahan, 2004a;2009;2011). The Cronbach's alpha < 0.6 indicates poor reliability. The Cronbach's alpha > 0.7 indicates more reliability. Table 1 gives the Cronbach's alpha values for the constructs. It is seen from the Table-1 given below that the values are in the range 0.797 to 0.993 which indicate that the instruments are reliable.

Table-1. Cronbach alpha values of the variables

Sl no	Independent Variable	Cronbach alpha
1	Search and compare TVI and TVD Ads in YouTube for retailers in Saudi Arabia	0.799
2	YouTube Video marketing message content and its relevancy to weekly shopping in Saudi Arabia	0.993
3	Responsiveness (propmtness and helpfulness both TVI/TVD Ads and instore)	0.797
4	YouTube Video marketing message credibility, authenticity and Empathy (easy access, good communication and customer understanding both TVI/TVD Ads and instore)	0.873
5	Assurance (competence, courtesy, credibility and security both TVI/TVD Ads and instore)	0.820
6	Reliability (dependable, accurate performance both TVI/TVD Ads and instore)	0.896

Source: Sample Survey January 2020

Among the effective integrated marketing communication strategies, YouTube video marketing is considered as useful media vehicle which assisted the company in connecting their valuable customers effectively for promoting and marketing products and services/shopping campaigns online and offline/stores. As the authors observed from the responses, most of the customers preferred to watch promotional campaigns of their favorite store on YouTube as they spend 4 to 6 hrs. Daily on YouTube videos. In this regard, it is essential for the retailers to focus on the advertisement message content of YouTube video by highlighting customers experiences/offers during shopping both instore and online.

5. The Study

5.1. Problem Statement

In the book "What Sticks", authors Briggs and Stuart (2006) calculated that marketers waste 37% of their marketing investment. Reasons for the waste include failure to understand underlying customer motivations for buying, ineffective messages and inefficient media mix investment .So the marketing effectiveness of YouTube video marketing communication is very important for MRoI. Further, the scarcity of scholarly research on the perception of video marketing communication on social media and online purchase calls for a theory-based

framework to examine marketing effectiveness holistically [Shankar et al. \(2016\)](#) and [Peterson et al. \(1997\)](#). The research problem, therefore, is to compound the perception of TVI and TVH video marketing communication of retail stores on social media (YouTube) and its marketing effectiveness in KSA.

5.2. Research Questions

Customer considered switching between YouTube channels and videos, because they were mainly influenced by the variety and availability of fresh videos premiered on air. There were three factors might influenced their attitude towards TVI and TVH YouTube video Ads, firstly, people could not examine whether the product/brand/campaign satisfied their needs and wants before they watch on YouTube. Secondly, customer might concern at video content which is not matching with TVI and TVH Ad contents. Finally, customer might afraid that they could not fully understand the message used in YouTube video campaign. Based on those factors customer perceived risk might be significantly influenced their shopping behavior Hence the major research questions addressed during the study were as follows:

- (i) *What were the customer's perceptions of using TVI and TVH advertisements for marketing products and services of retail stores in KSA?*
- (ii) *How does retail stores YouTube video marketing communication benefit costumers? And*
- (iii) *What were the most popular type of YouTube video marketing communication its message credibility and authenticity among shoppers in KSA*

5.3. Research Objectives

The focus of the study was to find out the determinants of Marketing Effectiveness (ME) of YouTube video marketing communication and its contribution to the customers' online and offline shopping experience. Hence the major Objectives of the study were as follows:

- (i) To evaluate the customers' perception on YouTube video marketing communication of Danube stores in KSA.
- (ii) To predict the determinants of marketing effectiveness of YouTube video marketing communications and
- (iii) To find out the most preferred type and style of YouTube video marketing communication, its message credibility and authenticity among Danube hypermarket shoppers in KSA.

5.4. Research Process

19 item online questionnaire was prepared using Google Doc and link was sent through personal email of the researchers. All questions were compulsory in the questionnaire and were regarding demographic profile and other predictor and criterion variables of the study Primary data were obtained from customers who visited the Danube Hypermarket stores in the region chosen for the study by means of administering the structured questionnaire online. The survey questionnaire consists of two parts: part-A and part-B. Part-A consists of questions connected to respondent's socio-economic and demographic profile. The responses are measured using nominal scales. Part- B consists of the items for customer experience, each dimension of the determinants and the moderators. All items are measured on 5-point Likert scale (5 "strongly agree" to 1 "strongly disagree").

