

Effect of Youtube-Based Advertising Effectiveness and Brand Community on Purchase Decision

Wahyu Eko Prasetyanto

*Student of Doctoral Program of Management Science
Graduate Program of Jenderal Soedirman University – Indonesia*

Suliyanto

*Lecturer on Economics & Business
Faculty of Jenderal Soedirman University – Indonesia*

Sri Murni Setyawati

*Lecturer on Economics & Business
Faculty of Jenderal Soedirman University – Indonesia*

Abstract

The existence of social media on the internet allows the formation of virtual brand communities, both transactional and relational. This brand community has potential to influence consumer purchase intentions, as has been shown in a number of studies in the real world. This study examines the relationship between advertising and brand community effectiveness on purchasing decisions based on youtube advertising. In addition, the study hypothesizes that the brand community moderates the relationship between advertising effectiveness and purchasing decisions. Youtube was chosen because it is a social medium that allows ads to show in visual form. Purchase decisions are measured indirectly based on ad memory ("like" and "dislike" on advertising). The analysis was performed using linear regression method on 59 video samples from major brands in Indonesia. The analysis results show a significant correlation between the effectiveness of advertising and the brand community on purchase intentions. However, the brand community moderates the advertising effectiveness and purchase intentions negatively. Dominant consumer logic theory is offered as an explanation for this negative relationship.

Keywords: advertisement effectiveness, purchase decision, brand community, Youtube

Introduction

The development of digital media in the millennium era provides greater opportunities for companies to market their products. Youtube has become a wonderful alternative to WoM (Word of Mouth) features through sharing video links on other social media platforms as well as comments and various forms of interaction that can occur inside or outside this website (DeWitt et al, 2013). Youtube.com was established in 2005 and continues to function as a video sharing website for free with content created and shared by users themselves (Biddinika et al, 2015). Currently, Youtube.com is the second most visited website in the world after Google.com, with one person visiting an average of 9 minutes per day, 5 videos per day, and linking links with 2.2 million other websites in the world (Alexa.com, 2017).

Advertising on Youtube takes shape ranging from just TV commercials that are converted into Youtube videos, special ads designed only to be aired on Youtube, a company-specific channel on Youtube devote to marketing the product, to people (Youtuber) hired by the company for market their products in the form of celebrity endorsing. The advertising alternative is broader than a 10-second, 30-second ad, to between 3 to 10 minutes viewed as the appropriate length for the human attention range (Green et al, 2017).

Studies on the use of Youtube in the field of education show great promise such as increased student satisfaction, increased test scores, to a positive impetus on student behavior (Green et al, 2017). Meanwhile, a study comparing television, online (including Youtube), and print media, found that proton car sales were strongest influenced by advertisements in online media (Hadadi and Almasfir, 2015). However, Can and Kaya's (2016) study shows that ads on social networking sites (including Youtube) are not as effective as expected as many users say they are unhappy or concerned about existing ads. Many of them even skip ads when they appear before they end. Research Pikas and Sorrentino (2014) shows that 88% of 388 respondents always skip the Youtube ad if there is a chance. Therefore, the question arises as to how effective the ads are displayed on Youtube media in encouraging buying interest.

Of course, many factors have an effect on purchasing decisions beyond the media itself. Ad creativity (Hadadi and Almasfir, 2015), product characteristics (Rau et al, 2015), and attitudes (Can and Kaya, 2016) can play a major role in determining purchasing decisions. One of the concepts that can be raised to encourage advertising on Youtube is the brand community. The study on social media Youtube shows that the brand community is more able to give a positive effect on consumer confidence than advertising or information provided by the company itself (Schmidt and Iyer, 2015). This is due to the social influence of the brand community among members of the community, because of the feeling that they are both consumers of the product (Aspasia and Ourania, 2015).

Studies show that today's consumers rely heavily on information generated by other users in networks and social media to make online purchasing decisions (Bahtar and Muda, 2016). Studies in Turkey show that 49% of consumers make purchasing decisions based on information they get from social media (Kirtis and Karahan, 2011). On the other hand, the company's efforts to provide richer information through online media also have a role in purchasing decision making (Higgins et al, 2014).

