

**THE IMPACT OF WATSON'S FESTIVAL CAMPAIGN THROUGH YOUTUBE  
ADVERTISING TO MALAYSIAN CONSUMERS OF GENERATION Z'S  
PURCHASING DECISIONS BY  
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## ABSTRACT

These days, thanks to the advancement of technology and the popularity of social media platforms, online advertising is expanding quickly. As a result, audiences are exposed to adverts quite frequently when they browse social media sites like Facebook, YouTube, and Instagram.

This research aims to find out the impact of Watson's Festival Campaign Through Youtube Advertising to Generation Z's purchasing decisions. It also investigates the effectiveness of Watson advertising in other social media platforms and measures the creativity in Watson YouTube advertising. The quantitative method of online survey was conducted in this research by obtaining 110 responses from the Generation Z in Malaysia.

Through the findings, it revealed that the Watson YouTube advertising is able to influence the Generation Z's purchase intention. The findings indicate that the Generation Z prefer to watch Watson advertisements on other social media platforms as compared to YouTube. However, they do pay more attention to Watson YouTube advertising. The findings also show that the creativity elements in Watson YouTube advertising such as visual, music, storyline, visual effects, and influencer do attract them to watch the advertisements. Among the creativity elements, music attracts Generation Z the most. This research is beneficial for the advertisers and marketers as the findings show the impact and effectiveness of YouTube advertising. Additionally, this research reveals the responses of Generation Z towards the creativity of Watson YouTube advertising.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

The rapidly growing popularity of online purchasing and the rising use of online platforms, such as social media and e-commerce, which has grown to be a sizable growth market and will continue to gain importance to the society and have changed the public's consumer behavior. Generation Z, those born as those who followed the Millennials, is the main significant target market for today.

According to MIT Technology Review, smartphones are among the most important products of the 21st century, particularly for Generation Z, who have made them the focal point of their everyday lives (Tecno, 2020). In the current digital age, the majority of individuals communicate and consume stuff on their smartphones, using them as tools for communicating themselves and information sources purposes. And the majority of them use it for a variety of difficulties that can ease the load of their daily issues. People in Generation Z are registered with numerous social networks, which they use for various purposes and which might lead to greater easement, even while they do not focus on just one network or simply use it for the workplace.

According to (Walk-Morris, 2023), they said that 85 percent of Generation Z was influenced by social media and has impacts on their purchasing decision. The digital generation is growing up in an environment where technology and the internet are everywhere. They have

grown used to conducting all of their daily activities online, including communicating with friends and family, researching information, and even purchasing products. They adopt online shopping into their routines to purchase goods and services through online shopping. And due to the reason that Generation Z are able to influence the current market, therefore, the marketers and businesses shall understand and know more about the impact of Youtube Advertising on Generation Z's purchasing decisions.

Through this research, we are able to understand the impact of Youtube advertising on Gen Z's purchasing decisions, especially the largest international health and beauty retailer in Asia and Europe with over 13,300 stores in 25 markets and it has the highest traffic in Malaysia, Watson (Kochava Media Index, 2023)

## **1.1 Research Background**

In this study, the researcher will focus on Watson's advertisement, which shows how important holidays are to our society, and they rely on the festival to develop timely campaigns that have since become a distinctive element as well as to sell their products. Therefore, in this research, the researcher would like to understand more about what other than the advertisement is bringing out the messages to the audience, does the advertisement improve the audience's motivation on purchasing Watson's product since it has been promoting this kind of style for years.

Moreover, the researcher targeted Generation Z because they have been well-known as the 'Internet' people. This is because Generation Z have grown up in an environment full of digital, hence, it also has influenced their habits, education and also the way they socialize. Therefore, the researcher would like to find out through the advertisement, will the Generation Z really accept the message and impact their purchasing decision on Watson's product and promote among the young users.

In this digital form society, digital advertising is a form of promotion that has as its goal persuading a target market to purchase a good or service. It is one of the first kinds of marketing and aims to persuade its target market to either buy, sell, or take a certain action. Unlike most other forms of marketing, such as email marketing and search engine marketing, advertising has been around much longer. Print media, TV commercials, and radio advertisements that have been used for years are considered to be traditional forms of advertising. And currently, the most efficient online advertising activities such as digital advertising, including display advertising, PPC, social media advertising, etc., are at the center of digital advertising. This type of marketing is now more frequently employed because it is less expensive and simpler to track.

And through the research, one of the online advertising methods, which is Youtube advertising, refers to placement of advertisements on the video-sharing website Youtube, in Youtube Search, or in order to promote video content. And now, video has become more and more crucial to online marketing, and spending money on high-quality online video commercials will boost the effectiveness of any online advertising campaign. Especially help to promote

events, communicate with target audiences, improve sales, raise brand awareness, and interact with customers, businesses use Youtube advertisements today. They may also offer content that is beneficial to their customers and market their products and services. According to (Lim and Ker, 2022), they mentioned that they conducted a study that tells in Malaysia, it has been shown that 94% of Generation Z are enthusiastic YouTube users and that 99.6% of them utilize social media.

In order to reach their target market when consumers are viewing videos on YouTube, advertisers publish their video commercials by inserting a five to thirty second ad before, during, or at the end of the YouTube video. On YouTube, there are five different kinds of advertisements: in-stream video ads that may be skipped, in-stream video ads that can't be skipped, bumper ads, discovery ads, and non-video ads which is part of social media advertisements that typically allow viewers to skip after watching it for at least 5 seconds and more (Snapshot, n.d.).

## **1.2 Research Problem**

Today's trend in purchases is moving away from physical to virtual thanks to the development of technology. A simple and practical method of making purchases has been made possible by online shops and the ease of having each particular application on everyone's phone. Online shopping has also grown to be an alternative to physical shopping, particularly during the Covid-19 epidemic when people are advised to stay at home. Up to this point, even after the pandemic had already ended, people have relied on the digital world, their smartphones.

Therefore, in the current industry, platforms like Watson are widely sought-after since they allow customers to buy products like supplements and everyday use items online and have them delivered right to their doorstep. The concept of festival commercials with strong cultural messages helps to serve as a motivating tool for Malaysians to understand what Watson is able to help them and showing positive examples that are able to touch the heart of the audience (Nuurianti, 2021).

Marketers also made the decision to use social media platforms for advertising in order to encourage more customers to make purchases online and even applied the emotional appeals into the content. Emotional appeals are part of the element that can help to spike the interest of the story to the audience, bringing out a message and help increase the brand engagement between brand and Generation Z. Additionally, because the majority of people in today's society are social media heavy users and highly exposed, and many firms are using YouTube advertising to market their products. This is because YouTube is able to reach the public quickly as it uses modern digital marketing campaigns must include the platform because of its distinctive mix of reach, targeting, flexibility, analytics, and cost-effectiveness (Christopher, 2023). As a result, using YouTube advertising allows advertisers and marketers to influence young individuals' intentions to make purchases.

The purpose of this study is to determine whether Watson YouTube advertising targeted at young adults will have an impact on the young adults' willingness to make purchases of their brand. In order to reach their target demographic, it is important for advertisers and marketers to

choose the platforms that are most appropriate for promoting their brands and products. In considering this, it is remarkable to learn how well Watson's YouTube advertising works that are able to affect the generation Z's purchase intention. Additionally, this study will examine generation z's responses to Watson's YouTube advertising's creative thought as it attracts more attention and recognition.

### **1.3 Research Objectives**

1.3.1 To analyse the influence of advertisements related to festivals celebrated by the Malaysian community through social media

1.3.2 To determine the persuasive effect of emotional appeals on the festival celebration advertisement

1.3.3 To identify the impact of advertisement influences the purchase intention on Generation Z.

### **1.4 Research Questions**

1.4.1 How effective is Watson advertising in creating influence towards Malaysian consumers?

1.4.2 Do Generation Z think that Watson Youtube advertising is persuasive enough with the emotional appeals of the festival celebration advertisement?

1.4.3 Does Watson Youtube advertising influence Generation Z's purchase intention?

## **1.5 Significance of Study**

Nowadays, businesses regularly rely on YouTube advertising to reach a wider audience, particularly generation Z who are more likely to use the internet. Thus, it has been demonstrated that YouTube advertising is a successful method for marketers to advertise their brands and products in order to draw in their target markets. It also shows the importance of creativity in an advertisement for influencing consumers to have purchase intentions and YouTube advertising is able to excite young people's purchase intentions by making innovative advertisements.

There are key stakeholders who will benefit from and be interested in this research as it examines the impact of Watson's Festival Campaign using Youtube Advertising on generation Z's purchasing intentions. First and foremost, this research will allow Watson in better understanding and figuring out more about the impact of whether their YouTube advertising would influence young adults' desire to make purchases from their application and physical shop. Therefore, the outcomes will benefit Watson in creating future YouTube advertisements that are able to bring better results.

In addition, this study will be helpful to advertisers and marketers from various companies by providing them with more information and data about the efficiency of YouTube advertising, which will help them choose the most effective platforms to use for product advertising. The results of this study will also demonstrate how Generation Z feels about the inventiveness of Watson's YouTube advertising, which will aid those with creative concepts for the advertising sector in coming up with better ideas for video content.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

According to the University of Edinburgh (2022), literature review is a piece of academic writing that helps to show knowledge and gives the understanding of the learning of the academic literature on a particular subject which has a relation to a variety of sources. Literature reviews have the goal of helping to focus a topic and develop research questions by combining reading with critical analysis. Starting a new study, conducting a literature review will help show you are knowledgeable about and have a deep understanding of the most recent research in the field and the topics (University of Illinois Springfield, n.d.). People should be able to discover what is unknown about the issue after conducting a literature study that reveals what research has already been done.

#### **2.1 Definition of terms**

##### **2.1.1 Youtube Advertising Marketing**

Youtube advertising marketing refers to promotions of video material on the internet video-sharing network Youtube as well as in related Youtube Search keywords (Engaiodigital, n.d.). This is because Google controls YouTube and the only way to advertise on the platform is with Google Ads. And with these, it is able to increase visibility and create awareness to the audience.



### **2.1.2 Emotional Appeal Advertisement**

Engaging emotions advertising is a marketing tactic that tries to build an emotional bond between the customer and the good or service being promoted, which will subsequently affect the customer's purchasing choice, frequently without the customer's conscious, reasoning brain even understanding it. It helps the audience to remember and influence their perception of the issue to create a call to action for them as persuading them based on emotions and desires. (Nathan, n/d)

### **2.2 The impact of festival related advertisements towards Malaysian**

In this multiethnic and multicultural nation, Malaysia practices a variety of religions and celebrates wide ranges of festivals such as Hari Raya Aidilfitri, Chinese New Year, Deepavali and among others. And with these, festival related advertisements is part of the element that impact on the Malaysian, especially the Generation Z who come across with the world that full of advertisements. Through Watson's Festival advertisement, it affects the consumer's spending as it involving the activities such as gift-giving, feasting and shopping for new items. And through the advertisement, it helps to stimulate the economy by offering special deals combines it with attractive advertising activities and a fantastic discount to encourage consumer spending which part of it advertised during these times as to attract consumers purchase for their beloved ones or for themselves (Yasmin, 2022).

Advice for cultural unit. Not only can businesses spread their message across a number of channels via advertising, but it is also one of the most effective and efficient types of outbound media (Reneh, 2019). Advertisement is like a mirror which reflects people's life and Malaysia multiculturalism reflects the way how different races celebrate across different culture. In the advertisement it commonly highlighted the festival spirit and bring up the moral value such as promote the sense of harmony among Malaysians who are from various backgrounds, for example Watson's advertisement shows in family gathering and the importance of understanding and love each other. Other than between Malaysian's community, social bonding between family members is also part of the important issues that Watson's festival advertisement impacted. In the advertisement, it focus the importance of spending time to their family and build strong relationship as encouraging them to prioritize social connections between each family members during festival periods.

Through the festival advertisement, it helps Malaysian to express their culture and religious identity to the public and the world. By promoting the values such as love, gratitude and forgiveness, with these meaningful messages, it conveys the positive behaviors and showing a harmony Malaysia to the whole world. And at the same time, it empower Malaysian to embrace their cultural heritage and celebrate the diversity that makes Malaysia unique.

### **2.3 Advertising methods used use in festive advertising**

In Watson's advertisement, it creates a festive-themed atmosphere in the campaigns that resonates with the spirit of the season. By involving incorporating holiday visuals colours and

motifs into advertisements. By promoting the brand and sending the message out to the audience, Watson leveraged platforms like Facebook, Instagram, Twitter, and Tiktok to run targeted festive ad campaigns, engage with users through hashtags, such as during Raya, they have used #WatsonRaya2023 #WatsonsRahsiaGayaRaya and create sharable content to the public.

Most importantly, in the YouTube advertisement, other than showing hashtag, the most important element in the content is the featuring of heartwarming stories, tutorials, and product showcases aligned with the festive theme which brings out a connection between the festive and to those who are celebrating it at the same time. Moreover, by offering limited-time offers attached to the advertisement, it helps create a sense of urgency by offering limited-time festive deals and discounts with those wonderful products and offers. This encourages the customers to purchase the products during the holiday period and encourage them to buy them for their loved one as they provide the different category of products that suits different age range of target audience and also the ability to purchase fast, effectively, and as conveniently as possible so that it is convenient (Yasmin, 2022).

In addition, using the method of search engine optimization as part of advertising, it helps run targeted pay-per-click advertisements on search engine such as Google to ensure that Watson products do show to the audience when they search related keywords such as Raya Gift during the festive season. This is due to the fact that it provides targeted audiences with high-quality material if the website needs to increase its exposure and trustworthiness. The intended audience

ought to find the website's content interesting and motivating enough to interact with it and share it, just with the same situation as Watson (Yuan Qian, 2023).

And finally, most importantly, Watson used the method of influencer collaborations by partnering with social media influencers, for example in Watson Rahsia Gaya Raya event, featured with the famous artists: Fyna Jebat, Ayda Jebat to help promote Watson's product in the video advertisement. With these famous acknowledgement, the product being promoted is a more personal and relatable manner to their target audience, especially the Malays who are in specific areas and attending the festive events which is Hari Raya, and creates a good reputation for selling the quality products of Watson's.

#### **2.4 Consumer response associated with emotional advertisement**

Depending on a number of considerations, such as the advertisement content, the emotional appeal used, the demographic that it targets, and the advertisement's overall effectiveness, consumer reactions to emotional commercials can influence greatly. In order to engage consumers on a deeper emotional level, emotional advertising frequently aims to create a connection, which, when done correctly, can produce favorable results especially in Youtube advertisement as applied into the video commercial.

First of all using the method of applying emotional into the video advertisement of Watson, it helps to build positive emotional impact as it is effectively help generate the feeling of the audience such as the feeling of joy, bring back old memories, building the feeling of

sympathy according to the storyline or receive certain message and get more ideas, more. With Watson connects the brands and the products with the audience through the advertisement, audience might build connection with the brand and engage with responding to the advertisement, create topic to discuss about it, spread viral to the social media, sharing around with friends and family members around them, which cause finally a purchase on Watson's product as a support.

Furthermore, with emotional advertisement's message that brings out to the public, it helps to create a recognition of the brand. It has the potential to raise brand familiarity and awareness and at the same time to the product of Watson as well. With the memorable message and storylines, it easily help to recall of the brand and its message to the audience (Alex, 2023). And through the connection of the message with the viewers who have deep understanding based on the story, the emotional advertisement help create loyalty and letting the audience know that Watson's understand about their target audience and help create devotion to their brand. And with these, it helps to have more potential customers and they may continuing support for the brand may be the best outcome for a brand.

Moreover, in this digital world, people like to share the interest content to people who around them and for Watson, during every festival, they may frequently post on Social Media platforms with greeting post and also an interesting storyline about family loves which applying the emotional feeling to the advertisement and maintain connection with people around us as to feel more connected to the world (Laura, 2023). as well. In this type of advertisement, are

usually got post to social media platform as to boosts interest in the brand's online presence. And the advertisement is to attract the audience, to reach out them and engage more with their potential customers by users remarking , like, comment and share the content out to the public (Ronnie, 2021). Therefore, through the metrics which marketers or Watson it selfe would frequently using it as to gauge the effectiveness of emotional advertisements. These variables, it makes easier job to the brand as to evaluate how much does the appeal of emotional feeling to the advertisement are able to affect the Generation Z's consumer behavior.

However, there are also some Generation Z who are not willing to understand the emotionally charged advertising as they have other preference on their choice. As if the advertisement applied with unethical, fake which relates to unrealistic content, Watson may face challenges and negative reactions. For example, the celebration of Raya ads in Watson during 2017, using the method of blackface Raya was labeled racist from certain citizens and had created a viral topic about it (New Strait Times, 2017). It may be crucial for the brand although can be understand that to have outstanding and interesting advertisements, however, the brand shall sincere in their appeals to the Generation Z's emotions. Therefore, analysis shall be well prepared as to understand the reaction of audience's view of Watson's advertisement to improve on the mistake.

## **2.5 Generation Z's perceptions of Watson's emotional appeals in Youtube advertisement**

Through competing with several brand such as Guardian, Watson's Youtube advertisement makes it uniqueness stands out from the other brand. Today's Generatio Z tends to

respect more to advertisement that brings up positive values to the audience. They are more likely to react warmly to emotional appeals that come out as sincere and not too attempted or misleading. By engaging with true message and stories to the target audience, it able frequently warm their heart as the message send to them able to link to their daily life.

Other than that, user-generated contents which in Watson's emotional appeals in Youtube advertisement is frequently valued and interested by Generation Z, and by seeing actual individuals such consumers or influencers: KOLs, discussing their feelings and experiences about Watson, they can be more sensitive to emotional appeals which applied in the advertisement. Moreover, influencers it has the power to both positively and negatively affect how people perceive things and how they feel (Alex, 2020). YouTube is a visual channel, and it helps to narrative that is imaginative and visually captivating will appeal to Generation Z. Therefore, engaging imagery and storytelling strategies with applying influencers in the advertisement, discussing about the product and brand of Watson should be getting more interaction as the storyline used to communicate the emotional appeal which able to connect the Generation Z's emotion.

Furthermore, the emotional appeal in the Youtube advertisement is able to create interactive aspects in the advertisement, like clickable links or calls to action to attract the Generation Z's attention to understand more. Moreover, it might entice Generation Z to interact with the brand more or to express their own feelings by like the advertisement, leaving the comment and interacting with Watson and other potential customers who supported Watson. This

is because by watching the comments to see how Generation Z responding to Watson's festival advertisement, Watson able to collect actual data and reaction from the audience as different opinions and respond to the commercial do brings benefit as well. This link to the point that it also will lead people using successful word-of-mouth marketing and other means of promotion, businesses can draw in new clients and raise awareness of their products (Nguyen, 2023).

