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The Role Of Online Video Advertising In Brand Awareness

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15

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Abubakar Salisu, Citra Ahmed

Abstract

Background: The rise in the popularity of online video in advertising cannot be understated, as it provides many benefits for brands in terms of communication with customers. Online video advertising has huge potential in terms of delivering brand awareness. Considering the importance of brand awareness to the fashion industry, and that fashion brands are beginning to embrace online video advertising. It is important to show the link between both concepts, and how online video advertising can help Kuwaiti fashion brands by contributing to brand awareness, therefore allaying reservations held on the contribution of the former on the latter.

Purpose: The purpose is to examine the role of online video advertising in brand awareness. In order to provide marketers information regarding the impact online video advertising has on its customers, as online video advertising is increasing in relevance in terms of creating brand awareness.

Approach/methodology: For the purpose of the study a quantitative approach with an online questionnaire was utilized, the data has been collected from 260 respondents in Kuwait City. The data collected has been analysed based on regression analysis.

Result/discussion: The research discusses the result based on four hypotheses. The hypotheses examine the role of online video advertising on brand awareness.

Originality: To the best knowledge of the researcher, this study is the first of its kind whereby research was conducted aiming to examine the role of online video advertising on brand awareness, through the use of brand awareness values in the Kuwaiti market.

Keywords: Online video advertising, Brand Awareness, Instagram, Fashion industry, Kuwait

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Appendix 1: Research Questionnaire

1. Introduction

In order to give the reader an overview of the thesis, this chapter will present the background of this dissertation, discussion on the research problem, demonstrate the aim and the research question which is raised in the problem discussed. It ends by presenting the outline of the thesis.

1.1. Background

Recent times have seen the rise in popularity of video ads, with online video growing at an impressive rate of 40% annually. This trend of shifting advertising towards video comes as no surprise as visual content has fast become the most consumed form of digital advertising (Neher, 2013; Rodgers & Thorson, 2017) therefore, resulting in the expansion in the online video advertising market (Joa et al., 2018). Online video ads if utilized accurately could improve customer reach and aid in effective content delivery (Southgate et al., 2010). Additionally, it is cost-effective, flexible and responsive in nature, as its content can be easily edited with the added advantage of deciding which sections of its audience to be targeted (Chaffey, 2009). The video content displayed during online video ads play an important role in informing customers about a brand (Walter & Gioglio, 2014). Most importantly if it contains insightful information related to customers' needs it can lead the customer towards more involvement with the product or brand advertised (Wang et al., 2009). Online video advertising has the capacity to generate brand awareness, therefore allowing a specific brand to engender customer responses and improve retention ultimately leading towards a brand standing out among its competitors (Fill, 2013; Kotler et al., 2011). There are four values that actively contribute to brand awareness, anchoring, familiarity, consideration and commitment. Fashion brands are beginning to comprehend the importance of both digital marketing activates and brands awareness, as they both act as driving forces contributing to efficient communication with their customers (Sterlacci, 2009; Lazizzera, 2015). The viewpoint of marketers in countries such as Kuwait is the contradictory (Woldie et al., 2017), Therefore making the study of online video advertising and brand awareness in the Kuwaiti market interesting. As it can be said that Kuwait shows a lot of potential in this area, due to its high internet penetration, GDP and booming fashion industry.

1.2. Research Problem

In order for companies to gain a competitive edge and improve their performance, they are required to develop new strategies in order to attract new customers and retain existing ones (Katerina et. al 2018). This is also the case for countries in the Middle East such as Kuwait. Despite the fact that in the past various authors have spoken about the importance of digital advertising including the use of video clips, audio, etc. (Ducoffe, 1996; Goldsmith and Lafferty, 2002; Korgaonkar and Wolin, 2002; Wolin and Korganokar, 2003). Marketers in emerging economies, particularly in Kuwait's fashion industry remain sceptical about employing online advertising tools such as online video (Woldie et al., 2017). This stems from their lack of confidence in the ability of online video advertising in contributing to brand awareness, instead choosing to direct their attention towards more traditional forms of advertising. Although it would be premature to declare online video advertising as a substitute for traditional forms of advertising, as both forms of advertising are functionally similar in a number of ways (Cha et. al, 2012; Draganska et. al, 2014). The challenges currently affecting traditional forms of advertising, also known as offline advertising stands as a barrier towards building effective brand awareness in the modern business environment. In this regard, the author has identified some of the issues involved which are high cost, poorer targeting, less personalization, and less interactive experiences (Chaffey, 2009). Although it's important to acknowledge that offline advertising is an integral part of marketing, it is also important to note that its alternative, online video advertising, is known for its ability to provide marketers with cost savings, better campaign reach, and reduced advertising avoidance (Dobele et al., 2007; Eckler & Bolls, 2011; Southgate et al., 2010). It goes without saying that there are problems related to online video advertising (Gay, 2007). As people become more intensive in their use of technology in their lives (Krawford, 2011), problems such as competitive interference, which is a situation whereby customers are overloaded with information about products from various brands belonging to the same industry (Ha, 1996) usually occur in fast-paced ever-changing and extremely competitive industries such as fashion (Ferine J & Sparks, 2004). In many cases, this results in companies relying on media as a pathway towards reaching their target audience (Kaiser & Song, 2009), and frequently utilize brand awareness as a means to attract the attention of their target customers (Percy, 2008). The potential of increased brand awareness in the fashion industry can be greatly enhanced by actively using social media channels such as Instagram (Killian & McManus, 2015; Erdoğan and Çiçek, 2012). This is a clear consensus in the fashion industry, as more than half of the online fashion retailers globally recognize the value of Instagram

advertising and its ability to improve sales through brand awareness (Lazazzera, 2015). This is especially important in countries such as Kuwait, where Instagram is a popular social media channel proven reliable in reaching customers. In Kuwait clothing and apparel items make up the most purchased item category online. In addition to this fact, such a country, boasting of a large portion of the population being tech-savvy, a high number of internet users who constitute 80% of the population, an active social media environment with users is estimated at 78% of the population and a majority of people sourcing insightful information or benefiting directly from social media advertising (Al-Enezi et al., 2018). Such factors warrant an investigation into the contribution of online video advertising to brand awareness, such a study if conducted against the backdrop of the Kuwaiti fashion industry could provide solutions to some of the obstacles facing the fashion industry in terms of marketing that were previously mentioned.

1.3. Previous study and Research Gap

Advertising is a field of study of marketing that has caught the eye of companies for a number of reasons. It contains vast amounts of knowledge and information, and for this reason, some of these areas haven't fully been investigated, particularly in relation to brand awareness and customer reach. This area of study has caught the attention of numerous previous researchers; subsequently, researchers have been investigating the impact of advertising on brand awareness (Aaker, 1991; Batra et al., 1995; Keller, 1993; Rossiter and Percy, 1987; Yoo et al., 2000). The link between the use interactive marketing actives and its contribution to brand equity has also been explored (Yoo et. al, 2000; Tong & Hawley, 2009; Buil et al., 2013). Taking into account that advertising has in recent times gone through significant changes that show huge promise and potential benefits for companies that make proper use of various contemporary tools available. It comes as no surprise that several researchers have mentioned in previous studies how the use of digital advertising helps increase brand awareness amongst customers (Vukasovič, 2013; Margarita, 2016; Neti, 2011). Online video advertising a sub-set of digital marketing is an area worth exploring as it constitutes a portion of the advertising market that is rapidly expanding in spending due to its effectiveness. As brands are scrambling to reach their target audiences in the wake of overexposure to ads by customers. It is imperative that online video advertising is studied in relation to brand awareness. For this purpose Busen & Mustaffa, 2014 have stated that future research should be conducted to examine the role of online advertisement in developing customer-based brand equity dimensions, he also called for a study into the effectiveness of the three different types of online advertising such as display ads, search ads and video ads in

developing effective brand awareness. For the purpose of this study, we have chosen the fashion industry as it has been stated that in recent times fashion brands have been investing in video advertising (Shields, 2014).

1.4. Aim of the study & Research Question

The aim of this study is to investigate the role of online video advertising in building brand awareness. In order to provide marketers information regarding the impact online video advertising has on its customers, as online video advertising is increasing in relevance in terms of creating brand awareness. The research is based on a single research question that is related to the topic of online video advertising. The aim is to give an answer to the following question:-

How does online video advertising contribute to brand awareness?