This study examines the effectiveness of Youtube-based advertising in influencing the involvement of respondents in the brand community and purchasing decisions. In an effort to examine this effectiveness, researchers will review a number of ads on Youtube in Bahasa Indonesia in ad categories specifically directed to this medium and see respondents' responses to advertising as a proxy decision to buy.

Ad Effectiveness, Community Brand, and Purchase Decision

The effectiveness of advertising is basically the degree to which the goal of an ad or ad campaign (Kariuki, 2012) is achieved. Direct measurement of ad effectiveness typically uses a 5-scale Likert response measure of the respondent's reactions to advertising and intent to purchase advertised products, once they are presented to consumers (Diedrichs and Lee, 2010; Sachdeva, 2015). Other measurements may be aimed at the model within the ad, the ad's content, or the brand in the ad (Simpson et al, 2008). Other indicators share the effectiveness of advertising in seven dimensions: realism, entertaining, relevance, reinforcement, information, buying intentions, and attention (Linh, 2017). The indicator from Julian (2011) uses three items, one of which asks the customer directly how effective the ad is.

Indeed, all of the above indicators are traditional indicators. In the online context, various new indicators have been put forward. In general, these indicators are classified as indicators of exposure and interactive indicators (Tai et al, 2005). Exposure indicators include viewing ads, ad impressions, and viewing pages, while interactive indicators can include ad clicks, view time, and so on (Tai et al, 2005). Changes in how to measure advertising effectiveness are due to the advancement of digital

technology has allowed advertisers to quantitatively and real-time measurements of the ads they have ejected (Sturges, 2013). However, research on the effectiveness of advertising on Youtube, still using traditional indicators, so it is general and does not lead to certain products (eg Rodriguez, 2017).

In addition to opening up the possibility of measuring the effectiveness of advertising in real time, advances in information technology also provide a real-time overview of the brand community situation. The brand community is a group of consumers with the same mind and is identified with a particular brand and possesses the same traits, such as awareness, ritual, tradition, and shared moral responsibility (Kalman, 2005). Another definition suggests that the brand community is "a geographically unbound but specialized community based on a set of structured social relationships among admirers of a brand" (Acosta and Devasagayam, 2010). Meanwhile, in a cultural context, the brand community is defined as "a group of loyal consumers who are organized in the lifestyle, activity, and ethos of the brand" (Tenderich, 2013). In an online context, this brand community is demonstrated by official discussion groups, personal websites, webring, and offline conventions (Schau and Russell, 2004).

Devasagayam et al (2010) builds a brand community typology based on two dimensions: spatial and corporate relationships. Each dimension consists of two types of choices: the spatial dimension includes both geographic and virtual, while the dimensions of the relationship include transactional and relational. Consequently, there are four types of brand communities: (1) the transactional geographic brand community, (2) the transactional virtual brand community, (3) the relational geographic brand community, and (4) the relational virtual brand community. Geographic brand groups are connected within a certain region, while virtual brand groups are more bound online than region. Brand groups with transactional properties are simply present because they are consumers of the brand without being actively involved in brand development, while the relational community does intense interaction in an effort to improve the brand with the active involvement of brand-building companies in the community.

Bal et al (2016) builds a brand community typology based on corporate control over brands and community strength. According to them, there are four types of brand communities, the dutiful community, the believer community, the reformist community, and the invisible community. Dedicated communities have companies that are weak in brand control and hand over brand power to consumers while communities have strong ties. The community believes otherwise, the company has great brand power and does not share it with consumers but the community remains a strong community. The reformer community has weak companies and strong members, while communities are weak. The invisible community is weak in the strength of the community as well as the consumer is also weak in determining the development of the brand.

Purchasing decisions are the expected outcome element of an advertisement. Purchase decision is "the possibility of consumer willingness to buy certain specific product" (Javed and Hasnu, 2013). The general predictor of buying decisions is consumer satisfaction with the product (Kim et al, 2014). In addition, economic status, education, income, and status in the household also play a role in determining purchasing decisions (Plabdaeng, 2010). Risk perceptions are also known to have an effect on purchasing decisions, particularly on the online and tourism context (Kazemina et al, 2013). In the field of advertising, existing relationships can be reciprocal. Research shows that the involvement of respondents in purchasing decisions gives an effect on the evaluation of respondents to the elements of the message in the ad (Kim, 2013: 15). On the other hand, purchasing decisions have a positive effect on brand loyalty (Ou et al, 2017).