In addition, since Generation Z is well known for having shorter attention spans as they even preferred short reels in Youtube advertisement, emotional appeals in YouTube advertising must able to easily grab their attention right away. Basically, it means content that able to be unique and able to create topics as discussion for the Generation Z. Therefore, early on in the advertisement, the emotional hook should be created to able to attract the attention. For example, in Watson, they potentially collaborate with few influences who have a strong Generation Z following for their input and feedback. With this, it keeps on attracting the Generation Z's attention to want to know more about what is the advertisement's message want to bring to the audience and anything fun for every festival celebration Youtube commercial.

## **2.6 Advertising Influences on Generation Z's Purchase intention and Interpersonal Influence**

The assist of the influencers' collaboration in the Watson Advertisement, makes a positive impact result. This is because in this generation Z. they are heavily influences by people around them as got influence by the word of mouth methods. And at the same time, most importantly, in this digital world, social media is part of the reason, it gets to influence their purchase intention,



especially items that promoted by the influencers. This is because Watson's Festival Advertisement, it helps create a buzz on social media platforms and with the promote of influencers which is part of the character of it, they encourages sharing and engagement which it could leverage the power of influence to enhance purchase intentions of Generation Z. This able to help get Watson greater publicity, which increases their ability to draw more clients and help businesses grow (Engaio Digital, 2018). Therefore, through that, it influences a batch of students and cause the words of mouth effect.

Moreover, through the personalization and user-generated content which used in the social media in allows the digital generation to engage more effectively. Through the Watson's Festival Advertisement, it involves some creative ideas and it encourages the Malaysian to have the chance to create their own content, for example, promoting the products of Watson during the Riang Raya events, and with these, it helps the Generation Z have the space to think out of the box and contibute with their own contents. Through the creation of new content creators, it helps to increase the emotional connection to the brand as the benefits which brings to the consumers and the brands it's own, it also influences their purchase intentions which makes them more confident and loyal (Chandra, 2022).

Moreover, according to the previous point, it links to the statement of today's Generation Z relies more on video contents, especially they will go through Youtube videos of the influencers who are promoting a product with their authentic reviews and recommmendation on it. This is because Generation Z is a highly visual and willing to engage more through comments

in the video or social media contents. Through the video advertisement of Watson which applying with a story which able to capture the audience's attention, it able to help influence their purchase decision. For example, in the advertisement of Chinese New Year, they will explain about the issue which the respective character facing and introduce the suitable product to them (Joycelyn, 2023). Through these informations, the public will get interest with it, and with this in increase the intention of understanding Watson's product more. Moreover, the honest reviews of some of the youtubers, it also helps directly influence of their followers purchasing intention as well.

Moreover, in Malaysia, promotions and sales are always happening during every festival celebration. Through the advertisement, the promotion activity will be able to attract the Malaysian who loves sales. And in the advertisement, Watson advertisement it can create a sense of urgency as to tell the message about the limited sales and short duration of the promotion. It creates the feeling of fear of missing out which called as FOMO and with this, it helps drive the Generation Z's purchase intention. And through the time sensitive offers, it makes an urgent feeling and prompt Gen Z to make a quick decision and boost the intention of purchasing Watson's product.

## **2.7 Challenge of the number of malaysian Generation Z increase in demand of online purchasing**

In this digital age, opportunities and problems exist for the business as a result of the growing Generation Z population in Malaysia and their increased need for online shopping at

Watson's. Firstly, in this century, Generation Z is tech-aware and at ease using websites for online buying. However, it is important that to satisfy their preferences for online shopping, which makes Watson's must offer a straightforward and responsive online shopping experience. By having a user-friendly app and a website that is mobile-responsive are part of important parts and challenges for Watson.

Furthermore, to able the consumers to use the online shopping platform application, consumer may request to fill in their information and to able Watson to have their customers information. Therefore, with this it able to increased popularity of online shopping may increase Watson's e-commerce sales. However, Watson need to being trust by the customers with their safeguarding their data. And with this cause Watson's website need to keep up with expanding website traffic, guarantee rapid page loads, and provide secure payment alternatives, a strong e-commerce infrastructure must be purchased. This is because Watson have to protect client data, cybersecurity also becomes essential and shall aware that choosing printed copies exposes you to the danger of a data privacy violation (Datagrail, 2022). And therefore the challenges that Watson faced is the protection of consumer information and to comply with laws like Malaysia's Personal Data Protection Act (PDPA), it is crucial to implement effective data privacy and security procedures.

In addition, since customer is the first priority of Watson, social media engagement and personalized experiences are important to Generation Z as well. This problem is exist is because that to keep customers loyal, Watson's needs to interact with them on social media sites, answer

their questions right away, and develop individualized promos and recommendations. By keep on engaging with customers, it helps to build connection between customers and brand. Hence, to let the customers know that Watson do care about them, they need to stay flexible and respond to changing consumer tastes, upgrading the new technology, and change according the market dynamics, Watson's must be flexible as well.

Other than that, the most serious challenges is about the competitive side. In this society, there are multiple choices for Generation Z as they will easily got influenced by person who is around them. Therefore, the competitive landscape is part of challenges issue for Watson as they must fulfill their customers need. So, demographic is being targeted by competition in the online retail market as well, so Watson's needs to constantly innovate and set itself apart to stay on top. Sell the products by persuading both current and potential customers that doing so is in their best interests to capture their attention (Info Entrepreneurs, 2008). And with this Generation Z clients can be attracted to and kept by effective digital marketing techniques. So, Watson shall face the problem and to ensure have the plan to effectively engage with this demographic, and Watson's ought to invest more on content marketing, influencer collaborations, and data-driven marketing efforts to keep the interest of customers.

And due to the previous point to let Watson have other interest way to attract the customer's attention, it may cause an increase in demand presents of chance to let Watson to sell more products. And to prevent stockouts or overstock conditions, effective inventory management is crucial. Watson's can enhance its inventory by using forecasting and data

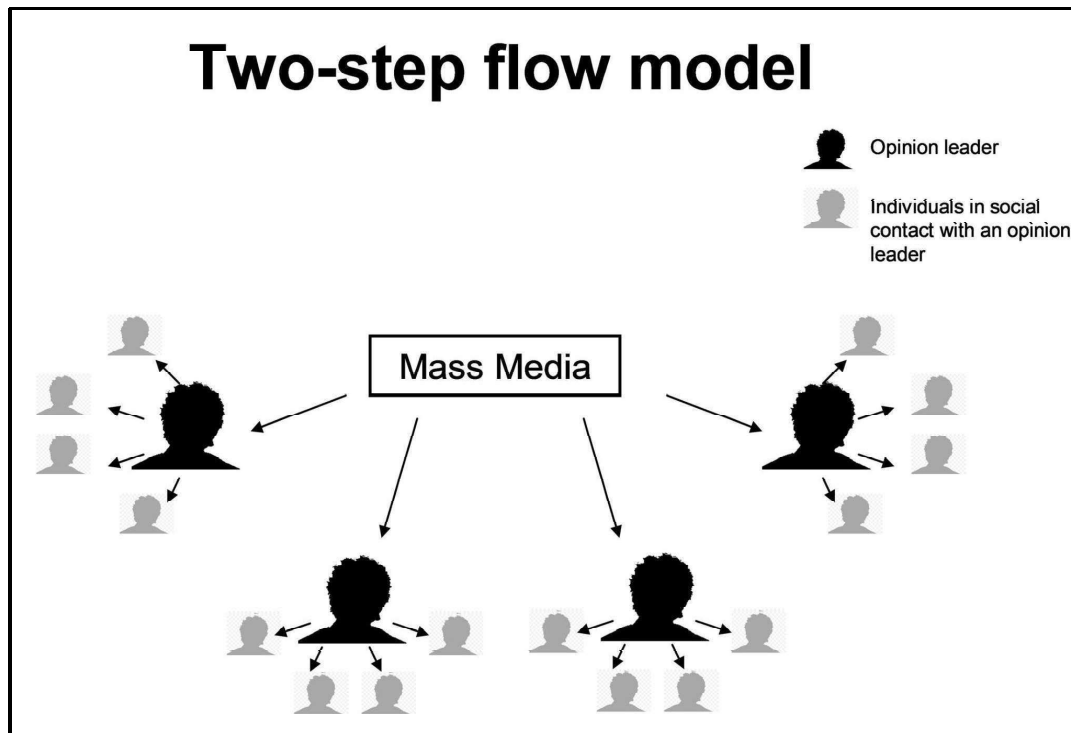
analytics solutions and to ensure it is enough stock for the market use. Other than the amount of product, the man power of delivery issue shall be part of concern as well. This is because online shopping is to ensure that it brings convenience to the customer and ensure that the items are being delivered fast and reliable. Therefore, Watson shall create an effective last-mile delivery system, in order to meet customer expectations for rapid delivery, especially in urban areas.

## **2.8 Theoretical Framework**

Theoretical Framework is an analytical approach to thinking about, comprehending, and studying a certain phenomenon or research subject, which also mentioned as conceptual framework. It acts as a framework for directing research, assisting researchers in the creation of hypotheses, the gathering and analysis of data, and the interpretation of findings. Researcher shall better prepared for success later in the research and writing process if your theoretical framework is comprehensive (Sarah, 2022).

The social sciences, natural sciences, and humanities are only a few academic fields where theoretical frameworks are frequently used and learn about the models and hypotheses that have previously been produced from lecture studies (Sarah, 2022). In our studies, it is used to analyze public behavior using the humanities. They are particularly crucial in empirical research because they offer an organized method for comprehending and explaining facts, coming up with testable hypotheses, and planning research activities. The theories and models that will be used in this study includes Two-Step Flow Theory, AISDALSLove Theory, Theory of reasoned action and Magic Bullet Theory .

## 2.8.1 Two step flow theory



*Figure 1.0 Two Step Flow Theory*

Two-step flow theory is the theory that is being applied in this study. According to the two-step flow theory, interpersonal interaction, the main influencer of public opinion, has a more powerful influence than mass media in forming public opinion. The information will first be passed to the opinion followers by the opinion leaders after being gathered from the media. The opinion followers receive information through interpersonal communication (Monica, n.d.). Dual process theories of persuasion or also known as two-step flow is an expansion of the model of cognitive response. It implies that media communications, including advertising, don't directly

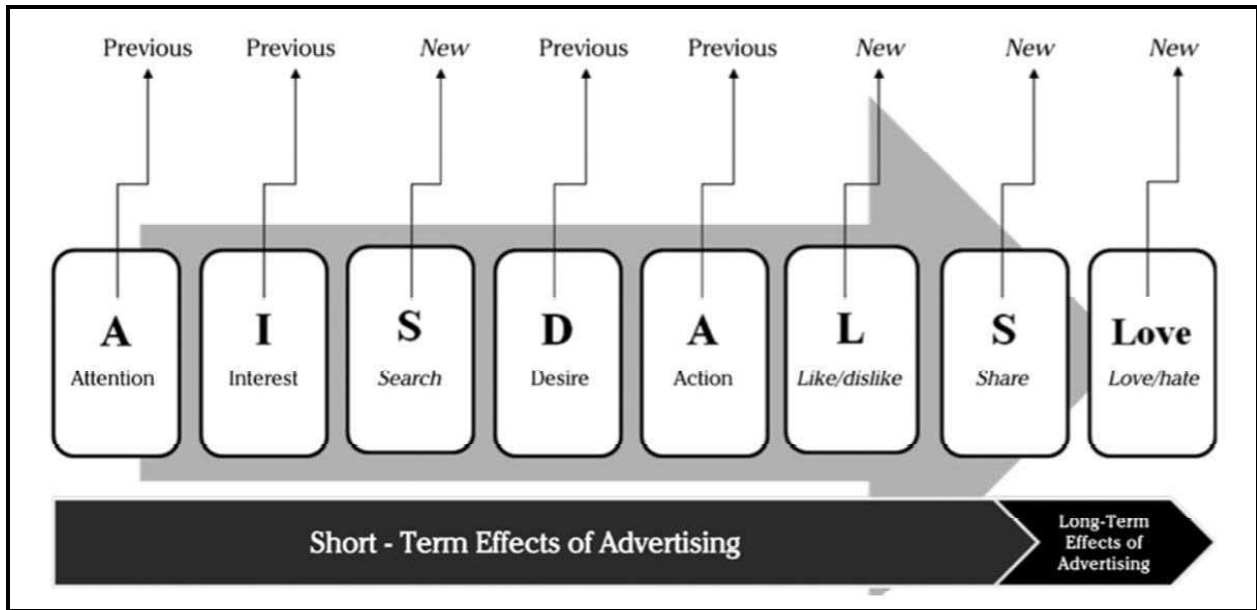
affect people; instead, they have an impact on opinion leaders or intermediates, who subsequently have an impact on other people.

In the context of Watson's Festival Campaign Through Youtube Advertising which applied with emotional elements as well using the identification of influencers as the opinion leaders. It is beneficial to discover opinion leaders or influencers who are well-liked by the target audience, particularly members of Generation Z or other important demographics. These opinion leaders are people who are well renowned for strongly influencing the beliefs and actions of their followers. Moreover, to promote Watson's emotive advertisements, they can work with the opinion leaders by sharing content on the influencer's YouTube channel or social media pages as collaborator, the emotive advertisement is shared or highlighted. Opinion leaders are picked based on how well they share the ideals of the brand and the sentiment expressed in the advertisement.

With these, the effects of the followers of the influencer are more likely to interact with the Watson's festival advertisement since they respect and trust their thoughts. They can view the advertisement, provide comments on it, and distribute it within their personal networks. This action is essential to getting the emotional message over to a larger audience. As more and more of the opinion leaders and their followers interact with and share the content, the content of Watson may be able to go viral. As a result, a wide range of people are exposed to the emotional message in a sequence that builds up. When measuring metrics like views, likes, shares,

comments, and shifts in brand perception, advertisers can examine audience feedback, sentiment, and comments to determine how well the message is being received.

### 2.8.2 AISDALSLove Theory



*Figure 1.1 AISDALSLove/Hate Model*

In this research, AIDALSLove/Hate theory is being applied. AIDALSLove/Hate theory tries to provide a conceptual framework for analyzing the different levels of consumer engagement and response to content, such as emotive YouTube advertising. This theory gives a thorough method for evaluating how viewers interact with and react to emotional advertising content, despite the fact that it is not a commonly accepted academic or commercial model. Therefore the writer developed AIDA's hierarchy of effects model by adding several relevant



elements, such as S (Search),L (Like/dislike), S (Share) and Love (Love/hate),which then become AIDALS Love/Hate (Wijaya, 2012).

With the combination of the concept of AIDA model, the first stage of AIDALS Love/Hate theory applies with Attention. Every YouTube ad must do its best to catch viewers' attention. A visually appealing or emotionally engaging scenario is frequently used as the opening of an emotional advertisement in order to immediately capture the audience's attention. To get people to stop scrolling and pay attention to the advertisement is the aim.

For the second stage which is Interest, Watson's emotional festival advertisements should seek to draw in viewers' interest by telling an interesting story or conveying a powerful message after first catching their attention. In order to spark interest and attract viewers in, the emotional narrative or message of the advertisement should be introduced here.

Next, leads to the third stage which encourages the viewers to search. In certain situations, emotionally charged advertisements can motivate viewers to look for more details about Watson's promotion or their products. This can be made easier by including alerts or links that point viewers to the company's website or social media profiles for more information.

Furthermore, a common goal of commercials is to inspire desire or intention. They present the brand or product as a means of satisfying the wants or requirements of the audience's daily life, especially Watson's festival advertisement aimed to share the love of the families as

part of needs of audience's desire. This may include showing how the product can make viewers feel a specific way or better their life.

In addition to attracting the audience's attention and leading them to the next action as the ultimate objective of advertising is to inspire viewers to take action, such as making a purchase, signing up for a member, or going to Watson's store. Calls to action (CTAs) that are engaging and clear should be included in emotional advertisements to direct viewers toward taking these actions.

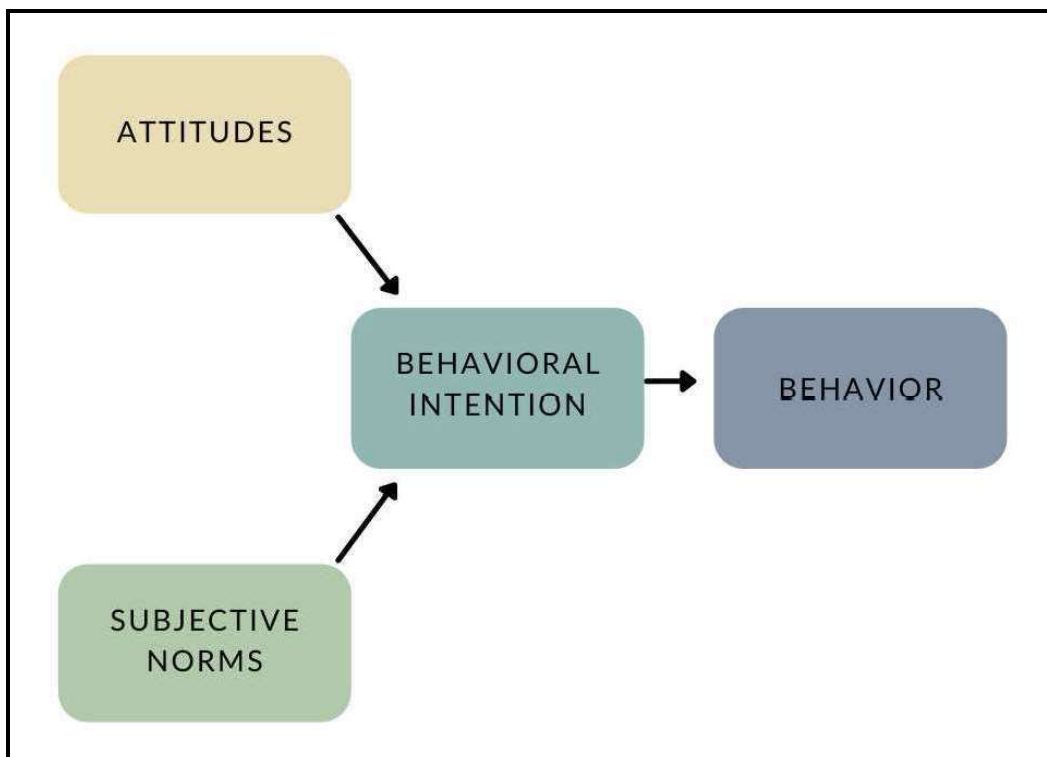
For the sixth stage, by clicking "like" or "dislike" on YouTube, it leads to affect viewers to instantly react to the advertisement. In an ideal world, the commercial should elicit positive feelings that result in likes, while negative emotions might produce dislikes. It is possible to gauge the ad's first impact by keeping track of these indicators.

And from the previous stage, it will affect the viewers whether to share the advertisement to people around them and share the information. This is because as mentioned above, emotional advertisements frequently strive to be shareable because viewers may want to share content with their friends and followers that has impacted them emotionally. Sharing makes the emotional message more widely available and aids in its viral growth.