1.5. Outline of the thesis

This research study consists of six chapter

Chapter one presents the introduction, background and research problem, previous study and research gap, the aim and research questions.

Chapter two presents the relevant literature theory and that relates to the subject of the research, followed by hypothesis development and conceptual framework for this thesis.

Chapter three presents the result of the empirical data collected from 260 respondent. The analysis was conducted based on regression analysis.

Chapter four presents the result of the empirical data collected from 260 respondent. The analysis was conducted based on regression analysis.

Chapter five presents a discussion and explanation based on theoretical and practical implications.

Chapter six presents the conclusion of the researcher, contribution, further study and limitations.

2. Theoretical framework

This chapter of the study presents the relevant literature, which covers the subject of research along with basic concepts for the study, in order to build a solid foundation for the discussion analysis chapter

2.1. Digital Advertising

Advertising functions as a marketing tool that aids the promotion and sale of a brand's products it facilitates and ultimately helps to improve the customer's confidence in a brand as it provides an avenue for the sharing of accurate information. Such a definition details the ability of advertising to aid the processes of selling products, building confidence and sharing information (Weilbacher, 2001). It is also very useful for marketers as it helps in the communication of a brand's value proposition to customers (Tuten, 2008). Digital advertising which is known as internet advertising relates to when businesses use internet technologies for delivering promotional messages to attract customers (Kim, Park, et al., 2012). It utilizes various kinds of technology; mainly consisting of video, audio and animation (Miller, 2012). Currently, businesses are increasingly exploiting the use of digital tools as they find that digital advertising a convenient way to reach large audiences and is more affordable and effective as compared to other techniques. Digital advertising has some distinguishable advantages and features (Gao, G et al., 2013; Barwise and Farley, 2005), it acts as a two-way communication channel between the advertisers and users which makes advertising more effective, most notably digital advertisements can be transmitted easily to the customer and can be globally accessible anytime. In this digital environment, the format of digital advertising has changed rapidly to effectively target different customers. Digital advertising consists of promotional advertisements and messages that are delivered through email, display ads placed on different websites. Online advertising done on search engines and social media channels in the form of photo and video ads are also very effective (O'Brien, 2015). Advertising done through digital platforms makes it easy to measure brand awareness it generates (Allen, 2006). Digital advertising provides provisions for companies to personalize ads that are better suited for their customers, therefore improving brand awareness (Nesamoney, 2015). Digital advertising is known for its effectiveness in encouraging consumers to participate in information processing that requires a substantial

amount of cognitive effort (Sheehan & Doherty, 2001). Digital advertising activities can engage customers, therefore increasing collaboration between both parties (Chao, 2012). There has been enormous interest in new media consisting of online, mobile, and social media; these forms of media have seen growth in terms of advertising (Ailawadi et al., 2009). According to Stone and Woodcock (2014), digital advertising is important to every section of the customer cycle from creating brand awareness to attract customers, to purchase assistance, all the way to after-sales customer service.

2.1.1. Online Video Advertising

In recent years the prevalence of online videos has created opportunities for marketers to engage in a new form of advertising which is known as online video advertising (Huang et al., 2013). Online video advertising can be viewed as an alternative for relaying information to modern-day audiences, who are not as receptive to traditional forms of advertising (Chen & Lee, 2014). It is important to note that using videos with the aim of promotion is termed as online video advertising (Lee & Lee, 2012; Huang et al., 2013). Online video advertising can be seen as advertising whereby promotional videos are used in reaching customers online (Lee et al., 2013). Online video advertising tends to be more personal in nature thus distinguishing it from traditional advertising (Porter & Golan, 2006). Moreover, a number of researches stated that online video advertising can lead to many benefits for a brand (Dobele et al., 2007; Cruz & Fill, 2008; Southgate et al., 2010; Eckler & Bolls, 2011; Chen & Lee, 2014). The authors further stated that online video due to its more interactive nature is more likely to connect with audiences, emotionally and can motivate them towards action much easier than with traditional advertising. Online video marketing is a great tool in creating brand awareness as stated by Lee and Lee (2012), one of the most beneficial features of online video advertising is that it encompasses attributes of traditional television advertising, along with the fact that it possesses the ability to allow companies to get direct responses via the Internet. This can be beneficial for brand awareness as consumers are likely to use the information they can gather from advertising as well as from other sources in forming an opinion about a brand. We know that online video advertising can be an effective tool in creating brand awareness as Eckler and Bolls (2011) stated it has the ability to persuade its audience, and its content usually comprises of promotional messages. Online advertising is said to aid in creating brand awareness; they play a key role in encouraging consumers towards deciding their product preferences and making purchases (Nunny, 2000, Cecil, 2013).

2.2. Online video

Video is a powerful tool for communication over the internet, as over the past decade we have seen a shift in the prevalence in words move toward video. This form of content tends to impact the audience on various communication fronts; it integrates verbal, vocal and visual communication into a single format. Therefore, making it easy for the audience to remember important messages (Mehrabian & de Wetter, 1987; Waters & Jones, 2011; Cecil J., 2013). Online video is a way for companies to send out information to their customers in a form that's easy for them to understand (D. Scott, 2011). In fact, researchers argue that online video is the fastest-growing content format on the Internet (Lee & Lee, 2012). Online video has become a popular medium for marketing communication across the globe. In the same way in which TV is used as an avenue to brand products, companies utilize the internet as a medium to share video online with online viewers. Part of the undeniable appeal of online videos is the fact that online viewers get to view content that cannot be found as easily, via other various sources of information, this information helps keep online viewers abreast with specific topics or news updates. Video is a great format that marketers can use in their disposal in order to reach their customers. The increase of broadband speeds, decreasing cost of data storage externally and advances in technology have been a blessing for businesses as affordable mobile devices have flooded the market, these devices make it easy to serve customers with video content increasing reach and making the communication process affordable by decreasing costs associated with the delivery of video content. These developments have reshaped the mobile world and filled it with online video content leading to the number of online video views increasing tenfold. In creating video marketers must possess a particular skill as in terms of quality and message delivery the bar has been set high and any missteps could lead to a squandered opportunity in terms of harnessing the potential of online video to gain a competitive advantage. Online video is a marketing instrument that has become a necessity in the operations of socially active businesses in order to improve their online presence and brand awareness (Cecil, 2016).

2.3. Social media channels

Advertising, in general, has gone through rapid changes with the rise of social media due to the many advantages it has provided. These changes can be attributed to its advantageous mass

communication capabilities, allowing for seamless delivery of information to customers. Social media can be defined as the use of the internet for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways with the help of digital technologies that allow people to connect, interact, produce and share content (Lewis, 2010; Parr, 2008). Social media channels are more interactive than traditional forms of advertising channels and have transformed the way businesses work in terms of communicating with customers. As an added advantage social media, includes the element of real-time interactivity, this adds value and improves advertising by removing traditional restrictions of time and geography from the picture leading to more opportunities. The success of Social media networks has made businesses consider the use of social media as a new avenue to create profitable relationships with consumers. Social media offers an invaluable opportunity for business to improve relations with consumers and in doing so creating and facilitating brand advocacy by encouraging positive conversations about the brand among consumers. It allows customers to engage in two-way communication with brands, thus helping reduce consumer negative preconceptions and toward brands, thereby enhancing the brand (Kim & Ko, 2012). Social media can take any form of text, images, audio and video. A social network is a subset of social media, put simply it is an environment where people create profiles to interact with a group of friends and share information (Scott D., 2013). Social media has become a major factor in influencing various aspects of consumer behaviour including awareness, information acquisition, opinions, attitudes, purchase behaviour, and post-purchase (Kunz, Hackworth & Osborne, 2001). The rise of social networks has created a new area for online advertising (Hensel & Deins, 2010). Social media has been known for its ability to increase leads, engage audiences and build brand awareness. Companies are now utilizing advertising on social media platforms as an effort toward boosting brand awareness among consumers. The use of online video ads is becoming very popular on various social media networks.

