

Measuring the Impact of YouTube Ads on the Buying Behavior of Consumers in Guwahati

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Abstract: *The importance of consumers' opinions toward social media advertising, particularly on platforms like YouTube, has received a lot of attention recently. In today's digital scene, YouTube is one of the most beloved social networking platforms. This study explores into the critical interaction between YouTube views and the ads that are shown, with the goal of illuminating its impact on consumer buying behavior. To achieve this goal, an online questionnaire was widely distributed among Guwahati residents via various social media outlets. This study aims to assess the effectiveness of YouTube advertisements by investigating their impact on actual consumer purchase behavior. The length of the commercial, its presentation, and audience engagement levels are all important considerations. This study aims to shed light on the critical role that YouTube views play in affecting consumer choices, eventually giving vital data for advertisers and marketers looking to capitalize on the power of social media advertising in the digital era.*

Keywords: Social Media, Consumer Behaviour, YouTube Advertising, Buying Behaviour.

1. Introduction

Online advertising has become a very important aspect of businesses, and services and companies to reach a large number of targeted audiences in today's digitally growing world. There are various social media platforms available out of all youtube stands out as the most admired and noteworthy due to its visually engaging advertisements. Given its extensive user base drawn to an assorted line - up of content, YouTube has appeared as a strong platform for companies and businesses to effectively endorse their products and contribute to the brand foundation, and brand recognition. Advertising is a sort of communication which strives at promoting a product or a service to the audience. The primary potential of advertising is to stimulate consumers to take some actions like visiting a website, making a purchase or subscribing to a service. Creativity is a key to effective advertising. Using creative and persuasive techniques, such as emotional appeals, catchy slogans, and memorable visuals, captures the target audience's attention and creates a lasting impression.

Modes of advertising

Advertising is done through various modes. They are:

- Print Advertising:** The advertisement which is seen in various newspapers, magazines and other forms of print media. This advertisement targets a particular number of audiences based on the readership of the publication. Print advertising is a very effective way to reach targeted audiences, especially for local businesses.
- Broadcast Advertising:** The advertisements that are telecasted on radio and television. These ads are created in such a way that it grasps the attention of the consumers easily. Businesses could reach a large audience quickly through this mode of advertising.
- Outdoor Advertising:** The advertisement is done through billboards, Posters etc. This mode of advertising is an effective way to reach a large number of audience, especially in areas with high traffic.

- Digital Advertising:** This is the new mode of advertising which is gaining large popularity in recent times. This advertisement includes online ads, social media ads, mobile ads, and email marketing. It provides businesses with real - time data on the effectiveness of their advertising campaigns.

Social Media Advertising

Social media advertising is a digital method of promoting products or services to a specific audience. It offers user - friendly features, speed, accessibility, efficiency, and accuracy, making it a popular choice for businesses to reach their target customers quickly. Unlike traditional media, social media platforms allow easy market segmentation and targeting. This form of advertising helps businesses discover new and interested audiences, leading to increased brand recognition.

Regularly posting on social media platforms allows businesses to engage and communicate with customers, fostering familiarity and trust. When customers are familiar with a brand, they are more likely to recommend it to others, expanding its reach. The success of social media advertising lies in its delivery of targeted ads. Complex algorithms analyze user data, including demographics, interests, behavior, and past engagements, enabling the delivery of ads that match users' preferences.

Social media advertising offers an effective mechanism for brands to achieve their marketing goals by reaching their intended audiences. The platform's advanced targeting capabilities, combined with real - time data analysis and optimization, make it a highly effective marketing tool. Therefore, businesses prefer social media advertising over other platforms to promote their products or services

Types of social media advertising

1) Static Image Ads

In social media photos are most frequently used for advertising, because consumers are very likely to get

attracted towards the ad when shown along with the photo. Buttons like “Shop Now” can be seen which after clicking take customers directly to the website for easy checkout.

2) Video Ads

Video ads are one of the best ways to advertise on social media for visually appealing content. People prefer videos rather than text which attracts a large number of consumers. Short video ads are more effective as people prefer short video ads as it is less time - consuming.