And finally to the last stages whether the context of emotionally charged YouTube advertising affects the emotions of the audience. "Love" denotes a strong positive sentiment and

a deep emotional resonance, whereas "hate" denotes a strong negative attitude. Instead of provoking hate, advertisers should aim to elicit love. In contrast to hatred, which can cause backlash or unfavorable brand associations, love denotes a strong emotional attachment. Therefore, without sensitive or misleading messages in Watson's advertisement, it is able to affect the interest of the audience to purchase a product after being influenced by the ad's message.

### 2.8.3 Theory of reasoned action



*Figure 1.3 Theory of Reasoned Action*

The Theory of Reasoned Action (TRA), which also incorporated as the Theory of Planned Behavior, a psychological theory that explains human behavior by evaluating the variables that affect it, especially in the context of attitudes and intentions, claims to be a scientifically valid explanation. It implies that attitudes about the activity and subjective norms around the action have an impact on people's intentions to engage in the behavior. According to Simply Psychology, beliefs, attitudes, and intentions are the three most crucial elements in the theory of reasoned action.

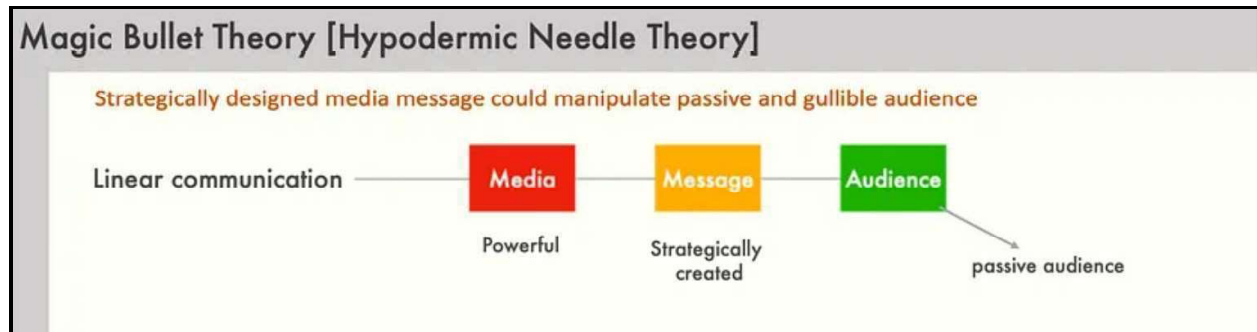
The goal of Watson's YouTube advertising is to affect viewers' opinions and emotional reactions toward the product, the brand, or the message they want to get over to the general audience. According to the Theory of Reasoned Action, advertising should try to influence people's attitudes or feelings about the advertisement's message or its featured product. The emotional triggers and factors that connect with their target audience must be understood by advertisers.

And next, subjective norms, which relate to people's views of the social circumstances or expectations connected to a behavior, are also important, according to the Theory of Reasoned Action. This can be done in the context of YouTube advertising by displaying how customers respond to or support the message or product. For instance, showing user-generated content or testimonials that illustrate how people have an emotional connection to a brand or product might affect how viewers perceive it.

According to the above idea, behavioral intentions are influenced by a combination of attitudes and subjective norms. In the context of YouTube advertising, the objective is to persuade viewers' intents to take action, such as buying the product, sharing the video, or interacting with Watson on social media. In order to motivate these goals, emotional appeals might be quite important. This is because it helps to lead to the effectiveness of the emotional appeals to Watson's festival advertisement. And based on the effectiveness, able to measure the behavior of the audience.

Advertisers may track key metrics including traffic to Watson's official website, conversion rates for sales, and audience interaction through Youtube advertisements such as likes, comments, and shares. These measurements provide insight into whether the emotional pull of the commercial is influencing the desired behavior. By carrying out market research, companies can learn more about the psychological factors, societal influences, and other factors that affect their target market. This data can help create the YouTube advertisement's message and content, as well as provide a better understanding of the audience's interactions with Watson.

## 2.8.4 Magic bullet theory



*Figure 1.4 Magic Bullet Theory - Hypodermic Needle Theory*

The "Magic Bullet Theory," often referred to as the "Hypodermic Needle Model" or the "Direct Effects Model," is a communication theory that claims that media messages have the ability to directly influence and manipulate the ideas, attitudes, and behaviors of a passive and equivalent audience (Jason, 2022). According to current communication theory, which has been impacted by research done since the middle of the 20th century, media effects are more complicated and subtle than the oversimplified model suggested by the Magic Bullet Theory. Media messages are not passively absorbed by audiences; rather, individuals actively interpret and filter content depending on their unique traits, life experiences, and worldviews.

With a wide range of likes, preferences, and emotional reactions, YouTube has a huge and diversified audience. While some viewers may respond significantly to emotional advertising, others may not at all. Various people may interpret the same emotional message in various ways. The majority of audiences are media-savvy and have acquired media literacy

abilities. They can critically assess the emotional appeals made in advertisements and are frequently aware of the persuasive goal of advertisements.

The content that YouTube users watch has their full attention. They can bypass advertisements, pick which videos to watch, and frequently express their opinions and feelings by like, disliking, commenting on, and sharing content. The Magic Bullet Theory's premise of a passive audience is at odds with this level of involvement.

This is because each person experiences and responds to emotions differently. Something that causes a strong emotional reaction in one person might not have the same impact on another. To appeal to particular target audiences and their emotional sensibilities, emotional YouTube advertising must be customized. A YouTube advertisement's impact can be significantly impacted by the context in which it is watched. How a viewer reacts emotionally can be influenced by a variety of elements, including their mood, the content they were watching before, and the timing of the ad placement.

When considering the specifics of viewer engagement, individual differences, and the social context in which the video is viewed, emotional YouTube advertising is most effective. Advertisers should think of the ideas as developing emotionally appealing advertisements that are important to their target demographics rather than expecting an unemotional or monotonous audience. They should also take advantage of YouTube's interactive features to engage viewers in the truest sense of the word.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Introduction**

Research methodology refers to the systematic and specified method, as well as the set of regulations and standards, applied in a particular field of subject matter to conduct research, resolve problems, or achieve particular goals. In another way of explanation, methodology is an explanation of a researcher's technique that helps to ensure that the research will produce accurate, valid results that meet the goals and objectives of the researcher (Indeed, 2023). A framework provided by methodology enables researchers or individuals to collect, examine, and evaluate data or information in a trustworthy and structured way. With these, it allows researchers to clearly state their goals for the study at the outset because of this capability (Indeed, 2023). Moreover, the researcher will also be able to gain understanding on the relationship between the impact of Watson's Festival Campaign Youtube Advertising and the purchasing decisions among Generation Z through the application of research methodology.

#### **3.1 Research Methods**

Research methods are the methods that are being used with the methodical tactics and techniques to carry out research and collect data. According to the University of Newcastle, it mentioned that a research method is used to gather information or proof for analysis in order to learn more about a subject or get a better knowledge of it (University of Newcastle Library



Guides, n.d.). Therefore, they are the particular methods and techniques used by researchers to look into a research issue or hypothesis, gather relevant information, and then examine and interpret the results. Qualitative research and quantitative research are two frequently used types of research methods, and they are different in many different kinds of ways.

Finding and understanding the fundamental meanings, reasons for action, attitudes, behaviors, and social behaviors within a specific setting is the main goal of qualitative research, which is a type of research methodology. It aims to provide in-depth insights and a deeper knowledge of complicated topics by gathering and analyzing information that is not statistical in nature, which is frequently in the form of words, texts, photographs, and observations. According to research, it said that the researcher seeks to understand the reasons behind the emotions or behavior of the people. In order to draw conclusions from market research, it can be helpful to understand how the audience makes decisions (Adi, n.d.). Therefore, when a researcher wants to get a broad perspective on a topic, dig into people's experiences, and analyze social and cultural intricacies, qualitative research is especially helpful.

The goal of quantitative research is to analyze, describe, and explain facts as well as the relationships between variables. It is a systematic approach to conducting research. To reach objective findings and make generalizations about a population or an issue, it involves the use of quantitative metrics and statistical tools. The benefit of this style of research is that the outcomes may be represented numerically. It is possible to forecast the future of a product or service and make changes as a result after carefully examining these numbers (Dan, n.d.). When researchers

want to evaluate and quantify trends, patterns, and relationships in a systematic and exact way, quantitative research is especially useful.

### **3.2 Quantitative Research Methodology**

In order to collect and analyze data from multiple sources, quantitative research uses a method that is structured. In order to measure the issue and understand its scope and to find solutions that may be generalized to a larger population (Dan, n.d.). So, in order to collect the data and information for this research, online survey questionnaires will be used as a quantitative research approach.

One benefit of using online survey questionnaires is that the completion time is variable and it is comfortable for respondents to answer the questions on their own timetable (Hope, 2023). With the help of their technological gadgets, such as smartphones or laptops, the target audience which is the Generation Z in this study are able to respond to online survey surveys whenever and whenever they want. As a result, since it replaces the need for travel and face-to-face interviews, it helps in data collection by saving both money and time.

Another advantage of using online survey questionnaires is that it is less stressful for respondents to open up because they are not immediately sharing their responses with another person. The researcher might not obtain the same candid answers from a face-to-face interview as you would from an online survey because interviewers sometimes have the ability to sway respondents ((Hope, 2023). In connection with this study, Gen Z from different locations of

Kuala Lumpur can respond to the online survey questionnaire because they do not need to travel. As a result, it helps the researcher's gathering of more data in less time.

The researcher will be able to accomplish the research goals with the support of the numerical data from the online survey questionnaire. The researcher's ability to determine the effect of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions depends on the information and feedback they received from the respondents. As a result, the quantitative approach used in this study will enable the researcher to examine the connection between Generation Z's purchase intentions and Watson YouTube advertising.

### **3.2.1 Independent and Dependent Variables**

Any factor with a range of values, such as age, height, or weight, that enables the researcher to analyze how one variable affects another is referred to as a variable in research (Pritha, 2023). In a study of a cause-and-effect connection, the independent variable and dependent variable are the two variables. The dependent variable is the result, whose value is dependent on and determined by the change in the independent variable, whereas the independent variable is the cause, whose value is independent and unaffected by the other factors in the study (Pritha, 2023). The purpose of this study is to determine the impact of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions. As a result, this study has one independent variable and many dependent variables.

The independent variable in this study is the response and opinion of Generation Z which related to their purchase intention after watching Watson's Festival Campaign YouTube advertising. In contrast, the dependent variables are the impact of Watson YouTube advertising, the effectiveness of Watson YouTube advertising, and the creativity in Watson YouTube advertising. The researcher will investigate the relationship of the impact of Watson YouTube advertising, the effectiveness of Watson YouTube advertising, and the creativity in Watson YouTube advertising on Generation Z's responses whether it will influence their purchase intention after watching the advertisements. In order to determine whether there is a significant relationship between the independent and dependent variables, the researcher will be able to do the following.

The research questions on the impact of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions will be revealed with the aid of the independent and dependent variables in this study. The independent and dependent variables will therefore be used by the researcher to assess the impact of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions..

### **3.2.2 Online Survey Questionnaire**

A questionnaire survey is a research technique that involves posing a series of properly organized inquiries to people or groups in order to collect data and information from them. The

most common way to get quantitative primary data is with a questionnaire. With the help of a questionnaire, quantitative data may be gathered in a consistent manner, resulting in meaningful and generally consistent data that can be used for analysis. It must be made clear from the very beginning how the results will be used, and every questionnaire should have a specific purpose relating to the research objectives (Rani, 2012). In studies related to social science, market research, and many other domains where researchers desire to get standardized data from a sizable number of respondents, questionnaires are a typical tool. Since Google Form is a free survey tool that is available to all social media users, it will be used by the researcher to create the survey questions for this study. As a result, the researcher is able to carry out the research efficiently by employing online survey questions.

The online survey questionnaire will be divided into four components, all of which are related to this study's findings about the influence of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions. In the first section, the researcher will be able to gather the respondents' demographic data, including their gender, age, level of education, employment status, and monthly income. The researcher will therefore be able to analyze the background and traits of the respondents in this part depending on the demography.

The purpose of the second component of the questionnaire is to determine the effect of Watson YouTube advertising on Generation Z' purchasing decision. As a result, this section includes a number of questions that were constructed using a likert scale to determine how young

adults reacted to and behaved after viewing Watson YouTube advertising. The researcher will be able to determine whether Watson YouTube advertising affects young adults' intention to buy using the replies from this area.

The purpose of the next component of the questionnaire is to examine the performance of Watson advertising on other social media networks. The efficiency of Watson YouTube advertising in comparison to Watson advertising on other social media platforms will therefore be determined by utilizing a likert scale for the questions. From this section, the researcher will be able to gather comments regarding the potency of Watson YouTube advertising. In order to determine whether Watson YouTube advertising is successful in influencing Generation Z, research will be conducted.

Lastly, measuring the inventiveness of Watson's YouTube advertising is the final element of the survey questionnaire. The likert scale was used to create the questions, which are intended to gauge how young adults feel about the creativity of the Watson YouTube adverts and whether the visuals, music, visual effects, storyline, and influencers are appealing to them. The replies given in this part will therefore enable the researcher to gauge if Generation Z find the Watson YouTube advertising to be creative.

### **3.3 Level of Measurement and Measurement Scale**

When conducting research, the level of measurement is important and useful for identifying the type of data being used. According to Statistic Solutions, it mentioned that the

multiple levels of measurement, along with how the research question is stated, determine what statistical analysis is appropriate, hence it is important for the researcher to be aware of these levels of measurement. As a result, there are four types of measurements that can be used to determine a particular relationship between the assigned values: nominal, ordinal, interval, and ratio.

In this study, the researcher will be using nominal level to collect the data. By categorizing the respondents' demographic data into gender, age, educational attainment, work status, and monthly income without placing them in any particular order, the researcher will collect demographic data from the respondents on a nominal level.

The likert scale, which can also be referred to as a satisfaction scale and runs from one extreme attitude to another, was also used in this study. Typically, an average or indifferent option is included on the scale of the Likert survey question. As a result, the researcher will use a likert scale in this study to gauge respondent reactions and opinions regarding the influence of Watson YouTube advertising as well as its potency and creativity. The researcher will use the likert scale to measure respondents' agreements with the developed statements, such as their attitudes, actions, and opinions regarding Watson YouTube advertising. The likert scale will be divided into five scales: Strongly Agree, Agree, Somewhat Agree, Disagree, and Strongly Disagree.

### **3.3.1 Elaboration Likelihood Model (ELM)**

The social psychologists Richard E. Petty and John T. Cacioppo created the Elaboration Likelihood Model (ELM), a dual-process theory of persuasion and attitude change, in the early 1980s (John, 2016). The central and peripheral channels are the two that the ELM suggests humans use to process persuasive communications. By comparing how much systematic cognitive processing with elaboration through mental processing or trust on outside information is used, it aims to clarify how people assess and react to persuasive communication.

Firstly, central route refers to people are more likely to choose the central path when they are motivated and have the cognitive ability to do so. The compelling message is carefully and methodically evaluated during central route processing. Examining the arguments, taking into account the supporting data, and critically examining the content are all part of this. People that use central route processing are more likely to adopt steadfast attitudes that endure a lifetime based on the caliber of the arguments made in the communication. This means that if an audience is persuaded by central route processing, they will have concentrated on the message's advantages (John, 2016). This is due to the fact that they will base their decisions heavily on the message.

On the other hand, the peripheral route is applied when people are more likely to rely on outside influences when they are less motivated or have less ability to think. Peripheral route processing entails making decisions based on surface-level elements of the message or the context, such as the influencer's physical attractiveness, the use of emotive appeals, or the



existence of endorsements. The effectiveness of persuasion through the periphery is typically lower and may not result in long-term attitude change as they won't be as likely to remember what you've made them see as being serious or important (John, 2016).

Therefore, this research is to find out the impact of Watson YouTube advertising whether it will influence Generation Z's purchase intention. Therefore, ELM helps the researcher to measure Generation Z's purchase intention after watching Watson YouTube advertising, by finding out the impact of Watson YouTube advertising, the effectiveness of Watson YouTube advertising, and the creativity in Watson YouTube advertising that leads to the persuasion and influence of purchasing products through the Watson platform.

### **3.4 Research Sampling**

In order to conduct a study or research project, a particular group of people, things, or data points are chosen from the larger population. This method is known as research sampling. A key aspect of research is sampling because it is frequently impractical or impossible to investigate the entire population due to limitations in terms of resources, availability, and cost. Researchers can more effectively and practically draw conclusions about the larger population by choosing a representative sample from the population. The researcher shall carefully consider how to choose a sample that is representative of the group as a whole if want to make accurate inferences from the findings (Survey Monkey, n.d.). Therefore, two types of sampling techniques are used in this research, probability and non-probability sampling.

Through these, 110 sets of replies from the participants in this study will be gathered by the researcher. Aged 11 to 26 and residing in Kuala Lumpur, Malaysia, Generation Z is the sample group chosen. Generation Z was selected as the sample because of their extensive usage of social media and familiarity with e-commerce platforms. Additionally, the target responders in this demographic have the means to buy things online. Next, in order to react to the questions and offer their opinion on YouTube advertising, respondents might hold a degree from a secondary school or higher. The researcher will therefore be assisted by the chosen sample of respondents in learning more about the influence of Watson Festival YouTube advertising on Generation Z's purchasing intention.

### **3.5 Research Procedure**

Since the research approach used in this study is qualitative, the researcher will use online survey questionnaires to collect information and responses from the participants. The Google Form will be used to create the online surveys, which will then be delivered to the Generation Z target demographic using social media channels like Facebook, Instagram, and WhatsApp. The usage of Google forms is encouraged because they are time-efficient and can attain larger sample sizes.

Before starting the actual research, a pilot study will be done. A rough amount of 20 young adults will participate in the pilot project, which is a small-scale study, to respond to the questions. As a result, the researcher will be able to identify any potential issues through the pilot

study before delivering the questionnaire to the respondents. Thus, it may help in preventing issues and obtaining reliable data during actual surveys.

Additionally, utilizing a Google form with four sections that relate to the demographics which is the Generation Z of the respondents and the goals of this study, the researcher will compile the questionnaires. Then, using social media sites like Facebook, Messenger, Instagram, and WhatsApp, the researcher will distribute 150 sets of the online questionnaire to the target respondents for them to complete and share their opinions on. As we move forward, the researcher will assess 110 groups of qualified responses as she analyzes and deeper examines into the study topics. The researcher will examine the qualified results after the data has been collected and will be able to identify the research topics about the impact of Watson's Festival Campaign Through Youtube Advertising to Malaysian consumers of Generation Z's purchasing decisions through data analysis.

### **3.6 Ethical Consideration**

The survey data collected for this study will only be used to support what is currently being studied. A complete and truthful flow of information will be guaranteed by the communication procedure for the research study, which will respect the values of openness and honesty. For the survey research to maintain its moral truthfulness, respondents must give their full consent. This permission guarantees that participants in the study are fully informed of its purpose and willingly choose to serve as respondents. Personal information submitted by

respondents will be kept private and confidential, and the study information will only be utilized for academic research analysis.