2.3.1. *Instagram*

Instagram which was the first and most successful of all photo sharing online social networks (Caliandro, 2016), functions as a free photo-sharing network that is known for its simplicity allowing peers to share photos or short videos content with others. Instagram which was established in October 2010, has an impressive number of over 500 million people who are active on the application daily. Instagram gathered more than 1 billion users since its inception nine years ago (Smith, 2014). As a visual medium, this platform now has hundreds of millions of

members who on average share a total of 70 million photos and videos each daily (Beese, 2015). This has led to a number of opportunities for a whole new area of peer interaction that can provide both commercial and private use. Interestingly, it is the first notable social network designed specifically to function on a mobile phone or device. This is one of those its self-inclusive features making it stand out from other social media platforms. Being that it is a highly interactive and dedicated photo app, Instagram is a platform providing a social information exchange system that is simple, easy to use and is extremely engaging. It is uneasy to overlook the potential of the social network that is embedded in the Instagram platform, as it contains the beauty of the images and the simplicity of a system that's easily accessible. There are a few reasons why Instagram is seen as an exceptional social media tool for marketers, it is not as labour intensive in the sense that it is not as conversation intensive and other social media platforms. Also, content posted on Instagram is always available for followers to see for longer than on other platforms (Miles, 2019). In its strive for excellence, the platform continuously adds new features for its users to complement the available features and enhance user experience. In 2011, Instagram added the use of hashtags, this feature makes it easy to find photographs and videos (Sagolla 2009: 167). All photos that have the same hashtag are stored in the same place on Instagram. Recent statistics indicate that approximately 5 million photos are shared daily on Instagram, within the first two years of its inception over 4 billion images were shared on Instagram. The number of photos shared on the platform is expected to increase as the number of users on the platform continues to grow exponentially. The platform was built technically on a real-time sharing concept, allowing users to share images in a timeline-based system. It functions as an online social network, allowing users to share their images with followers, drive visitors from an Instagram profile to perform actions etc. (Miles, 2019). Instagram has become one of the most popular marketing platforms in social media; this can be attributed to a large number of users on the platform and the advantages of the visual content it provides (Neher, 2013). Therefore, making it an attractive platform for the fashion industry with 65% of the most popular brands running active accounts, with 19% of those brands boasting of more than 100,000 followers, posting photos or videos once a week (Whiting and Despande, 2014). Online social network accounts such as Instagram are important as they can be seen as a credible extension to a fashion brands 'website. They are powerful and effective tools for driving targeted traffic, customer engagement, conversions and even sales, known for their effectiveness in boosting brand awareness (Barreda et al., 2015).

2.3.2. *Instagram Advertising*

As social networks have become highly popular, the use of Instagram has become unavoidable to marketers. In order to get the best results companies have been posting content on their social networks and including paid media into their strategies (Miles, 2019).

Paid media can be defined as traditional advertising and other forms of content commercially contracted between organizations and mass media (Macnamara, 2016). It is important for there to be a clear plan in place to reach targeted customers when utilizing this type of media (Daniel Newman, 2014); paid media increases exposure for a brand and is the most influential form of media in the digital marketing mix. It plays an important role in developing brands as they are the most viewed due to them being more omnipresent in nature (Lovett and Staelin, 2016). Paid media is known to act as a catalyst in the sense that it can draw the attention of customers towards the content on a social media channel. This form of advertising has the ability to increase traffic to a social media page, therefore, illuminating its content. Another benefit of paid media is that since there's a degree of certainty it guarantees in terms of the number people that will receive information from on their social media feeds which is a great way of carrying out brand awareness (Burcher, 2012). The first paid advertisement was launched by Instagram in November 2013, during that period only a limited number of the well-established brands of the time were given the privilege to access this feature (Lee, 2014). Nowadays we find that different types of companies have started to utilize paid advertising on Instagram, these advertisements on Instagram are in the form of photo and video content. In fact, 80% of Instagram users voluntarily connect with a brand via Instagram. For marketing purposes, in modern times the internet has proven to be an effective tool to reach out to customers in order to give them information about products and services (Mangold & Faulds, 2009). In practice, if a company has a strong and consistent Instagram presence it builds brand awareness and creates lasting relationships; which result in long-term organic growth (Virtanen, Björk & Sjöström, 2017). Instagram gives companies the ability to share content with users on the go; this means they can quickly reach them anywhere and at any time, leading to many benefits for a brand (Peters et. al 2013; Hanna et al. 2011; Walter & Gioglio 2014).

2.4. Brand awareness

Kotler and Keller (2016) have defined brand awareness as the ability of a customer to recognize and recall a particular brand at the point of purchase. Based on this definition it is imperative to devote branding tasks to put forth a brand strong enough to find its way into the field of the customer's awareness. It could also be seen as the ability of a potential buyer to recognize the fact that a brand is a member of a certain product category (Melin, 1999). The value of brand awareness is harnessed in the hand of the customer's comfort bracket or the customer's sense of familiarity with towards a brand. Generally, consumers are geared more towards what they become familiar to (Aaker & Joachimsthaler, 2009). The consumer's cognitive connection to a well-known brand with the best available brand choice is the reason behind the author considering customer awareness with prime importance. Brand awareness is the first step in the process of engaging the consumers with the brand and could lead it other benefits for a brand (Melin, 1999). Therefore, establishing brand awareness as an important element within the dimensions of brand equity (Kotler & Keller, 2016). Developing and managing brand awareness has been one of the major goals of marketing, as a brand that is included in the customer's sight of consideration is highly affected by brand awareness (McDonald & Sharp, 2000). An extremely powerful brand can be easily identified and remembered, regardless of the environment. The essence of the brand is implanted into the consumer's memory and is recognizable because of the established connection created by brand awareness (Aaker, 1996). Brand awareness can indicate to a certain degree if people are familiar with your brand. It is clear that brand awareness creates value in various ways.

2.5. Values of brand awareness

According to Aaker (1991), brand awareness can add value to a brand in four ways with the help of Familiarity, Brand to be Considered, Commitment and Anchoring. These are also known by the author as the values of brand awareness. It is important to define each of these values separately they will all be used in our hypothesis for the study.

2.5.1. *Anchoring*

This value of brand awareness, referred to as an anchor to which other associations can be attached, this can be defined as registering the name of the brand or the idea of their existence in the mind of the customer's memory. This makes it easy for the customer to associate attributes to

the brand. It is the formation of a metaphorical chain that can be strengthened with additional links to the association of the brand. As stated by researchers in past studies, brand awareness and advertising directly relate to the anchoring process in the sense that in case of meaningful brand names that are well represented, customers find it easier to remember the brand and this could lead to enhanced development of memory structures for brand-related information communicated via advertising (Cf. Childers and Houston 1984; Lutz and Lutz 1977).

2.5.2. *Familiarity*

Defined by the author, it is very much associated with the recognition, he further states that once a brand is recognized people get familiar with it and find it favourable as it is in human nature to like what you are familiar with. This is important as familiarity along can influence purchase decisions. According to Radder and Huang (2008) advertising can be used as a means in achieving increased familiarity and brand awareness. Consumers become familiar with a brand through advertising and promotion exposures (Alba & Hutchinson, 1987; Sharon Lim, 2010). Therefore, one can infer the direct relationship between brand awareness and familiarity.

2.5.3. *Commitment*

Awareness about a name among customers is a sign that a brand has a presence, that there could be a commitment or substance associated with the name in question. This type of recognition could be a result of extensive advertising, prolonged presence in the market, or that a brand is successful. This value describes how even if there is not much exposure to a brand via its advertising attempts, customers could believe that the brand is considerable due to brand awareness. Brand love is defined as a reciprocal, dynamic, multiplex, and the purposive relationship between satisfied consumers with a brand. One of the key components of brand love is a commitment to a brand. The authors have pointed out that emotional advertising could be more effective than rational advertising in stimulating consumer's love towards certain brands (Pang et al., 2009).

2.5.4. *Brands to be considered*

This value of brand awareness puts a brand ahead of its competitors as we know that if the first brand that comes to the mind of the customer indicates that there is a brand recall placing the

brand in the consideration set. This consideration set is a group of brands that a customer will consider in making a purchase. This is extremely important as studies have shown that the later in the consideration set a brand appears could affect purchase likelihood and preference. In relation to advertising, Andrews and Srinivasan (1995) found that advertising has an effect on both brand consideration and choice.