3) Carousel Ads

Carousel ads is where the advertisers show multiple videos or images within a single ad unit. These types of advertisements are mostly shown on the social media platforms like LinkedIn, Instagram and Facebook.

4) Stories Ads

Stories ads are those in which the companies aim to promote a product within a story. This helps companies to connect with their desired audience effectively.

5) Message Ads

Message ads appear within the messaging interface of the platform. They appear within the user's message threads or as clickable ad units in the message inbox.

6) Collection Ads

Collection advertising is those which uses videos or images of a product and provide detail of the product. The main aim of this ad is to gain the user's attention and engage them with the product that has been showcased.

7) Display Ads

Display ads are the most commonly used advertising on social media platforms. It appears with a clickable call - to - action. Its main aim is to gain the attention of the user and promote brand, product or service.

YouTube Advertising

This study gives importance to YouTube advertising as it is one of the major social media platforms founded by Chad Hurley, Jawed Karim, and Steve Chan in February 2005, and subsequently acquired by Google in November 2006. YouTube serves as a platform for sharing ideas, beliefs, and thoughts through video content, aiming to inform, educate, and entertain a wide audience.

The focus of this study on YouTube is justified by its significant stature as one of the largest social media platforms. According to statistics reported by **L. Ceci (Feb 6, 2023)**, India had the largest YouTube audience, with over 467 million active users. The United States followed closely with nearly 246 million YouTube visitors, while Brazil ranked third with 142 million YouTube users. Throughout the study period, 57.1 million internet users in the UK engaged with the platform. (statista.com, n.d.)

Advertisements on YouTube differ from advertisements on any other social media platform. It has different types of video advertisements formats:

1) Skippable ads in - stream

In this type of ad the viewers can skip the ad after 5 seconds

2) Bumper ads

These ads aim to provide a message to the users and can't be skipped to raise awareness.

3) Outstream ads

These ads are created to spread awareness to the users when they are browsing other sites outside Google.

4) Non - skippable in - stream ads

These ads are played for 15 - 20 seconds and the viewers cannot skip this type of ad in between and have to watch the entire message it wants to convey.

YouTube has proven to be highly effective for companies and organizations seeking successful advertising strategies. One notable advantage is the simplicity and affordability of advertising on YouTube. It has become the second - largest search engine, attracting billions of active users, allowing businesses to reach vast audiences and enhance their brand visibility.

As consumers increasingly turn to digital platforms for education, information, and entertainment, YouTube provides businesses with a valuable opportunity to promote their products and services to a large and diverse viewership. Notably, Forbes data reveals that the top earners on YouTube generate 50% of their annual income from advertisements. (htt3). As per a statement by Sundar Pichai, CEO of Google, YouTube has achieved a significant milestone of generating 15 billiondollar in annual ad revenue. YouTube ads play a crucial role in the overall revenue generation process, and it involves a series of steps and strategies:

- To begin with, advertisers create campaigns on Google Ads, where they outline their target audiences, preferred ad types, budget allocation, and purchasing techniques. This helps them tailor their advertising approach to reach the desired consumer base effectively.
- Once the campaigns are set, YouTube employs a sophisticated ad - serving system. When viewers visit YouTube and watch videos, this system utilizes an automatic auction mechanism to display the most relevant ads. To determine relevancy, the system analyzes various factors about the viewer, such as demographic information and browsing history. This ensures that the ads presented align with the viewer's interests and preferences.
- YouTube offers a range of ad formats to accommodate different advertising needs. These formats include pre - roll ads, which appear before the selected video starts playing, mid - roll ads that appear during the main video, and post - roll ads that are displayed after the main video ends. The selection of ad format depends on the available inventory and the specific goals of the ad campaign.
- In terms of revenue sharing, YouTube follows a model where creators receive 55% of the generated revenue, while the platform retains the remaining 45%. This incentivizes creators to produce engaging content and actively participate in the YouTube ecosystem.
- To ensure fair competition and efficient ad placement, advertisers submit bids that reflect the amount they are willing to pay for ad placement. Based on these bids, the ad - serving system determines which ads will be inserted

into the videos, with higher bids having a greater chance of being selected.