## **CHAPTER FOUR**

### **DATA ANALYSIS**

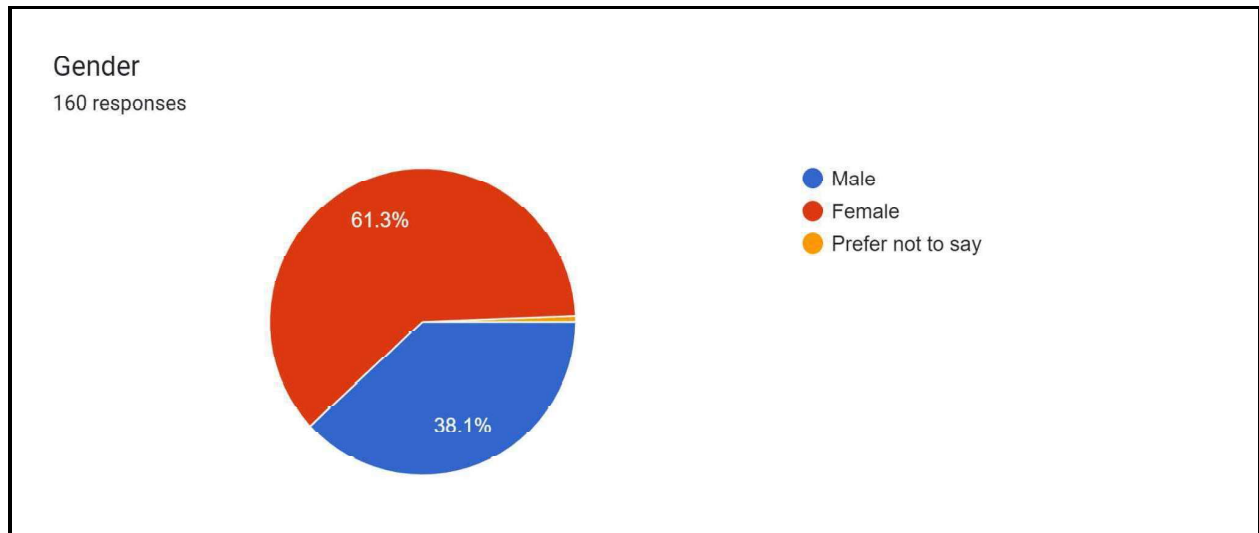
#### **4.0 Introduction**

"Research methodology," as the word implies, describes a systematic and defined strategy, together with a collection of guidelines and standards, that are used in a certain field of study to carry out examinations, address issues, or accomplish specific objectives. Exactly how important it is that a methodology helps a researcher's approach to conducting the study in order to guarantee accurate, appropriate final results that meet their goals and objectives. It is beneficial to provide information about the kind of data they want to gather, where they will get them, and how they will process and evaluate them (indeed, 2023). Thus, the process of designing a methodology helps researchers in choosing the best techniques for achieving their objectives. It allows practical researchers to clearly state their goals for the study right away. Moreover, the researcher will also be able to gain understanding on the relationship between the impact of Watson's Festival Campaign Youtube Advertising and the purchasing decisions among Generation Z through the application of research methodology.

#### **4.1 Demographic Analysis**

The information relating to the characteristics of the respondents will be displayed in this section. Klang Valley's Generation Z & student of TAR UMT who saw the Watson YouTube advertisement filled out a total of 160 survey questionnaires. The initial part of the survey comprised the following: the gender, age, highest degree of education completed, work status, and monthly income of the participants. In order to choose the intended sample of participants and establish the characteristics of the respondents, it is therefore helpful to the researcher.

#### 4.1.1 Respondent's Gender

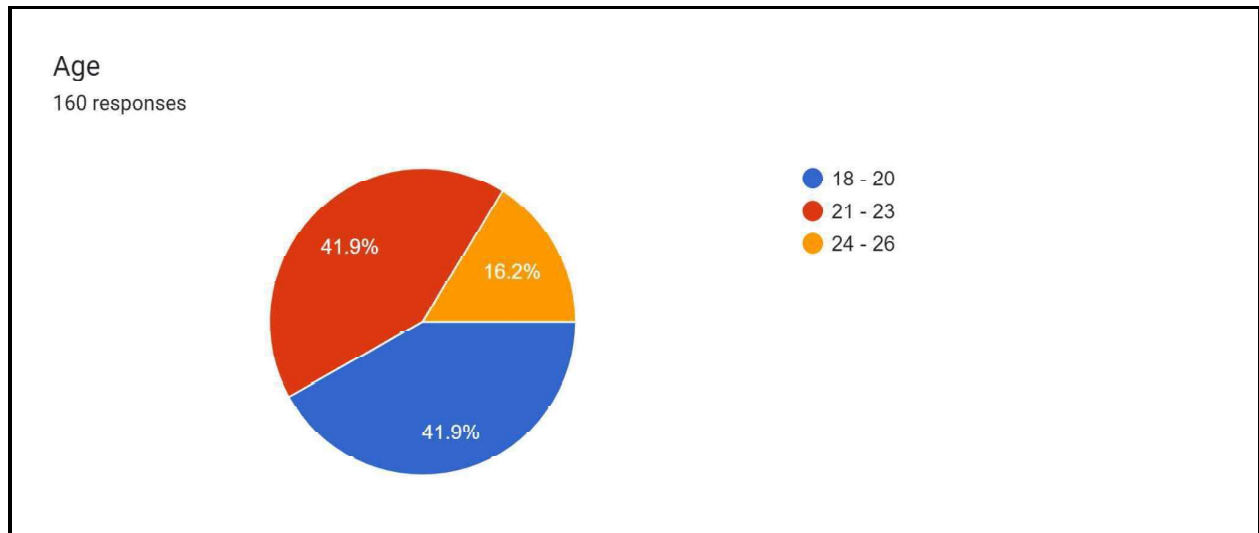


*Figure 2.0 Respondent's Gender*

Based on the pie chart above, the majority of the respondents are female which has occupied 61.3% while 38.1% are the male respondents. The finding shows that Generation Zs nowadays are exposed to Youtube advertisements and having the experience of purchasing online regardless of gender.

Therefore, the findings above will not affect the research on the impact of Watsons' festival campaign through youtube advertising to Malaysian consumers of Generation Z's purchasing decisions as both females and males have the ability to access the internet and watch youtube advertisements and know more about the product of Watsons.

#### 4.1.2 Respondent's Age Group



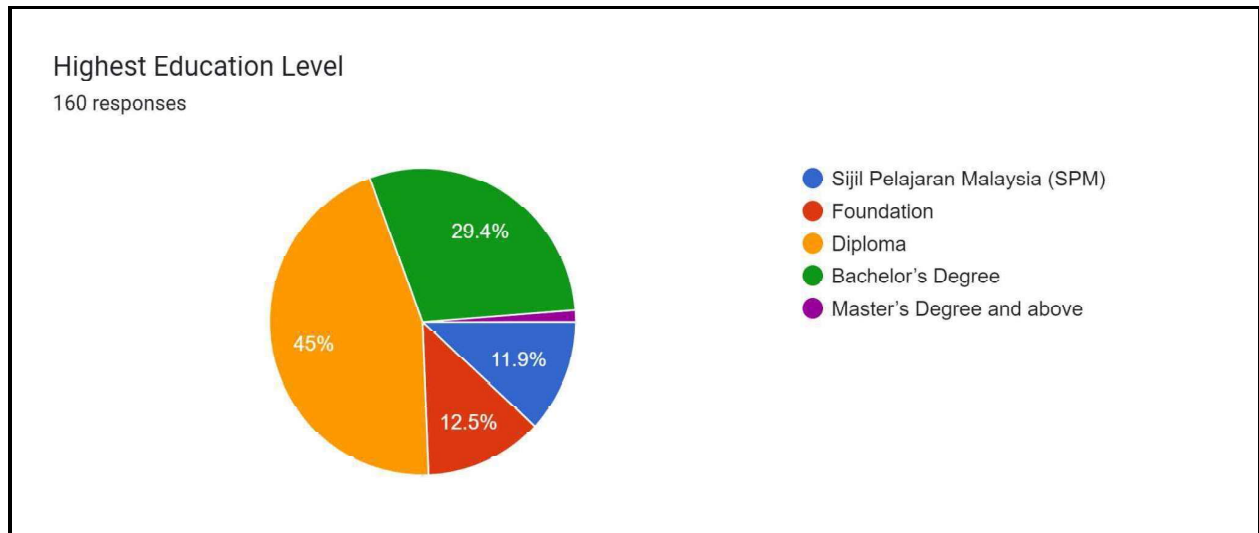
*Figure 2.1 Respondent's Age Group*

Based on the pie chart above, most of the respondents are around the age of 18 to 20 years old and the age group of 21 to 23 years old as it has occupied 41.9% of the respondents. The lowest percentage of age group is around 24 to 26 years old which is 16.2% of the respondents.

The respondents are qualified to represent the Generation Zs as they are the age range between 18 to 26 years old. Moreover, the data above shows that the age of the respondents are highly active on social media and the internet.



### 4.1.3 Respondent's Highest Education Level

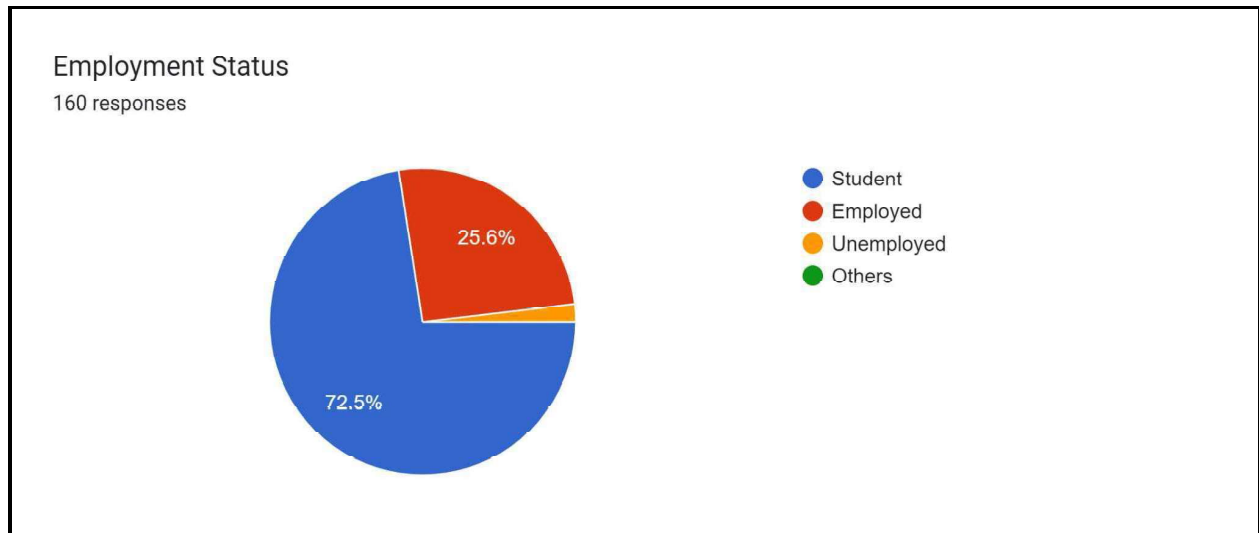


*Figure 2.2 Respondent's Highest Education Level*

The data above showed most of the respondents obtained an education level of Diploma which consist of 45%. The second highest percentage is 29.4% of the respondents who obtained an education level of Bachelor Degree, followed by 12.5% of the respondents obtained an education level of Foundation and 11.9% of the respondents obtained an educational level of SPM. The lowest percentage is the education level of the Master's Degree and above which has only 1.2%.

Hence, this data helps the researcher to examine whether the education level of the respondents will affect their interpretation on Watsons YouTube advertisements.

#### 4.1.4 Respondent's Employment Status

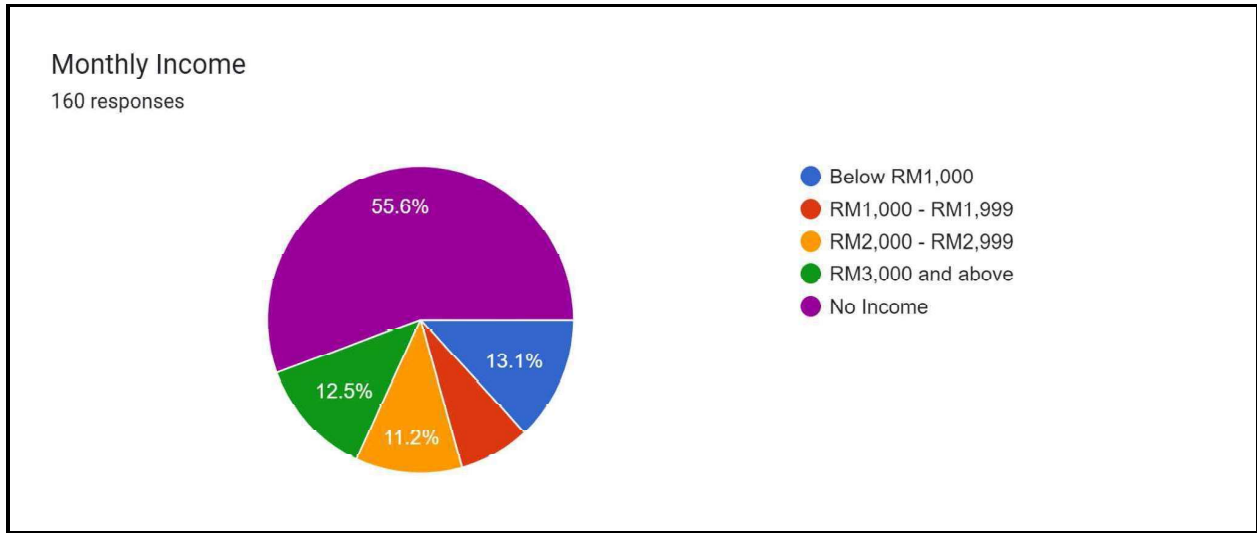


*Figure 2.3 Respondent's Employment Status*

Referring to Figure 2.3, the highest percentage of respondents are students which is 72.5%. The second highest percentage of the respondents are employed that occupied 25.6%, while the lowest percentage of the respondents are unemployed which occupied 1.9%.

The data shows that the majority of the respondents are students which helps the researcher to study the impact of Watsions YouTube advertising and Generation Z's purchase intention as most of the respondents have spending and purchasing power.

#### 4.1.5 Respondent's Monthly Income



*Figure 2.4 Respondent's Monthly Income*

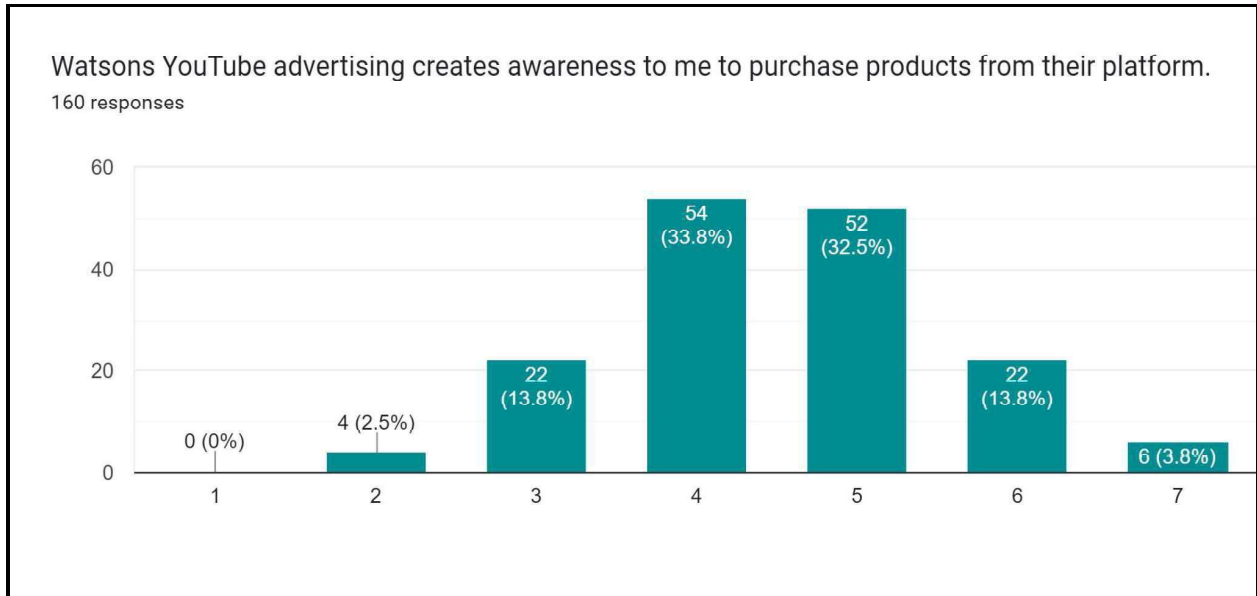
Based on the collected data above, 55.6% of the respondents have no income, followed by 13.1% of the respondents who earned below RM1,000 monthly. Next, 12.5% of the respondents' monthly income is between RM3,000 and above, and 11.2% of the respondents have a monthly income of RM2,000 to RM2,999. The lowest percentage of monthly income among the respondents is at 7.5%, which is RM1,000 to RM1,999.

Therefore, the data above shows that respondents from different ranges of monthly income have the experience of purchasing products from Watsons platform as it sells various products at different price ranges where most of the young generation could afford.

#### **4.2 To analyse the influence of advertisements related to festivals celebrated by the Malaysian community through social media**

In this section, the researcher would analyse the collected data based on the first objective of this research which is to analyse the influence of advertisements related to festivals celebrated by the Malaysian community through social media. There are seven questions designed in this section to ask for the respondents' opinion regarding their response after watching Watsons YouTube advertisements. The findings will help the researcher to explain and analyse whether the YouTube advertising influences Generation Z' purchase intention.