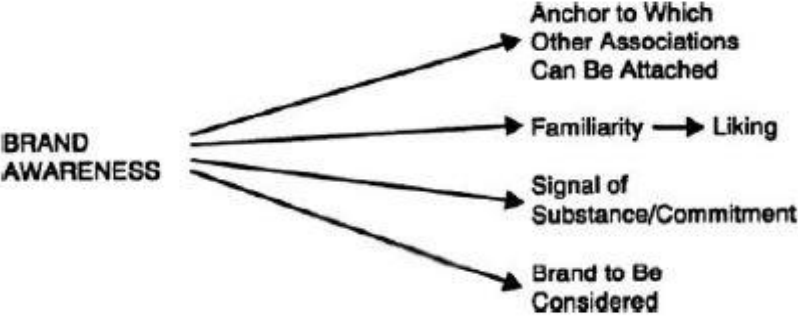


Figure 1 Brand awareness values

2.6. Formulation of hypotheses

Based on the literature written for the purpose of this study, it is clear that there is no conceptual framework that has been developed to study the role of online video advertising in building brand awareness. Therefore, with the aim of showing the relationship between online video advertising and brand awareness; the following conceptual framework was developed. In order to assess the role of online video advertising on brand awareness, the researcher has chosen the four brand awareness values which are; Familiarity, Consideration, Commitment and Anchoring. These four values are representative of overall brand awareness. The aim is to show the relationship between online video advertising and brand awareness values with the help of Hypothesis H1-H4 (All mentioned below). For the purpose of this study the researcher will examine the relationship between online video advertising as an independent variable and four brand awareness; values anchoring, familiarity, consideration and commitment as dependent variables. This would indicate that online video advertising has an effect on brand awareness.

Thus answering our research question: Does online video contribute to building brand awareness?

H1: Does Online Video Ad positively contributes to Anchoring

H2: Does Online Video Ad positively contributes to Familiarity

H3: Does Online Video Ad positively contributes to Commitment

H4: Does Online Video Ad positively contributes to Consideration

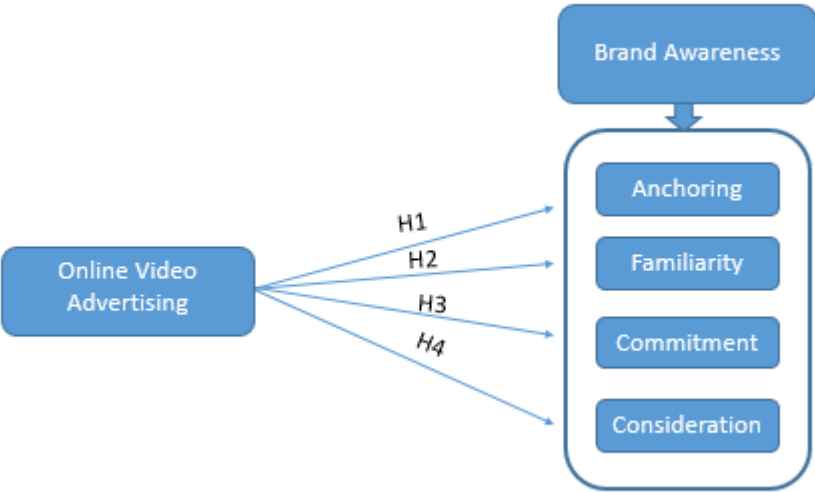


Figure 2: Conceptual model for the study

3. Research Methodology

This Chapter of the study presents the research approach, research method, data source, operationalization and measurement, pilot test, data collection methods, population and sampling, data analysis, research quality, and ethical consideration.

3.1. Research approach

The selection of a research approach depends on the aim of the study. Based on the aim of the study a researcher can select from the two research approaches, which is the deductive or inductive approach. If the purpose of the study aims to examine the relationship between variables and concepts and is moving towards hypothesis testing, the use of deductive approach would be a more appropriate approach. Hypothesis testing presents affirmation between two or more concepts that try to explain the relationship that exists between them, concepts are abstract ideas that form a building block for the hypotheses testing and theories. On the other hand, if the aim of the study is to collect data where the data collected is later on analysed to check if any patterns emerge that suggest a relationship between variables. Then from the observation, it may be possible to build up generalizations, relationship, and theories the use of inductive approach would have been a more appropriate approach (Gray, 2017; Saunders, 2011). For the purpose of this study deductive approach was utilized following certain steps. First, the research has to select a theory or sets of theories that best fit the research under the study and develop a hypothesis about the relationship between variables or concepts. Furthermore, the research must measure the concepts through observing and compare the data with the theory, if it confirmed, one can assume that a theory is established. Lastly, the researcher has to examine the result and accept or reject the hypotheses and make the modification to the theory only if the hypotheses is rejected (Gray, 2017). Moreover, a research study can be classified according to its purpose. As Robson (2002) explains, there are three forms of study, which are exploratory, descriptive and explanatory. This study tries to give an explanation of the relationship between online video advertising and brand awareness values. The use of an explanatory study will be more appropriate as it gives an explanation of the relationship between variables. On the contrast, if the aim of the study was to explain what is occurring and provide a vivid picture of the

phenomenon as they occur naturally, then the use of exploratory and descriptive respectively would be more appropriate to use.

3.2. Research Method

According to (Gray, 2017; Bryman & Bell, 2015) great attention should be given when selecting the research design. A research design provides a framework for the collection, measurement, and analysis of the data. Mostly a research design describes the purpose of the study and the kinds of questions being used, the techniques the data for collection, the approaches for selecting the samples and how the data is going to be analyzed. Based on the study a researcher can have quantitative, qualitative or mixed studies. This study aims to examine the relationship between variables. The use of quantitative research will be more appropriate as it aims to quantify the existing theory by examining the relationship between two or more variables, then to either approve or reject the suggested hypothesis and draw a generalization from the findings. This method requires the researches ability to carefully develop proper hypotheses and testing it using proper statistical techniques and interpret the statistical information into a descriptive way. A large sample size is required to generalize from the finding (Saunders et al., 2009). On the other hand, if the aim of the study is to give an in-depth insight into a particular situation through collected data based on the established theory the use of qualitative research aims would be appropriate. The purpose of this study is to examine the relationship between online video advertising and brand awareness. Therefore, to successfully examine the relationship between the variables this study adopted quantitative method.

3.3. Data Source

According to (Gray, 2017) there are two types of data depending on their source; these are primary and secondary data. The data classification depends on the relationship between the researchers with the data. If the data was collected solely for the purpose of the research study under investigation then this type of data will be considered as primary data through questionnaires, interviews and focus groups. On the other hand, if the data has already been collected and recorded by another researcher for the purpose of solving another research problem that this data is considered to be secondary data. This study utilizes the use of both primary and secondary data, while primary data is gathered to support the study through the use of

questionnaires and to support the theoretical framework of this study secondary data uses articles, journals, relevant literature and publications (Collis & Hussey 2013; Gray 2017).

3.4. Operationalization and measurement

According to (Gray, 2017) before the research tool is selected it is important to operationalize the key variable so it makes it clear what is being measured. "Operationalize is assigning meaning to variables by specifying the activities and necessary to measure it". Operationalization also determines the key variables that will be a measure to check the hypothesis. Sometimes a researcher will face a challenge when classifying the operational definition. Therefore, it is important to determine the cause which is the independent variable and the resulting effects which are dependent variable to examine the hypothesis. Thus, the study will make use of two key variables to test the hypotheses. These variables are online video advertising as an independent variable and brand awareness as dependent variables. Moreover, a five-point Likert scale will be utilized to measure the given variables.

3.5. Pilot test

According to (Atkinson 2012), it's important for researchers to conduct a pilot test on a small scale before conducting it on a large scale. The purpose is to check the feasibility of the survey on a small group before it's distributed on a large group to ensure that the actual survey to be free from any error and make ensure that all the terms are easily understood by the respondents. Furthermore in order to increase the reliability and validity of the survey. Conducting a pilot study assists the researcher in making improvements on the questions and make changes for the actual survey to increase the quality of the questionnaire. For the purpose of this study before the actual questionnaire was distributed it was tested on a limited number of respondents (12) based on the feedback and suggestions collected from this group the questionnaire was re-examined and subject to few changes to make it more understandable for the actual respondents.