Hypothesis and Design Research

Hypothesis

Ads are designed to increase purchases. Therefore, it becomes natural that ads are expected to contribute to an increase in purchases. In video ads, many factors play a role. Brand awareness and

persuasion, for example, can drive advertising effectiveness (Huhmann and Albinsson, 2012). Huhmann and Albinsson (2012) argue that the length of the ads have an effect on the effectiveness of advertising. However, this should not happen in video ads. Insofar as advertising is able to engage consumers, long enough ads can still be tolerated and can even have a positive effect as it provides enough space for the audience's emotional engagement. In line with this, we hypothesize that youtube ads, as far as samples in this study, will be effective in increasing the intentions of buying respondents. Therefore, the first null hypothesis is that there is no effect of advertising effectiveness in increasing the intention of buying audiences of Youtube ads.

H1: There is a positive effect of advertising effectiveness in improving the intention of buying Youtube ad viewers.

The Hur's et al (2011) study demonstrates that trust in brand communities, affection in the brand community, and commitment to the brand community have a significant effect on Word of Mouth repurchase intentions, and constructive complaints on brands. In the meantime, Zhou et al (2012) found that the identification and commitment of the brand community had a significant effect on brand attachment, brand identification, and brand commitment, moderated by the perception of community-brand similarity. Jones and Kim (2011) show a significant influence of the brand community on brand loyalty. Algesheimer et al (2005) suggests that the identification of the brand community significantly negatively affects normative community pressure, which in turn has a positive effect on reactance, which in turn negatively affects brand loyalty intentions. Brand loyalty intentions have a positive effect on brand buying behavior. Interestingly, the study of Habibi et al (2014) suggests that social relationships between individuals in brand groups negatively affect brand trust, but these are described as product characteristics, not on all product types.

The above description shows that the brand community has a positive effect on purchasing decisions. Therefore, we consider the following hypotheses for our empirical research:

H2: The brand community will have a positive effect on buying intentions.

Furthermore, the brand community can influence a person in making purchase decisions. One can weigh to buy if they see that the brand has many fans. The study of Algesheimer et al (2005) suggests that the size of the brand community moderates the brand's influence on the behavior of community members. Their research shows that the larger the brand community, the greater the brand's influence in driving consumers' car buying demands. Therefore, formally the next hypothesis is:

H3: The Brand Community moderates the relationship between advertising effectiveness and positive buying intentions.

Research Design

This study was designed as an observational study by observing advertising videos derived from major brands in Indonesia. All proxies for research indicators are online proxies as they provide a real-time overview of the effectiveness of existing advertising. The mechanism assumed to occur is that a respondent will first visit the ad page, then respond in the form of likes or dislikes or neutral to the ad. It could be, the ad just came to the respondent. In this case, the ad does not give space to respond like or dislike. The only response that can be done by the respondent is to see the ad until it finishes or skip it after 10 seconds. Under any circumstances, respondents will be exposed first by advertisement before making a decision. To reduce the effects of these ads at a glance, samples will be taken directly from the advertiser's page. On this page, decisions to like or dislike may be influenced by the number of comments or the size of the subscriber of the advertiser. Both of these indicators are brand community indicators. There can be a reciprocal effect, in which the respondent becomes a subscriber. However, this is unlikely if the respondent is exposed to a single ad or does not have a large brand awareness of the ad. Therefore, we assume that the brand community is formed before the respondent comes to visit the ad. This can happen because usually, to drive the number of subscribers, some of the advertisers' internal employees will be encouraged by their superiors to subscribe the ads to bring in more subscribers or other responses from outside visitors.

Population and Sample

The population in this study was obtained from two sources, namely Brand Directory.com site (Brand Finance, 2017) and Brand Index.com. Site Brand Directory annually selects the 100 best brands in each country based on the brand value held in the currency unit. Population data used based on company financial data (Swa, July 22, 2016). However, Brand Directory data only includes listed companies listed on the Indonesia Stock Exchange. Therefore, the population is also withdrawn from the Brand Index list. The Brand Index list only covers the top 20 brands. However, the brands used include brands of closed and multinational corporations, thereby expanding the scope of the brand under study. The method used by Brand Index does not look at the value of money, but in a survey that asks respondents about "have you heard anything about the following brand in the last two weeks, whether through advertising, news, or word of mouth, and if ever, or negative? ". All populations are taken from the 2016 ranking.