- To evaluate the performance and effectiveness of their ads, advertisers have access to YouTube analytics. This tool provides valuable insights and metrics, enabling advertisers to assess their campaign's reach, engagement, and overall impact.

2. Literature Review

Aziza. Nadhifa. Dhiyaa, Astuti. Dewi. Rifelly (2018). In this research paper *Evaluating The Effect Of Youtube Advertising Towards Young Customers' Purchase Intention* by intends to examine the YouTube advertising characteristics and how they affect and how valuable YouTube advertising is seen, as well as how effective YouTube advertising is at encouraging customers to make purchases. The result was that the effectiveness of YouTube's advertising greatly affected Brand awareness and served as a partial mediator of customers' purchasing intent.

Firat, Duygu (2019). In this research paper *YouTube advertising value and its effects on purchase intention* mainly focuses on social media, social media advertising, YouTube advertising, and purchase intention. The scope of this study was Turkey. ANOVA test was done to evaluate the differences of demographic groups via YouTube advertisements value after multiple regression analysis indicated the influence of the variables on its value and simple regression analysis determined the effect of its value on purchase intention. The finding of this study was The value of YouTube advertising was influenced favourably by trendiness, entertainment, and informational content, but adversely by frustration. The results also demonstrated that the value of YouTube advertising had a favourable impact on consumers' intentions to make purchases. The study also looked at whether demographic differences affected the value of YouTube advertising differently.

Bejide, Damilola. Stephen (2021) In this research paper *CONSUMERS BEHAVIOUR TOWARDS YOUTUBE ADS (A Case Study Of TaL Tech Students)* focuses on consumer behaviour, Youtube advertising, Purchase decision, and online video. Advertising, Digital advertising. This study's objective was to explore consumers' behaviour towards Youtube. The outcome of the study was that the consumers behaved negatively towards youtube advertising because they find them annoying and disruptive.

Hafiz, Ashraf. (2021) In this research paper *Impact of YouTube advertising On Customers' Purchase Intention* aimed to identify the factors that can have an impact on the effectiveness of a YouTube advertisement as well as to establish a link between "customer perception" and consumers' intention to buy. Their results showed that the effectiveness of YouTube advertisements can be gauged based on variables including entertainment, information, customisation, and irritability.

Zarina. Zeenath. N, Mr. Joshua. W, Catherine. Hannah, Mr. Raman. Raghu. R (2021). In this research Paper *Measuring The Impact Of Youtube Ads On The Buying Behaviour Of Consumers In Chennai Through Brand*

Recognition And Motivation, the main focus was on Brand recognition, YouTube ads, buying behaviour, Motivation marketing, YouTube marketing, and unskippable Ads. The aim of this study was to Analyze the YouTube ad - viewing experience of the customer to evaluate if it affects the client's purchase intention. Convenience sampling was the method of research adopted in this study. With the aid of AMOS 24, a structural model was created, and the results showed that purchasing behaviour was strongly driven by motivation, which in turn was influenced by brand awareness, which in turn was directly influenced by YouTube commercials.

Objectives of the study

- 1) To analyse the attitude of consumers towards YouTube ads.
- 2) To analyse the impact of YouTube ads on consumers' buying decision.

3. Research Methodology

Area of Study

This study is conducted in Guwahati City of Assam India.

Sampling Size

The sample size of the study is 120 participants.

Sampling Technique

The researcher decides to conduct research on youtube ads and buying behaviour of consumers. To conduct the study the researcher opt for the "Random Sampling technique" in which participants are selected from the targeted population of people using youtube.

Tool of Analysis

After receiving the responses, the researcher tabulated them into pie chart and bar graph chart.

Source of Data

Primary and secondary source of data has been used for the research work. Primary data is collected by circulating google form through various social media platform. Secondary data is collected from journals, websites and news reports.