#### 4.2.1 Respondent's opinion about do Watsons YouTube advertising creates awareness to them to purchase products from their platform



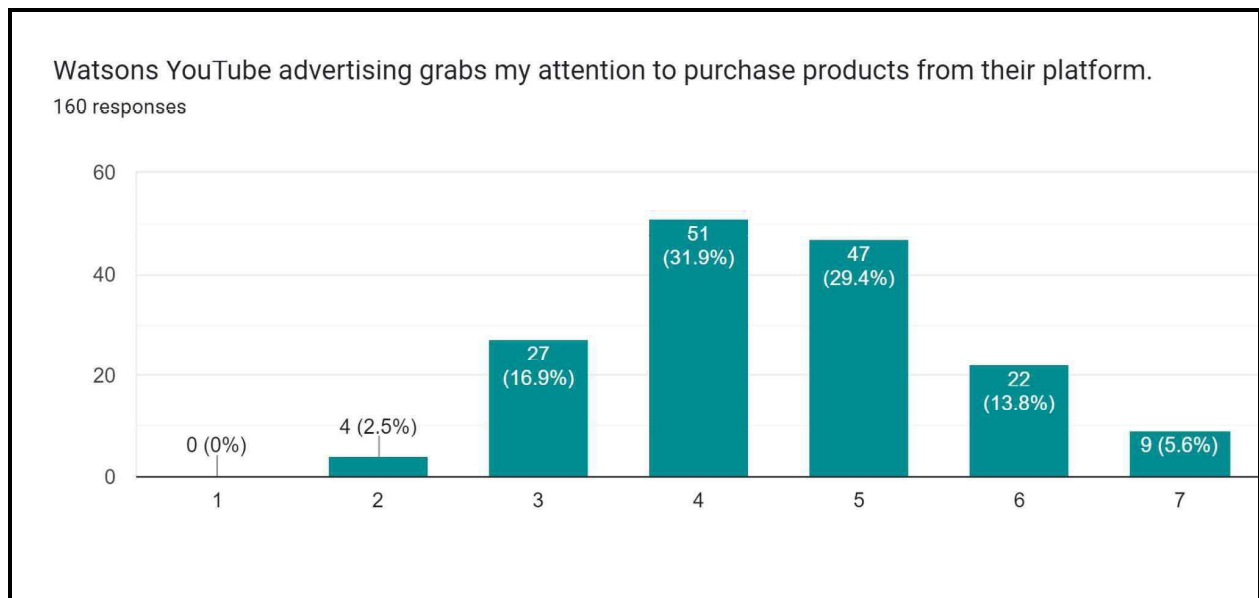
*Figure 3.0 Respondent's opinion about do Watsons YouTube advertising creates awareness to them to purchase products from their platform*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the figure above, most of the respondents, which is at 50.1%, stated that they agreed that Watsons YouTube advertising creates awareness to them to purchase products from their platform. Whereas 16.3% of the respondents disagreed that they are aware of purchasing

products from Wstsons after watching Watsons YouTube advertisements. On the other hand, 33.8% of the respondents are neutral as they might or might not influence them to purchase products from Watsons. Therefore, the finding proves that Watsons YouTube advertising is able to create awareness among Generation Z to purchase products from the platform as it acts as a tool to remind the viewer about the brand.

#### 4.2.2 Respondent's opinion about do Watsons YouTube advertising grabs my attention to purchase products from their platform



*Figure 3.1 Respondent's opinion about do Watsons YouTube advertising grabs my attention to purchase products from their platform*

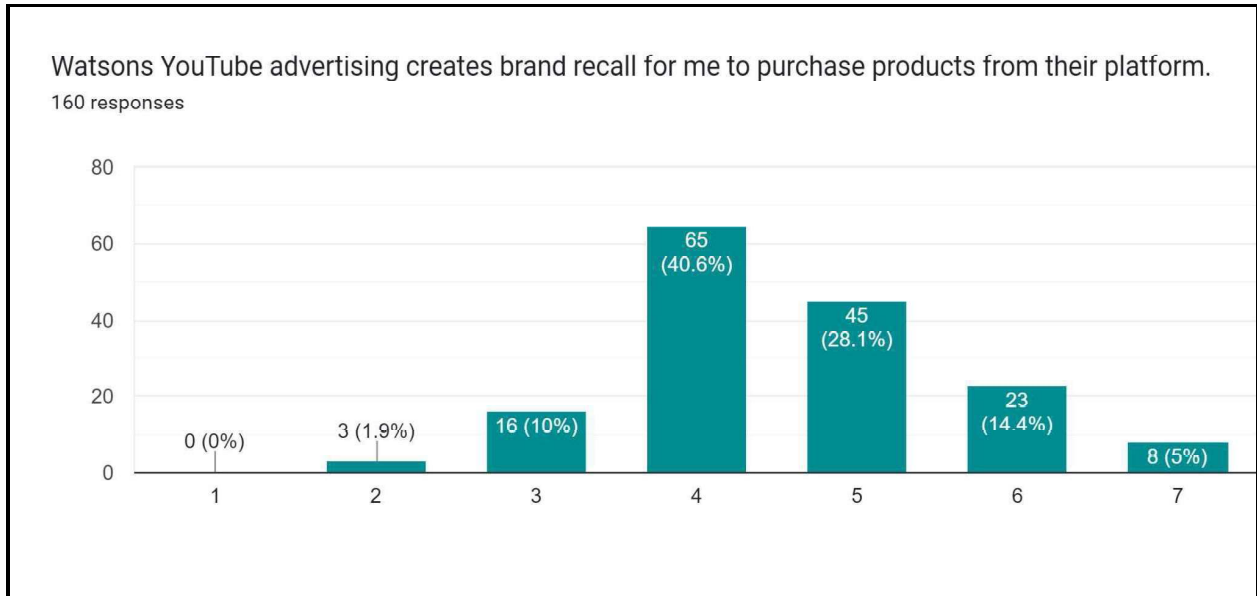
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 =

neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

The result above shows that the majority of the respondents agreed that the Watsons Youtube advertisement grabs their attention to purchase the products from their platform, which contains 48.8%, while the minority of the respondents disagreed that the advertisement grabs their attention which is at 19.4%. Moreover, 31.9% of the respondents are neutral to the advertisement as it might or might not be able to capture their attention.

Hence, the research shows that Watsons Youtube advertising grab the attention of the target audience and influence their purchase decision of Watsons product after watching the advertisement on Youtube.

### 4.2.3 Respondent's opinion about do Watsons YouTube advertising creates brand recall for me to purchase products from their platform



*Figure 3.2 Respondent's opinion about do Watsons YouTube advertising creates brand recall for me to purchase products from their platform*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

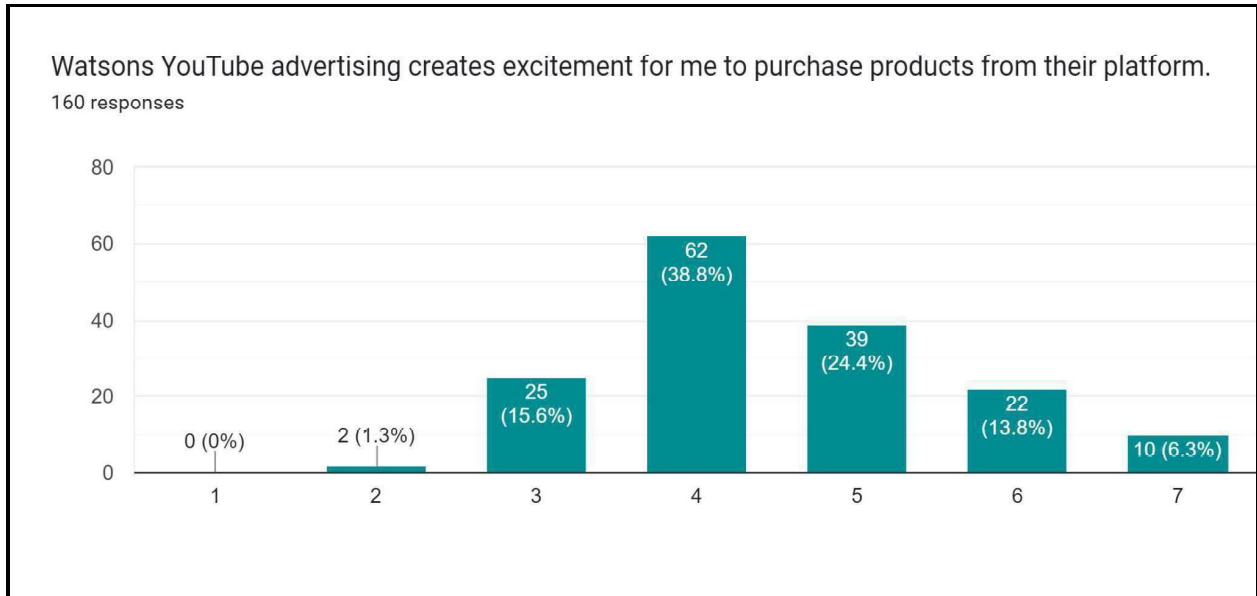
Based on the findings above, 47.5% of the respondents agreed that Watsons Youtube advertising creates brand recall to them to purchase products from their platform. However, the least respondents which contain 11.9% disagreed that after watching the advertisement, they



can't recall the brand of Watsons. In addition, 40.6% of the respondents are neutral to Watsons Youtube advertising that creates brand recall to them.

According to the result above, Generation Z agreed that the Watsons Youtube advertisement creates brand recall for them to purchase products from Watsons after watching the advertisement on Youtube due to their reputation and leading on qualified products in Malaysia.

#### 4.2.4 Respondent's opinion about do Watsons YouTube advertising creates excitement for me to purchase products from their platform



*Figure 3.3 Respondent's opinion about do Watsons YouTube advertising creates excitement for me to purchase products from their platform*

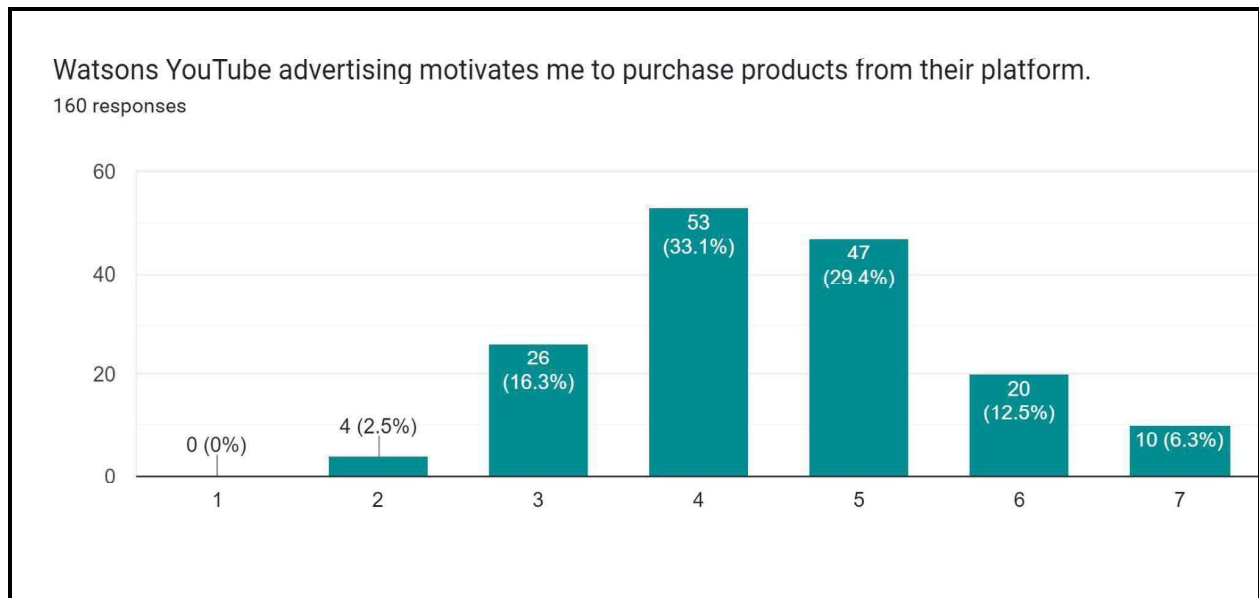
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Referring to the diagram above, it shows that most of the respondents, which contains 44.5% of them, agreed that the Watsons Youtube advertisement creates excitement for them to purchase products from Watsons. On the other hand, 16.9% of the respondents feel less excited

after watching the advertisement. However, 38.8% of respondents are neutral with the Watsons Youtube advertisement creating excitement to them.

Hence, the researcher concluded that the Generation Z do feel excited after watching Watsons Youtube advertisement because different festival advertisements attract different races of target audience however, the promotion sales such as flash sales influence their purchase intention.

#### 4.2.5 Respondent's opinion about do Watsons YouTube advertising motivates me to purchase products from their platform



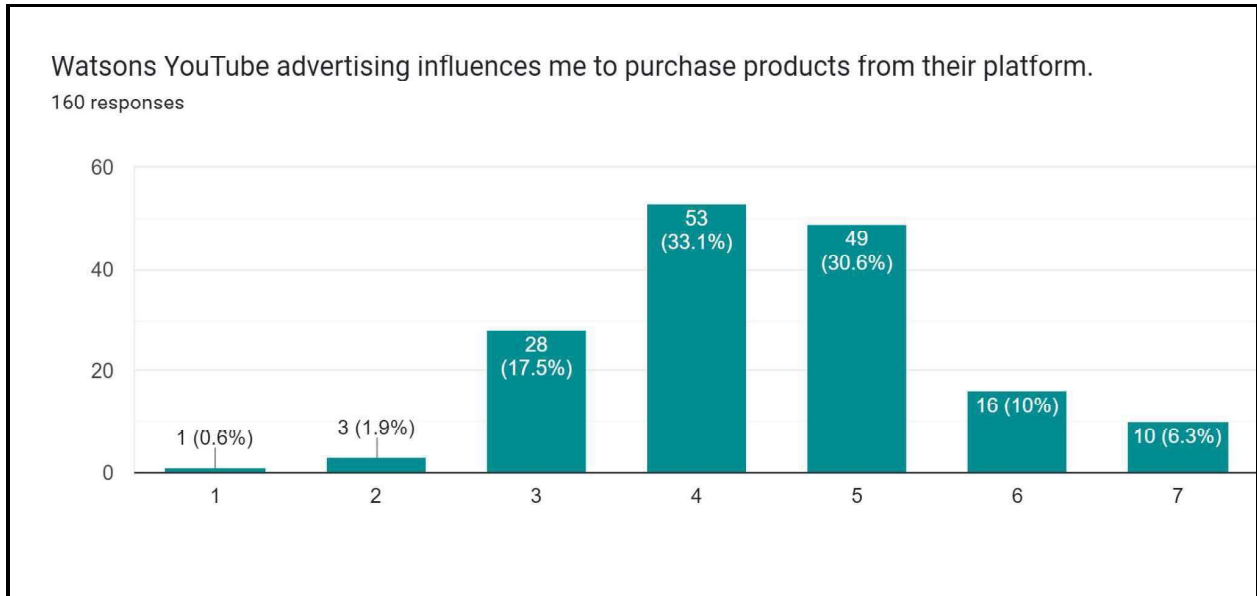
*Figure 3.4 Respondent's opinion about do Watsons YouTube advertising motivates me to purchase products from their platform*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

According to the finding, the majority of the respondents agreed that the Watsons Youtube advertisement motivates them to purchase products from Watsons, which occupy 48.2%. In contrast, 18.8% of the respondents, which contains the least, disagreed with the statement. On the other hand, 33.1% of respondents are neutral with the advertisement as it might or might not motivates them to purchase products from Watsons.

Based on the result, it proves that Watsons Youtube advertisement is able to motivate Generation Z to have intention to purchase with Watsons as in the advertisement it include CTA (call to action) in the advertisement such as 'Watsons Kaw Kaw Deal, Buy now' or 'Shop Now' as part of to motivate them to get their product.

#### 4.2.6 Respondent's opinion about do Watsons YouTube advertising influences me to purchase products from their platform



*Figure 3.5 Respondent's opinion about do Watsons YouTube advertising influences me to purchase products from their platform*

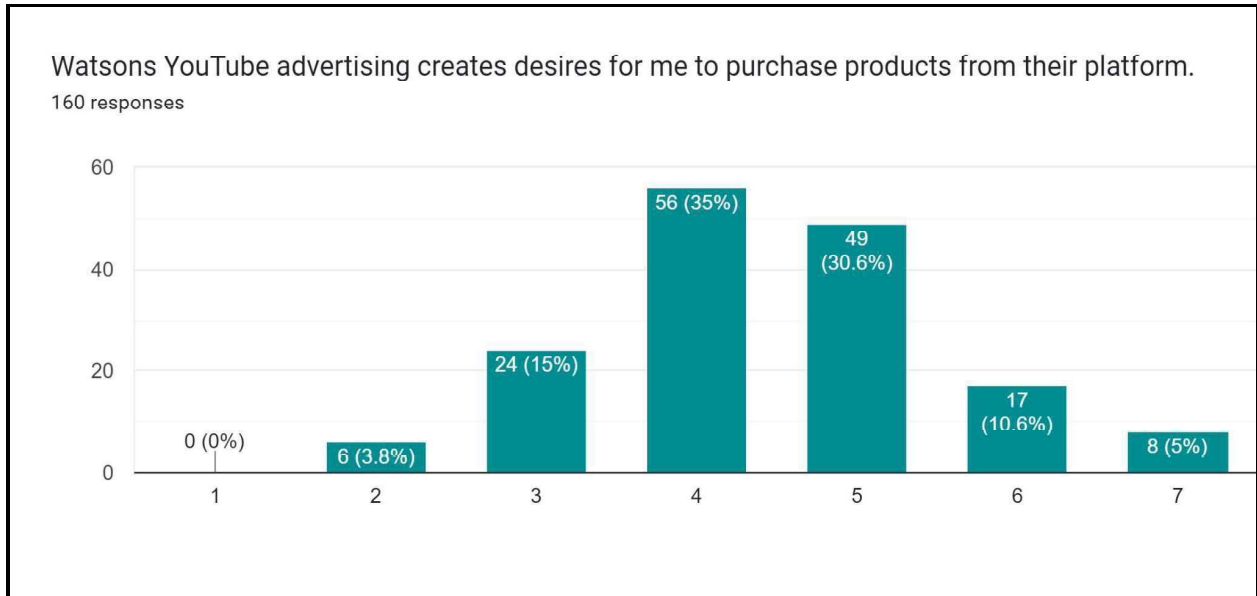
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the figure above, most of the respondents agreed that the Watsons Youtube advertising influences them to purchase products from the shop or their platform, which contains of 46.9%. Whereas the lower percentage of the respondents, at 20%, disagreed that they will be

influenced by Watsons Youtube advertising to purchase their product. On the other hand, 33.1% of the respondents are neutral with Watson advertisements as it might influence them to purchase products from Watsons.

Therefore, the result shows that Watsons Youtube advertising do influence the Generation Z to purchase products from Watson because it includes package sales or hot sales discounts in their advertisement.

#### 4.2.7 Respondent's opinion about do Watsons YouTube advertising creates desires for me to purchase products from their platform



*Figure 3.6 Respondent's opinion about do Watsons YouTube advertising creates desires for me to purchase products from their platform*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

In the result above, it shows that most of the respondents, which contain 46.2% agreed that Watsons Youtube advertising creates desires in them to purchase the product form Watsons. On the other hand, a minority of the respondents, 18.8% of them, disagreed that they have the

desire to purchase the product of Watsons after watching the Youtube advertisement. Next, 35% of respondents are neutral with the advertisement which creates desires in them to purchase the product from Watsons.