Combination from the above two sources produces a population of 120 brands. However, some brands listed on the Brand Index are also listed in the Brand Directory, leaving 117 brands. For samples, we decided to check the presence of ads of all these brands on Youtube. We took out advertisements that were posted not from the official brand page, thus avoiding manipulation of the advertisements exposed to the audience..

Many of these brands do not have ads officially released from their original pages. A brand can generate multiple ads in the course of its existence on Youtube. We decided to choose the most popular ads on the page. This ensures the variability of data that can be obtained. Based on this method, we obtained a sample of 59 ads.

Measurement

Bergkvist (2014) argues that marketing academics should use a single item rather than a multiple-item indicator to measure concrete constructs. Single item indicators do not provide general method variant effects and provide identical results between delayed indicators and real time indicators. Following this suggestion, we used a single indicator in measuring the variables studied in the present study.

For measuring ad effectiveness, we use the page view indicator. Page view is justified because it is a common indicator of the effectiveness of advertising in online media (Tai et al, 2005). Although there is a possibility that consumers are being exposed forcibly because of YouTube itself, most potential customers will come voluntarily to the ad page because many of the ads in the research sample are not appropriate as flash ads because of the long duration. Status as a popular ad for the brand also reflects that the ad is visited voluntarily, especially through a sharing facility that allows the first person to view the ad and then share it with social media to invite other respondents to come to view.

Brand Community Measurement is done by looking at the number of subscribers of the brand. Subscribing indicates that someone is interested to follow the subsequent impressions of the brand, so it can be interpreted as a community of its own brand. This is in accordance with the definition of the Kalman brand community (2005) that the brand community is a consumer group with the same mind and is identified with a particular brand.

For variable on buying intentions, it will be difficult to measure directly whether the respondent will intend to buy or not immediately after exposure to Youtube videos. However, it is well known that preference for an advertisement has a positive impact on buying intentions (Huhmann and Albinsson, 2012). The use of indicators based on respondents' preferences over Youtube videos is an indirect indicator. Previous research used direct indicators of traditional questionnaires (eg Dehghani et al, 2016). However, it has been argued above that indicators for the online world should be different than traditional advertising indicators as they are more real time and quantitative.

The use of likability is criticized by Bergkvist and Rossiter (2008) as an indecisive indicator because someone who likes advertising does not necessarily intend to buy, and someone who is not exposed to advertising can buy it without liking or dislike advertising. This is evidenced in the research Hutter et al (2013) who did not find a significant relationship between eWOM positive (fondness) with the intention of buying on facebook social media. Similarly, Pope et al (2004) also said that disliking an advertisement does not mean that consumers will reject the brand and refuse to buy. However, it is well known that likes and dislikes of advertising are strong predictors of advertising memory (Kenning et al, 2009). Ad recall is one of the two strongest predictor variables of buying intention derived from advertising, in addition to advertising attitudes (Huang et al, 2010). Therefore, it can be concluded that likes and dislikes can be used as indirect indicators for buying intentions. Their own preferences and dislikes do not work, but when they are combined, they provide a strong memory of advertising and encourage purchases, rather than neutrality or ignore advertising. In line with this argument, the indicator of buying intent is measured by the total number of respondents' preferences and dislikes for the advertisement.

Actually the number of comments can also be raised as an indicator. However, this may be biased because some of the comments may come from some of the same people who are involved in the debate or conversation, which may, have gone far beyond the actual discussion with respect to the advertisement. Moreover, commenting has a greater cognitive burden on consumers than likes or dislikes. On some platforms like smartphones, comment features are more difficult to access and even blocked. On computer platforms, the comment feature is well below the video, while the likes feature can be obtained directly from the bottom of the video ad. Coupled with the argument about the preferences and dislikes above, the disability-likability indicator would be more appropriate to measure buying intentions.

Data

Data collection is done by visiting the brand page successfully obtained through the video search feature on the Youtube site. After entering the brand page, the number of subscribers is recorded as a brand community indicator. Furthermore, the videos are sorted by popularity. Most popular videos are visited and page view and "Like" and "Dislike" values are recorded. The indicator of purchase intent is the sum of "Like" and "Dislike".