Limitations of the study

- As the study was conducted with only 120 participants the outcome might not be accurate because the data might not be enough because of the small population.
- The respondent might have hesitated to share the honest answer.
- The duration for conducting the study was less.

4. Data Analysis and Interpretation

Demographic analysis

Table 1: Gender

Gender	Frequency	Percentage
Male	32	26.7
Female	88	73.3
Other	0	0
Total	120	100

Source: Field survey

Interpretation: The provided data represent the gender distribution of the respondents in the study. Out of the total 120 participants, it was observed that 73.3% were female, while 26.7% were male. No participants identified with any other gender category.

Table 2: Age

Age	Frequency	Percentage
16 - 25	78	65
26 - 35	37	30.8
36 - 50	5	4.2
51 and above	0	0
Total	120	100

Source: Field survey

Interpretation: Here, the above data represents the age group of the respondents. Most of the respondents were between 16 - 25 age group having a frequency of 65%, around 30.8% between the age group of 26 - 35, 4.2% between the age 36 - 50 and none from 51 and above.

Table 3: Qualification

Qualification	Frequency	Percentage
Class 10	4	3.3
Class 12	10	8.3
Undergraduate	54	45
Post - Graduate	52	43.3
Total	120	100

Source: Field survey

Interpretation: In the above data, the education qualification of the respondents is shown. Most of the respondents are educationally qualified with 45% of them being graduates and 43.3% post - graduates.

Table 4: Occupation

Occupation	Frequency	Percentage
Student	69	57.5
Profession	19	15.8
Homemaker	3	2.5
Service	24	20
Business	5	4.2
Total	120	100

Source: Field survey

Interpretation: The provided data illustrates the occupation distribution of the respondents in the study. It indicates that the majority opted for 57.5% of the participants, were students. Around 20% of the respondents were engaged in some form of service occupation. Approximately 15.8% were involved in various professions, while 4.2% identified themselves as being from a business background. Additionally, 2.5% of the respondents were homemakers.

Attitude of Consumers towards YouTube advertising

Table 5: Youtube Ads Are Interesting

Youtube ads are interesting.	Frequency	Percentage
Strongly Agree	0	0
Agree	24	20
Neutral	42	35
Disagree	31	25.8
Strongly disagree	23	19.2
Total	120	100

Source: Field survey

Interpretation: The provided data presents the responses of individuals regarding the level of interest generated by YouTube ads. Among the respondents, 35% held a neutral opinion towards YouTube ads. Approximately 25.8% disagreed with finding YouTube ads interesting, while 20% agreed that they are interesting. Furthermore, 19.2% strongly disagreed with the idea that YouTube ads are interesting, and none of the participants strongly agreed with this statement.

Table 6: Youtube Ads are Informative

Youtube ads are informative	Frequency	Percentage
Strongly Agree	3	2.5
Agree	46	38.3
Neutral	43	35.8
Disagree	17	14.2
Strongly disagree	11	9.2
Total	120	100

Source: Field survey

Interpretation: The provided data represents the responses of participants regarding whether they perceive YouTube ads as informative. Among the respondents, 38.3% agreed that YouTube ads were informative, while 35.8% held a neutral opinion. Approximately 14.2% disagreed with considering YouTube ads as informative, and 9.2% strongly disagreed with this notion. On the other hand, 2.5% of the participants strongly agreed that YouTube ads were informative.

Table 7: Youtube Ads are Annoying

Youtube ads are annoying.	Frequency	Percentage
Strongly Agree	42	35
Agree	34	28.3
Neutral	33	27.5
Disagree	6	5
Strongly Disagree	5	4.2
Total	120	100

Source: Field survey

Interpretation: The data above illustrates the responses of participants when asked if they find YouTube ads annoying. Among the 120 respondents, 35% strongly agreed that YouTube ads were annoying, while 28.3% agreed with this sentiment. Approximately 27.5% of the participants held a neutral stance towards the annoyance factor of YouTube ads. On the other hand, 5% disagreed with finding YouTube ads annoying, and 4.2% strongly disagreed with this statement.

