

YouTube Advertising in Developing Purchase Intention of Prepaid Mobile Data Packages with Special Reference to Government University Undergraduates of Sri Lanka

H K C Chathuranga

Department of Marketing Management, University of Kelaniya, Sri Lanka
chathurangakokawalage@gmail.com

Nisal Gunawardane

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

YouTube is the most viewed online video streaming website, and it allows users to upload or stream videos online, attracting many users. YouTube advertising is an effective and influential communication platform that attracts viewers and listeners to content. Social media communications and consumer behavioural studies from the literature indicate a need for more agreement in social media video content in developing consumer purchase action. Thus, this study investigates the impact of YouTube advertising as the primary video streaming website in developing consumer purchase intentions for mobile data packages. The research was conducted using a quantitative survey method to collect responses. The study comprised three hundred eighty-four (384) government university undergraduates exposed to YouTube advertisements. The results demonstrated that entertainment, information, and customisations were YouTube's most vital positive drivers, and anger was negatively associated with the purchase intention of government university undergraduates in Sri Lanka to buy prepaid mobile data packages.

Keywords: *Mobile Data Packages, Mobile Telecommunication, Prepaid Services, YouTube*