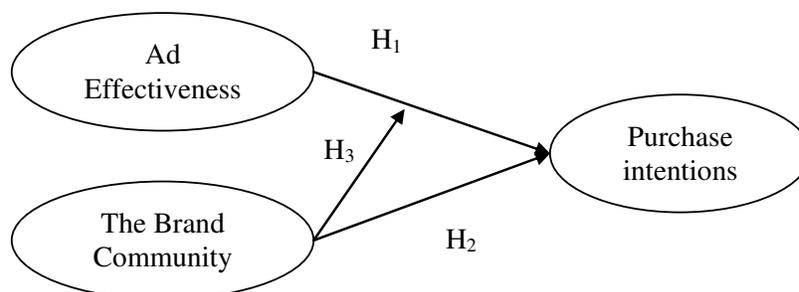
The data analysis was done by linear regression method with emphasis on the variant explained in variable purchase intention. The linear regression formula used is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_1 X_2 + e$$

with X_1 is the effectiveness of advertising, X_2 is a brand community, Y is the intention of buying, α is intercept, β_1 , β_2 , and β_3 is the coefficient of independent variable, and e is the error rate.

Graphically stated, the research model is as follows:

Figure 1: Research Model



Results and Discussion

Table 1 shows all the samples used in this study. The brands involved cover a wide range of fields, from aviation, retail, to everyday products. The ads displayed also vary from product offerings, company profile, to recipes. Sprite, Samsung, and Air Asia ads are global advertisements, but they are still included considering their vital position for consumers in Indonesia.

Table 1: Sample Research

No	Brand	Subscriber	Iklan	Page View	Like	Dislike	Memory
1	Air Asia	57.638	We'll Take You There - Jaipur	3.392.360	2.364	2.153	4.517
2	Alfa Mart	3.973	Alfa Gift	817.793	15	5	20
3	Aqua	15.669	Tonton Pertemuan Rangga dengan Cinta	4.296.697	324	18	342
4	Astra International	422	Astra Virtue	24.651	63	5	68
5	Bank Danamon	587	Danamon Connect	737.081	27	2	29
6	Bank Jatim	190	Company Profile Bank Jatim	17.649	46	4	50
7	Bank Mandiri	6.080	Do You Have It	1.617.457	732	67	799
8	Bank OCBC NISP	205	Kebaikan yang Menginspirasi	753.098	127	2	129
9	Bank Permata	515	Dream Bigger	204.843	20	3	23
10	BCA	6.653	BCA Klikpay	1.600.996	8	8	16
11	Beng-Beng	215	Beng-Beng Happiness Hunt Promo	37.639	19	5	24
12	Bimoli	998	Resep Udang Saus Padang	87.472	264	14	278
13	Bir Bintang	173	Bintang Karena Bersama	866.257	10	1	11
14	BJB	140	Mars Bank BJB	23.723	147	9	156
15	Blue Bird	382	Makna sebuah kesederhanaan	567.395	141	1	142
16	BNI	868	Rejeki BNI Taplus	471.254	9	3	12
17	BRI	2.046	Untung Beliung Britama	541.737	11	-	11
18	BTPN	142	BTPN Sinaya	197.153	7	1	8
19	Bukalapak	66.997	Nego Cincai Bukalapak	11.189.976	38.967	6.482	45.449
20	Charoen Pokphand	385	Manajemen Ayam Petelur	114.982	279	26	305
21	CIMB Niaga	1.045	CIMB Niaga - Forward Your Dreams	475.991	39	9	48
22	CNN Indonesia	174.393	Detik-Detik Kedatangan Raja Salman	2.366.311	16.586	1.634	18.220
23	Electronic City	60	Smart Way of Modern Shopping	21.237	7	1	8
24	First Media	707	Time Machine Café	274.015	107	5	112
25	Garuda Indonesia	27.051	Coming Soon	2.873.220	201	28	229
26	Gas Negara	361	Gerakan Sadar Energi	40.068	265	3	268
27	Global TV	17.879	Christo, Tasya "In the Name of Love"	688.227	7.856	244	8.100
28	Google	176.466	Youtube Offline	10.818.774	6.295	3.819	10.114
29	Gudang Garam	1.034	GG SM - Extraordinary Surprise	44.737	104	19	123
30	Honda	13.769	All New Honda CBR250RR	1.324.853	2.756	736	3.492
31	Huawei	2.595	Tukar Untung Bareng Toni Tareek!	176.881	363	101	464
32	Indofood	2.726	Video Tutorial Cara Bermain Indomilk Jagoan Boboiboy	996.448	-	-	-
33	Indomie	13.056	Selalu ada Indomie untuk menemani Kesibukan	2.330.703	36	20	56
34	Indosat Ooredoo	26.207	Baru Data Rollover	3.215.390	1.514	1.479	2.993
35	Jasa Marga	311	Video Jalan Tol Jakarta Cikampek II Elevated	79.896	332	21	353
36	Kalbe Farma	432	Sekuntum Bunga untukmu Ibu	397.746	5	-	5
37	Malaysian Airlines	42.258	Lundang to New Castle	2.463.149	3.006	495	3.501
38	MAP Mitra Adiperkasa	71	Why Work Here?	9.374	14	-	14
39	Matahari	1.504	MDS Holiday	576.964	3	-	3
40	MNC Publishing	-	Persepuluhan	138	1	-	1
41	Multipolar	38	PT Multipolar Technology	1.384	21	-	21
42	Panin Bank	365	Panin Super Bonanza	322.438	3	-	3
43	Pembangunan Perumahan	48	Garuda Pancasila	2.337	286	1	287
44	Popmie	1.296	Friendship Day	889.974	59	8	67
45	Ramayana	32.162	Bahagianya adalah Bahagiaku	5.765.613	15.434	1.607	17.041
46	Samsung	93.034	Samsung Galaxy S8	3.882.798	6.155	3.646	9.801
47	SCTV	472.745	Drama Musikal Mermaid in Love	4.265.085	13.577	1.086	14.663
48	Semen Indonesia	161	MBSI	17.354	126	6	132
49	Smartfren	15.304	Membangun Indonesia bersama Smartfren 4G	772.195	75	1	76
50	Sprite	145.828	2016 Lyrical Collection	19.741.476	991	311	1.302