Testing of the preliminary questionnaire was carried out in October 2019 using convenience sample of 50 respondents. Main survey conducted during November 2019 and January 2020 with a valid and final sample size of 190. The internal consistency of the instrument was tested through reliability analysis using Cronbach's alpha. All reliability results were in the range 0.797 to 0.993 which exceeds 0.70 limit of acceptability ([Table-1](#)). The respondents who were part of the pilot study did not participate in the final survey. The population to be considered for this study consists of customers between the age group of 18 and 54, who have shopped online and offline of Danube stores in the region chosen for the study within 6 months. Therefore, the population can be defined as active online and offline retail shoppers. Respondent for the study is a person who does shopping in Danube Hypermarkets within a year in the region chosen for the purpose of the study.

Convenience sampling, a method of non probability sampling is opted for this particular study. Invitations to participate in the survey were emailed with online link to the selected respondents. Then respondents were contacted online chats and social media posting and were requested to complete the questionnaire on time. Sufficient time was given and the completed questionnaire. The main online survey was completed with 200 responses and 190 responses were found to be complete after applying Outliers. All responses were obtained in the month of December 2019 and January 2020 with the follow up of email requests and voice and text message reminders of the survey.

Data that had collected online were divided into two sections – data regarding the demographic profile of the respondents and data regarding the influence of the six variables on the customer's perception on YouTube video marketing and its message credibility. The collected data were coded in an SPSS spreadsheet and a simple statistical analysis such as frequency distribution and percentage was carried out along with multiple regression models.

SPSS 20 was used for the analysis of data. Reliability, the degree of consistency between multiple measures of a particular construct is tested using Cronbach's alpha coefficient. Large tolerance values and variance inflation factors were observed, indicating no issues with multi-collinearity ([Hair et al., 2006](#); [Shajahan, 2004a;2009;2011](#)).

Authors employed both quantitative and qualitative research methods for exploring the role of YouTube Video marketing communication and its contribution to customers' experience during online and offline shopping. The rationale behind using these techniques was that both of them helped developing deeper understanding related to the topic with the support of Internet. Further, inductive research approach would helped the authors to carry out the research investigation and research process by gathering profile information for the active customers initially from

the Retailers and Google Analytics and then segregated the sample for the purpose of the research. Furthermore, by making use of both primary and secondary data on active customer profiles and RFM analysis supported the basis of drawing the suitable sample size with adequate representation from the population for the purpose of the study.

Again, authors adopted descriptive research design for the purpose of the research. The rationale behind this selection was to represent Activities, Interest and Opinion (AIO) along with purchase intentions of the respondents included in the research would be helpful for deeper understanding of Saudi upper class and their regular/routine shopping habits. Thus, the research design opted for the study was supporting for extracting a valid outcome in line with objectives set for the purpose of the study. In this study authors adopted convenient sampling method for collecting the data from 190 respondents through online survey backed with emailing the questionnaire. During data analysis were undertaken by applying multivariate analysis such as multiple regression with the use of SPSS version 20.

Ethics need to be considered while carrying out the survey research. In addition, it is important to focus ethically while requesting / approaching the customers for participating in the survey. The purpose and aim of the research should be made clear to them without an iota of doubt. Also, their profile information would be used for the purpose of this study and kept confidentially. It may be noted that no respondents were forced to take part in this survey and the respondents of the survey accepted authors declaration and privacy statement by honoring KSA law and respondents rights. Apart from the ethical considerations, the information which was gathered from secondary sources cited accurately at the end of the paper by honoring Section 107 of the Copyright Act of USA under fair use. It assisted the authors to meet the aim and objectives of the research successfully by drawing meaningful inferences, useful conclusion and valid suggestions/policy implications without any violations of universal law and breaches of global research ethics.

5.5. Scope of the Study

Customers were attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to bricks and mortar stores, but also because it offers access to a worldwide market, increases customer value, and builds sustainable capabilities. However this current study focused exclusively on the Danube stores in KSA. The population of the study was confined only to present and past (within one year) customers of Danube stores in the region chosen for the study. Period of the study was from November 2019 to January 2020.