3.6. Data collection methods

The data collection stage is an essential part of the research process. The data collection instrument depends on the aim of the study. There are many techniques to gather data among the commonly used tools are a questionnaires, interviews, and observations. (Collis & Hussey 2013;

Gray, 2017). Regardless of the user data collection instrument, it's important for the researcher to describe in detail how it's going to be used in the study. Furthermore, the data collection methods highly depend on the selected research methodology whether it is quantitative or qualitative. If the selected research methodology is quantitative, method the use of a survey questionnaire is more appropriate. On the other hand, if the selected research methodology was qualitative using the interview on a limited group will be appropriate. This study tries to examine the relationship between variables or to evaluate and measure the variable the researcher should use standard questions on a large number of participants then in this case survey questionnaire will be the most appropriate to collect the data required. Based on that, the survey questionnaire tool will be utilized for this study due to the reason that this study has adopted a quantitative approach with an explanatory purpose to give an explanation of the relationship between the variables. (Bryman & Bell 2015; Gray, 2017).

3.6.1. Survey Questionnaire

According to (Atkinson 2012; Lavrakas, 2008) a quantitative researchers questionnaire is one of the most popular ways to gather primary data. Research can have a flow of data with a quick and cost-effective way and can easily measure the result, where all the respondents are asked to answer the same pre-defined questions. Moreover, it gives the respondent time to complete the questionnaire at any place and time that may suit them best. Furthermore, the questionnaire could either use a paper-based questionnaire, where the questionnaire is sent to the respondents through the post or online or web-based questionnaire using the internet to reach respondents in a cost-effective and quick manner (Gray, 2017). This study has utilized the use of an online questionnaire through the use of social media platforms to reach the respondents with a closed rating questionnaire.

3.6.2. Questionnaire design

For the purpose of this study, the questionnaire is developed based on the following variables. The independent variables online video ads and the dependent variable is the Brand Awareness value. To measure the role of online video ads on building brand awareness. The type and number of questions developed is briefly discussed on the displayed table 1 below. The number and type of questions directed are displayed in the following table 1

Table 1: Types and number of question for questionnaire

Question Number	Type of Question	Number of Items	Scale
1 & 2	Demographic	Q1 2 Q2 5	Multiple choices
3 & 4	Additional information of the participates	Q3 4 Q4 6	Multiple choices
5 & 6	Online Video ad to Anchoring	5	Likert - scale
7 & 8	Online Video ad to Familiarity	5	Likert - scale
9 & 10	Online video ad Commitment	5	Likert - scale
11 & 12	Online video ad to Consideration	5	Likert - scale

To assess the questions related to independent variables and dependent variables a Likert scale is used. According to (Bryman & Bell 2015) a Likert scale which provides a suitable possibility to measure the beliefs and attitude of the participants. This study has used a five-point Likert scale 5 for the questionnaires developed which can be found in appendix 1 the scale used ranges from 1= strongly disagree to 5= strongly agree.

3.7. Population and Sampling

For the purpose of the study, the targeted population was all Instagram users that reside in Kuwait City while the sample was 260 respondents.

3.7.1. Population

According (Gray, 2017) population can be defined as the total number of all possible elements or units that can be included in the study. For a researcher, it's not possible to include and evaluate

the entire population. The researcher can take a select sample from the population for evaluation. The purpose of this study is to examine the role of an online video advertising on building brand awareness through the social media platform more specifically Instagram. A study has to target the right participants to acquire an accurate result (IBID). Therefore to test the existing theory this study targets a population that will compose of three elements: Social media users (All Instagram users), Location (Kuwait City) and time frame of the study (2019)

3.7.2. *Sampling*

Important components of any research study require a careful sampling process. According (Gray, 2017) a sample will be selected by the research on the basis that it will best representative of the population as a whole. The selected sample's main characteristics should be similar or identical for the population under study. The samples are selected from a sampling frame. A sampling frame provides details for the whole population, a failure to do this will make the sampling frame incomplete. Researchers conduct a sampling process because the whole population size is too large to study due to limited resources available assigned for the study with respect to cost and time. Most research uses methods to utilize or to achieve representative sampling, in the same way the process of a random sample is used. Random sampling is the process of selecting a random sample where every member of the population has an equal chance of being selected. (Easterby-Smith et al., 2012; Gray 2017).

3.7.3. *Selecting the sample size and the process of random selection*

The initial stage is to determine the actual size of the sample required. A number of ways have been suggested to select a minimum sample size of the research (Gray, 2017). According to (Gray, 2017) when developing a sample size, the researcher needs to determine the size of the confidence interval; a range figures where the population parameter is expected to lie. Furthermore, based on a statistical perspective the sample size should be greater than 40 (Byrne, 2017). However, due to the time constraint for this study, the researcher decided to send out 300 surveys, consequently 260 responses were collected, which is considered adequate comparing it to the statistical requirement which is a minimum of 40 responses. According to (Gray, 2017) once the researcher has estimated the sample size required then he can do the random selection. Randomization is a process of appointing subjects to the experimental and the controlled group so that the subject will have each chance to be included to either group. For the process of

random selection, research can either use statistical tables or use a special computer program that provides the lists of all the members of the population and sample.

3.8. Data analysis

According to (Gray, 2017) the analytical approach should be suitable for the type of data collected. The types of data collected which consist of ordinal, nominal, interval or ratio which directly affect the analytical approach and type of statistical test. For the purpose of this study, the type of data collection implemented is ordinal data which is appropriate for the questionnaire developed that gives the respondent the rate of a degree of agreement.

3.8.1. Descriptive statistics

According to (Bryman & Bell, 2015) descriptive statistics is a brief description and analysis of the data collected from the sample based on a frequency distribution method. A frequency distribution method is used to measure and provide statistical information.

3.8.2. Correlation analysis

According to (Gray, 2017; Saunders et al., 2011) correlation analysis is used to examine and describe the relationship between two or more variables. The value of the correlation coefficient is determined by the strength of the association. Moreover research can use the direction of the relationship either positive or negative to determine the sign correlation coefficient where the of ranges lies from (+1, 0, -1) where +1 implies that there is a strong positive relationship exists between the variables while zero implies no relationship exists between the variables and -1 implies that a strong negative relationship exists between the variables. Furthermore, if the value of the sign of correlation coefficient lies between (0.01 -0, 29) there is a small relation, if it lies between (0.30- 0, 49) there is medium relation and if it lies between (0, 50- 1.00), there exists a large relation. For the purpose of the study, the Pearson Correlation will be used. Pearson Correlation is a statistical formula that calculates the correlation coefficient between two or more variables. This study assesses the relationship between brand awareness and the values of brand awareness to check its validity.

3.8.3. Regression analysis

According to (Gray, 2017; Saunders et al., 2011) regression analysis examines the influence of the independent variable over the dependent variable. There are two types of regression analysis when there is only one independent variable and dependent variable it is called simple linear regression and when there are many independent variables and dependent variables it's called multiple regression analysis. The value of the regression coefficient lies between zero and one, where close to zero means the independent variable has no impact over the dependent variable while one means that the independent variable could have an impact on the dependent variable. For the purpose of this study, regression analysis will be conducted to determine the impact of online video and as independent variable and brand awareness values as the dependent variable.

3.9. Research quality

It's important for research to increase the quality of the project by assuring the validity and reliability of the research under study. The key factors that determine the data quality for the researcher's study are validity and reliability. Validity tends to find out if the findings are really as they seem to appear. Whereas, the reliability shows the degree to which the instrument produced will have a similar result over a different period of time. (Gray, 2017; Saunders, 2011).

3.9.1. Validity

According to (Saunders et al., 2011) validity is mainly concerned with whether the finding of the study is really what it looks like in real life. To also ensure that the research instrument is measuring what is intended to measure (Gray, 2017). Bryman & Bell (2015) stated that researchers can examine the relationship between the independent variable as a means to check the validity. Furthermore, the use of internal validity refers to the correlation questions (cause and effect) to show the extent to which causal conclusions can be drawn out and the dependent variable have an attribute on the independent variable. To ensure the internal validity, random sampling can be used. This is where a researcher uses a random allocation in order to prevent bias with the help of a program called randomizer. (Bryman & Bill, 2015; Gray, 2017). On the other hand, researchers use external validity to show the extent to which it is possible to draw out generalizations from the sample of the population from the collected data (Gray, 2017). In addition, the use of a common scale will assist the researcher to reach into a feasibility outcome to check the external validity (Saunders et al., 2011; Gray, 2017). The researcher developed well-

arranged questions with easy terms to understand with a common scale (Likert scale) which has increased the response rate that will assist the research to draw generalization on the whole population.