No	Brand	Subscriber	Iklan	Page View	Like	Dislike	Memory
51	Supermi	246	Momen Kreasi Supermi - Lupa Hari Ibu	435.922	63	5	68
52	Telkom Indonesia	2.549	Telkom Digitize Your Life (TVC)	104.438	155	-	155
53	Telkomsel	30.588	Jangan Kedip	6.038.947	7.859	434	8.293
54	Tokopedia	41.243	Jadi Lelaki Idaman, Bisa dimulai dari Tokopedia	12.823.869	433	344	777
55	Torabika	-	Trailer Filosofi Kopi	210.652	25	6	31
56	Toyota	73.606	All New Sienta	4.446.729	2.360	698	3.058
57	United Tractors	977	Komatsu PC200-8	92.785	105	13	118
58	Xiaomi	-	Panduan Lengkap Update MIUI 7	95.435	323	5	328
59	XL	50.819	Youtube Tanpa Kuota	2.854.200	2.048	1.447	3.495

As indicated from Table 2, the average brand community of Indonesia's major brands on Youtube is about 28 thousand people. The three brands from the sample do not have a brand community, MNC Publishing, Torabika, and Xiaomi, while four of them have more than 100,000 brand communities Sprite, CNN Indonesia, Google and SCTV. Meanwhile, for the effectiveness of advertising, the average favorite video has 2 million viewers. Ads with the lowest pageviews, under 10,000 views are ads from MNC Publishing, Multipolar, Housing Development, and MAP Partner Adiperkasa. While the highest pageview ads, over 10 million views, are ads from Google, Bukalapak, Tokopedia, and Sprite.