5.6. Significance of the Study

This study can make a significant contribution to understand the customer perception on YouTube TVI and TVD Advertisement content and message credibility in video marketing of retail stores in KSA. Intense competition among the retail chains s offered a wide array of choices for the customer to shop with and hence there arises a need for studying the customer perception of YouTube video marketing and its message content which can provide a superior marketing effectiveness and customer experience during online and offline shopping. Obtaining and sustaining a competitive advantage in retailing, specifically in Saudi retail environment today sets the challenge to determine one differentiating variable that will position retail stores differently in their minds. Retail establishments worldwide are trying to find that sustainable competitive advantage and it currently seems possible by strategically focusing on customer experience both online and offline and their perception of social media video marketing communications on their total experience during shopping.

5.7. Limitations of the Study

Limitation of this study is the non-probability sampling technique used to collect data from the respondents. Usage of a non-probability sample compromises the external validity of a study to a large extent. Therefore, it is advisable to repeat this study with a probability sampling technique. The period of the study was only 3 months and with limited resources at disposal of the authors was also considered as limitations of the study. The study was confined only to YouTube video marketing campaign of Danube. Therefore, it is advisable to repeat this study with more Hypermarket campaigns from other parts such as northern, southern and eastern provinces of KSA.

6. Data Analysis and Major Findings

Following three sections describes various analyses with research implications

6.1. Demographic Profile of the Respondents

Gender wise, majority of the respondents were males (68%). A majority of the respondents were between the age group of 19-29 years (45%). Married respondents were more when compared to the other categories (65%). Nearly 55 percent of the families had 4 members. Majority of the families (65%) had two earning members showing that the disposable income has increased. In the occupation category, most of the respondents were employees in Government Departments/Ministries/ organizations (55%). It is implied from the study findings that 19-29 years old respondents (45 per cent) followed by 30-39 years old respondents (25 %) were participated in the study as the authors were chosen convenient sampling among active shoppers of the retail stores.

It is implied from the study findings that PG holders, PhDs and PG Diplomas dominate the sample with 55 per cent followed by Graduates (25 %). They were more accessible for the purpose of the study and also reflect the active chunk of highly educated and young active shoppers of Danube hypermarket in KSA. It is implied from the

study findings that respondents with monthly income up to SAR 25,000 dominated the sample with 40 per cent followed by respondents with SAR 25,001-30,000 and SAR 35,001-40,000 (20 % each) as the researchers were chosen convenient sampling. In short, Respondents were highly educated since majority of them were Graduates and above (80%). A majority of the respondents were drawing a salary upto SAR 300,000 annually (60%).

6.2. Customer Perception on YouTube video Marketing Communication Versus Demographic Characteristics such as Gender Age and Marital Status

An attempt is made by authors of this study to check if there is any relationship between customer perception on YouTube video marketing communication and the demographic characteristics such as gender, age and marital status of the respondents using t-test and One-Way ANOVA (F test).

6.2.1. Customer Perception on YouTube video Marketing TVI/TVH Ad Communication Versus Gender

The Independent sample “ t “ test was carried out to check whether differences in customer perception on YouTube video marketing communication exist across the Gender of the respondents. The following hypotheses were formulated to check whether all genders had equal customer perception on YouTube video marketing TVI/TVH Ad communication or not.

H0: The customer perception on YouTube video marketing TVI/TVH Ad communication did not vary with Gender (Null Hypothesis)

H1: The customer perception on YouTube video marketing communication TVI/TVH Ad did vary with Gender (Alternative Hypothesis)

The Independent sample “t“ test result shown below in Table 2.

Table-2. Result of independent samples t test between customer perception on youtube video marketing communication and gender

Customer Experience	Levene’s Test for Equality of Variance		T test for Equality of Means			
	F	Sig.	T	Df	Sig. (2 tailed)	Mean Difference
Gender	0.008	0.927	-1.719	189	0.086	-0.1883

Source: Sample Survey January 2020

The results (F(2,189)=0.008,p>0.01) showed that there was no significant difference in customer perception on YouTube video marketing TVI/TVH Ad communication based on the gender of the respondent among neighborhood communities thereby accepting the null hypothesis.