3.9.2. Reliability

According (Gray, 2017) reliability is a degree to which the instrument used will give a similar result over a different period of time. A number of methods exist to measure reliability such as internal reliability and stability, where internal reliability assesses the consistency between the indicator and items within the test. Stability measures the constancy of the result over a period of time. For the purpose of this study to check the internal reliability, the researcher will utilize the use of Cronbach's alpha test. The Alpha coefficient value lies from zero to one, when the alpha value is zero it indicates no internal reliability while above 0.7 indicates to an acceptable degree of internal reliability.

3.10. Ethical consideration

It is important to give great attention to the ethical considerations in a research study. According to (Bryman & Bell, 2015; Gray, 2017) research ethics refers to the moral principles that guide the research. Furthermore, it means conducting a research study in a way that goes beyond adopting the appropriate research methodology. Despite the research method implemented, the principles of ethical conduct should be applied. This study has taken in to account the four ethical considerations when conducting the study. Firstly, the research has to avoid any harm to the participants, "harm" can range from physical to mental or emotional harm. In order to avoid any harm on participants the researcher avoided intrusive questions. Secondly, the researcher has to get the informed consent of the participants, the informed consent refers to that the participants should give their free approval to participate, and research should give all sufficient information about the project. To achieve this the researcher has to get the consent of the female participant in the sample population (Kuwait) the researcher has to get the consent of the male guardian or spouse too. Thirdly, the research has to respect the privacy of the participants; the researcher must be completely transparent with the participants and make it clear that they can voluntary withdraw at any time of the will filling the questionnaire. For this study, the survey took place online that made it easy for the respondent to any answer only the questions they were willing to, and could withdraw from the survey at any time. Fourthly, the researcher should avoid deception; it's when researchers represent the research study as something it is not. Lastly to

minimize the deception this study had given brief information about the study they are participating (Gray, 2017).

4. Empirical findings

This chapter contains the results of the collected data for the study. Provides insights on the demographic profiles and key statistical figures of the N=260 participants, as well as the conducted statistical tests along with their outcome are presented.

4.1. Sample Participation

In this section of the study, the demographic profile and additional information about the participants will be illustrated.

4.1.1. Gender Demographics

The first question of the questionnaire referred to the gender of the participants.

The first question of the questionnaire as figure 3 presents the sample participants and contains 69% female and 31%, male.

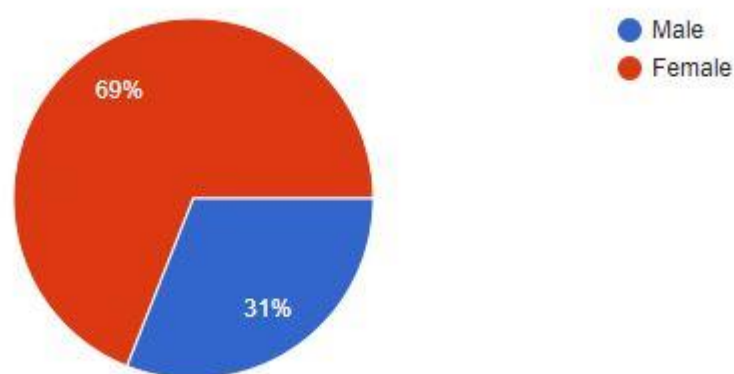


Figure 3: Gender Demographics

As displayed in the distribution in figure 1.1, 69% of the participants were female while 31% were male. Thus, the distribution of the gender of the participants had more females than men. This can be explained due to the fact that females are more engaged with social networks than their male counterparts.

4.1.2. Age Demographics

The Second question of the questionnaire referred to the age of the participants

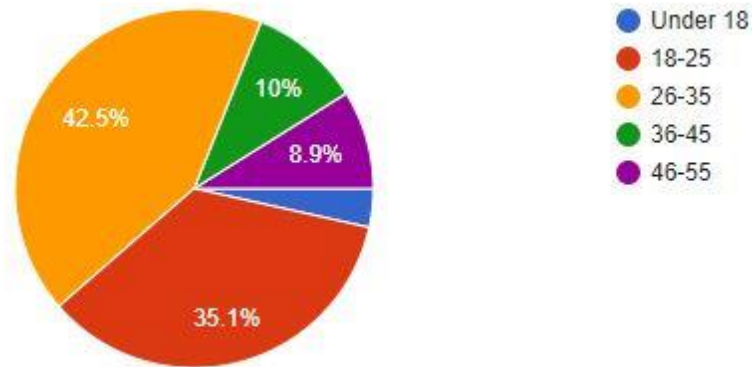


Figure 4: Age Demographics

As displayed in the distribution in figure 4 the age distribution is grouped into five different groups. Where the first group contains 3.5% under 18, the second group contains 35.1% from 18-25, third group contains 42.5% fourth group contains 26-35, 10% 36-45 and fifth group contains 8.9 % from 46-55. Thus, from the collected data, 42.5% of the participants are between 26-35.

4.1.3. Daily Instagram usage

The third question of the questionnaire referred to the number of hours the participants spend on average on Instagram.

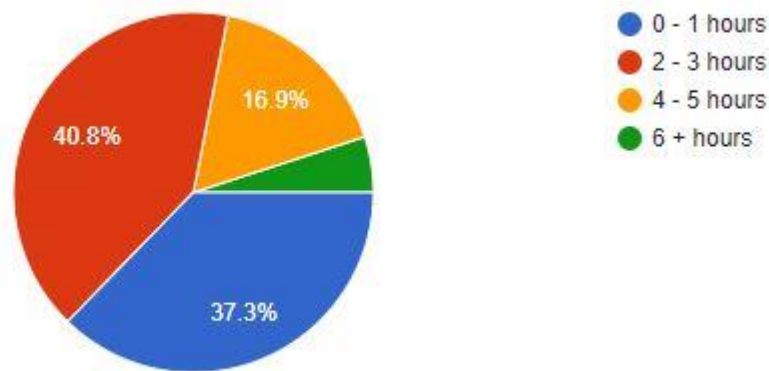


Figure 5: Daily Instagram usage

As displayed in the distribution in figure 5, the number of hours the participants spend on average on Instagram is divided into four groups. Where the first group shows that 37.3% of the participant spends 0-1 hours, second group shows that 40.8% of the participant spends 2-3 hours, the third group shows that 16.9% of the participant spends 4- 5 hours and, the third group shows that 5% of the participant spends 6 plus hours on Instagram. Thus 40.8% of the participate spend 2-3 hour daily on Instagram show that Instagram is one of the most popular social media channels.

4.1.4. Income (Monthly)

The fourth question of the questionnaire referred to the Income (Monthly) of the participants. As figure 1.4 presents the monthly income of the participants. Figure 1.4 below shows that 19.8% of the participants earn below 300 KWD, 21.8% of the participants earn 300-600 KWD, 16.3% of the participants earn 601 – 900 KWD, 11.7% of the participants earn 901- 1200 KWD, 5.5% of the participants earn above 1200 KWD and 24.9% of the participants preferred not to mention.

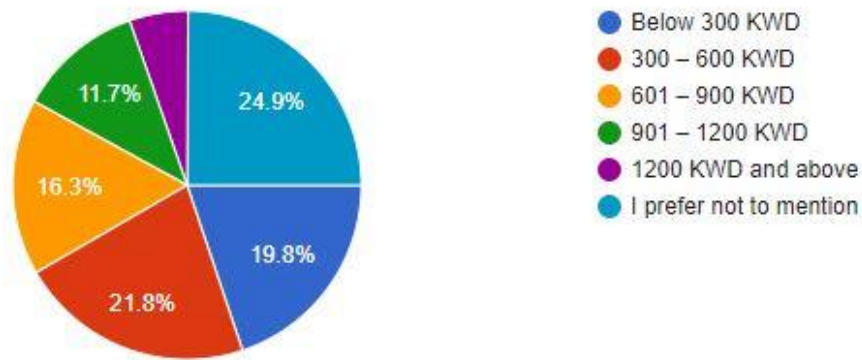


Figure 6: Income (Monthly)

As displayed in the distribution in figure 6, the income of the participants is divided into six groups. In the first group 19.8% of the participants earn below 300 KWD, in second group 21.8% of the participants earn 300-600 KWD, 16.3 %, in the third group 11.7% of the participants earn 901- 1200 KWD, in the fourth group 5.5% of the participants earn above 1200 KWD and in the last group 24.9% of the participants preferred not to mention their income. Thus the distribution of the income of the participants is balanced.