Table 2: Summary of Ad Video Stats

	Average	Standard Deviation	Min	Max
Subscriber	27.579,86	71.204,28	0	472.745
PageView	2.025.389,25	3.632.783,57	138	19.741.476
Like	2.257,08	6.093,26	0	38.967
Dislike	62,51	162,15	0	736
Memory	2.715,41	7.046,79	0	45.449
Comment	87,97	197,21	0	919

The average "" Like "" of the Youtube ad video is 2,257. One video does not have "Like", that is Indofood, while there are four brands with "Like" above 10,000 ie SCTV brand, Ramayana, CNN Indonesia, and Bukalapak. The value of "Dislike" is lower, the average video is only 62.51 "Dislike". 18 videos do not have "Dislike", while eight videos have "Dislike" above 100, with advertisements Honda, Toyota and Malaysian Airlines having the highest "Dislike" amount. One ad has no memory at all, Indofood ads. Meanwhile, the average video has 2.715 memory. Five videos have memory above 10 thousand, which is advertisement from Bukalapak, CNN Indonesia, Ramayana, SCTV, and Google.

The following table shows the regression results of the research model. The independent variable can explain 39.99% variation of bound variable, marked with value of Adj. R² of 0.3999. The model has a very significant degree, ie p < 0.001, with a value of F = 13.848.

Table 3: is the Summary of Regression Results

Adj. R ² = 0,3999, n = 59, F = 13,848***					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-637,406	891,222		-0,715	0,478
Subscriber	0,081	0,018	0,819	4,527	0,000
Interaction	-1,337E-008	0,000	-0,984	-3,601	0,001
PageView	0,002	0,000	0,880	4,536	0,000

As expected, the effectiveness of advertising and brand communities has a significant positive effect on purchasing intentions. The effectiveness of advertising in significantly affecting buying

intentions ($t = 4,536$; $p < 0.001$). Similarly, the number of brand communities has a significant effect on purchasing intentions ($t = 4,527$; $p < 0.001$). Hence, H1 and H2 are accepted.

However, the interaction variables that signify the moderating effects of the brand community provide a negative sign. This is different in direction from hypothesis 3 which states that the effects of moderation should tend to be positive. This has actually been predicted by Algesheimer et al (2005). They suspect that the moderation relationship should be negative. The reason is, the smaller the brand community, the greater the social pressure among members, forcing them to make purchases. Meanwhile, the larger brand community the ties between members increasingly tenuous which allow greater freedom to not behave according to group norms. This explanation may apply to the offline brand community. Indeed, the subscriber indicator in this study has strong online characteristics. Each subscriber can not have a strong relationship with each other or even not know each other, no matter how big the size of the brand community.

A more plausible explanation comes from the results of Habibi et al (2014). They also found that a negative relationship occurred between the relationship between consumers and brand trust. The explanation put forward is that small community members online do not have a clear hierarchical structure, making the credibility of each member questionable. It may be that a consumer thinks that a small number of subscribers shows that they are all employees of the company. However, this explanation is less acceptable if applied to purchase intentions. Properly, in the context of purchasing, this will lead to positive, rather than negative, effects of moderation. The greater the number of members of the brand community, the greater their buying intent should be because there is a clear structure of the community.

The second explanation offered by Habibi et al (2014) is the greater the brand community, the greater the expectation of advertising. Companies should be as good as possible in generating ads to meet the needs of the brand community. This impacts on the quality of ads that are positive in the eyes of the audience, so quality always goes hand in hand with the number of brand communities. The problem of this explanation is the same. As a result, the larger the brand community, the greater the purchasing intention because of the better ad quality

The third explanation offered by Habibi et al (2014) is that the larger the brand community, the more Dislike it appears, thereby inhibiting larger purchases than the small brand community. However, it has been argued that merely based on "Dislike" itself, buying intent is unpredictable. The point is not whether someone likes or dislikes an advertisement, but whether there is a strong memory of the ad, shown by a combination of "Like" and "Dislike". This picture appears to contradict the eWOM theory which states that negative eWOM can have a major impact on purchasing intentions (See-To and Ho, 2014). This finding has been disputed because other empirical studies show that even negative publicity can increase the likelihood of a purchase. The point is to create awareness, so the phrase that applies is "every publicity is good publicity" (Cheung and Thadani, 2012). What is actually found in eWOM theory is that eWOM negatively affects the reputation of the brand, but still gives a positive effect on purchasing intentions. For example, a new consumer can buy after seeing "Dislike" from others, just to try it yourself if it is true that negative comment.