6.2.2. Customer Perception on YouTube video Marketing TVI/TVH Ad Communication Versus Age

One way ANOVA was used to test for differences in customer perception on YouTube video marketing TVI/TVH Ad communication across different age groups. The following hypotheses were formulated to check whether all age group of customers had equal customer perception on YouTube video marketing TVI/TVH Ad communication or not.

H0: The customer perception on YouTube video marketing TVI/TVH Ad communication did not vary for different Age groups (Null Hypothesis)

H1: The customer perception on YouTube video marketing TVI/TVH Ad communication did vary for different Age groups (Alternative Hypothesis)

Table-3. Result of anova between customer perception on youtube video marketing tvi/tvh ad communication and age

Age group	Customer Perception on YouTube video marketing Communication (Mean score)
19-29	4.9473
30-39	4.8224
40-49	4.7730
50-59	4.4058
60-69	4.1804
F value : 6.821	P= 0.000

Source: Sample Survey January 2020

The Table 3 showed that there was significant difference (F(5,189)=6.821,p<0.01) in customer perception on YouTube video marketing TVI/TVH Ad communication based on respondent’s age groups thereby rejecting the null hypothesis. Based on the mean values for the different age groups, it can be seen that as age increases the customer perception on YouTube video marketing TVI/TVH Ad communication decreases. This may be attributed to the fact that younger respondents look at video marketing and promotion as a hedonic and experiential activity whereas the older respondents mainly focus on finishing their weekly shopping directly from the Danube stores and are not much interested to spend more time in their mobile phones and YouTube videos and posting in the social media sites.

6.2.3. Customer Perception on YouTube video Marketing TVI/TVD Ad Communication Versus Marital Status

One way ANOVA was done to test for differences in customer perception on YouTube video marketing TVI/TVD Ad communication across different marital status groups. Therefore, the following hypotheses were formulated to check whether all groups of customers had equal customer perception on YouTube video marketing TVI/TVD Ad communication or not.

H0: The customer perception on YouTube video marketing TVI/TVD Ad communication did not vary for different marital status groups (Null Hypothesis)

H1: The customer perception on YouTube video marketing TVI/TVD Ad communication did vary for different marital status groups (Alternative Hypothesis)

Table-4. Result of anova between customer perception on youtube video marketing communication and marital status

Marital status	Customer Perception on YouTube video marketing TVI/TVD Ad Communication (Mean score)
Married	4.9972
Unmarried	4.9218
others	4.6741
F value : 20.745	P= 0.000

Source: Sample Survey January 2020

Table 4 showed that there was significant difference ($F(2,189)=20.745, p<0.01$) in customer perception on YouTube video marketing TVI/TVD Ad communication based on marital status of the respondent thereby rejecting the null hypothesis. Based on the mean values of the different groups, it can be seen that married respondents have better and positive perception towards YouTube video marketing TVI/TVD Ad communications than the unmarried respondents. This may be attributed to the fact that married respondents usually check promotions and YouTube videos before their shopping from Danube stores.

6.3. Relationship between Various Determinants and Marketing Effectiveness of YouTube video Marketing TVI/TVD Advertisement Communication

It may be noted that Multiple Regression which is an extension of Simple Linear Regression were resorted by the authors to predict the value of a dependable variable (marketing effectiveness of YouTube TVI/TVD Advertisement communication) based on the value of other six independent variables. In order to study the relationship between the various independent variables/determinants and the marketing effectiveness on YouTube video marketing in the form of TVI/TVD Advertisement communication, multi-item scales were used. Prior to this analysis internal consistency of the independent variables were checked through Cronbach alpha values for the constructs and presented in Table-1 earlier part of this paper. It is established from the Table-1 that the values were in the range 0.797 to 0.993 which indicated that the instruments were reliable. Subsequently multiple regression analysis was performed to make the significance on the determinants of marketing effectiveness of YouTube video marketing in the form of TVI/TVD Advertisement among active Danube shoppers in KSA.