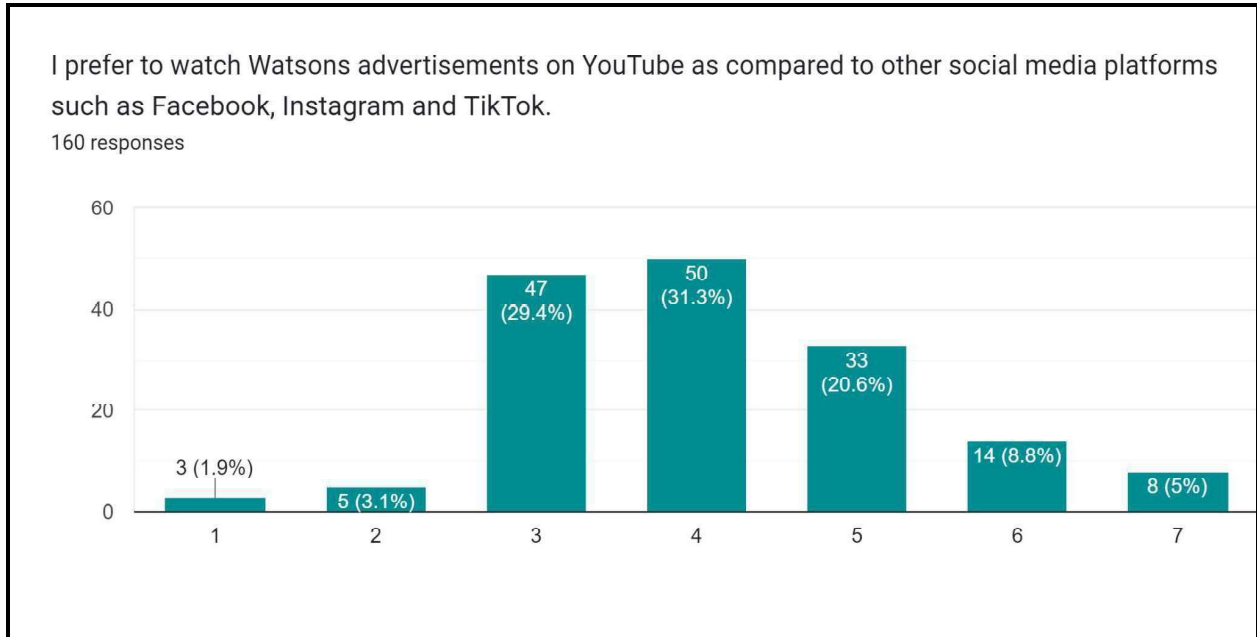
In a nutshell, it shows that Watsons Youtube advertisement is able to create desire towards Generation Z to purchase the product from Watson as the advertisement does emphasize that their shop and platform sells products which suit the audience needs.



### **4.3 To determine the persuasive effect of emotional appeals on the festival celebration advertisement**

This section will help the researcher to determine the persuasive effect of emotional appeals on the festival celebration advertisement in different social media platforms. There are five questions designed in this section to ask for the respondents' feedback regarding their thoughts towards Watsons YouTube advertising. The findings of this research will help the researcher to find out whether Watsons YouTube advertising persuades them and creates influence towards Generation Z.

**4.3.1 Respondent's feedback on through the emotional appeal advertising whether they prefer to watch Watsons advertisements on YouTube as compared to other social media platforms such as Facebook, Instagram and TikTok**



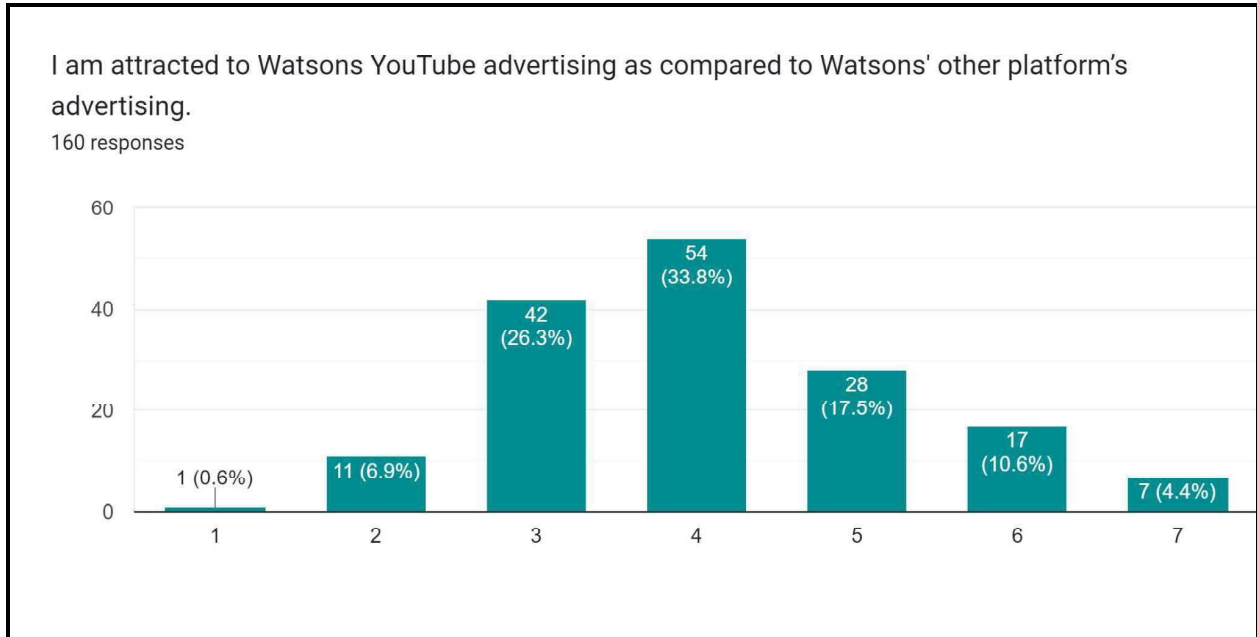
***Figure 4.0 Respondent's feedback on through the emotional appeal advertising whether they prefer to watch Watsons advertisements on YouTube as compared to other social media platforms such as Facebook, Instagram and TikTok***

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the figure above, the respondents, which is the same percentage of 34.4%, agreed and disagreed that they prefer to watch Watsons advertisements on YouTube as compared to other social media platforms. However, 31.3% are neutral with it as the content on each platform is the same.

Therefore, the finding proves that Generation Z prefer to watch on any social media's advertisements as other social media platforms such as Facebook, Instagram and TikTok as they think Watsons advertisements are full with the storyline and information which are interesting.

**4.3.2 Respondent's feedback on through the emotional appeal advertising whether they are attracted to Watsons YouTube advertising as compared to Watsons' other platform's advertising**



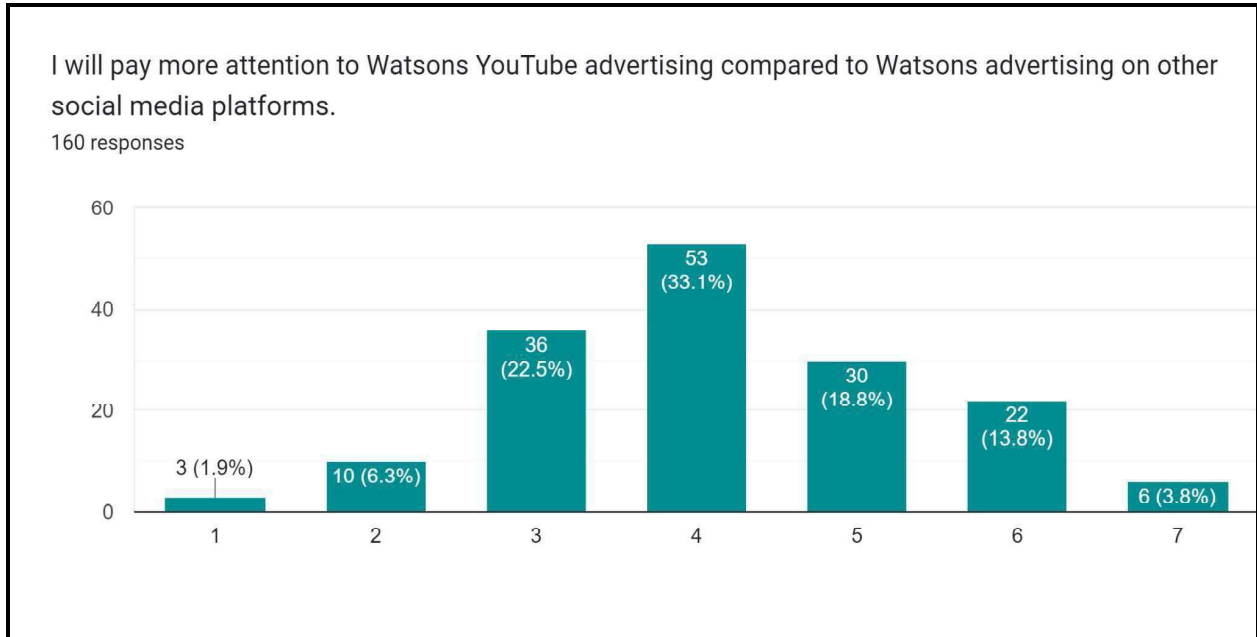
***Figure 4.1 Respondent's feedback on through the emotional appeal advertising whether they are attracted to Watsons YouTube advertising as compared to Watsons' other platform's advertising***

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

The above finding shows most of the respondents, at 33.8% disagreed that they are attracted to Watsons YouTube advertising as compared to Watsons other platforms of advertising. And another category of respondents with the same percentage feel neutral about whether they are attracted by the advertisement. Whereas the lowest percentage of respondents agreed that Watsons YouTube advertising attracts them, which occupies 32.5%

Hence, the researcher can conclude that the Generation Z are attracted by Watsons Youtube advertising because it is with a meaningful message which shows the visual of the products and interesting stories.

**4.3.3 Respondent's feedback on through the emotional appeal advertising whether they are attracted to Watsons YouTube advertising as compared to Watsons' other platform's advertising**



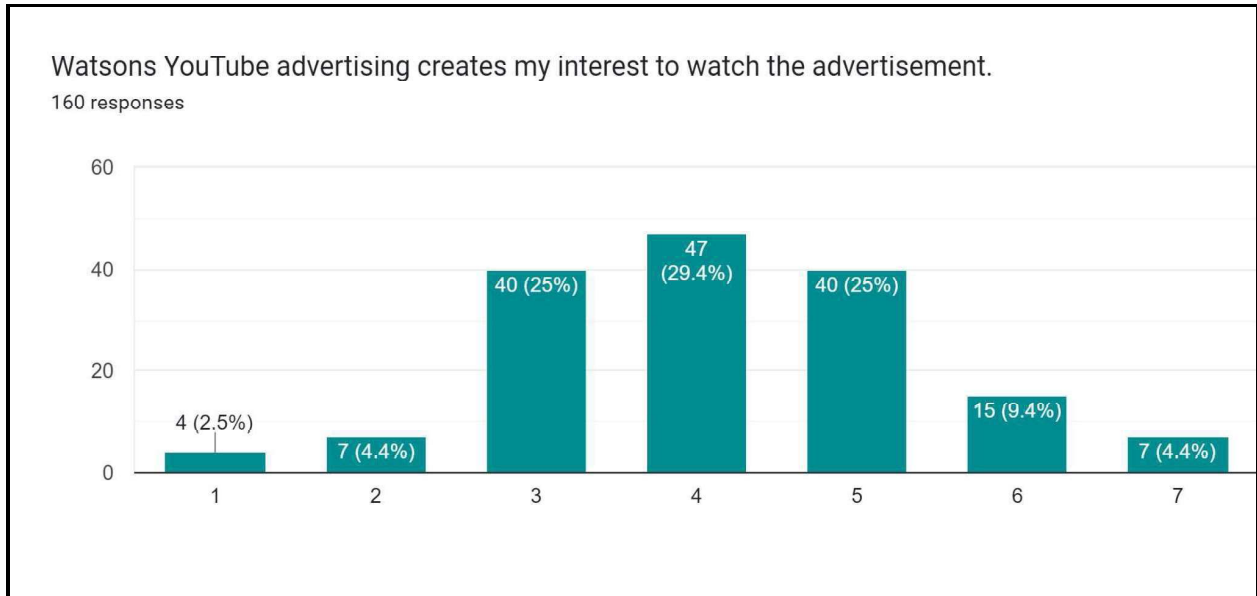
***Figure 4.2 Respondent's feedback on through the emotional appeal advertising whether they are attracted to Watsons YouTube advertising as compared to Watsons' other platform's advertising***

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the findings above, the highest percentage of the respondents, at 36.4%, agreed that they will pay more attention to advertisements as compared to Watsons advertising on other social media platforms. However, the lowest percentage of the respondents, at 30.7%, disagreed with the statement. On the other hand, 33.1% of the respondents feel neutral about it.

According to the result, the respondents do pay more attention to Watsons YouTube advertising as compared to those in other social media platforms such as Facebook, Instagram and TikTok due to the advertisements do include music, storyline and visual effects which can attract the viewers' attention.

#### 4.3.4 Respondent's feedback on through the emotional appeal advertising whetherWatsons YouTube advertising creates their interest to watch the advertisement



*Figure 4.3 Respondent's feedback on through the emotional appeal advertising whether Watsons YouTube advertising creates their interest to watch the advertisement*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

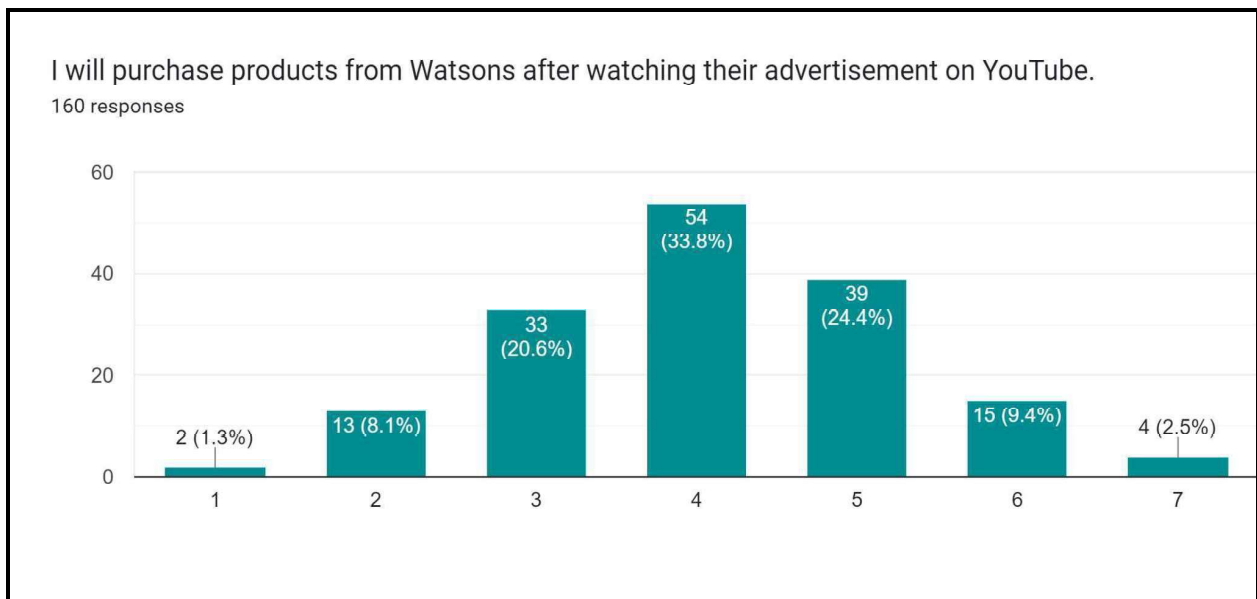
According to the finding, the majority of the respondents agreed that the Watsons YouTube advertising creates interest for them to watch the advertisement, which occupies 38.8%. In contrast, the lowest percentage of respondents, which is at 29.4%, are neutral with that they



felt interested in Watsons YouTube advertising. Furthermore, 31.9% of respondents disagreed as they didn't feel much interest in Watsons.

Based on the result, it shows that Watsons YouTube advertising is able to create interest among Generation Z to watch it because of the content which is able to capture the attention of the viewers, such as the acting of the influencers.

#### **4.3.5 Respondent's feedback on through the emotional appeal advertising whether they will purchase products from Watsons after watching the advertisement on YouTube**



***Figure 4.4 Respondent's feedback on through the emotional appeal advertising whether they will purchase products from Watsons after watching the advertisement on YouTube***

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their

opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

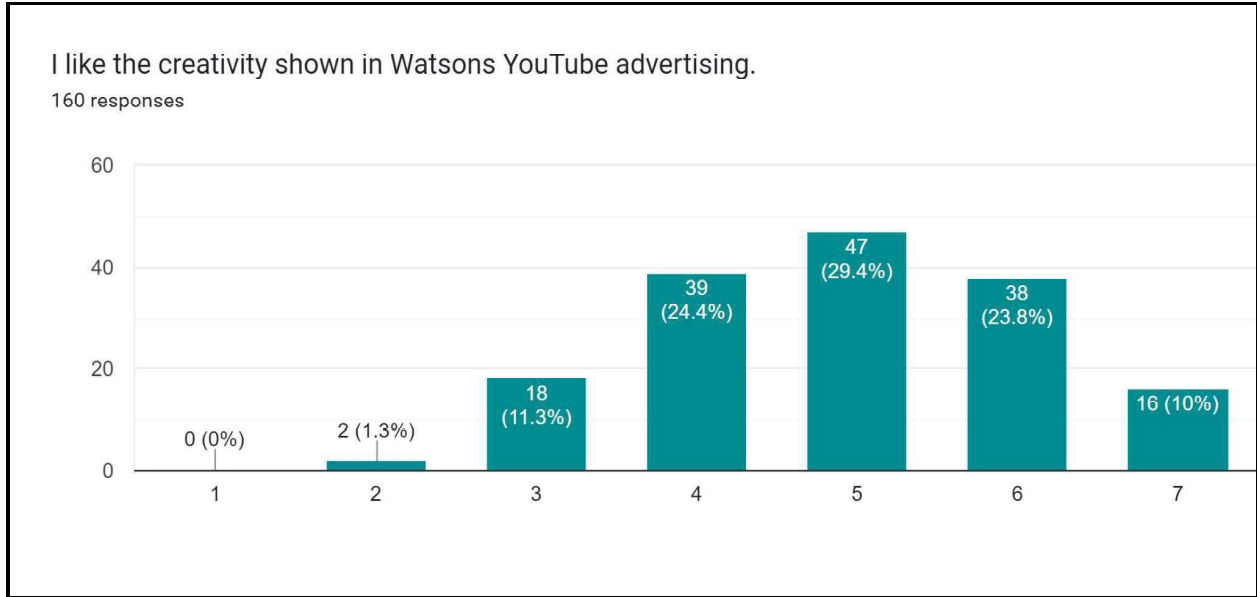
The result above shows that most of the respondents agreed that they will purchase products from Watsons after watching the Watsons advertisement on YouTube, at 36.3%, while the minority of the respondents disagreed with the statement, which is at 30%. Besides, 33.8% of the respondents feel neutral about their purchase decision after watching the Watsons Youtube advertisement.

Hence, the finding shows that the respondents do purchase products from Watson after watching the Watsons YouTube advertisements as it has the ability to create desire among Generation Z on purchase intention.