4.2.Frequency Distribution

As displayed in the Table 2 which shows the cumulative percentage of 260 respondents answers which range from the lowest evaluation to the highest evaluation response rate which is summarized in the following way, where strongly disagree (1) have 4.61% responses, disagree (2) have 10.37% responses, neither agree nor disagree (3) have 23.59% responses, agree (4) have 46.56% responses and strongly agree (5) have 12.77% responses. This shows that over 60% of the respondents had agreed that the use of online video advertising contributes to getting information regarding a particular brand.

Table: 2 Frequency Distribution

Responses	Cumulative percentage
1	4.61
2	10.37

3	23.59
4	46.56
5	12.77

4.3. Reliability analysis

In order to check the reliability of this study, Cronbach's alpha coefficient has been used for all the variables. According to Gray (2017) Cronbach's alpha coefficient range from zero to 1. If the alpha coefficient value is above 0.7 that means a high degree of reliability. Based on table 3 the alpha coefficient measuring all the concepts is above 0.7, which is a good degree of reliability.

Table: 3 Reliability Statistics

Cronbach's Alpha	N of Items
,881	16

4.4. Hypothesis testing

Regression analysis helps us in analyzing the statistical significance of a relationship between an independent and dependent variable. For the purpose of this study, a simple linear regression is used to examine the impact of one independent variable such as online video advertising on dependent variables Anchoring, Familiarity, Commitment and Consideration separately.

4.4.1. *H1: The impact of online video advertising on Anchoring*

According to Table 4 the value of the R which refers to the relationship between the independent and the dependent variable. In this study $R = 0.523$ which implies that 52.3% of the correlation between the independent variable online video ad can be explained by the dependent variable Anchoring, while the remaining 47.7% cannot be explained by the independent variable this is caused by unknown variables that were not included in this thesis.

Further, according to Table 5 of the coefficient, the p-value is $0.000 < 0,05$ (2-tailed), therefore show that the result is statistically significant, and there is a significant relationship between the online video advertising and anchoring. Based on the result in the research hypothesis, H1 is supported. It states that online video advertising contributes to anchoring. Consequently, that implies increasing online video advertising leads to an increase in anchoring

Table 4: Model Summary regarding the use of online video adverting on Anchoring

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	,523	,273	,271	,93551

a. Predictors: (Constant), Online video ad

Table 5: Coefficients Table regarding the use of online video adverting on Anchoring

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(constant)	1,149	,152		7,572	,000
	Online video ad	,539	,055	,523	9,853	,000

a. Dependent Variable: Anchoring

4.4.2. H2: The impact of online video advertising on familiarity

According to Table 6 the value of the R which refers to the relationship between the independent and the dependent variable. In this study $R = 0.617$ which implies that 61.7% of the correlation between the independent variable online video ad can be explained by the dependent variable Familiarity, while the remaining 38.3.7% cannot be explained by the independent variable this is caused by unknown variables that were not included in this thesis.

Further, according to Table 7 of the coefficient, the p-value is $0.000 < 0,05$ (2-tailed), therefore show that the result is statistically significant, and there is a significant relationship between the online video advertising and familiarity. Based on the result in the research hypothesis, H1 is supporting which states online video advertising contributes to anchoring.

Consequently, that implies increasing online video advertising leads to an increase in familiarity.

Table 6: Model Summary regarding the use of online video adverting on Familiarity

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	,617	,380	,378	,80065

a. Predictors: (Constant), Online video ad

Table 7: Coefficients regarding the use of online video adverting on familiarity

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(constant)	1,070	,123		8,723	,000
	Online video ad	,578	,046	,617	12,584	,000

a. Dependent Variable: Familiarity

4.4.3. H3: The impact of online video advertising on commitment

According to Table 8 the value of the R which refers to the relationship between the independent and the dependent variable. In this study $R = 0.223$ which implies that 22.3% of the correlation between the independent variable online video ad can be explained by the dependent variable Commitment, while the remaining 77.7% cannot be explained by the independent variable this is caused by unknown variables that were not included in this thesis.

Further, according to Table 9 of the coefficient, the p-value is $0.000 < 0,05$ (2-tailed), therefore show that the result is statistically significant, and there is a significant relationship between the online video advertising and commitment. Based on the result in the research hypothesis, H1 is supporting which states online video advertising contributes to anchoring.

Consequently, that implies increasing online video advertising leads to an increase in commitment.

Table 8: Model Summary regarding the use of online video adverting on Commitment

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	,223	,050	,046	,86475

a. Predictors: (Constant), Online video ad

Table 9: Coefficients regarding the use of online video adverting on Commitment

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(constant)	2,025	,141		14,360	,000
	Online video ad	,190	,052	,223	3,669	,000

a. Dependent Variable: Commitment

4.4.4. H4: The impact of online video advertising on consideration

According to Table 10 the value of the R which refers to the relationship between the independent and the dependent variable. In this study $R = 0.298$ which implies that 29.8% of the correlation between the independent variable online video ad can be explained by the dependent variable Commitment, while the remaining 70.2% cannot be explained by the independent variable this is caused by unknown variables that were not included in this thesis. Further, according to Table 11 of the coefficient, the p-value is $0.000 < 0,05$ (2-tailed), therefore show that the result is statistically significant, and there is a significant relationship between the online video advertising and consideration. Based on the result in the research hypothesis, H1 is supporting which states online video advertising contributes to anchoring. Consequently, that implies increasing online video advertising leads to an increase in consideration.

Table 10: Model Summary regarding the use of online video adverting on Consideration

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	,298	,089	,085	,83791

a. Predictors: (Constant), Online video ad

Table 11: Coefficients table regarding the use of online video adverting on consideration

Model		Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.
1	(constant)	1,913	,133		14,391	,000
	Online video ad	,248	,049	,298	5,017	,000

a. Dependent Variable: Consideration

5. Discussion

This chapter of the study discusses and explains the finding that is given in section 4. This part explains the outcome of the two hypotheses groups with the theory presented in section 2.

5.1. Discussions on the frequency table

The frequency table of this study shows the cumulative percentages of the respondents answers which range from the lowest evaluation to the highest evaluation response rate, where the lowest evaluation was 14.98% which shows that the respondents disagreed that the use of online video advertising aided them in receiving news about the brand, the next evaluation which is 23.59% states that the respondents neither agree nor disagree that the use of online video advertising contributes to them receiving information on a particular brand. The last evaluation shows that over 60% of the respondents had agreed that the use of online video advertising contributes to them receiving information on a particular brand; this indicates that the use of interactive marketing tools such as online video advertising helps customers to receive information on a particular brand (Vukasovič, 2013; Margarita, 2016; Neti, 2011).

5.2. Discussion of results for the hypotheses

The hypotheses regarding the role of online video advertising in brand awareness.

5.2.1. H1: Online video advertising contributes to anchoring.

Initially, studies done in the past have suggested that advertising contributes to the anchoring process as it helps improve the ability of the customer to remember brand names (Cf. Childers and Houston 1984; Lutz and Lutz 1977). Based on the results of the hypothesis testing in this research, the first hypothesis H1 has been supported. Subsequently since previous studies have stated that in modern times advertising has evolved to become more effective with the help of the internet (Mangold & Faulds, 2009). Over the internet, the fastest growing content format is online video (Lee & Lee, 2012). Companies are now using paid media on their Instagram

channels as a way to reach customers as it guarantees customers will receive information which will aid them in remembering a brand name (Burcher, 2012). In conclusion, this study coincides with the findings of previous studies and it can, therefore, be said that online video advertising helps customers in remembering a brand name, therefore, online video advertising contributes to the brand awareness value anchoring.

5.2.2. H2: Online video advertising contributes to familiarity.

Previous studies have outlined the relationship between advertising and familiarity, stating that as customers are exposed repeatedly to advertisements this helps them create familiarity and allows the customer to remember the brand (Alba & Hutchinson, 1987; Sharon Lim 2010). Based on the results of the hypothesis testing in this research, the second hypothesis H2 has been supported. As mentioned earlier in modern times advertising has gone through some improvements with the help of the internet making online video the most relevant form of content (Mangold & Faulds, 2009; Lee & Lee, 2012). With the help of paid media on Instagram, companies get the opportunity to increase their exposure, this ultimately increases familiarity among their customers (Burcher, 2012). In conclusion, this study coincides with the findings of previous studies and it can, therefore, be said that online video advertising helps customers in becoming more familiar with a brand therefore online video advertising contributes to the brand awareness value familiarity.