6.3.1. Regression Analysis

The generalized equation for regression is

$$ME = a + \beta_1 MCR + \beta_2 SCP + \beta_3 MAE + \beta_4 RES + \beta_5 REL + \beta_6 ASS$$

Where

ME is Marketing communication Effectiveness of TVI/TVD videos

MCR is TVI/TVD Video Message content and its relevancy to weekly shopping

SCP is Search and compare products, price & brands with other promotional videos/offers in the YouTube

MAE is YouTube video marketing TVI/TVD message credibility, authenticity and empathy

RES is Responsiveness of the Retailer

REL is Reliability of the Retailer and

ASS is Assurance of the Retailer

Table-5. Descriptive statistics of variables under study

Variable	Sample Size	Mean	Standard Deviation
1. TVI/TVD Video Message content and its relevancy to weekly shopping(MCR)	190	4.7580	1.18473
2. Search and compare products, price & brands with other promotional videos/offers in the YouTube (SCP)	190	4.4725	1.35096
3. YouTube video marketing TVI/TVD message credibility, authenticity and empathy (MAE)	190	4.2936	0.74043
4. Responsiveness of the Retailer (RES)	190	3.4594	1.10900
5. Assurance of the Retailer (ASS)	190	3.3243	1.23136
6. Reliability of the Retailer (REL)	190	3.2136	1.10144

Source: Sample survey January 2020

The Regression model and its related β estimates as shown in Table 6 given below indicate that TVI/TVD Advertisement Message content and its relevancy to weekly shopping, Message credibility , authenticity and Empathy, Reliability and Search and compare products, price & brands are significant in predicting marketing effectiveness of the YouTube video marketing communication.

Table-6. Predictor effects and beta estimates for determinants on marketing effectiveness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	A	Std. Error			
Constant	0.793	0.286	Beta	2.861	0.005
TVI/TVD Video Message content and its relevancy to weekly shopping(MCR)	0.173	0.049	0.218	3.336	0.001
Search and compare products, price & brands with other promotional videos/offers in the YouTube (SCP)	0.448	0.084	0.492	6.438	0.000
Assurance of the Retailer (ASS)	-0.002	0.084	-0.004	-0.025	0.964
Reliability of the Retailer (REL)	0.171	0.092	0.184	2.135	0.003
Responsiveness of the Retailer (RES)	-0.032	0.078	-0.025	-0.546	0.580
YouTube video marketing TVI/TVD message credibility, authenticity and empathy(MAE)	0.192	0.071	0.193	2.348	0.019

Source: Sample survey January 2020

The adjusted Regression equation for determining marketing effectiveness of YouTube video marketing communication is stated as

$$ME = 0.79 + 0.22 MCR + 0.49 SCP + 0.18 REL + 0.19 MAE$$

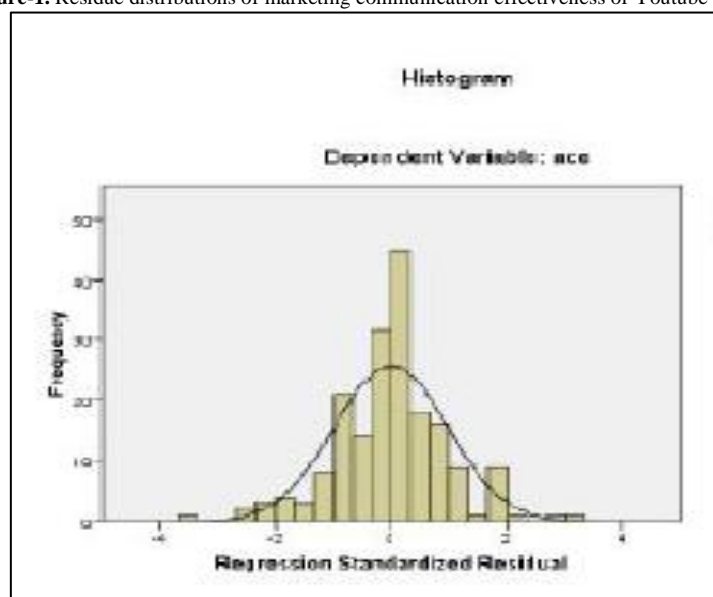
Where ME is Marketing communication Effectiveness of TVI/TVH videos, SCP is Search and compare products , price & brands, MAE is video Message credibility , authenticity and Empathy, REL is Reliability and MCR is Video Message content and its relevancy to weekly shopping

6.3.2. Model Significance

As shown in Table 6 Video Message content and its relevancy to weekly shopping was significantly influenced marketing effectiveness ($\beta = 0.218, p < 0.05$). Further Search and compare products, price & brands with other promotional videos/offers in the YouTube ($\beta = 0.492, p < 0.05$) and it is the strongest determinant of marketing communication effectiveness of YouTube videos. Reliability is significantly influencing customer marketing effectiveness ($\beta = 0.184, p < 0.05$) and finally YouTube video marketing TVI/TVD message credibility, authenticity and empathy was significantly influencing marketing effectiveness ($\beta = 0.193, p < 0.05$).