Table 8: Youtube Ads are Engaging

Youtube ads are engaging	Frequency	Percentage
Strongly Agree	4	3.3
Agree	31	25.8
Neutral	43	35.8
Disagree	30	25
Strongly Disagree	12	10
Total	120	100

Source: Field survey

Interpretation: The given data presents the responses of participants when asked if they find YouTube ads engaging. Among the respondents, 35.8% expressed a neutral opinion regarding the engagement factor of YouTube ads. Approximately 25.8% agreed that YouTube ads were engaging, while 25% disagreed with this notion. Furthermore, 10% strongly disagreed with finding YouTube

ads engaging, and 3.3% strongly agreed that they were engaging.

Table 9: Time Invested in watching Youtube Ads

Time invested in watching youtube ads	Frequency	Percentage
Everyday	86	71.7
Once a week	13	10.8
Twice a week or more	4	3.3
Never	17	14.2
Total	120	100

Source: Field survey

Interpretation: The provided data represents the responses of participants when asked about the frequency of seeing YouTube ads. Among the 120 respondents, the majority, accounting for 71.7%, stated that they see YouTube ads every day. Approximately 14.2% responded that they never see YouTube ads, while 10.8% reported seeing them once a week. A smaller percentage, specifically 3.3%, indicated that they see YouTube ads twice a week or more.

Table 10: Motive of Skipping ADS

Motive of skipping ads	Frequency	Percentage
Always	91	75.8
Sometimes	27	22.5
Never	2	1.7
Total	120	100

Source: Field survey

Interpretation: The provided data shows the responses of participants when asked about their frequency of skipping YouTube ads. Among the 120 respondents, the majority, accounting for 75.8%, stated that they always skip ads on YouTube. Approximately 22.5% responded that they sometimes skip ads, while a small percentage of 1.7% indicated that they never skip ads on YouTube.

Table 11: Paying attention to the ads

Paying attention to the ads	Frequency	Percentage
Always	3	2.5
Sometimes	79	65.8
Never	38	31.7
Total	120	100

Source: Field survey

Interpretation: The above data indicates the frequency at which respondents pay attention to ads. Among the participants, 65.8% responded that they sometimes pay attention to ads, while 31.7% stated that they never pay attention to ads. A small percentage of 2.5% indicated that they always pay attention to ads.

Table 12: Types of ADS mostly seen

Types of ads mostly seen	Frequency	Percentage
Financial product ads	11	9.2
Electronic appliances	14	11.7
Fast - moving consumer goods	35	29.2
Beauty Products	47	39.2
Apparel Products	13	10.8
Total	120	100

Source: Field survey

Interpretation: The provided data represents the types of ads that respondents frequently come across. 39.2%, responded that they see beauty product ads most often. Around 29.2% of respondents mentioned that they frequently come across ads related to fast - moving consumer goods. Also, 11.7% reported seeing electronic appliance ads, while 10.8% mentioned apparel product ads. Financial product ads were mentioned by 9.2% of respondents as the type of ads they encounter most frequently.

Table 13: Willing to Buy Premium

Willing to buy premium	Frequency	Percentage
Yes	9	7.5
No	90	75
Maybe	21	17.5
Total	120	100

Source: Field survey

Interpretation: The above data indicates the willingness of the 120 respondents to buying YouTube Premium. Among the participants, 75% expressed that they are not willing to buy YouTube Premium. Approximately 17.5% indicated that they might consider purchasing YouTube Premium, while 7.5% confirmed their intention to buy YouTube Premium.

Impact of You Tube ads on buying decision

Table 14: Interested to buy the product you see in the ads

Interested to buy the products you see in the ads	Frequency	Percentage
Very likely	2	1.7
Likely	16	13.3
Neutral	48	40
Unlikely	30	25
Very Unlikely	24	20
Total	120	100

Source: Field survey

Interpretation: The provided data shows the respondents' chance of purchasing products they see in YouTube ads. Among the 120 participants, 40% expressed a neutral attitude regarding buying the products showcased in YouTube ads. Around 25% responded as being unlikely to make a purchase, while 20% indicated being very unlikely to do so. On the other hand, 13.3% expressed a possibility of making a purchase, and 1.7% opted being very likely to buy the products they see in YouTube ads.