5.2.3. H3: Online video advertising contributes to commitment

In previous research, it has been stated that advertising has a positive effect on brand commitment (Khan et al., 2016). Based on the results of the hypothesis testing in the research, hypothesis H4 has been supported. In recent times the internet has improved the way companies communicate with their customers, along with this change online video has become the most widely used format for delivering content over the internet (Mangold & Faulds, 2009; Lee & Lee, 2012). Utilizing paid media advertising on Instagram, companies can guarantee that their messages reach their target customers. If customers are targeted with the right type of content this can lead to a better connection with the brand which in turn leads to increased levels of commitment (Pang et al., 2009). In conclusion, this study coincides with the findings of previous studies and it can, therefore, be said that online video advertising helps customers improve their

commitment towards a brand, demonstrating that online video advertising contributes to the brand awareness value commitment.

5.2.4. H4: *Online video advertising contributes to consideration.*

In the past studies, researchers have shown that advertising has played a role in customers placing a brand in the consideration sets (Andrews and Srinivasan, 1995). Based on the results of the hypothesis testing in the research, hypothesis H3 has been supported. In recent times the internet has improved the way companies communicate with their customers, along with this change online video has become the most widely used format for delivering content over the internet (Mangold & Faulds, 2009; Lee & Lee, 2012). Using paid media advertising on Instagram companies can aid their customers in remembering a brand while making a choice (Andrews and Srinivasan, 1995). In conclusion, this study coincides with the findings of previous studies and it can, therefore, be said that online video advertising helps customers in include a brand in their consideration set, therefore, online video advertising contributes to the brand awareness value consideration.

6. Conclusion

This chapter presents the conclusion of the research study, along with managerial implications, limitations and further research recommendations

This research was conducted with the aim of understanding the role of online video advertising in building brand awareness. In the past researchers have expressed the need to conduct research regarding the impact of interactive marketing activities such as advertising on brand awareness. The authors stress the significance of delving into the effects of online video advertising (Busen & Mustaffa, 2014). This significance stemming from the recent occurrence of a communication shift online towards video format during the last decade. Another motivating factor for this study is the lack of research into the effect of digital marketing tools such as online video advertising in developing countries such as Kuwait. Since Kuwait's population can be characterized as having high disposable income, internet activity, and social media engagement rates. This makes the country perfect for such an investigation. It goes without saying, there is an immense opportunity for marketers to explore the use of digital forms of advertising such as online video to create awareness around their products. Despite the number of consumers accessible online and the potential it brings to Kuwait's marketers, a majority of advertisement spending is focused on traditional media. This can be attributed to the scepticism harboured in the minds of marketers regarding the effectiveness of online advertising tools such as online video (Woldie et al., 2017). In this study, a conceptual framework was utilized to assess the role of online video advertising on the brand awareness values which are anchoring, familiarity, consideration and commitment. Each of these four brand awareness values contributes to overall brand awareness (Aaker, 1991). In order to establish a link between online video advertising and brand awareness, the research attempts to show the affinity between online video advertising and brand awareness values. This research indicates that online video advertising has positively contributed to brand awareness creation. Generally, this implies that marketers should pay closer attention to digital marketing techniques such as the use of online video advertising as it has shown that it has the ability to create brand awareness and add value for brands. Furthermore, an improved online presence can lead to competitive advantages in the market for brands as digital marketing tools such as online video advertising. The potential of online advertising is virtually unexplored, despite their proven capabilities in other parts of the world. This study further indicates that customers are receptive

to online video ads as nearly 60% of the respondents have claimed that online video ads have assisted them in remembering, familiarizing, connecting, and placing a brand in their field of choice. Therefore, the results are in rhythm with the theories presented by previous researchers who stated that online advertising contributes to brand awareness. (Diaz, 2015; Eckler and Bolls, 2011; Lee and Lee, 2012; Stone and Woodcock, 2014).

6.1. Managerial implications

According to the best knowledge of the researcher and the information available, the research conducted is the first of its kind whereby a study attempts to investigate the role of online video advertising on brand awareness, through the use of brand awareness values in the Kuwaiti market. This research takes advantage of the fact that Kuwait like many of the countries in the region have high levels of GDP, disposable incomes, and a majority of the population active on social media. Despite the number of online opportunities for companies to deploy more contemporary forms of advertising to maximize their reach and share information with customers at a reduced cost. Like many markets in the developing world, the Kuwaiti market is sceptical about its effectiveness and prefer to spend a huge percentage of their budget on traditional forms of advertising such as T.V, newspaper etc. This study points out the following managerial implications. First, the study identifies the role of online video advertising as a successful means in creating brand awareness. Marketers should pay close attention to such digital marketing tools as the market is constantly changing and customers are becoming more and more accustomed to traditional forms of marketing which have led to an increase in ad avoidance. In addition to this, marketers should pay closer attention to their customers' lifestyle choices and interest as understanding customers is key in targeting customers and getting desired results. Which is in line with the directives of previous authors stating that if customers are targeted with the right type of content this can lead to a better connection with the brand which in turn leads to increased levels of commitment (Pang et al., 2009). Secondly, this study indicates that the use of online video advertising on social media channels such as Instagram can create value for customers in a number of ways. This research indicates that customers are receptive to online video ads as over 40% of the respondents agreed that online video ads have assisted them in getting information about a particular brand or product. In a fast-paced, ever-changing and extremely competitive industry such as fashion, this information is crucial for marketers. An underrated marketing tool such as online video advertising can garner brand awareness. Therefore, giving their company a competitive advantage over its competitors

6.2.Limitations and further research recommendations

The scope of this research was limited to a specific industry due to its high performance. For this research, the apparel and fashion industry were selected. Therefore other industries that are also high performers were not included in the study. Another limiting factor in this study was that the questionnaire was developed in English whereas in the geographical location selected Arabic as the official language. Therefore, for a portion of the respondents, the questionnaire had to be translated into Arabic, in the process of translating the questions into Arabic some of the questions although conveying the same message could not give the same literal meaning. Another limiting factor is that the surveys were only carried out in the capital city of Kuwait, even though other parts of the country have high internet penetration and high disposable incomes. This research suggests at least four different areas for further research. Firstly, this study was conducted from the point of view of the customers, gaining insights into their perceptions of online video in an attempt to uncover information on whether it was important for brand awareness. Future research should be conducted from the point of view of the companies; from this vantage point, they would be able to gain better insights. Secondly, this study only takes into consideration online video advertising which is a subset of digital advertising. Future studies should be conducted on each of the other subsets. Also, another direction that has not been explored is the study of a mix of various sub-sets of digital advertising in an effort to get a better understanding of how should tools impact brand awareness. Thirdly, this study was conducted using Instagram which is only one of many social media channels available today. Future studies should include other social media channels individually. Lastly, this study was conducted in Kuwait. Further studies should be conducted in other countries. Also, it's important to note that the country selected was a developing country, therefore future studies could be conducted in developing countries.

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Appendix

Appendix 1 - Research Questionnaire

- Gender:
 - Male
 - Female

- Age:
 - Under 18
 - 18-25
 - 26-35
 - 36-45
 - 46-55

- How many hours do you spend on Instagram on average daily?
 - 0 - 1 hour
 - 2 - 3 hours

- 4 - 5 hours
- 6 + hours

- Income (Monthly)
 - Below 300 KWD
 - 300 – 600 KWD
 - 601 – 900 KWD
 - 901 – 1200 KWD
 - 1200 KWD and above
 - I prefer not to mention

- Has an Instagram video ad helped you spot new fashion brands
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- When remembering a brand name, do repeated online video ads play a key role?
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- Has online video ads helped you differentiate a specific fashion brand from others
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- Have you become familiar with a brand due to repeated online video ads

- Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- Has an Instagram video you received from a friend helped inform you about a particular brand
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- In your opinion do online videos similar to the one displayed below help in recalling a brand you follow on Instagram
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree



- Have you become more attached to a specific brand because of your exposure to online video ads
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree

- Has your choice of favourite fashion brand been influenced by online video advertising on Instagram
 - Strongly Disagree
 - Disagree
 - Neither Agree nor Disagree
 - Agree
 - Strongly Agree