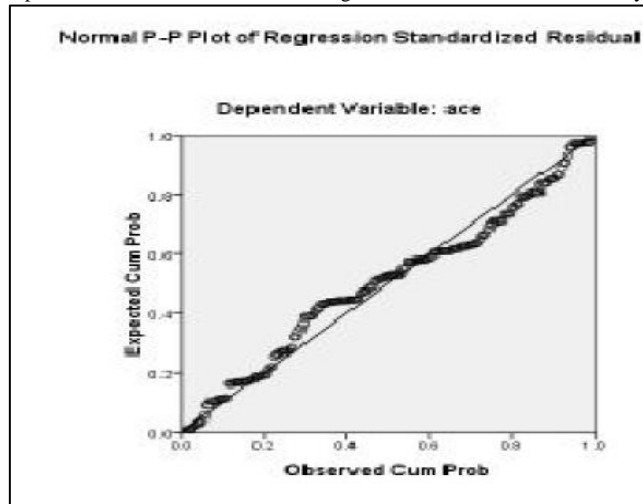
Further, the Regression residue distribution is checked for normality by using Histogram and PP chart and found to be satisfactory as in figure 1 and 2. The regression variate is found to meet the assumption of normality.

Figure-1. Residue distributions of marketing communication effectiveness of Youtube videos



Source: Sample Survey January 2020

Figure-2. P-P plot residue distributions of marketing communication effectiveness of youtube videos



Source: Sample Survey January 2020

Table-7. Summary of regression: Models for determinants with mean square residual values

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	368.373	5	71.048	162.44	0.000
Residual	265.468	184	2.033		
Total	633.841	189			

Source: Sample Survey January 2020

The results of the Multiple Regression using stepwise method as in Table 7 and 8 showed that overall model for the marketing effectiveness of mobile communications, This regression analysis has yielded a significant statistic ($F=162.44$, $p<0.000$) and adjusted R square 0.391, explained by YouTube video marketing content, message credibility, authenticity, its relevancy to weekly shopping, Search and compare products , price & brands along with likes, shares, comments along with customer service (empathy), consistent quality and performance (Reliability) significantly influenced the marketing effectiveness.

Table-8. Summary of regression: model for determinants and marketing effectiveness

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1	0.580	0.409	0.391	0.52030

Source: Sample Survey January 2020

It is clearly established from the Multiple Regression analysis that by focusing on YouTube video marketing content, message credibility, authenticity, its relevancy to weekly shopping along with human supports through chats and customer service (empathy) and consistent quality and performance (Reliability) can give an edge to the retail stores. It is important to mention here that Assurance (ASS) and Responsiveness (RES) were not considered significant determinants in the marketing communication effectiveness of YouTube video among Danube Shoppers as brand equity and customer services are very high in the Danube outlets.

7. Major Discussions and Important Findings

In accordance with the postmodern marketing understanding, the firms who are customer-centered employ strategic and creative ways of marketing in order to maintain the customer satisfaction and loyalty and achieve advantageous superiority in the marketing competition. Being one of the many strategic and creative marketing approaches, experiential marketing via YouTube videos holds an important place

The major advantage of video marketing on YouTube is being able to quickly seek out deals for items or services provided by retail chains and outlets through TVI and TVD Ads. According to the multiple regression analysis, it was found that TVH ads were influenced respondents while making their shopping list and purchases. Also YouTube video marketing content, message credibility, authenticity, its relevancy to weekly shopping along with human supports through chats and customer service (empathy) and consistent quality and performance (Reliability) can make the respondents more frequent shoppers and loyal to retail stores. These findings are consistent with literature review and it was established that through social media and YouTube video marketing, retail stores can connect with their customers with latest updates on new product arrivals, price discount, and weekly bundles of product at discounted prices.