#### **4.4 To identify the impact of advertisement influences the purchase intention on Generation Z.**

In this section, the researcher would analyse the collected data in order to identify the impact of advertisement influences the purchase intention on Generation Z. There are six questions designed in this section to ask for the respondents' feedback on the impact such as creativity, storyline & etc in Watsons YouTube advertisements. The findings will help the researcher to reveal whether Generation Z think that Watsons YouTube advertising is creative to influence the target audience.

#### 4.4.1 Respondent's opinion about the creativity shown in Watsons YouTube advertising influences their purchase intention



*Figure 5.0 Respondent's opinion about the creativity shown in Watsons YouTube advertising influences their purchase intention*

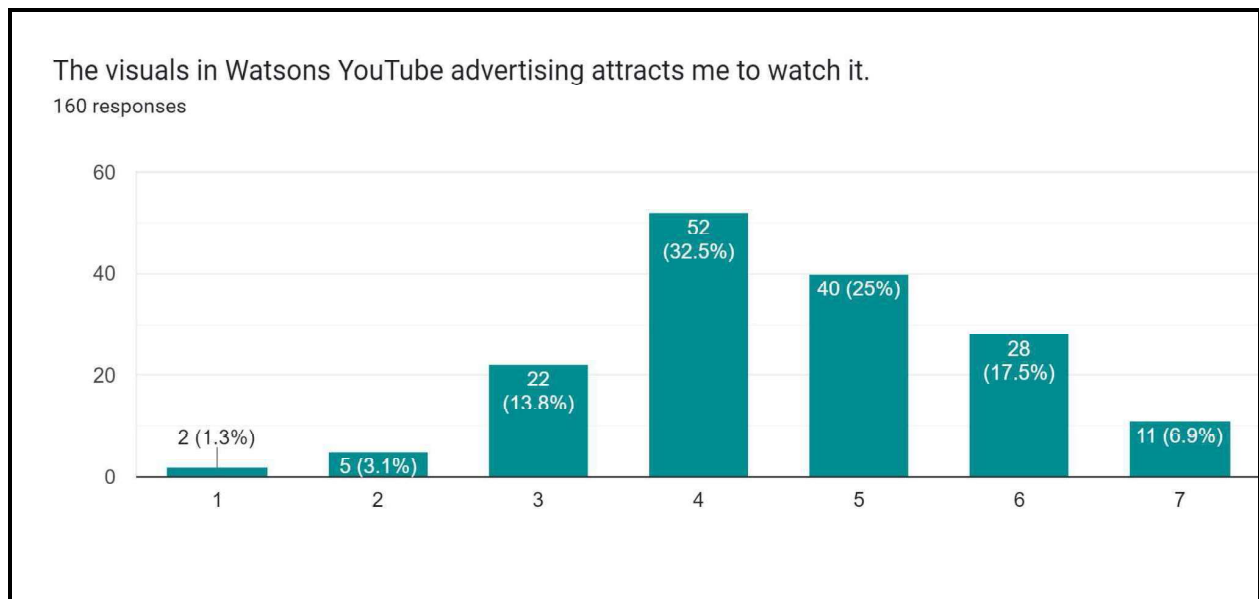
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

The result above shows most of the respondents, at 63.2%, agreed that they like the creativity in Watsons YouTube advertising while a minority of the respondents, at 12.6%,

disagreed with the statement. And 24.4% of the respondents feel neutral with the Watsons' creativity.

In a nutshell, it can be concluded that Generation Z likes the creativity in Watsons YouTube advertising because it has various contents using influences, animation, and storyline that can easily capture their attention.

#### 4.4.2 Respondent's opinion about the visuals in Watsons YouTube advertising influences their purchase intention



**Figure 5.1 Respondent's opinion about the visuals in Watsons YouTube advertising influences their purchase intention**

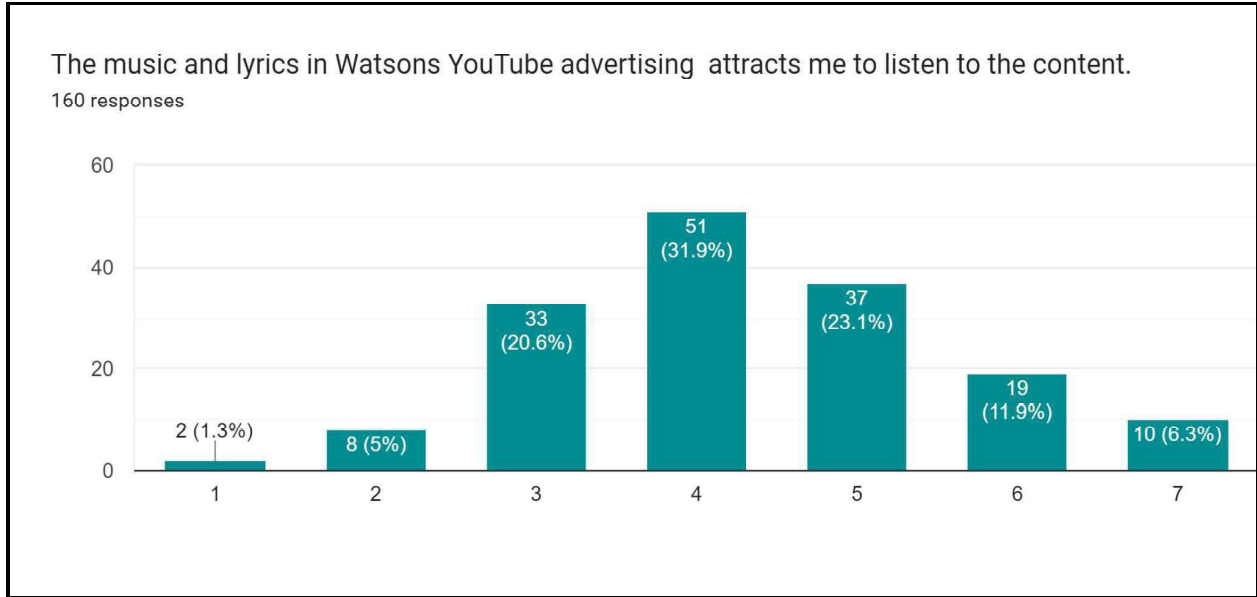
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their

opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the figure above, a greater percentage of the respondents agreed that the visuals in Watsons YouTube advertising attract them to watch it, which is at 49.4%. Whereas the lower percentage of the respondents, at 18.2%, disagreed that they are being attracted by the visual. And at the same time, 32.5% of the respondents feel neutral about the statement.

Thus, the finding proves that the visuals in Watsons YouTube advertising do attract the respondents to watch it because the advertisements include vibrant colours which are able to create an exciting feeling to the audience.

#### 4.4.3 Respondent's opinion about the music and lyrics in Watsons YouTube advertising influences their purchase intention



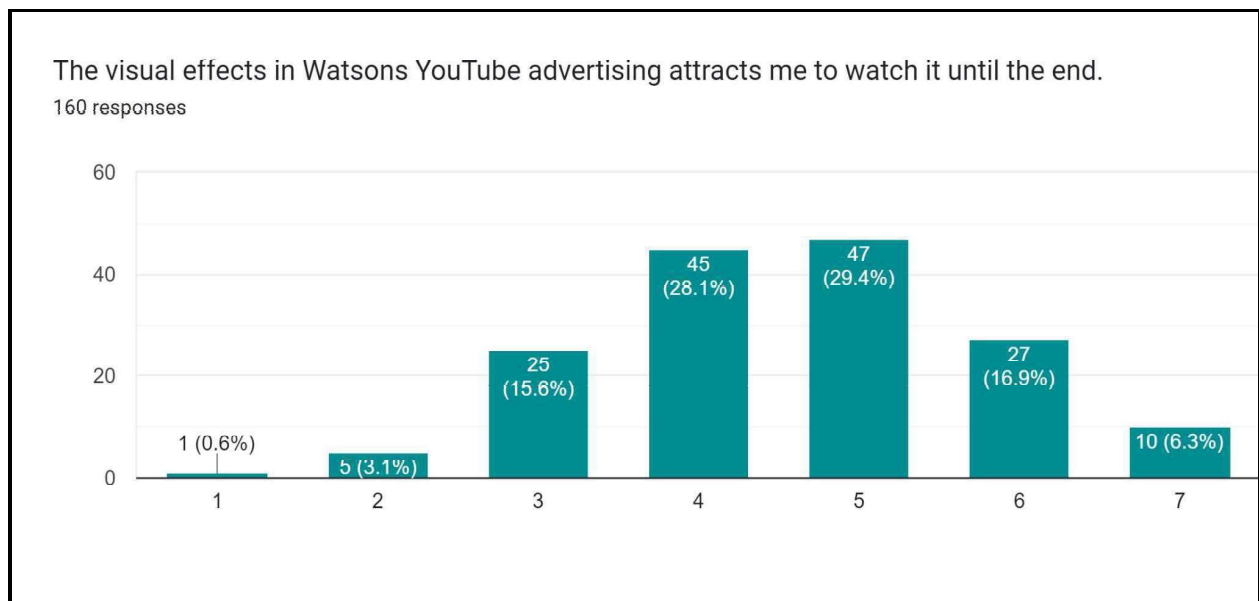
*Figure 5.2 Respondent's opinion about the music and lyrics in Watsons YouTube advertising influences their purchase intention*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the figure above, most of the respondents, which is at 41.3%, stated that they agreed that the music in Watsons YouTube advertising attracts them to listen to the content. In contrast, the lowest percentage of respondents, at 26.9%, disagreed that they are being attracted by the music. On the other hand, 31.9% of the respondents feel neutral about the statement.

Therefore, the finding proves that the music in Watsons YouTube advertising do attract the Generation Z to listen to the music because most of it is using the melody which is fun and easily influences their mind.

#### 4.4.4 Respondent's opinion about the visual effects in Watsons YouTube advertising influences their purchase intention



*Figure 5.3 Respondent's opinion about the visual effects in Watsons YouTube advertising influences their purchase intention*

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 =

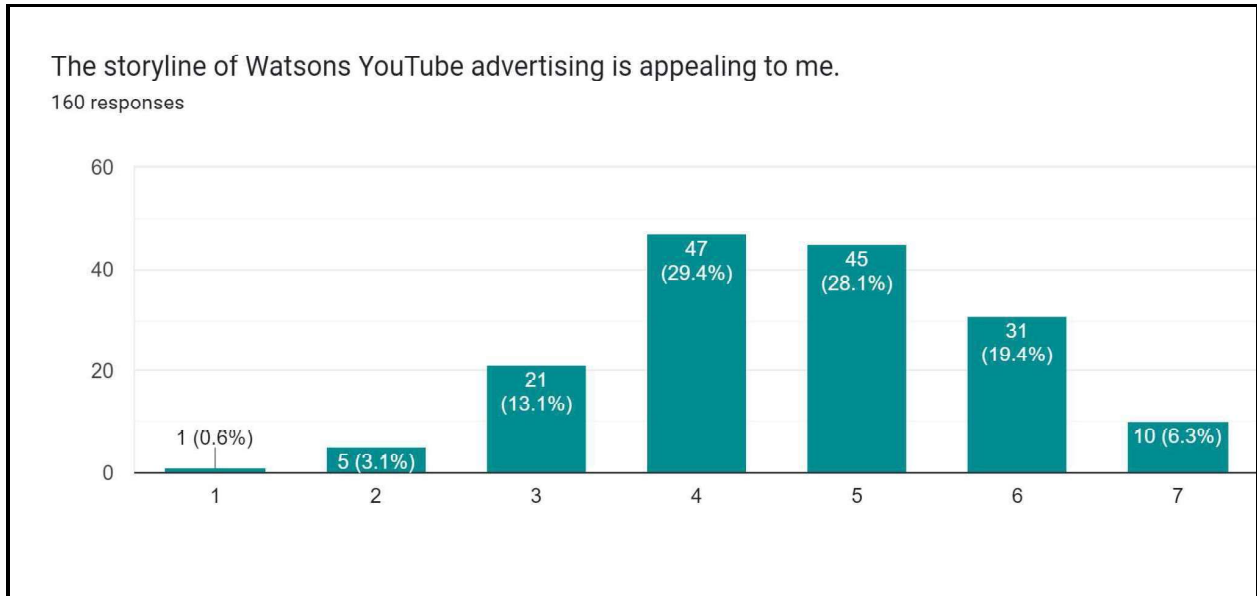


neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Based on the findings above, 52.6% of the respondents agreed that the visual effects in Watsons YouTube advertising attract them to watch it until the end. However, the least disagreed that the visual effects are attractive, at 19.3%. And thus, 28.1% of the respondents feel neutral with it.

In conclusion, the Generation Z agreed that the visual effects in Watsons YouTube advertising do attract the respondents to watch it until the end.

#### 4.4.5 Respondent's opinion about the storyline in Watsons YouTube advertising influences their purchase intention



*Figure 5.4 Respondent's opinion about the storyline in Watsons YouTube advertising influences their purchase intention*

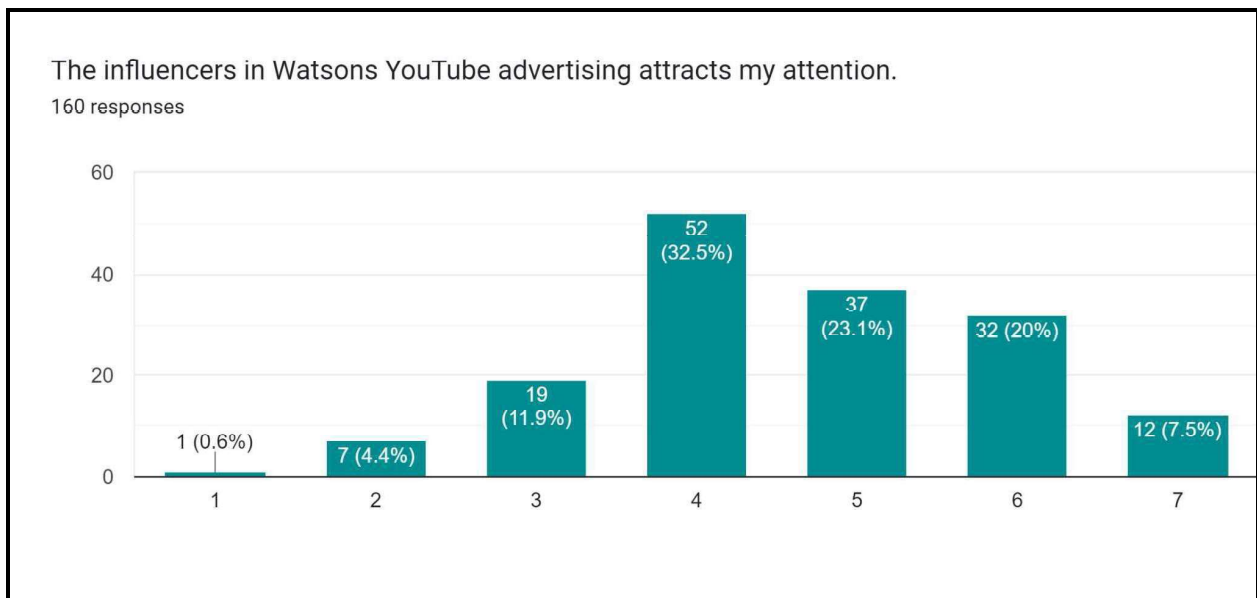
The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 = neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

Referring to the figure above, it shows the majority of the respondents, at 53.8% of them agreed that the storyline of Watsons YouTube advertising is appealing to them. Whereas the

minority disagreed that the storyline is appealing, at 16.8%. However, there are 29.4% of the respondents feel neutral with the advertisement's storyline.

Therefore, the researcher can conclude that the storyline in Watsons YouTube advertising is appealing to the target audience because it can provoke their feelings and emotions.

#### **4.4.6 Respondent's opinion about the influencers in Watsons YouTube advertising influences their purchase intention**



***Figure 5.5 Respondent's opinion about the influencers in Watsons YouTube advertising influences their purchase intention***

The above finding shows different levels of agreement by the respondents whereby the researcher have combined the different categories of information from 1 to 7 as to show their opinion of '7 = strongly agree' '6 = agree' and '5 = somewhat agree' the first category and '4 =

neutral' as another category to compare with the categories of information which are '1 = strongly disagree' '2 = disagree' and '3 = somewhat disagree'.

According to the finding, the highest percentage of the respondents agreed that the influencers in Watsons YouTube advertising do attracts their attention, which is at 50.6%. In contrast, the lowest percentage of respondents disagreed that they are attracted by the influencers, which occupied 16.9%. And on the other hand, 32.5% of the respondents feel neutral with the statement.

Based on the result, it proves that the influencers in the advertisement do attract their attention as Watsons always invites various famous influencers to endorse the brand including Han Xiao Ai and Pei Yong.

## **CHAPTER FIVE**

### **CONCLUSION**

#### **5.0 Introduction**

The purpose of the research in this study is to determine the Impact of Watsons Festival Campaign Through Youtube Advertising to Malaysian Consumers of Generation Z's Purchasing Decisions. This study's objectives are to evaluate Watson's YouTube advertising's inventiveness and find out how successful Watson's advertising is across various social media platforms. Thus, by using an online survey questionnaire, the researcher gathered the opinions of adult members of Generation Z in Malaysia. The results were thoroughly explained in the previous section.

Based on the findings, the researcher will provide an overview and conclusion of the study in this chapter. The findings will assist the researcher in demonstrating if Watson's YouTube advertising affects Generation Z's desire to purchase products. In addition, the researcher will determine if the objectives and issues of the study have been fulfilled. Furthermore, at the end of this chapter, there will be a note of the research's limits and recommendations.

#### **5.1 Summary of Findings**

In this report, three objectives make up this research, and the data gathered will enable the researcher to assess if the objectives have been met. The purpose of this study is to measure

the findings. The main objective of this research is to analyse the influence of advertisements related to festivals celebrated by the Malaysian community through social media. Moving on, the second objective to determine the persuasive effect of emotional appeals on the festival celebration advertisement. Lastly, the third objective is to identify the impact of advertisement influences the purchase intention on Generation Z.

### **5.1.1 To analyse the influence of advertisements related to festivals celebrated by the Malaysian community through social media**

In this section, the researcher discovered how the objective of this research objective is to determine how Watsons' YouTube advertising influences the purchasing decisions of Generation Z. This research aimed to find out whether the Watson YouTube advertisements influenced the purchasing decisions of Generation Z by examining the opinions of the target audience after they saw the advertisements.

According to the data gathered, almost every member of Generation Z acknowledged that Watsons' YouTube advertisements actually raise brand awareness and help consumers remember the company when making purchases. Based on the research, YouTube boasts over 2 billion monthly active users and 500 hours of uploaded video every minute, making it one of the most widely used and influential venues for online video content (Linkedin, 2023). Therefore, the festival's celebration content connects with the audience to encourage them to buy their product from Watsons, making YouTube advertising one of the most successful ways for the company to increase brand awareness. Also, following observing the YouTube advertisements, the majority

of respondents do experience excitement and attract to buy Watsons products. It therefore demonstrates that Watson's YouTube advertising has the ability to affect Generation Z's intention to buy.