Table 15: Recommend the product you see in the ADS

Recommend the product you see in the ads	Frequency	Percentage
Very likely	5	4.2
Likely	14	11.7
Neutral	54	45
Unlikely	24	20
Very Unlikely	23	19.2
Total	120	100

Source: Field survey

Interpretation: The above data shows the respondents feeling towards recommending the products they see in YouTube ads. Among the 120 participants, 45% expressed a neutral attitude regarding recommending the products showcased in YouTube ads. Around 20% responded as being unlikely to

recommend, while 19.2% indicated being very unlikely to do so. On the other hand, 11.7% expressed a chance of recommending the products, and 4.2% stated being very likely to recommend the products they see in YouTube ads.

5. Findings

The main objective of the study was to find the attitude of the consumer towards YouTube ads and to find the impact of youtube ads on consumers' buying behaviour in Guwahati. After conducting the study it has been found that 35% of participants held a neutral opinion regarding the interestingness of YouTube ads. Nearly 25.8% of the participants disagreed with the idea that YouTube ads are interesting, while 20% agreed that they are interesting. Also, 19.2% strongly disagreed with in view of YouTube ads as interesting.

When asked whether youtube ads are informative, it was found that 38.3% of respondents choose to agree, 35.8% had a neutral opinion, 14.2% opted to disagree, 9.2% choose strongly disagree and 2.5% choose strongly agree. 35% strongly agreed that YouTube ads are annoying, while 28.3% agreed that youtube ads are annoying. Around 27.5% of the participants held a neutral attitude regarding the annoyance feature of YouTube ads. On the other hand, 5% disagreed with finding YouTube ads annoying, and 4.2% strongly disagreed with this statement. when it comes to buying the products they see in YouTube ads, 40%, expressed a neutral attitude. Approximately 25% of respondents chose unlikely, while 20% expressed that they were very unlikely to make a purchase based on YouTube ads. On the other hand, 13.3% of participants shown a chance of buying such products, and 1.7% stated that they were very likely to make a purchase based on YouTube ads.

Based on the study conducted, it was found that out of the 120 respondents, 45% held a neutral opinion regarding recommending the products they see in YouTube ads. Approximately 20% indicated that they were unlikely to recommend such products, while 19.2% expressed that they were very unlikely to recommend them. On the other hand, 11.7% chose to likely recommend the products and 4.2% expressed that they were very likely to recommend the products they see in YouTube ads.

6. Conclusion

After conducting the study, it can be concluded that the research has achieved its objectives. Firstly, the objective was to analyze consumers' attitudes toward YouTube ads. The findings indicated that consumers in Guwahati had varying attitudes toward these ads. While a majority of the participants expressed a neutral opinion regarding the level of interest generated by YouTube advertisements, some respondents reported being attentive to the ads, while others found them annoying at times. This suggests that consumer attitudes toward YouTube ads in Guwahati are diverse and not universally positive or negative.

The second objective of the study focused on examining the impact of YouTube ads on consumers' buying behaviour. The research revealed that most participants held a neutral

attitude in terms of purchasing the products showcased in the ads and recommending them to their families and friends. This implies that YouTube ads have a limited influence on consumers' buying behaviour in Guwahati. It is important to note that this finding does not imply that YouTube ads have no impact at all, but rather that their effect is not strong enough to significantly change consumers' purchasing decisions or influence their recommendations.

Based on these research findings, it can be concluded that YouTube ads do have some level of impact on the buying behaviour of consumers in Guwahati, although this impact may not be substantial. Therefore, In the future, YouTube advertising can still be seen as a viable choice for marketing objectives, although it should be acknowledged that it may not be the sole part of consumer behavior.

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