One of the great benefits of YouTube TVI and TVD ad is the ability to share and comment product reviews and likes Furthermore, research findings showed that respondents received more than 5 to 10 video marketing ads /message types on their mobile phone in the form of push messages and notifications from YouTube Channels which influence them to make a purchase/shop them more from Danube retail outlets. The marketing effectiveness of such video communications on YouTube showed the consistency with the findings of the literature survey and secondary research undertook for the purpose of the study.

8. Implications of the Study

It is quite clear that in this new experiential YouTube video marketing, which focuses on experience and emotions, while purchasing a product or a service the consumer looks not only for rational and functional benefits but also with unusual experiences that come with the emotional relationship with the product or the service

The study would enable retail store owners, managers, salespersons and researchers to gain better understanding of the impact of independent variables that would influence marketing effectiveness of the video marketing campaigns and communication messages on YouTube. This in turn, will improve their MROI and create a positive business outcome in KSA. A complete understanding of the various determinants that were used in this study would enable the retail stores in KSA to create a memorable experience for the customer while shopping online or in the outlet. This study contributes to the volume of modern literature on determinant of marketing effectiveness of video marketing communications on social media for retail stores. The managerial contribution of the study provides a base for the modern retail stores who want to understand the key drivers of predicting marketing effectiveness of video marketing communications in the form of TVI and TVH Ads on YouTube and if required, they would modify their social media marketing communication strategies accordingly to provide a better experience during online and instore shopping in KSA.

9. Summary and Recommendations

The findings of this study helped in developing deeper understanding of the factors that influenced the YouTube video marketing effectiveness of social media marketing communications, its contribution to Marketing Return on Investment (MRoI) and the way it influenced customers purchase decisions in KSA. It was observed that Vloggers reviews, peer recommendations on YouTube channels played a significant role for shoppers when they were planning weekly online and instore shopping. It was also concluded from the findings of the study that most of the respondents were using the mobile phone for watching videos on YouTube and their interest on TVI TVD Ads are based on shopping offers/discount posted in the ads. Implementation of new technology like 4G and 5G in the mobile phone helped companies to market their products through TVI and TVD Ads on YouTube and customers can easily shop online or instore. It was also noticed that there were an upcoming trend of YouTube video marketing through the social media in KSA using Facebook and WhatsUp groups apart from YouTube Snapchat and Twitter. This is because customers were getting benefits from the mobile phones and social media video marketing communications as they can comfortably purchase any products and services from any place and at any time. Most importantly, nearly 79% of the shopping of the respondents were influenced by social media campaigns and ads during the period of the study.

It was concluded from the finding of the study that through effective YouTube video marketing, retail stores were able to build and retained a positive sustained relationship with their customers. Many retail stores under study were using social media marketing communications for the purpose of communicating their latest product arrival and ongoing offers/discount news with their customers. By predicting marketing effectiveness retail stores can improve their MROI and foster a favorable customer attitude and better perception towards their products, TVI and TVD video marketing communication. From the data analysis, it was observed that respondent used more than 30% of a day on their mobile phones for checking social media postings. In order to understand the customers' attitudes and perceptions towards the TVI and TVD Ads, it was concluded that nearly 30 percent of the respondents who avoid the general ads which they had no relevance to their shopping list and interest. Hence the study finding of predicting marketing effectiveness and improving MROI were found to be the most significant to the service providers online and instore.

Finally, this research study findings reflected only the perceptions of YouTube video marketing among the shoppers of Danube hypermarkets on in KSA. In summary, customers' responses resulting in positive emotional reactions in the form of likes, shares, Comments and Customer feedback on social media were increasingly being seen as real and sustainable differentiator between competing retail stores under study. Further, YouTube video marketing is a relatively new phenomenon in KSA and hence research is required to understand the determinants of marketing effectiveness of TVI and TVD YouTube video marketing communication that would help the retailers to comprehend the MROI and Customer Relationship Management.

Acknowledgement

Authors would sincerely thank Staff and Management of Danube Hyper market, Colleagues, Friends and Family members who assisted and participated in the research despite their official, personal and professional commitments. We also acknowledge the support of DR Khadija Mehrez Head of the Dept. of Marketing & E Commerce College of Business Administration, Jazan University, Ministry of Higher Education KSA for publishing this work

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