Furthermore, the results demonstrate that Generation Z is being influenced and has a preference to buy things from Watsons' official shop or online platform after viewing the YouTube advertisements. The outcomes demonstrated that Watsons' YouTube advertisements had an impact on the target audience's purchasing decisions. Furthermore, Generation Z becomes interested in and makes purchases from Watsons as a result of the YouTube advertisement.

Therefore, the objective is achieved. The findings prove that Watsons YouTube advertising influences advertisements related to festivals celebrated by the Malaysian community through social media and causes their purchase intentions.

### **5.1.2 To determine the persuasive effect of emotional appeals on the festival celebration advertisement**

This research project aims to determine the impact of emotional appeals on the advertisement for the festival celebration across multiple social media channels in terms of their persuasiveness. This was achieved by determining if Watson's YouTube advertisements are effective on different platforms and influencing Generation Z based on the views of our target audience after they saw the sample advertisements for festivities celebration that were included in the survey.

According to the research, the majority of Generation Z prefers to watch YouTube advertisements. Additionally, because the information provided was clearer, the target viewers were attracted by the YouTube advertisement. The findings therefore demonstrated that Generation Zs like to watch Watsons advertisements on YouTube that have in-depth messaging. The target demographic has been attracted to the YouTube channel by the emotionally charged content of the video, and the influencers persuade them to decide to buy things from Watsons.

Furthermore, Generation Z believed that Watson's YouTube advertising grabs their curiosity enough to keep them watching, and they give the YouTube advertisement greater attention than they do from other social media platforms. And after seeing the YouTube advertisement, people who belong to Generation Z do buy products from the Watson official shop or online shopping. According to research, YouTube gives businesses a platform to create visually appealing and visually engaging video because of its rich multimedia environment and emotional content appeal (Linkedin, 2023). The creation of a group of followers who actively interact with the brand help with brand awareness, brand loyalty, and the development of a community of followers that engage much through the advertisement of Watsons.

Hence, the objective is achieved. The findings proved that Watsons YouTube advertising persuasive effect of emotional appeals on the festival celebration advertisement gets to influence the Generation Z.



### **5.1.3 To identify the impact of advertisement influences the purchase intention on Generation Z**

This research objective aims to find out the creativity in Watsons YouTube advertising. This objective was achieved by measuring whether the Generation Z think that Watsons YouTube advertising is creative based on the creativity elements in Watsons YouTube advertising including the visual, music, visual effects, storyline, and the influencers in the story.

The researcher concluded from the data gathered that Watson's YouTube advertisements better represent Generation Z's sense of creativity in the advertisement. The intended demographic's data mentioned that Watson's YouTube advertisement has the ability to attract people due to its striking imagery and visual elements. Not only that, but Generation Z finds the plot in Watson's YouTube advertisements are way engaging. Because it draws in viewers, it demonstrates the value of uniqueness in advertising. With the support of the finding By Frédéric Escarieu, high-quality material relating to products and services that seem appealing to the audience tends to attract greater attention. Because of this, a new era of marketing and advertising has begun, one that is focused on providing audiences with high-quality information and also at the same time, interesting messages that are able to attract their attention (Frédéric, 2017).

And now for the good aspect: the majority of Generation Z agreed that Watson's YouTube advertisement effectively draws viewers in by utilizing music and lyrics that convey information. It is evident from this research that Generation Z is drawn in by the music featured in Watson's

advertisements on YouTube. The target audience is also drawn to the influencers included in Watson's YouTube advertisements. Hence, it demonstrates that Generation Z is drawn to watch advertisements on YouTube due to their creative characteristics.

In conclusion, the objective is achieved. The findings prove that Generation Z think that Watson's YouTube advertising is creative and able to influence their purchase intention.

## **5.2 Theoretical Implication**

Based on the data, the researcher will determine in this chapter whether the theories and models presented in Chapter 2 are applicable. Four theories were used in this study in order to evaluate the results. The theories which applied in this study are Two-Step Flow Theory, AISDALSLove Model Theory, Theory of reasoned action and Magic Bullet Theory.

### **5.2.1 Two-Step Flow Theory**

The original two-step communication flow model was created by Katz and Lazarsfeld in 1955 to emphasize the significance of communication between people (Walt, 2015). Communications conveyed by the media are the first stage in the two-step communication process. On the other hand, the messages are absorbed by another group of influential individuals who are involved in public affairs, as opposed to being immediately received by a listening audience of individuals who are paying attention, which also known as opinion leader (Nathan, N/A). Using their understanding and connections, opinion leaders take in the messages from the

media, interpret the information and reinterpret them, and then distribute them to the target audience that is unaware of a certain brand.

Based on the findings in this research, it supports the Two-Step Flow Theory, whereby the Generation Z are attracted and do pay more attention to Watsons online advertisements because the target audience are highly dependent on social media platforms, especially Youtube channels which can be exposed to the online advertisements easily. Therefore, the finding result proves that the Watsons YouTube advertising is effective in influencing Generation Z's purchase decisions.

Furthermore, the results demonstrate that Generation Z does buy Watsons products after seeing their YouTube advertisement. The researcher's analysis indicates that Watson's YouTube advertisements do impact the target audience's decision to buy by encouraging them to try specific goods. This is because people who live in today's world often rely on social media to inform their decisions, which increases their desire to buy the product.

In summary, the Two-Step Flow Theory is applicable to this research study. The Watsons online advertising do create desire among Generation Z to try certain products as when they see an individual or opinion leader is using a certain product, for example in the Watsons Youtube advertisement shows the influencer promoting about Watsons product and cause the target audience do have the desire to try or purchase through Watsons online shop or official store.

### **5.2.2 AISDALSLove Model Theory**

Although AISDALSLove Model Theory is not a widely recognized academic or commercial model, it is a study research method for assessing how viewers connect with and react to emotional advertising content. In consideration of this, the writer of this theory created the AIDA hierarchy of effects model by adding a number of pertinent aspects, including S (Search), L (Like/dislike), S (Share), and Love (Love/Hate), which together form AISDALSLove/Hate are formed the AISDALSLove Model Theory (Wijaya, 2012).

The research findings confirm the AISDALSLove model, indicating that Watsons' YouTube advertisements successfully capture Generation Z's interest and grab their curiosity to continue watching them. This is explained by the creative elements used by Watsons in their YouTube advertisements, which are used to create a variety of content and promotional activities. Because of this, after expressing a desire to buy from Watsons, the target audience does look for additional information on the promotional efforts to understand more about the product and attracts their desire to take action.

Moving on, the promotional activities such as festive sales, promotion sales and free shipping do create desire in Generation Z as they could purchase products at a lower price. Therefore, the Generation Z do take action to purchase products from Watsons after watching the YouTube advertisements and evaluate whether they like or dislike the experience of purchasing products from Watsons online shop or official store.

The target audience's ability to share and grow to love or hate Watsons is what makes the AISDALSLove Model successful. Research indicates that most members of Generation Z do frequently buy things from Watsons, particularly during special events or while promoting sales. In conjunction with this, it can be concluded that Generation Z is happy with their shopping experience at Watsons as well as that this has led to the development of a strong affection for the company that has resulted in repeat purchasing and store visits.

In conclusion, this study can benefit from the application of the AISDALSLove Model. Generation Z gets interested in and attracted to seek out additional information by the creative content and promotional actions in the ads. Following a demand for Watsons, the target market makes a purchase via the official Watsons store or online, at which point they assess whether or not they enjoyed their shopping experience. In addition, the Generation Z audience does have a strong affection for Watsons and grows to enjoy it, which makes them loyal consumers.

### **5.2.3 Theory of reasoned action**

In 1975, Fishbein and Azjen proposed the Theory of Reasoned Action (TRA) model (Bruno, 2016). TRA implies that an individual's desire to carry out a behavior determines their behavior, and that an individual's intention is a result of their attitude toward the behavior and subjective norms. This study indicates that an individual's intention to carry out an action is stronger when their attitude is more positive, when they perceive more control over the behavior, and when subjective norms are met.

The Theory of Reasoned Action framework is applicable to the research findings. Based on the data gathered, it appears that Generation Z does make purchases from Watsons after viewing the YouTube advertising. Because Watsons sells a variety of products and frequently highlights in their YouTube advertisements that customers could purchase anything on Watsons by showing products they sold—from daily necessities to health supplement products—it is confirmed that the company's advertisements do in fact encourage and motivate Generation Z to make purchases.

Along with that, the results show that after seeing the YouTube advertisement, Generation Z did want to buy things from Watsons since they could satisfy a range of demands by offering a wide range of products. After watching the Watsons YouTube advertisements, for example, Generation Z knows they want to buy needs to meet their daily needs. As a result, it demonstrates that after learning about Watson's YouTube advertisement, Generation Z did actually want to make a purchase in order to meet their demands.

In a nutshell, the Theory of Reasoned Action is applicable to this research study. Watsons YouTube advertising is able to influence the Generation Z on what to purchase in order to fulfill their daily needs and influence their decision to buy products from Watsons.

#### **5.2.4 Magic Bullet Theory**

According to the research finding, in the mid 1930s saw the development of a well-known communication paradigm called the Magic Bullet Theory, which was also referred

to as the Hypodermic Needle Theory (Communication Theory, N/A) . Media messages, like "magic bullets," were said to have a direct impact on the attitudes and behaviors of their audience. In this theory, the audience is unaware of the message being sent directly to their heads. It was known as "Magic Bullet Theory" as it causes the audience to react mentally and emotionally in a short period. The audience's behavior and mentality are altered when the media (needle) introduces the message into the audiences or target audience's mind.

The impact of the Watsons Festival Campaign through Youtube advertising on the purchasing decisions of Malaysian consumers who are members of Generation Z can be studied through the perspective of the Magic Bullet Theory, according to the research findings. Following their introduction to Watsons' YouTube advertisements, the majority of Generation Z acknowledged that they were aware of the brand and that it was necessary for them to have a purchase intention for Watsons' items. It is therefore evidence that the words conveyed by the media have reached the minds of Generation Z directly and have a direct impact on their desire to buy Watsons items.

Additionally, Generation Z claimed that they are motivated and influenced to consider buying products from Watsons by the company's YouTube advertisements. As a result, the mass messaging is quickly affecting Generation Z, demonstrating that the target demographic does indeed receive and accept information from the media directly. The Generation Z generation is thus directly influenced by Watsons' YouTube advertisements to take action, as evidenced by their willingness to buy goods from their official application or store.

To conclude, the Magic Bullet Theory is applicable to this study. The Watsons YouTube advertising do create an impact on Generation Z to remember the brand and be influenced to purchase whenever they have seen the Watsons online advertisements with various promotional activities.

### **5.3 Research Limitations**

The use of research methods in this study is one of the limitations. Due to the ability of the method to gather data in a short period of time, the researcher in this study used quantitative research methodologies to collect data and react from the target respondents. However, the respondents' additional information and opinions have been limited by this research methodology. Because of the lack of particular opinions in the research data, the researcher was unable to fully investigate the influence of Watson's YouTube advertising on Generation Z's purchasing decisions.

The choice of research sampling would represent the second research limitation. Since non-probability sampling is a more simple and helpful method of data collection, the researcher uses it in this study to obtain 160 responses. As a result, the results are insufficiently representative of the views of Generation Z in Malaysia as a whole because the sample size was insufficient and the respondents were chosen at random without regard to location; in particular, the majority of the data was gathered by TAR UMT University students. As a result, the researcher's conclusions may not apply to the entire population.



The failure to include a number of detailed questions in the online survey questionnaire represents the final research limitation in this study. Due to the fact that the researcher only included closed-ended questions in the study, some detailed information was absent such as how Generation Z uses social media and what items the target demographic is most likely to buy from Watson, with various other questions as well. Therefore, the researcher's scope of research was restricted to analyzing the impact of Watsons Festival Campaign through Youtube advertising to Malaysian Consumers of Generation Z's Purchasing Decision.

#### **5.4 Research Recommendation**

When more time is available for research, the researcher would advise future researchers to combine qualitative and quantitative research methods, which is also known as the mix research method to determine the extra research on the impact of Watsons Festival Campaign through Youtube advertising to Malaysian Consumers of Generation Zs Purchasing Decision. By utilizing many different kinds of research methods, future researchers will be able to examine detailed data and many different points of view from their target audiences, allowing respondents to offer in-depth comments and opinions. Therefore, a more comprehensive and understandable outcome will be available to researchers in the future.

Using probability sampling and choosing a larger sample size for the research would be the second research suggestion in this study. In comparison to the non-probability sampling method, the future researcher is going to be able to obtain a clear sampling that is much more

accurate and consistent. Furthermore, a bigger sample size would be helpful in the generalization of the data for the purpose of reflecting the entire sample in future studies. The results are therefore qualified to reflect the viewpoints of Generation Z in Malaysia. In addition, other than having the research specifically to one social media platform, the researcher may widen the research range to other social media platforms such as instagram, xiaohongshu, and more. Therefore, more research and samples are able to explore through the entire findings.

The final research recommendation for further examination is that in order to determine the extra information and other influences that impact Generation Z's purchasing decision, the survey questionnaire's questions need to be answered specifically. Open-ended questions can also be included to allow respondents to go into additional detail about their thoughts and suggestions by elaborating more about them. As a result, future researchers will be able to determine the additional opinions on the impact of Watsons festival campaign through Youtube advertising to Malaysian consumers of Generation Z's purchasing decision. In addition, in this study, it is able to improve the current state of the industry perspective and also at the same time for the business to business future key findings opinion, therefore, the businesses or marketers could consider this study by understanding the power analysis based on the researcher's survey found.

## **5.5 Conclusion**

Overall in this report, the main focus of this research is the impact of Watsons festival campaign through Youtube advertising to Malaysian consumers of Generation Z's purchasing decision. The target audience, Generation Z, is encouraged and influenced by Watsons' YouTube

advertising to purchase products from the company's official store or from online platforms, according to the findings and survey. The purchase intention of Generation Z benefits from this. Additionally, Generation Z benefits from increased brand exposure and recognition thanks to the Watsons YouTube advertisements. As a result of the researchers' findings, marketers can now use YouTube advertising as one of their strategies to help businesses advertise and promote their brands or products.

Furthermore, Generation Z is effectively influenced by Watson's YouTube advertising, as evidenced by the fact that a number of target audiences do go on to buy Watson products after seeing the ads. Furthermore, the YouTube advertising for Watsons is watched with greater attention and curiosity by Generation Z. Moreover, Watson's YouTube advertisements effectively draw in and hold the interest of the target demographic with their creative components such as the visuals, music, visual effects, storyline, and influencers. According to research, Werner and Peter mentioned that the creative advertisement is more memorable, long lasting and helps boost loyal customers of Watsons. Therefore, it shows that creative advertising could increase consumers' attention as compared to standard advertising.

In a nutshell, the researcher has gained more knowledge in this research which studies how YouTube advertising influences the Generation Z's purchase intention. The researcher believes that the findings of this research would be beneficial and useful for the future researchers and marketers as a reference for developing more significant studies and better marketing strategies in the future in order to capture the Generation Z's interest.

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## **APPENDIX: SURVEY QUESTIONNAIRE**

A Study on The Impact of Watson YouTube Advertising on Generation Z's Purchase Intention

Disclaimer: This survey is conducted for a research by Lee Le Ning from Year 3 Bachelor of Communication (Hons) in Advertising study in fulfilment of BHAV 3002 Advertising Project I. By participating in this survey, you are consenting to allow the information you provided to be used for the research analysis. All information that is obtained through this survey shall remain confidential and will be used strictly for the sole purpose of this study

### **Section A: Demographic**

#### 1. Gender

- Male
- Female

#### 2. Age

- 18 - 21
- 22 - 25
- 26 - 30
- 31 - 35

#### 3. Highest Education Level

- Foundation
- Diploma
- Bachelor's Degree
- Master's Degree and above

#### 4. Employment Status

- Student
- Employed
- Unemployed
- Others

#### 5. Monthly Income

- Below RM1,000
- M1,000 - RM1,999
- M1,000 - RM1,999
- RM3,000 and above
- no income

### **Section B**

This section would be seeking your opinion on the impact of Watson YouTube advertising on young adults' purchase intention.

Please indicate your opinion in each statement based on the level of agreement.

While 1 is Strongly Disagree (SD), 2 is Disagree (D), 3 is Somewhat Agree (SWA), 4 is Agree (A), and 5 is Strongly Agree (SA)

No	Question	SD	D	SWA	S	SA
6.	Watson YouTube advertising creates awareness to me to purchase products from their platform.	1	2	3	4	5
7.	Watson YouTube advertising grabs my attention to purchase products from their platform.	1	2	3	4	5
8.	Watson YouTube advertising creates brand recall for me to purchase products from their platform.	1	2	3	4	5
9.	Watson YouTube advertising creates excitement for me to purchase products from their platform.	1	2	3	4	5
10.	Watson YouTube advertising motivates me to purchase products from their platform.	1	2	3	4	5
11.	Watson YouTube advertising influences me to purchase products from their platform.	1	2	3	4	5
12.	Watson YouTube advertising creates desires for me to purchase products from their platform.	1	2	3	4	5

### Section C

This section would be seeking your opinion on the effectiveness of Watson advertising in other social media platforms. Please indicate your opinion in each statement based on the level of agreement.

While 1 is Strongly Disagree (SD), 2 is Disagree (D), 3 is Somewhat Agree (SWA), 4 is Agree (A), and 5 is Strongly Agree (SA).

No	Question	SD	D	SWA	S	SA
13.	I prefer to watch Watson advertisements on YouTube as compared to other social media platforms such as Facebook, Instagram and TikTok.	1	2	3	4	5
14.	I am attracted to Watson YouTube advertising as compared to Watson's other platform's advertising.	1	2	3	4	5
15.	I will pay more attention to Watson YouTube advertising compared to Watson advertising on other social media platforms.	1	2	3	4	5
16.	Watson YouTube advertising creates my interest to watch the advertisement.	1	2	3	4	5
17.	I will purchase products from Watson after	1	2	3	4	5



	watching their advertisement on YouTube.					
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**Section D**

This section would be seeking your opinion on the creativity in Watson YouTube advertising. Please indicate your opinion in each statement based on the level of agreement.

While 1 is Strongly Disagree (SD), 2 is Disagree (D), 3 is Somewhat Agree (SWA), 4 is Agree (A), and 5 is Strongly Agree (SA).

No	Question	SD	D	SWA	S	SA
18.	I like the creativeness in Watson YouTube advertising.	1	2	3	4	5
19.	The visual in Watson YouTube advertising attracts me to watch it.	1	2	3	4	5
20.	The music and lyrics in Watson YouTube advertising attract me to listen to the content.	1	2	3	4	5
21.	The visual effects in Watson YouTube advertising attract me to watch it until the end.	1	2	3	4	5
22.	The storyline of Watson YouTube advertising is appealing to me.	1	2	3	4	5

23.	The influencers in Watson YouTube advertising attracts my attention.	1	2	3	4	5
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