A more probable explanation lies in consumer autonomy. Consumer autonomy is an important issue in marketing in online media (Stockdale, 2007). Social media has long been a source of dilemma for corporations between relationship management efforts with the effort to provide autonomy to consumers. Relationship marketing theory says that companies need to build relationships with consumers closely. But this theory can not apply in online media. In contrast, a more applicable theory is the dominant logic theory of customers (Consumer Dominant Logic - CDL) (Anker et al, 2015). The CDL emphasizes that purchases can increase if consumers have the power and ability to make decisions independently based on their abilities and experience. Purchasing decisions are an important decision, especially in risky situations like in online media. It is true that consumers can take comments as a consideration, but more importantly is the ability of the company to advertise its products. The existence of subscriber in large numbers challenges consumers to think differently, thus making it stand out from the group. The consumer is concerned that a large number of subscribers will influence

him / her to buy the product, so he/she takes the opposite step, ie not to buy, so that the effect is negative.

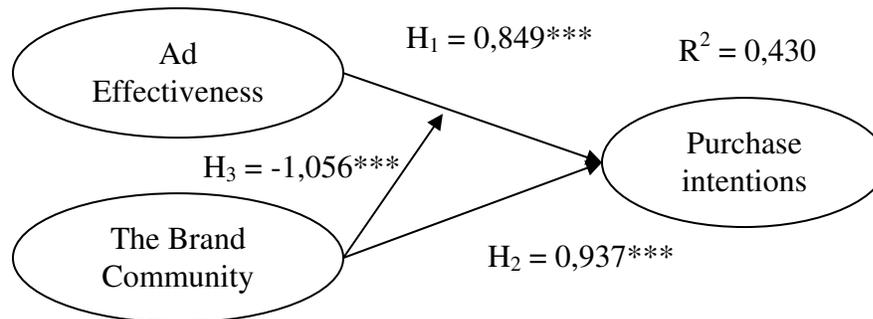
Furthermore, Habibie et al (2014) claims that the effect of "Dislike" is five times greater than the amount of "Like". In other words, a "Dislike" is equivalent to five "Like". Following this thought, the value of "Dislike" is multiplied by five before being added with "Like" to generate memory. Furthermore, the regression test is repeated. Regression results are shown in the following table.

Table 4: Summary of Regression Results with Dislike five times more

Adj. R ² = 0,430, n = 59, F = 15,556***					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-490,417	762,319		-0,643	0,523
Subscriber	0,074	0,015	0,849	4,814	0,000
Interaction	-1,260E-008	0,000	-1,056	-3,966	0,000
PageView	0,002	0,000	0,937	4,956	0,000

The above results show the ability to explain even better, by 43%, from the previous 40% (F = 15.556; p < 0.001). The resulting sign does not change while the relationship is even more significant, with all relationships between variables < 0.001. Brand community positions remain as quasi moderators because they have a significant influence in role as moderator (interaction variable) and also significant in role as independent variable.

Figure 2: Test Result of Research Model



Our findings empirically support why the brand community is important in the relation to Youtube ads. First, the brand community can drive purchasing intent independently regardless of the effectiveness of the ad. Purchases become more likely if a brand has a strong community on the internet, marked by a large number of subscribers. Previous research has shown that brand communities have a positive effect on buying intent, while the positive eWOM variable tested together with the brand community (referred to as the brand page commitment) has no effect on buying intent (Hutter et al, 2013).

Second, the brand community gives negative moderation effects when brand effectiveness variables are taken into account. The more visits, with a brand community that is too large, will result in a decrease in buying intent. In contrast, in a small brand community, large traffic can lead to increased purchases.

Conclusion

This study shows that the effectiveness of ads, measured by the number of pageviews from Youtube ad pages, has a significant effect on purchase intentions, measured by the ad memory that the audience has. Meanwhile, the brand community is measured by the advertiser company subscriber, being both a

free variable and a moderator variable in the relationship between the effectiveness of the ad and the purchase intent. The moderator relationship of the brand community to the relationship between advertising effectiveness and buying intentions is negative while the brand community's direct relationship to buying intentions is positive.

This study has a weakness because it uses indirect indicators in measuring consumer buying intentions. In addition, the sample size is still relatively small ($n < 100$), so it still requires examination on larger sample quantities and different populations to be generalizable. Subsequent research also needs to take into account the characteristics of advertising as a new free variable that can also explain the variant of consumer buying intentions.

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